

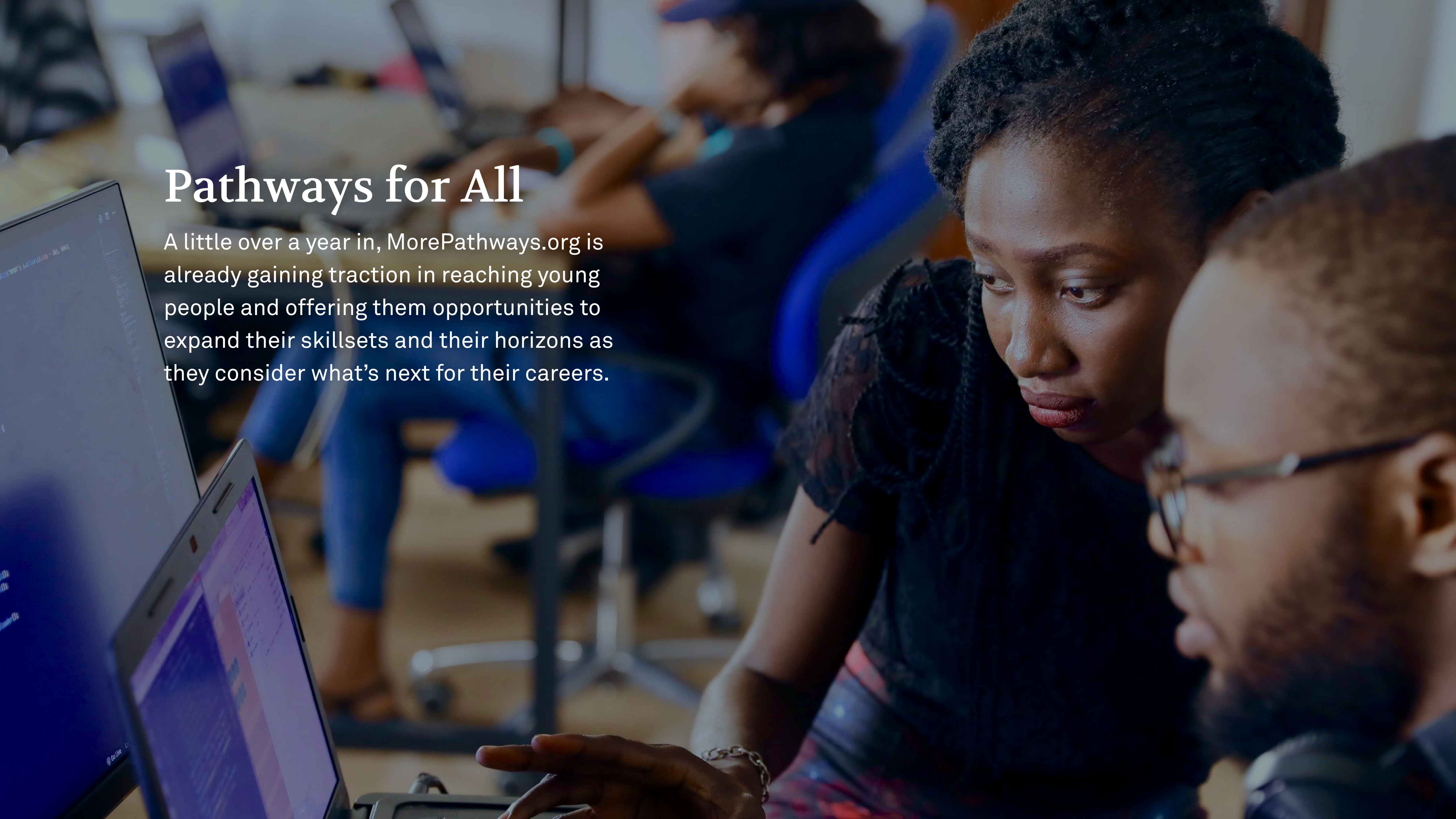
**BLACK SHEEP**

# **AUDIENCE RESEARCH INSIGHTS**

BRIDGEYEAR // MOREPATHWAYS

# Pathways for All

A little over a year in, MorePathways.org is already gaining traction in reaching young people and offering them opportunities to expand their skillsets and their horizons as they consider what's next for their careers.



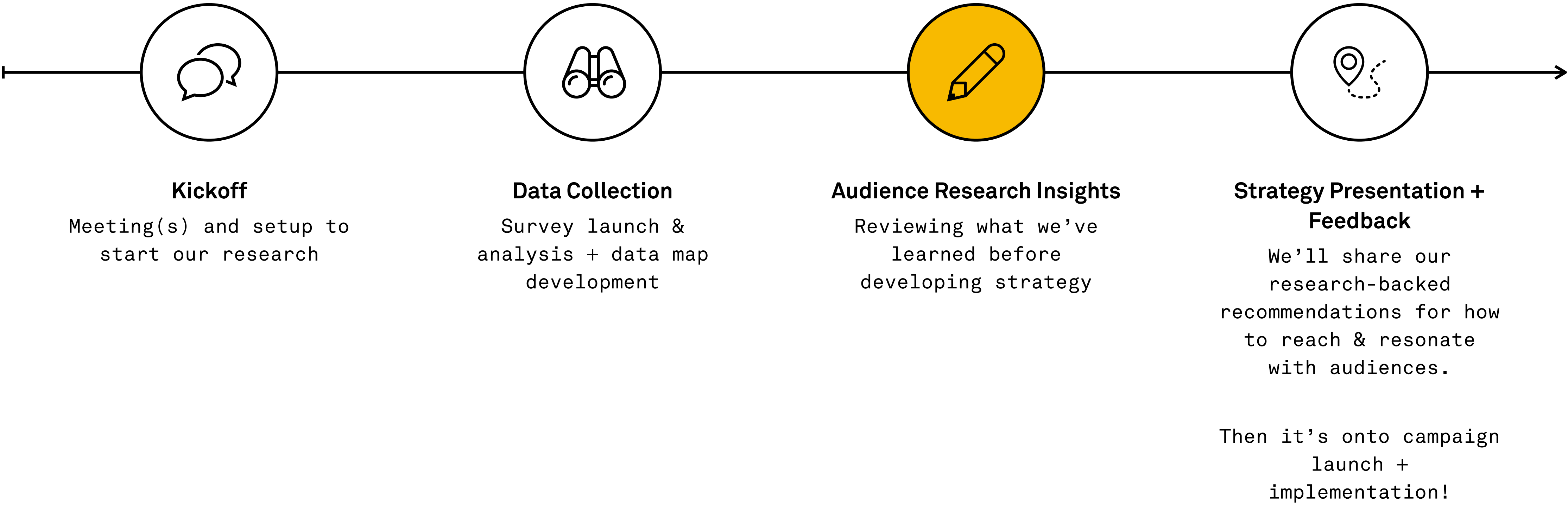


We've been working to understand the young people of the Houston community—a highly diverse group of people with unique goals, values, cultural backgrounds and visions for the future.

Here, we'll share the highlights of what we've learned that will inform our strategy to craft stories that will resonate and drive traffic to this critical resource.

INTRODUCTION

YOU ARE HERE





## INTRODUCTION

# OUR GOALS

## Campaign Goals

- Increase our understanding of the target audience through data collection & analysis.
- Increase new, unique visitors\* to MorePathways.org.
- Increase engagement on the website in trackable metrics like number of “apply” button clicks, length of time spent on pages, and bounce rate.
- Increase returning visitors to the site.\*

*\*These metrics may be difficult to track due to the assumed frequent use of public computers.*

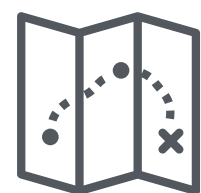
## Audience Data Goals

- **Target audience(s):** Understand who we can and should be reaching with the offerings on MorePathways.com.
- **Applied Empathy:** Segment these audiences into groups that help us understand their needs, wants, motivations and barriers.
- **Mapping:** Understand where our audiences are geographically and digitally so we can use the right channels to reach and direct them to resources that are realistic for them.
- **Cultural Outlook:** Understand the underlying cultural conversation our audiences are steeped in, as well as narratives we’d like to elevate, uphold or change with our campaign.



