

LaunchMyCareerTN

A tool to help students, advisors, and mentors
find their best course.

Jaimie Francis, U.S. Chamber of Commerce Foundation

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**As they make the decision to go to college
and prepare for a career, students face a
number of questions.**

(As do those who
mentor and advise them.)

Which programs are likely to lead to well-paying careers and a good life?

- What jobs will there be?
- What skills do those jobs demand?
- How do I find my best course to credentials of value?

Not all programs,
even the best ones,
yield the same outcomes.

B.A. in Nursing Wages after 10 years



And what you study often
matters more than where you
study.

Associate's degree,
Electrical/Electronics Maintenance
and Repair Technology

10 th Year Wage	\$77,066
Time to Degree	4.11 years
Cost of Degree	\$21,068

Associate's degree,
Liberal Arts, Humanities

10 th Year Wage	\$52,148
Time to Degree	4.05 years
Cost of Degree	\$20,760

**How do we make that complex
information—and information
about what jobs are in demand—
real?**

www.LaunchMyCareerTN.org

To bring LaunchMyCareerTN to all Tennesseans, the Tennessee Higher Education Commission worked with:

U.S. Chamber of Commerce Foundation

College Measures at the American Institutes for Research

Gallup, Inc.

USA Funds



Students can begin their search in a variety of ways

 What Major I Want

 What School I Want

 What Job I Want

 What Industry I Prefer

Or through the Hot Jobs bar ...



The screenshot shows a web interface with a navigation bar at the top. The navigation bar has four tabs: 'Hot Jobs' (selected), 'Hot Skills', 'Top Majors', and 'Schools'. Below the navigation bar is a list of 15 job categories, each with a corresponding number of flame icons representing its popularity. The job categories are:

Rank	Job Category	Flame Count
1.	Accountants and Auditors	5
2.	Architects, Except Landscape and Naval	5
3.	Computer Systems Analysts	5
4.	Computer Hardware Engineers	5
5.	Aerospace Engineers	5
6.	Civil Engineers	5
7.	Diagnostic Medical Sonographers	5
8.	Registered Nurses	5
9.	Atmospheric and Space Scientists	5
10.	Geological and Petroleum Technicians	5
11.	Dental Hygienists	5
12.	Computer Network Architects	5
13.	Medical Equipment Repairers	4
14.	Respiratory Therapists	4
15.	Web Developers	4

Occupational detail page

Accountants and Auditors 🔥🔥🔥🔥

Examine, analyze, and interpret accounting records to prepare financial statements, give advice, or audit and evaluate statements prepared by others. Install or advise on systems of recording costs or other financial and budgetary data.

Please select an area:

Wages & Employment Skills & Responsibilities Degree Distribution

Want to see your future potential earnings?

Select Affiliated Major And Affiliated School

Average First Year Wages

\$45,455

Earnings Over Time

Career Stage	Earnings
Early Career	\$45,455
Late Career	\$89,321

Available Jobs

36,112 Current Jobs

Projected to be **45,859** by **2022**

That's a percent change of **27.0%**

Median Earnings

\$67,631

Value	
Lower Bound	\$40,971
Median	\$67,631
Upper Bound	\$117,152

Half of the people in this job earn more than \$67,631, and half earn less.

10% of people in this job make less than \$40,971, and 10% make more than \$117,152.

