

COLORADO CAREER ADVISOR TRAINING GRANT PROGRAM

2023-24



Indigo Education Company Final Report September 15, 2024
Colorado Department of Education's
Colorado Career Advisor Training Grant Program

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TO CAREER SEEKERS, CAREER ADVISORS, EDUCATORS, MENTORS, AND PARTNERS

We are excited to present the Colorado Career Advising Final Report, a reflection of the remarkable progress we've achieved together over the past year. At Indigo Education Company, we remain steadfast in our mission to empower individuals through a human-centered approach to career development, providing tools and resources that prioritize strengths, inclusivity, and meaningful impact.

Throughout the year, our efforts have focused on equipping students and adults with the resources they need to make informed, confident career decisions. From launching innovative tools and offering dynamic workshops and courses to creating engaging blogs, graphics, and expanding our reach across Colorado—this report details the comprehensive accomplishments that support our community's growth and development.

This report is more than a summary—it is a testament to the power of collaboration and the impact that a human-centered approach to career advising can have. By helping individuals deeply understand their interests, skills, and values, we're not just providing guidance; we're fostering confidence and clarity for their future career paths.

As you explore this report, we encourage you to reflect on the significant strides and the transformative results these initiatives have had on students and adults across Colorado. We extend our heartfelt thanks to all of our partners and those who provided support, guidance, and collaboration to make this possible.

Thank you for your trust and partnership.

Sheri A. Smith
Founder & CEO
Indigo Education Company





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COMPANY OVERVIEW

INDIGO EDUCATION COMPANY

Indigo Education Company, a Colorado-based Women-Owned Small Business founded in 2013, is dedicated to empowering the inherent value of all people. At Indigo, we take a human-centered approach to career development, designing systems and resources that are inclusive of individuals from all backgrounds, cultures, and abilities. By helping people understand their unique interests, skills, and values, we enable individuals to make confident, informed decisions about their career paths.



REACH

While Indigo partners with organizations across the nation and globally, we take special pride in our work within Colorado, our home state.

Indigo has provided college and career readiness, as well as social-emotional learning expertise, to middle and high schools in **7 countries** around the world and **36 US states**, including schools in **55 Colorado counties**.

PARTNERS

Indigo's post-secondary clients span more than 30 **higher education institutions** nationwide, encompassing public and private universities, as well as non-accredited training programs and boot camps.

Notable Colorado clients include the University of Denver, University of Colorado Boulder and Denver, Anschutz Medical Campus, Galvanize Coding Bootcamp, and Front Range Community College.

30+ Higher Education
Institutions Nationwide

Our Colorado-based **K-12 nonprofit partners** include Generation Schools Network, Collegiate Crossings, Project Voyce, and over 30 rural schools through our partnership with the Rural Education Collaborative.

In addition to our work in education, Indigo values its partnerships with Colorado's **community organizations**. These partners, from economic development to community well-being organizations, share our mission of empowering learners, educators, and career seekers through self-awareness, empathy, and freedom.

Key partners include Veterans Community Project, Longmont Economic Development Partnership, Boulder Chamber of Commerce, JM Smucker's, Sun Construction, E for All, the Re-entry Initiative, and various state government agencies.

THE COLORADO CAREER ADVISING TOOL

OVERVIEW



Results Page of the CCA Tool

The Colorado Career Advising (CCA) Tool is designed to support career seekers, students, and advisors by offering a streamlined approach to career exploration and planning. Tailored specifically for Colorado residents, the Tool begins with a quick self-awareness survey to identify users' strengths and motivators.

Based on these insights, the CCA Tool generates personalized career recommendations and support to build an action plan for pursuing those careers.

Comprehensive Career Resources

The Tool integrates various resources to assist **career seekers** in goal setting, resume building, and accessing local educational pathways and job listings. It leverages state education resources, local labor market data, and advanced career-matching technology to deliver targeted career advice.

Career Advisor Empowerment

For **career advisors, educators, and mentors**, the CCA Tool offers data-driven insights and resources that simplify the career advising process. Advisors are equipped with up-to-date labor market information and a curated list of career options based on individual strengths and motivators, allowing them to provide more personalized and effective guidance. Additionally, training and support resources are available to help advisors better serve their constituents.

Workforce Alignment

By aligning career exploration with Colorado's workforce needs, the CCA Tool plays a critical role in state-wide **workforce development**, empowering users to make informed career and educational decisions.



TECHNOLOGY

THE CCA TOOL TECHNOLOGY

PHASE 1

Timeline: **July - December 2023**

Indigo developed a localized career advising assessment and tool aimed at augmenting current state resources and complementing the Meaningful Career Conversations training. This new Colorado Career Advising Tool was tested in beta by over 1,000 stakeholders across Colorado, including advisors, students from middle school through higher education, and adult job seekers.

KEY FEATURES OF THE CCA TOOL INCLUDE:



A concise 10-minute self-awareness assessment that uncovers strengths, skills, DISC behavioral styles, and Motivator preferences.



Tailored career guidance based on each individual's strengths, behaviors, Motivators, and workplace preferences.



Career matches linked with live local job listings for each profile, provided through Zip Recruiter.



Language suggestions for enhancing resumes and LinkedIn profiles based on individual strengths.



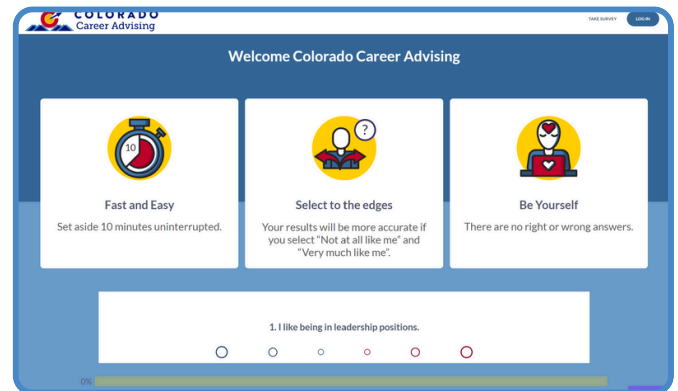
Tips for effective workplace communication and thought-provoking reflection questions.



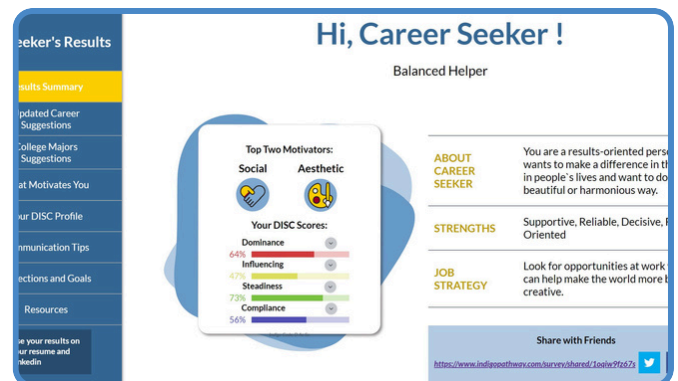
A goal setting tool that is useful for storing ICAP planning data.



A wealth of free resources, encompassing links to educational and job-related videos, top career tips, federal O*Net resources, and educational programs.



CCA Tool Survey



CCA Results Summary Page after Taking Survey

Beta-Version Activity Details

PHASE 1

- Conducted three meetings with My Colorado Journey (MCJ) and integrated a user-friendly MCJ button on the left side of each page of the CCA Results.
- Implemented advanced security and data protection measures.
- Undertook back-end software coding and developmental operations on Amazon Web Services (AWS), focusing on scalability and enhancing user experience for Colorado residents.
- Introduced accessibility features to ensure the Tool is usable by all Colorado citizens.
- Made significant improvements to Spanish translation and progress toward translations in other languages.
- Overhauled SOC codes to align federal occupation codes with Colorado's in-demand jobs.
- Manually coded SOC for Colorado-specific lists, like ETPL, EDIL, and Apprenticeships. This allows citizens to easily locate training opportunities based on job and labor market data, and enables seamless integration of this information into the Tool for an optimized user experience.
- Developed CCA brand complete with logo, colors, and other media.
- Created a website for the CCA Tool that serves as a Survey access point and provides information on Resources, Trainings, Courses, Events, and contact information.



Expanded view of an SOC aligned CCA Career Match with ETPL, Apprenticeship and CDIP options

BETA FEEDBACK

Our approach to gathering initial feedback for the CCA Tool was multifaceted, capturing insights from a variety of sources to ensure a well-rounded understanding of user experiences and needs. We actively sought feedback during in-person interactions at conferences and events, as well as through Zoom trainings. These face-to-face and virtual engagements provided invaluable real-time reactions and suggestions. We also implemented a formal mechanism for written feedback, utilizing both an online form and direct email communications, to gather more structured and detailed responses.

We partnered with several schools that served as beta testers for the Tool. Their involvement was instrumental in providing us with practical, on-the-ground insights from both educators' and students' perspectives. This varied feedback collection has been a cornerstone of our development process, ensuring that the CCA Tool evolves in a manner that is both user-centric and aligned with the diverse needs of our Colorado communities.

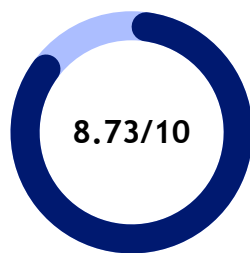
Highlights from 2023 Feedback



Responses

from advisors, school counselors, educators, or family members of a career-seeker who completed the survey.

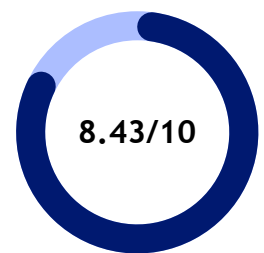
User Satisfaction and Platform Effectiveness



Average Accuracy of Assessment Results



Average Rating of the User Interface of the CCA platform



Average Response to the Value of the Tool for those needing Career Guidance

All respondents strongly agree or agree with the statements:



"I would recommend this Tool to career seekers."



"The CCA Tool will help me guide career conversations and help a diverse set of career-seekers explore best-fit career options."

Beta Feedback

★ I found it helpful for myself

I'm not an advisor, but I found it helpful for myself- I've recommended it to a few other people I know who are interested in career changes, and I think it would be a great resource for adult students who come to test but seem to lack direction. I will definitely be posting info about it in my space.



★ It gives great results...

...and is easy to access careers after advisees take the quiz

★ Vey well laid out...

... and easy to digest the information.

About specific sections of the CCA Tool Report...

Result Summary



- It was very concise and user friendly.
- It gave me a succinct, high-level frame to describe what's important to me in a career. It's useful for tailoring in interviews-or finding ways to ask questions that get at those qualities- to ensure that an organization's culture is a good fit.

What Motivates You



- Gaining insights in what motivates my students and myself is so hard to explore with just open ended questions/reflections so this gives me a really solid place to start.
- We don't always have a way for students to assess their motivators [who] can have a hard time articulating it.

Your DISC Profile



- I enjoyed learning more about my personality and how I feel happy and relate to people through influencing, steadiness, etc and how it ties into the workplace and work/life balance.