**INTRODUCTION**

# RESEARCH SNAPSHOT



## Data Mapping

With our data partners, we developed a map detailing demographics, household data, rates of disconnected youth, training centers and community resources by zip code.



## Psychographic Research

We conducted and analyzed a psychographic audience survey to assess values, behaviors and media habits of youth in our target audience groups.



## Desk Research

We also conducted light macro-cultural research to understand the larger narratives at play within our region's schools and community environments.

A close-up, shallow depth-of-field photograph of a map of Central America. The map is spread out on a light-colored surface. Numerous colorful pushpins (yellow, blue, green, pink, red) are stuck into the map, marking various locations. Several black binder rings are also visible, some placed around the map and others partially visible in the foreground. The background is blurred, showing more of the map and the surface it's on.

**PART 1**

# TAKEAWAYS + TOOLS

# DATA MAP

TUTORIAL: [CLICK HERE](#)



# DATA MAP

HIGHLIGHTS + TAKEAWAYS

---



#### DATA MAP HIGHLIGHTS

## **DISCONNECTED YOUTH ARE ALSO DISCONNECTED FROM TRAINING OPPORTUNITIES.**

The zip codes with the highest concentrations of disconnected youth (77084, 77449, 77088, 77036) are lacking training centers nearby.

#### DATA MAP HIGHLIGHTS

## BROADBAND ACCESS IS HIGH AMONG MOST AREAS WITH TRAINING CENTERS...

...which means it's pragmatic and smart to target these communities with digital outreach and to assume high access to personal internet.





#### DATA MAP HIGHLIGHTS

## HARD-TO-REACH AUDIENCES ARE HARD TO REACH FOR A REASON.

Student survey respondents tended to come from zip codes with lower concentrations of disconnected youth—meaning we’re still missing perspective from those groups.

# AUDIENCE SURVEY

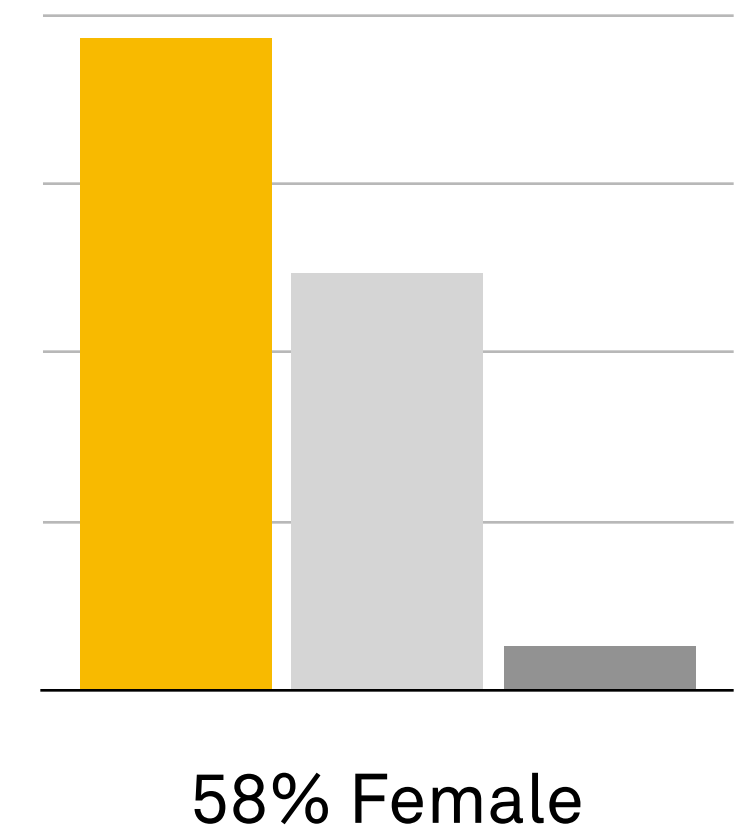
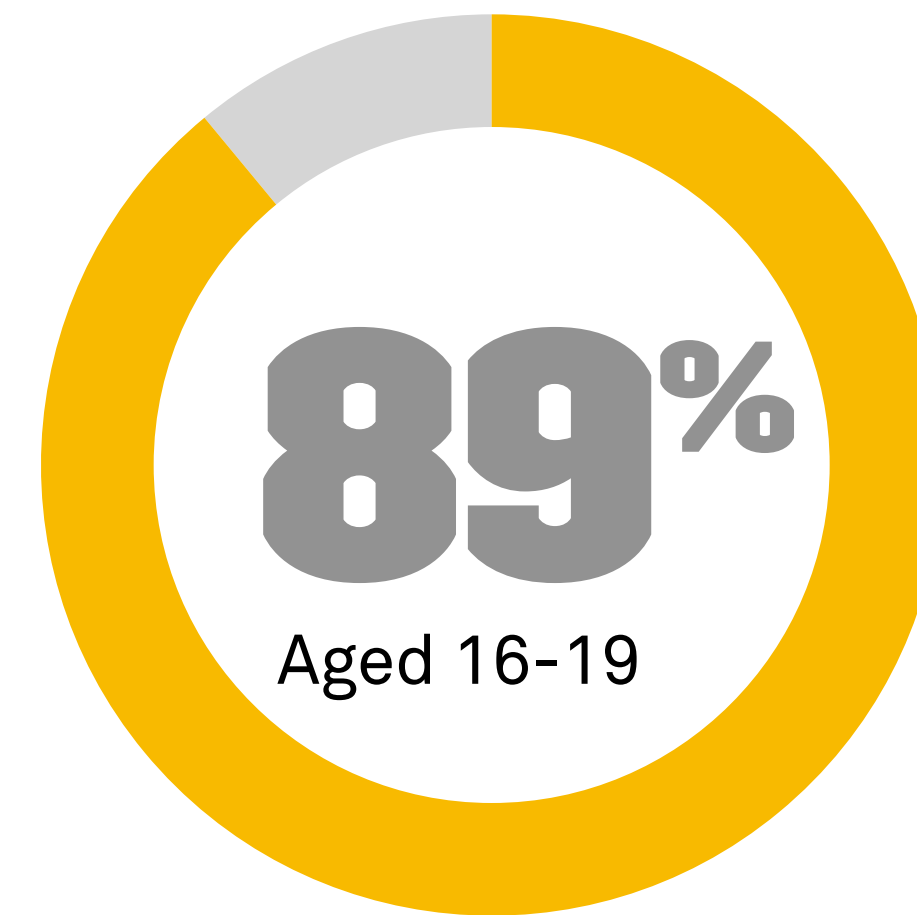
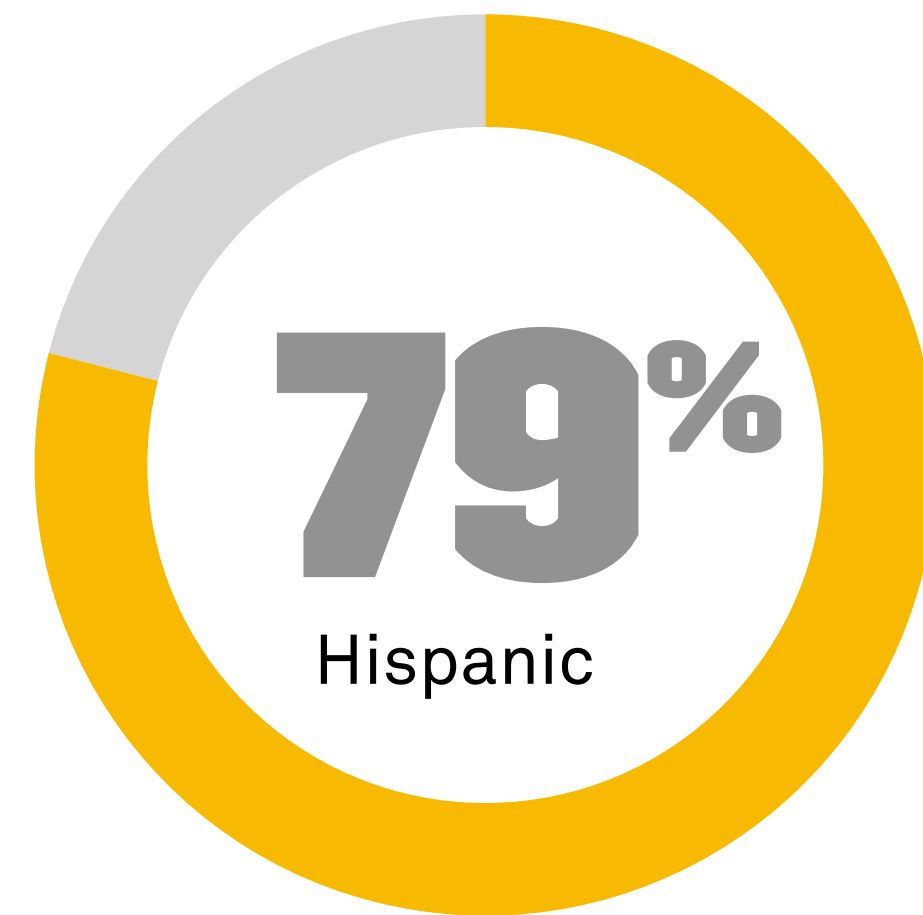
HIGHLIGHTS + TAKEAWAYS

