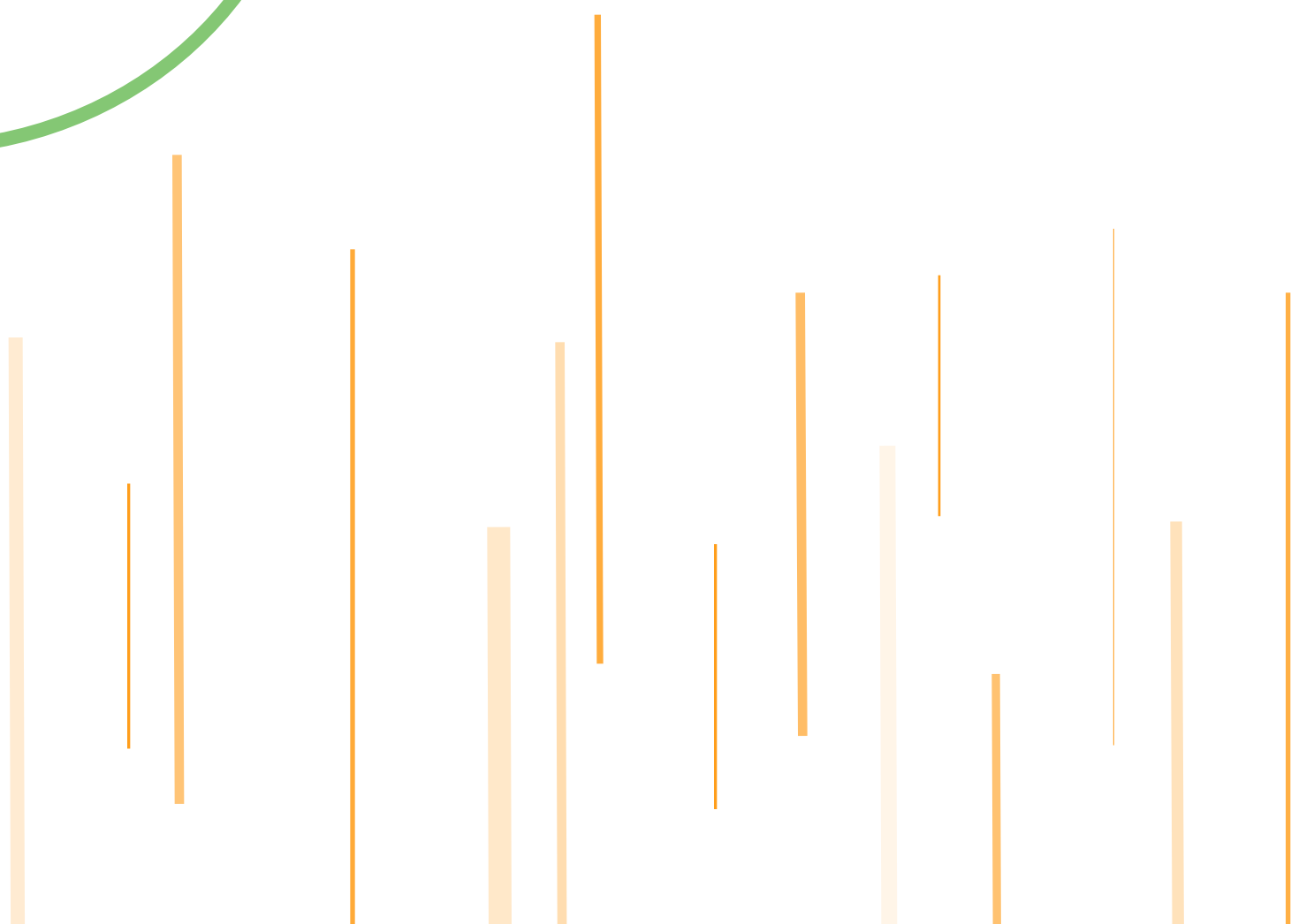




CareerSpring[®]

2021 Annual Report

Career Potential Ignites



A Special Thanks to Our Boards

CareerSpring's mission would not be possible without your passion, commitment, and leadership:



CareerSpring's National Board

Stephanie Arias, Director of College Initiatives, Cristo Rey Network
Bill Cartwright, Director of University Initiatives, University of San Francisco/Former NBA Player and Head Coach
John England, Senior Partner, Deloitte
Catherine Flax, Managing Director, CRA, Inc.
Aileen McCormick, Retired Healthcare Executive
Rob Metzger, Clinical Associate Professor, University of Illinois Gies College of Business
Deborah Mouton, Writer, Educator, Activist and Houston Poet Laureate Emeritus
Paul Posoli, Founder & President, CareerSpring
Kevin Reeves, Vice President, BP Energy Company
Peter Tumminello, Retired Energy Executive
Champ Warren, Managing Director, Merrill Lynch

Regional Advisory Boards

ATLANTA

ShaJra Austin, Director of Talent Acquisition, Slalom Consulting
Charles B. Crawford, CEO, Hyperion Bank
Mark De St. Aubin, Partner, Smith, Gambrell and Russell
Barbara Deskey, Managing Director, CRA | Admired Leadership
Megan Duffy, Partner, Ernst and Young
Anthony Flynn, Founder, The Amazing CEO
Bill Garrett, Director of Development, Cristo Rey National
Greg Hagood, Senior Managing Director, SOLIC Capital Advisors

Scott Hill, Former CFO, ICE
David Metcalf, Leadership & Strategy Consultant, Spencer Stuart
Camille Naughton, President, Cristo Rey Atlanta Jesuit HS
Steve Newby, Chairman & Owner, Sunshine Solar
Wade Rakes, President & CEO, Centene Corporation
David Slovensky, SVP, General Counsel, Southern Company Gas
Dan Smith^C, President, First Community Mortgage

