


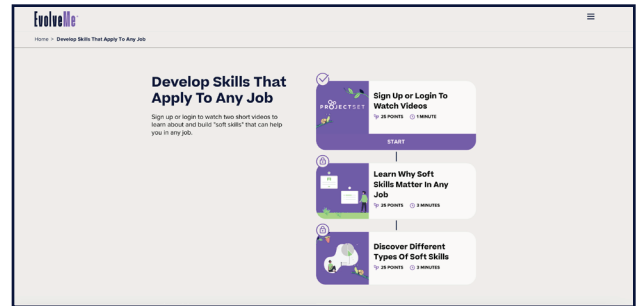
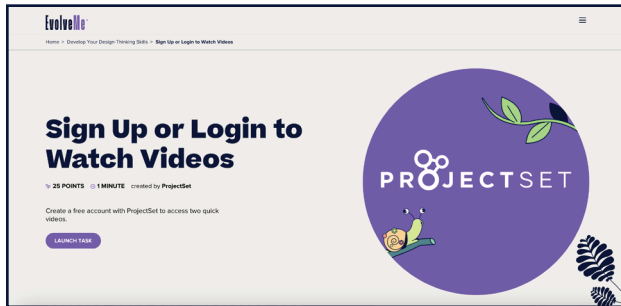


HOW AMERICAN STUDENT ASSISTANCE AND PROJECTSET

are helping students to build the durable skills
they need for career and lifelong success



American Student Assistance® (ASA) and ProjectSet established a partnership in 2023 to initiate middle and high-school students into the world of Durable Skills. ProjectSet designed and delivered a suite of work-based learning tasks and activities for [EvolveMe®](#), ASA’s career experimentation and skill-building platform. Launched in 2023, EvolveMe is an award-winning, platform that incentivizes young people to take actions that advance their career interests. Through the platform, teens have access to more than 180 diverse career experimentation tasks—powered by innovative partner organizations like ProjectSet—with an 81 percent completion rate.



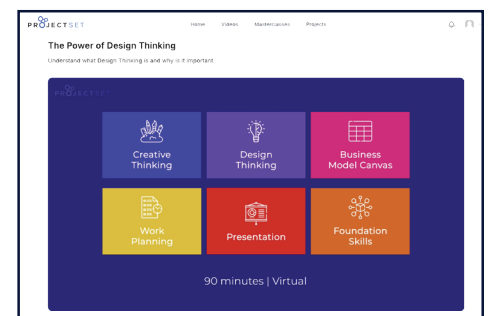
Sizeable Impact

The collaboration had outstanding impact since the launch of EvolveMe in early 2023. More than 100,000 students have engaged on ProjectSet tasks and activities on EvolveMe, clocking over 50,000 hours. Moreover, 93% of them completed their tasks and gave a 9.4 average feedback rating.

Clay Colarusso, CMO and SVP of Digital Strategy (ASA) says, “ProjectSet has been an incredible partner in helping our students build durable skills. Their self-guided, personalized programs have high conversion and completion rates among our students. We are excited to continue building on this partnership!”

A Wide Range of Durable Skills

Students show a higher propensity to learn durable skills for handling challenges and managing resources. Accordingly, the engagement in tasks on Decision Making skills, Presentation Skills, Problem Solving skills, Work-Planning and Critical Thinking skills account for 60% of overall engagement. However, students also show an inclination to follow the “T” principle in their skill development journey; they opt for “introductory” sessions on a range of Durable skills before diving deep into a few skill tasks (the introduction task steps have almost twice the number of engagement). Presentation skills is the most popular skill category.



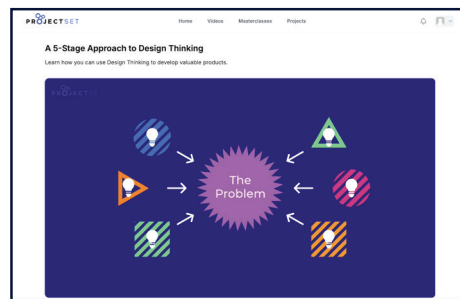
Learning “on-the-go” and “beyond-the-classroom”

ProjectSet designed the work-based learning tasks and activities with inputs from ASA’s extensive research and insights. Based on their clear preference for short-duration programs



(<5 minutes), ProjectSet re-designed its library to create micro-tasks with an average duration of 4.8 minutes and a laser focus on just one learning outcome in each task. This approach delivered the results; EvolveMe users are 2.3x more likely to click on a ProjectSet task or activity. It helps students engage in these optional programs on-the-go; in between classes and during their commutes. It also drives accessibility and allows more students to join in.

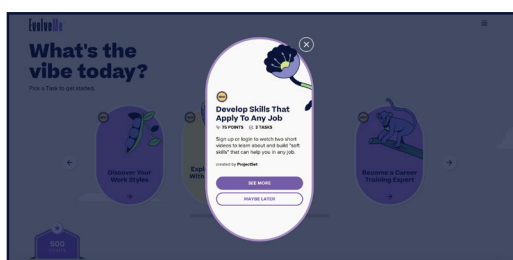
“Our partnership with ASA and EvolveMe reflects our shared commitment to democratize access to durable skills and career readiness for middle and high school students. By combining ProjectSet’s simulated work-based learning programs for durable skill development with EvolveMe’s innovative platform and user franchise, we’re driving real impact by helping young people to discover and realize their professional potential,” said Co-Founder Dhruva Banerjee.



During the first year, students accessed 80% of the sessions on their mobile—most likely “on-the-go” and outside the classroom. Through the second year, we are observing a gradual shift with almost half the sessions accessed through laptops, suggested engagement from homes—away from the classrooms.

Opportunities for the Future

The preliminary evidence and feedback—though overwhelmingly positive—fails to mask the challenges to scale the reach and impact, primarily for students from under-served communities. The need to help middle and high-school students with high-quality career discovery, exploration and readiness opportunities is greater than ever with the proliferation of postsecondary pathways; EvolveMe is addressing this important need by offering students the requisite *agency and choice* to participate in the tasks they like (with minimal training or steering), at their own time, pace and location. Their feedback clearly demonstrates the immediate value of this unique learning experience.



“I really enjoyed the sessions”, Student

“The sessions were incredibly engaging”, Student

ProjectSet continues to strengthen its products to support EvolveMe in its mission to prepare millions of young people for the future of work!

About American Student Assistance® (ASA)

American Student Assistance® (ASA) is a national nonprofit at the forefront of changing the way kids learn about careers and prepare for their futures through access to career readiness information and experiences for all. ASA helps middle and high school students to know themselves—their strengths and their interests— and understand their education and career options so that they can make informed decisions. ASA fulfills its mission—in schools and beyond the classroom—by providing free digital experiences, including Futurescape®, Next Voice™, and EvolveMe, directly to millions of students, and through advocacy, impact investing, research, thought leadership, and philanthropic support for educators, intermediaries, and others. ASA



fosters a generation of confident, crisis-proof young people who are ready for whatever path comes next after high school. To learn more about ASA, visit www.asa.org/about-asa.

About ProjectSet

ProjectSet is a digital platform for learners to build durable skills through personalized work-based learning programs. You will find more information about ProjectSet on its [website](#) or this short [video](#).