---

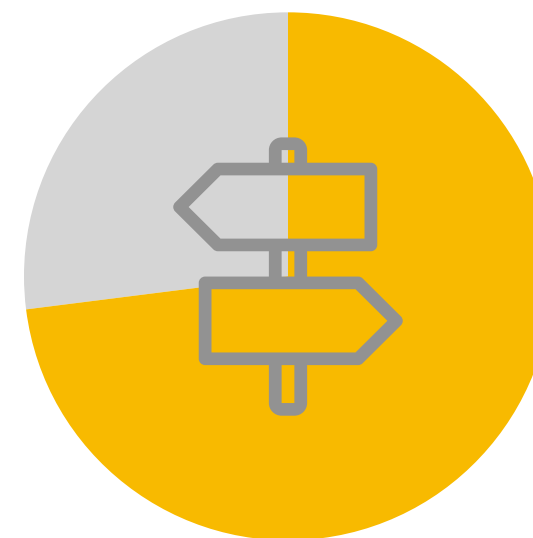
# RESPONDENTS + RESULTS

110

Total Respondents



Over half (53%) of respondents said they plan to **attend a 4-year college**.



Almost three quarters (73%) have completed **some high school**.



Almost 15% are **currently working** (either part-time or full-time).

# CULTURAL NARRATIVE

INSIGHTS + TAKEAWAYS



## CULTURAL NARRATIVE

# THE COLLEGE CONVERSATION

A four-year degree continues to be perceived as a significant driver for future earning potential. However, amidst escalating costs and apprehensions, the education system hasn't grappled with the trade-offs that students face.

The demand for college-educated professionals still surpasses the number of students enrolling, yet there's a gap in acknowledging alternative pathways and career preparedness.

Rather than positioning alternative routes as a counter to traditional college education, there's an opportunity to highlight how they complement various educational and career trajectories, offering diverse avenues for success.

This shift in perspective could highlight the multiple dimensions of educational and professional growth contributing to a more inclusive conversation about the future of learning and work.



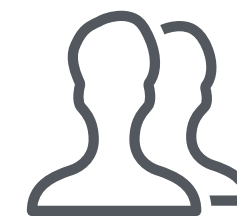
### **Adaptable, soft skills are key.**

Soft skills & applied skills are predicted to be most in-demand in the near future: critical thinking, problem-solving, and self-management.



### **Schools still emphasize college.**

Even with post-pandemic re-prioritizing of job skills over college prep, schools struggle to provide info about viable alternatives.



### **Apprenticeships are gaining government support.**

Government programs like NASA and the American Climate Corps offer apprenticeships with high starting salaries.



### **Students are interested, but not informed.**

Nearly 2 in 3 non-college-bound students would consider training or apprenticeship, but most don't know how to access that info.

The image features the silhouettes of five people against a clear blue sky. The silhouettes are positioned at the bottom of the frame, with some individuals looking towards the right. The overall composition is minimalist and modern.

**PART 2**

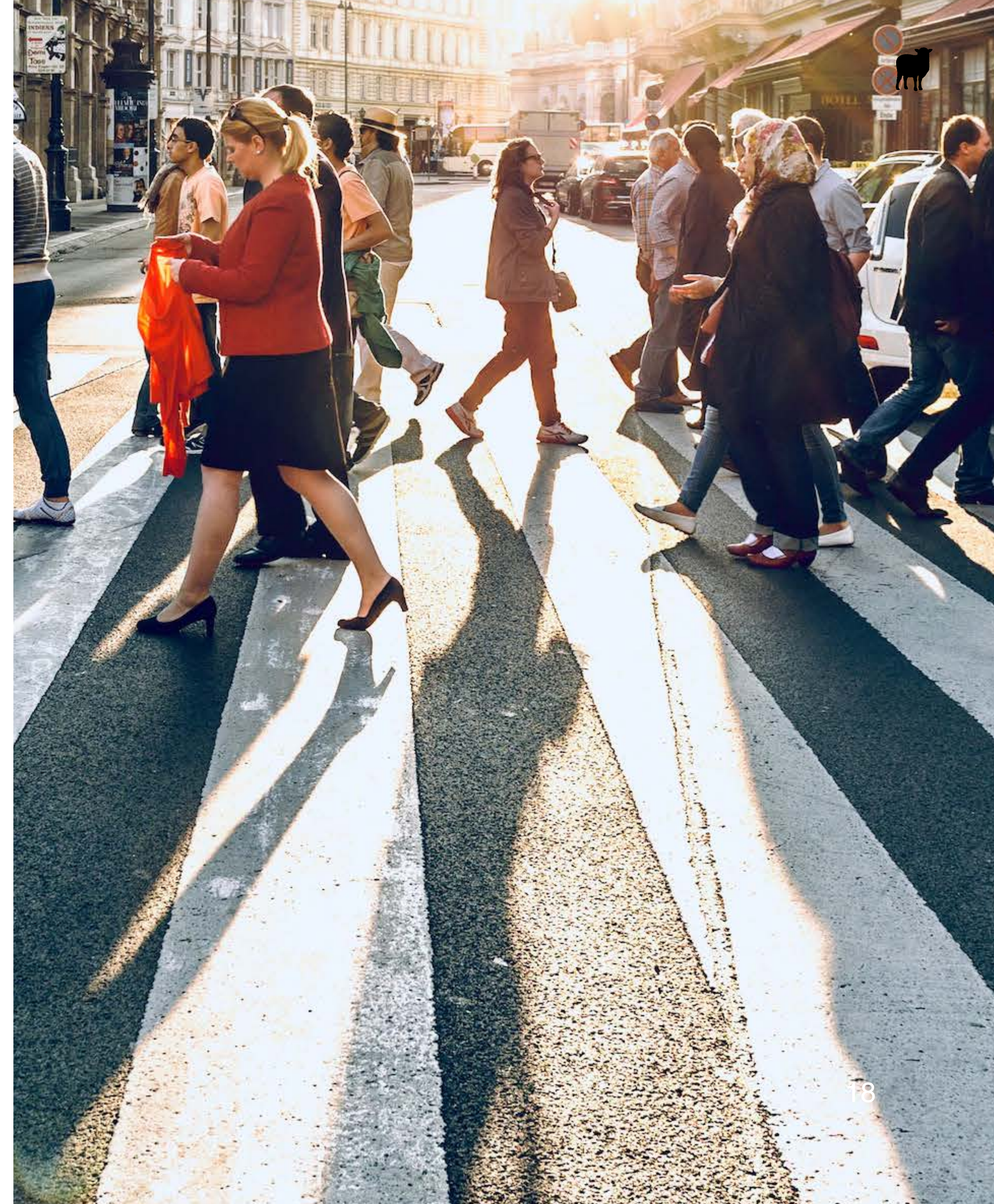
# AUDIENCE PERSONAS

# WHAT ARE PERSONAS?

## A Window to Empathy & Alignment

Audience personas are fictional human mosaics based on true stories from our research. They represent the audience group's mindsets, needs and pain points, which help us make strategic & messaging decisions with empathy and understanding.