EARLY ADOPTERS

- ★ McLain HS (AEC School Jeffco)
- ★ Denver Public Schools
- ★ Jefferson Jr/Hs
- ★ Weld RE 9
- ★ Summit School District
- ★ Aurora K12 Schools

- ★ Colorado Early Colleges
- ★ Boulder Valley School District
- ★ 5280 High School
- ★ Garfield RE 2 School District
- ★ Rocky Mountain PREP

THE CCA TOOL TECHNOLOGY

PHASE 2

Updates & Enhancements

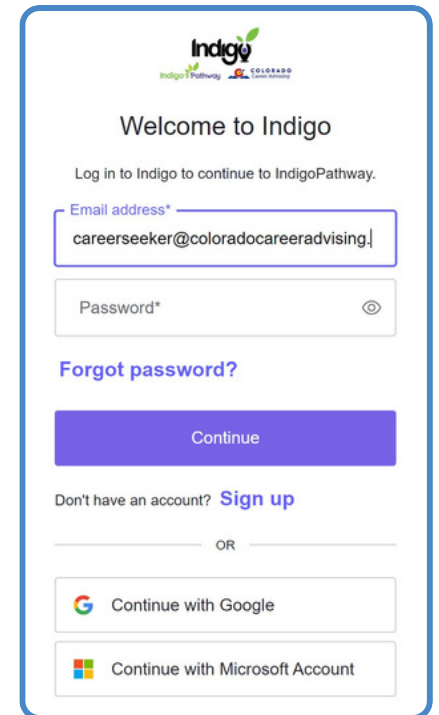
Timeline: **January - June 2024**

We completed the following enhancements providing a more intuitive, informative, and integrated experience for users, empowering them to make well-informed career decisions tailored to the dynamic Colorado labor market.

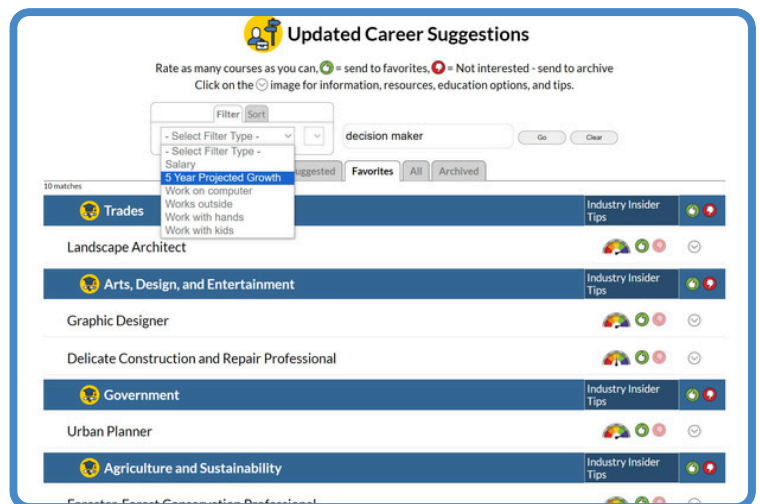
Single Sign-On (SSO): Streamlined access implemented, allowing users to seamlessly log in to the Colorado Career Advising Tool using existing credentials from Google or Microsoft platforms, enhancing security and user experience.

Searchable Career Database: Integrated a comprehensive database featuring all SOC Occupation codes, enriched with real-time Colorado labor market data. The CCA Tool provides customized career matches but also allows exploration of all careers.

Users can easily sort and filter careers by salary, growth prospects, work environment preferences (computer-based, outdoor, hands-on, or working with children), and education required. A keyword search function enables precise and personalized career exploration. Enhanced “Favorite” and “Archive” options help quickly pinpoint careers to explore further.



Single Sign-On



CCA Career Suggestions Tab with Search/Filter Functionality & Updated Favorites Functionality

Updates & Enhancements

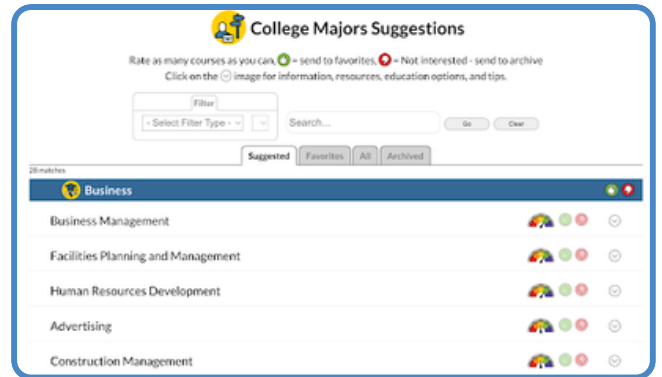
College Majors Suggestions: Introduced a dedicated tab showcasing a database of common postsecondary majors aligned with top jobs, complete with insightful videos and Top Tips on how each major can pave the way for broader career opportunities. This resource is designed to guide students in making informed decisions about their educational paths.

Integrated Colorado ETPL Providers: Embedded a comprehensive list of over 4,000 education opportunities approved by Colorado's Eligible Training Provider List (ETPL) directly within the Tool. This feature connects users with accredited training and educational programs, facilitating a smoother transition from education to employment within the state's thriving job market.

Integrated Colorado Apprenticeship Programs: Collaborated with the CDLE Apprenticeship Office to integrate apprenticeship data under each relevant Career Match in the CCA Tool. Additional support in adding SOC codes to the public database made labor market data alignment sustainable.

Integrated Colorado Career Development Incentive Programs (CDIP): CDIP provides financial incentives for school districts that encourage high school students to complete qualified industry credential programs, internships, apprenticeships or AP courses. Included a list of all relevant CDIP programs embedded in the Career Match list under ETPL and Apprenticeship programs.

PHASE 2



CCA College Major Suggestions

Show Colorado Eligible Training Programs for this Job

Provider	General Program Name	Units to Complete	Unit of Time	Program Total Cost	Web Site
Western Colorado Community College	HEATING, VENTILATION, AND AIR CONDITIONING (HVAC)	18	Months	\$ 4,028.00	Click to access
Western Colorado Community College	HEATING, VENTILATION, AND AIR CONDITIONING	18	Semesters	\$ 1,617.00	Click to access
Community College of Aurora	HVAC/R Installation for Field Technicians	18	Hours	\$ 495.00	Click to access
Front Range Community College	HEATING, AIR CONDITIONING & REFRIGERATION TECHNOLOGY	80	Weeks	\$ 1,447.00	Click to access
Front Range Community College	HEATING, AIR CONDITIONING & REFRIGERATION TECHNOLOGY	45	Weeks	\$ 880.00	Click to access
Front Range Community College	HEATING, AIR CONDITIONING & REFRIGERATION TECHNOLOGY	45	Weeks	\$ 880.00	Click to access

*Data Source: CDLE's Office of Labor and Employment

Eligible Training Provider List for each Career Suggestion if available

Show Colorado Eligible Training Programs for this Job

Show Colorado Registered Apprenticeships for this Job

Provider	General Program Name	Program County	Web Site	Contact for Enroll
Teacher Apprentice Sponsor Coaching & Consulting (Basic)	6-12 Teacher	El Paso	Click to access	Stephanie Curtis
Cedar School District	6-12 Teacher	El Paso	Click to access	Stephanie Curtis
Fort Morgan School District	6-12 Teacher	Morgan	Click to access	Jennifer Kral
St. Vrain Valley Schools	6-12 Teacher	Boulder	Click to access	David Baker
Teacher Apprentice Sponsor Coaching & Consulting (Basic)	6-12 Teacher	El Paso	Click to access	Stephanie Curtis
Fort Morgan School District	6-12 Teacher (Special Education Endorsement)	Morgan	Click to access	Jennifer Kral
Fort Morgan School District	Teacher (Teacher Endorsement)	Morgan	Click to access	Jennifer Kral

*Data Source: The Office of the Future of Work

Show Colorado Approved Recognized Industry Credentials (CDIP)

Apprenticeship options for each Career Suggestion if available

Show Colorado Eligible Training Programs for this Job

Show Colorado Registered Apprenticeships for this Job

Show Colorado Approved Recognized Industry Credentials (CDIP)

Industry	Issuing Organization	Certification
Marketing	Student	Social Media Marketing Certification by Student
Business Operations	MDA Research	High School of Business (HSB)
Business Information Technology	Microsoft	Microsoft Office Specialist (MOS) - Associate
Business Information Technology	Microsoft	Microsoft Office Specialist (MOS) - Expert
Business Information Technology	Microsoft	Microsoft Office Specialist (MOS) - Master
Marketing	Google (through SkillsOrg)	Google Ads Certification
Marketing	American Marketing Association & Digital Marketing Institute	Professional Certification in Digital Marketing
Marketing	Florida	Florida's Professional Marketing & Sales Certification

*Data Source: Colorado Department of Education, Colorado Department of Labor and Employment

CDIP for each Career Suggestion if available

IMPROVEMENTS

Examples of Feedback Received and Action Taken

Topic	Feedback Received from Stakeholders	Action Taken or Planned by the Indigo Team
Career Match	I love its potential- but I will say that specific job matches are limited to whatever tool you're importing (ZipRecruiter, I think). The high-level matches were okay. There were some results I'd never considered- but also some positions I'd worked before or am currently in.	At the time, the Career Matches section was still under-development. For the launch in January, the Career Matches were expanded from 300 minimal education careers to include all 884 SOC coded careers with all levels of training and education requirements.
Career Match	I feel overwhelmed by this section. The career matches are for EVERY sector. For me, it's too much. I would love to have results that narrow down the areas that more accurately match my characteristics and motivators. In other words, what sectors/industries are best suited for who I am.	In response to this and other suggestions, we recognized the importance of providing users with the option to view all available careers, especially in cases where a desired career may not appear in the personalized matches. The personalized Career Matches now more accurately align with user preferences, while also ensuring that all available careers are accessible for those who choose to explore them. Additionally, new search, filter, sort, favorite, and archive features of individual careers as well as whole industry sections are in place. To help both career seekers and career advisors best utilize this section, we created both a blog post complete with an individual or classroom activity and hosted three Pop-Up style events. The Pop-Up: Career Match events featured live demos of the Career Match section and allowed room for real-time user questions and feedback.
Apprenticeship	I would like to see apprenticeship opportunities and information	Apprenticeship opportunities have been added directly to each career option in the Career Suggestions section and Indigo created a partnership with the state Apprenticeship Office to support regular updates and the inclusion of SOC/ONet codes in their downloadable data table

Topic	Feedback Received from Stakeholders	Action Taken or Planned by the Indigo Team
Sharing	I wonder how this can be shared with adults and how they can find out about this.	Yes! We agree! We plan to continually increase exposure and interaction with adult learners, workforce development centers, and other organizations that focus on adults.
Step-by-Step Guide	I think a helpful material would be a checklist or step-by-step guide for walking through a career meeting like this one, with ideas of the types of questions to ask, resources to use to follow up, etc.	Created a Getting Started Guide: Navigating the CCA Tool available in English and Spanish.
Custom Org IDs for Schools	The other thing is if the organization link could have the org name or identifier?	Agreed! New custom organization links are able to have the name or identifier (instead of a string of numbers). We are working on retroactively applying this to existing custom links. In addition, organization names, if they were not appearing on the Survey previously, now appear at the top of the survey. This ensures and reassures that CCA Survey takers are using the correct custom link for their organization.
More Trainings	More trainings like today and information sessions; Possibly using other resources alongside the CCA Tool; I'd also really appreciate a separate training on the DISC! That would make me feel more comfortable explaining assessment results to customers; I am sure I will need a refresher on the dashboard in the summer before our school starts; New features and ways to use them.	We continuously receive requests for more trainings on the CCA Tool, specific topics like DISC, how to utilize resources on the CCA site and within the state, how to use this with ICAP, Dashboard tutorials and more! Through other partnerships and grants, we are currently planning some additional trainings specifically for the Dashboard. We will continue to seek additional funding to continue and expand our training programs.
Integration with other district tools	I am excited to explore the resource section. I'm not sure how much I could use DISC school-wide since our school signed on with Xello 2 years ago and part of hiring me was teaching students how to use Xello as a career navigation tool. Although I like the idea of offering DISC to my more involved students who see me regularly for advice and help.	We encourage and support the use of multiple tools within a school or organization. We can provide written information on how the CCA Tool can be used in collaboration with other tools like Xello and Naviance. We hope to share this information more widely over the next year.