BOSTON

Todd Boudreau, Co-Chair, Private Equity Investments
+ BuyOuts Group, Morrison & Foerster LLP
Rob Feingold, Lecturer, UMass Amherst,
Isenberg School of Management
Clint Marchese, Vice President, PSG
Fred Murray, Director, Global Sales, KORSCH AG
Gorick Ng, Author, and First Gen Career Advisor, Harvard University

Liz Rae, Former SVP, Global Human Resources, Waters Corporation
Mike Ryan, VP, Specialty Claims & Major Case Unit,
Hanover Insurance Group
Rob Stephenson, CEO, Thrive Networks, Inc.
Michael Tamasi^C, Owner & CEO, AccuRounds
Jeff Thielman, President & CEO, International Institute of New England
Ginette Saimprevil, Executive Director, Bottom Line Massachusetts

CHICAGO

Stephanie Arias, Director of College Initiatives, Cristo Rey Network
Naveed Bandukwala, Consultant, Egon Zehnder
J'ai Brown, HR Director, HUB International
Guy Caprio, Staff Therapist, Loyola University Chicago
Daniel Chavez, Partner, PricewaterhouseCoopers
Geoff Dybas, Executive Managing Director, Duff and Phelps
Investment Management
Alyse Faour, Assistant Director of Alumni Relations & Development,
The Chicago School of Professional Psychology

Kerry Griffin, Chief Talent Officer, MERGE
Scott Gwilliam, Managing Director, Keystone Capital
Cheri Hubbard, President, CDH Consulting Group
David Kirshenbaum, Managing Director, Virtas Partners
Ron Lewis, Project Manager, The Academy Group
Sheila Matuscak, CoFounder & CEO, Coeo Space
Rob Metzger^C, Clinical Assoc. Professor, Univ. of Illinois Gies College of Business
Solange Velasquez, Director, William Blair

Regional Advisory Boards – cont'd

DALLAS

Connie Adair^C, Managing Partner, Focus Search Partners
Randy Bishop, CEO, Surgical Notes
Sandy Boyce, Managing Director, Focus Search Partners
Beth Boyd Corl, SVP of Human Resources, Fleetpride
Omar Choucair, CFO, Trintech
Patrick Cox, Board Member, Cristo Rey Dallas College Prep
Brandi Johnson, Regional VP, Medicaid Plan Marketing – Western Region, Anthem, Inc.
Rick Lacher, Managing Director, Houlihan Lokey

Shara McClure, Divisional Senior VP, Health Care Delivery
Blue Cross & Blue Shield of Texas
Mike McGill, Managing Director, Cowen Inc.
Alicia McGlinchey, Board Member, Leadership ISD
Gunnar Rawlings, Business Developer, DPR Construction
Tom Spivey, Managing Director, Deloitte Corporate Finance
Derrick Stephens, Founder & Chief Sales Officer, CBH Consulting
Jennifer Wilson, Principal, CHRO Practice, Heidrick & Struggles
John Young, Former CEO, Energy Future Holdings

HOUSTON

Steve Amstutz, Director, Institute for Research & Reform in Education
Jerome Austin, Founder, RY2 Solutions, Inc.
Gerald Balboa, Chief Operating Officer, Skylar Capital
Roger Burks, CEO, WG Consulting, LLC
Leo Espinoza, Partner, Spencer Stuart
Dennis Hatchett, CEO, Vessel Group
Neil Kallmeyer, Managing Partner, CapStreet
Stephen Lewis, Principal, Bernstein Private Wealth Management

Marty Makulski^C, Principal, PricewaterhouseCoopers
Marvin Pierre, Executive Director, Eight Million Stories
Greg Piper, Energy Industry Executive and Advisor
Gretchen Richter, Retired Philanthropic Consultant
Dr. Rayne Rouse, Physician, Texas Children's Hospital & Baylor College of Medicine
Selena Stuchly, Human Resources Executive, Oxy
Katherine Taylor, Executive Director, Genesys Works – Houston
Dr. Liz Travis, Associate Vice President, MD Anderson

NEW YORK CITY

Terri Austin, Host and Legal Analyst
Steven Cohen, Award-Winning Producer and Media Executive
Anastasia Crosswhite, Consultant, Spencer Stuart
Trish Dever, Managing Director, JPMorgan Human Resources
Catherine Flax^C, Managing Director, CRA, Inc.
Yaseen Gholizadeh, Investment Banking Analyst
Bill Henson, Vice Chair, Cristo Rey Brooklyn High School

Paul Kelly, Senior Managing Director, The Blackstone Group
Tracy MacKenzie, Director, Standard Philanthropy, Standard Industries
Idara Otu, Vice President, Corporate Strategy, Barclays
Bill Reed, CEO, Castleton Commodities, Inc.
Rob Rusk, CoFounder & Chairman – Senior Advisory Board, Orion Energy Partners
Dayna Shamlin, Executive Director, MSCI Inc.
Sandy Srebnick, Global Human Resources & Operational Executive

SAN FRANCISCO

Naveen Bhateja, EVP, Chief People Officer, Medidata Solutions
Sonya Brown, General Partner, Co-Head of Growth Equity, Norwest Venture Partners
Bill Cartwright, Director of University Initiatives, University of San Francisco/Former NBA
Adam Charlson, Managing Partner/Practice Co-Leader, Focus Search Partners
Kristen Charlson, Global Executive Search Leader, Workday
Andrew Dodson, Managing Partner, Parthenon Capital
Tom Hayes^C, Portfolio Manager, BNY Mellon

