



# KEYS TO SUCCESS

a program of Success in Education

## Impact Review 2022-2023 School Year



 **MOUNTAIN AMERICA**  
CREDIT UNION

Date: *June 9, 2022*

Payable To:  
*M'li Brock*  
*Two Thousand Dollars*

In the amount of:  
**\$2,000.00**

Memo: *Keys to Success Scholarship Recipient*

[www.macu.com](http://www.macu.com)

# Increased Engagement & Impact

DOWNLOADS



ENGAGEMENT

## Student Downloads

- 122,500 total student accounts created
- **21,000+ accounts created this school year**
  - 14,500+ High School Students
  - 6,000+ Junior High Students

## In-App Engagement

- **103% increase** in YTD recurring user login
- **150% increase** in YTD resource uploads by higher education institutions & community organizations
  - Scholarships
  - Internships
  - Other Opportunities



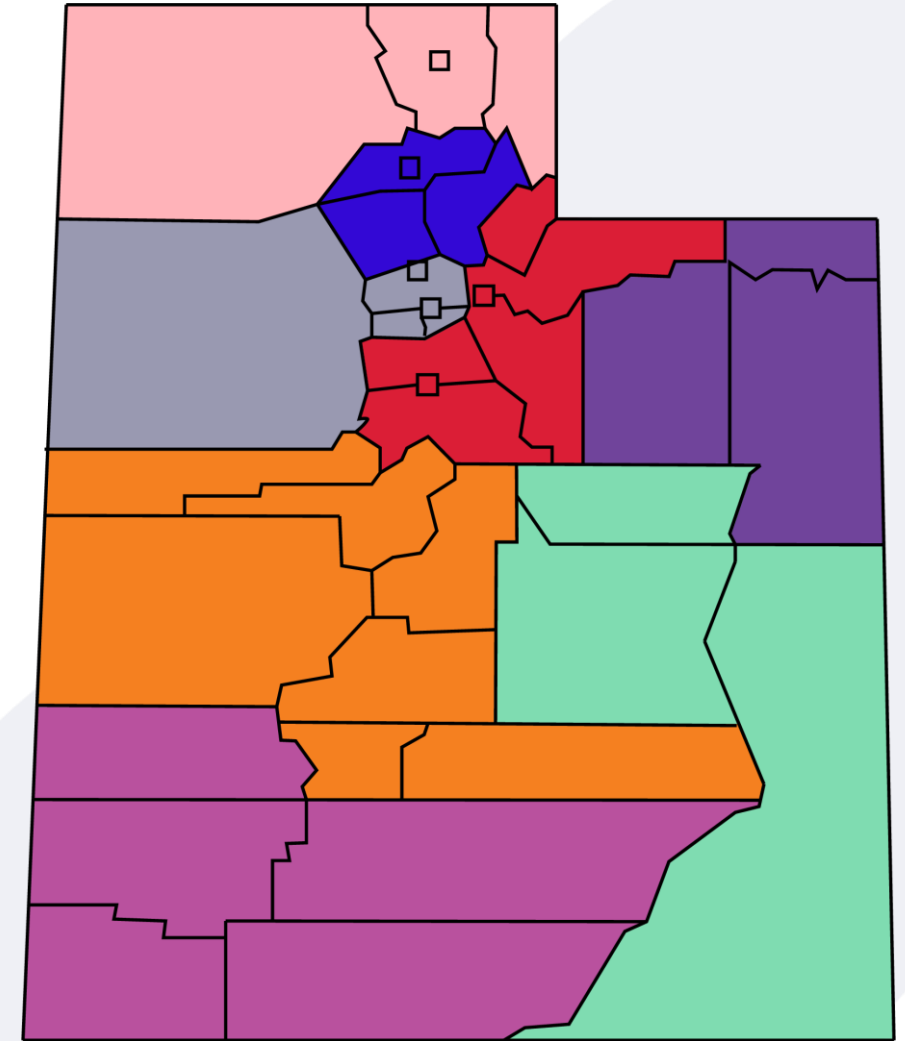
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# A Statewide Approach

