Iowa Department of Education

Iowa Choices Report

2008-2009 data report

IOWA CHOICES® REPORT

Iowa Code 279.61 passed in 2008, builds and enhances the 8th grade plan requirements from 2006 (SF 2272) and 2007 (statewide graduation requirements) that students will complete for their career planning process. This legislation references the use of the state designated career information system, Iowa Choices®, as the tool for the 8th grade plan. The Iowa Department of Education, in partnership with the Iowa College Student Aid Commission (ICSAC), provides free access, training and support to every Iowa secondary school and secondary students for this comprehensive electronic career planning tool.

This will be the last report on Iowa Choices ® since the career information system has morphed into a web portal of career and college information. The new system will be called IHAVEAPLANIOWA and will include myriad of reports and data.

The following tables illustrate the different data about information viewed, portfolios accessed, and training of educators about Iowa Choices.

Usage Data of Iowa Choices

Data Terms:

Page Views: The number of pages that have been viewed by Choices Planner and Choices Explorer users – only unique page views are recorded in usage reports.

Visits: A visit is counted whenever someone enters Choices Planner or Choices Explorer. If they move between products, only one visit per product is counted.

Choices Explorer: The Iowa Choices career planning product that is usually used with middle school students.

Choices Planner: The Iowa Choices career planning product that is usually used with high school students.

Site Page Views and Visits:

MONTH	Page Views	Visits	Average views per visit
CHOICES PLANNER			
August 2007/ August 2008	245,373/ 187,855	17,870/ 15,312	14/ 12
September 2007/September 2008	513,129/633,987	45,316/ 51,523	11/12
October 2007/ October 2008	676,616/ 826,297	58,032/60,708	12/14
November 2007/ November 2008	596,716/ 703,983	50,632/ 55,803	12/13

December 2007/ December 2008	282,909/475,550	28,691/44,930	10/11
January 2008/ January 2009	801,728/973,882	61,126/ 65,15 3	13/15
February 2008/February 2009	622,283/906,662	48,061/65,727	13/14
March 2008/March 2009	620,151/1,143,950	52,895/78,279	12/15
April 2008/April 2009	605,253/848,335	49,871/ 57,807	12/15
May 2008/May 2009	357,676/ 615,198	30,524/44,824	12/14
June 2008/June 2009	71,019/138,795	6,259/9,004	11/15
Subtotal for Iowa Choices Planner	5,392,853/ 7,457,104	449,277/ 549,313	
CHOICES EXPLORER			
August 2007/ August 2008	54,324/ 74,662	2,931/4,557	19/16
September 2007/September 2008	199,375/303,167	13,446/18,446	15/17
October 2007/ October 2008	311,991/ 547,119	27,147/33,058	11/17
November 2007/ November 2008	423,164/ 592,455	30,899/35,260	14/17
December 2007/ December 2008	219,434 /567,172	15,452 /30,972	14/18
January 2008/January 2009	366,792/884,364	24,381/46,723	15/19
February 2008/February 2009	264,759/833,454	19,373/44,544	14/19
March 2008/March 2009	340,712/1,036,600	21,102/ 54,010	16/19
April 2008/April 2009	389,766/1,045,444	24,577/ 56,801	16/18
May 2008/May 2009	296,975/809,498	17,961/35,635	17/23
June 2008/June 2009	13,315/55,649	1,272/2,722	10/20
Subtotal for Iowa Choices Explorer	2,880,607/ 6,750,461	198,541/ 362,564	
TOTAL for Site Page Views and Visits	8,273,460/ 14,207,565	647,818/ 911,877	

Usage Report:

Active Portfolios (logged in at least once a given month by graduation year)