Doug MacKenzie, Partner, A.T. Kearney
Eric Pryor, CEO, Fulcrum BioEnergy
Kelsey Sommers, Senior Manager, Business Operations, Glassdoor
Bob Stark, Partner, CEO Succession Advisor, Spencer Stuart
David Tunnell, Partner, Investment Committee, Hellman and Friedman
Rick Walker, Managing Partner, DHR International
Shannon Wheatley, Founder & CEO, Lane 9 Consulting
Kirsten Wolberg, Retired Tech Executive
Sharon Yang, CoFounder, FutureMap
Ann Zeichner, Managing Director, Focus Search Partners

YOUNG LEADERS ADVISORY BOARD

Currently in College

Angela Barsallo, Southern Methodist Univ.
Margot Bolaños-Gamez, Univ. of Chicago
Jorge Cantu, Univ. of Texas - Austin
Isaiah Culpepper, UT Health
LaMaya Davis, Univ. of Miami
Janneicia Harrison, Loyola Univ.
Toby Irenshtain, Vanderbilt Univ.
Rason Irvin, Southern Univ. A & M College
Derrick Ngo, Harvard University
Sylvester Washington, Texas A & M Univ.

College Graduates

Angela Barsallo, Southern Methodist Univ.
Trina Bean, Univ. of Oklahoma
Isaiah Culpepper, UT Health
Amy Garcia, Univ. of Houston
Toby Irenshtain, Vanderbilt Univ.
Manuel Lopez, Texas A & M
Karina Mufiz, Univ. of Houston Clear Lake
Kandace Nguyen, Boston College
Peter Obi, Ohio State Univ.
Alexis Ramos, Texas A & M
Amairani Rucoba, Univ. of Houston Downtown
Rebeca Salas, Bryn Mawr
Yesenia Zetino, Loyola Univ.

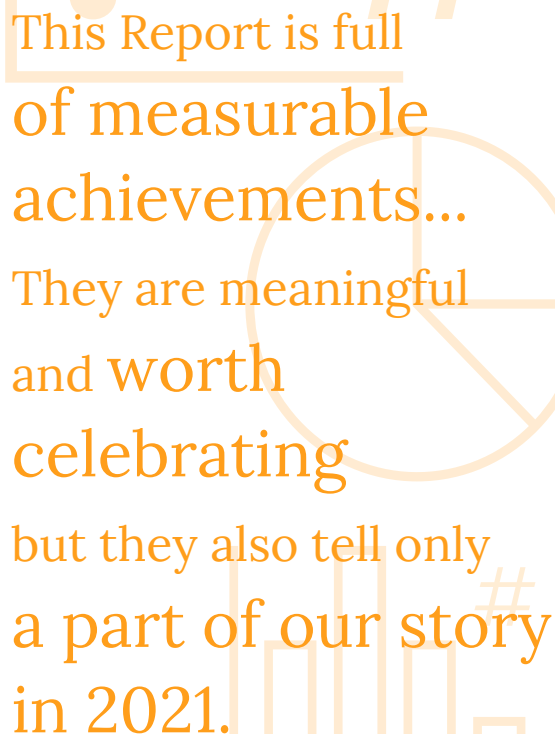
Gratitude and Optimism

A Message from CareerSpring's Founder & President

Paul Posoli

On behalf of the entire CareerSpring team, I'd like to thank all our Partners, board members, volunteers, and donors for their engagement and support in 2021. Together, we made incredible progress toward our mission. Much of that progress can be defined by numbers, such as: 3,400+ student users on our Platform, 700+ volunteers serving as Advisors, and 55 job placements. This Report is full of measurable achievements such as these. They are meaningful and worth celebrating, but they also tell only a part of our story in 2021.

I often find myself reflecting on the students whose lives we've influenced over the past year. One example is Reighnesia Nix, a Houston Community College (HCC) Business student who applied for a Talent Acquisition Specialist position through one of our Employer Sponsors. After our Job Placement Manager called Reighnesia to share the good news of a job offer, Reighnesia was ecstatic. She began thanking our staff for facilitating her application process, referencing how excited she was about 'a new chapter of great things for her future.' It was a moment we'll never forget, especially because before Reighnesia hung up, she pulled slightly away from her phone and belted out "Mom just got a great job!" to her children who were playing in the background. When we later asked Reighnesia about that moment, she said "...CareerSpring has helped me find adequate employment that will help me stabilize my family in the future."



This Report is full of measurable achievements... They are meaningful and worth celebrating but they also tell only a part of our story in 2021.

“CareerSpring has helped me find adequate employment that will help me stabilize my family in the future.”

- Reighnesia Nix,
2021 CareerSpring Placement

I imagine you'll agree there are no numbers that can capture such an impact. Each of the Advisees on the CareerSpring Platform has their own incredible story and set of life challenges. As an organization, we're blessed to have the opportunity to support them on their journey to find the dignity of meaningful work.

That's why we're so grateful for the hundreds of organizations and individuals who have joined us in our efforts. Together, we've created the foundation to support career access for tens of thousands of students in the coming years. Granted, there is much more to do and many more people to involve, but I'm optimistic that the progress we've made is a firm step toward our Vision – that every first generation college student in the US acquires meaningful, high-quality employment. Whether you've played a role in our past or are considering being a part of our future, CareerSpring is fortunate to have you. Please enjoy our 2021 Annual Report – *Career Potential Ignites*, remembering that together, we'll do so much more.

With gratitude and optimism,



Paul Posoli



the numbers • Career Potential Ignites: a 2021 Snapshot • the stories

7 cities

Matthew joined CareerSpring hoping to find out what his dream entry-level job is.