Topic	Feedback Received from Stakeholders	Action Taken or Planned by the Indigo Team
Spanish	Materials, trainings, would be great to see this in Spanish too	Many Spanish resources and materials are in the works. We are actively seeking additional funding so that we can polish existing Spanish resources and continue translation work on other materials, videos, and resources.
Printable Resources	Training and printable resources	While we have some paper options available for the CCA Tool, we agree that more printable options and resources will help make the Tool more accessible to those who face barriers to technology or simply prefer paper and pencil.
Office Hours	Open office hours for questions, etc.	We are always available for questions via our Contact Us forms and email. Additionally schools and organizations with Dashboards and other programming can schedule one-on-one time with a member of the team for technical support or other help. We continue to seek additional funding to provide weekly open office hours for anyone in the state to directly connect with us.
Expanded PDF Report	We would like a report with students' top 10 suggested careers-majors, and then a report for the student favorited career.	Yes! Top career matches and favorited careers on the printable version of the CCA Tool Results are in a testing stage.
ICAP Integration	I hope we can get our staff to participate in these trainings as we roll out ICAP lessons next school year.	The more people trained on how to use the Tool, the better for everyone! Individuals like this have been contacted directly to offer support and learn more about how the tool can be used as part of existing and new ICAP rollouts.

Topic	Feedback Received from Stakeholders	Action Taken or Planned by the Indigo Team
Live Coaching Examples	<p>This training was great, helped to understand the Tool and set the basis to use it with others, but I definitely need to see it in action. I liked watching a real interaction with a student, taken by sections to discuss. Since we moved faster than expected, maybe a future training could include a second interaction that would be different in substantial ways... The training was helpful because it gave me a chance to see how to walk through the results with a student and gave me ideas of questions to ask to dig deeper into the results. However, I feel like I would've liked to go deeper... most of the students I work with are coming to me without a clear idea of what they want to do, and it would be helpful to see an example of how to use it with a student who is less engaged in their career and planning than Paige was.</p>	<p>As a result of this request, we created the Career Coaching In-Action training and two example video recordings of live career coaching (see Video Library section). Over 70 advisors, educators, and mentors from across the state attended one of these trainings.</p>





PARTNERSHIPS

PARTNERSHIPS

We are deeply grateful for the many collaborative partnerships that made the CCA Tool and its resources possible. Organizations across the state, particularly within the Colorado State government, played a pivotal role by providing valuable connections, data, access to information, feedback, exposure, and overall support. Their contributions ensured that the Colorado Career Advising Tool effectively served both career seekers and career advisors. Below, we highlight some of our key partners and their essential contributions to this important project.

Colorado Education Initiative (CEI)



Our partnership with the Colorado Education Initiative (CEI) was instrumental in generating early user engagement and gathering critical feedback. CEI introduced the CCA Tool in all their Meaningful Career Conversation (MCC) trainings, highlighting the success of our collaboration. Through frequent meetings, joint efforts, and integrated training components, CEI provided invaluable support, insights, and expertise that enabled us to continually refine the CCA Tool and better understand the needs of its users.

Colorado Department of Education (CDE)



Indigo has maintained a long-standing partnership with the Colorado Department of Education (CDE), working collaboratively to improve educational outcomes across the state. Our efforts have ranged from team-building initiatives to supporting executive leadership, and we are grateful for the relationships within CDE that have helped guide, inform, and support the development of the CCA Tool over the past year.

Over the past seven years, we have engaged in team-building initiatives with more than 400 CDE staff members. This year, we were particularly excited to collaborate with Commissioner Susana Cordova's executive team to strengthen leadership dynamics. As a result of this collaboration, the CCA Tool was featured as a key resource in a letter sent to all 2024 Colorado graduating seniors.

Colorado Department of Education's (CDE) Student Pathways

Throughout the grant period, we built on our relationships within the Colorado Department of Education's (CDE) Student Pathways Unit, focusing on technology development, data integration, and resource creation. Our collaboration with Adult Education Initiatives, which supports adult learners, deepened our understanding of this population's diverse needs. Through ongoing conversations with this department, we recognize that further work and improvements are necessary to better reach and support adult learners and career seekers. We also received specific requests for career coaching resources tailored to adults in transition.



Partnerships

We also made significant progress in enhancing our Spanish-language resources for the CCA Tool, recognizing the need for accessible materials for Hispanic and Latino communities, as well as Spanish-speaking migrants. As we continue to expand these offerings, we look forward to strengthening our existing partnership with the Migrant Education team to better support Spanish-speaking individuals in their career development and upskilling efforts.

Colorado Department of Higher Education (CDHE)



Our partnership with CDHE notably provided the Eligible Training Provider List (ETPL) and information on state-funded community college programs. We collaborated with Michael Vente, Chief Performance Officer at CDHE, and Richard Mizerak, Research and Data Analyst, to align the ETPL list with in-demand Colorado jobs using SOC codes.

- **Colorado Eligible Training Providers List** - The CCA Tool incorporates a direct integration with the ETPL, offering users immediate access to an extensive selection of over 4,000 Workforce Innovation and Opportunity Act (WIOA) approved training and educational programs. This feature is designed to streamline the process of identifying and enrolling in accredited training opportunities that align with the career aspirations and skill development needs of our users.
- **Colorado State Funded Community College Training Programs** - The resources included on the CCA website includes links to community colleges and information on state-funded programs like CareForward Colorado (healthcare training) and Career Advance Colorado (construction, education, firefighting, and more).

Colorado Department of Labor and Employment (CDLE)



Indigo has collaborated extensively with CDLE, particularly on apprenticeship programs and workforce center initiatives, to enhance career advising and resource accessibility across Colorado. Our efforts aimed to modernize data integration, improve alignment with labor market trends, and foster stronger partnerships for better career outcomes.

- **Apprenticeship Programs** - Worked with the CDLE Apprenticeship Office under Katherine Keegan and collaborated with Drew Grissom, Career Services Specialist, to load apprenticeship data into the CCA Tool. Drew's support in adding SOC codes to the public database has made labor market data alignment sustainable.
- **Workforce Centers** - Three Colorado workforce centers (Pikes Peak, Edwards, and Montrose) have adopted the CCA Tool, reporting that it better meets their needs than existing assessment tools.



Partnerships



Colorado Workforce Development Council (CWDC)

We co-presented at the Attainment Network with Britta Blodgett from CWDC, engaged in data discussions with Renise Walker including on the CDIP list, which is currently integrated into CCA, and collaborated with Sami Mooney, who holds a dual role with CDE and CWDC. Mooney was an early adopter of the Indigo technology at Pikes Peak Workforce Center and her input contributed to the overall CCA Tool.

Numerous conversations with Pairin and My Colorado Journey (MCJ) resulted in the CCA Tool linking directly to MCJ via a custom button on every CCA Tool Results page and in the CCA Resources.

Colorado Governor's Office



Spearheaded by Misti Ruthven, Director of Education & Training Innovation at the Colorado Governor's Office, Indigo created the Colorado Future Jobs Labor Market Data Tool (ColoradoFutureJobs.com) in early 2022 with updates in both in 2023 and 2024. The platform provides comprehensive insights into the Colorado labor market, analyzing workforce data to transform the narrative around workforce development and provide actionable opportunities for improving Colorado's competitiveness in the future of work.

Key aspects of the project involved conducting extensive research, synthesizing data sets from multiple sources, coding custom data visualizations, and creating new data indices such as gap intensity, effort index, and challenge index.

This project was instrumental in enabling us to embed Colorado-specific labor market data for each career in the CCA Tool Career Match section.

ZipRecruiter



In addition to educational opportunities, the CCA Tool enhances job search efforts through a strategic partnership with ZipRecruiter, incorporating local job listings directly into our interface. This integration allows users to view available jobs near their zip code, providing a tailored and localized job search experience.

The ZipRecruiter feature not only showcases current employment opportunities but also aligns these opportunities with the user's preferences, and the training they may have received through Eligible Training Provider List (ETPL) approved programs. By offering real-time job listings we aim to significantly improve the job-seeking journey, making it more efficient and aligned with the individual's career goals and newly acquired skills.



STATISTICS

CCA TOOL STATISTICS

Date Launched:


July 2023

Last Updated:

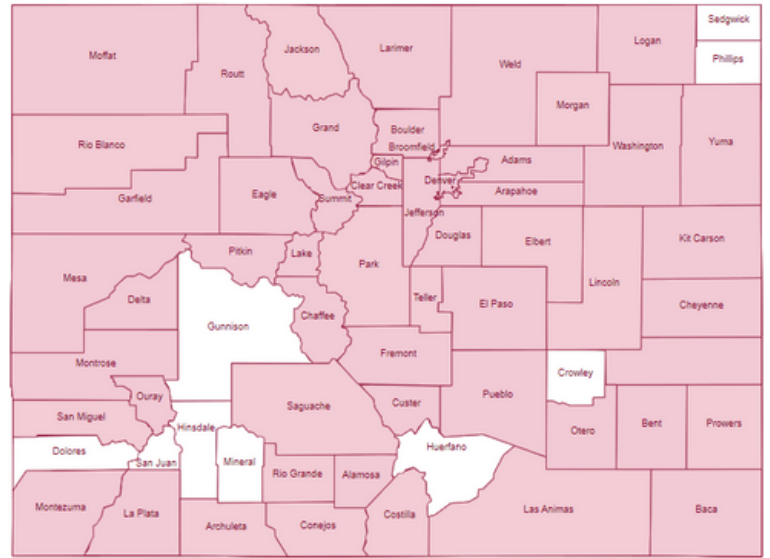
September 2024

Demographics of CCA Tool Survey Takers including geographic location, age, race, and education level

 **333** Unique Colorado zip codes represented, increased by 185 since the March report

 **86%** 55 of 64 Colorado counties represented, an increase of 19 counties since the March report

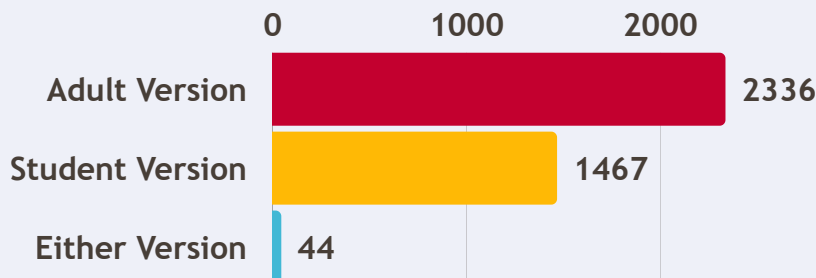
 **400** Due to early support, a few hundred students in the **Summit School District** completed the survey



County Map - CCA Tool Survey takers in the light red counties as of September 2024

 **3847** Total CCA Survey Respondents

Unique Survey Respondent Distribution Across Adult and Student Surveys

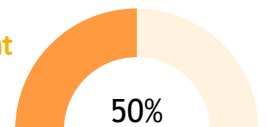


ALL CCA TOOL SURVEY DEMOGRAPHICS CAN BE VIEWED [HERE](#).

