

WHY CAREER EDUCATION MATTERS K-12

SD61 Pathways & Partnerships

THE JOB MARKET OF THE FUTURE



36% of children base their career aspirations on people they know. 45% from films and TV

Statistically there is “nothing in common” between the career aspirations of young people and labour market demand.

educationandemployers.org, 2018

GENDER STEREOTYPES



The early years of a child’s life are a key time in the formation of their attitudes and expectations. Children start to rule career options in or out at an early age and girls and boys hold stereotypical views about male and female careers by age 7.

RESEARCH SHOWS

More exposure as early as possible is key



Young people who have **4 or more** contacts with employers whilst at school are 25% more likely to transition to employment, training or education, and can expect, when in full-time employment, to earn more than peers who had no such exposure.

HOW DOES CAREER ED MAKE A DIFFERENCE?



1. Links learning to the real world by **increasing motivation** to work hard, bringing more relevance to a student's learning.
2. Challenges **gender stereotyping** about jobs and school subjects.
3. Evens out social, economic, and geographic factors while **raising aspirations**.



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