

Virtual information session

October 2022

FUTURE FINDER
CHALLENGE

Agenda

- Challenge overview
- Challenge details
- Q&A

Introductions

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Challenge overview



Office of Career, Technical, and Adult Education

OCTAE administers and coordinates programs related to:

- **Adult education and literacy**, enabling adults to acquire necessary basic skills to function in today's society.
- **Career and technical education**, helping students prepare for occupations in the 21st-century workforce.
- **Community colleges**, providing national leadership to strengthen the role of community colleges.

Previous open innovation challenges

The U.S. Department of Education has run many open innovation challenges to **spur the development of services, products, and programs to better support learners of all ages.**



Rethink Adult Ed Challenge

Launched September 24, 2020

The Rethink Adult Ed Challenge is a \$750,000 competition to advance pre-apprenticeships. The challenge invited adult education providers to design programs that better prepare learners for apprenticeships and beyond.



EdSim Challenge

Launched November 2, 2016

The EdSim Challenge called upon the virtual reality, video game developer, and educational technology communities to submit concepts for immersive simulations that prepared students for the globally competitive workforce of the 21st century.



Reach Higher Career App Challenge

Launched October 7, 2015

The Reach Higher Career App Challenge called upon app developers, educators, and data mavens to submit mobile solutions that help students navigate education and career paths, and increase the capacity of career counselors to serve students.



**A \$1 million U.S. Department
of Education challenge to
reimagine career navigation
for adult learners.**

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Why we are running this challenge

- **Responding to a changing economy** in which skills and credentials are no longer enough.
- **Expanding equitable access** to resources and tools to help all adult learners enter and succeed in high-growth, high-wage industries.
- **Supporting a thriving, diverse workforce** to enhance our global competitiveness.

Defining career navigation

The process of understanding, choosing, and preparing for career opportunities. This may involve:

Assessing skills and interests; for example, in-person or virtual assessments.

Learning more about local career opportunities; for example, job boards.

Understanding the necessary skills and credentials to pursue those opportunities; for example, mentorship platforms.

High-quality career navigation services

Effective career navigation services:

- Provide **personalized** support, tailored to each learner.
- Offer **up-to-date, relevant** information based on current labor-market trends and opportunities.
- Are **accessible and user-friendly**.
- Track and share **outcomes data**.

Expanding access to career navigation services

- **Technology has the potential to enable more equitable access** to high-quality career navigation services across the United States. But few of the existing digital career navigation tools are specifically designed for adult learners.
- This means **many adult learners, who are often already underserved, do not have the support they need** to enter and thrive in high-quality, in-demand occupations and high-growth industries.

Challenge goals

1. Spur the **creation or improvement of digital tools** that help adult learners identify and access learning and career opportunities.

2. Generate **greater awareness** of the importance of career navigation services for adult learners.

3. **Bring together stakeholders** from across the adult ed ecosystem and adjacent fields to encourage collaboration and information-sharing.

Challenge details



Benefits of participating



Impact

Make an impact on adult learners and the broader workforce.



Leadership

Be at the forefront of an emerging ecosystem.



Support

Access to **resources and mentorship.**



Prize pool

A chance to receive a share of **\$1 million in non-dilutive funding.**

Overview

Stage 1: Open submissions

Innovators are invited to submit prototypes for digital tools that will improve the career navigation experience for adult learners.

Submissions are due by 6:00 p.m. ET, Thursday, December 15, 2022.

Up to five finalists will be selected to receive at least \$50,000 each and progress to Stage 2.

Stage 2: Accelerator

Finalists will have access to virtual resources and mentorship from experts to help them build and test their tools. At the end of Stage 2, finalists will submit their market-ready tools for review and participate in a live demo day.

One grand-prize winner will receive \$500,000, and up to two runners-up will receive a share of at least \$250,000.

Eligibility

Eligible entrants must be:

- **Individuals at least 18 years of age and a citizen or permanent resident of the United States;** or
- **Teams of individuals** that are all at least 18 years of age and include at least one citizen or permanent resident of the United States, or
- An **entity registered or incorporated** in accordance with applicable state and local laws, and maintaining a **primary place of business in the United States.**

Target users

Tools should be designed to serve **adult learners**:

Someone who has attained 16 years of age; is not enrolled or required to be enrolled in secondary school under state law; and:

- *Is basic skills deficient;*
- *Does not have a secondary school diploma or its recognized equivalent, and has not achieved an equivalent level of education; or*
- *Is an English language learner.*

Submission fidelity

Stage 1: Prototypes

- Description of proposed tool's key functionality.
- Evidence base to inform tool design and desired outcomes.
- Demonstrated understanding of adult learners, other target users, and broader adult ed landscape.
- Plan for building and testing tool in Stage 2.

