Siena College Research Institute



Surveying Middle School Students: A Career Exploration Collaboration

Siena College Research Institute | May 12, 2023 | Colleen Kromrey

AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

#1 Rated Pollster in America

SCRI rated the #1 pollster in America according to FiveThirtyEight

Siena College / The New York Times Upshot



SIENA
Siena College Research Institute

The New York Times



FiveThirtyEight

Unsurprisingly, the top of the list is generally populated by academic and media-affiliated pollsters that have been trusted names in polling for a long time. But special congratulations are due to Suffolk University and Siena College/The New York Times Upshot, which had the lowest average errors of any pollster that conducted at least five qualifying polls last cycle. As a result, Suffolk's pollster rating has increased from B+ to A-. Siena College/The New York Times Upshot already had an A+ grade, so it didn't get a ratings boost. Still, its stellar performance did push it past Selzer & Co. for the distinction of most accurate pollster in America (at least by FiveThirtyEight's reckoning).

Background

CAREER JAM™
WORKFORCE DEVELOPMENT IN ACTION!



With Support from CapNY's Workforce Collaborative!

Capital Region Chamber · WDI Workforce Development Institute · Siemens · Capital Region STEMHUB · Capital Region BOCES · Rensselaer County Regional Chamber of Commerce · Questar III Putting Students First · Junior Achievement · CAP NY · Capital Region Workforce Development Board Albany. Rensselaer. Schenectady. · Center for Economic Growth

In the spring of 2022, the Siena College Research Institute conducted research with eighth and ninth graders from 21 school districts in the Capital Region of New York that registered for the Career Jam™ Explore event to be held on the Siena College Campus.

Survey Development

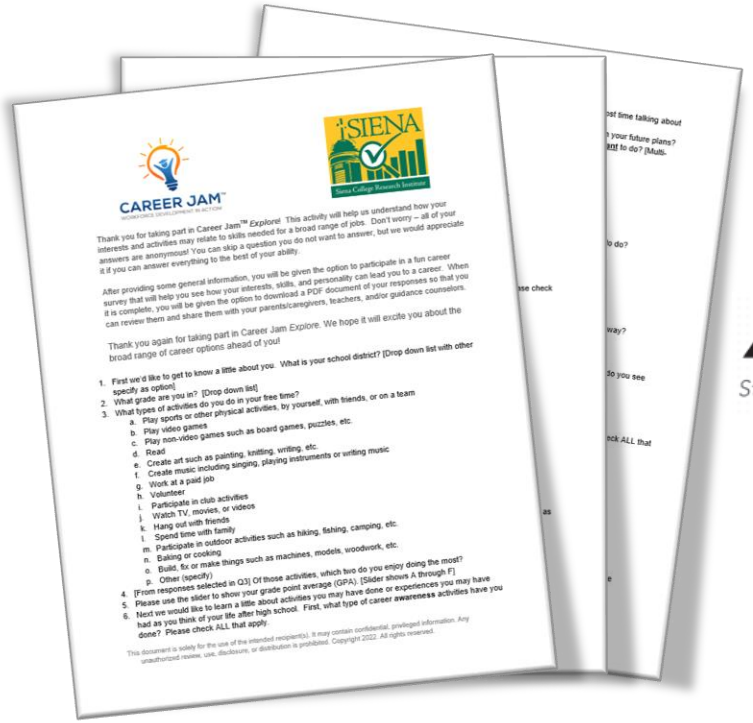
Two Parts

Pre-registration – Information Gathering

- Demographics (Grade, GPA, HH makeup, etc.)
- Future plans (College, Career, Earnings, etc.)
- Career Awareness/Exploration Activities

