

HirePaths: Introducing Kansas Families to High-Demand Careers

Kristin Brighton, Founder

Visit [HirePaths.com](https://www.HirePaths.com)



HIREPATHS™



What's HirePaths?

A Kansas-originated educational campaign to better align the careers kids are exposed to with what our employers need.



Focused on Parents

Parents are the greatest influence in a child's life. They inspire a child's career choice starting from birth.



Primary Target Audience: Kansas parents, ages 25 to 55, with children under age 18

Secondary Target Audiences



Pre-K-12 students



Pre-K-12 educators



Young adults (18-30)

Campaign Elements

Statewide Paid and Organic Social Media



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Explore Careers Featured Employers Cool Careers Videos Real Success Stories Activities for Kids



The Parent's Role

You Are Your Child's First Career Counselor

Parents and guardians play a huge role in children's first exposure to career possibilities and shaping lifelong perceptions about different occupations.

LEARN MORE →



Featured Real Success Story

Meet Chastity Troxel

When I graduated from high school, I went straight into



Featured Career Path

Manufacturing

Manufacturing workers produce goods using manual

Campaign Messages

1. There are a variety of paths to a successful career: on-the-job training, apprenticeships, tech and community colleges, *and* colleges/universities.
2. You can have a well-paying, in-demand career **without first** earning a bachelor's degree.
3. A young person going straight to work or to a tech/community college is a success! Kansas needs people pursuing *all* paths to meet our needs.

We Produce a Lot of Great Content!



HirePaths
Published by Addie Justus · June 28 at 10:24 AM · 🌐

When Kevin Hecht arrived at college, he knew he wanted to study agriculture, but wasn't sure what would come next. To help narrow his career options, he started an internship with [Crop Quest, Inc.](#) Find out why Kevin says he learned more in three months with Crop Quest than he did in three years of college. Plus, discover what he does today as an agronomist and precision ag specialist: <https://bit.ly/3OPX7if>.

HIREPATHS.COM
Kevin Hecht | HirePaths
I've always had a fascination with farming, especially farm machinery. My... [Learn more](#)

HirePaths @HirePaths · Jun 21

Parents! If you haven't heard about the Kansas Promise Scholarship, this is a must-read. Long story short: Your child can get their college costs — tuition, books, etc. — completely covered! Learn more about the scholarship and how students can qualify: bit.ly/2VKGD4e.

👁️ 2 ❤️ 3 🔄

HirePaths @HirePaths · May 31

School's out and summer is here! To keep everyone entertained, spend quality time together and sneak in a little learning, we've created a list of 100+ activities for you to do with your kids — from games around the house to field trips across Kansas: bit.ly/38B2mmh

👁️ 9 ❤️ 8 🔄

Cool Careers

A Series for Kansas Kids



HIREFATHS™



Watch on:

KTWU  PBS

 YouTube

[HirePaths.com](https://www.hirepaths.com)



New Cool Careers Episodes

Coming Soon!

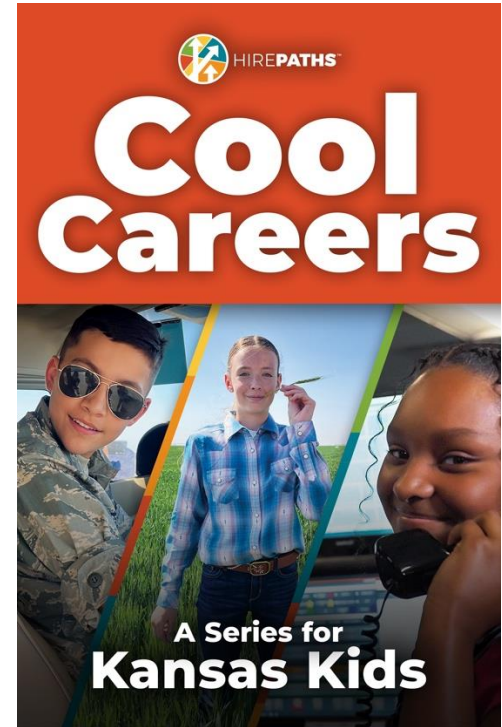
Ep. 25: Family Practice Physician

Ep. 26: Civil Engineer

Ep. 27: Land Surveyor

Ep. 28: Advanced Manufacturing Technician

Produced through grants from the Kansas State Department of Education or the Kansas Department of Commerce.





Is HirePaths Working?

