

# Kingsborough Community College (KCC)

Division of Workforce Development  
and Continuing Education

Presented by

**Christine Zagari-LoPorto**, Interim Assistant Dean,  
Kingsborough Community College

**Ada Rosales**, Founder & Chief Strategist,  
Bounce Marketing & Consulting

November 18, 2021



# Agenda

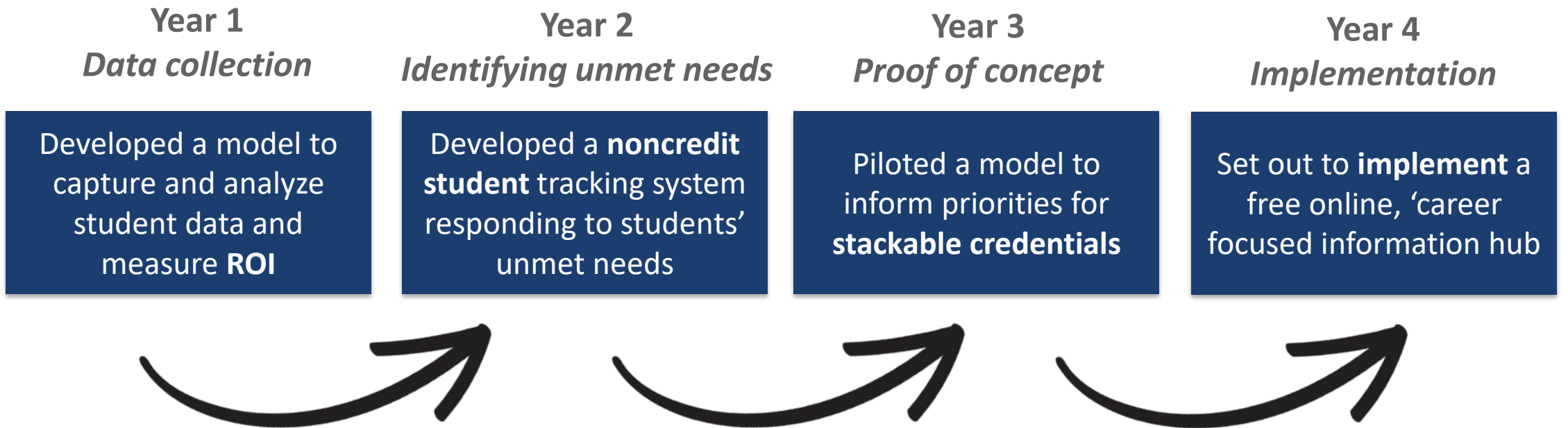
1. KCC's Challenge
2. A Student-Centered Solution
3. Early Results
4. Activity



“The best way to  
predict your future is  
to create it.”

Abraham Lincoln

# KCC secured a multi-year research grant through Capital One Foundation.



## Our findings demonstrated a disconnect in student advising.

Survey target areas:

- **Academic advising**
- **Academic services**
- Admissions and financial aid effectiveness
- Campus climate
- Instructional effectiveness
- **Registration effectiveness**
- College services.

Newly identified area for improvement:

- **Service excellence**



# KCC knew it wanted a free, online, 'career focused information hub' to assist with the 2 main challenges:

1. Serve the **faculty and staff**, as a resource in their conversations with students.



2. Serve **students**, to plan and prepare to meet specific educational requirements to move their careers forward.

‘How can (KCC) better align its credit and noncredit programs to best present its students with career pathway options in a practical and accessible way?’

# Creating Future InSight has been a labor of love.

KCC hired Bounce as a strategic design partner

Created a data system to compile all non-credit to credit pathways

Gathered open-source LMI data to include on pathway charts

Bounce designed draft hard copy templates of education & career maps based on data

KCC & Bounce created a career skills assessment quiz associated to the programs.

Built an informative, useful and beautiful mobile website





Who are we  
designing for?

...

Meet Rose

...

How do we  
design these  
pathways with  
Rose in mind?



