

Geo-enabling Student Career Paths Using TalentED Story Maps

Jaime Gonzalez

Regional Director,
Advanced Transportation
& Logistics

Stephanie Feger

Project Director,
Coast Community
College District

Dr. Brian Donnelly

Executive Director at
LearningCurved, Inc.

TalentED Overview



TalentED

Preparing Tomorrow's Workforce for The New Economy

POWERED BY



California
Community
Colleges



Los Angeles | orange county | regional consortium

ORANGE COUNTY
CAREER EDUCATION

Coast Colleges

TalentED Overview

TalentED

A GIS STORY MAPPING PLATFORM

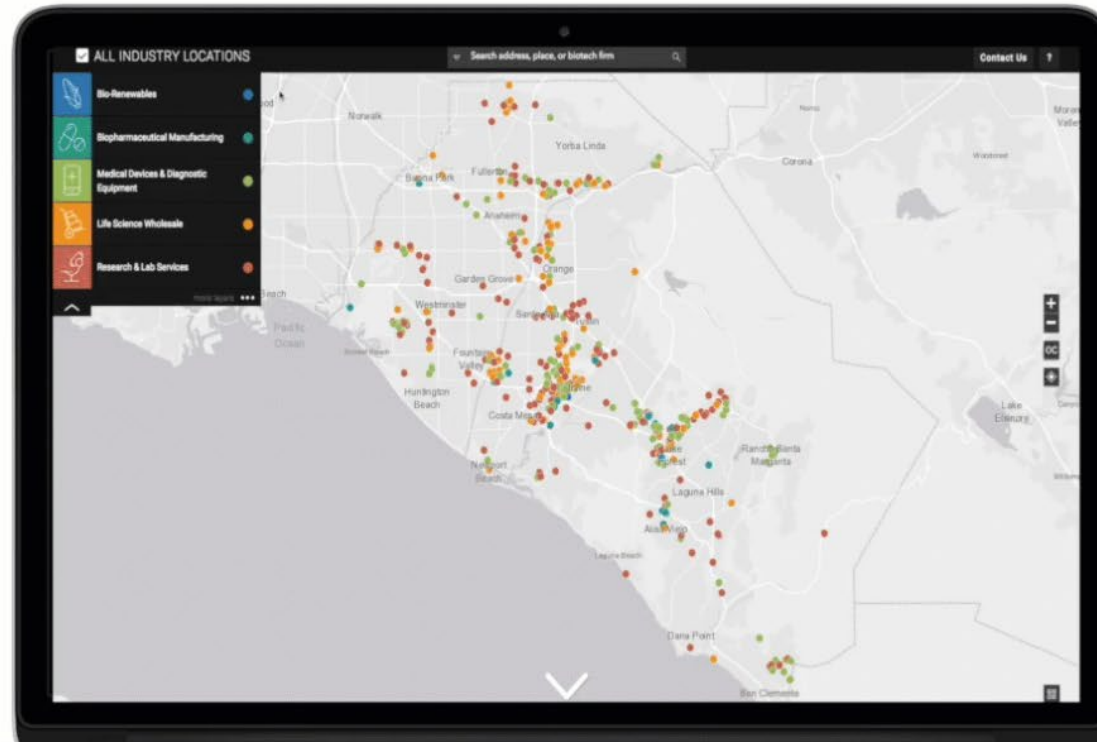
*Preparing tomorrow's workforce
for the new economy*

Talent

Individuals who are knowledgeable, competent, flexible, resilient, adaptive, collaborative, creative, passionate and entrepreneurial.

EDucation

Skills, competencies and experiences acquired within and outside of formal academic settings.



Priority Sectors

PRIORITY INDUSTRY SECTORS

Advanced Transportation entails the design, manufacture, maintenance and management of products, services and equipment to promote safe, fast and energy efficient transit.

LEARN MORE 

Biotechnology



Business & Entrepreneurship



Digital Media Arts



Energy, Construction & Utilities



Nursing & Allied Health



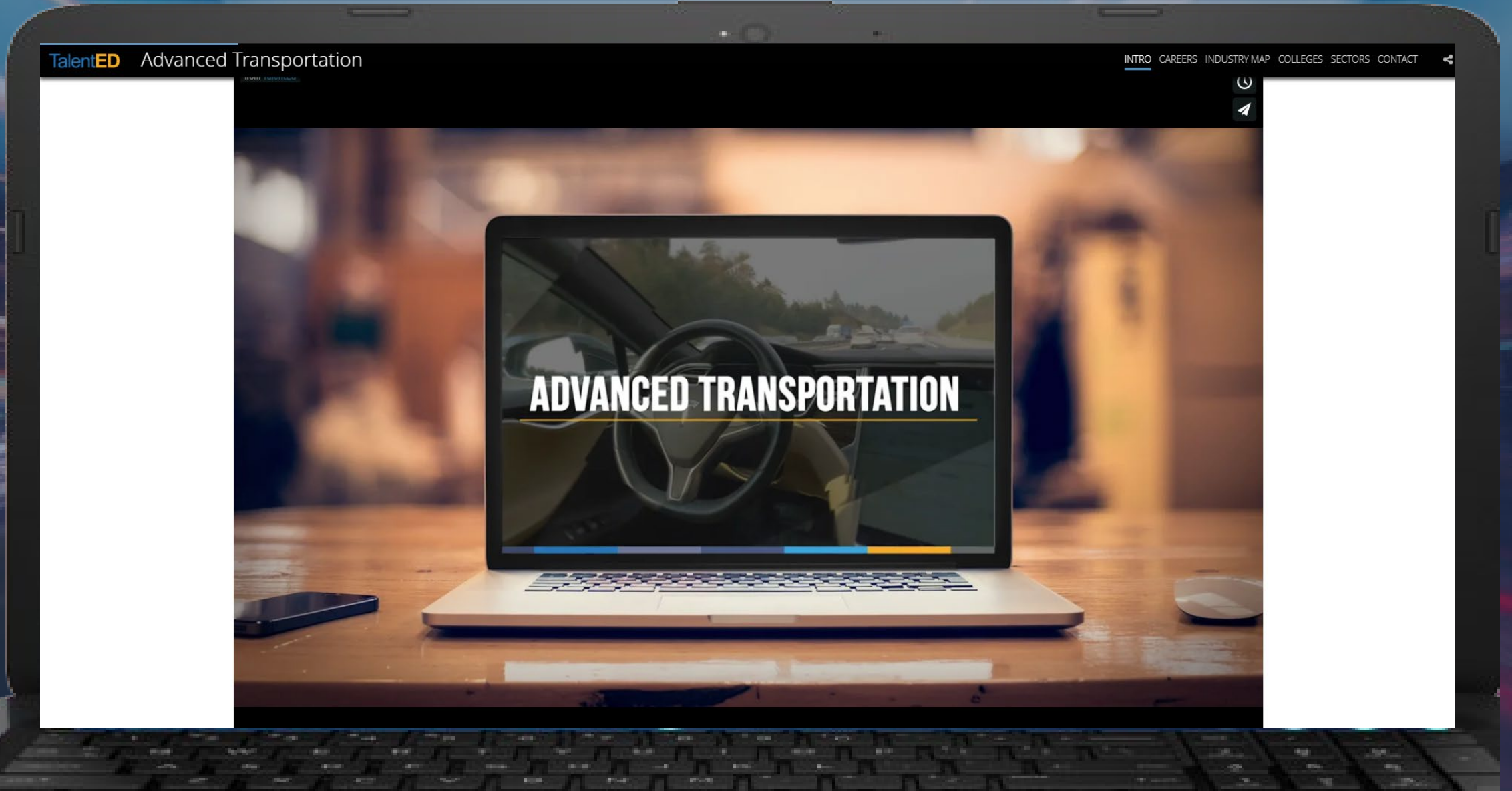
ICT



Retail, Hospitality & Tourism



Sector Overview Video



Career Clusters



Transportation, Distribution & Logistics

The planning, management and movement of people, materials and products by road, air, rail and water. It also includes related professional and technical services such as infrastructure planning and management, logistics, and maintenance of equipment and facilities.



