



College and Career Success,
for everyone



CSM LEARN

David Goldberg, CEO
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CSMLEARN
Public Benefit Corporation

Certified



Corporation

to empower people to reach their full potential:
in their education,
in their careers,
and in their lives,
being particularly mindful of those who are underserved

What you will learn about CSM



One course

College-level math

Employability skills

Academically-challenged to college-prep

Can transform school culture

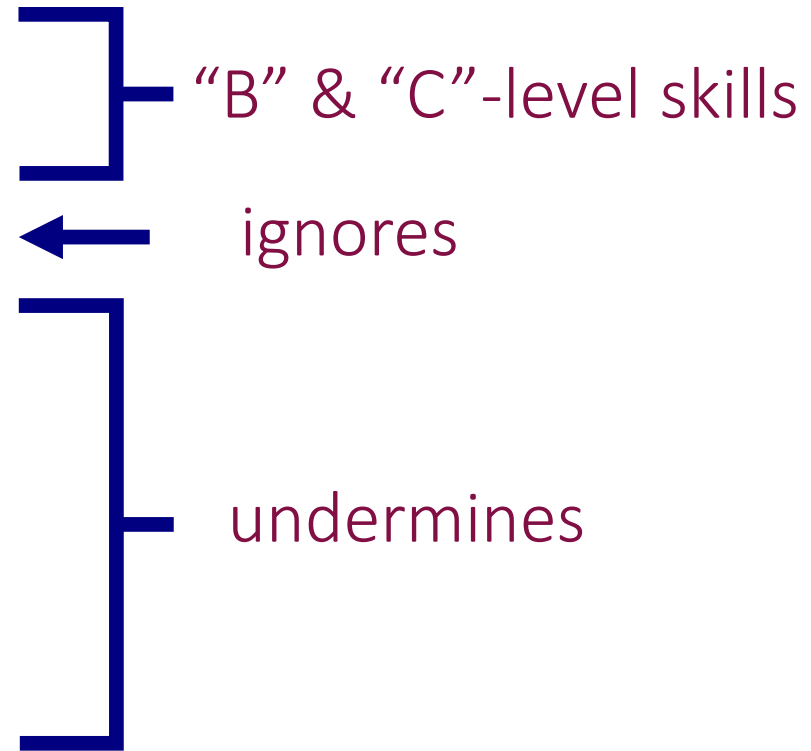
One course

What's needed for success in school, college, work and life



Education & workforce training, educational technology:

- ◆ Quantitative reasoning
- ◆ Applied literacy
- ◆ Problem-solving strategies
- ◆ Ability to learn on your own
- ◆ Attention-to-detail
- ◆ Persistence & self-reliance
- ◆ High personal expectations
- ◆ Self-efficacy: "I can"



This is the fundamental impediment to high school success

HIGH PERFORMANCE

- ◆ Quantitative reasoning
- ◆ Applied literacy
- ◆ Problem-solving
- ◆ Ability to learn on your own
- ◆ Attention-to-detail
- ◆ Persistence
- ◆ High personal expectations
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Universal college and career success skills