The goal is not to create monolithic stereotypes, but to provide a window into specific, lived experiences. This way, recommendations are grounded in real perspectives, not assumptions or biases.



PATHWAY #1

4 YEAR DEGREE  
THE SCHOLAR



Isabela G.

Age 18

From: Sharpstown

Gender: F

School Status: HS Diploma

*“Success means being happy with your life and being financially stable. It also means being able to provide for your family without struggling.”*

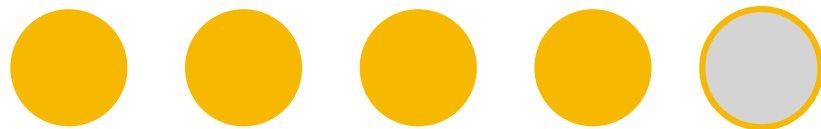
Wants + Needs

- Needs to succeed academically.
- Lacks a strong support network for career and education guidance.
- Prefers working individually rather than in a team setting.

Values



High Quality Education

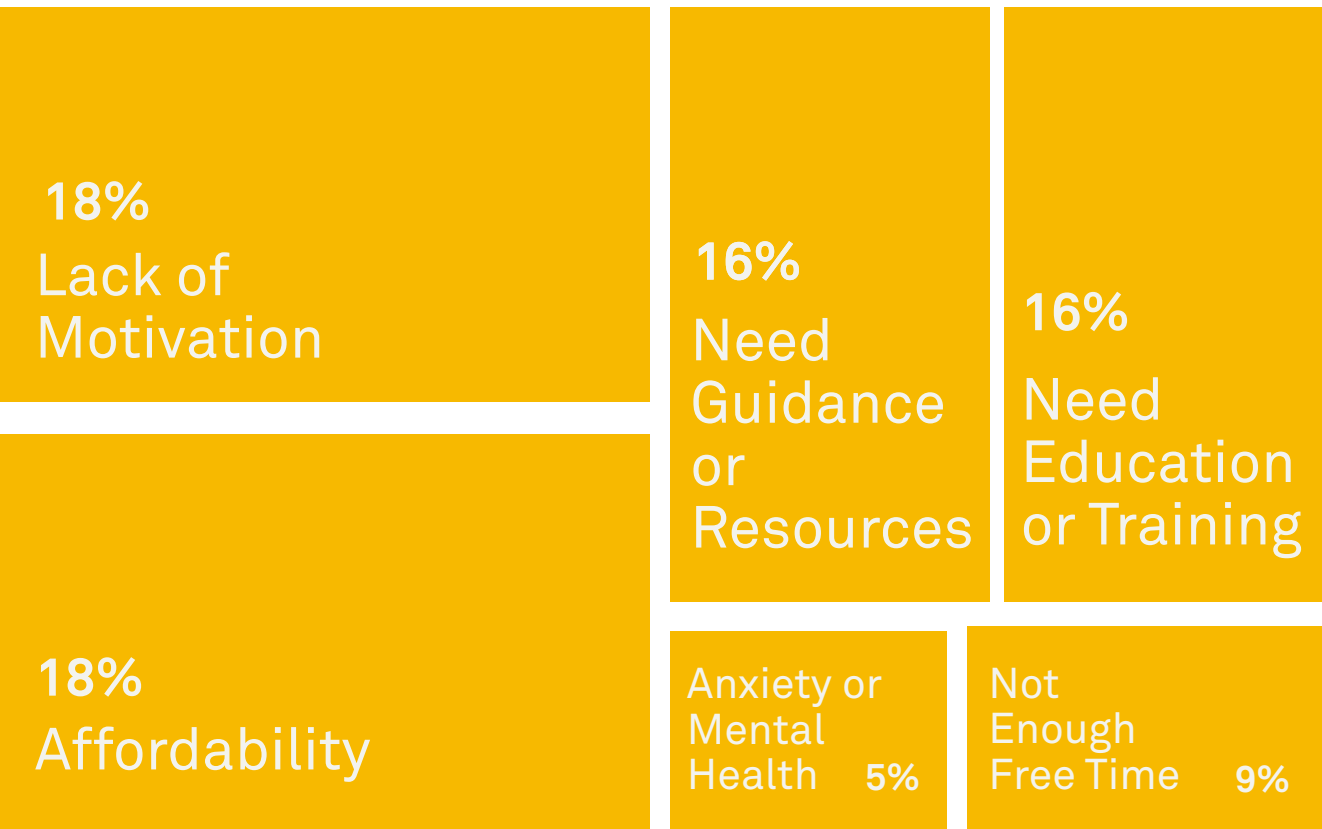


Workplace Autonomy



Work/Life Balance

Barriers + Frustrations



Challenge

Isabela is the first person in her family to pursue a college degree.

Opportunity

MorePathways.org's advisors can help Isabela feel more supported and prepared throughout her education journey.

PATHWAY #1

4 YEAR DEGREE  
THE SCHOLAR



Isabela G.

Age: 18

From: Sharpstown

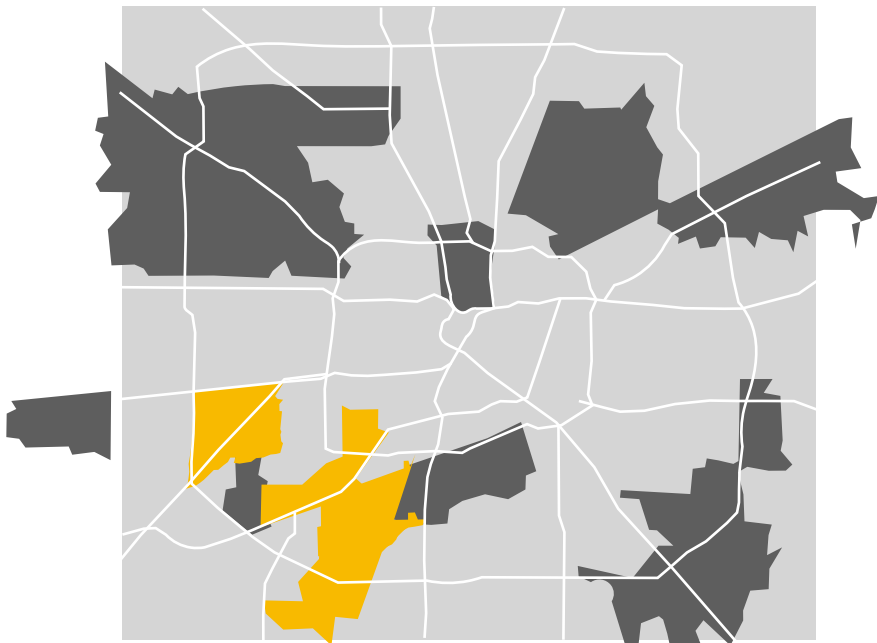
Gender: F

School Status: HS Diploma

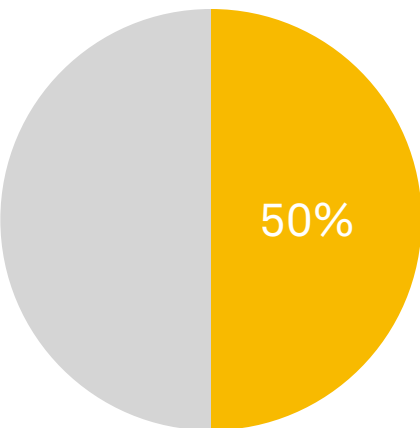
Zip code concentrations\*

*\*Based on survey responses + lookalike zip codes*

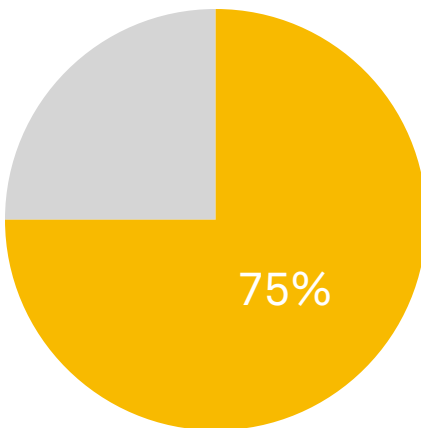
- Survey Responses
- Lookalike Zip Codes