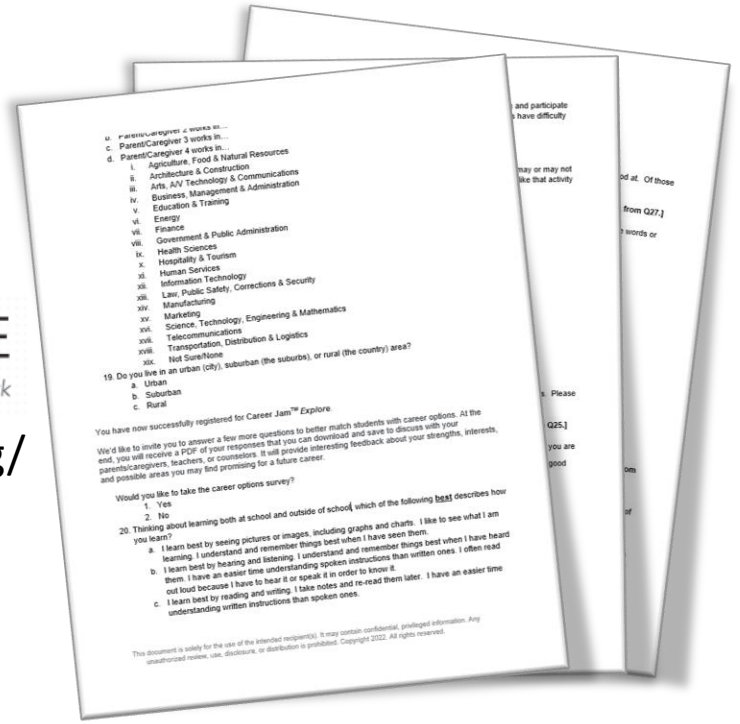
Post-registration – Career Cluster Interest

- Learning Style
- Interests
- Skills
- Personality Traits



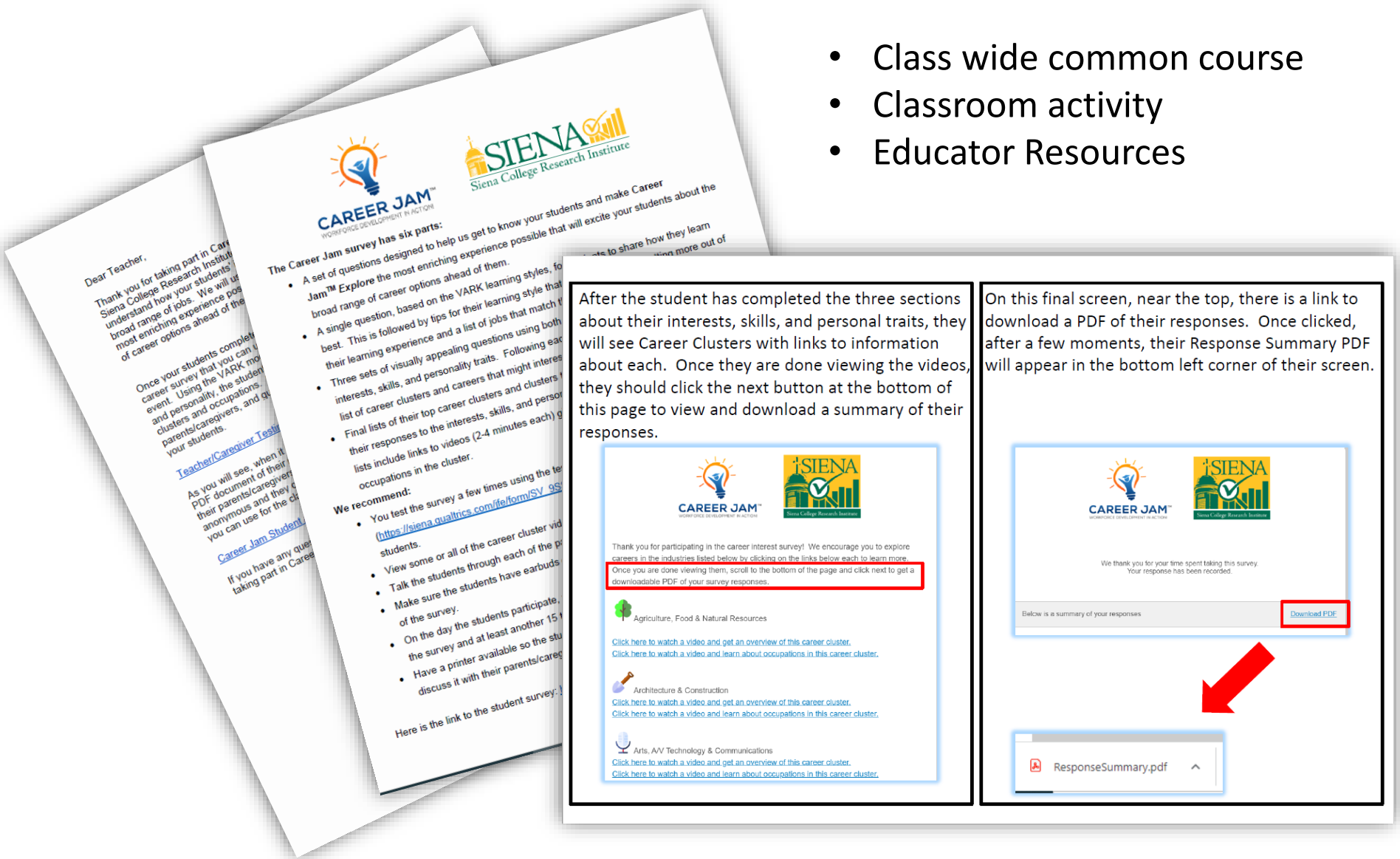
ADVANCE CTE
State Leaders Connecting Learning to Work