The CSM COURSE teaches HIGH PERFORMANCE

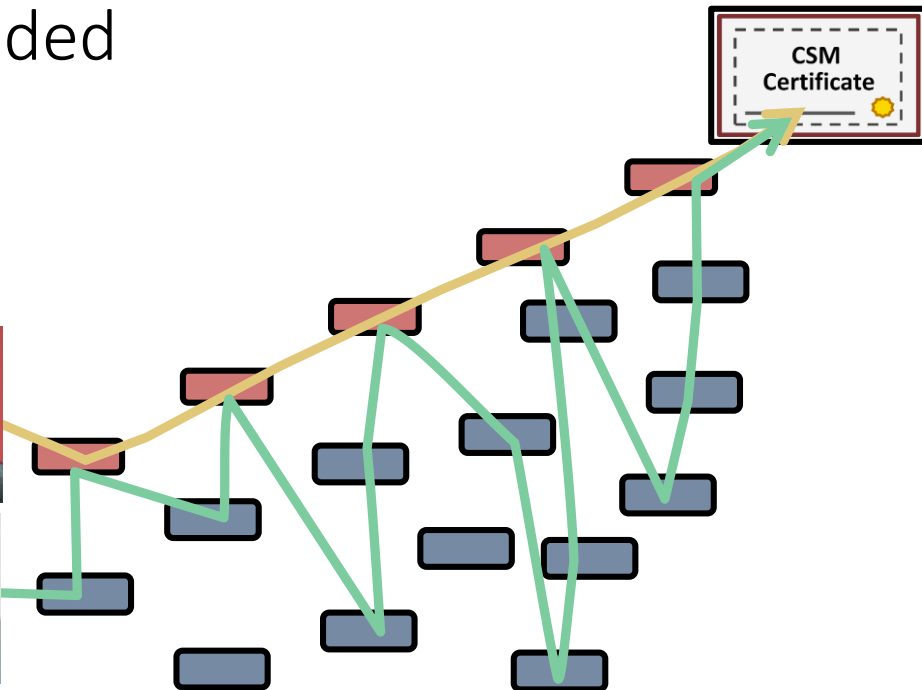
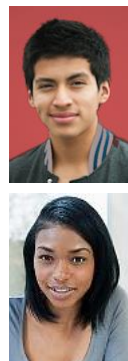


Skills

- ❖ Quantitative reasoning
- ❖ Applied literacy
- ❖ Problem-solving

*Self-paced
online course*

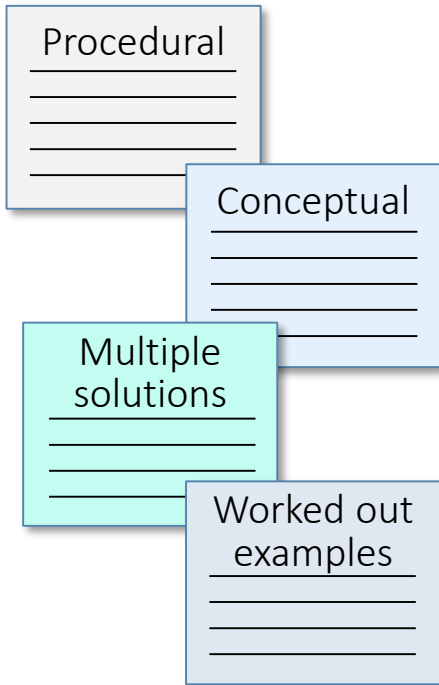
- ◆ One semester class
- ◆ Standalone/embedded
- ◆ 8th – 12th grade





