

How American Student Assistance and Worktour get **thousands of students to voluntarily spend their extra hours learning about careers** and preparing for success in the workforce



**American Student Assistance® (ASA) is a national nonprofit organization**

changing the way kids learn about careers and prepare for their futures through equitable access to career readiness information and experiences. Launched in 2023, the free [EvolveMe®](#) platform has grown quickly to over one million students, using more than 100 career readiness tasks powered by edtech innovators. Co-created with input from thousands of young people, EvolveMe is a **skill-building and career experimentation platform that incentivizes students to take the next step on their journey to achieve success after high school.** With the introduction of EvolveMe, ASA's vision for a free, fun ecosystem of engaging digital resources is now fully realized. This marks a major turning point in the resources available to students as they prepare for their futures.

The tremendous scale of EvolveMe's user base **requires ASA to connect with quality career education resources that are accessible and reliable.** [Worktour](#) was chosen to conveniently offer immersive and interactive experiences of real workplaces online or on mobile whenever and wherever a student might want access, without requiring any VR equipment. Students selecting the Worktour task option on the EvolveMe platform complete a fun, in-system activity where they explore through Worktour's 360-virtual workplaces of real companies and

employee job shadows, and dive into interactive career learning resources like games, puzzles, illustrated infographics, and information on jobs, courses, CTE pathways, and required skills. **The activity introduces new in-demand jobs that students may not know exist,** and tailors important career details and workforce concepts to be effectively understood in Grades 5-14.

Given that selecting and completing tasks on the EvolveMe platform is self-driven by students, completion rates were expected to



be considerably lower than the typical 90%+ completion rates for Worktour activities that are usually structured and supervised within school and class settings. Remarkably, **initial results showed a completion rate of 65%** from thousands of voluntary students across the U.S. Additionally, students were also **spending on average over 21 hours**, beyond the original 30-minute assigned activity, continuing to explore virtual workplaces and discover in-demand careers on their own. Students' feedback overwhelmingly showed **they realized the immediate value of this unique learning experience:**

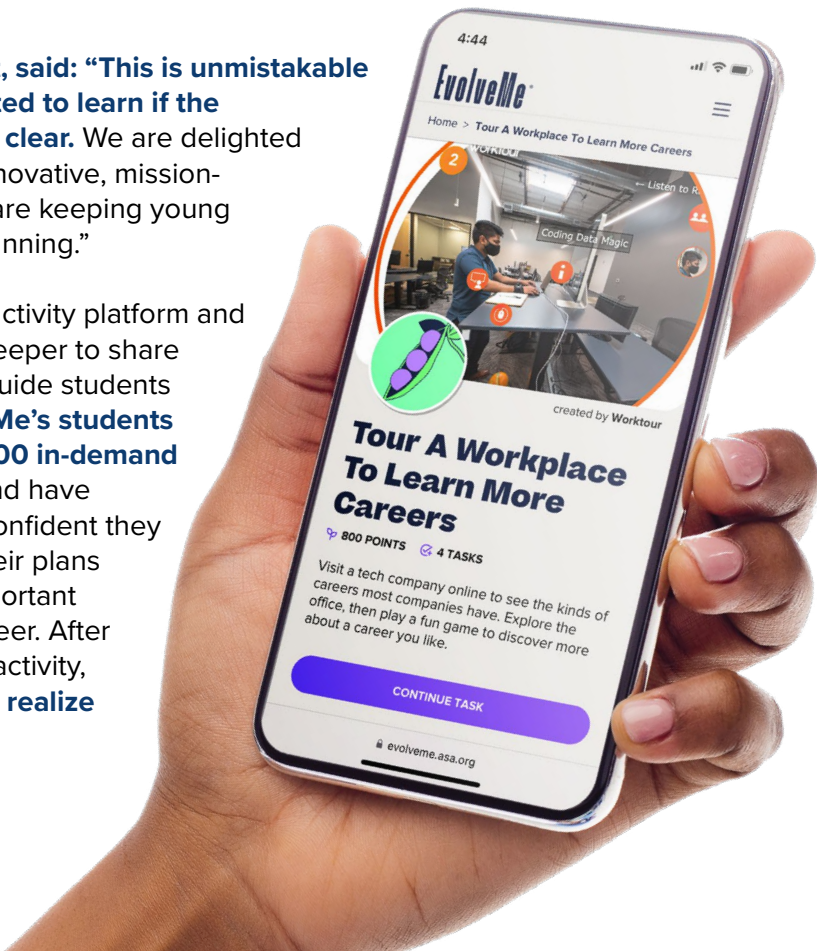
*"I truly believe that I learned more about careers with these activities. I thought I knew all about them but it turns out I didn't."*

*"I was unsure how to learn about jobs [before]. Now, I feel that I have a better understanding of how to explore the jobs I'm interested in, and am more prepared for my career search."*

*"I feel like I have a greater understanding of how the workforce functions and this helped me realize that there are more opportunities in a single workplace."*

Jean Eddy, ASA CEO and President, said: **"This is unmistakable proof that students are self-motivated to learn if the experience is fun and the benefit is clear.** We are delighted by the success from working with innovative, mission-aligned partners like Worktour who are keeping young people engaged with their future planning."

