




# A New Era

*for Career Readiness*





**2025 Annual Report**  
**A New Era  
for Career  
Readiness**

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Part One

# A New Era

**I**t's no understatement to say that 2025 was a year of rapid transformation for our organization, both inside and out. For nearly a decade, we have championed career-readiness learning as the key to a brighter future for our nation's youth. But this year marked the beginning of something new—not a change in our vision or mission, but rather, **an optimization for impact.**

We innovated, partnered, and scaled in new ways that allowed us to meaningfully expand the solutions and experiences students need to explore careers early, build critical skills, and confidently navigate diverse pathways (with or without a college degree). Through these efforts, **we were able to directly impact millions of students**, while also using our research, thought leadership, and advocacy efforts to reshape systems nationwide.

Sitting at the intersection of industry, education, policy, and funding, **we find ourselves uniquely positioned to become the leading catalyst for youth career-readiness solutions in the U.S.** It's the result of years of work to spread our message, gain support, and build out our efforts. The only thing missing? A name that matched the organization we've become.

Our previous name represented a bygone era, one that narrowly focused on supporting students pursuing a four-year degree—and one far from our modern vision of a future where all students have opportunity and access to career-readiness learning. In a year where optimizing for greater impact was a key focus, we knew now was the time to make a change.

**Today, we are Britebound™.** We exist to inspire students to explore their passions, experiment with potential careers, and navigate a path to their future. And our message to them is simple: Find your why. Find your way.

**A new era has begun. Explore our 2025 journey and discover why.**



# Honoring the Foundation, Shaping the Future

A Message from Britebound President and CEO, Julie Lammers

## Our Vision

We envision a future where all students have the opportunity and access to career-readiness learning, starting in middle school, so they will be equipped to make informed, confident decisions about their future.

## Our Mission

Britebound is changing how kids learn about careers and prepare for their futures through equitable access to career-readiness information and experiences.

**T**ransformation is rarely a single moment. More often, it's a series of deliberate steps grounded in purpose, guided by values, and shaped by people who deeply believe in the work. As I reflect on Britebound's journey last year, I'm struck by just how much has evolved—but also how much has remained steadfast at our core.

2025 marked an important leadership transition for our organization. I want to begin by expressing my deep gratitude to Jean Eddy, whose vision, conviction, and tireless advocacy laid the foundation for everything Britebound is today. Jean's leadership helped expand our understanding of what it truly means to prepare young people for life after high school, and her legacy continues to shape our strategy, our partnerships, and our commitment to equity and opportunity. I am honored to build upon that foundation.

Moving into 2026, we also embraced a new name: American Student Assistance became Britebound. While our brand identity has evolved, our mission has not. We remain deeply committed to changing the way young people learn about careers and envision their futures.

Britebound reflects the clarity and confidence we have in that mission today: illuminating pathways, expanding access to opportunity, and ensuring that every young person, regardless of background or ZIP code, can envision and pursue a future that feels meaningful and attainable. Amid so much uncertainty across our nation, this work has never been more critical.

Central to this work is, of course, partnership. Progress at this scale does not happen in isolation, and we are proud to stand alongside organizations that are translating vision into impact every day. Through collaborations with new subsidiary partners like Education at Work and NAF, we are helping young people gain real-world experience, build durable skills, and connect learning to purpose. These are efforts you'll see highlighted throughout this report.

Launched by Britebound in 2024, TeenVoice is a powerful example of partnership-driven innovation, evolving into a tech-enabled market research platform that captures authentic insights into teens' interests, behaviors, and experiences to inform more relevant and respectful outreach. In 2025, it reached a major milestone by spinning

off as an independent, for-profit entity, reflecting both the strength of the model and rising demand for data-driven youth engagement, all while underscoring Britebound's role as an incubator of mission-driven ideas that can scale for lasting impact.

As Britebound continues to transform, our focus remains clear: deepen our impact, strengthen our ecosystem of partners, and stay relentlessly centered on young people and their futures. We are building a movement that recognizes the complexity of today's pathways and responds with creativity, collaboration, and courage.