Learning strategies

Skills

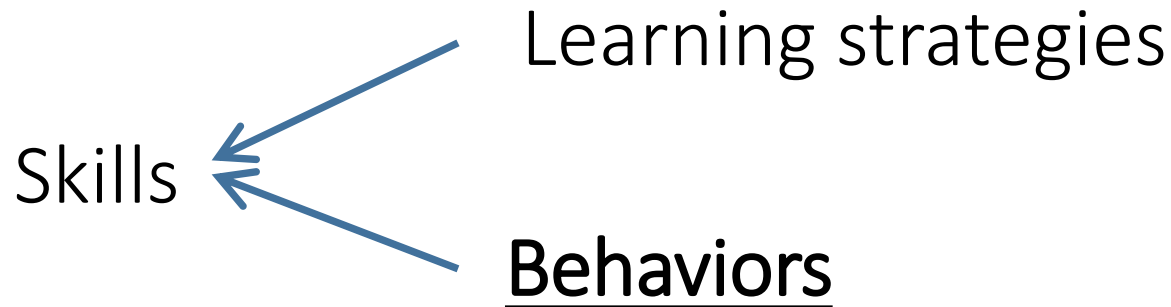


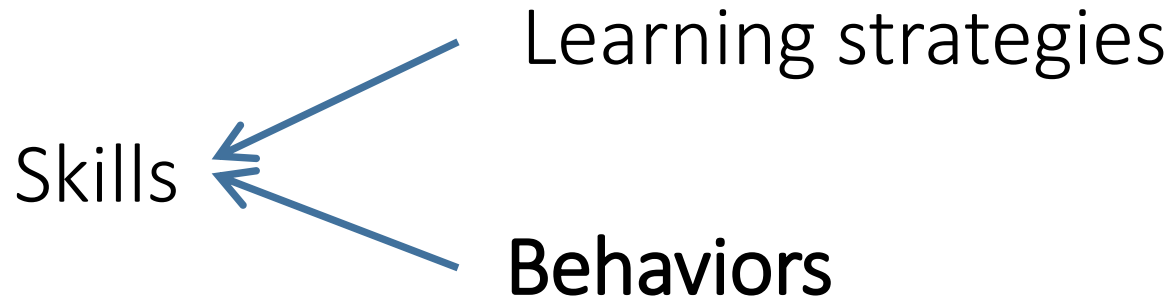
How do they try to learn?



Do they learn?

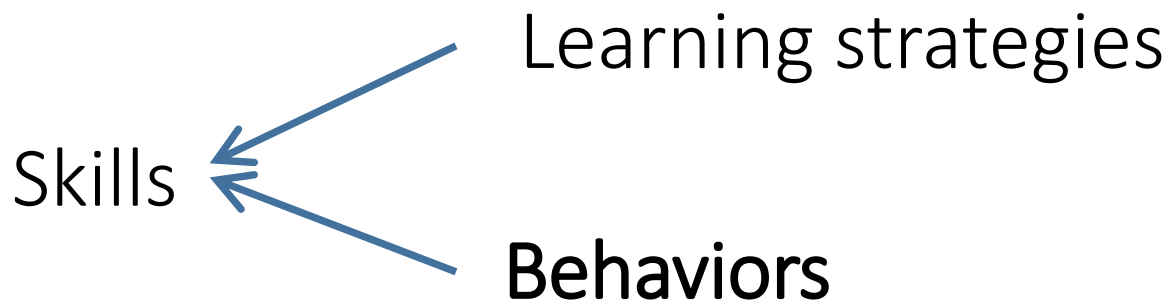






Competency

Defined by Item Response Theory as
60-70% right on a multiple-choice test



Mastery

On every skill, every student must:

- Score 100%
- Repeat this within a few attempts
- Repeat this 2 weeks later

$0.2 \times 2 =$

$9 \times 0.08 =$

$7 \times 0.2 =$

$0.4 \times 80 =$

$30 \times 0.05 =$

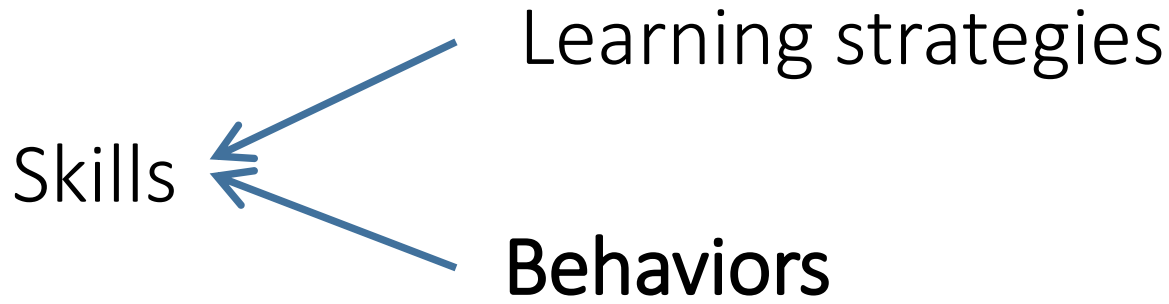
$0.2 \times 0.6 =$

$0.3 \times 0.5 =$

$900 \times 0.08 =$

$0.06 \times 7000 =$

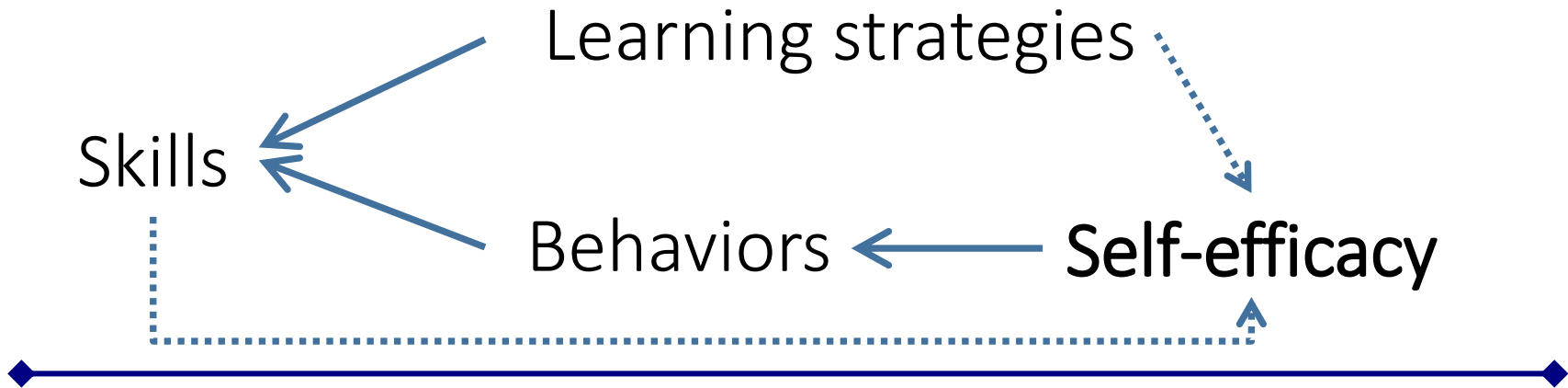
$0.09 \times 200 =$



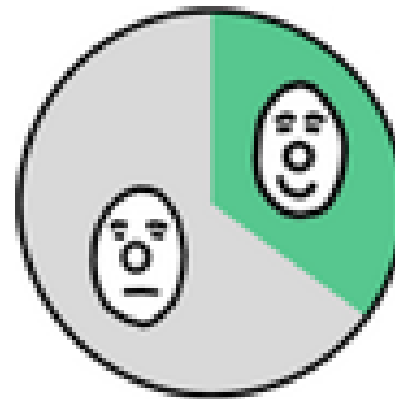
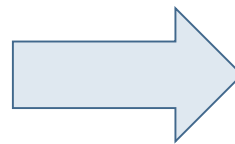
Mastery

- ◆ Students with mastery learn skills **much, much** better
- ◆ Education is the only place where B/C skills are OK
- ◆ Students learn from mastery
 - ◆ What A-level work is
 - ◆ That they can do A-level work
 - ◆ How good it feels to do A-level work



