

## **CAREER OPPORTUNITIES REQUIRE EDUCATION & SKILLS**

*As our economy transitions to adapt to the new realities, our employers will require pipelines of skilled workers – at every level – to fill the jobs of the future. This will become even more important as Baby Boomers begin to retire, creating what some predict will be a severe talent shortage across the economy. In any case, companies can no longer afford remediation, and our economic vitality depends on a vibrant, skilled workforce.*

To maximize educational outcomes and reduce drop-out rates, experts suggest that our young people should begin career exploration at a younger and younger age. Concerted efforts can provide many benefits: for the students themselves, for employers within the region, and for the economy overall. With the challenging economic times, and the transformations we're experiencing, it's more important than ever that our young people – and dislocated workers, as well – are presented with options and opportunities to select an appropriate path to personal growth and prosperity.

- Under-performing schools need to be able to provide a vision of success and expose their students to potential choices to keep them on track.
- STEM and other strategic education programs are struggling to attract students to meet future demand.
- Industry associations are working to attract capable students to their professions with costly solutions and limited success.
- Dislocated and under-employed workers need a way to become aware of options to transfer their skills to new careers.

Students in the traditional K-12 and post-secondary education systems, along with life-long learners and dislocated workers, can all benefit from greater access to career choices and educational opportunities that will enhance their lives.

## **MONSTER'S EXCLUSIVE MAKING IT COUNT PROGRAMS CREATE INFORMED AND MOTIVATED STUDENTS**

Since 1998, Monster's Making It Count programs have reached millions of students through live events in high schools across the country. Now we're expanding the program to create a more flexible and responsive solution to support career exploration, and to help students of all ages to make the most of their educational experiences. With targeted messaging and engaging content, our trained speakers empower your students to make informed choices about their future.

Making It Count is a cost-effective, powerful tool for building pipelines of educated and skilled workers to support regional economic development and to ensure your employers have the talent they need to thrive in this changing economy.

- *How can regional and national stakeholders reach out to students with information about career options?*
- *What in-person programs are available to let students gain exposure to regional and national career paths?*
- *How can we reduce drop-out rates and improve educational outcomes through better engagement with students?*



**FOR MORE INFORMATION**  
SEE REVERSE.

### **Comprehensive programs empower your students and life-long learners**

Monster Public Sector & Education is dedicated to enabling states and regions to Create the High-Performance Workforce. A key component of this outcome is a qualified and motivated workforce with the specific skills to enable full-employment and regional economic success. This pays benefits to the individuals, the employers, and to the region at large. Building upon a proven platform, Monster can tailor the messaging and insights to reflect your region's most compelling industry sectors.

### **Target your regional workforce needs**

To support your regional economic development strategy, you need to have the skilled employees who can do the job. Leverage your unique capabilities by creating awareness and a pathway for your region's students to learn what they need to know in order to work in your local industries.

### **Reduce your region's Brain Drain**

By enabling your students to explore the career and educational opportunities right in their own backyard, you will increase the likelihood that they will pursue a path that will keep them in your community.

### **Increase graduation rates by building pathways**

Studies show that students who have a vision of their own success are more likely to pursue an education through to completion, and work harder to achieve their goals. Leverage this fact to reduce drop-out rates and increase your students' preparation for joining the workforce.

Together with the other key components of Monster's High-Performance Workforce offerings, Making It Count can help your region to ensure that your students and lifelong learners are highly-aware of their options and are motivated to achieve their career goals.

- *Deliver relevant and engaging content about educational and career choices to receptive students.*
- *Get your message in front of hard-to-reach audiences, while they're still receptive, and achieve proven results.*
- *Help to address national and regional workforce issues through in-person, highly-effective events.*

**MONSTERS MAKING IT  
COUNT PROGRAMS**

To get started or to learn more, call 866-399-5071 or email [pse@monster.com](mailto:pse@monster.com)