The Ultimate Results

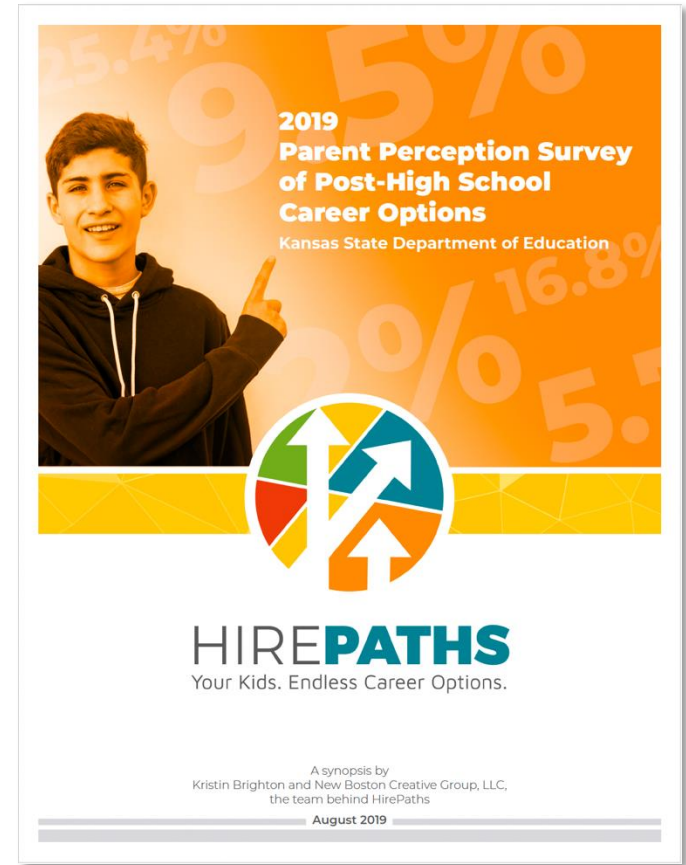


What We Did in 2019

Prior to the launch of HirePaths, we partnered with KSDE to conduct a benchmark survey of K-12 parents living across Kansas.

- KSDE disseminated surveys in both English and Spanish to all districts in the state. Districts chose whether to send to parents.
- Parents were instructed to answer questions specifically about their oldest child age 18 or younger on the day the survey was taken.

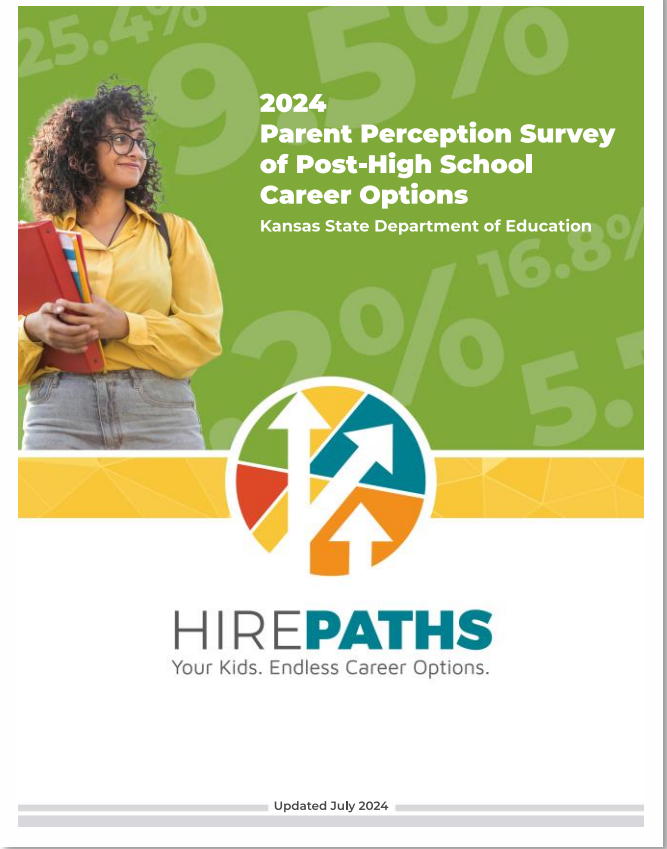
Nearly 19,000 parents took the original survey.



What We Did in 2024

We repeated the same study five years later using the same distribution model and instructions. As in 2019, both English and Spanish versions were distributed.

- Nearly 5,000 parents took the 2024 survey.
- We hypothesize that increases in the number of surveys people receive today (survey fatigue) and district policy changes may have contributed to lower response rates.



What We Learned

The percentage of parents who hope their child will go from high school to a bachelor's degree program has dropped to **51.7%** from **62.7%**.