Graduation Year

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Month							"8 th graders"		
August 2008	35	57	528	271	167	257	596	121	4
Sept. 2008	63	106	1,618	725	668	937	1,697	393	184
Oct. 2008	64	125	1,635	1,089	1,236	1,514	2,908	1,480	295
Nov. 2008	57	111	1,447	1,210	1,135	1,650	4,104	851	159
Dec. 2008	40	76	1,139	692	870	1,379	4,725	539	144
Jan. 2009	63	106	1,647	1,275	1,887	1,311	6,588	1,036	451
Feb. 2009	50	75	1,742	1,232	2,581	1,733	8,981	709	285
March 2009	64	113	1,697	1,218	2,455	2,701	10,473	733	376
April 2009	57	92	1,577	900	1,532	1,576	10,187	1,102	477
May 2009	40	73	1,371	808	1,113	1,678	10,769	1,334	520
June 2009	20	24	270	164	285	163	2,132	54	22
AVERAGE	50.27	87.09	1,333.73	871.27	1,266.27	1,354.45	5,741.55	759.27	265.18

Data Terms

<u>Page Views:</u> The number of pages that have been viewed by Choices Planner and Choices Explorer users – only unique page views are recorded in usage reports.

<u>Visits:</u> A visit is counted whenever someone enters CP or CE. If they move between products, only one visit per product is counted.

Choices Explorer: The Choices career planning product that is usually used with middle school students.

Choices Planner: The Choices career planning product that is usually used with high school students.

Portfolio Statistics:

MONTH	Portfolios	Portfolios	Active	Activity
	Created	Logons	Portfolios	
August 2007/ August 2008	2,635/ 2,924	7,982/ 6,197	3,285/ 2,341	2.43/2.65
September 2007/ September	7,296/ <mark>8,631</mark>	23,574/26,031	8,064/7,298	2.92/3.57

2008				
October 2007/ October 2008	11,616/12,037	28,150/38,934	9,235/11,541	3.05/3.37
November 2007/ November	9,122/9,829	28,986/38,278	8,984/11,645	3.23/3.29
2008				
December 2007/ December	4,254/7,889	17,116/33,129	5,721/ 11,535	2.99/3.25
2008				
January 2008/January 2009	9,380/14,699	29,913/50,366	9,771/ 15,061	3.06/3.34
February 2008/February	7,104/13,133	27,088/61,757	8,522/ 18,236	2.92/3.39
2009				
March 2008/March 2009	7,771/12,527	27,088/62,436	8,522/ 20,723	3.18/ 3.01
April 2008/April 2009	7,888/9,312	27,586/ 55,435	8,640/18,292	3.19/3.03
May 2008/May 2009	4,719/ 7,426	19,165/ 54,949	6,849/18,379	2.8/2.99
June 2008/June 2009	769/ 1,159	2,077/ 7,334	856/ 3,520	2.43/2.08
TOTALS - Portfolios	72,494/	236,153/		
	99,109	434,289		

Training Data

The Iowa College Aid provided 273 training opportunities to K-12 educators, Area Education Agencies (AEA), and college and university staff on how to use Iowa Choices®. The training was provided via workshops, webinars and the Iowa Communication Network (ICN). College Aid trainers offered regional workshops which were held in cooperation with the AEA. All ten AEA regions agreed to host two or three workshops to help ensure a variety of training locations. In addition, many school districts hosted their own workshops.

In the school year of 2008-2009 over 2,148 individuals were provided training to utilize the career planning tools for Iowa's students.

Choices Training Report by Month

Month 2008	Number of Workshops*	Number of Webinars	Number of ICN Sessions
August	1	1	0
September	34	4	0
October	51	2	4
November	24	2	2
December	15	2	0
January	19	1	0
February	32	2	4

March	21	3	0
April	24	2	1
May	16	0	0
June	4	0	0
TOTAL	241	19	11

F. Choices Training Type Report (School Year 2008-2009)

Type of Training	Number of Attendees (8/1/08-6/30/09)
Workshops*	1,590
Webinars	313
Iowa Communication Network (ICN) Sessions	245
TOTAL	2,148

Attachment A: Summary of Career Information

Career Information

The Terminology, History, and Iowa Choices®

A. <u>Career Information and Decision-Making System (CIDS):</u>

- A Federal requirement of Carl D. Perkins Grant and legislation that specifies that a career information delivery system be designated and utilized for career development.
- Designed to provide students with access to relevant information, data, and resources on career and educational exploration and information.
- Designed to equip education professionals with the knowledge and skills needed to assist students and families with career and educational exploration and information.
- Increases access to accurate and convenient information for every student and family in Iowa.
- Utilizing an online educational portfolio, students can have a repository from middle school to college and beyond.