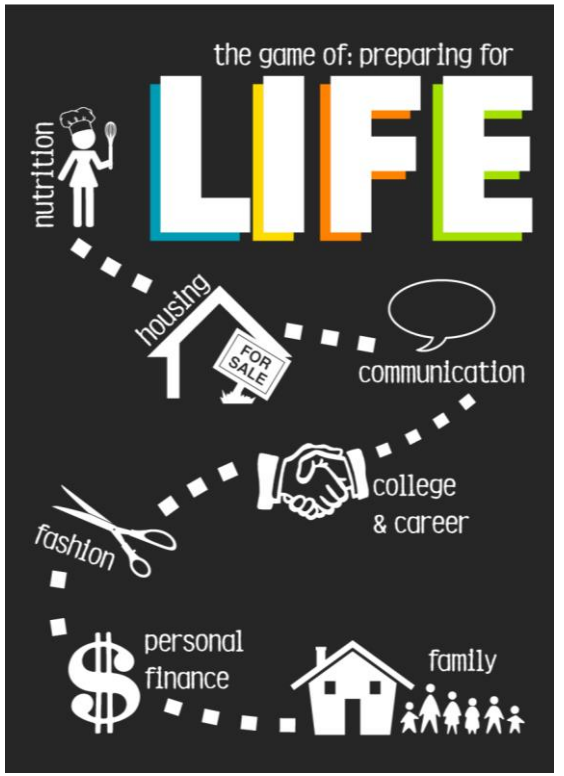
https://careertech.org/



Survey Administration

- Class wide common course
- Classroom activity
- Educator Resources



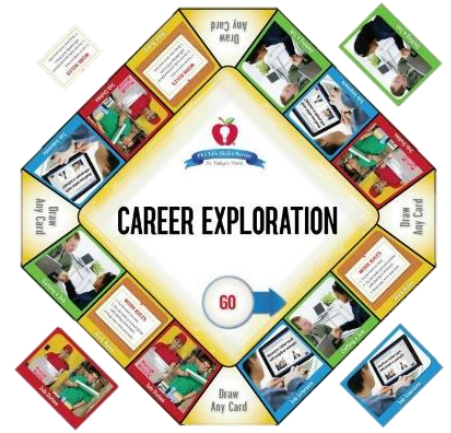


Career Preparation

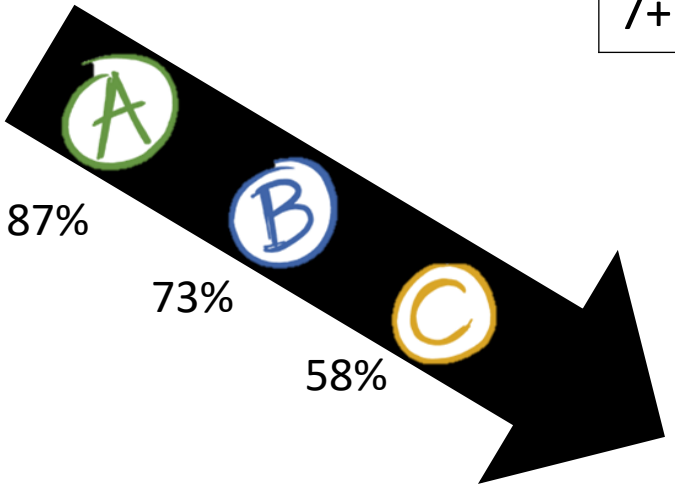


63% Yes
37% No

Number	Awareness	Exploration	Preparedness
1	19%	32%	15%
2	17%	19%	16%
3	16%	7%	13%
4	6%	2%	13%
5	3%	0%	8%
6	1%	0%	5%
7+	0%	0%	5%