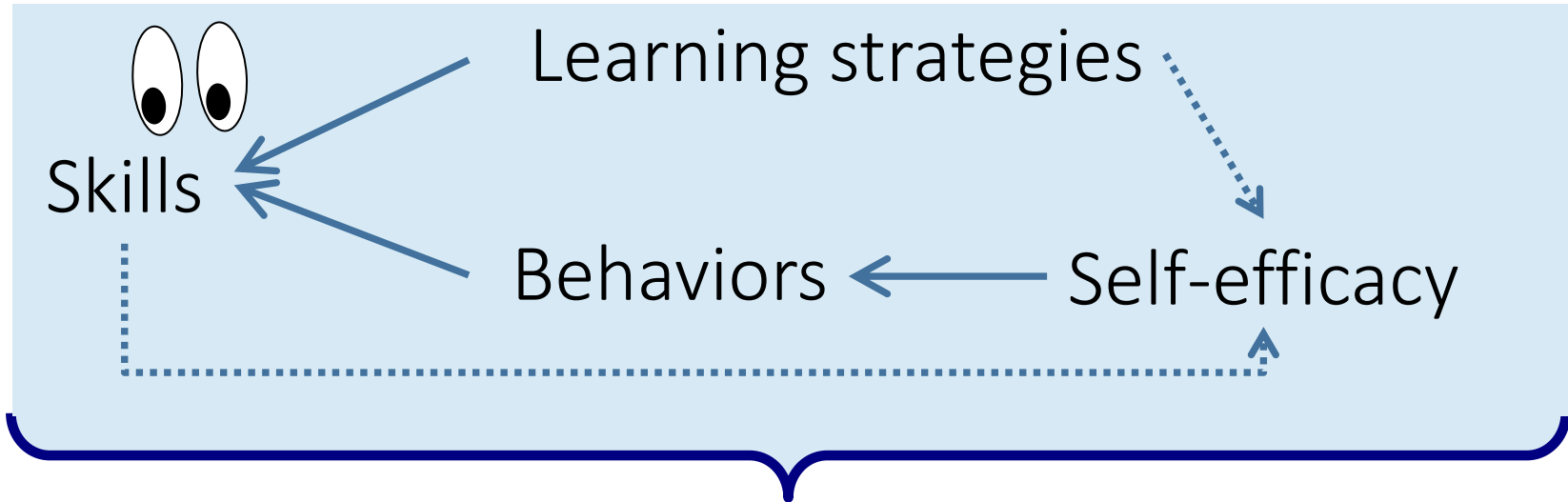


Fear



↓ ↓ ↓ ↓
low self-esteem

Only **35%** of 4-year college graduates
can do what you just did!



HIGH PERFORMANCE

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CSM has many more facets



- ◆ STEM
 - ◆ skills
 - ◆ mindsets
- ◆ CTE
 - ◆ entirely workforce contextualized
- ◆ Social-emotional learning (SEL)
 - ◆ conscientiousness
 - ◆ persistence
 - ◆ self-reliance
 - ◆ high personal expectations
 - ◆ self-efficacy
- ◆ “Non-remedial remediation”
 - ◆ No stigma

The CSM CERTIFICATE is the world's first certificate of generalized high performance



- ◆ Quantitative reasoning
- ◆ Applied literacy
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School and college success skills
What employers care about in ALL employees



◆ American Council on Education Credit Recommendation Service



- ◆ **3 semester hours of quantitative reasoning credit**
at the baccalaureate level
- ◆ the major coordinating body for all the nation's higher education institutions

- ◆ May satisfy:
 - ◆ college and career readiness requirements
 - ◆ math placement in college or concurrent/dual enrollment
 - ◆ math requirements for certain college degree

- ◆ These math skills are the predominant barrier to postsecondary attainment in underserved students

CSM teaches career success skills

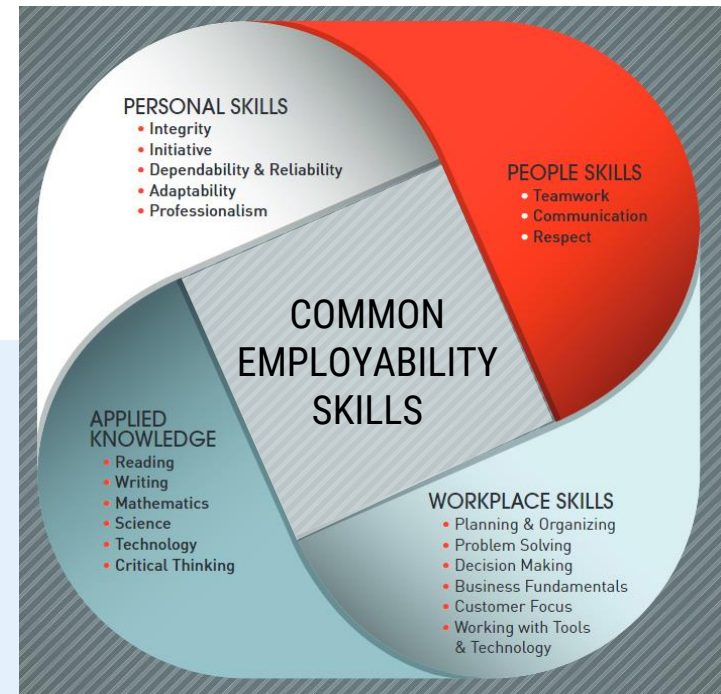


- ◆ Center for Energy Workforce Development (CEWD)
 - ✦ and other industry associations
- ◆ Common Employability Skills
 - ✦ Many industry associations
 - ✦ Representing 75% of jobs growth