Business Management and Administration

Supply chain management is all about the production, shipment and distribution of products. It covers everything from inventory to sales, and is crucial to any business that makes and sells products utilizing transport systems by road, air, rail and water



Manufacturing

In the context of Advanced Transportation, manufacturing encompasses a broad range of products and services ranging from the design, manufacture and servicing of transportation products and infrastructure to software and machinery to optimize supply chain management.



Agriculture, Food and Natural Resources

Advanced Transportation plays a critical role in the production and management of equipment and services critical to the production, harvesting and distribution of agricultural products and natural resources critical to food supply.

Wages and Occupations

Adv. Transportation Occupations and Wage Ranges

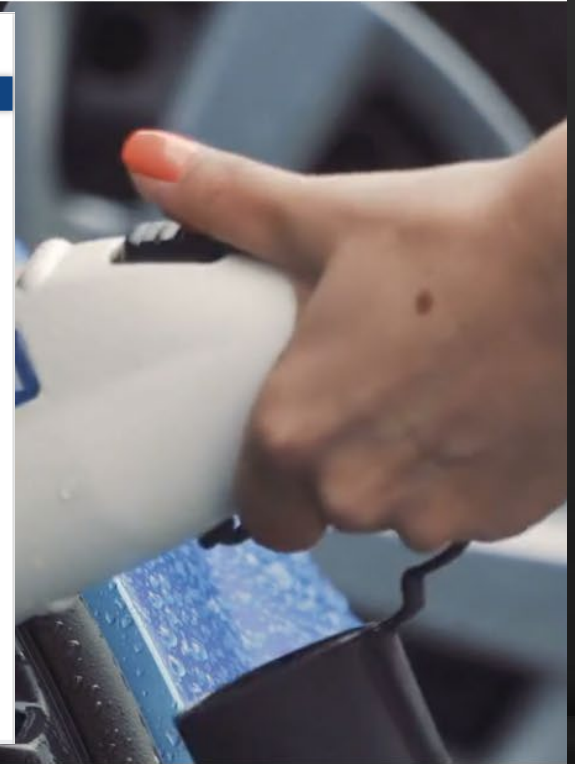
1 OVERVIEW

2 TRANSPORTATION, DISTRIBUTION & LOGISTICS

AIR TRAFFIC CONTROLLERS	\$67,440 - \$175,800	➔
AIRCRAFT CARGO HANDLING SUPERVISORS	\$31,730 - \$81,790	➔
AIRFIELD OPERATIONS SPECIALISTS	\$27,410 - \$93,090	➔
AIRLINE PILOTS, COPILOTS, AND FLIGHT ENGINEERS	\$88,250 - \$208,000	➔
AUTOMOTIVE AND WATER-CRAFT SERVICE ATTENDANTS	\$21,540 - \$42,780	➔
CARGO AND FREIGHT AGENTS	\$25,670 - \$65,600	➔
COMMERCIAL PILOTS	\$43,570 - \$152,180	➔

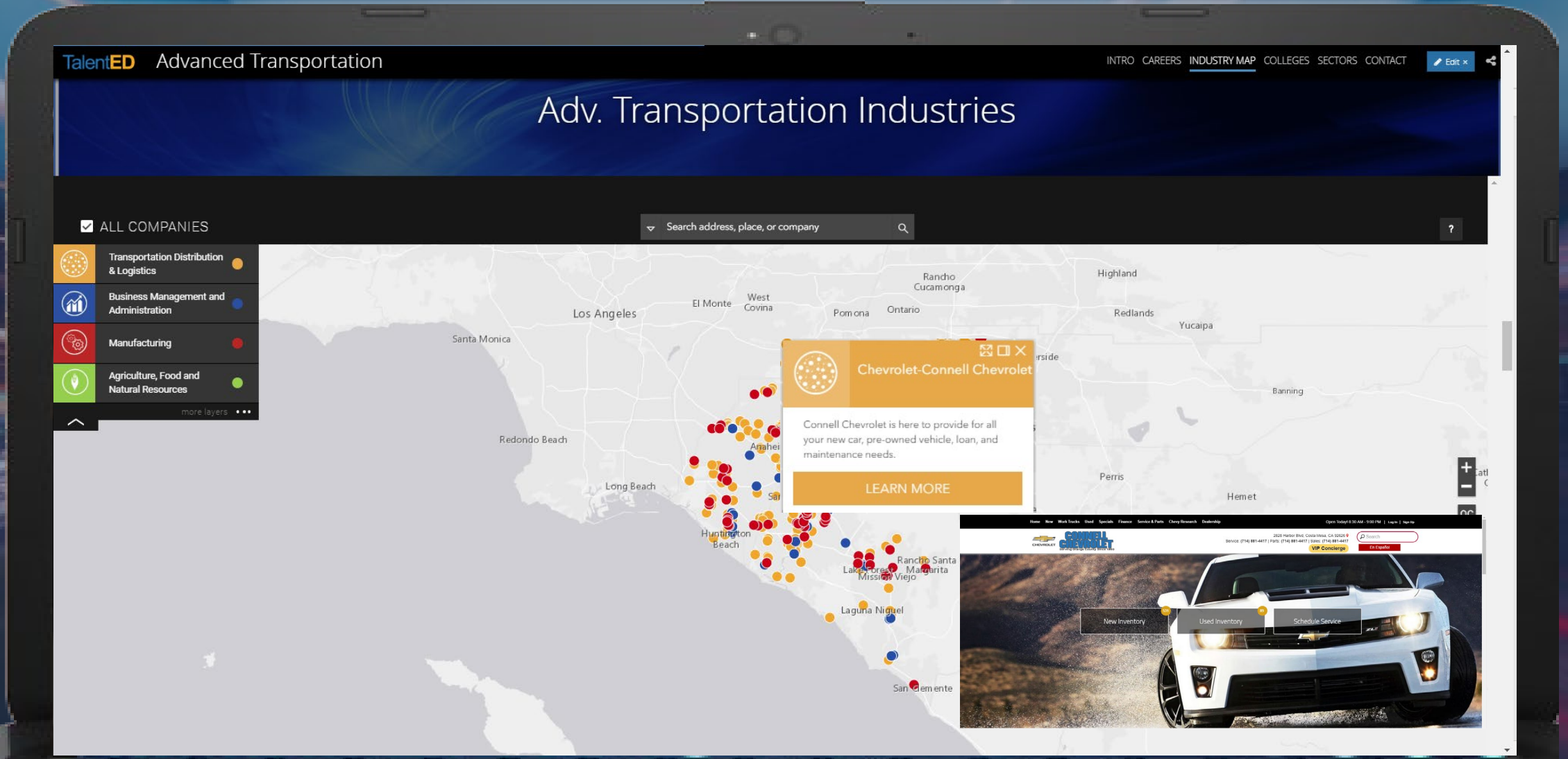
3 BUSINESS MANAGEMENT & ADMINISTRATION

The screenshot shows the CareerOneStop website interface. At the top, it says "careeronestop your source for career exploration, training & jobs". Below the navigation bar, there's a "Career Videos" section. The featured video is titled "Automotive Service Technicians and Mechanics Career Video". The description reads: "Description: Diagnose, adjust, repair, or overhaul automotive vehicles." Below the video player, there's a "Video Transcript" section with the following text: "It may be tempting to fender with your car on your own when it breaks down, but for most people, the only solution is to bring it in to an automotive service technician or mechanic. These technicians troubleshoot automobile problems. They inspect vehicles like a detective seeking clues... and replace old parts with the precision of a surgeon. While they use computers to diagnose some issues... inspecting parts and systems as they run through a long checklist... is typical. Mechanics also have a knack for translating car jargon for car owners who need advice on repair decisions. Service technicians work with a variety of tools and grease-covered auto parts... sometimes in uncomfortable positions. Standing all day, lifting heavy objects... work for mechanics is physically demanding, they must take steps to prevent injuries. Mechanics work in car dealerships, auto repair shops, or may opt for self-employment. It is common for them to work on weekends, holidays, and to put in overtime. Employers prefer to hire technicians who have completed a vocational or post-secondary education program in automotive service technology, and they may also want you to earn industry certification later. It's just the first step to a career where you can let your passion... drive you."