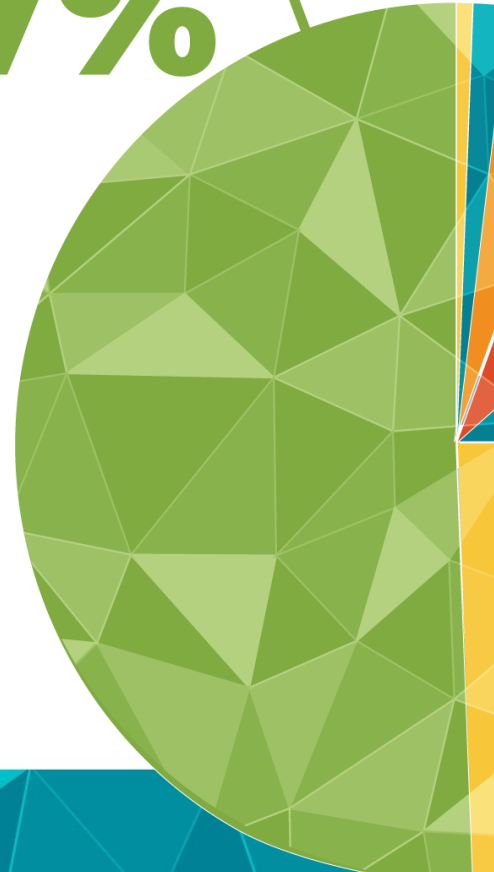
51.7%

**HOPE THEIR
CHILD ATTENDS
A FOUR-YEAR
COLLEGE**

-11

**PERCENTAGE
POINTS**

2019 TO 2024



Changes Regarding Bachelor's Degrees

The percentage of parents who feel their child needs a *bachelor's degree* to be successful dropped to **18.8%** from **24.4%**

-5.6

**PERCENTAGE
POINTS**

2019 TO 2024



Changes Regarding Bachelor's Degrees

When asked about plans after high school, the percentage of parents who think their child would choose *I plan to enroll in a four-year college or university after high school* dropped to **44.5%** from **52.2%**.