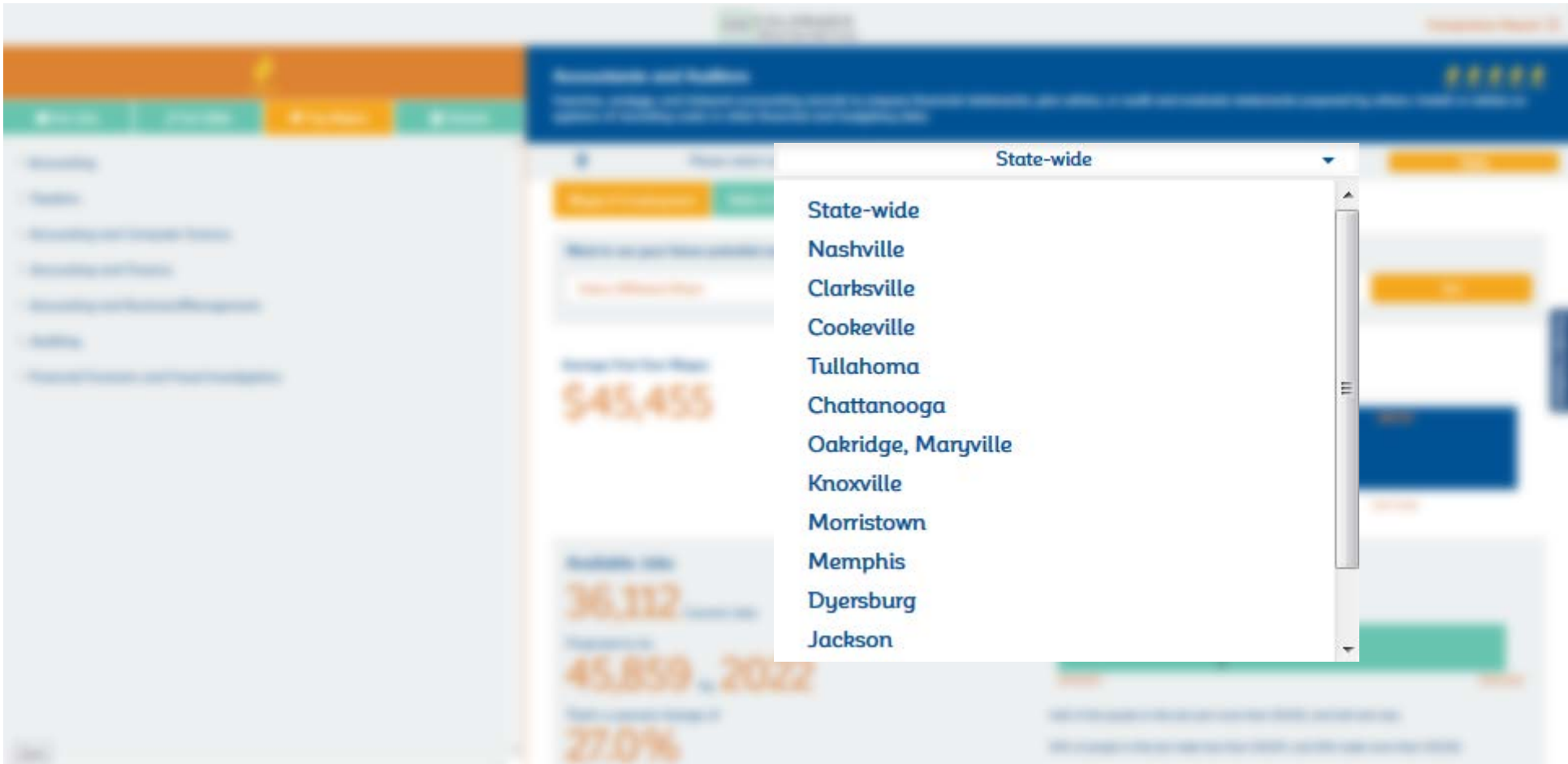
Provide Feedback

Hot Jobs Hot Skills **Top Majors** Schools

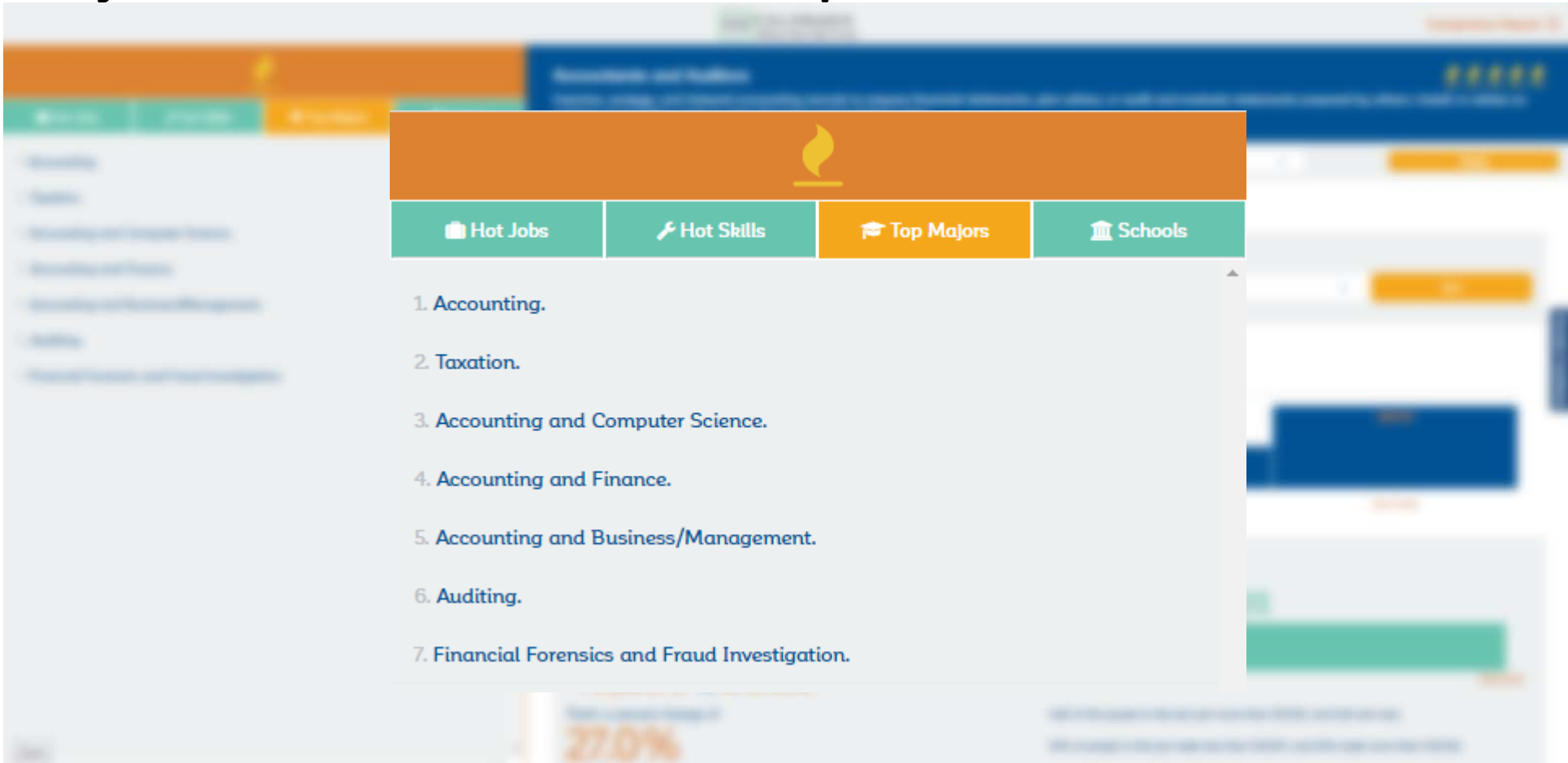
- Accounting.
- Taxation.
- Accounting and Computer Science.
- Accounting and Finance.
- Accounting and Business/Management.
- Auditing.
- Financial Forensics and Fraud Investigation.

Start

When available, regional data are displayed



Majors associated with the occupation are listed



The screenshot shows a web interface with a navigation menu on the left and a main content area. The main content area has a header with a flame icon and four tabs: 'Hot Jobs', 'Hot Skills', 'Top Majors', and 'Schools'. The 'Top Majors' tab is selected, displaying a list of seven majors:

1. Accounting.
2. Taxation.
3. Accounting and Computer Science.
4. Accounting and Finance.
5. Accounting and Business/Management.
6. Auditing.
7. Financial Forensics and Fraud Investigation.