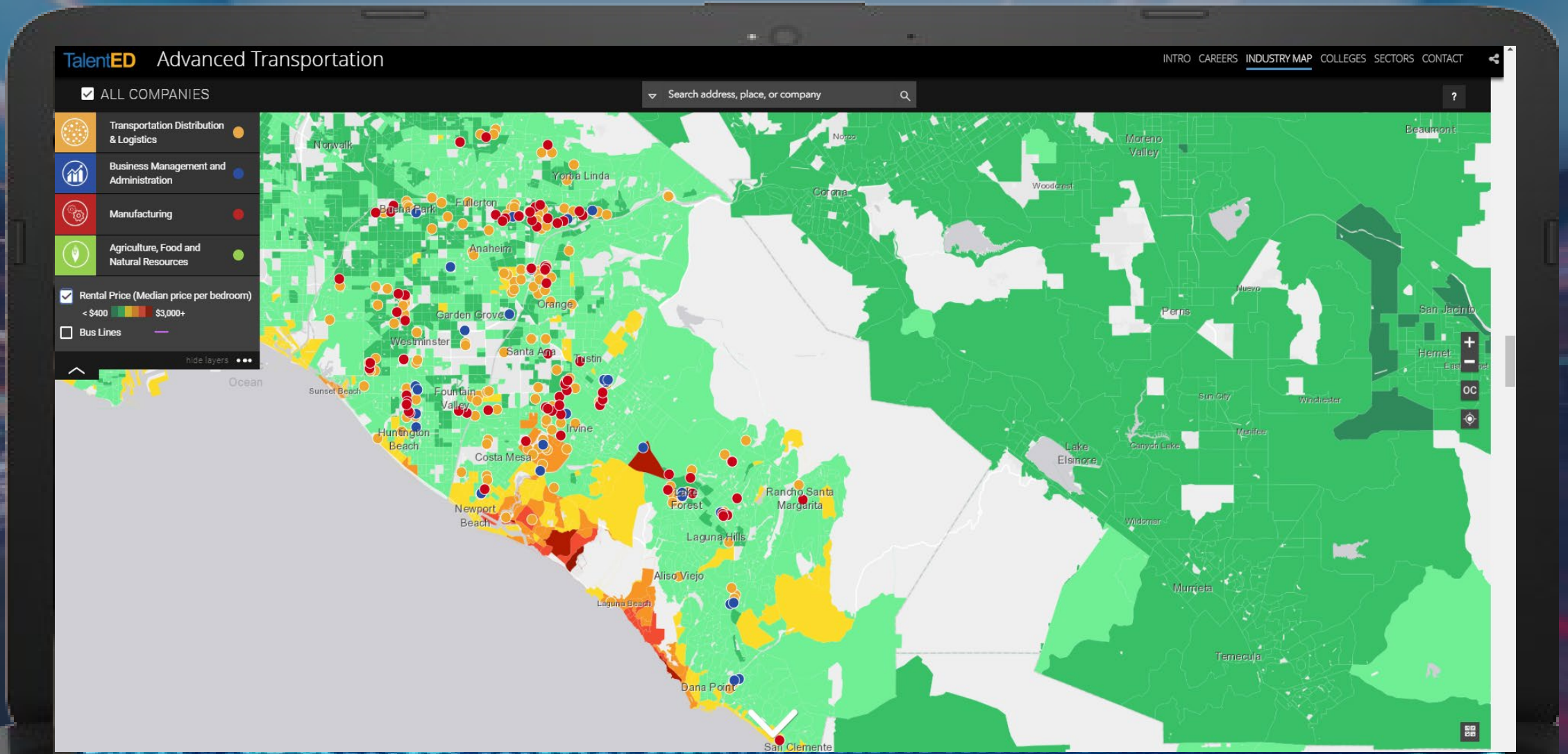
Industry Maps

Geo-Markers and Story Cards



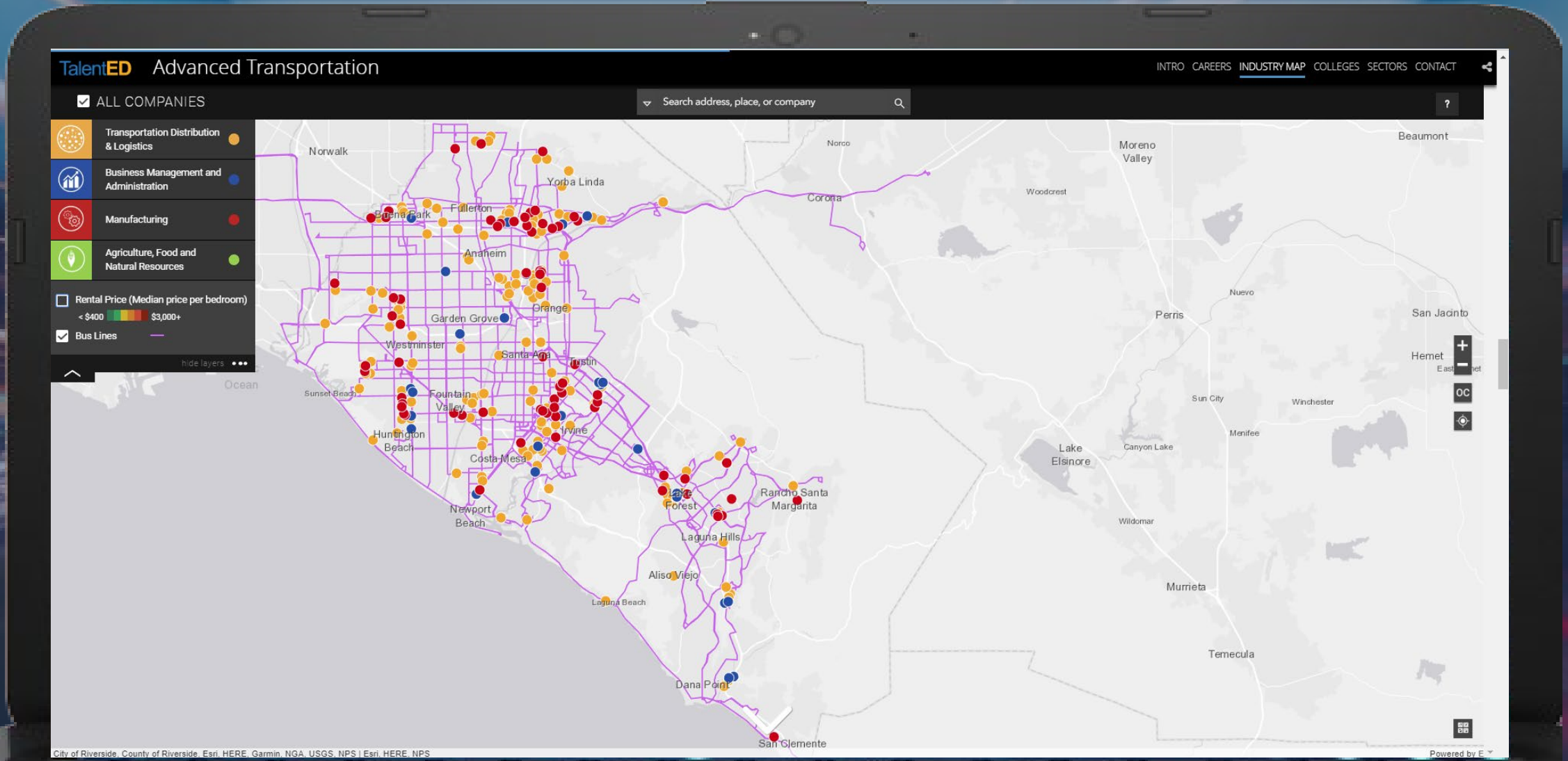
Industry Maps

Rental Housing Cost Layer

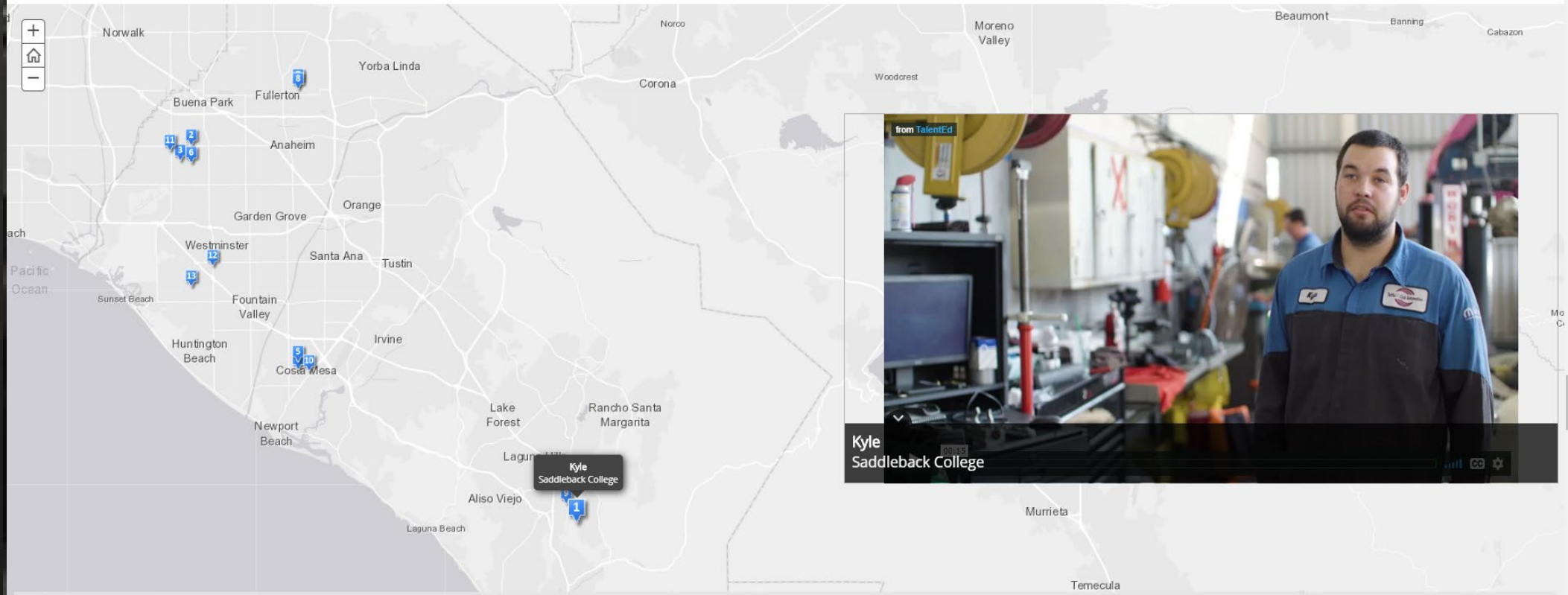


Industry Maps

Public Transportation Layer



Future ME Alumni Story Map



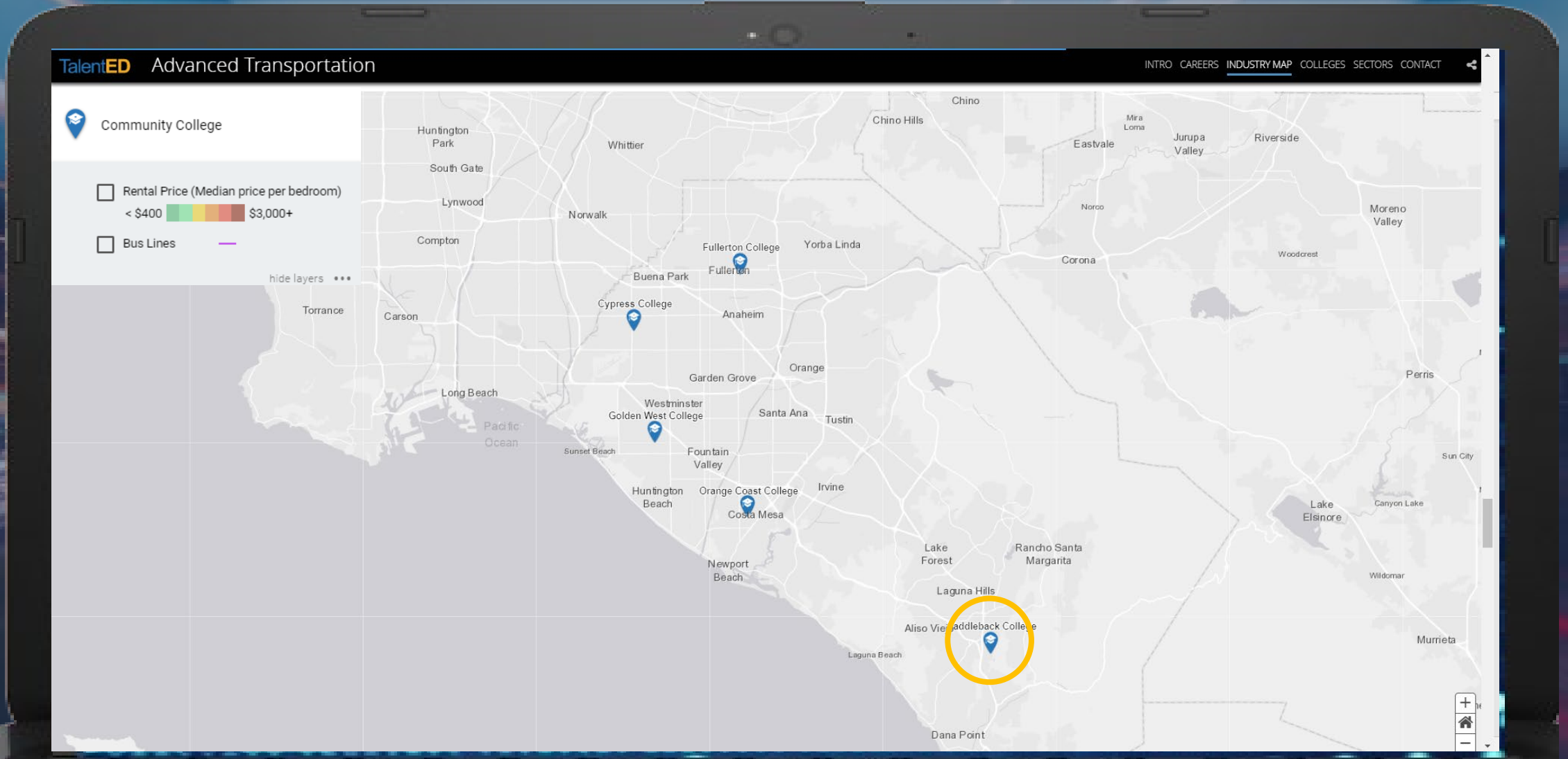
from TalentED

Kyle
Saddleback College

Video player interface with play, volume, and settings icons.

- 1 Kyle Saddleback College
- 2 Sebastian Cypress College
- 3 Rito Cypress College
- 4 Josph Orange Coast College
- 5 Katie Orange Coast College
- 6 Juan Cypress College
- 7 Javier Fullerton College
- 8 David Fullerton College
- 9 Summer Saddleback College
- 10 Didi Orange Coast College
- 11 Elliot Cypress College
- 12 Cody Golden West College
- 13 Thomas Golden West College

Education Locator Map



Education Locator Map Story Cards

TalentED Advanced Transportation

INTRO CAREERS INDUSTRY MAP COLLEGES SECTORS CONTACT

Map showing various colleges in Southern California, including:

- Fullerton College
- Cypress College
- Golden West College
- Westminster College
- Orange Coast College
- Saddleback College

Saddleback College

Saddleback College offers the following programs in the Advanced Transportation sector:

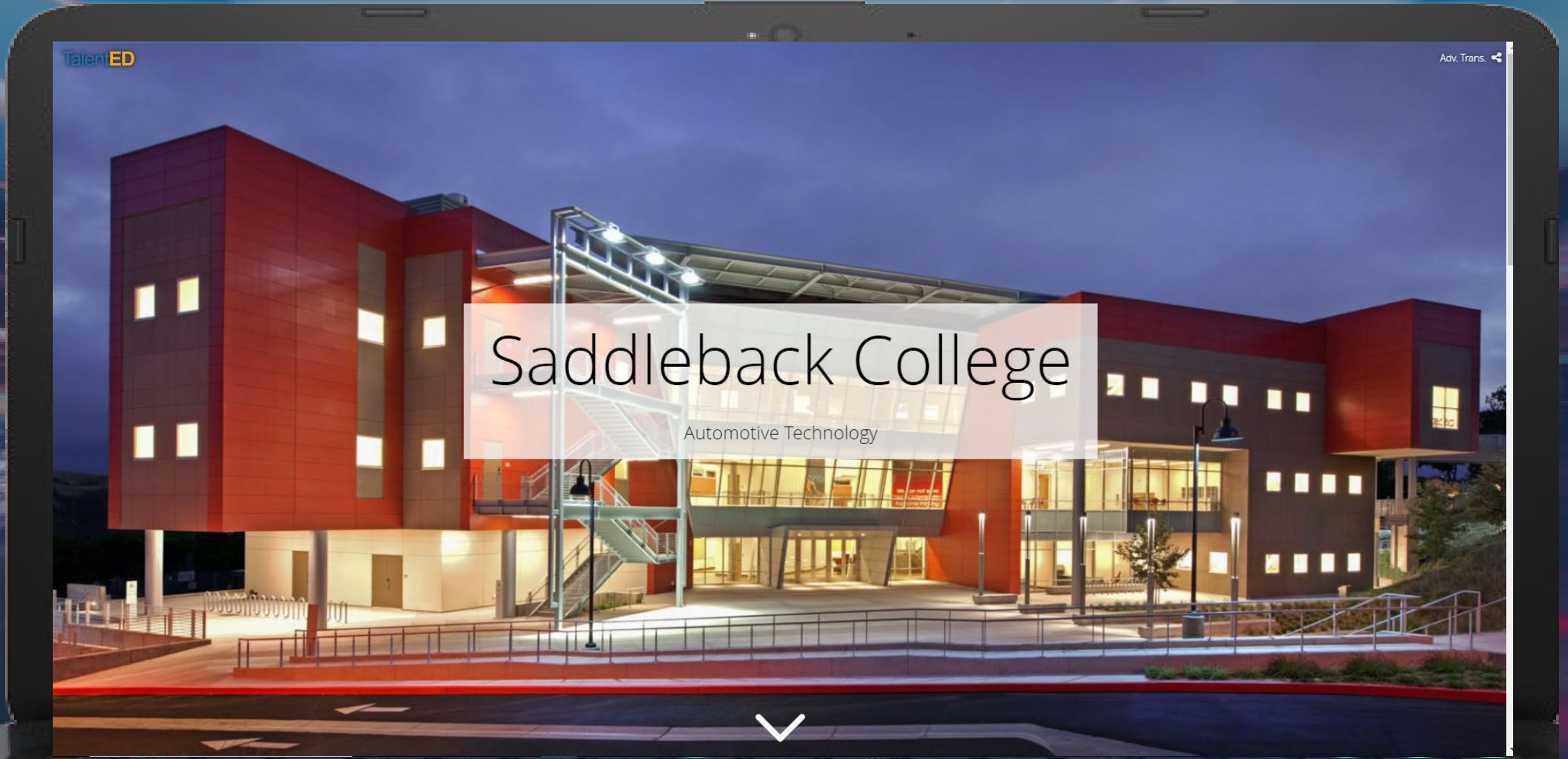
- General Automotive Technician
- Alternative Fuel Vehicle Specialist
- Automotive Chassis Specialist
- Automotive Engine Service Specialist
- Automotive Engine Performance Specialist

[Learn More](#)

Esri, HERE, Garmin, NGA, USGS, NPS | Esri, HERE, NPS

College Story Map

Landing Page (linkable URL)



College Story Map

Program Overview Video

The image shows a laptop screen displaying a video player interface. The video content features a close-up of a hand working on a car's engine. The text on the video reads: **SADDLEBACK COLLEGE**, **ADVANCED TRANSPORTATION**, and **AUTOMOTIVE TECHNOLOGY**. Below the text is the Saddleback College logo, which consists of a red mountain peak icon above the words "SADDLEBACK COLLEGE". The video player interface includes a top navigation bar with "TalentED Saddleback College" on the left and "Video Programs of Study Adv. Trans." on the right. A progress bar at the bottom shows the video is at 02:52. The laptop keyboard is visible at the bottom of the frame.

College Story Map

Programs of Study- Course Catalog Link

TalentED Saddleback College

Video [Programs of Study](#) Adv. Trans.

1 Overview

2 Program of Study



3 CA Advanced Degrees

4 Regional Employers

5 Wage Ranges and Projected Job Growth

6 Living Wage Calculator

7 Other Community College Adv. Trans. Programs






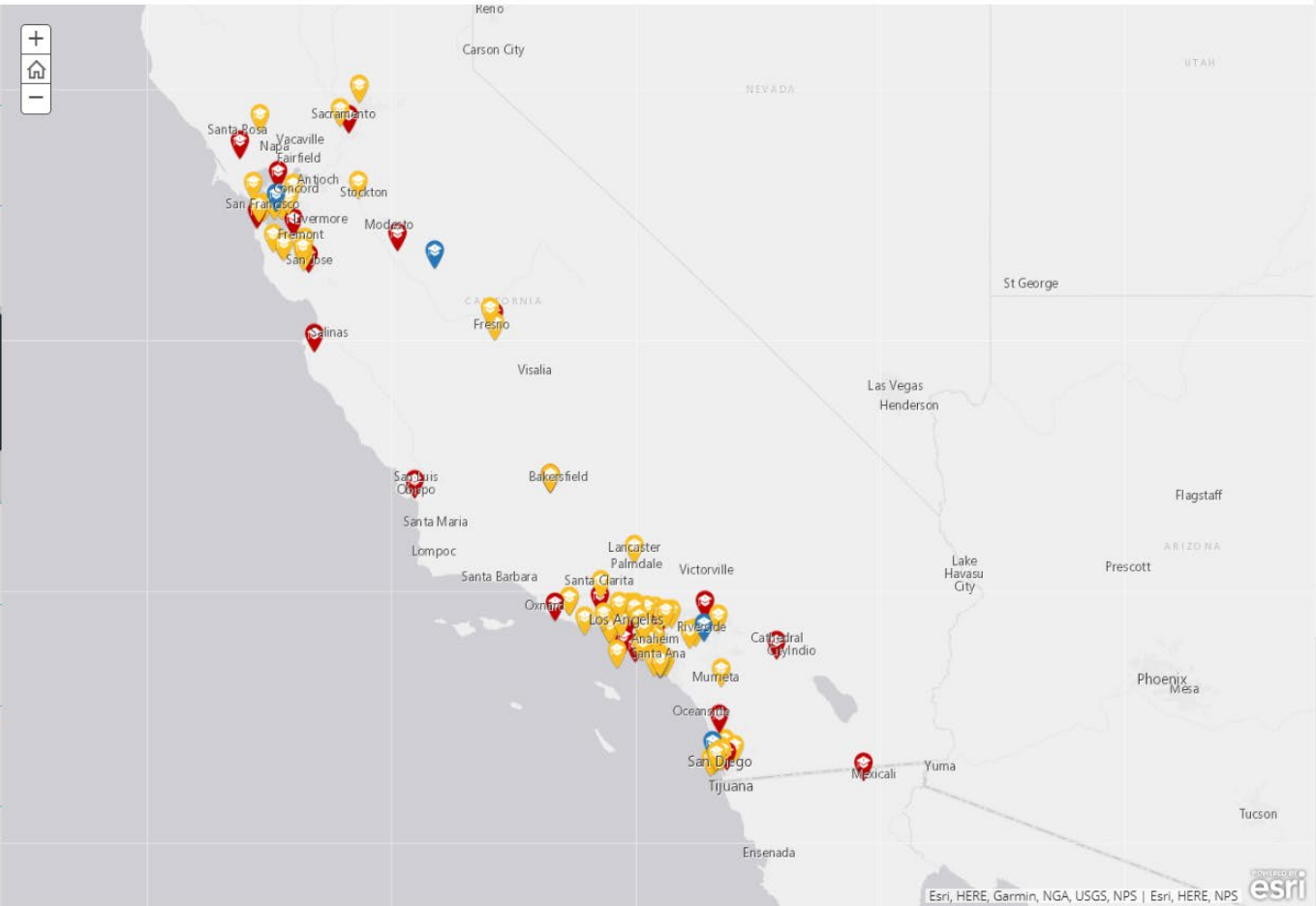
College Story Map

Programs of Study- Advanced Degree Map

TalentED Saddleback College

Video [Programs of Study](#) Adv. Trans.