I am confident in the direction we are headed and hopeful about what lies ahead. The work before us is urgent, but it is also filled with possibility. Thank you to our partners, supporters, and team for walking this path with us and for helping ensure that every young person has the opportunity not only to discover their place in the world, but also to know they belong there.

With gratitude and optimism,

**Julie Lammers**  
President and CEO, Britebound



# A Year of Mission-Driven Momentum

A Message from Britebound's Board Chair, Lawrence H. Gennari

**B**ritebound's evolution over the last several years has been both intentional and inspiring, and I've been fortunate to witness that growth firsthand as Board Chair. Throughout the course of my tenure, I've had the opportunity to witness Britebound mature in clarity, confidence, and impact, expanding how we show up for young people, partners, and the broader education-to-career ecosystem.

The change from American Student Assistance to Britebound reflects who we are today: an organization rooted in possibility, focused on illuminating a vast array of pathways, and committed to helping young people navigate an increasingly complex future with confidence. From the Board's perspective, this evolution was both thoughtful and necessary, and we are confident it positions the organization for sustained impact in the years ahead.

That confidence is rooted in people. Today, Britebound is powered by a talented and dedicated team of 80+ staff members, whose expertise, creativity, and passion bring our mission to life every day. As the organization has grown in scale and sophistication, so too has its ability to collaborate across sectors, support innovative partners, and respond to the real needs of young people nationwide.

As we look forward, it's also important to reflect with gratitude on the leadership that brought us here. Jean Eddy's years of service as President and CEO were transformational for this organization. Her vision helped expand the conversation around career readiness, elevate youth voice, and build a strong foundation of partnerships and influence. On behalf of the Board, I extend our deepest thanks to Jean for her extraordinary leadership and lasting legacy.

At the same time, the Board has great confidence in Britebound's next chapter under the leadership of Julie Lammers. Julie brings deep institutional knowledge, strategic thinking, and a strong commitment to mission—qualities that position the organization well for continued growth and impact. We are energized by her leadership and confident in the direction she is taking the organization.

Today, Britebound stands at an exciting intersection: rooted in strong governance, energized by new leadership, and advancing a unified strategic direction. The Board

remains deeply engaged and confident in the organization's trajectory, and we are optimistic about what lies ahead.

Thank you to our partners, supporters, and staff for your trust, collaboration, and belief in this work. Together, we are building something enduring that will continue to open doors, expand opportunity, and help young people imagine and pursue what's possible.

**Lawrence H. Gennari**  
*Chair, Britebound Board of Directors*  
*Co-founder, Gennari Aronson, LLP*

## Britebound Board



**Carla Thompson Payton • Vice Chair**  
Chief Strategist and Impact Officer,  
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**Stephanie Crimmins**  
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Executive Director, Massachusetts  
Educational Financing Authority (MEFA)



**Kenneth Jones**  
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President & CEO, Network for Teaching  
Entrepreneurship (NFTE)



**Margaret (Mags) Ng**  
Head of Production, Riot Games



**Alex Rappaport**  
Co-founder & CEO, Rekindle



**Lisa Dughi • Board Observer**  
CEO, NAF



**Jean Eddy • Advisor to the Board**  
Former President and CEO, Britebound

Part Two

# Optimizing for Impact

## Empowering Millions of Students

Every student deserves the chance to approach their future with clarity and confidence. As traditional pathways shift and the demands of the workforce evolve, students need meaningful opportunities to explore careers, develop essential skills, and understand their options. Britebound addresses this by embedding career-readiness solutions throughout the career-planning journey. We empower students to **explore** careers in middle school, **experiment** and build skills through work-based learning in high school, and confidently **navigate** diverse paths as young adults.