AGE RANGE

 Largest single age category is the **under 18** age group
1508

Collectively, respondents **over the age of 18 represent 50%** of survey takers




RACE

24% of respondents identify as Hispanic/Latino, tracking slightly over the state's percentages according to the United States Census Bureau

 24%

Over 5% of respondents **identify as Black/African American**

 5%

ENGAGED ORGANIZATIONS AND SCHOOLS

While we have over 3800 individual users of the CCA Tool, it's important to note that many of these career seekers or advisors are associated with organizations and schools that have varying levels of formal engagement with the CCA Tool and Resources.

Of our 3800+ users, only 304 unique email domains are registered with the CCA Tool. Approximately 1300 users registered with a unique (only one instance of that email domain) or generic email (gmail.com, hotmail.com, etc.) while the remaining 2400+ users are associated with a Colorado organization or school. We had **over 150 organizations who actively engaged with the CCA Tool** within the grant period.

Some of our most active organization level users utilize Dashboards (more information in the Dashboard section), have attended one or more trainings, or have formal programs set up within their organization to guide career seekers using the CCA Tool.

CCA TOOL SCHOOL, SCHOOL DISTRICT OR ORGANIZATION LEVEL TOP USERS

- ★ Summit K12 Public Schools
- ★ Garfield Public Schools
- ★ Denver Public Schools
- ★ Montrose County School District
- ★ Rocky Mountain Prep Schools
- ★ Jefferson County School District
- ★ Weld Re9 School District
- ★ Harrison School District
- ★ Yampah Mountain High School
- ★ Colorado Early Colleges
- ★ Cherry Creek School District
- ★ Fleming High School



CUSTOM SURVEY LINK AND DASHBOARD

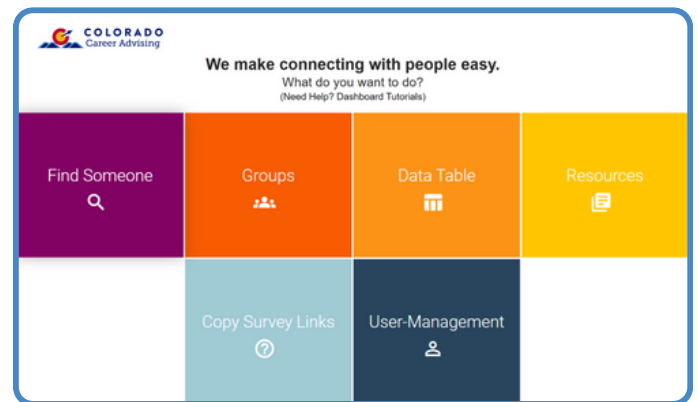
Larger organizations such as schools, districts, adult education providers, workforce centers, and career advisors require an administrative dashboard to effectively support their career advising efforts, guiding Coloradans toward in-demand jobs and necessary educational programs.

Each organization with a Dashboard receives a **custom survey link**, ensuring their students and staff complete the survey that directly feeds data into the appropriate Dashboard. The administrator can invite additional staff to access the Dashboard as needed, and groups of students can be organized within the larger organization. For instance, a teacher may be invited to access a school's CCA Tool Dashboard to view only their class of students.

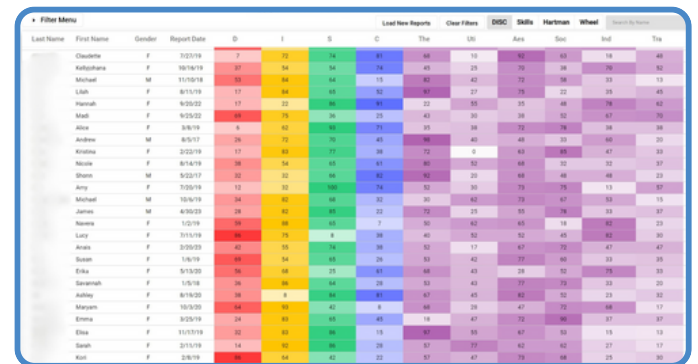
The CCA Tool Dashboard offers a user-friendly interface that displays **key data on skills, strengths, and job preferences for students and adult career seekers**. By aggregating and visualizing this data, the Dashboard enhances Individual Career and Academic Plan (ICAP) practices, providing actionable insights for administrators to improve career guidance and workforce development strategies.

The Dashboard also **facilitates career conversations and tracks career seeker progress**. For initial meetings, it provides quick insights into a career seeker's strengths, behaviors, and motivations, helping advisors build rapport and trust more efficiently.

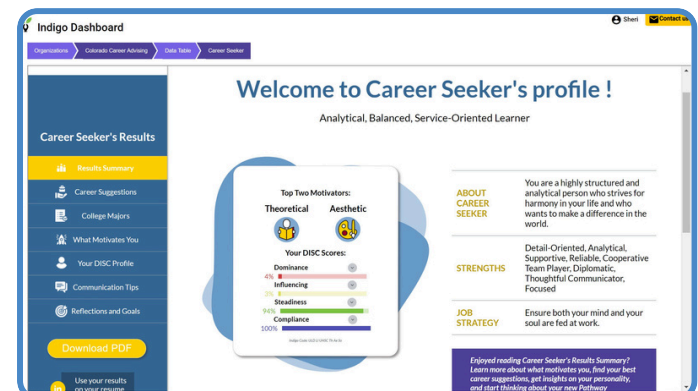
Note: Last year, we offered Dashboards as an in-kind donation to encourage greater adoption of the CCA Tool in schools and to respond to requests from counselors and career advisors.



CCA Tool Dashboard



CCA Tool Dashboard Data Table



CCA Tool Dashboard Profile

Custom Survey Link & Dashboard

DASHBOARD ACCESS ALLOWS

- ✓ The ability to view different groups within the organization, with access control.
- ✓ An easy-to-read data table displaying all users' DISC, Motivator, and skills.
- ✓ Access to each individual's full CCA Tool results with a single click.
- ✓ A "Viewer Only" version of the full CCA Tool.
- ✓ Insights into each individual's strengths and career preferences.
- ✓ The ability to monitor and track reflection answers and goals.
- ✓ The creation of high-functioning teams of staff or students for career exploration activities.
- ✓ Quick access to the custom survey link for distribution.

 **50** **Current
Dashboard Users**

CCA Custom Survey Links and Dashboards represent a diverse array of organizations such as middle and high schools, school counseling departments, workforce centers, career and technical education organizations, work-based learning programs, and individual career advisors.



CCA Custom Survey Example

This section encompasses a variety of multimedia resources and marketing materials created to enhance understanding and engagement with the Colorado Career Advising Tool.



WEBSITE



CCA Website Homepage

We developed a comprehensive resource and information website alongside the Colorado Career Advising Tool. In addition to providing a login landing page, this platform serves as a hub for online courses, blog posts, and upcoming events, all centered around meaningful career conversations. It offers a wealth of free resources tailored for Colorado career seekers and career counselors, including an extensive video library.

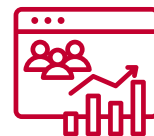
Additionally, the site features a section for users to sign up for regular updates and provides direct links to crucial state, national, and workforce development resources. This website is designed to be a valuable companion to the Colorado Career Advising Tool, enhancing its utility and reach as well as increasing visibility to existing state resources and CEI's MCC training.

- ✓ Created a landing page for and a direct connection to the three online, asynchronous courses hosted on the IndigoLearners platform.
- ✓ Created an event announcement and registration system.
- ✓ Completed and enhanced Resource section to provide more targeted resources to Colorado career-seekers and advisors.
- ✓ Resource section is continually updated to include the best resources available while maintaining a user friendly list.
- ✓ Social media and blog posts highlight and explain how to use the various resources.
- ✓ Updates as needed including county map, MCC information, update events, update resources, etc.
- ✓ Enhanced user-interface.
- ✓ Improved the total number of site visits and increased visits to the Resource page.

Note: The Colorado Career Advising website is continually updated and improved based on changes to the Tool and requests made via the Feedback form or via individual conversations.

Website Performance Overview

Time Frame: September 2023 - September 2024



4600+
Site Sessions

2070

Unique Site
Visitors

6510

Views of the
top 20 pages
on the CCA
website

583

CCA Email
Update
Sign-Ups

Top Traffic Source

 Direct

 Organic

 Email Marketing

Note: Survey takers do not need to access the CCA website first, so this does not include all CCA Tool users, only people who visited the website directly.

RESOURCES

Note: The CCA Tool Survey and Results are available in Spanish for all users. However, many of our Resources are available in Spanish only upon request. Our translation efforts are still in progress and in various stages of review and testing so they are not publicly available at this time. Career seekers and advisors interested in testing our Spanish materials are welcome to reach out!

Navigating the CCA Tool: Six Steps to Creating Your Career Action Plan

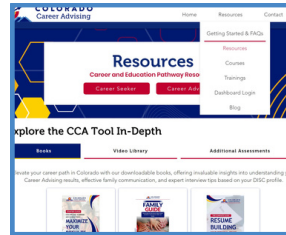
Follow this six step guide after completing the CCA Tool survey to create an actionable plan to achieve your career goals. Use on your own or with the guidance of a career advisor or mentor.

[Spanish version](#)



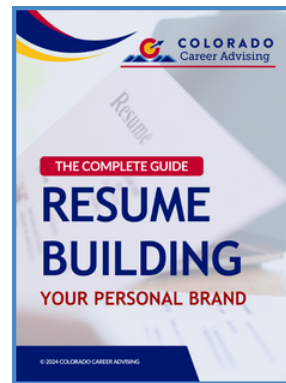
Curated List of Colorado Resources

A handpicked list of valuable online resources for further exploration and research.



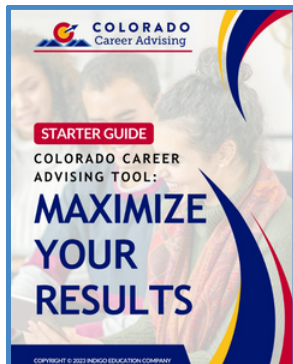
Resume Building

Step-by-step guide for students or new career seekers to create a first resume, personal statement, and LinkedIn profile. Connections to free resume guidance and feedback.



