

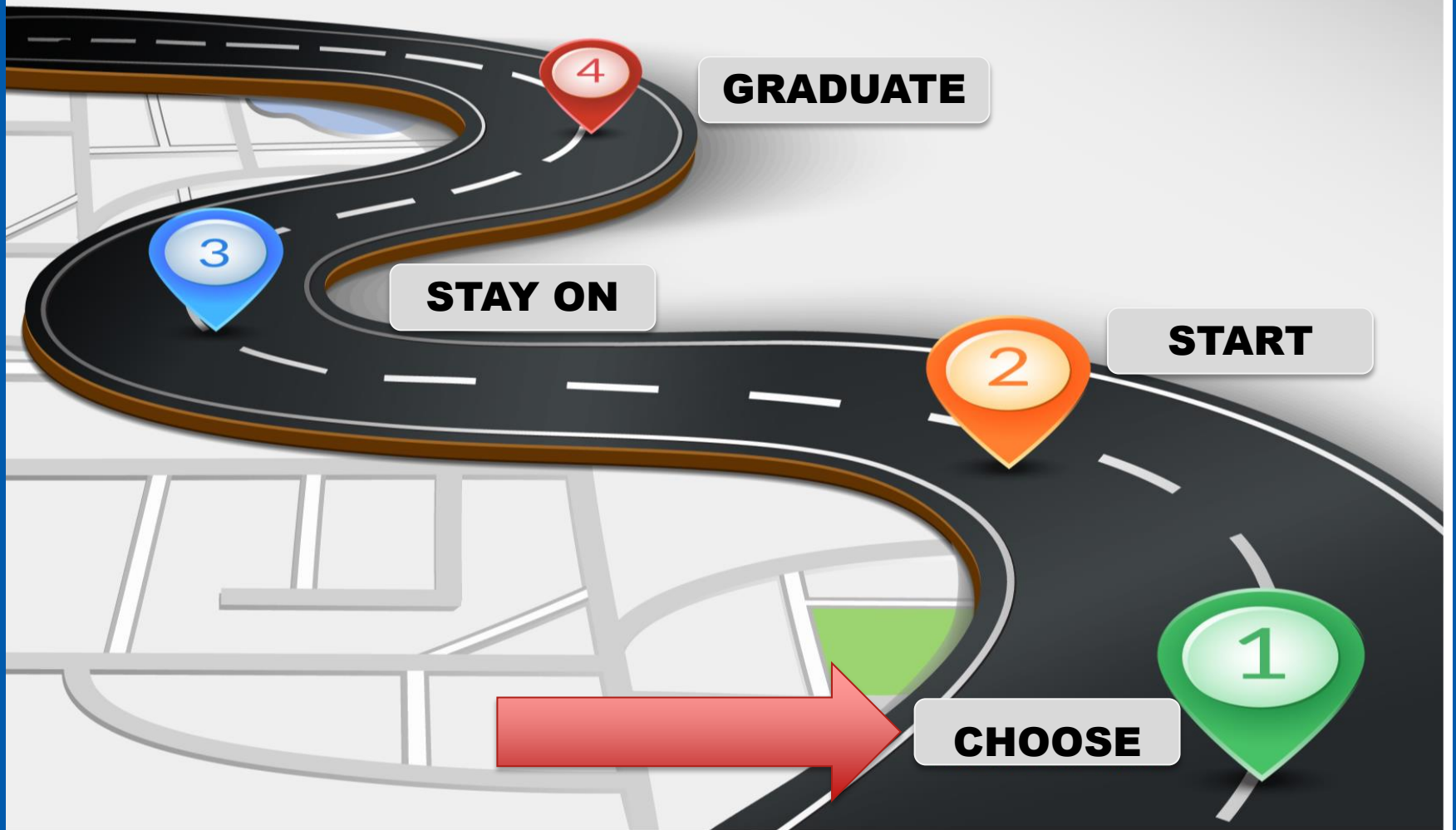
COMPLETE COLLEGE AMERICA

Sarah Ancel

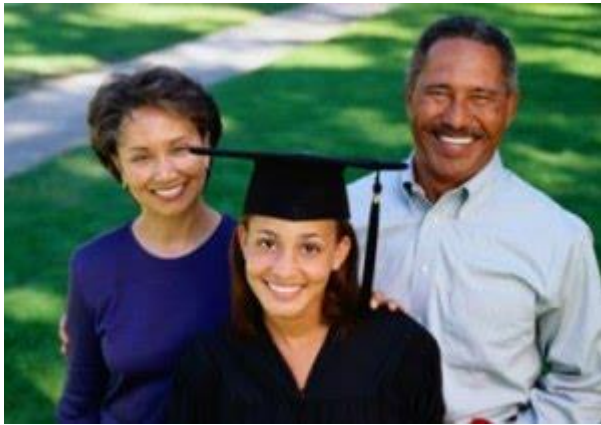
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GPS Direct



How Are Students Choosing Majors?



What Most Students Experience Now

Placement Exam

Academic Advising

Before

At Enrollment

During College

Last Semester

**Career Interest
Assessment (maybe)**

**Not Much
At All**

**Resume & Job
Search Help
(Panic)**



...a disconnected set of tools and services

Assist students in identifying a sense of career purpose prior to making their “BIG” major decision

Purpose First: Informed Choice

Demonstration Project Objectives

- 1. Integrate career assessment and counseling**
- 2. Provide real-time, labor market information**
- 3. Return-on-investment (ROI) data into predictive analytics-supported advising**

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