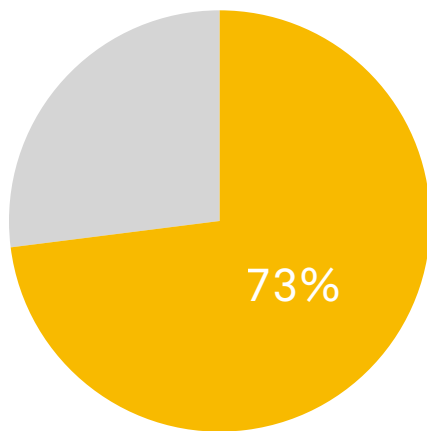
English at Home



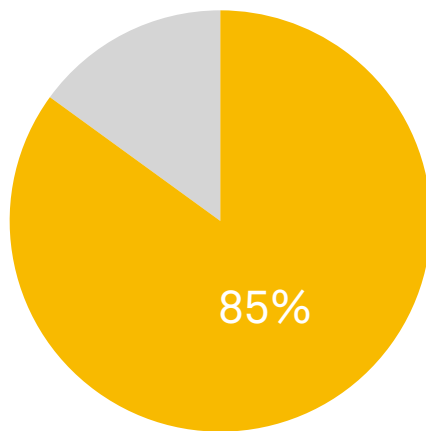
High School Degree



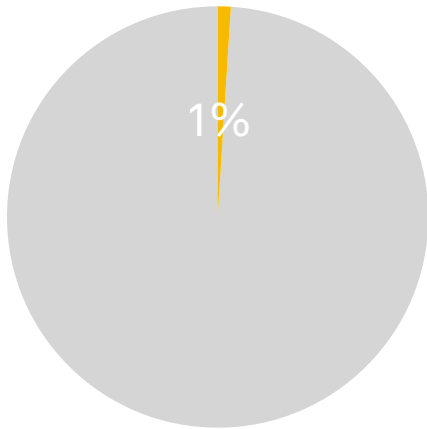
Hispanic/Latino



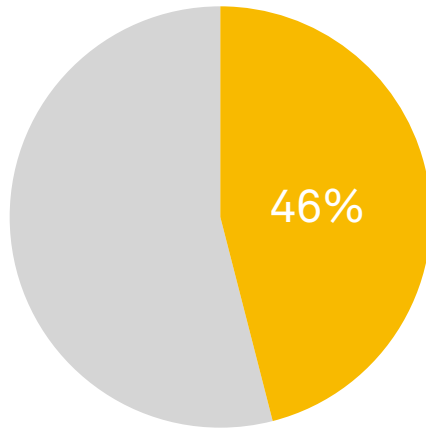
Broadband Access



Disconnected Youth



Renter-Occupied



Top Interests/Hobbies

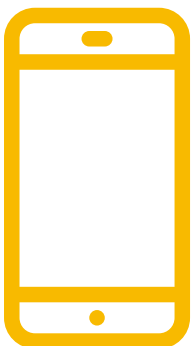
Reading



Video Games



Arts + Creativity



Primary Device

personal phone/mobile device

Social Media



Instagram (54%)



TikTok (48%)

Top Information Sources



Social Media



Family + Friends



TV

PATHWAY #2

2 YEAR DEGREE  
THE PRAGMATIST



Gabi M.

Age: 17

From: Westchase

Gender: F

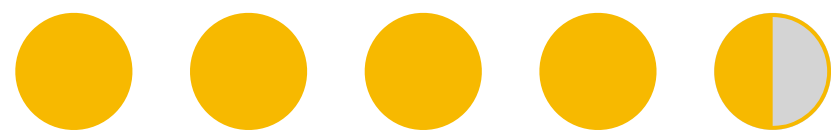
School Status: High School

“For me, success is accomplishing a goal that you set for yourself and making the best of it.”

Wants + Needs

- Lacks dedicated time and support to work through education and career challenges
- Needs guidance on making important decisions
- Doesn’t necessarily need to earn money quickly

Values



Work/Life Balance

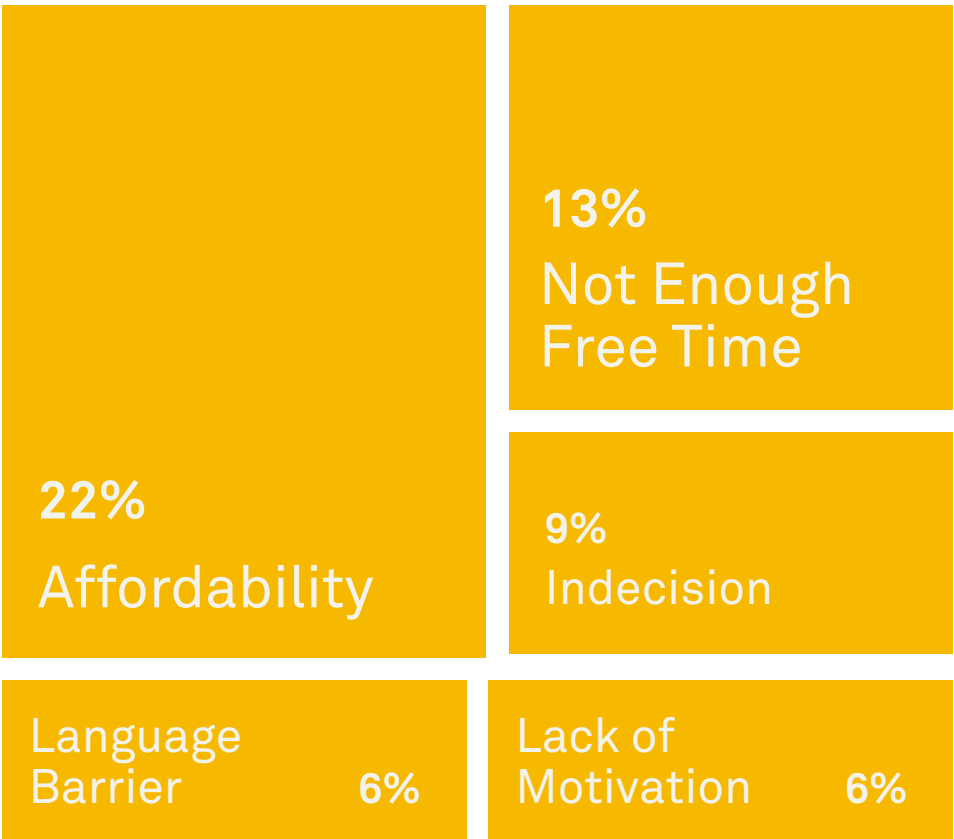


Learning + Trying New Things



Culture + Heritage

Barriers + Frustrations



Challenge

Gabi lacks the financial resources to achieve her goal of an associate’s degree in nursing.

Opportunity

MorePathways.org can help Gabi find a CNA program that will allow her to earn money and gain relevant experience while pursuing a degree.