> 125 Board Members

Carol gained much more confidence to pursue an HR internship after having a mock interview with a CareerSpring Candidate Coach.

48 Employers

Andrew authored a moving blog entry about what it's like to be a first generation college student at the company where he was hired as a summer associate.

~ 3,400 students

Nohemi overcame uncertainties about how to navigate her job search after graduating. She landed a job at MD Anderson.

~730 Advisors

Raul acquired a position with JPMorgan and became the very first person in his family to have what he says is “a real, professional job.”

400+ career advice consultations

Roneth said that looking for an internship through CareerSpring was like “having this whole team of people rooting for you.”

55 placements

CareerSpring's Network

Where Career Potential Begins



105 Education,
Community, and
Employer Partners*

*Complete 2021 Network List on pg. 16



7 Major
Cities

Atlanta
Boston
Chicago
Dallas
Houston
New York
San Francisco

Connecting first generation potential with future opportunity takes teamwork. In 2020, CareerSpring's launch catalyzed the birth of that team – a Network of individuals and organizations who would each play a critical role in CareerSpring's mission to unlock the employment potential of first generation college students by providing career information, social capital, and job placement services. In 2021, that team more than tripled in size, igniting a new level of possibilities for first generation students and high-quality employers to realize mutual and maximal benefits through each other.



“I feel confident that first generation college students will make a difference in the future. All they need is some encouragement and a plan. CareerSpring is needed in helping them see what we see – a world of potential.”

- Steve Corbin, Senior VP - Sales, Counsel & Culture
WMX – a division of Warner Music Group (Employer Sponsor)

The Network's Work: Highlights from 2021

February ▼

Employer Sponsor, Heidrick & Struggles helps CareerSpring launch a Candidate Coaching Curriculum for job applicants.

Employer Sponsors, The CapStreet Group and Keystone Capital Investments launch summer internship programs for Advisees.

May ▶

August ▼

Employer Sponsor, Reliant Energy and Community Partner, EMERGE Fellowship help cohost live webinar with author, Gorick Ng.

November ▶

New Regional Advisory Boards launch to expand the Network in Atlanta, Boston, Dallas, and San Francisco (the Bay Area).

December ▼

Employer Partner, Bain & Co. and Community Partner, One Goal collaborate to offer a Virtual Career Fair attended by 100+ students.

Secondary School Networks



8
(+4)

Private, charter, and public schools that educate a majority of first generation students. These Partners join the Network to educate students through CareerSpring's Video Library, as well recruit students to join CareerSpring (as Advisees) once they matriculate into college.

(+#)

total # in 2021 Network
increase since 2020

Colleges & Universities



14
(+9)

Two- and four-year institutions with large numbers of first generation students, and a desire to enhance career services. These Partners join the Network to recruit students (as Advisees), as well as alumni (as volunteer Advisors) to join CareerSpring.

35
(+24)



Community Organizations

Not-for-profit groups that provide services for or within communities with large numbers of first generation students. These Partners join the Network to recruit students (as Advisees), as well as alumni (as volunteer Advisors) to join CareerSpring. They also provide job opportunities within the nonprofit and social services sector.

Students



3,404*
(+2,854)

First generation and low income (FGLI) college students on the path to and through college. Students join the Network to receive information, advice, access to social capital, and job placement services.

*Total # of students includes:

1,273
(+1,077)

Webinar (HS student) users

2,131
(+1,777)

Advisees (college students & recent graduates)

728
(+330)



Volunteers

Real-world professionals across a wide range of industries and job functions who are interested in donating their time, talent, and experience to support first generation students. These Network members serve as Advisors on the Career Platform.



48
(+35)

Employers - Partners & Sponsors

Large and small companies across a wide range of industries who seek opportunities for deeper social impact and diverse talent recruitment. These Partners provide job opportunities, as well as recruit employees to become volunteers (Advisors). In addition to these contributions, Sponsors provide charitable financial support for CareerSpring's mission.