- 1 Overview
- 2 Program of Study
- 3 CA Advanced Degrees
Explore California's colleges and universities offering advanced degrees in advanced transportation related fields.

- 4 Regional Employers
- 5 Wage Ranges and Projected Job Growth
- 6 Living Wage Calculator
- 7 Other Community College Adv. Trans. Programs



Map showing locations of colleges and universities offering advanced degrees in advanced transportation related fields across California. Locations include Sacramento, Yuba City, Vacaville, Fairfield, Napa, Santa Rosa, San Francisco, San Jose, Modesto, Salinas, Fresno, Visalia, Bakersfield, Santa Maria, Lompoc, Santa Barbara, Lancaster, Palmdale, Santa Clarita, Victorville, Los Angeles, Anaheim, Santa Ana, Riverside, San Diego, Tijuana, Mexicali, Yuma, and Ensenada. The map also shows state boundaries for Nevada, Utah, and Arizona.

Esri, HERE, Garmin, NGA, USGS, NPS | Esri, HERE, NPS

College Story Map

Programs of Study-Regional Employers

TalentED Saddleback College

Video Programs of Study Adv. Trans.

- 1 Overview
- 2 Program of Study
- 3 CA Advanced Degrees
- 4 Regional Employers

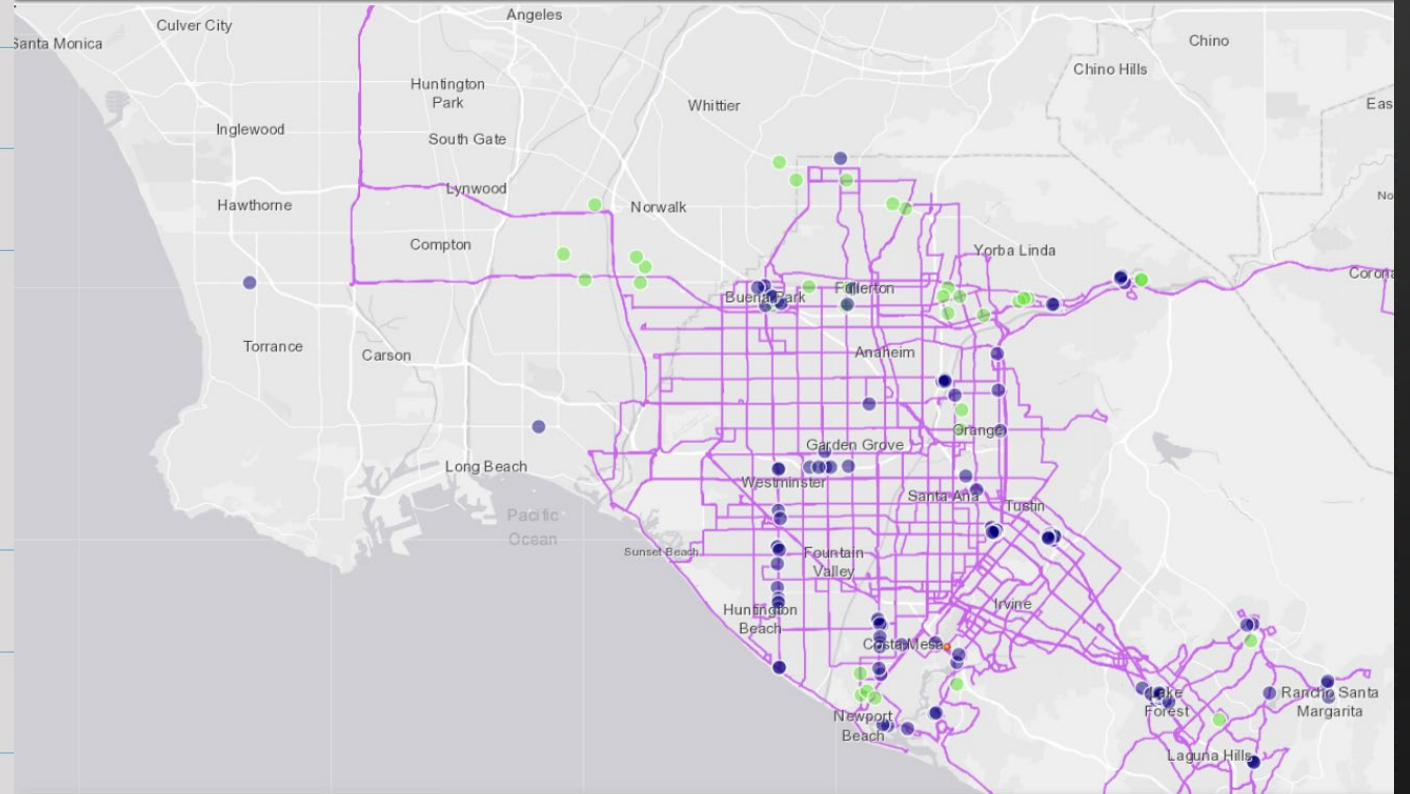
Certificates and or degrees from Saddleback College's **Automotive Technology Department** potentially qualifies students for job opportunities with these companies in Orange County.

- 5 Wage Ranges and Projected Job Growth
- 6 Living Wage Calculator
- 7 Other Community College Adv. Trans. Programs

TalentED

Orange County

Automobile Industry



OC Automobile Industry

College Story Map Living Wage Calculator



Living Wage Calculation for Orange County, California

The living wage shown is the hourly rate that an **individual** must earn to support their family, if they are the sole provider and are working full-time (2080 hours per year). All values are **per adult in a family** unless otherwise noted. The state minimum wage is the same for all individuals, regardless of how many dependents they may have. The poverty rate is typically quoted as gross annual income. We have converted it to an hourly wage for the sake of comparison.

For further detail, please reference the [technical documentation here](#).

Hourly Wages	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children	2 Adults (1 Working Part Time) 1 Child*	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Living Wage	\$15.85	\$31.67	\$37.46	\$49.05	\$23.86	\$29.32	\$32.12	\$38.43	\$33.44	\$11.93	\$17.11	\$20.21	\$25.05
Poverty Wage	\$5.84	\$7.91	\$9.99	\$12.07	\$7.91	\$9.99	\$12.07	\$14.14		\$3.96	\$5.00	\$6.03	\$7.07
Minimum Wage	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00	\$11.00		\$11.00	\$11.00	\$11.00	\$11.00

*Documentation for families with an adult working part-time is available separately, [here](#).

Typical Expenses

These figures show the individual expenses that went into the living wage estimate. Their values vary by family size, composition, and the current location.