**User experience drives students to
specific major profiles at specific
institutions.**

Bachelor's Degree in Accounting.
at
University of Memphis

☆ Add to Favorites

ROI

Looking for more comparison options?

Select A Different Major

OR

Select A Different School

Select A Different Degree Level



How would this choice pay off?

\$687,004

This is how much more money you will make, on average, than a high school graduate over the next 20 years.

Graduates From
University of Memphis

Avg. First-Year Wages
\$44,106

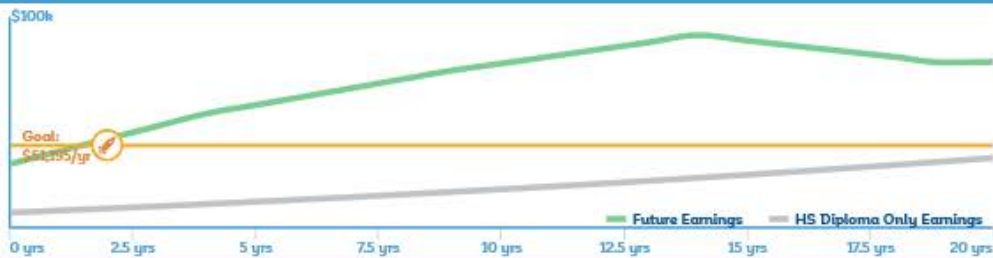
Avg. Cost of Degree
\$56,526

2 Years to Launch!

You would not reach your lifestyle goal without going to college.



Already started your career?



Calculate Your Lifestyle Goal

Personalize This Number



Two key tools

Years to Launch Calculator
Break-even Calculator

Years to Launch

For students just starting out, we translate information about earnings into a “time to launch” – or, how long until your expected annual salary will meet a customizable lifestyle goal.

Lifestyle Goal Calculator

Where do you want to live after school?	<input type="text"/>	45000
What type of home do you want to live in after school?	<input type="text"/>	6000
What method of transportation will you use?	<input type="text"/>	1000
Do you plan to be married/partnered? (assuming spouse/partner works part-full time)	<input type="text"/>	5000
How many children do you plan to have?	<input type="text"/>	3000

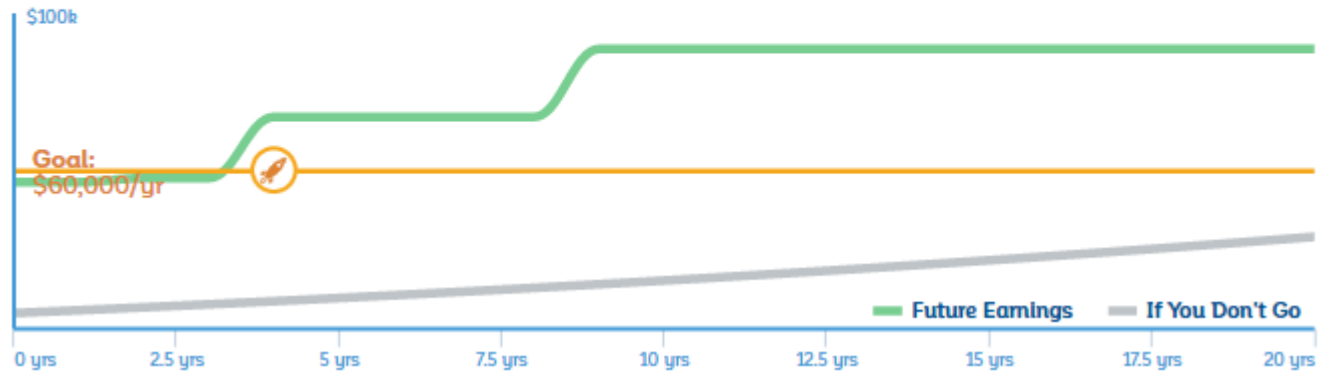
Estimated Annual Salary to Meet Lifestyle Goal: **\$60,000**

[Save](#)

When lifestyle goal is attainable given anticipated wage.