Stage 2: Market-ready tools

- User-tested, functioning tool ready for deployment.
- Plan for deployment to adult learners and other target users.
- Ability to collect and share data such as usage, experience, and outcomes data.
- Plan for scaling and sustainability beyond the challenge.

Stage 1 selection criteria

Criteria	Description
Analytics and insights	Extent to which the entrant identifies relevant data points — such as user, usage, and outcomes data — to inform continuous tool improvements and advance the adult ed sector’s understanding of effective career navigation practices.
Impact	Extent to which the tool has the potential to improve career navigation for adult learners — including through increased self-awareness, career knowledge, confidence, and/or job attainment in high-growth, high-wage industries.
Integration	Extent to which the entrant plans to integrate with existing local workforce systems and tools, including through partnerships with adult education providers and/or industry.
Learner centricity	Extent to which the entrant demonstrates an understanding of their target adult learners’ specific needs — such as literacy, tech proficiency, and access to technology.
Scalability	Extent to which the tool has the potential to be scaled to impact a meaningful number of adult learners beyond the challenge.
Market readiness	Level of confidence that the tool will be market ready by the end of Stage 2 — with reference to the fidelity of the prototype, the team’s expertise, and the Stage 2 build and user testing plan.

Stage 2 selection criteria

Criteria	Description
Analytics and insights	Extent to which the entrant demonstrates a plan to collect and share data to inform continuous tool improvements and advance the adult ed sector's understanding of effective career navigation practices.
Impact	Extent to which the entrant demonstrates how their tool will improve career navigation for adult learners — such as increased self-awareness, career knowledge, confidence, and/or job attainment in high-growth, high-wage industries.
Integration	Extent to which the tool will effectively integrate with local systems, including through partnerships with adult education providers and/or industry, and compatibility with existing datasets and tools.
Learner centricity	Extent to which the tool design, content, and deployment plan reflect target adult learners' needs, as informed by rigorous user testing.
Scalability	Extent to which the entrant articulates a plan to deploy and scale the tool to impact a meaningful number of adult learners following the challenge.
Sustainability	Extent to which the entrant demonstrates the skills, resources, and commitment to maintain, update, and grow their tool beyond the challenge.

Stage 2 accelerator



EARLY 2023

Boot camp

In-person workshop
(conditions permitting).



EARLY 2023 - FALL 2023

Mentorship and resources

Access to subject matter experts
and curated resources.



FALL 2023

Stage 2 submissions

Finalists submit Stage 2
submissions for review.



FALL 2023

Live demo day

Finalists present
their market-ready tools.

Prizes

Total prize pool: \$1 million

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Stage 1

Up to five finalists:
at least **\$50,000 each**

Stage 2

One grand-prize winner:
\$500,000

Up to two runners-up:
a share of at least
\$250,000

How to get started

In Stage 1, all finalists have access to support as they prepare their submissions.

- **Join the challenge community.** Connect with potential team members or offer your expertise.
- **Discover new resources.** Learn more about adult learners, the adult ed ecosystem, and career navigation.

Visit www.futurefinderchallenge.com/resources/.

How to enter

To enter the challenge, you will need to do the following by **6:00 p.m. ET on December 15, 2022:**

1. Create a Luminary Lightbox™ account.
2. Review the Stage 1 selection criteria.
3. Complete and submit the Stage 1 submission form at FutureFinderChallenge.com.

Please plan to complete all of these steps well ahead of the deadline. That will allow time to resolve any potential technical issues.

Q&A



Q&A

Please submit questions in the Q&A window in Zoom.

We will publish FAQs on FutureFinderChallenge.com following today's session. Published answers (not live answers to questions) will be considered final responses.

Additional questions may also be sent to hello@FutureFinderChallenge.com.



Next steps

- Contact hello@FutureFinderChallenge.com with any additional questions.
- Add hello@FutureFinderChallenge.com to your address book to make sure important messages are not marked as spam.
- Visit FutureFinderChallenge.com to sign up for the newsletter and join the challenge community.



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