Worktour's sophisticated in-system activity platform and integrated analytics tools go even deeper to share insights that help educators better guide students to successful future careers. **EvolveMe's students have been introduced to over 20,000 in-demand careers so far through Worktour**, and have reported on key data such as how confident they feel about their career-readiness, their plans after high school, and their most important considerations when selecting a career. After completing the EvolveMe-Worktour activity, **32% of students reported they now realize they didn't know as much as they thought they did** about careers.



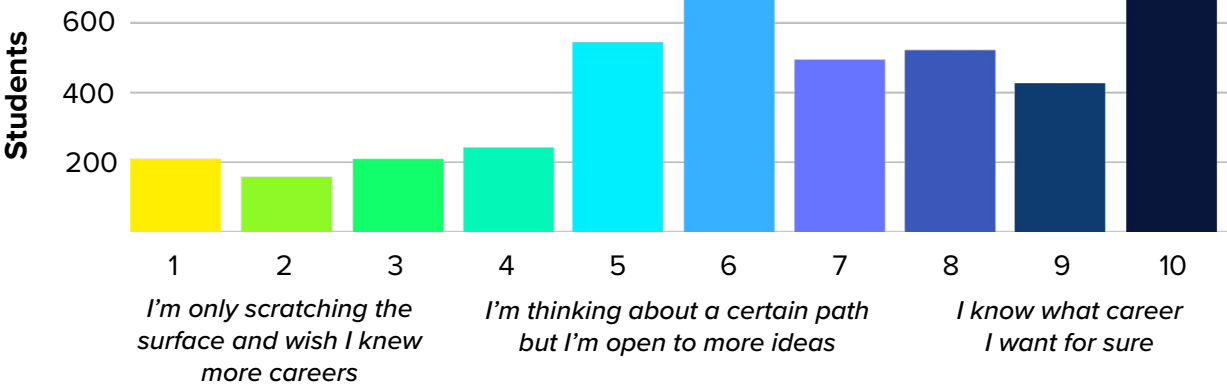


*“Sometimes I’m closed-minded about the job opportunities that are in front of me that could be beneficial as a teen, so I like how this helps me learn more about the career that I could pick later in life.”*

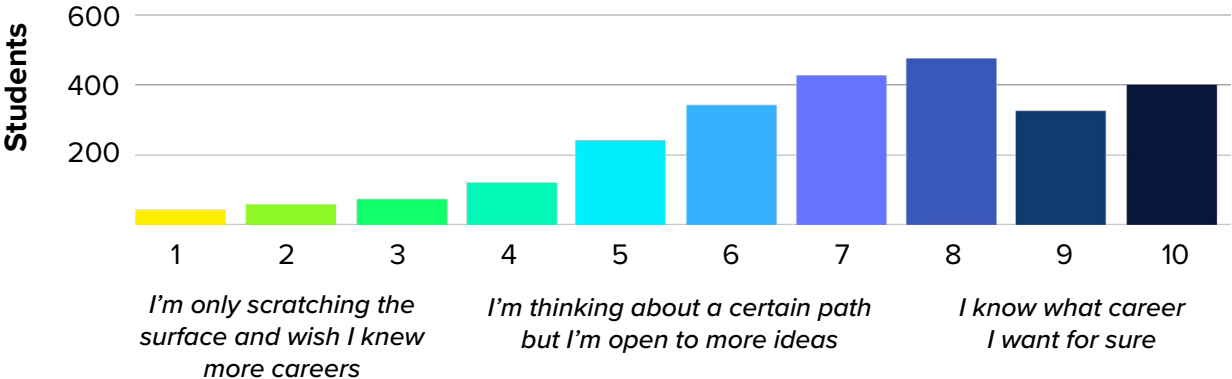
*“I now feel that I am ready to take on my work experience because I feel as if I am capable of getting started.”*

Franny Lee, Worktour CEO, said: “Helping students through the EvolveMe platform is a privilege for Worktour, especially after hearing concerns from many teachers in rural, urban, private, and public schools that they need effective, convenient ways to provide students with more opportunities to discover careers. We built Worktour to be fun and keep students engaged in discovering new paths to fulfilling futures, and also to easily integrate into and enhance work-based learning and CTE programs with our full catalog of pre-made activities on critical career topics as well as intuitive analytics tools.”