PATHWAY #2

2 YEAR DEGREE  
THE PRAGMATIST



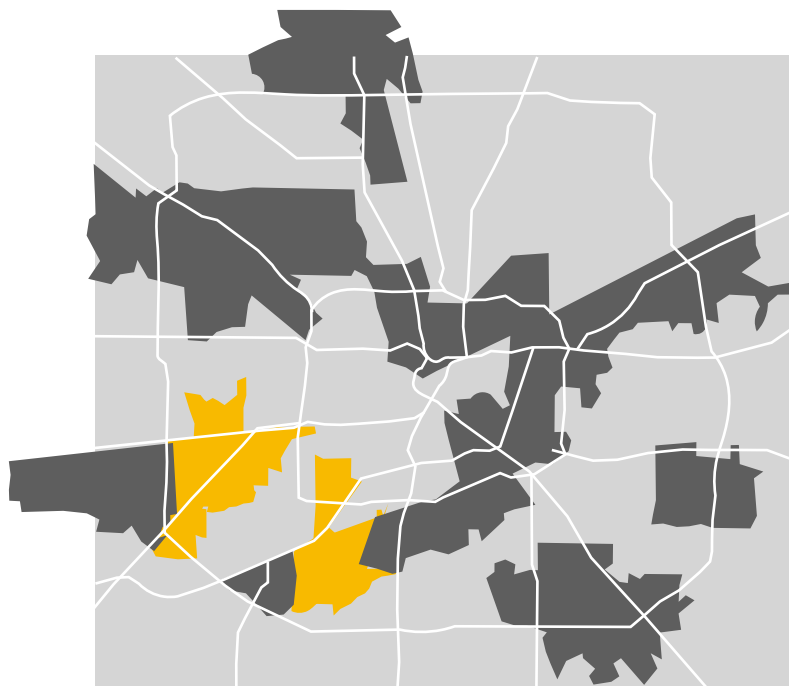
Gabi M.

Age: 17  
From: Westchase  
Gender: F  
School Status: High School

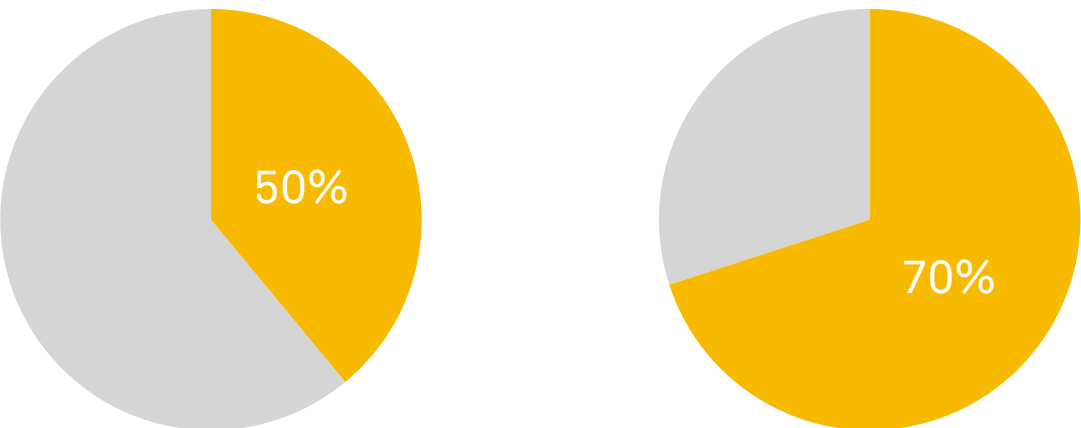
Zip code concentrations\*

\*Based on survey responses + lookalike zip codes

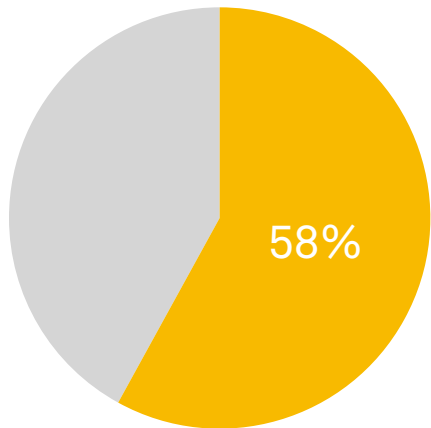
- Survey Responses
- Lookalike Zip Codes



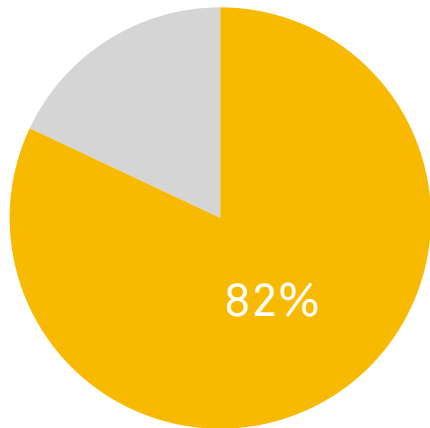
English at Home    High School Degree



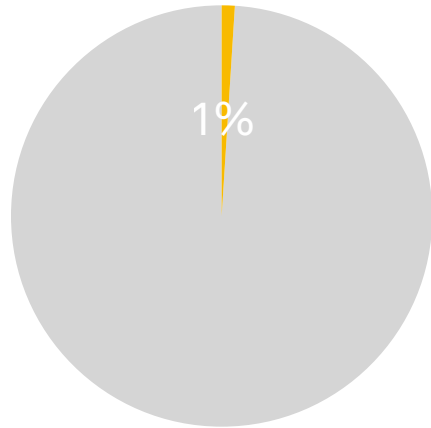
Hispanic/Latino



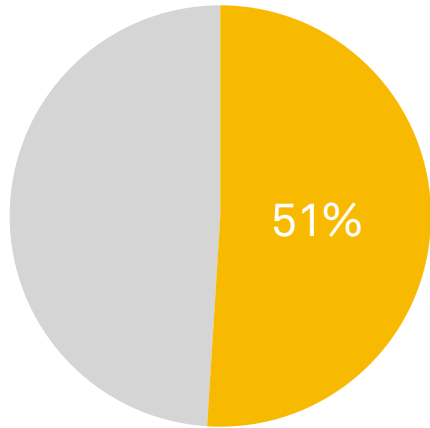
Broadband Access



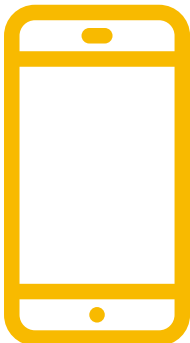
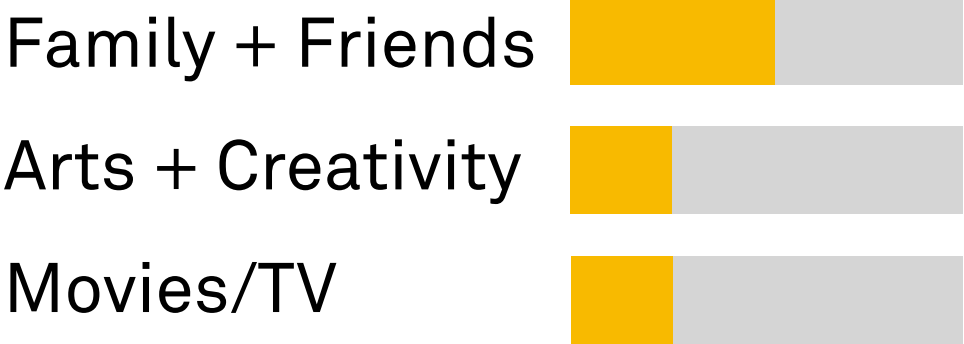
Disconnected Youth



Renter-Occupied



Top Interests/Hobbies



Primary Device  
personal phone/mobile device

Social Media



Instagram (50%)



TikTok (41%)

Top Information Sources



Social Media



TV



News Apps + Alerts

# MILITARY | SKILLS TRAINING | OTHER

## THE JOURNEYPERSON



Diego S.