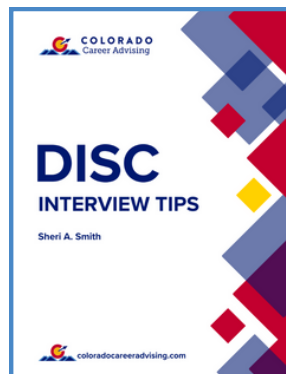
Maximize Your Results Guide

Tips and strategies for users to get the most out of the CCA Tool.



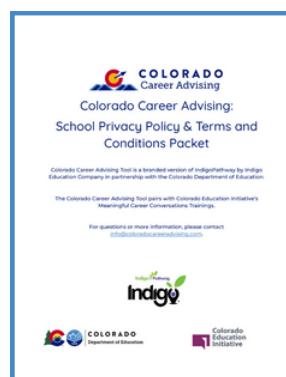
DISC Interview Tips

Guidance for users on how to apply DISC assessment results in interviews and career planning.



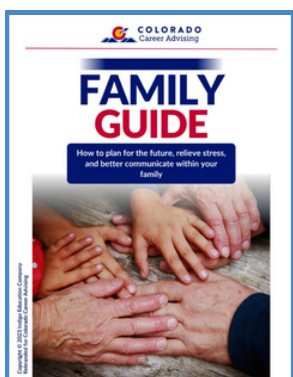
Privacy Policy Packet

Important information regarding user privacy and data handling policies plus a sample Opt-Out Permission Slip school districts can share with parents.



Family Guide

A resource designed to help families understand and support their students' career planning process.



VIDEOS

Colorado Career Advising Tool Overview Video

- An introductory video providing a comprehensive overview of the CCA Tool. Used in CEI's trainings.

Colorado Career Advising Middle School

- Tailored video content for middle school counselors, highlighting the Tool's features and benefits and how it aligns with Colorado State Standards and ICAP guidelines.

Colorado Career Advising DISC Overview Video

- Quick guide to understanding DISC behaviors. Learn about each of the four types and find out which combination of styles you are!

In-Depth DISC Videos



Dominance



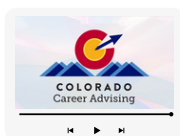
Influencing



Steadiness



Compliance



Communication Tips

Colorado Career Advising Avatar Journey: From Influencer to Property Manager

- Watch as Sean, a young Career Seeker in Colorado, explores best-fit, living wage careers with the help of the CCA Tool. See Sean go from social media influencer to successful property manager to creating his next career goal!

Colorado Career Advising Student Results Tour

- A video guide focusing on how students can interpret and utilize their CCA Tool results.

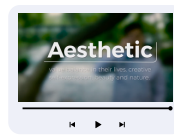
Colorado Career Advising Tool for High School Counselors - Detailed Tour

- A thorough video tour designed specifically for high school counselors to navigate and leverage the Tool effectively incorporating Colorado State Standards and ICAP guidelines.

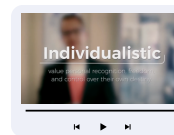
Colorado Career Advising Motivators Overview Video

- Quick overview of the six Motivators to enhance self-awareness. Motivators also help you pinpoint best-fit careers and work environments.

In-Depth Motivator Videos



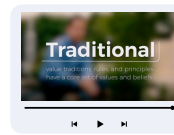
Aesthetic



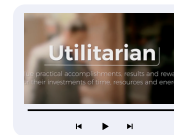
Individualistic



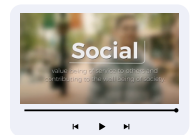
Theoretical



Traditional



Utilitarian



Social

Note: Click on the blue title blocks or on individual video thumbnails to view a selection of CCA videos.

BLOG

Beginning in January of this year, we started a [blog](#) related to career seeking activities. Readers can learn more about crafting resumes, personalized interview strategies, Motivators, and DISC Behaviors. Many of the blog posts include an activity for use in classroom settings or directly with career seekers. Through these posts, we have reached over 900 career seekers or advisors. We plan to increase our impact by continuing with additional posts this coming fall and spring.

All blogs can be accessed via the CCA website or by clicking on each title below.

➤ **Career Match Series: The 15-10-5-1 Approach**

➤ **Colorado Career Advising Tool for Middle School Students**

➤ **Your Personal Brand: Craft Your Career Path**
(The Complete Comprehensive Resume Building Guide)

➤ **Creating Your First Resume: A Step-by-Step Guide for Students**
(Part 1)

➤ **Mastering Job Interviews: Tailored Tips for Every DISC Personality Type**

➤ **Unleash Your Inner Leader: Interview Tips For Low D (Dominance) Personalities**

➤ **Land Your Dream Job: High D DISC Personality Interview Strategies**

➤ **Maximizing Your Impact: Interview Tips For Low I (Influencing) Personalities**

➤ **Harnessing DISC Profiles for Career Selection + Activity**

➤ **PeakMotives: Uncover Your Drive with Motivators**

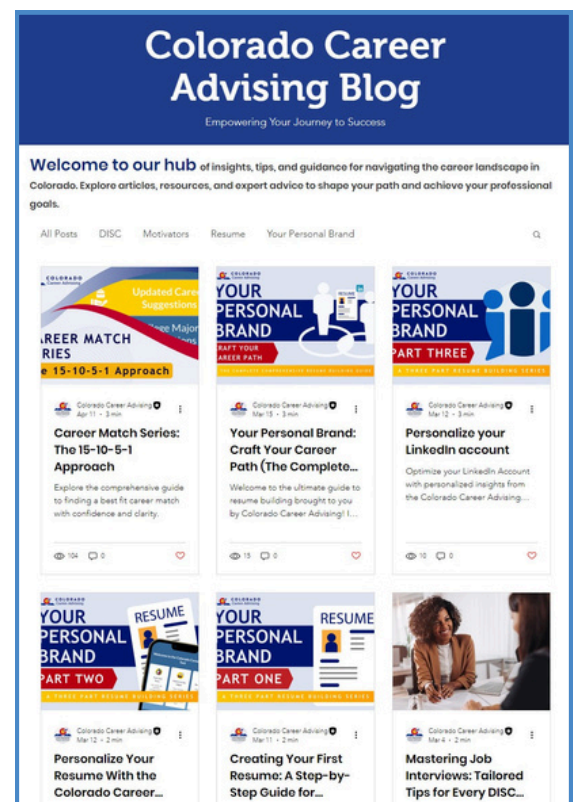
➤ **Personalize Your Resume With the Colorado Career Advising Tool**
(Part 2)

➤ **Personalize your LinkedIn account**

➤ **Ace Your Interview: Tips for High I (Influencing) Personality Types**

➤ **Steadying Your Approach: Job Interview Tips For Low S (Steadiness) Personalities**

➤ **Maximize Your Potential: High S (Steadiness) DISC Job Interview Strategies for Career Success**



CCA Blog Page

➤ **Demonstrating Flexibility: Interview Tips for Low C (Compliance) Personalities**

➤ **Cracking the Interview Code: Expert Tips for High C (Compliance) Candidates**

COLORADO RESOURCES

The CCA website also features a variety of resources, primarily Colorado based, for both career seekers and career advisors to utilize in tandem with the CCA Tool.

CCA Resources for Career Seekers

Education & Training Programs

Explore a world of opportunity with these resources, including free college education options, apprenticeship offerings, and eligible training provider listings tailored for success in Colorado.

Care Forward Colorado

Colorado offers free training programs for in-demand healthcare jobs.

Career Advance Colorado

Colorado offers free training programs for in demand construction, education, firefighting & more jobs.

Career Technical Education

Expanding pathways from high school to postsecondary opportunities is essential for preparing students for success after high school. CTE programs help students develop the knowledge, skills, & abilities necessary to be postsecondary & workforce ready.

Career Development Incentive Program

CDIP provides financial incentives for school districts that encourage high school students to complete qualified industry credential programs, internships, apprenticeships or AP courses.

Apprenticeship Programs

Smart, hands-on career training. A practical path to mastering a trade & securing a prosperous future in Colorado's dynamic economy.

ETPL Programs

Launch your career in tech, construction, creative industries and more! Explore programs with essential skills & financial assistance.

Funding Your Education

FAFSA

Your one stop shop to apply for Federal Student Aid funds. For additional help with the FAFSA forms, visit our partner Get Schooled to chat with one of their advisors.

College Scholarships

Start your search for college scholarships, typically based on merit & grants, typically based on financial need.

Colorado Health Service Corps

If you work in a high-need medical care profession in a rural or needed area in Colorado, learn how to pay off medical school loans.

Scholarship America

Browse scholarships & discover tips & tricks for successful applications. Filter by scholarships available just for students & programs in Colorado.

Career Seeker Resources

CCA Resources for Career Seekers

Job & Career Guidance

Navigate your career journey in Colorado with these resources, featuring workforce center listings, complimentary career coaching, and a user-friendly, first-time resume builder to support your aspirations.

[Opportunity Next](#)

Access personalized career advice tailored to the top eight industries driving Colorado's economy. Explore training programs & discover resources to finance your education.

[TalentFOUND Career Coaching Collaborative](#)

Find free career coaching locally.

[My Colorado Journey](#)

View industry & pathway resources for careers in Colorado.

[SkillUp Denver](#)

Find highly-quality careers, training, & jobs near Denver that do not require a college degree.

[Colorado Workforce Centers](#)

Colorado Workforce Centers offer free career counseling & training. Find your nearest center & learn more.

[Colorado Career Trail Guide](#)

Search personalized career recommendations and jobs based on your skills and work experience.

Supplemental Resources

For personalized attention or extra preparation as you start your career journey, utilize these local and national organizations.

[CDLE Interview Preparation Tips](#)

Read up on preparation tips, view practice questions, and search local workforce centers for personalized help before your big interview!

[Get Schooled](#)

Free college essay, resume review & financial aid help for high school students.

[Lightcast Resume Builder](#)

Free resume builder.

[Colorado Workforce Centers](#)

Colorado Workforce Centers offer free career counseling & training. Find your nearest center & learn more.

Career Advisor Resources

CCA Website Resources for Career Advisors

Resources include all of the Career Seekers resources as well as these additions.

Career Counselor Resources

ASCA Career Conversation Starters

Helpful career conversation starters for students & adults of all ages.

Meaningful Career Conversations

All levels of career advisors and mentors learn about career advising best practices, complete reflection exercises, and explore career-focused tools.

Career Development Incentive Program

Programs for students include: Industry credential programs, Apprenticeships, Internships, and more.

FAFSA & CAFSA Resources

Help for navigating the updated FAFSA and administrator information for CAFSA.

Colorado Department of Education Resources

Colorado Department of Education (CDE) Resources
CDE offers a wide variety of resources for schools and career counselors such as:

ICAP

Financial Literacy

Mental Health

Work Based Learning

Career Technical Education

Labor Market Data

Explore comprehensive labor market data resources to make informed decisions and shape your ideal career path.

Colorado Future Jobs

A site to explore job market projections for the State of Colorado.

Talent Pipeline Report

For additional historical Top Jobs data, visit the CWDC's Report & explore past years' report appendices.