4 Years to Launch!

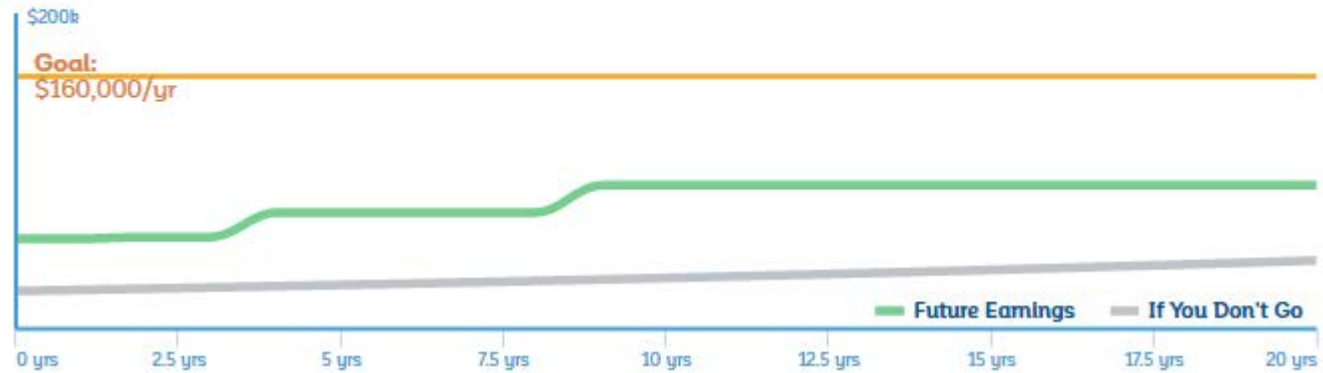
You would never reach your goal without this program



When lifestyle goal is NOT attainable given anticipated wage.



Something doesn't add up...

This path may not align with your future lifestyle goals.




Comparison Report

Users can tag multiple “Major at Institution” profiles as “favorites,” and then get a summative comparison report.

School	School
Major	Major
Great News! This path aligns with your future plans!	Something doesn't add up... This path may not align with your future lifestyle goals.
 8 Years To Launch	 14 Years To Launch
\$246,000 Average ROI	\$106,000 Average ROI
\$16,832 Avg. Net Price	\$26,883 Avg. Net Price
5.75 Avg. Time To Degree	6.25 Avg. Time To Degree
40% Acceptance Rate	80% Acceptance Rate
80% Students Who Graduate In 6 Years	20% Students Who Graduate In 6 Years

Slide deck + advisor guides will be shared to help you facilitate conversations with students about what they learn from the tool.

Any feedback on those guides? Let us know!



LaunchMyCareer

A Conversation Guide for Counselors, Advisors, and Tennessee Promise Mentors

LaunchMyCareerTN: Helping Prospective Students Discover Credentials of Value

Many students wonder if college is "worth it" – the answer to that question is generally yes, but it depends on what they study and where they go. Making a good choice can lead to a better career, higher wages, and greater personal and professional satisfaction. Making a bad choice can lead to high debt and difficulty landing a well-paying job that makes launching an adult life difficult. To support better choices, prospective students need to know the value of different programs.

LaunchMyCareerTN.org is an interactive website that helps people find college programs of value to them by letting them see the expected financial return on their choice of college and major as well as the personal and professional satisfaction that accompanies different courses of study.

LaunchMyCareerTN does this by providing information on:

- **Hot Jobs:** well-paying jobs that are in-demand in their state and communities;
- **Hot Skills:** the skills those jobs require; and
- **Credentials of Value:** programs that help graduates meet their life-style goals and quickly break even on their investment in a college education.

LaunchMyCareerTN provides information on certificate and degree programs at public colleges in Tennessee, including how much graduates of each program earn and how much those graduates spent on their education. LaunchMyCareerTN is not an aptitude test, interest inventory, or credit transfer resource, but it can help prospective students find the right program and college based on their goals.

This guide helps guidance counselors, advisors, and mentors facilitate conversations with middle or high school students about how to use LaunchMyCareerTN as part of their college decision process.

11

Questions?

Ideas to Share?

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