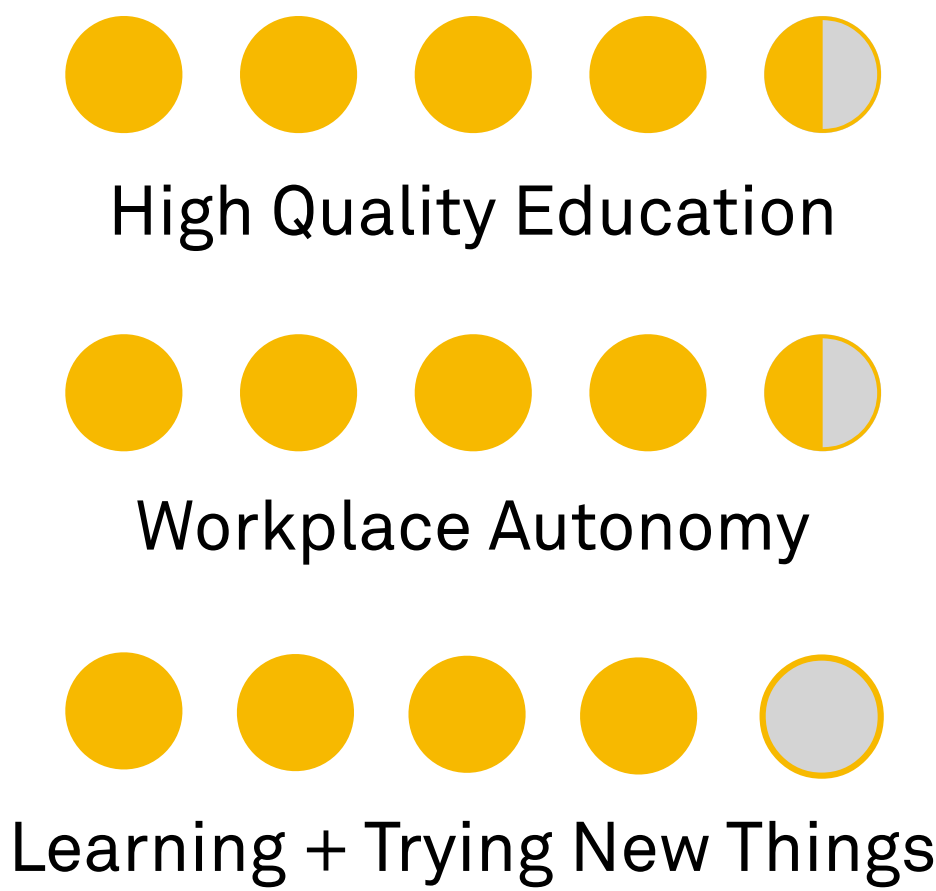
Age: 17  
From: Southwest Houston  
Gender: M  
School Status: High School

*“Success for me looks like [not having] to worry about money and health and [having] a lot of time to spend with family, friends or myself.”*

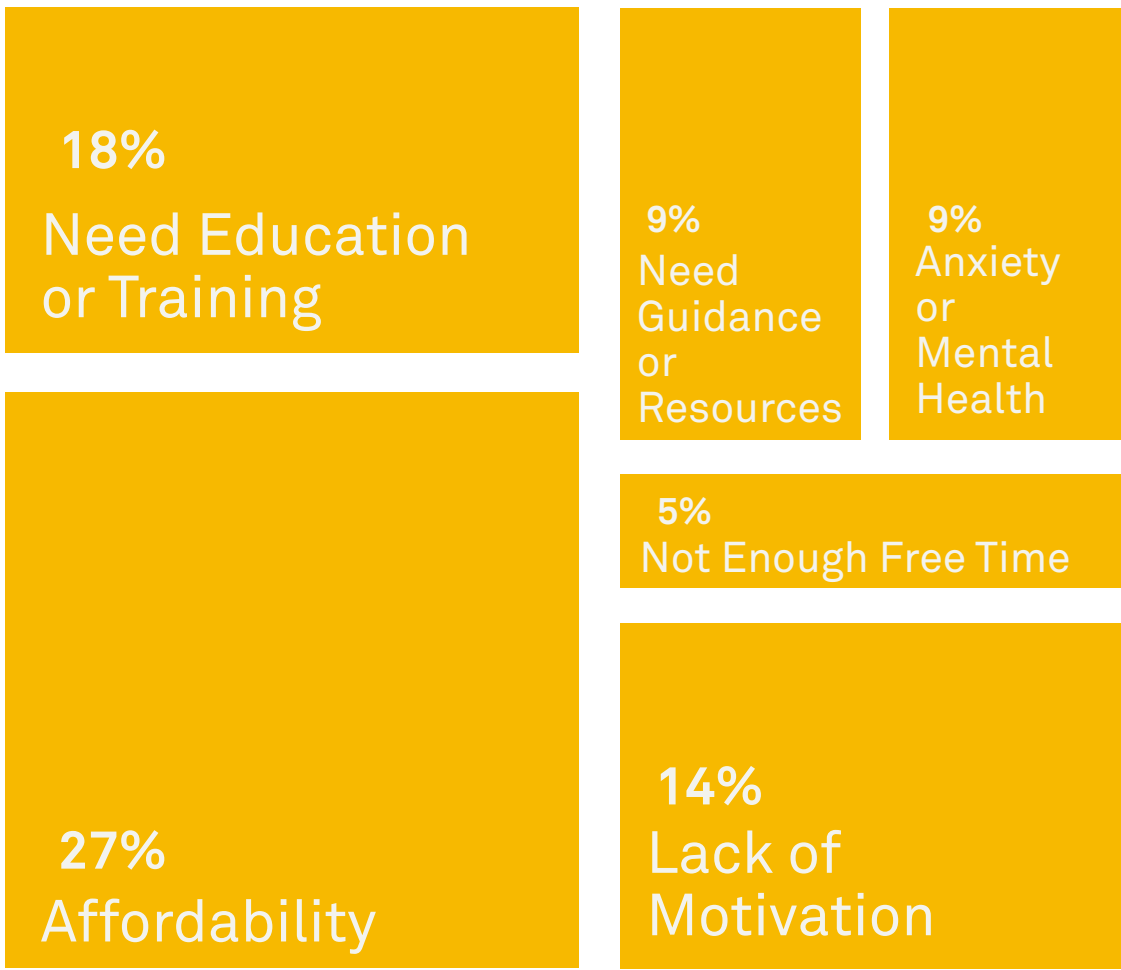
### Wants + Needs

- Wants to work in an environment that provides opportunities for advancement.
- Enjoys jobs that are physically active.
- Prefers working in a team setting.

### Values



### Barriers + Frustrations



### Challenge

Diego needs affordable options for training that will allow him to enter the job market quickly.

### Opportunity

MorePathways.org can help Diego find no- and low-cost trainings that will build his industry-specific skills and support job placement.