Labor Market Gateway

Visit the CDLE Labor Market Information Gateway for industry & occupation employment numbers, wages, & projections.

BLS Occupational Outlook

For a national outlook on occupations, visit the Bureau of Labor Statistics Occupational Outlook.

SOCIAL MEDIA

In January, we launched a [LinkedIn](#) account for Colorado Career Advising where we feature CCA Resources, Trainings, Tips, and other relevant information as well as CEI's Meaningful Career Conversations. We also continue to cross-promote the Colorado Career Advising Tool, CCA Events, and Meaningful Career Conversations through our Indigo Education Company and IndigoPathway social media accounts, including LinkedIn, Twitter, Facebook, Instagram, and YouTube.



570+
Followers

Key Points:

- Engaged with Career Advisors and Educators in Colorado.
- Trackable influence on Training registrations after related posts.

OVERALL ENGAGEMENT



8311
Impressions



4198
Unique Views



4054
Engagement Rate



257
Reactions



15
Reposts

EXAMPLE CONTENT



Reaction: 16

Impression: 357

Repost: 7



Reaction: 10

Impression: 223

Repost: 3

TUTORIAL EMAILS

In addition to our online courses and trainings to help both career seekers and career advisors understand how to get the most out of the CCA Tool, we also created an informational email series called Learn More. This series explains how to best use the CCA Tool, Results, and Resources to craft a career plan.

These emails are effectively reaching our target audience.

OVERALL ENGAGEMENT

After completing the Survey, CCA Tool users over the age of 18 receive a set of short tutorial emails offering tips, links to resources, and updates about the Tool.



2500+
Users completed the email series



40%
Average Open Rate



65%
Click Rate



Learn More:
Getting Started



Learn More:
Motivators



Learn More:
Reflection and Goal Setting



Learn More:
DISC



Learn More:
Career Matches

An additional tutorial series for CCA Dashboard administrators is in the works.

GRAPHICS



CCA Logo

The official logo representing the identity and brand of the CCA Tool.



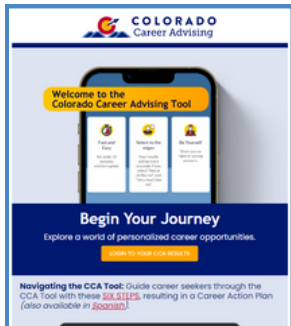
Overview and Workshop Decks

Detailed presentation decks for workshops and informational sessions. View sample from the [Attainment Network Conference](#).



CCA Branding Guide

Comprehensive guidelines to ensure consistent use of CCA branding across various platforms.

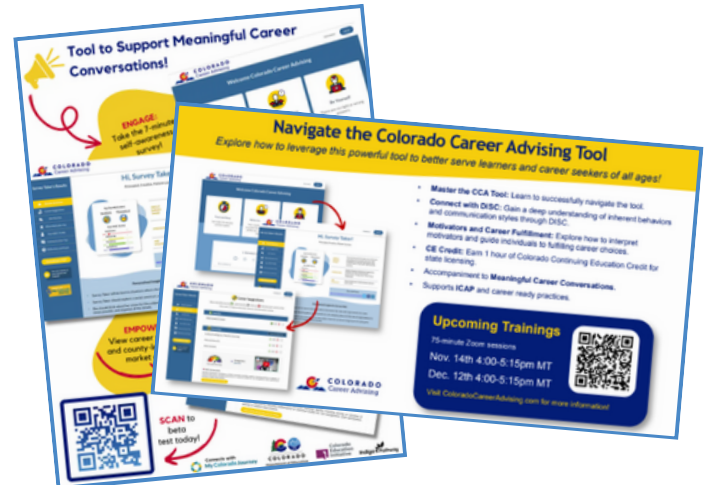


Custom emails

Professionally designed CCA email templates for effective communication. View example [here](#).

Additional assets

To further enhance career exploration and educational planning. Examples include website, social media, training deck, and other graphics and videos.



Flyers

Attractive flyers for easy distribution and promotion. See examples [here](#) and [here](#).

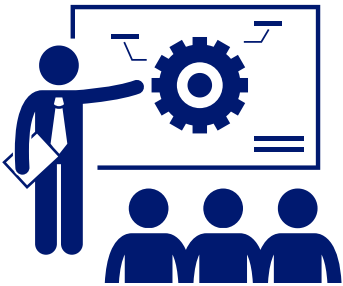


TRAININGS

LISTENING TOUR

Indigo's key role in the grant involved the technological development of the Colorado Career Advising (CCA) Tool, while Colorado Education Initiative (CEI) was chiefly responsible for conducting their Meaningful Career Conversations (MCC) workshops. To enhance the Tool's effectiveness among diverse stakeholders and foster a strong partnership with CEI, we engaged in a listening tour to gather input from a wide range of individuals across Colorado during the Tool's development phase.

LIVE EVENTS:



- At the **Attainment Network Conference**, we attended the Colorado Department of Education's (CDE) ICAP session and CEI's session, and also hosted a CCA Tool preview session with over 50 attendees.
- We participated in a **CTE Training** led by Lauren Jones, a precursor to the Colorado Career Counselors Conference, attracting over 60 participants.
- The **Colorado Career Counselors** event also saw our involvement, with more than 20 people in attendance during an ICAP session hosted by Robin Russel.
- **The Colorado Department of Education Commissioner's Teachers Cabinet** was able to preview and learn about the Tool in a session hosted by Colorado's Education Commissioner Susana Córdova and Indigo.
- We sponsored a **Colorado Association for School Executives (CASE)** pre-conference day to promote CCA and supported CEI in a conference workshop the following day.



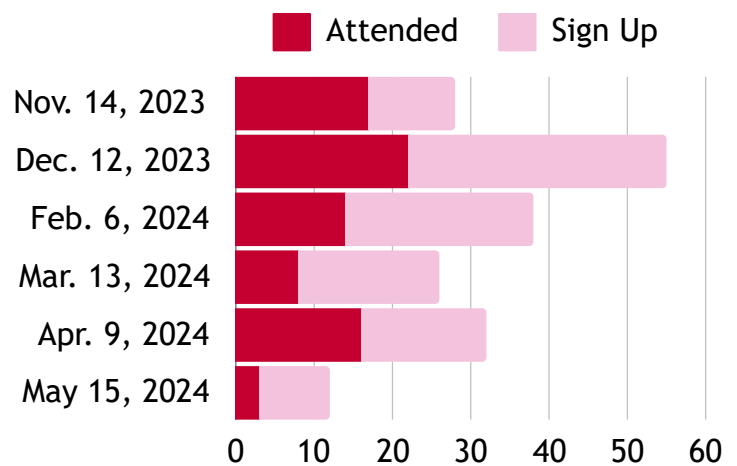
ONLINE TRAININGS

Navigating the CCA Tool Introduction Training

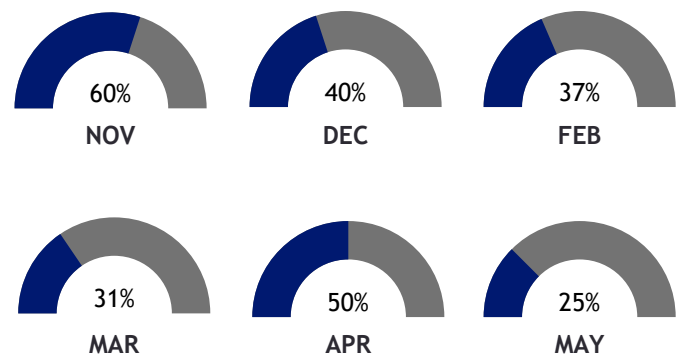
Indigo hosted six Zoom-based, 75 to 90-minute trainings on using the principles of human-centered design, a tour of the Tool, and how to utilize the Tool in their advising practice. These workshops are designed to accompany CEI’s Meaningful Career Conversations training but prior experience with the MCC training is not required. The interactive workshops include the following content:

- Leveraging Strengths in Career Advising**
Practice talking about strengths from the results of the CCA Tool assessment and incorporating them into the career conversation.
- DISC Components for Connection** Learn how to utilize the DISC model to connect with your students and adult learners on a deeper level by understanding and matching their communication styles.
- Motivators and Career Fulfillment** Explore how to identify and interpret motivators to guide individuals toward fulfilling career choices and aligning with the ideal corporate culture.
- CE Credit** Participants earned 1.5 hours of Colorado Continuing Education Credit for state licensing by attending.
- Feedback Opportunity** Participants are an integral part of our ongoing development by asking questions, providing feedback, and helping shape the future of the CCA Tool.

Workshop Details



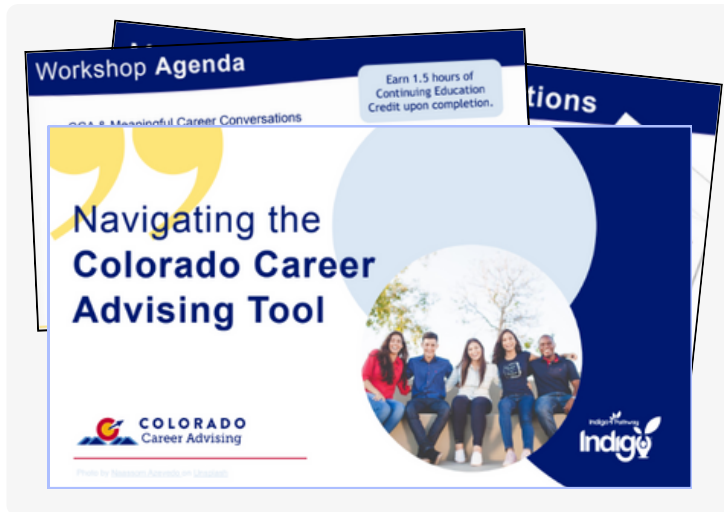
Percentage Attendance



Navigating the CCA Tool Introduction Training

TRAINING SESSION RESOURCES AND INFORMATION

CCA TOOL TRAINING DECK



Download the [CCA Tool Training deck](#)

Video Recordings



Watch recordings of the training sessions.

- Nov. 14th
- Dec. 12th
- Feb. 6th
- March 13
- April 9th
- May 15th

SAMPLE CERTIFICATE



See a sample [Certificate of Completion](#)

DEMOGRAPHIC INFORMATION

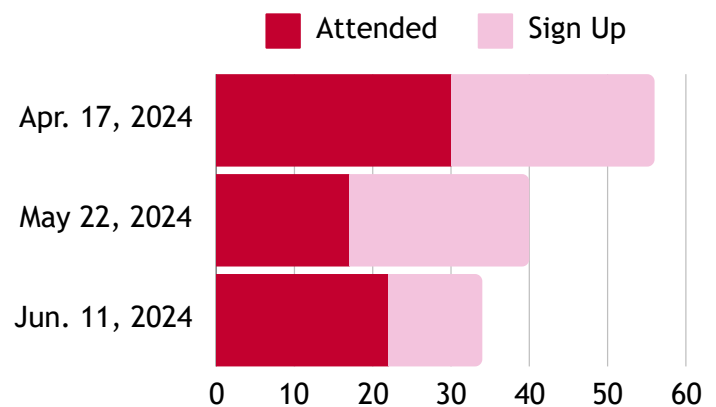
View additional [demographic information](#) about training session participants including geographic location, organization, job role, education level, age, and race.