-7.7

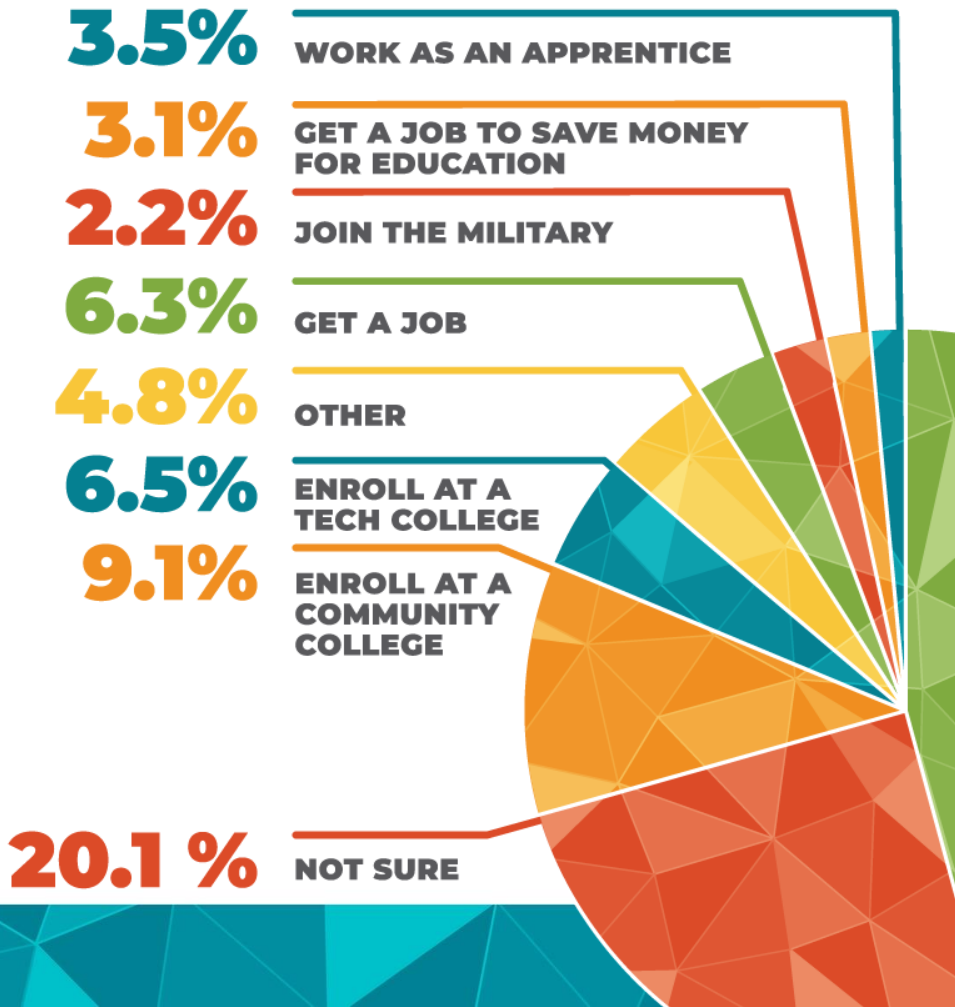
**PERCENTAGE
POINTS**

2019 TO 2024



Changes Regarding Bachelor's Degrees

In reporting what they think their child wants, all other options increased slightly, except *Join the Military*, which stayed about the same at 2.2%.



Changes Regarding Apprenticeships

The percentage of parents who reported they'd be *very happy* if their child chose to *learn a skilled trade through an apprenticeship* increased to **18.3%** from **8.8%**.

+9.5

**PERCENTAGE
POINTS**

2019 TO 2024



Changes Regarding Technical Colleges

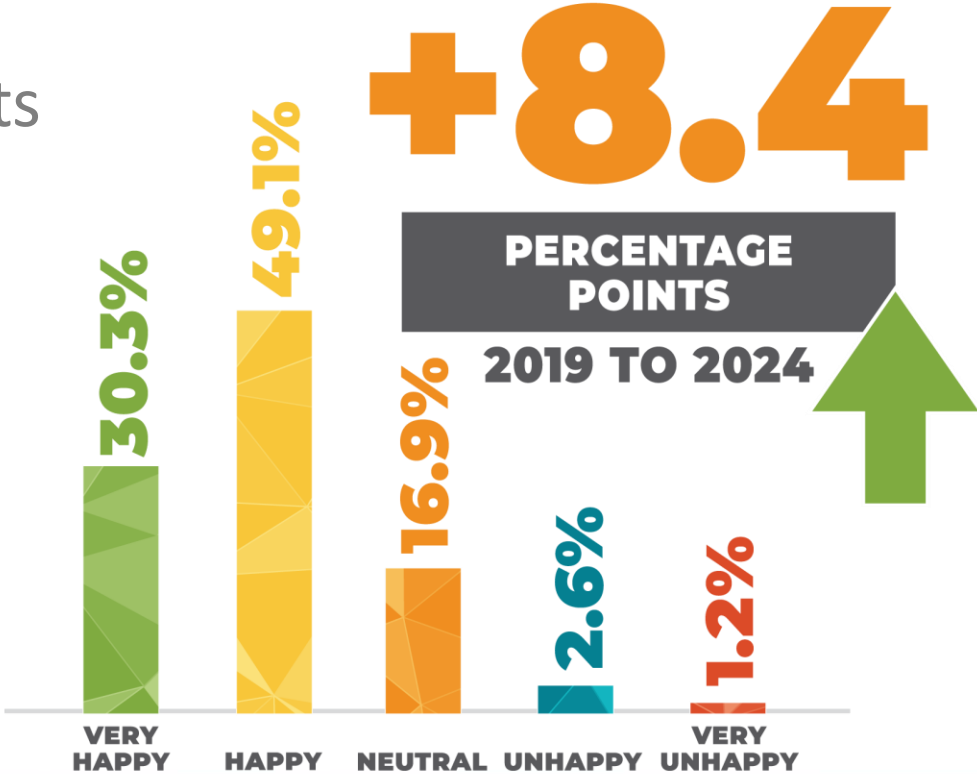
The percentage of parents who reported they'd be *very happy* if their child went to a **technical college** increased to **28.7%** from **17.1%**.

*Top reasons why stayed the same as in 2019:
To gain skills necessary for his/her career
(increased to **30%** from **26.5%**).*



Changes Regarding Community Colleges

The percentage of parents who reported they'd be *very happy* if their child went to a *community college* increased to **30.3%** from **21.9%**.



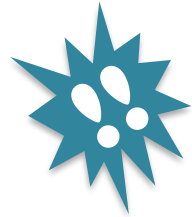
Concerns About College Costs

The percentage of parents deterred by the high cost of higher education increased to **34.1%** from **26%**.

+8.1

**PERCENTAGE
POINTS**

2019 TO 2024



The cost of a formal education program deters more than a third of parents from wanting their child to enroll after high school.



Changes Regarding High School CTE

The percentage of parents who reported they'd be *very happy* if their child pursued *career training in high school* increased to **62.5%** from **53.5%**.