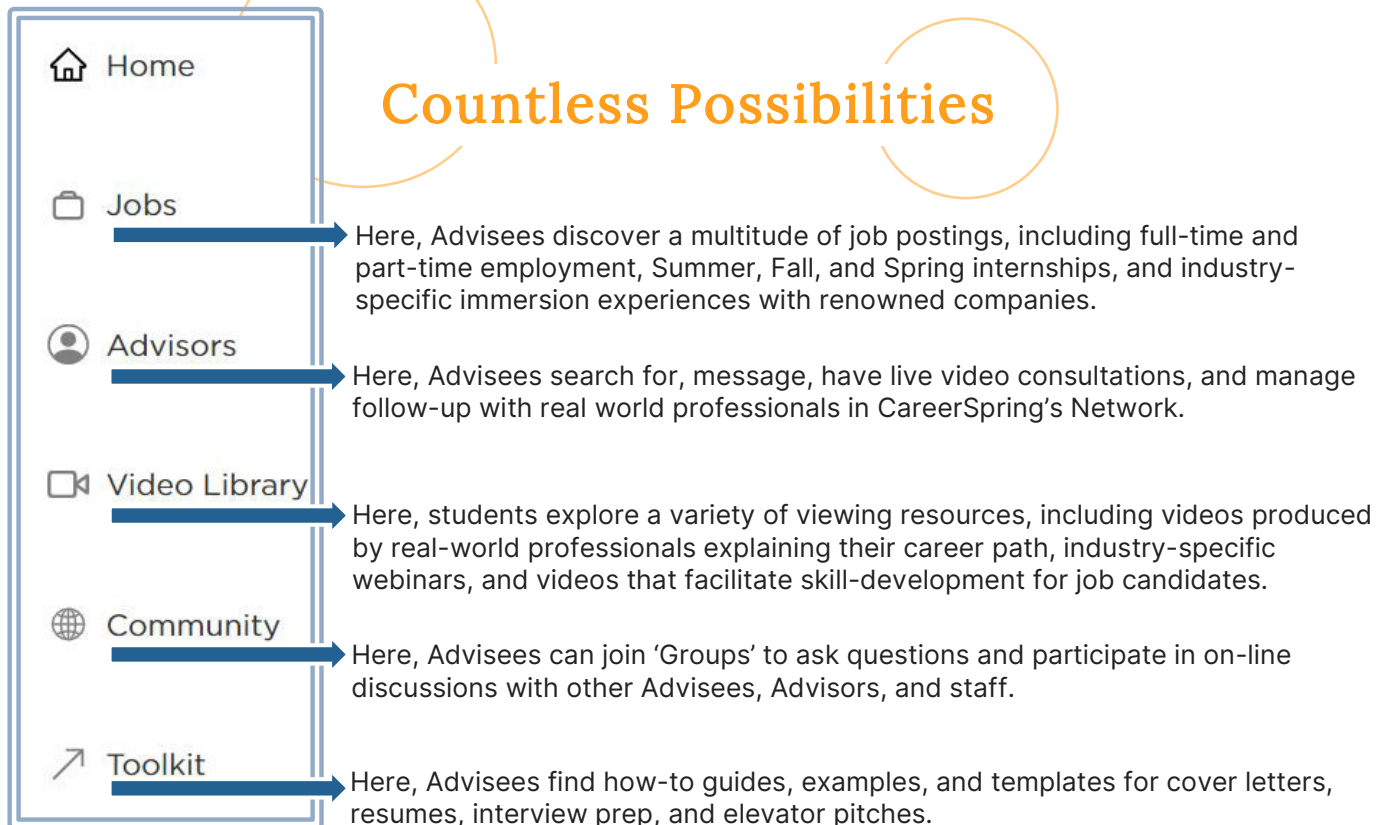
The Career Platform

Where Career Potential Becomes Accessible

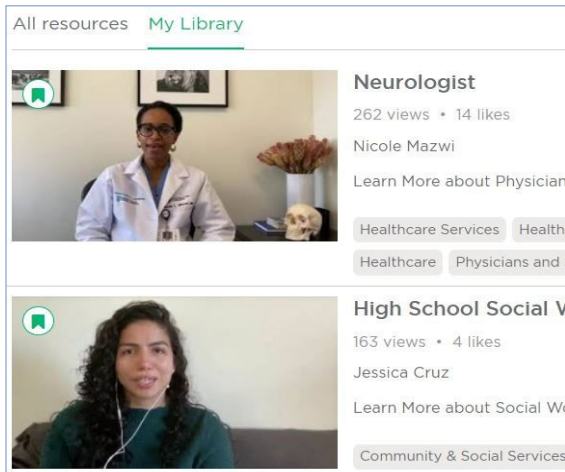
Reaching any end goal requires an effective means. At CareerSpring, our end goal is high-quality employment for first generation college students and graduates. Our means is a Network that provides students access to career information, social capital, and job placement services. The **Career Platform** is the bridge that connects the two. A state-of-the-art online portal, the Career Platform serves as a virtual hub where students seeking career support can leverage the information, advice, and jobs that CareerSpring sources through its Network of Partners and volunteers. In 2021, the Career Platform gained more users, more resources, and more career access activity in every dimension of the site.

1 Log In.

Countless Possibilities

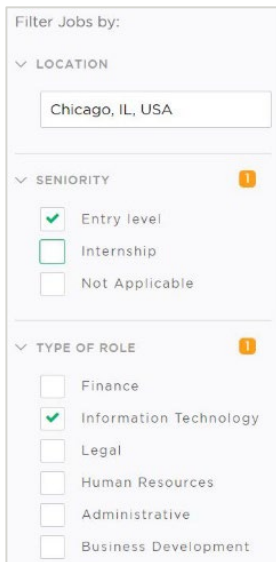
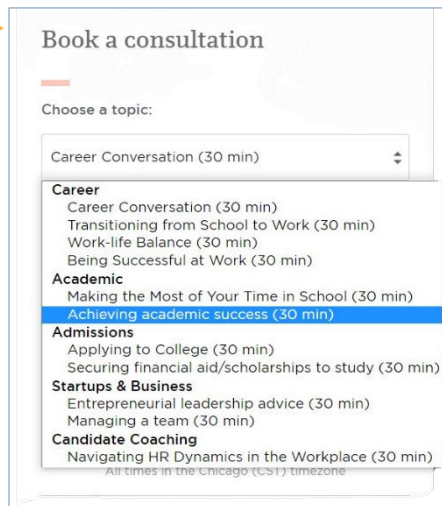


a user experience engineered for personalized career access



In the **Video Library**, students and Advisees can create a personal collection of favorite videos for more efficient future reference.

In the **Advisors** page, Advisees can select a specific advice topic of interest when requesting a live video conference (consultation).



In the **Jobs** page, Advisees can filter job postings by Location, Seniority, Type of Role, Industries, Employer, and Employment Type.



In the **Communities** page, Advisees can join 'Job and Internship Seeker' Groups to follow online discussions around new opportunities, application deadline reminders, job search tips, and more.