60% Yes
40% No

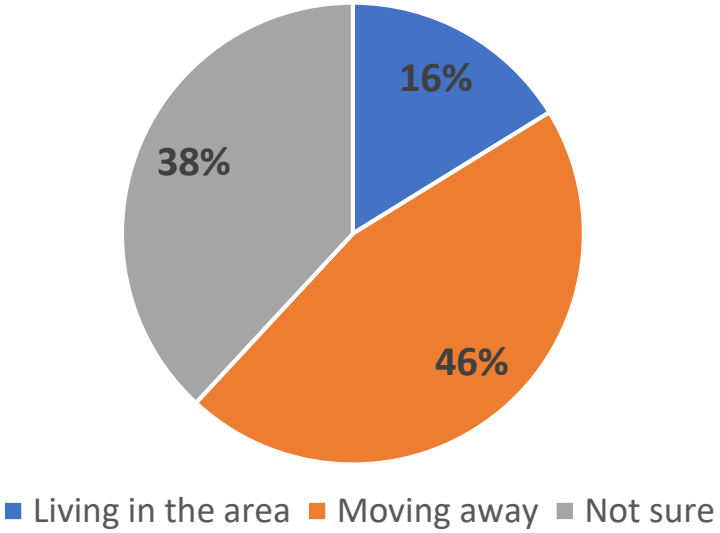


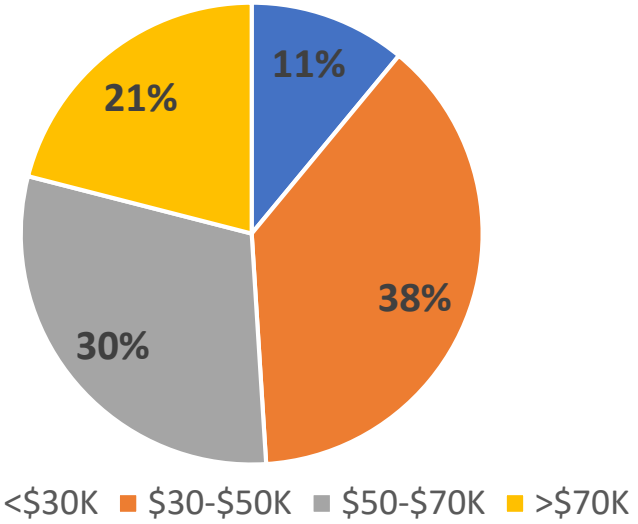
87%
73%
58%



Who? -> Parents (78%)/Friends (60%)
Most? -> Parents (61%)/Friends (20%)
Influencer? -> Parents (66%)/Friends (13%)