In 2025, we optimized for greater impact through direct student engagement, ecosystem investment, thought leadership, and strategic partnerships. Our digital experiences build students' confidence, skills, and clarity about their futures, while our grants and impact investments expand career readiness by scaling effective solutions. Through research, advocacy, and mission-aligned partnerships, we help shape policies, perceptions, and opportunities so every young person can realize their full potential.

**Here's how these efforts came together to empower millions of students to find their why—and their way.**

# 2025 By The Numbers

**Over 15 million**  
young people

learned about careers through our digital career-readiness platforms and supported programs

**\$26.1 million**

in capital deployed across 5 funds and 3 direct investments

Learn about how our investments are increasing opportunity and access to career-readiness learning in our [2025 Impact Investing Report](#)

**3,982** respondents

to 4 national surveys, including a new, co-branded survey with the American School Counselor Association (ASCA)



**82% increase**  
in readership of our PivotEd Newsletter

**Over 5 billion**

views of our research and insights featured in *Forbes*, *USA Today*, *CNBC*, *TIME*, *Fortune*, *Newsweek*, *The 74*, and others

**\$23.6M** in grants awarded to

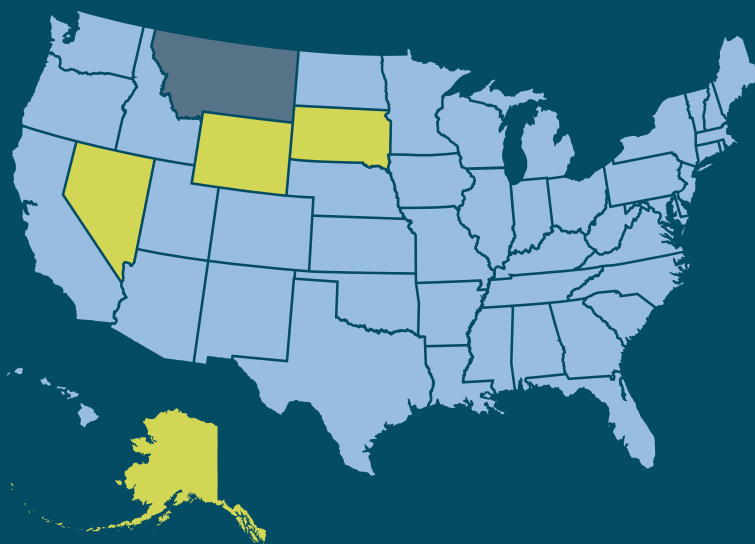
**32** organizations across

**18** states and territories

**82** event appearances

at marquee conferences including *ASU+GSV*, *HolonIQ*, and *Jobs for the Future's Horizon Summit*

## States Impacted by Britebound Funding in 2025



**72** organizations

reached with funding, including new grantees such as the *University Innovation Alliance*, *City Year*, *Jobs for America's Graduates (JAG)*, the *National Center for Learning Disabilities*, *TNTP*, *Advance CTE*, the *National Urban League*, and more

- States where Britebound funding has served
- States supported by national campaigns
- New states added in 2025 Grantmaking cycle



**Over 435,000**

views of *The One Question Podcast* since its launch—featuring guests such as *Common*, *Yo-Yo Ma*, *Ice T*, *Tanya Wright*, *Colin Kaepernick*, *Stevie Van Zandt*, and more

## 2025 Honors and Achievements

**This year, Britebound's work and the leadership behind it were recognized with several national honors that reflect both our impact and our evolution.**

In 2025, Jean Eddy was named a **National Leader** by the EdTech Awards, while Britebound was also recognized as a **Finalist for Company Setting a Trend**. Our storytelling and communications efforts earned a **Webby Award Honoree distinction** for the *Launchpad Jobs Report*, as well as an Award of Distinction from the Communicator Awards for the public relations campaign around Jean Eddy's book. We were also named a **Finalist in the Zenith Awards** for our 2024 annual report and received multiple honors from the **LACP Vision Awards**, including a Platinum Award, placement among the Top 100 Reports Worldwide, and recognition for Best In-House Report and Technical Achievement. Additionally, our partnership with FREE TO DREAM™ on the I AM FREE TO DREAM™ campaign won Gold and Silver in the **2025 Anthem Awards**, and Julie Lammers was honored with the **Grantmakers for Education Catalyst Award** for her leadership and impact.