Career Coaching In-Action

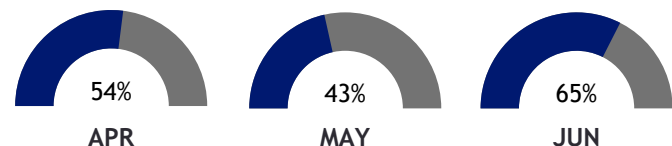
This series recorded coaching sessions combined with a live training allows participants to watch volunteers being coached using the CCA Tool. Career Coaching In-Action is designed for professional counselors or career coaches, but is also open to family members and mentors of career seekers, as well as individuals looking to enhance their own career outlook. The interactive training covers the following elements:

- Observe Career Coaching In-Action**
 Watch pre-recorded coaching sessions with real career seekers. At key points in the recording, details about the process will be interjected. If available, the career seekers will be present to answer questions about the process from their perspective.
- Integrate the CCA Tool into your Practice** By viewing the CCA Tool in-action, you will understand how to use the CCA Tool in your own practice.
- Participate in Q&A Throughout the Session** Watch, take notes, and ask questions! Understand the process from both the career advisor perspective and the career seeker perspective.
- CE Credit** Participants earned 1.5 hours of Colorado Continuing Education Credit for state licensing by attending.
- Feedback Opportunity** Participants are an integral part of our ongoing development by asking questions, providing feedback, and helping shape the future of the CCA Tool.

Workshop Details



Percentage Attendance



Career Coaching In-Action

TRAINING SESSION RESOURCES AND INFORMATION

CCA TOOL TRAINING DECK



Download the [Career Coaching In-Action training deck](#)

SAMPLE CERTIFICATE



See a sample [Certificate of Completion](#)

Video Recordings



Watch recordings of the training sessions.

- [Career Coaching In-Action Series: High School Senior Finds Confidence](#)
- [Career Coaching In-Action Series: Supporting Teacher Success](#)
- [April 17th](#)
- [June 11th](#)

DEMOGRAPHIC INFORMATION

View additional [demographic information](#) about training session participants including geographic location, organization, job role, education level, age, and race.

Pop-Up Events



The Pop-Up Trainings were imagined and built for existing CCA Tool users such as career advisors, educators, and mentors. These trainings provide additional tips, tricks, technical support, and individualized attention for our current users. While aspects of the events are structured, other components allow time for live demos and space for discussion based on real-time attendee questions and feedback.

UPCOMING POP-UP TRAININGS

CCA TOOL DASHBOARD

Workshop Details

To support the utilization of the CCA Tool within organizations, we are hosting a Pop-Up style event to showcase the functionality of the Dashboard. The Dashboard enables administrators, educators, and career advisors to track and view all of their students or clients in one place. Easy to read data tables and access to each individual's CCA Tool Results enable advisors to easily prepare for upcoming career conversations. Career seeker's favorite careers (and least favorite!) as well as goals can be viewed at the touch of a button. This event will provide live demos, quick tutorials, technical support, and tips for existing Dashboard users.



First event planned for September 26th

OPEN OFFICE HOURS

Workshop Details

Open to all administrators, educators, and career advisors currently using the CCA Tool within their organization, this event will allow users to deep-dive into the Tool, see the latest improvements, and learn tips and tricks. While we have an agenda planned and features to show-off, this Open Office Hour will largely be driven by questions and queries from attendees.



First event planned for September 24th

Note: While these trainings are not being funded through the 2023-24 CDE Career Advisor Training Grant, we feel this work will continue to enhance and support work completed with grant funds.

Pop-Up Events

CAREER MATCHING

This training offers a practical walkthrough of the Career Suggestions tabs, search function, sorting and filtering capabilities, as well as tips and tricks for offering effective career guidance.

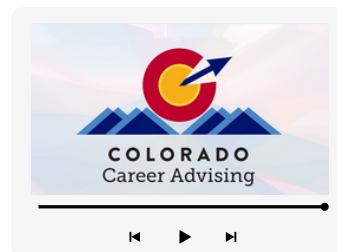
Explore Careers in-depth through comprehensive information on each career option. Learn how to empower Career Seekers to independently explore careers with accessible local labor market data, informative videos, Top Tips, Industry Insights, Colorado education pathways, and more!



CCA TOOL TRAINING DECK

Download the [Pop-Up: Career Matching training deck](#). Please note this deck is only used as supporting material to a live demo.

Video Recordings



Watch recordings of the training sessions.

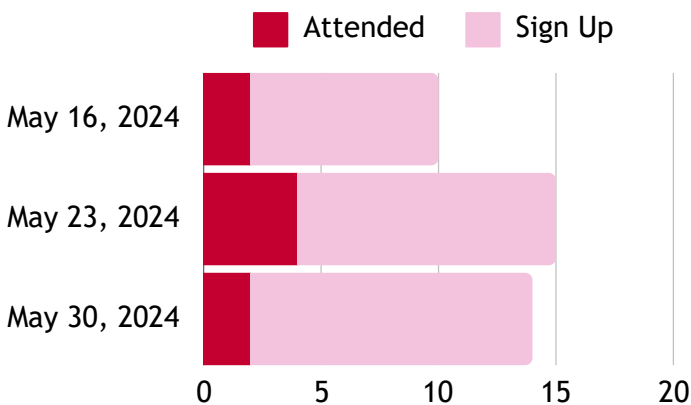
 [May 16th](#)

 [May 23rd](#)

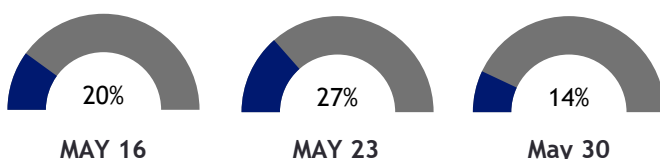
DEMOGRAPHIC INFORMATION

View additional [demographic information](#) about training session participants including geographic location, organization, job role, education level, age, and race.

Workshop Details



Percentage Attendance



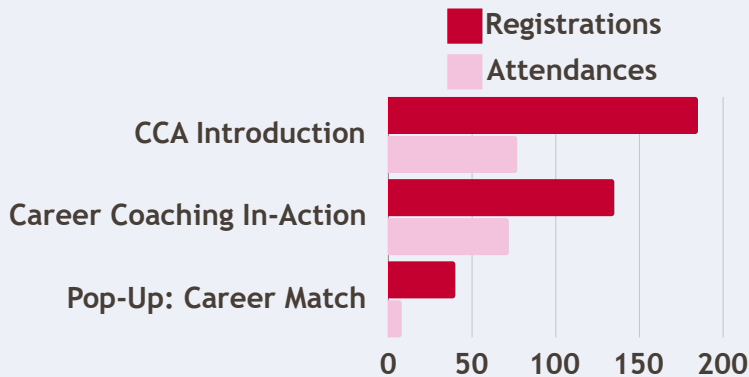
TRAINING STATISTICS

Date Launched: November 2023

Last Updated: September 2024

Demographics of CCA Tool Training Participants including race, workplace type, and Spanish-language need

360 Registrations
157 Attendances



ALL TRAINING DEMOGRAPHICS CAN BE VIEWED [HERE](#).

107

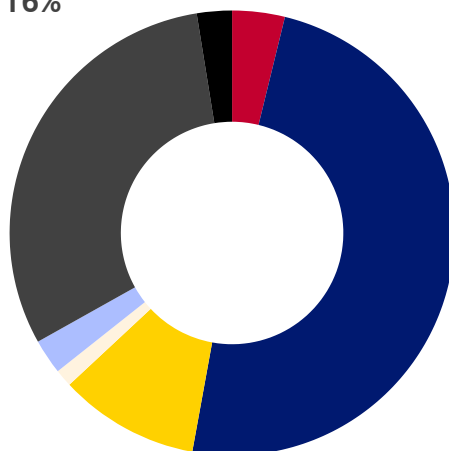
Unique Organizations Represented by the Attendees

Top 3 Attendees' Workplace

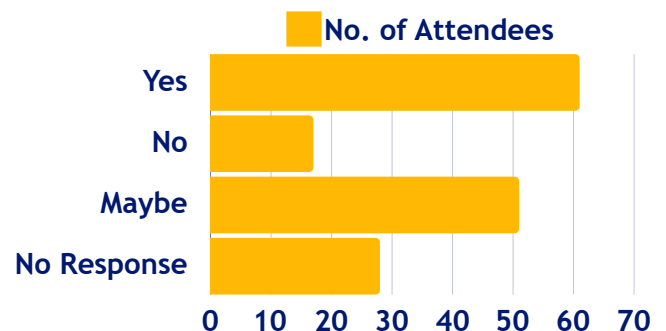
- ★ School or School District
- ★ Workforce Center
- ★ Non-profit

Race of Attendees

- ★ Caucasian/White - 49%
- ★ No response - 30.6%
- ★ Hispanic/Latino - 16%
- ★ Black/African American - 3.8%
- ★ Two or More Races - 2.5%
- ★ Other - 3.8%



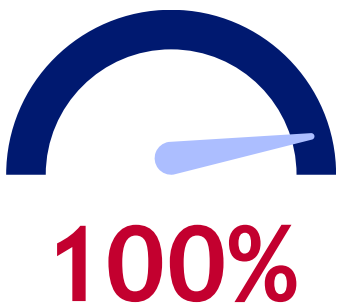
Need for Spanish Language Materials and Support



TRAINING FEEDBACK

Indigo’s training programs are designed to be inclusive and accessible, ensuring that all stakeholder groups can benefit from the CCA Tool. The training sessions have been well-received, with participants providing feedback that helps shape the future development of the Tool.

Highlights from 2024* Training Feedback

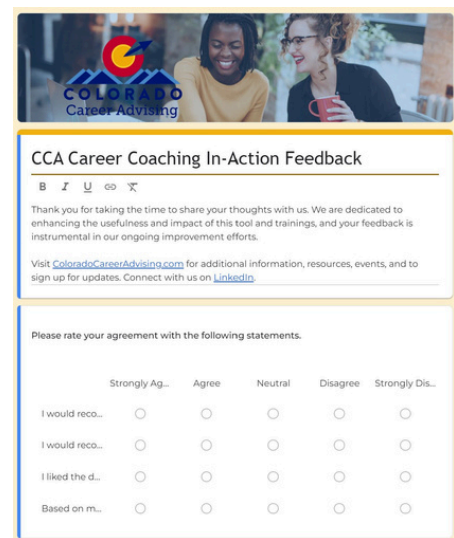


Across all training sessions post the official January launch, we are proud to report that **100% of respondents either agreed or strongly agreed** that they would recommend the CCA Tool to both career seekers and career advisors.

All respondents either agreed or strongly agreed that they were satisfied with the training’s delivery and presentation, and that they would recommend it to others.

When asked for feedback on the CCA Tool itself, the majority of users who attended a training reported that they found their results to be highly accurate, with **over 80% expressing confidence in the Tool’s accuracy**. While one respondent noted that the Communication Tips section could be improved, all other sections of the CCA Tool were rated as either somewhat valuable or valuable for career seeking and advising activities.