PATHWAY #3

MILITARY | SKILLS TRAINING | OTHER  
THE JOURNEYPERSON



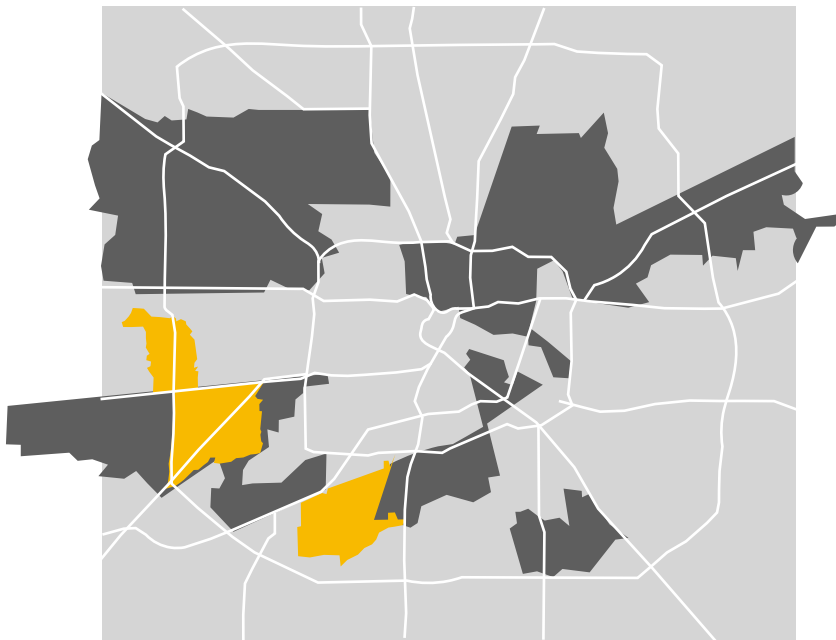
Diego S.

Age: 17  
From: Southwest Houston  
Gender: M  
School Status: High School

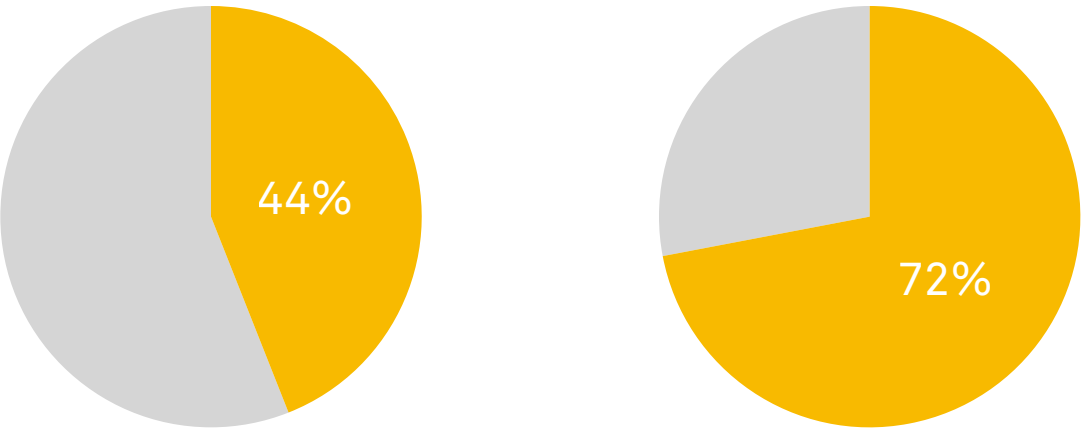
Zip code concentrations\*

*\*Based on survey responses + lookalike zip codes*

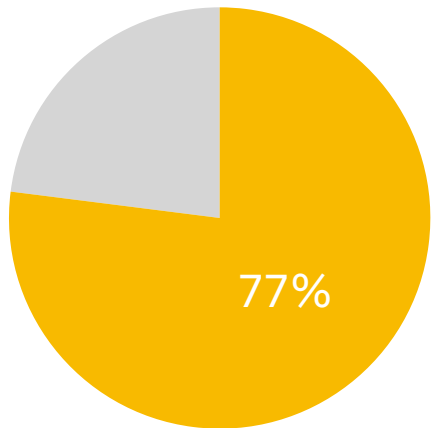
- Survey Responses
- Lookalike Zip Codes



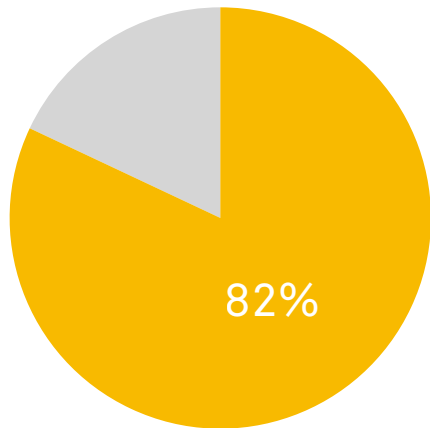
English at Home    High School Degree



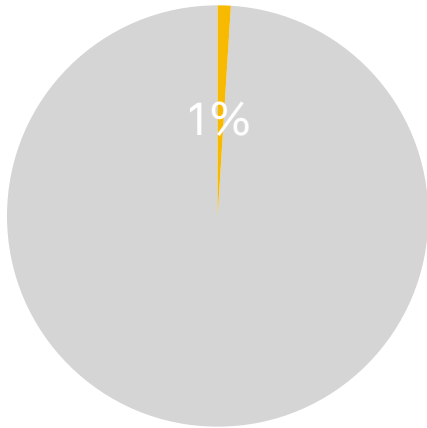
Hispanic/Latino



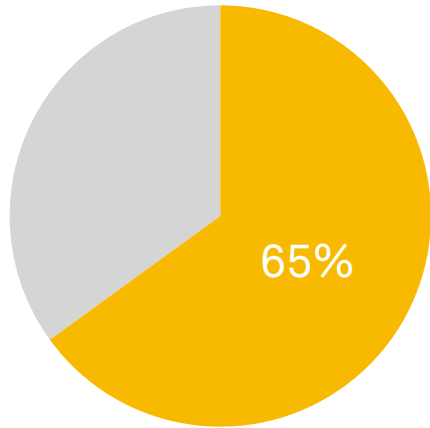
Broadband Access



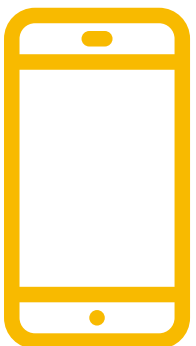
Disconnected Youth



Renter-Occupied



Top Interests/Hobbies



Primary Device  
personal phone/mobile device

Social Media



Instagram (68%)



TikTok (50%)

Top Information Sources



Social Media



TV



Family + Friends

# SNAPSHOT



Isabella G.  
The Scholar



Gabi M.  
The Pragmatist



Diego S.  
The Journeyperson

Shared  
Traits



Need support with financial literacy and planning



Family expects success in work and school



Not early adopters of tech



Rely on social media for news and information



Prefer experiential over classroom learning



Interested in jobs that offer benefits and longevity



Define success as financial freedom and stability



Don't enjoy going out to clubs or parties

Persona  
Traits

Values

High Quality Education  
Workplace Autonomy  
Work/Life Balance

Wants + Needs

Academic Achievement  
Guidance + Support

Values

Work/Life Balance  
Learning + Trying New Things  
Cultural Heritage

Wants + Needs

More Time to Plan for the Future  
Guidance + Support

Values

High Quality Education  
Workplace Autonomy  
Learning + Trying New Things

Wants + Needs

Clear Pathways for Advancement  
Physically Active Work

Calls to  
Action

It's hard being the first. Get the guidance you need to plan for college: Visit [MorePathways.org](https://MorePathways.org) to schedule an appointment with one of our counselors.

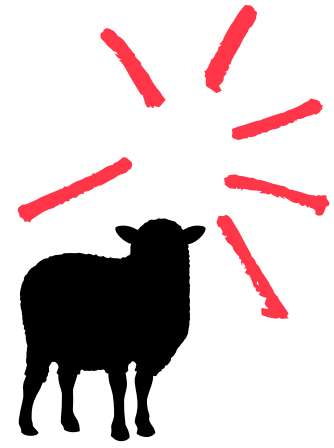
Earn while you learn: Jumpstart your nursing career with a CNA program. Check out [MorePathways.org](https://MorePathways.org) to find out how.

Your future might arrive sooner than you think. Visit [MorePathways.org](https://MorePathways.org) to explore affordable career training options.



# NEXT UP

- ➡ Messaging Strategy
- ➡ Tactics & Media Plan
- ➡ Campaign Budget
- ➡ Feedback + Approval



# THANK YOU!

[theblacksheepagency.com](http://theblacksheepagency.com)

 /TheBlackSheepAgency

   @ShearCreativity

