

PathwayU - Impacting Students' Lives

The results are in! During the fall semester of 2017, PathwayU partnered with numerous schools to collect data and measure how students' thoughts and feelings related to the career-discernment process changed after using our platform. The results show that PathwayU significantly impacted students' lives in a positive way, enhancing their knowledge of available career paths, their confidence, and ability to communicate their career goals.

Background

We started by collecting baseline measures of students' career decision-self efficacy, perceived stress in choosing a major or career, as well as variables like self-knowledge, career-path knowledge, and more. After completing this baseline pre-survey at the beginning of their semesters, students completed their PathwayU assessments, used our platform to explore their career matches and used other available features and content. Instructors encouraged students to revisit their results throughout their classes and programs, often incorporating PathwayU as a required assignment within their curriculum.

Participants and Procedure

Students from courses across five different colleges and universities in Hawaii, Colorado, Kentucky, Indiana, and Ohio participated in this study. Before creating their PathwayU accounts, students completed the brief pre-survey. An average of seven weeks after taking their PathwayU assessments, students took a brief post-survey, including the same items as the pre-survey with three additional questions.

Measures

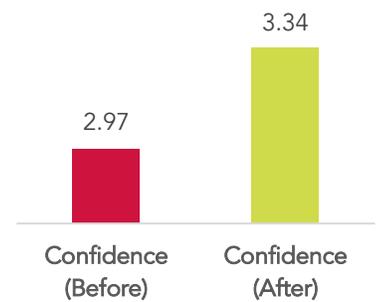
- Stress in choosing a major
- Stress in choosing a career
- Confidence in the career decision-making process
- Satisfaction with career direction
- Self-understanding
- Knowledge of available career paths
- Recommendation (post only)
- Comparison to other tools (post only)
- Open-ended feedback (post only)



Confidence in the Career Decision-Making Process

Students were asked, "Right now, how confident are you in your ability to navigate the career decision-making process?" with a response scale of 1 (*Not at all confident*) to 5 (*Extremely Confident*).

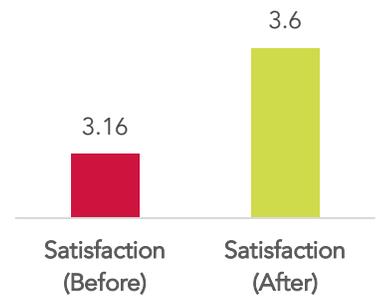
On average, students' levels of confidence in their ability to navigate the career decision-making process were higher after they used PathwayU than before using our platform.¹



Satisfaction with Career Direction

Students were asked, "How satisfied are you with your current level of clarity with your career direction?" with a response scale of 1 (*Not at all satisfied*) to 5 (*Extremely satisfied*).

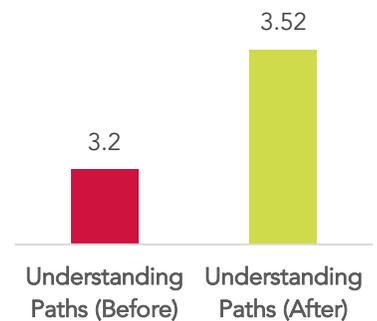
On average, students' satisfaction with their level of clarity with their career direction was higher after they used PathwayU than before using our platform.²



Knowledge of Fitting Career Paths

Students were asked to respond to the statement, "I have a very good understanding of what career paths fit me best," on a response scale of 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

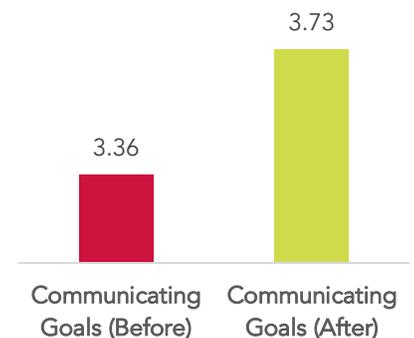
On average, students had a greater understanding of what career paths fit them best after they used PathwayU than before using our platform.³



Communicating Career Goals

Students were asked to respond to the statement, "I can clearly describe my career goals to others," on a response scale of 1 (*Strongly Disagree*) to 5 (*Strongly Agree*).

On average, students' confidence in their ability to communicate their career goals was higher after they used jobZology than before using our platform.⁴



¹ $t(91) = 3.70, p < .01, d = .39$

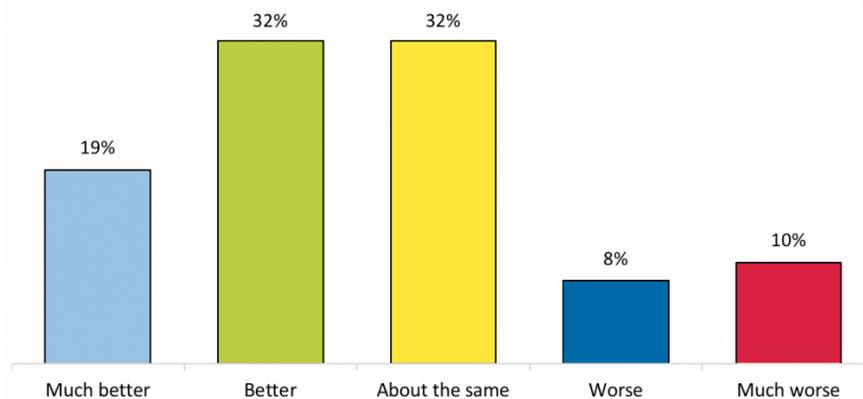
² $t(91) = 3.08, p < .01, d = .32$

³ $t(91) = 2.95, p < .01, d = .31$

⁴ $t(91) = 3.15, p < .01, d = .33$

Students were asked, “Compared to other self-discovery and career guidance tools you’ve used (e.g., MBTI, Strong Interest Inventory, Focus2, etc.), how would you rate your overall experience with PathwayU?”

Of the students who indicated that they have used other career guidance tools in the past, **over 50% indicated that their experience with PathwayU was better or much better than their experience with other tools.** 98% of students recommend jobZology with minor or no adjustments.⁵



Student Reactions

Students generally indicated that PathwayU encouraged them to rethink their career direction and think more deeply about the alignment between their personal characteristics and potential vocational pathways. For example:

- “I have been able to analyze the careers and educational paths that best suit me!”
- “[PathwayU] has shown me a variety of career options that I didn’t consider or know of that would best suit me.
- “Through these assessments, I have learned that I am pursuing a major and career choice that [PathwayU] suggested for me. It made me feel better that the assessment lined up with what I want to do with my life.”
- “[PathwayU] made me think about other job opportunities that are available to me.”
- “[PathwayU] Made me feel more confident in what I thought I wanted to do.”
- “[PathwayU] has influenced the way I think about my education/ career because I learned that I enjoy hands on activities and I like to be helping others. From what I learned, I found a job that would work best with what I enjoy.”

⁵ Analysis based on n = 104 respondents across five schools in response to the following question: “Would you recommend jobZology® to other students like yourself?”