**Persona Name:** Rose

**Age:** 30s

**Occupation:** Waitress

**Salary:** \$20k

**Archetype:** People person

**Background:** Rose has a GED, is an immigrant from Russia, works a 9-5 job and is raising her daughter as a single mom.

**Goal:**

Learning new skills that can help her get a better job and put her on a pathway to a higher, sustainable salary.

**Scenario:**

Rose is looking to earn more money to go on family vacations and start saving for her daughter's education. She lives in Coney Island and is looking for an affordable program where she can earn certifications during nights, weekends and online.

**Challenges & Pain Points:**

- She knows she likes working with people but doesn't know the jobs that could be good for her with that skill set
- She's not aware of the different tracks at KCC and certifications she can earn to chart a career path instead of having a "job"
- Managing work/life balance is difficult

# Future InSight was designed for the student first.

Demo site

<https://kccfutureinsight.com>



[Home](#) [Job Sectors](#) [Career Maps](#) [Industry InSight](#) [Contact Us](#)



Your  
**FUTURE**  
starts today with KCC

[Start Now](#)

The best way to predict your future is to create it.  
Are you ready?


At Kingsborough Community College, you can set your sights on the future you want.

Whether it is becoming a paramedic or UX designer, we have the certificate training programs for anyone who wants to find a new career pathway.

With Future InSight, we can help you map out the steps you need to achieve your career goals. You may know exactly which job best matches your skills or maybe you are curious about a certain industry. Either way, we can help guide you to where you want to go.



# Sample career pathway map.





## Future InSight

See your future in a **User Experience (UX)** career.

Are you a perceptive problem solver who pays attention to details while planning for the big picture? A career in the UX Design profession could be for you.

Here are some UX career options. Let KCC help you explore the right path for you and the education and certifications required to get you there!


Visit [www.kccfutureinsight.com](http://www.kccfutureinsight.com) to get started on your future!



---

## I'm interested in...User Experience (UX) Design


---




**You:**  
18+ years  
HS diploma  
or HSE  
Level 8 ESL



**16 weeks**




**KCC User Experience Design**




**Junior UX Designer (Entry Level)**

**\$38.3k Salary**   **HIGH Demand**   **+19.6% Growth**

+




**KCC Graphic Design and Illustration \*\***



**Junior UX Designer**

**\$68k Salary**   **HIGH Demand**   **+19.6% Growth**



**UX Reseacher**

**\$83.7k Salary**   **AVG Demand**   **+19.6% Growth**

**Note:** Course completion timelines may vary. Labor market data is subject to change. Labor market data is current as of April 9, 2020.

\*\*Students who complete the KCC UX Design Program earn 6 credits for prior learning into the Graphic Design and Illustration Associates Degree Program.

Using the pathway maps, students can ‘see’ where their certifications could lead, while program coordinators and other staff use the site as an advisement tool when talking with prospective students.