“The CSM High Performance course and certificate addresses a **core set of the Common Employability Skills** that is directly linked to high performance on the job.”

Valerie Taylor

author of the Common Employability Skills framework

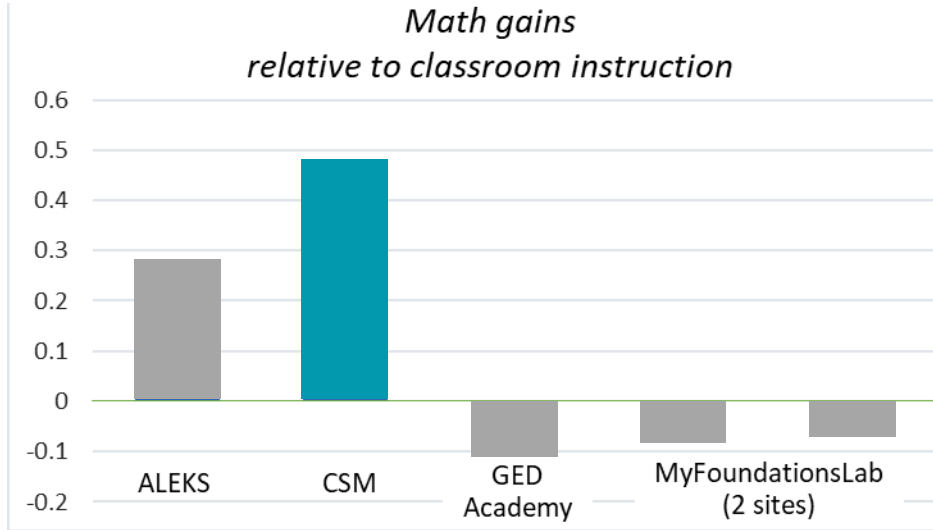


Local businesses will deeply appreciate this
The CSM Certificate matches employer needs

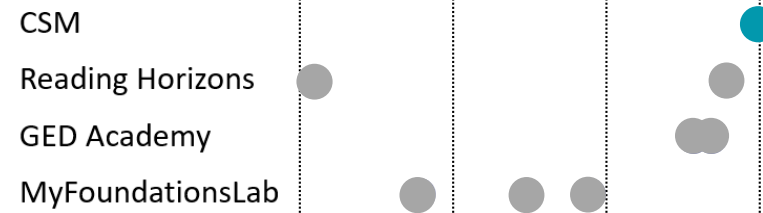
TABLE Study (SRI - Stanford Research Institute)



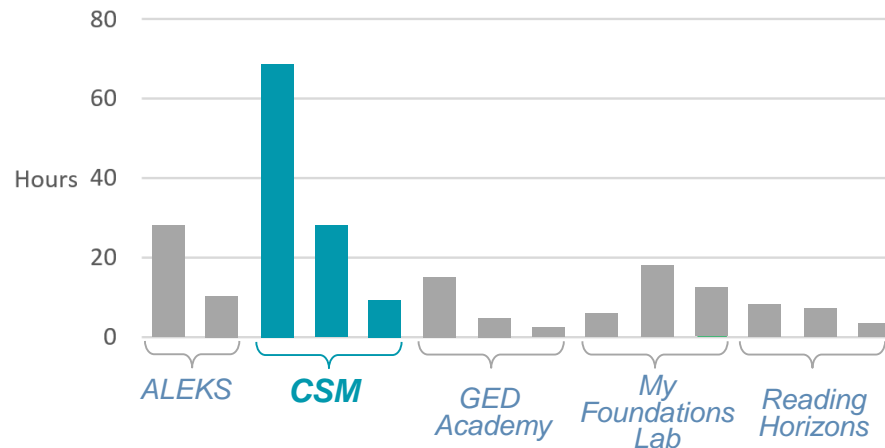
Math gains relative to classroom instruction