# Funding Our Mission

## 2025 Summary Financial Statements *(In thousands)*

Assets	2025 <i>(Unaudited)</i>	2024 <i>(Audited)</i>
Investments	\$1,098,287	\$1,045,121
Cash & Cash Equivalents	50,827	32,095
Receivables & Other	36,564	36,607
<b>Total Assets</b>	<b>\$1,185,677</b>	<b>\$1,113,823</b>
<b>Liabilities &amp; Net Assets</b>		
Accounts Payable & Other Liabilities	\$29,311	\$27,790
Social Bond Payable	99,464	99,361
Net Assets	1,056,902	986,672
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,185,677</b>	<b>\$1,113,823</b>
<b>Revenues</b>		
Revenues	\$43,720	\$52,825
Grants & Other	2,821	399
Net Investment Return	138,796	102,917
<b>Total Revenues</b>	<b>185,337</b>	<b>156,141</b>
<b>Expenses</b>		
Grants & Programs	37,207	24,603
Operating Expenses	77,626	59,730
Non-Recurring	274	(859)
<b>Total Grants &amp; Expenses</b>	<b>115,107</b>	<b>83,473</b>
<b>Change in Net Assets</b>	<b>70,230</b>	<b>72,668</b>
<b>Net Assets, Beginning of Year</b>	<b>986,672</b>	<b>914,004</b>
<b>Net Assets, End of Year</b>	<b>\$1,056,902</b>	<b>\$986,672</b>

*These financial statements represent unaudited data.*



# Career Exploration

**F**or decades, the common approach for many students has been to wait until college to start exploring their career options. There are two key problems with this: First, not all young people attend college, either due to rising costs or not seeing the perceived value. Second, at this stage, the stakes are too high; they're already paying for classes and a degree that may or may not be applicable to their future career, and facing the added pressures of young adulthood. This is why it is crucial for students to start exploring careers as early as middle school.

**Here's how we expanded career exploration opportunities in 2025.**

## Building Coalitions of Support

### A New Network for Middle School Career Exploration

In 2025, Britebound launched the Middle School Career Exploration Impact and Learning Network, a first-of-its-kind coalition designed to strengthen and accelerate career exploration systems nationwide. Built in partnership with Education Strategy Group (ESG) and informed by insights from their jointly published research, [Extending the Runway: A National Analysis of Middle School Career Exploration](#), the network brings together five states—Arizona, Arkansas, Kentucky, Pennsylvania, and Washington—to advance a unified vision for high-quality middle school career exploration. By fostering cross-state learning and building the field's first coordinated infrastructure for middle school career exploration, the network is laying the groundwork for scalable, equitable systems that can support every student long before high school begins.

## Spreading the Message Online and in the Field

Launched in January of 2025, [Jean Eddy's contributor column on Forbes.com](#) offered a biweekly exploration of the youth career-readiness journey throughout the year. The series covered career exploration topics, such as "Why Youth Career Readiness Needs to Begin in Middle School" and "Tips for Working With Middle and High Schoolers in the Workplace," in addition to subjects related to experimentation and navigation. In addition to Jean's column, Britebound also conducted the Middle School Lookback survey, which surveyed over 2,500 young people aged 16–24, asking for reflections and perspectives on their middle school experiences. We shared initial results from the survey with core audiences at the Council of Chief State School Officers (CCSSO) and with the Middle School Career Exploration Impact and Learning Network, and whitepapers will be published throughout 2026 based on findings.