Future Plans and Expectations







69% four-year
28% two-year
6% certificate



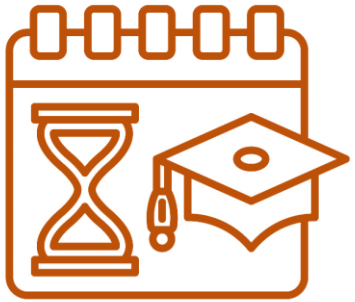
12% workforce
9% apprenticeship

82% four-year college
7% workforce

40% four-year college
26% workforce

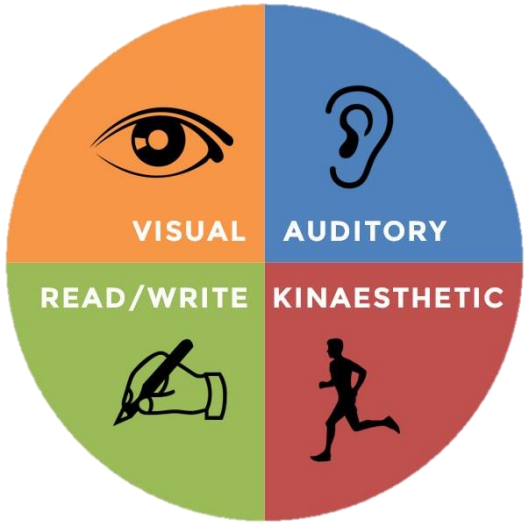


12% military



14% gap year

Career Cluster Interest











Interests, Skills & Traits

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25%



24%



23%

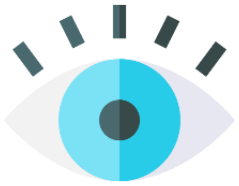




35%



23%



21%





29%

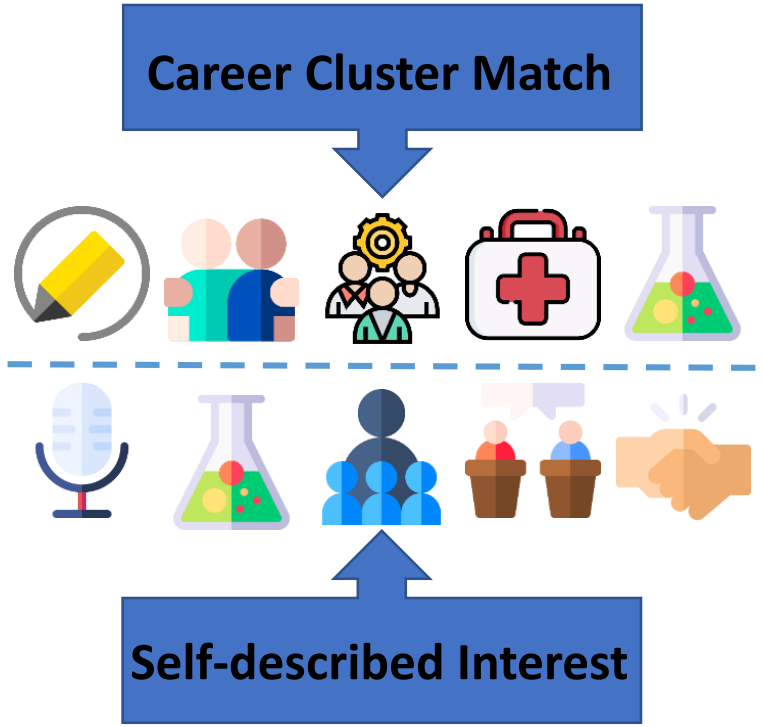


26%



25%





Dissemination of Results

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Tips for Using Your Career Jam Survey Data

- What percentage of your students are participating in Career Awareness or Career Exploration activities?
  - Is the Yes number where you would like it to be?
  - Are any groups different? (Ex. In a recent survey, C and lower students reported not having participated in any of these activities at rates of twice or nearly twice that of A and B students.)
- What c
- Who ar
- What a
- How do

Visual

- Enc
- Hel
- Sho

Auditory

- Enc
- Allo
- Enc
- Allo

Kinesthetic

- Allo
- If p
- Allo

Reading/W

- Enc
- Sha
- Enc
- What a
- What s
- What a

CAREER JAM™ WORKFORCE DEVELOPMENT IN ACTION

SIENA Siena College Research Institute

EXECUTIVE SUMMARY: Career Jam™ Explore, Spring 2023 Student Career Survey Findings

Survey Development

Two Parts:

- Information Gathering
  - Demographics (Grade, GPA, HH makeup, etc.)
  - Future plans (College, Career, Earnings, etc.)
  - Career Awareness/Exploration Activities
- Career Cluster Interest (Opt-in)
  - Learning Style
  - Interests

Response

- 184
- 160
- 141

Perso

Demographi

School:

- Grad
- Aver

Copyright 202

Career Jam Survey
April 8, 2022 - June 16, 2022
1,525 Students - Grades 7-9

Q1. First we'd like to get to know a little about you. What is your school district?

		Year		Average Grades			Area		
	Total	8	9	A	B	C or lower	Urban	Suburban	Rural
Shenendehowa CSD	25%	28%	1%	32%	20%	19%	8%	47%	2%
Corinth CSD	11%	7%	45%	11%	12%	13%	7%	8%	17%
East Greenbush Central School	11%	13%	0%	12%	10%	4%	5%	18%	3%
Hoosick Falls Central School	6%	3%	32%	5%	5%	9%	2%	1%	15%
Catskill Central School District	5%	6%	0%	5%	5%	8%	8%	5%	5%
Coxsackie-Athens CSD	5%	6%	1%	4%	7%	3%	2%	4%	7%
Schenectady City School District	5%	6%	0%	4%	7%	8%	27%	3%	1%
Cairo-Durham Central School District	4%	5%	1%	4%	5%	7%	5%	2%	7%
Warrensburg	4%	4%	0%	3%	4%	3%	4%	1%	8%
Rensselaer City School District	4%	4%	1%	2%	5%	7%	21%	3%	0%
Cambridge Central School	3%	4%	0%	3%	4%	4%	1%	0%	9%
Chatham Central	3%	3%	0%	3%	3%	2%	1%	1%	5%
Duanesburg CSD	3%	3%	0%	3%	3%	2%	1%	1%	7%
New Lebanon CSD	3%	2%	13%	2%	4%	3%	1%	1%	6%
Salem Central School District	2%	2%	0%	2%	2%	3%	0%	0%	6%
Schalmont Central School District	2%	2%	0%	3%	1%	2%	1%	3%	2%
City School District of Albany	1%	1%	1%	0%	0%	3%	2%	0%	0%
Green Island UFSD	1%	1%	1%	0%	1%	1%	2%	1%	0%
Cohoes City School District	1%	0%	5%	1%	1%	0%	2%	0%	0%
Questar III BOCES	0%	0%	0%	0%	0%	0%	0%	0%	0%
Troy CSD	0%	0%	0%	0%	0%	0%	0%	0%	0%
Watervliet City	0%	0%	0%	0%	0%	0%	0%	0%	0%
Saratoga Springs CSD	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mechanicville	0%	0%	0%	0%	0%	0%	0%	0%	0%
Capital Region BOCES	0%	0%	0%	0%	0%	0%	1%	0%	0%
Questar III STEM High School	0%	0%	0%	0%	0%	0%	0%	0%	0%
Ballston Spa	0%	0%	0%	0%	0%	0%	0%	0%	0%