The Career Platform • by the numbers • a 2021 Snapshot

21,842 total logins in 2021, with the highest monthly login counts reflected in April and May, at 2,286 and 2,243, respectively

~4,132 total users including high school student (webinar) users, college students and graduates (Advisees), and real-world volunteer professionals (Advisors)

434 Career Videos explaining over 100 unique professions

7,275 video views

435 complete consultations (live, 1-on-1 video conferences) between Advisees and Advisors

293 job posts

693 job applications received

225 resumes submitted to General Resume Database

“The videos were very helpful. They allowed me to learn about careers I didn’t think I would be interested in and careers I did not even know existed.”

- Marcus,
Cristo Rey Atlanta Jesuit HS

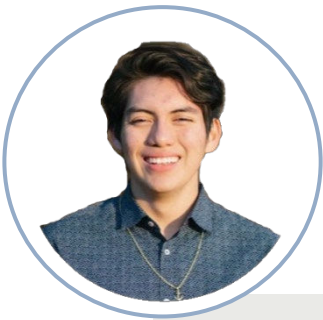
Real Lives, Real Careers

Where Career Potential Ignites

Grit. Resilience. Determination.

As educational pioneers in their family, first generation college students embark on uncharted territory to navigate the path through higher education and personal advancement.

Students and graduates who join CareerSpring become 'users' right when they register for the Career Platform. As users, they gain immediate access to information, people, and services that can support them in their career journey. While this access is remarkably efficient, the path these young people have travelled to reach that point has been anything but. As an organization, we aspire to create efficiency to empower first generation students, while never forgetting or underappreciating the endurance they've demonstrated for years... to reach us. After all, every 'user' is a real life and a real career waiting to happen.



Erick

Erick, who is in his second year of studying Finance at the University of Pennsylvania's Wharton School, says his dream career has two characteristics – “for one, I'd be my own boss running a private equity firm and secondly, I'd be in a position to make a significant social impact.” Erick realizes that there are many paths he could take to reach his destination and figuring out which one is best is one of his biggest challenges. He's hopeful that CareerSpring's resources will help.

“What has made my parents so proud is to see that I've been willing to take advantage of their sacrifices to pursue my education and build a better life for myself.”

About CareerSpring Advisees: 2021 Quick Facts

Ethnic Breakdown

53% Hispanic/Latino
23% Black/Af American
13% Asian
8% White/Caucasian
3% Two or more ethnic identities

of Cities Represented

~200

of Colleges Represented

400+

Actively Seeking Jobs/Internships

~500

Acquiring Jobs/Internships in CareerSpring Employer Network

55

When Mallory thinks about the career of her dreams, she sums it up by saying “I really want to make a difference in a major way.” An aspiring author who hopes to publish content that supports youth facing adversity, Mallory became the first generation in her family to graduate from college by “waking up every day and taking the next baby step.” The recent Marketing graduate from Texas A & M University – San Antonio is now a full-time Marketing Specialist, a position she landed through CareerSpring.



Mallory

Carlos



When Carlos thinks about his future he hopes for financial independence, not just for himself, but for his family (including his parents who struggled, Carlos says, to repair their home after Texas’ winter freeze in 2021). A freshman Finance major at the University of Texas at Austin, Carlos dreams of a career in investment management, and intends to utilize his personal success to give back and teach lower income communities about financial literacy. What his path means to his family? “My mom posts every one of my achievements to her Facebook page,” Carlos admits bashfully.

real hopes. real dreams. real potential.

Nga tears up when she talks about what it’s like to be a first generation college student. “Many times, I have been tempted to just give up... to quit school and start working, so that I could start making more money,” she explains. But, as a senior majoring in Entrepreneurship at the University of Houston, Nga has opted for delayed gratification. Scheduled to graduate in December 2022, she hopes to set a new standard for her younger relatives. “My graduation is going to be a huge example for the next generation in my family,” says Nga, who hopes to run her own business one day.



Nga
“Sammy”

Diepriye



Diepriye admits that some of the biggest challenges he may face in the future are internal. “Self-doubt is a real thing,” he says, adding “sometimes you have to talk to yourself and say, ‘I am good enough.’” He believes that he’ll prove that to himself and to his colleagues as a 2022 Summer Analyst (Intern) with JP Morgan Asset and Wealth, an opportunity he landed through CareerSpring. Diepriye is a senior Finance major at Towson University in Maryland and says that having CareerSpring is a “huge help for finding opportunities, especially since I don’t attend a big ‘target’ school for recruiters.”

Alondra loves to create art. She loves it so much, in fact, that her dream career would involve creating visual graphics to communicate concepts. “I would love to run my own business creating art,” she says... adding “even though the art industry can be precarious.” Alondra recently graduated from the University of Illinois at Chicago with an ‘Interdisciplinary Education in the Arts’ (IDEA) degree. She says that her graduation is a humbling reminder that she’s gained resources that her parents never did. “I hope that CareerSpring can now help me learn how to present myself for new opportunities.”



Alondra

behind the screen, exists a community of young professionals ready for meaningful work

The Resources that Fuel Our Work

Where Career Potential Becomes Sustainable

a business model
driven by values



ACCESS. CareerSpring presents zero cost to students and education & community partners.

RELEVANCE. CareerSpring invests in solutions that provide the most relevant support for first generation students.

EFFICIENCY. CareerSpring pursues financial, human, intellectual, and technological capital that present the best value for overcoming challenges and seizing opportunities to create career access.

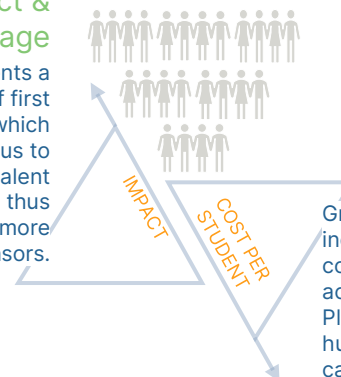
SCALE. CareerSpring is designed to serve more students, while sustaining quality and efficiency.