## Reaching Kids Directly

### Our Digital Career Exploration Experiences

Every year, we directly engage with millions of kids through our free, Britebound-built ecosystem of digital career-readiness experiences. The **Future Network** video series follows students as they explore and learn about different careers directly from professionals, giving viewers an up-close perspective on ideas for their futures. For an even more personalized experience, we also offer **Futurescape**, a career exploration tool that helps kids discover and learn about career paths that

match their personality and interests. To reach the millions of students who engaged with these experiences throughout the year, Britebound marketed directly to them on the platforms they use every day, including Snapchat, TikTok, YouTube, and more, and achieved a successful engagement rate of over 47 percent.

## Funding New Solutions and Programs

### East Central Educational Service Center

Britebound's support of the East Central Educational Service Center (ECESC) is helping expand high-quality career exploration for students across East Central Indiana. ECESC introduces students to a range of career paths through hands-on activities. These experiences connect directly to their strengths and interests, while closely partnering with local employers to shape real-world experiences and materials. In addition to this pilot, Britebound's funding is enabling ECESC to broaden implementation of K–12 career-connected initiatives—including career awareness and exploration projects, graduation pathways, and work-based learning—through grants, professional development, and one-on-one support for schools across the region, reaching tens of thousands of students each year.

## Partnering for Impact

### Exploring Pathways with Roadtrip Nation

Britebound continued its partnership with Roadtrip Nation in 2025, bringing storytelling-driven career exploration to more young people through two major initiatives. Together, we launched the first-ever AI-guided virtual roadtrip, which utilizes generative AI and Roadtrip Nation's interview archive to match students with personalized career stories. An early pilot reached nearly 3,000 learners and [showed promising gains](#) in career confidence and exposure to more diverse pathways. Britebound also supported the Explore Your Interests Roadtrip, a cross-country journey with three young adults that will culminate in a national PBS documentary airing in 2026. By pairing innovative digital tools with real-world storytelling, this partnership enables students to envision futures that reflect their strengths and interests.

# Career Experimentation

**I**n addition to exploring careers early, it's equally critical that students have opportunities to experiment with careers throughout high school. By engaging in hands-on work-based learning opportunities, such as internships, apprenticeships, credentialing programs, and entrepreneurial education, students can begin to understand the kinds of things they like and dislike about work. These kinds of opportunities can also help to build the social capital and durable skills needed for long-term career success.

Here's how we expanded career experimentation opportunities in 2025.

## Building Coalitions of Support

### Advancing National Infrastructure for Career Readiness

Britebound strengthened the national infrastructure supporting youth career readiness by launching [CareerReady HQ](#), a new platform for career connected learning professionals developed in collaboration with Advance CTE. Designed for adults who guide young people's pathways, CareerReady HQ brings together three powerful tools in one place: **CareerReady Network**, a growing directory of employers and organizations offering work-based learning opportunities; **CareerReady Library**, a curated collection of resources for educators and practitioners; and **CareerReady Compass**, an interactive map of policies and initiatives shaping career readiness across the U.S. Together, these tools help connect programs, align efforts,

and increase visibility into the policies and partnerships that make career readiness possible nationwide.

This platform launch was reinforced by deeper coordination across systems and leaders. Britebound convened a national **Work-Based Learning Coalition** of more than 90 organizations to establish shared standards and improve collaboration between education and workforce partners, resulting in new tools such as an [Employer Translational Guide and Toolkit](#). At the state level, Britebound partnered with the **National Governors Association** to support chair initiatives in Colorado and Oklahoma, develop a career-readiness policy playbook for all governors, and elevate youth voice through stories and convenings with senior policymakers. Together, these efforts—spanning tools, coalitions, and policy—reflect a cohesive strategy to make career readiness more consistent, connected, and actionable across the country.