Respondents with questions or actionable comments left in the Feedback were contacted individually by the CCA Team.



CCA Career Coaching In-Action Feedback

Thank you for taking the time to share your thoughts with us. We are dedicated to enhancing the usefulness and impact of this tool and trainings, and your feedback is instrumental in our ongoing improvement efforts.

Visit ColoradoCareerAdvising.com for additional information, resources, events, and to sign up for updates. Connect with us on [LinkedIn](#).

Please rate your agreement with the following statements.

	Strongly Ag...	Agree	Neutral	Disagree	Strongly Dis...
I would reco...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would reco...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked the d...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on m...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sample Feedback Form

*We collected Training Feedback prior to the January launch. However, as the CCA Tool and trainings underwent many changes and updates, we do not find the fall 2023 feedback to be relevant to the Tool or trainings in their current iteration. Most if not all concerns and recommendations from the 2023 feedback were addressed and amended prior to the January launch of the CCA Tool.

Training Feedback

TESTIMONIALS



I am hopeful that this tool will become a staple in my district...so helpful!



It is always very helpful to attend because all the questions and concerns are answered, and I also learn more ways to use the tool and about other resources available.



I liked watching a real interaction with a student, taken by sections to discuss. Since we moved faster than expected, maybe a future training could include a second interaction that would be different in substantial ways (and without discussion breaks).



I like that it's visual and very easy to navigate. Great for young job seekers!



The training was helpful because it gave me a chance to see how to walk through the results with a student and gave me ideas of questions to ask to dig deeper into the results. However, I feel like I would've liked to go deeper... most of the students I work with are coming to me without a clear idea of what they want to do, and it would be helpful to see an example of how to use it with a student who is less engaged in their career and planning than Paige was.



Loved the delivery and the video with the coaching in progress.



It is always very helpful to attend because all the questions and concerns are answered, and I also learn more ways to use the tool and about other resources available.

We love the overwhelmingly positive feedback about all of the CCA Tool training offerings. However, we also see the need for additional training opportunities.



COURSES

ONLINE TRAININGS

As part of our commitment to continue providing support and training to both career seekers and career advisors, we created two online, asynchronous courses. The [CCA website](#) provides direct access to these two courses as well as the Meaningful Career Conversation course designed and built by our partners at Colorado Education Initiative. Additionally, instructions on how to take these courses are provided by the Colorado Department of Education. Maintaining these courses on our learning platform gives us continued direct access to the back-end of these courses, allowing for incremental updates, activity monitoring, data reporting, and technical and customer support.

STATISTICS

Date Started: June 2024

Last Updated: September 2024

Note: As the courses were released mid-summer, we do not have many course completions recorded yet. We expect this to increase throughout the fall and spring semesters. Additionally, those outside of a school system will have more opportunity and exposure to the courses, resulting in more registrations and completions.

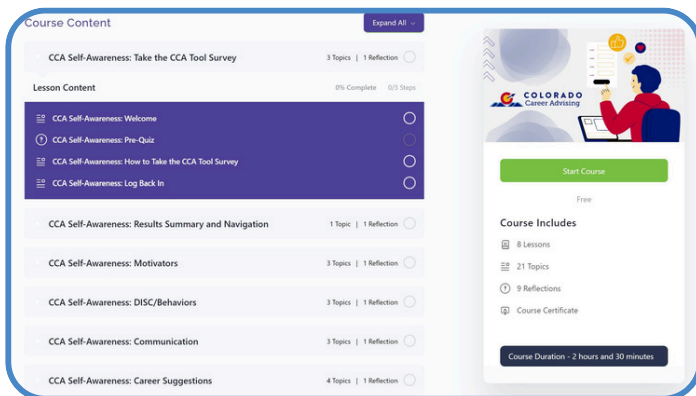
35 Course Registrants

Across all three courses

7 Course Completions

Participants with successful completions

Colorado Career Advising Pathway to Self-Awareness



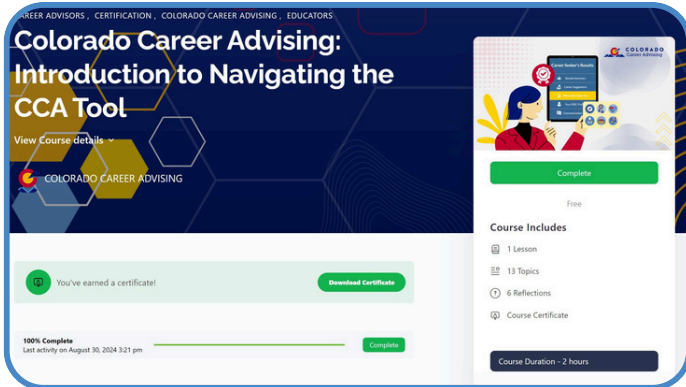
- For Career Seekers High School+
- For Career Advisors of all levels
- Approximately 3 hours
- Self-Paced
- 8 Lessons
- 19 Topics
- 8 Quizzes
- Certificate of Completion

Pathway to Self-Awareness Course

In the CCA PSA course, you will unlock the potential of your CCA Tool Results and discover fulfilling career opportunities that align with your inherent qualities. This comprehensive course provides a deep understanding of the CCA Tool and practical tools and strategies for your career and education journey. Designed for both career seekers and career advisors, this course is open to high school students, post-secondary students, adults reentering the workforce, or those looking to transition careers. Recommendation for adult guidance for middle school students to help with challenging language and complex ideas.

Online Trainings

Colorado Career Advising Tool Introduction for Career Advisors

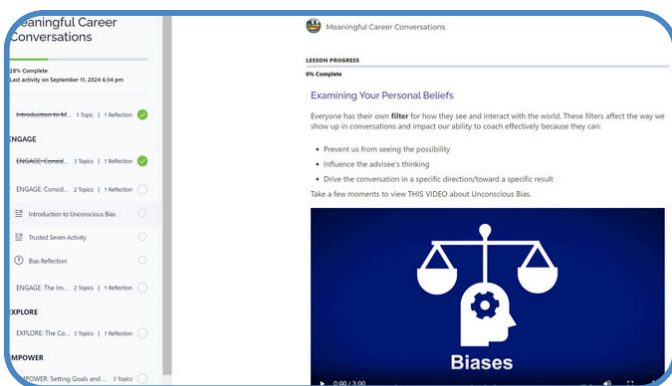


Introduction to Navigating the CCA Tool Course

- For Career Advisors of all levels
- Approximately 2 hours
- Self-Paced
- 1 Lesson
- 13 Topics
- 6 Activities with Reflections
- Certificate of Completion
- 2 hours of Colorado Continuing Education Credits

Learn to expertly navigate the CCA Tool to use in your career advising practice with this Introduction course. Walk through each section, see where to find more in-depth information, practice using the interactive Career Suggestions tab, and explore Colorado resources for you and your career seekers. This course is designed for anyone looking to provide career advice or guidance; no prior experience necessary. Strong recommendation to complete the CCA Pathway to Self-Awareness course first. Upon successful completion, you will earn two hours of Colorado Continuing Education Credits.

Meaningful Career Conversations



Meaningful Career Conversations Course

- For Career Advisors of all levels
- Approximately 2 hours
- Self-Paced
- 6 Lessons
- 14 Topics
- 6 Activities with Reflections
- Certificate of Completion
- 2 hours of Colorado Continuing Education Credits

Welcome to Meaningful Career Conversations! In this online learning experience, expand your understanding of your role as an advisor and how to best support advisees as they consider all of their next steps in creating their own future. Open to anyone looking to provide career advice or guidance. Upon successful completion, earn two hours of Colorado Continuing Education Credits.

Note: Colorado Career Advising is proud to host Colorado Education Initiative's Meaningful Career Conversations course on our website. We provide customer and technical support to users in conjunction with the CEI team.



Sustainability and Growth

To ensure the ongoing availability of the CCA Tool and its benefits, we are committed to maintaining its sustainability beyond the grant period. Colorado career seekers and career advisors will continue to have free access to the CCA Tool, including all existing supporting materials and online courses. The Tool will remain accessible through a secure, hosted server to prevent downtime, with numerous resources available 24/7 at ColoradoCareerAdvising.com. We will also maintain a LinkedIn community for sharing resources and updates, and provide automatic support and email messaging for adult users of the CCA Tool. Power users, who benefit from Dashboard access to manage and track multiple users efficiently, will continue to have free access to a Dashboard through the end of the 2024 school year.



CCA Survey Results in downloadable and printable paper format

Our sustainability plan also includes two online, self-paced courses: a Self-Awareness Course for career seekers and advisors, and a CCA Tool Certification Course for career advisors. We will continue to host and provide technical support for the Meaningful Career Conversation course.

We are actively seeking additional funding and exploring other pathways to ensure the continued improvement and expansion of the CCA Tool and its resources. To date, we have secured funding to offer the CCA Tool Dashboards free for up to 40 Colorado organizations through the end of 2025. This funding will also support training opportunities and open office hours for career advisors and educators.

Future improvements, if financially feasible, include the development of in-Tool tutorials and enhanced integration with higher education programs. We plan to better incorporate FAFSA and scholarship information and enhance alignment with Colorado resources and state initiatives. Additionally, we aim to expand higher education and adult engagement, publish education outcomes data, and align with new ICAP legislation. Other goals include the development of durable/transferable skills assessments, quality and green jobs integration, and expanded training opportunities, including an Advanced Certification. Supporting materials and resources will also be enhanced with more Career Coaching In-Action videos, activities, CCA Tool tips, and expanded Spanish translations.



COLORADO

Career Advising

The Colorado Career Advising (CCA) Tool represents a significant advancement in career guidance and support for both career seekers and advisors. By providing personalized insights and resources, the CCA Tool enables career seekers to make informed decisions, positioning them for success in high-demand, living-wage jobs that are also well-aligned to the individual. For career advisors, the Tool offers streamlined resources and valuable data, making it easier to guide individuals toward meaningful career opportunities. Ultimately, the CCA Tool supports Colorado's broader goals of improving education-to-career pathways, addressing workforce needs, and filling critical job roles—contributing to economic growth and stability.

Since the initial grant period ended, the momentum around the CCA Tool has continued to grow, with increasing interest from educational institutions and other organizations seeking Dashboards, training, and additional support. We are excited to sustain and expand our partnerships, especially with the Colorado Department of Education (CDE) and other state agencies, as we work to ensure the Tool continues to provide high-quality career guidance and align with education pathways.

We are also pleased to announce that, since June, we have secured additional funding from CDE to keep the CCA Tool freely accessible to all Coloradans. This funding, along with contributions from other sources, allows us to maintain the Tool, offer organization-level Dashboards, update data, and strengthen the connection between educational programs and job opportunities.

Looking ahead, we are eager to expand access to the CCA Tool, empowering individuals across the state to confidently pursue their career goals. We are committed to building its success and making a lasting impact.

-The Colorado Career Advising Team



COLORADO Career Advising

Indigo Education Company Final Report September 2024
Colorado Department of Education's Colorado Career Advisor Training Grant Program