B. <u>History of Career Information Delivery System in Iowa:</u>

- The implementation of a statewide career information delivery system was the result of 2 pilot projects conducted from 1970-1973.
- In 1974, the Career Information System of Iowa was established under the Department of Public Instruction.
- In 1978, The Iowa State Occupational Information Coordinating Committee mandated support, enhancement and expansion of the System.
- In 1998, the federal regulation requirement of Carl D. Perkins grant was moved into legislation that specifies that a career information delivery system be designated.
- In 1998, the Department of Education agreed to house the System and the Committee was moved under the direction of the Iowa Center for Career and Occupational Resources, ICCOR (was moved from Iowa Workforce Development to Iowa DE).
- In 2005, ICCOR was disbanded and responsibility of Iowa's career information delivery system was transferred to the Iowa College Student Aid commission with a letter of understanding with the Department of Education.
- The electronic delivery system is known as Iowa's Career Information and Decision-Making System or Iowa Choices.

C. History of Iowa Choices®:

- State-wide contract for career information delivery system was awarded to Bridges Transitions Co., in 2006.
- Iowa Choices® meets the Association for Computer-Based Systems for Career Information (ACSCI) standards. This is the professional association for career information.
- Customized occupational and educational information for Iowa, and is updated during the year for Iowa Choices®.

- Confidentiality of all personal data for students and schools. Information is not used or sold to third parties.
- Compliance with FERPA and COPPA federal laws protecting minors and their portfolios.
- Iowa users received free training and technical support from the two agency partners, Iowa College Student Aid Commission (ICSAC), and Iowa Department of Education.
- Professional Tools section is available for educators and administrators for career education with lesson plans for content areas, activities, parent and student guides and reporting features for school data.

Attachment B: ICSAC Training Report

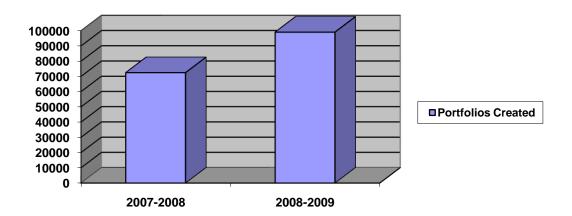
Iowa College Student Aid Commission Outreach Unit Year-End Report

lowa College Aid (ICA) provided lowa Choices for all lowa students enrolled in the sixth through twelfth grade during the 2008-2009 academic year. This web-based planning tool helps students connect their interests and skills to occupations and the necessary education or training.

Iowa Choices Site Usage

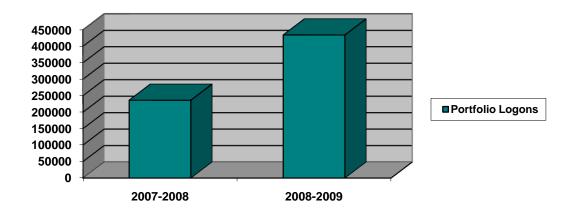
From August 2008 to June 2009, there have been 99,109 portfolios created on the Iowa Choices system. This is a 27% increase from the same months in 2007-2008.

Growth in Portfolios Created August - June



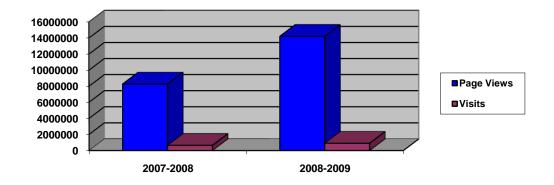
Students are using the program with more frequency as shown by a 46% increase in the number of logons into a portfolio (see chart below). On average, each portfolio was logged into 3 times each month. The number of active portfolios (those that were accessed at least once in a given month) has also increased. In August 2008-June 2009, there was an average of 12,454 active portfolios per month compared to an average of 7,119 in 2007-2008.