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SCRI/Career Jam Student Survey of CapNY 8th and 9th Graders Reveals Regional Challenge to Better Align Future Workforce Skills, Traits, and Interests with Careers in Demand

Career Jam™ Explore to Surpass Providing over 3,000 Regional Students Career Awareness and Exploration Activities in 2022 with its Live Exploration Event at HVCC on Oct. 13

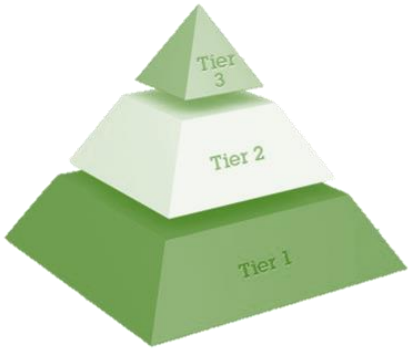
ALBANY, NEW YORK – A new Career Jam™ and Siena College Research Institute (SCRI) survey of 1,525 local students identified that among top career sectors matching students' interests, skills, and personal traits, manufacturing was number one. STEM careers were a top student interest and remained in the top five career clusters when aligned with skills and personal traits. The survey also revealed that a quarter of Capital Region eighth and ninth graders surveyed have yet to take any career preparedness steps. Those averaging C grades or lower have undertaken far fewer career awareness and exploration activities than their academically higher-performing peers.



Looking Forward

- Survey modifications
  - No opt-in
  - Parent plan versus student plan
  - Plan to leave then return to area
- Additional student information
  - Career prep experience
  - Additional demographics
- Enhanced career cluster matching
- Tiered results showing students areas of high, moderate, and some interest
- Greater Urban representation
- Longitudinal study/More grade levels
- Post-event surveys







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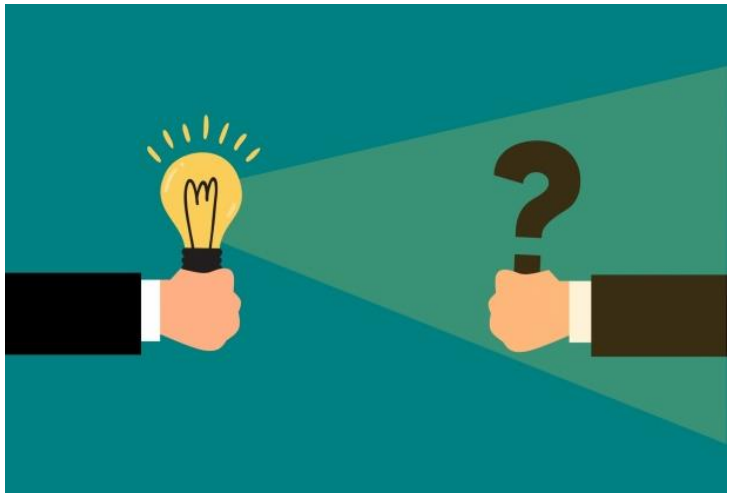

Other SCRI AAPOR Events:

Derek Masterson – The Franken-Call Center: Creating the Perfect Team of Call Centers

Don Levy – New York's Red Wave: Impacts – Real and Perceived; Comparing Modes and Methodologies in Pre-Election Polling

Travis Brodbeck – It's Not Personal: Evaluating the Impact of Asking for Voters by Name; Considerations for Candidates: Voter Preferences in 2022 Pre-Election Polls; Making Movements in Methodology: How Collaboration and Partnerships Advance Research

Sami DeRagon – Doing Their Jobs or Imposing Their Will?: How Public Assessment of the Supreme Court's Job Performance Has Changed Since the Spring 2022 Term