Annual Expenses	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 Working)	2 Adults (1 Working) 1 Child	2 Adults (1 Working) 2 Children	2 Adults (1 Working) 3 Children	2 Adults (1 Working Part Time) 1 Child*	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Food	\$3,573	\$5,267	\$7,929	\$10,517	\$6,551	\$8,154	\$10,529	\$12,820		\$6,551	\$8,154	\$10,529	\$12,820
Child Care	\$0	\$8,311	\$13,997	\$19,683	\$0	\$0	\$0	\$0		\$0	\$8,311	\$13,997	\$19,683
Medical	\$2,121	\$6,965	\$6,622	\$6,704	\$5,271	\$6,622	\$6,704	\$6,423		\$5,271	\$6,622	\$6,704	\$6,423
Housing	\$15,528	\$22,512	\$22,512	\$31,512	\$17,916	\$22,512	\$22,512	\$31,512		\$17,916	\$22,512	\$22,512	\$31,512
Transportation	\$4,206	\$7,664	\$9,011	\$10,425	\$7,664	\$9,011	\$10,425	\$10,307		\$7,664	\$9,011	\$10,425	\$10,307
Other	\$2,976	\$4,951	\$5,375	\$6,256	\$4,951	\$5,375	\$6,256	\$6,121		\$4,951	\$5,375	\$6,256	\$6,121
Required annual income after	\$28,404	\$55,669	\$65,446	\$85,098	\$42,352	\$51,674	\$56,427	\$67,184		\$42,352	\$59,985	\$70,424	\$86,867



TalentED Implementation

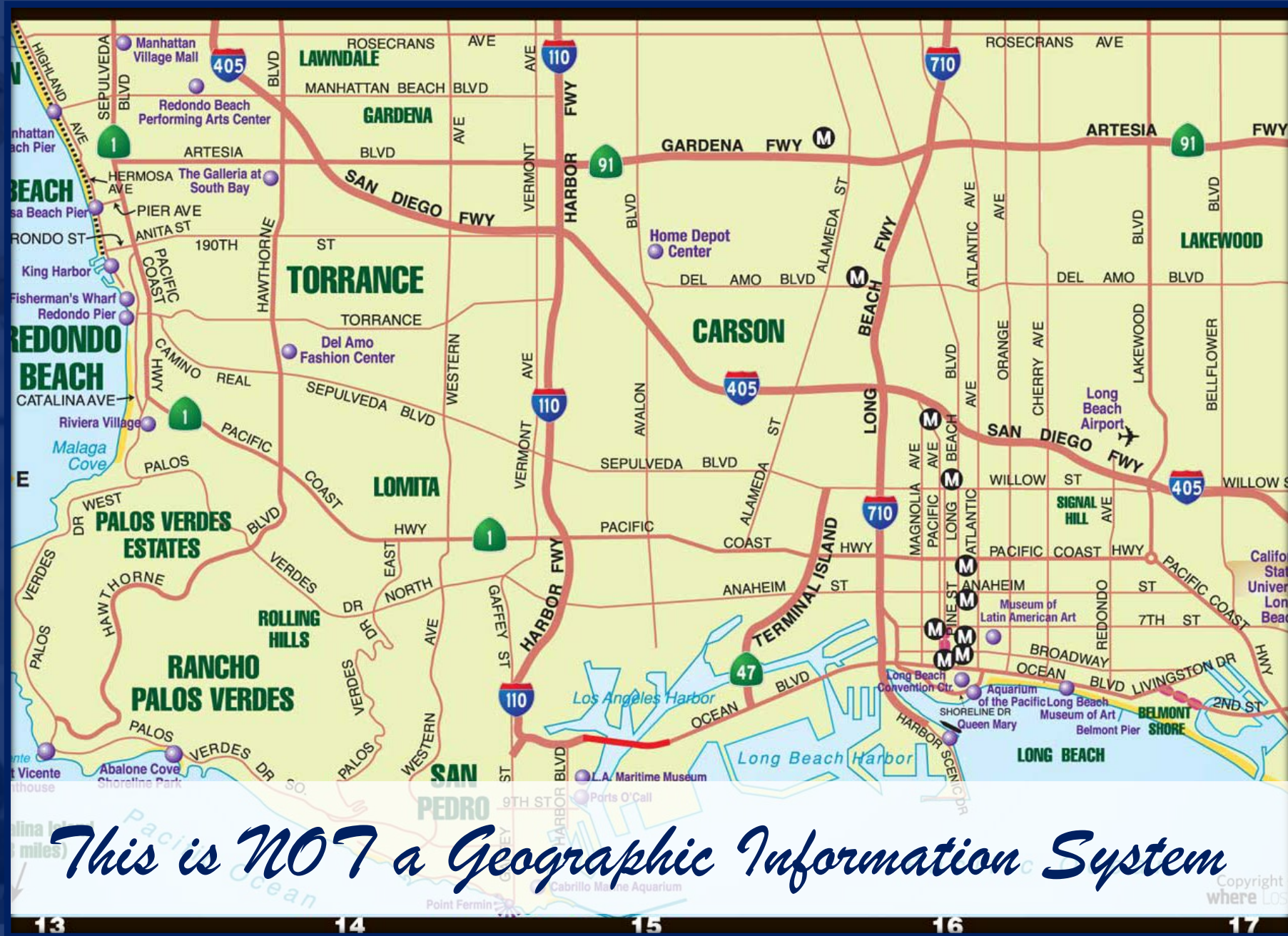
Doing What MATTERS™
FOR STUDENTS AND THE COMMUNITY

Coast Colleges



Ceci n'est pas une pipe.

Magnit



This is NOT a Geographic Information System

Copyright where LOS

Always Design with the Student In Mind.



Student Expectations

- Positioned for job and career success.

- Not have to deal with huge debt.

- Keep connections to the community.

■ Relevant ■ Affordable ■ Convenient





Language of Location

- What are the high growth careers in the area?
- What type of education will lead to desired careers?
- What degrees/certificates have the highest payoff?

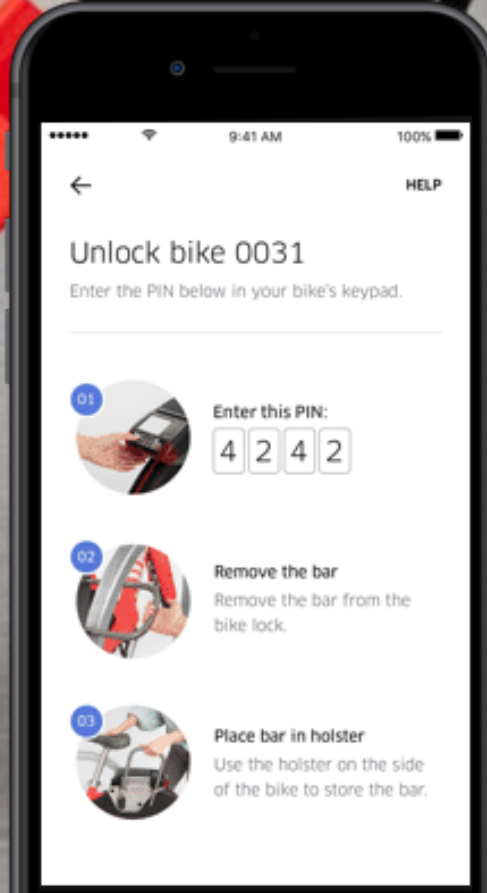
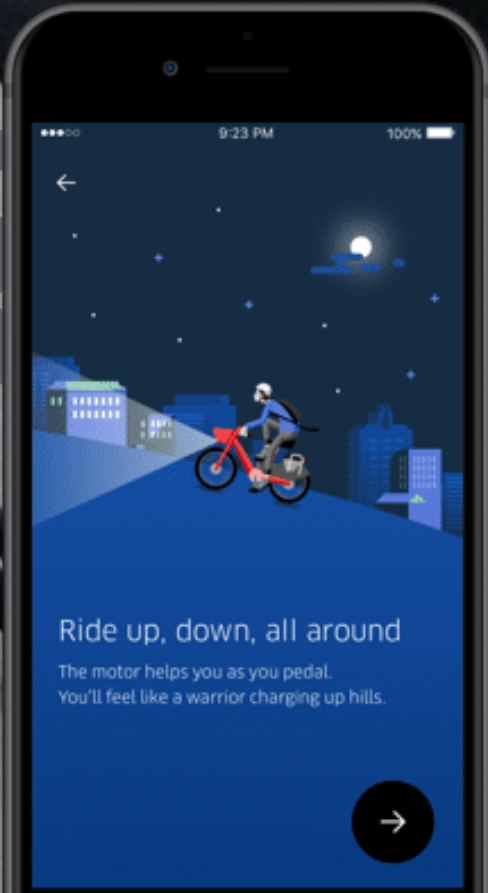
■ **Regional
Economy**

■ **Economic
Success**

■ **Social
Mobility**

Location Drives Consumer Decisions.





Location Drives Business Decisions.

Demographics and Lifestyle Data

Get facts about the people, places, and businesses in a specific location. Query and display information from a large collection of authoritative data sets including population, income, housing, consumer behavior, and the natural environment.