At CareerSpring, we're focused on acquiring the financial capital, human talent, and intellectual and technological capacity we need to offer high-quality career access solutions – not just now, but for years to come. In 2021, we realized a significant increase in philanthropic revenue from Employer Sponsors, invested in additional human resources for operations, sustained our state-of-the-art online Career Platform **free** of charge for students, and expanded our Network of Partners to reach more of the first generation student community. As a result of it all, we strengthened our position to provide more employers with access to diverse talent, which strengthens our position to retain and secure new employer sponsors in the future. Hardly a coincidence, this business model is intended not only to sustain, but also to scale.

designed for growth

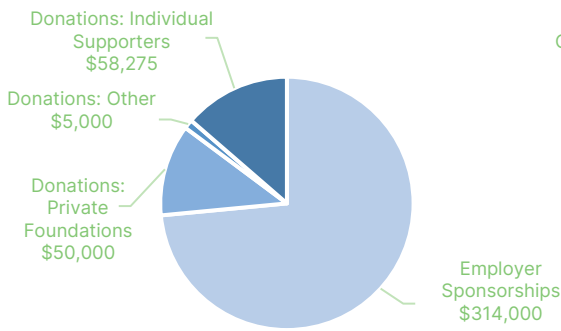
Increased impact & financial leverage

Growth presents a larger supply of first generation talent which better positions us to meet employers' talent sourcing needs, thus recruit and retain more Employer Sponsors.



Growth presents minimal increase in operational costs, given the accessibility of the Platform and the in-kind human and intellectual capital of the Network.
... at a decreased cost per student.

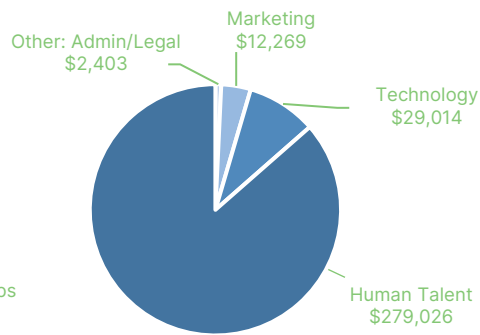
FINANCIAL RESOURCES



REVENUE

In 2021, CareerSpring's most significant revenue (>60%) came through charitable contributions from Employer Sponsors. In addition, we secured several grants from private foundations, as well as donations from individual supporters.*

*For a complete list of donors, see page 15.



EXPENDITURES

With the acquisition of new employees in 2021, CareerSpring's most significant expense (~ 86%) was on human talent, while technology expenses (9%) allowed for the maintenance, upgrades, and customizations of the Career Platform. Other (Admin, Marketing, and Legal) expenses were efficiently maintained, collectively accounting for less than 15% of expenses.

HUMAN RESOURCES

Collectively, there are almost 130 committed board* and staff members working behind the scenes of CareerSpring's mission to support four primary operational functions:



Building & Engaging the Network



Managing the Career Platform User Experience



Facilitating Inform-Advise-Place Services



Managing Internal Operating Procedures

2021 CAREERSPRING TEAM

- **Kati Abdul**, New York City/Northeast Program Coordinator & Video Library Coor.
- **Laura Duelm**, Job Placement Manager
- **Claire Fletcher**, Writer/Communications Support
- **Margie Falter**, Chicago/Midwest Program Manager
- **Nernwon Kargou**, Business Development Relationship Manager (Nat'l)
- **Alex Kudinov^V**, Information Technology Support
- **Lee Lahourcade^V**, Chief Financial Support
- **Yasi Mahallaty**, Regional Expansion Launch Manager (Nat'l)
- **Aileen McCormick^{PB}**, Job Placement Strategist
- **Monica Piquet-Rodriguez**, Director of Strategic Initiatives
- **Paul Posoli^{PB}**, Founder and President
- **Gretchen Richter^{PB}**, Business Development Relationship Manager (Nat'l)
- **Rebeca Salas**, Operations/Houston Program Manager
- **Caitlin Weber**, Job Placement Support & Legal Consultant

The Resources that Fuel Our Work • by the numbers • a 2021 Snapshot

\$427,275
Total Revenue

\$322,712
Total Expenses

\$104,563
Net Operating

14
Staff Members
inc:
5 – ProBono + Volunteers
and
9 – Employees +
Contractors

11 National
Board Members

105 Regional
Advisory Board
Members
across seven cities

6 technological
platforms

The Career Platform
Powered by **Firsthand-Vault**
Job Application Processing
Powered by **Job Adder**
Relationship Management
Powered by **Salesforce**
Data analysis
Powered by **PowerBI**
Document Storage
Powered by **Google & Dropbox**

Onward

Purpose, Priorities, and Plans for 2022

1 mission

unlock the employment potential of first generation students by providing career information, social capital & job placement services

Toward the end of 2021, CareerSpring's team spent significant time stepping back to consider where we've been since launching in 2020, where we'd like to be at the end of 2022, and what it will take to achieve that transition. As a result of this collaboration, we pinpointed five strategic priorities that will drive our efforts moving forward, planned specific actions we'll take that align with each priority, and set measurable goals for the outcomes we aspire to generate.

5 strategic priorities

A Network that Works

We will continue to build, sustain, and expand a Network of organizations and individuals committed to career access for first generation college students.

High Quality & Diverse Career Resources

We will gather, curate, and provide access to more, and more diverse, high quality sources of career information and advice.