### Level of career readiness before starting Worktour

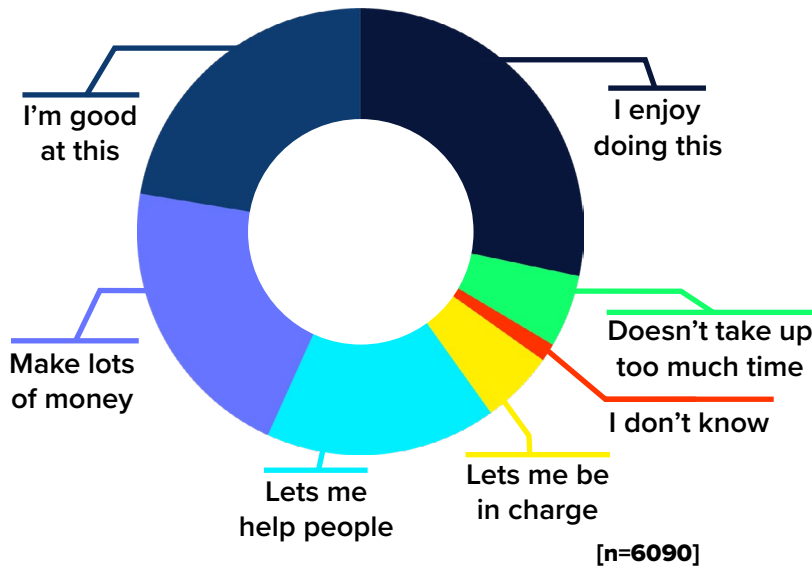


### Level of career readiness after starting Worktour





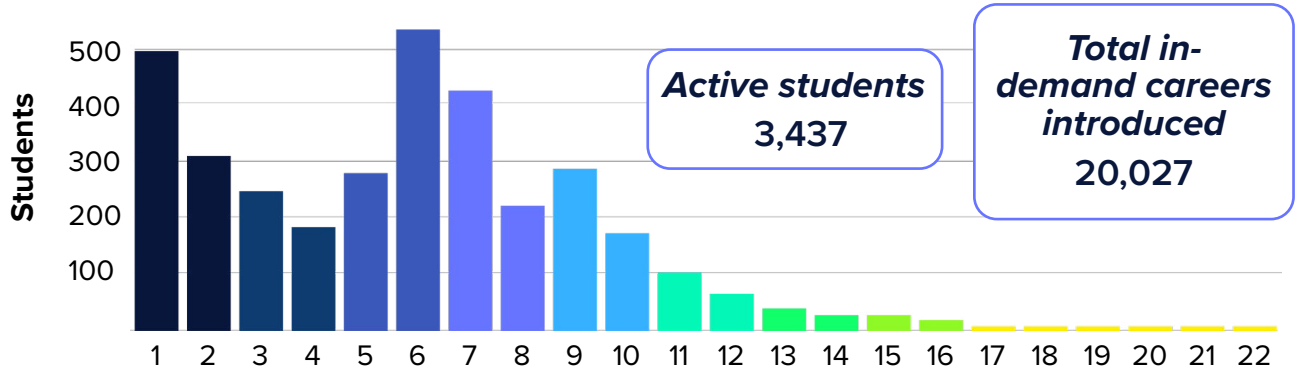
### Most important factors about a career to students



*“At first I thought I knew what a career would entail, but now I’m rethinking what that could mean for me.”*

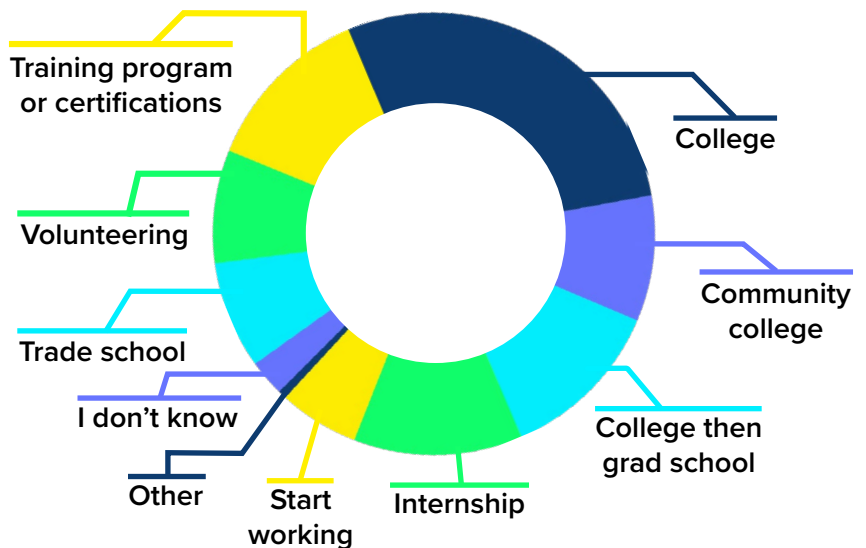
*“Before, I was stuck in between, however, now I feel more prepared for my future and what career I want to go for.”*

### Number of careers introduced through Worktour



### Expected plans after high school

*“Before I felt like I didn’t know much, but now that I’ve seen actual people working and how they do their job I feel more confident.”*



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