Reading and Language Effect Size

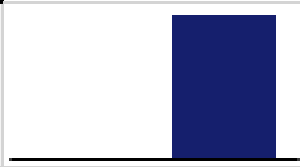
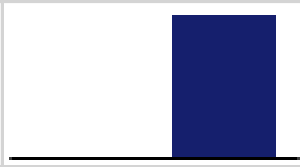
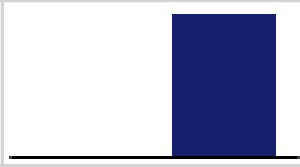
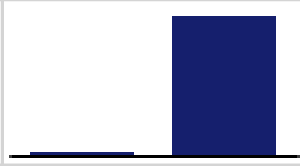
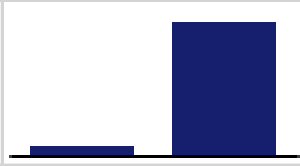
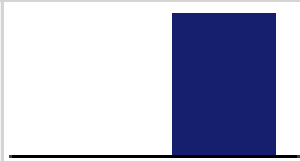


Median time spent on program (by site)



Health insurance company



25% postgrad, 25% bachelor, 20% associate, 30% high school diploma	disagree	agree	
I found parts of CSM challenging	0%	100%	
I found CSM motivating -- I wanted to complete it	0%	100%	
CSM was a worthwhile experience for me	0%	100%	
Having worked on CSM, there are more tasks that I can tackle	3%	97%	
I feel more prepared for further education	7%	93%	
I feel more excited about further education	0%	100%	

Where do students place
their new-found self-efficacy?