# How's it going?

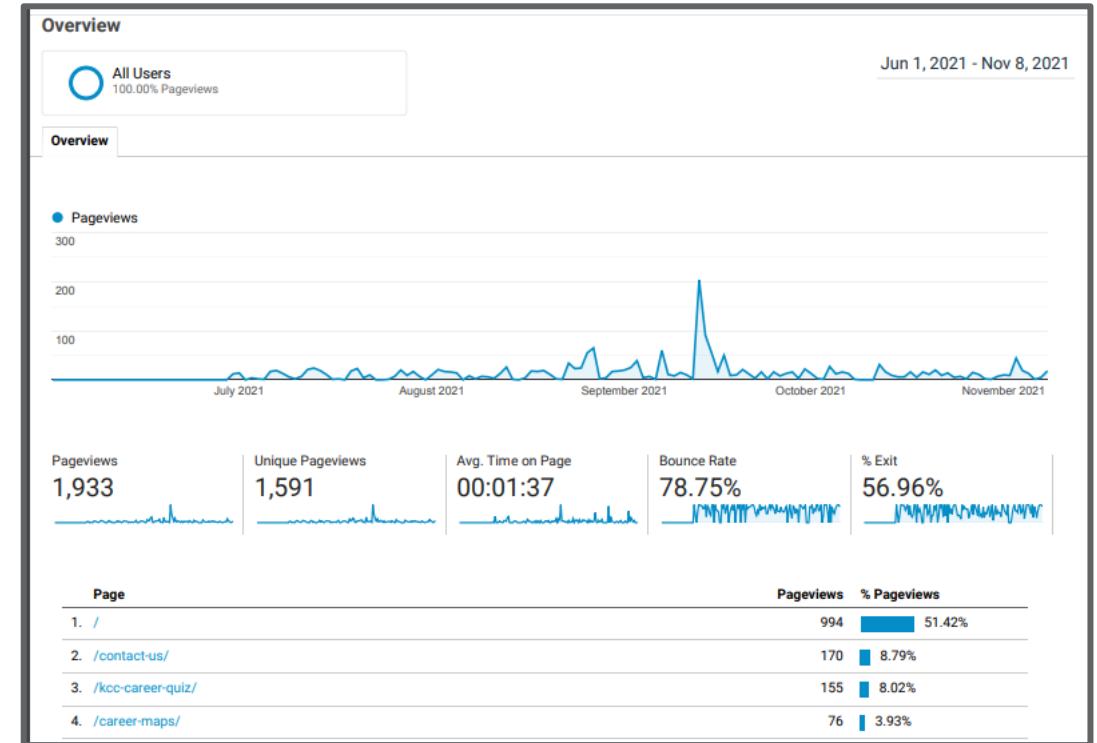
The site was launched in June 2021, while it's very early, the plan is working as designed.

How do we know?

- ✓ Since launch **90** students have completed the career quiz of which **33** have attended and open house and **6** have registered for a program.

Google analytics show that visitors are spending time on mainly three sub-pages with an average time spent of **1:37** minutes on the site, showing that the content on the site is useful to its audience:

- ✓ Contact us
- ✓ Career Quiz
- ✓ Career maps










Questions?



# Today's activity: programming assessment tool.

This activity will help you:

- **Identify** possible programming gaps.
- **Determine** if your programming is still of value in current marketplace.
- **Spark** new conversations with campus-based partners, i.e. Dean, Provost, President.
- **Starting** point of conversations with employers.
- **Teaching** tool for new staff members.

Career Pathway and Partnership Discovery Tool						
Name of certificate program: _____				Today's date: _____		
						
What are the prerequisites for starting this program?  Please list them below.	How long does it take to complete this program?  Estimated # of weeks.	Do you have an employer partner for this program?  Y/N	What certificate or credentials would students earn at completion?	What are the jobs students would be eligible for, after they earn their credential? Please include job title, salary range, market demand and growth potential based on <b>O*Net</b> .	Does your school offer a complimentary <b>Associates/Bachelors Degree</b> at your school students can go to as a next step?  If so, what is it?	List up to three jobs with salary range, market demand and growth potential, students will be eligible to apply for at the conclusion of this program.
				<u>Job 1</u> Job title: Salary range: Market demand: Growth potential:		<u>Job 1</u> Job title: Salary range: Market demand: Growth potential:
				<u>Job 2</u> Job title: Salary range: Market demand: Growth potential:		<u>Job 2</u> Job title: Salary range: Market demand: Growth potential:
				<u>Job 3</u> Job title: Salary range: Market demand: Growth potential:		<u>Job 3</u> Job title: Salary range: Market demand: Growth potential:
Notes:						

CEANY 2021

KCC Future Insight-Career Pathways Model for Non-Credit to Credit Programming

Thank You!

Christine Zagari-LoPorto

[Christine.Zagari@kbcc.cuny.edu](mailto:Christine.Zagari@kbcc.cuny.edu)

Ada Rosales

[Ada@bouncemarketingconsulting.com](mailto:Ada@bouncemarketingconsulting.com)

George Rosales

[George@bouncemarketingconsulting.com](mailto:George@bouncemarketingconsulting.com)