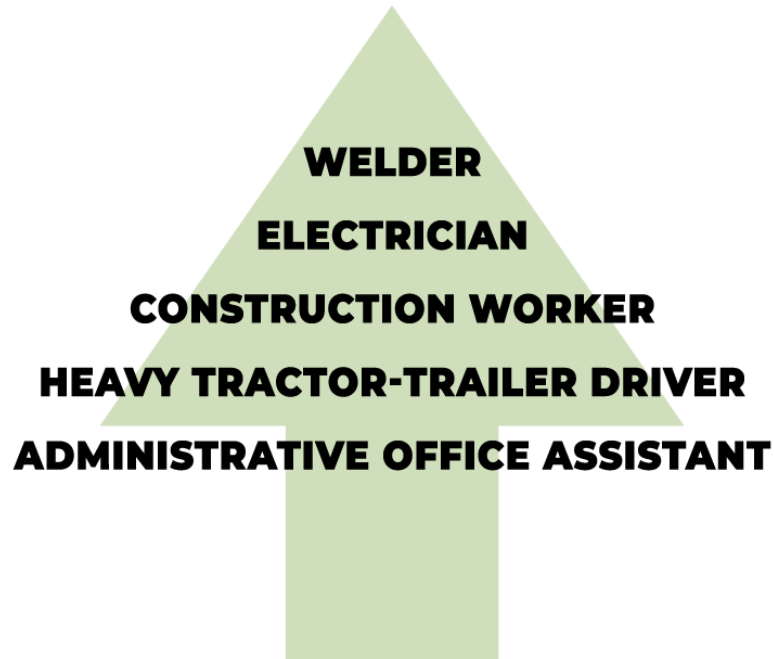
+9

PERCENTAGE
POINTS

2019 TO 2024



Perceptions of 10 High-Demand Jobs

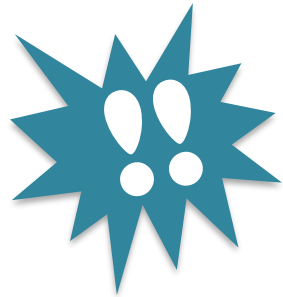


Higher Positive Perception



Lower Positive Perception

Do you believe your child needs to leave Kansas to be successful?

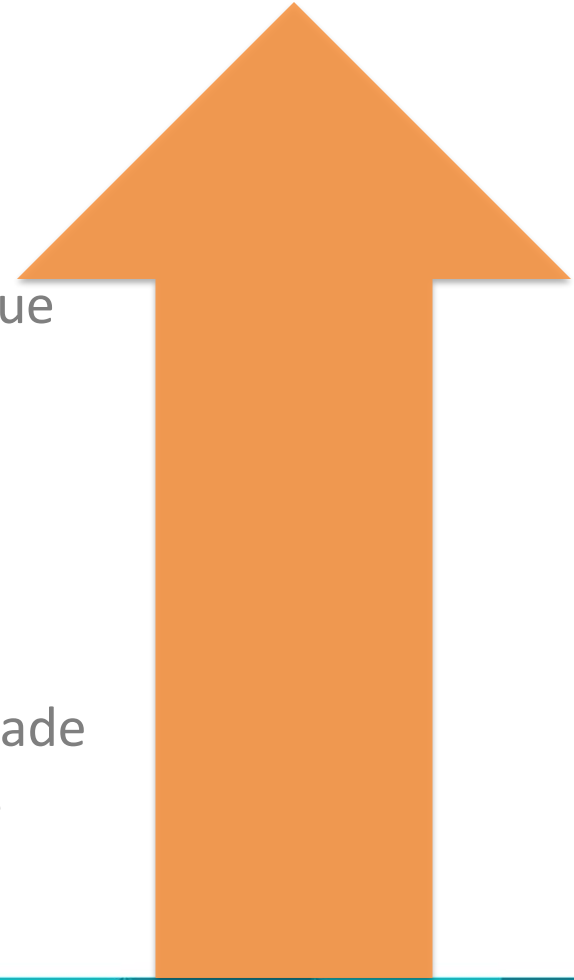


Yes answers increased only slightly,
to **10.4%** from **10.1%**.

In Short

Since 2019, Kansas parents have:

- Become happier with options for students to pursue career and technical skills in high school.
- Developed a more positive perception of apprenticeships and technical colleges.
- Developed a more positive perception of skilled trade careers (such as construction workers, electricians and welders).



In Short

Since 2019, Kansas parents have:

- Become less convinced that their children must attend college to be successful.
- Become more concerned about the growing cost of higher education and student loan debt.
- Developed a more negative perception of some key public service careers, especially nurses, teachers and police officers.



Read the Full Report!

https://bit.ly/2024_parent_perception



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