- Global coverage
- Industry leading authoritative content
- Enrich your data with demographics
- Query thousands of variables
- Generate PDF reports
- Enrich your data with demographics
- Query thousands of variables



Population/ Age/
Gender/ Ethnicity



Housing
Costs



Income



Education
Level



Purchasing
Habits

Supporting Student Success

Linking Location to Labor Markets



“ information on career pathways—including their earnings potential, the time they take to complete, and job availability—must be made clear to students.”

PUBLIC POLICY INSTITUTE of CALIFORNIA (PPIC)
*Career Pathways and Economic Mobility at
California's Community Colleges, 2019*

“ 73% of students reported talking about career interests with advisors, only 39% discussed regional employment opportunities.”

Center for Community College Student
Engagement, 2018



“ The CA Community College system as a whole needs a culture shift that values action over inaction, innovation over the status quo....

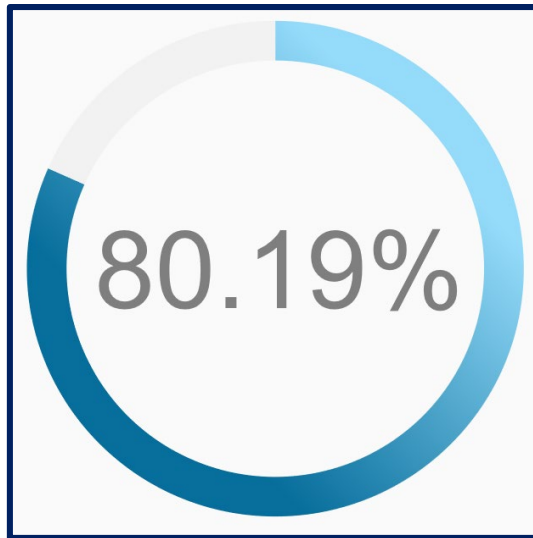
CA Community College’s Vision for Success, 2017

Vision for Success



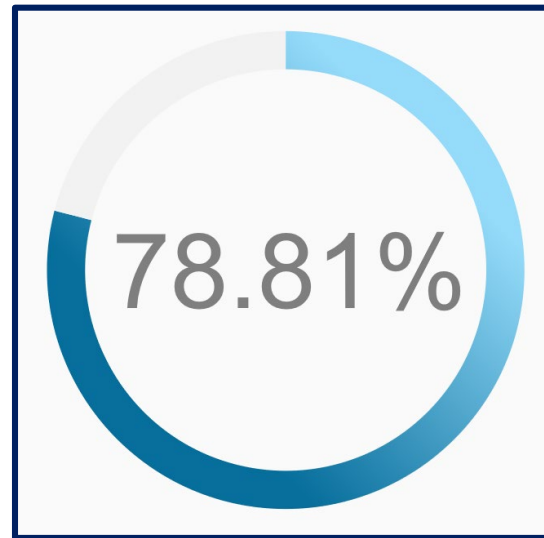
TalentED Test Drive N= 569 % AGREE /STRONGLY AGREE

INNOVATIVE EXPERIENCE



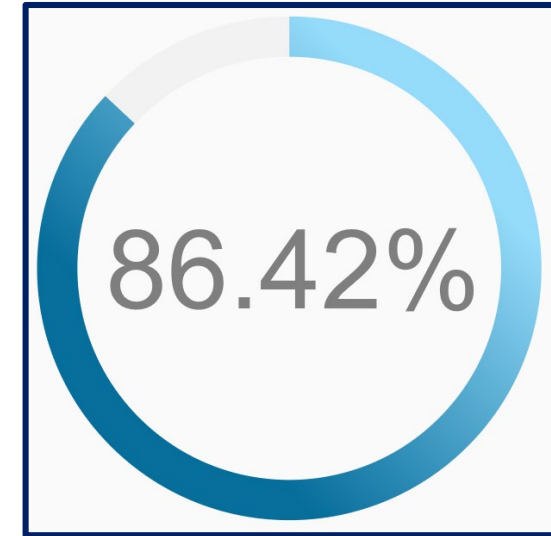
TalentED is more interesting than other career exploration materials I have used

UNDERSTANDABLE CONTENT



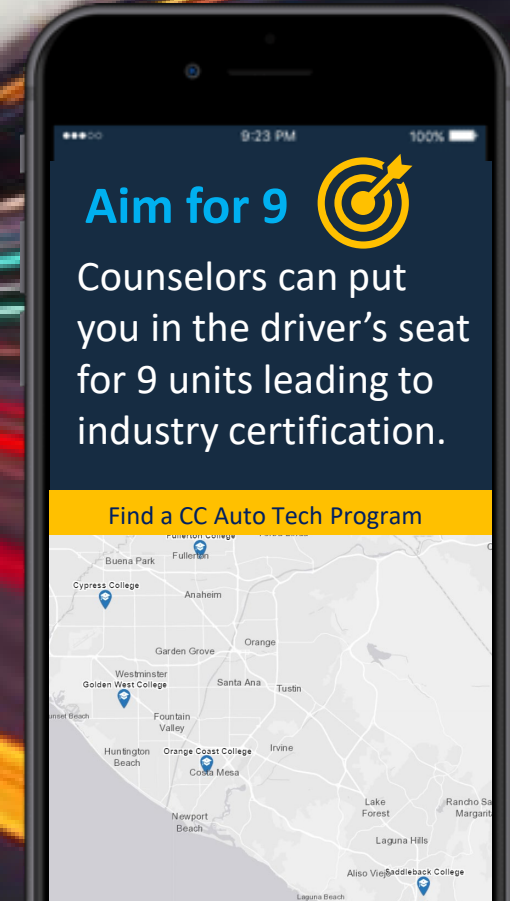
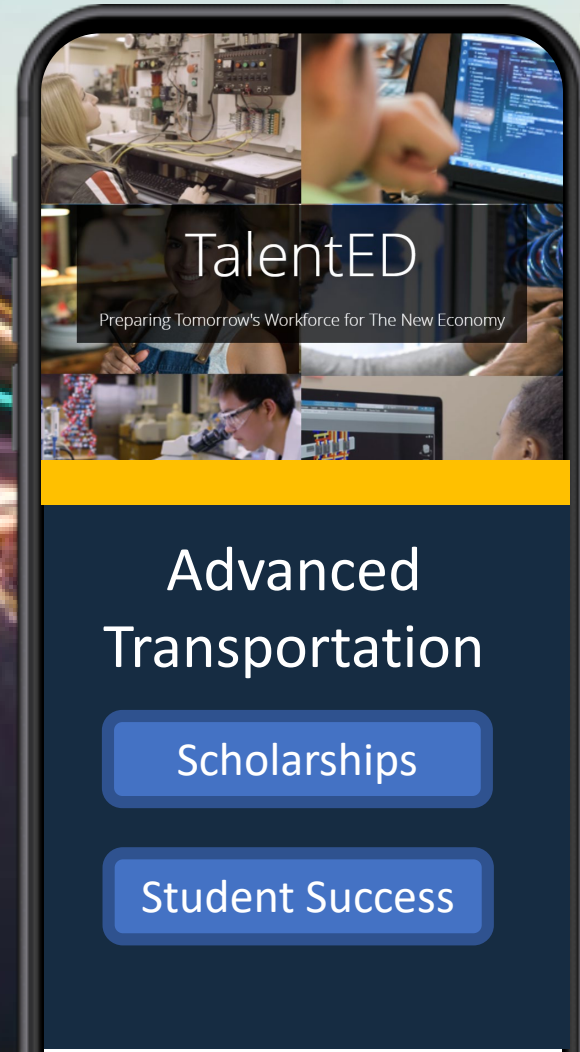
I learned about careers more quickly and easily because of TalentED.

EARLY ADOPTER ADVANTAGE



I like being able to try out TalentED before deciding whether I like it or not

Momentum Messaging



Think-Pair-Share

Business –Education Partners



THINK

Draft 2 Momentum Messages for students

- 1. What's a business incentive for students?*
- 2. What's an education incentive for students?*



PAIR

Discuss your message ideas with a partner.

Reach consensus on two messages.



SHARE

Share your ideas with the group.

Discussion