'World Class' Job Placement

We will pursue efficient, effective, and individualized job placement protocols that benefit both employers and first generation college students.

Exceptional Online User Experience

We will strive to design and facilitate an exceptional user experience via The Career Platform.

Sustainability of Mission

We will acquire and manage the resources that enable CareerSpring to operate with sustainable financial, intellectual, technological, and human capacity.

“I am so inspired by CareerSpring's explosive growth – in partners, advisors, and students. I can't wait to see what's next for this incredible team and organization!”

- Gorick Ng, Advisor & New York Times Best-Selling Author
The Unspoken Rules: Secrets to Starting Your Career Off Right



2022 strategic actions & goals

because more career potential awaits



A NETWORK THAT WORKS

We'll work to increase partnerships, especially with colleges & universities and Employers Sponsors, maximize Regional Advisory Board members' participation in business development, and refine our onboarding, on-going engagement, and renewal protocols to engage and retain Partners.

200 Network Partners

> 9,000 Students

~1,400 Advisors

90% Partner renewal rate

HIGH QUALITY & DIVERSE CAREER RESOURCES

We'll focus new Advisor and career video recruitment on first generation professionals and more diverse professions, increase the efficacy of Advisor and Advisee matches through both marketing and Platform configuration, and add resource depth through career video scripts, additional Toolkit materials, new online discussion 'Groups' and on-going live webinars.

535 Career Videos*

35% First Gen Advisors

200 Unique roles represented

1,000 Consultations

'WORLD CLASS' JOB PLACEMENT

We'll build and strengthen employer relationships that yield a high number of job postings, onboard new employers with jobs that are high-interest for early professionals (especially in CareerSprings' new markets) and innovate upon the efficiency and effectiveness of the talent screening and referral process.

500 Job Postings

100 Internship & Career Program Placements

25 Job Placements

EXCEPTIONAL ONLINE USER EXPERIENCE

We'll add live help desk sessions, how-to videos, and other initiatives to increase user registration, comprehension of, and activity on the Platform, revamp our digital, social media, and printed marketing to target user audiences, and add Platform customizations that facilitate greater ease and convenience.

75% Registration Completion Rate

80% User Satisfaction

35% Active User Rate

SUSTAINABILITY OF MISSION

We'll innovate upon operating systems that support employee onboarding, professional development, and retention, use business development analytics to determine best practices for relationship management, acquisition of charitable revenue, and recruitment of in-kind human and intellectual capacity, and launch a comprehensive fundraising plan that includes more grants.

\$195K New Employer Sponsor Revenue

\$295K Returning Employer Sponsor Revenue

\$100K Individual Donor & Grant Revenue



2021 Donors

CareerSpring's work was made possible by the generous, charitable financial support of the following contributors in 2021:



Employer Sponsors

Listed on following page (16)

Foundations

The Baxter Trust

Individual Supporters

Matthew and Ally Alexander
John and Kelly England
Jerry and Kristi Eumont
Rob and Courtney Feingold
Scott and Jennifer Gwilliam
Neil and Patti Kallmeyer
Andy and Aileen McCormick
Rob and Anne Metzger
David and Marion Mussafer
Adam and Kim Siegel
Peter and Susan Tumminello

Other

AITEC

2021 CareerSpring Network Partners



EMPLOYER SPONSORS*

*Employer Partners who also provided ≥ \$5K of charitable financial support in 2021.

Empower (\$25K+)



Impact (\$10K+)



Inspire (\$5K+)



EMPLOYER PARTNERS

Alight
 Audubon Society*
 Bain & Co
 Bank of America
 Big Data Energy Services
 Credit Suisse
 Elloree Talent
 Equity Lifestyle Properties
 Equity Residential
 Goodway Technologies*
 HUB International
 HungerRush*
 Income Research + Management
 Ingredient
 Kinder Morgan
 Liquidity Services
 Mobius Risk Group
 Ontellus
 PCS Software
 Service King Collision
 SNR Creative
 UTHealth
 Vitol

*Employer Partners who also provided <\$5K of charitable financial support in 2021.

COLLEGES & UNIVERSITIES

Arrupe College
 Concordia University Texas
 Houston Baptist University
 National Louis University
 New Jersey City University
 Penn State University
 Pepperdine University
 Saint Xavier University
 St. Francis College
 St. Mary's University
 Stephen F Austin University
 University of Houston
 University of Miami
 University of St. Thomas

SECONDARY SCHOOL NETWORKS

Association for the Advancement of Mexican Americans (AAMA)
 Chicago Jesuit Academy
 Chinquapin Prep
 Collegiate Academies
 Coney Island Prep
 Cristo Rey Network
 Noble Schools
 Waukegan to College

COMMUNITY ORGANIZATIONS

AABE
 Agape Development
 Breakthrough Houston
 Chicago Scholars
 Communities in Schools- Chicago
 Dream
 Elevate NYC
 Evanston Scholars
 Future Map
 Genesys Works – Nat'l
 Guadalupe Center
 Horizons for Youth
 Metropolitan Golf Assoc.
 Momentum Education
 OneGoal – Houston
 OneGoal – Nat'l
 TEAK Fellowship
 The Woods Project
 Westchester Caddie Scholarship Fund

ACE Scholarships
 Black Girls Do Engineer
 CareerWise
 Collective Success
 Daniel Murphy Scholarship Fund
 DiscoverU
 EMERGE
 FLIP National
 Genesys Works - Houston
 Girl Scouts of Greater NY
 HANAC
 Long Island Caddie Scholarship Fund
 Nat'l Partnership for Education Access
 Project Grad
 The Academy Group
 TechPACT