Current Model

A handful of conversations over your
life focused on short-term decisions

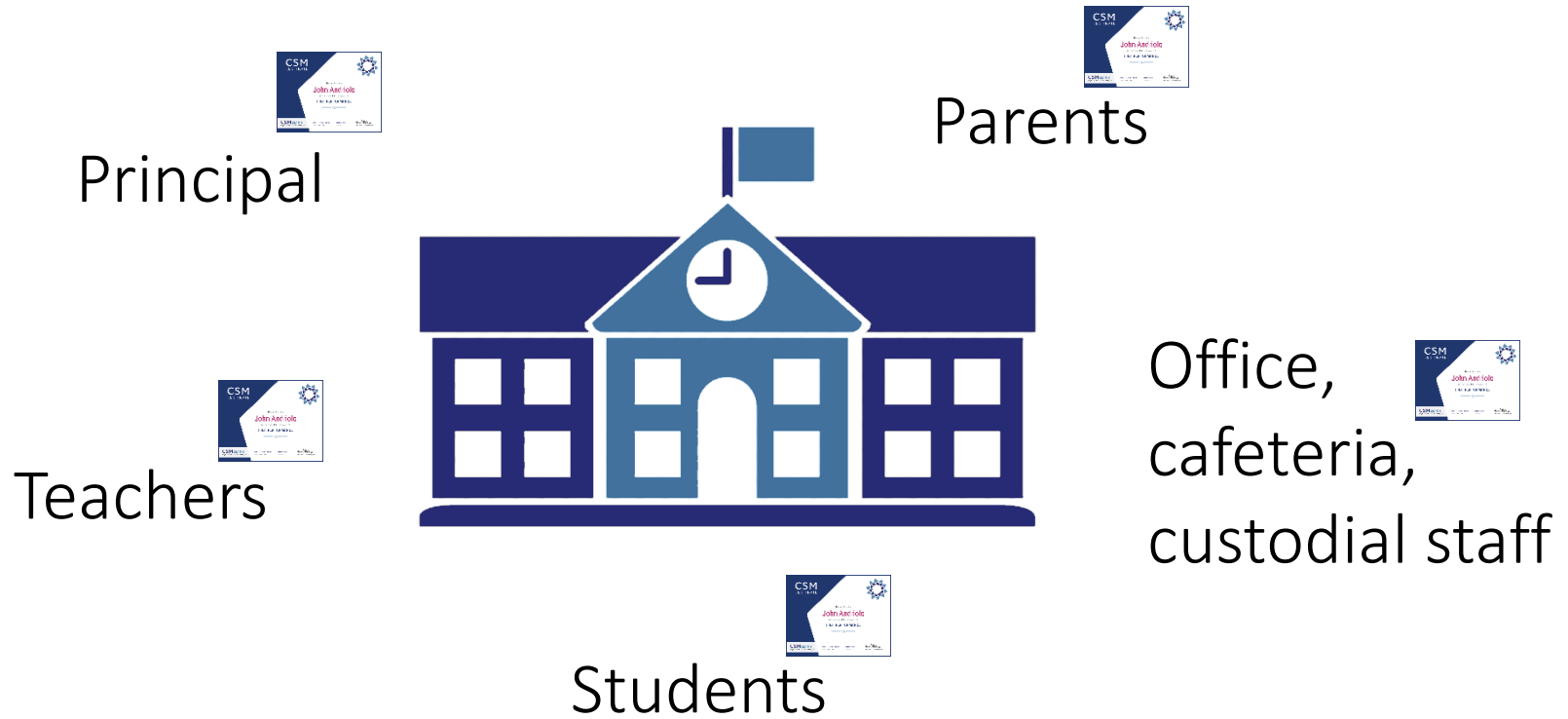


Internal coach: the skill of lifelong career decision-making

- ◆ Credentials get jobs; performance gets promotions
- ◆ Assets: academic, job history, professional, personal
- ◆ Life satisfaction and the living wage
- ◆ Autonomy, mastery, purpose
- ◆ Self-forgiveness and patience; it's OK to make mistakes
 - ✦ Most people don't follow simple career pathways

Enables meaningful career conversations in the classroom

High Performance High Schools



High Performance High Schools



- ◆ All students get the benefits of CSM
- ◆ Teachers/administrators
 - ✦ Challenging experience: good for them, meaningful for students
 - ✦ Learn what students are capable of
- ◆ Non-professional staff
 - ✦ Professional & personal development
 - ✦ Higher engagement with purpose of the school
- ◆ Parents
 - ✦ Learn together with their children, talk about life and careers
 - ✦ Free college math training and career guidance
- ◆ School Community
 - ✦ A joint sense of accomplishment and self-efficacy

“We’re a High Performance High School”



- ◆ One course
- ◆ No major changes in any other school activities
- ◆ All professional development & support for teacher/coaches is free
- ◆ For CSM's ACE college credit recommendation
 - ◆ no administrative complexity
 - ◆ no need for students to meet placement requirements

CSM / High Performance High School pricing



- ◆ CSM = CSM Course, CSM Certificate, Career Strategies, ACE college credit database, CSM+
- ◆ As you go
 - ◆ \$29 /student
 - ◆ A fraction of the cost of community college course
- ◆ High Performance High School
 - ◆ Fixed discounted price for unlimited people in your school community – students, teachers, administrators, nonprofessional staff, parents
 - ◆ CSMlearn Expert Online Coaches for 100 people (gratis)
- ◆ Flexible district pilot
 - ◆ Fixed discounted price for 180 students and unlimited teachers and administrators across your district
 - ◆ CSMlearn Expert Online Coaches for 25 people (gratis)



- ◆ CSM empowers *ALL* students with the skills and traits needed for success in school, college, work and life
- ◆ Small footprint implementation with potentially large and rapid effects
- ◆ High Performance High Schools transform school culture

Next steps:

Bring all decision-makers into the conversation

Brainstorm about implementation

Is January a possibility?