**Keys to Success is now statewide,  
available in all 41 school districts**

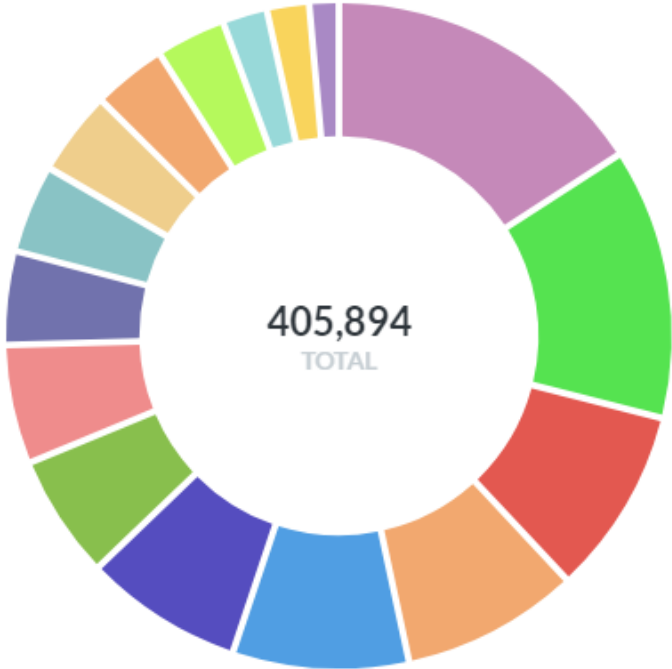
- KTS Regional Managers
  - Divided according to Utah State Board of Education CTE regions
- Partner with the Utah College Advising Corps (UCAC Advisors)
- Student Ambassadors
- Scholarships, Internships, and Opportunities
- Prizes and incentives for rural communities



# The Incoming Workforce

## Top 5 Careers - 2023 Seniors :

1. Graphic Design
2. Computer Programming
3. Writing
4. Acting
5. Interior Design

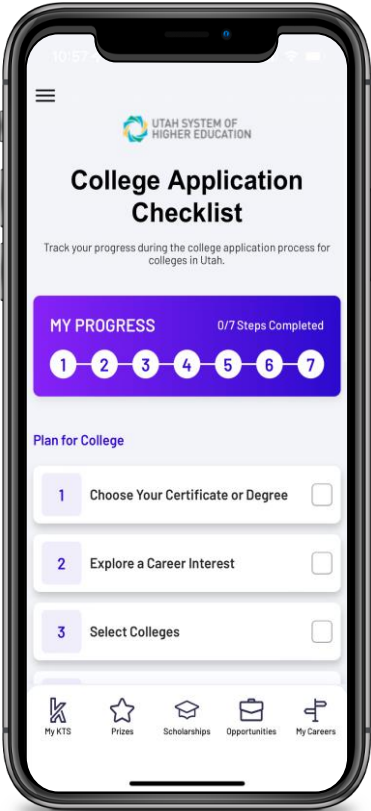


Health Science	16.30%
Arts, Audio/Video Technology and Communications	13.44%
Science, Technology, Engineering and Mathematics	9.20%
Human Services	8.70%
Agriculture, Food and Natural Resources	8.64%
Business, Management and Administration	7.72%
Architecture and Construction	5.99%
Education and Training	5.73%
Manufacturing	4.44%
Marketing, Sales and Service	4.18%
Information Technology	3.98%
Law, Public Safety, Corrections and Security	3.43%
Transportation, Distribution and Logistics	3.24%
Hospitality and Tourism	1.97%
Government and Public Administration	1.85%
Finance	1.20%

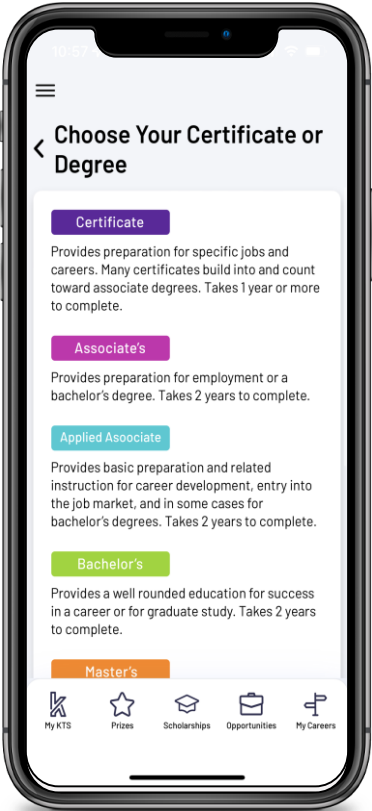
**39% YTD increase of students' selection of CTE Pathways**