Growth in Portfolio Logons August- June



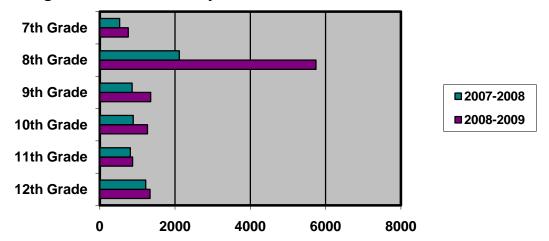
Students are also using the program with greater depth as evidenced by the 42% increase in the number of pages viewed per visit. The site is also being visited more often with 911,877 visits this year in comparison to 647,818 visits last year.

Growth in Page Views and Site Visits August-June



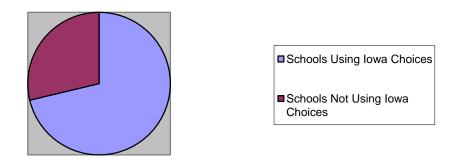
Currently, Iowa Choices is being utilized with far greater frequency by students in the 8th grade. In 2008-2009, there was an average of 5,742 active 8th grader's portfolios each month. This increase in usage is most likely attributable to Iowa Code Chapter 279, Section 61, which requires all 8th grade students to have a high school course plan and complete the required components of the statedesignated career information system.

Average Active Portfolios by Graduation Year



lowa Choices is currently being utilized by 76% of the secondary schools in the state. In 2008-2009, there were 629 schools* (who serve 7-12 grades) that used lowa Choices. * School that has students in 7th or 8th or 9th or 10th or 11th or 12th grade.

Usage of Iowa Choices by Middle Schools & High Schools August 2008 – June 2009



Outcome Based Reports

The following report provides a list of the colleges and universities which low students have selected in their college search process. The list is ranked in order of popularity starting the highest. The user is not required to save a postsecondary institution in the portfolio, so this represents the top choices of those users who chose to save an institution. There were a total of 2,494 active portfolios (3%) with saved postsecondary institutions.

Most Frequently Saved Colleges & Universities

University of Iowa
Iowa State University
University of Northern Iowa
Drake University

Kirkwood Community College	
Simpson College	
Des Moines Area Community College	
Iowa Western Community College	
Hawkeye Community College	
Buena Vista University	

The following report provides a list of the careers which lowa students have selected in their career planning process. The list is ranked in order of popularity starting with the highest. The user is not required to save a career option in the portfolio, so this represents the top choices of those users who chose to save a career. There were 9,965 active portfolios (13%) with saved careers.

Most Frequently Saved Careers

Actor
Psychiatrist
Hairdresser/Cosmetologist
Elementary School Teacher
Architect
Coach
Photographer
Athletic Trainer
Model
Pediatrician, General

Training Report

The Iowa College Aid provided 273 training opportunities to K-12 educators, Area Education Agencies (AEA) and college and university staff on how to use Iowa Choices. The training was provided via workshops, webinars and the Iowa Communications Network (ICN). We offered regional workshops which were held in cooperation with the AEA. All ten AEA regions agreed to host two to three workshops to help ensure a variety of training locations. In addition, many school districts hosted their own workshop.

Workshops Held by Month

Month	Number of Workshops	Number of Webinars	Number of ICN Sessions
August, 08	1	1	0
September, 08	34	4	0
October, 08	51	2	4
November, 08	24	2	2
December, 08	15	2	0
January, 09	19	1	0
February, 09	32	2	4
March, 09	21	3	0
April, 09	24	2	1
May, 09	16	0	0
June, 09	4	0	0
TOTAL	241	19	11

Number of Attendees by Training Type

Type of Training	Number of Attendees (8/1/08-6/30/09)
Workshops	1,590
Webinars	313
Iowa Communication Network (ICN) Sessions	245
TOTAL	2,148

In addition, Iowa College Aid provided information regarding Iowa Choices and other products and services offered by ICA at a variety of professional conferences and community events. Iowa College Aid exhibited at 23 different events, including but not limited to, the School Administrators of Iowa Conference, Governor's Workforce Conference, and the Golden Circle College Fair. ICA offered 31 presentations to educators and students at events such as the Risky Business Conference, TRIO Leadership Conference, Iowa School Counselors Association Conference, FFA conference and College Prep Day.