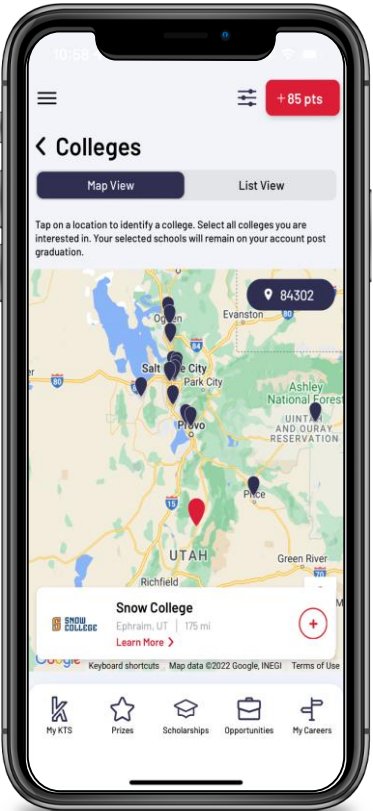
# College Application Checklist: Live October 2022



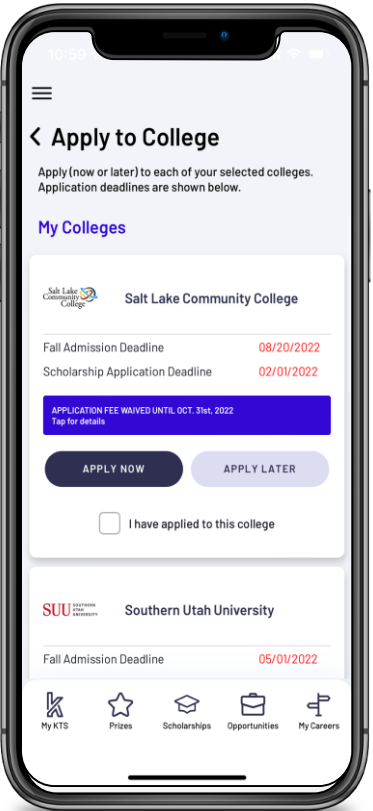
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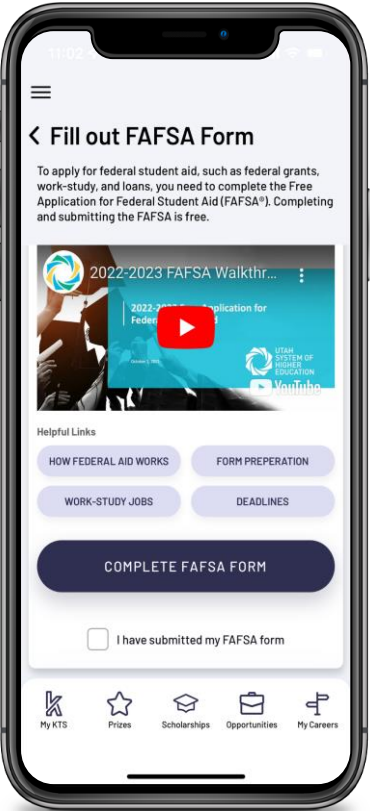
CERTIFICATES AND DEGREES



EXPLORE COLLEGES



APPLY TO COLLEGES



FAFSA & SCHOLARSHIPS



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# Utah College Application Week: Using the Checklist

- Statewide trainings & student UCAW events
- **9,000+ applications (300% increase)**
  - 79% four-year college
  - 15% two-year college
  - 6% technical college
- Institutions “favorited” 32,000+ times
- High school seniors participated across **183 high schools**
  - 35% first generation students
  - 59% female / 36% male
  - 30.9% students of color