## Spreading the Message

### Sharing What Works in Work-Based Learning

In 2025, Britebound and Bellwether released [Making It Work: Ten Stories of Promise and Progress in High School Work-Based Learning](#), a follow-up to our 2021 analysis that examines how 10 states have advanced—or struggled to advance—equitable work-based learning since the pandemic. The report surfaced persistent barriers, including transportation challenges that continue to limit access for many students,

and highlighted promising state strategies to strengthen policy, infrastructure, and cross-agency coordination. To help address one of the most significant obstacles identified, Britebound funded a **virtual internship pilot** through the Work-Based Learning Alliance in seven of the profiled states, enabling more young people to participate in meaningful, skill-building experiences regardless

of geography or transit constraints. The report also reached a wide national audience through a three-part [Forbes series](#) in former CEO Jean Eddy's column, further solidifying Britebound's leadership in shaping the conversation about how to expand high-quality work-based learning for all students.

## Funding New Solutions and Programs

### Supporting Youth With Disabilities

Youth with disabilities often face additional barriers to accessing career-connected learning and work-based experiences. To help change this, we are funding several organizations that expand inclusive pathways, strengthen skill-building opportunities, and ensure every learner can explore their interests and future options to the fullest.

**Partners for Youth with Disabilities** is growing its school-based career-readiness program, providing mentoring, hands-on exploration, and practical skill development that help students build confidence and prepare for employment and independent living.

**Uplift Education** is piloting an inclusive Road to College & Career program for scholars with severe disabilities, offering tailored exposure, advising, and postsecondary planning to ensure every student can find a pathway that fits their strengths and goals.

**CAST, Inc.** is co-designing simulated STEM work-based learning and digital portfolios grounded in Universal Design for Learning, opening doors to future-forward fields where people with disabilities have long been underrepresented.

Additional partners, including the **National Center for Learning Disabilities**, **TERC**, and the **Phillips Program**, are advancing inclusive frameworks, STEM experiences, and early cohort models that broaden access to high-quality opportunities. Together, these investments reflect Britebound's commitment to removing barriers and ensuring that this new era of career readiness extends to all students.

### Reaching Kids Directly

## Our Digital Career Experimentation Experience

In addition to our exploration tools, Britebound's ecosystem of free digital career-readiness experiences also includes **EvolveMe**. This platform incentivizes students to learn career-ready skills and try on career paths by completing tasks, such as watching a video, taking an interactive course, connecting with industry professionals, and more, in exchange for rewards from their favorite brands. Britebound partners with other EdTech innovators to offer their solutions as free tasks on the platform, which helps them grow their user base while also providing a wider range of opportunities to students. In 2025, the platform saw engagement from students in all 50 states, with an overall user-satisfaction score of 4.8 (on a five-point scale). Even more encouraging, after completing their first task, users go on to complete an average of 28 other tasks on the platform.

### Reaching Kids Directly

## A New Youth-Led Initiative

In 2025, we piloted our inaugural [Youth-Led Grantmaking initiative](#), empowering 16 high school juniors and seniors from across Massachusetts to take part in every stage of the philanthropic process—from examining equity in traditional funding models to designing evaluation rubrics, reviewing proposals, and determining final awards. Guided by their decisions, Britebound awarded three grants totaling **\$900,000** to One Bead, Codman Square Health Center, and BioBuilder Educational Foundation, each

of which prepares young people for careers in fields such as healthcare and biotechnology. By placing youth at the center of funding choices, the initiative not only builds durable skills like communication, decision-making, and analytical thinking, but also sets a new standard for inclusive, youth-responsive philanthropy that will inform our future funding strategies.

### Partnering for Impact

## Strengthening Real-World Learning with NAF and NFTE

In 2025, Britebound partnered with both NAF and the Network for Teaching Entrepreneurship (NFTE) to expand high-quality, real-world learning opportunities for high school students nationwide. A new seven-year strategic partnership with NAF—including a two-year, **\$5 million grant** poised to unlock up to **\$14 million** in matching funds—will deepen work-based learning, expand career exploration, and strengthen educator development across more than 600 NAF academies serving over 112,000 students annually. Complementing this systems-level work, we continued our support for NFTE, whose entrepreneurship programs equip youth with the mindset, skills, credentials, and real-world experiences needed to design solutions, test ideas, and chart their own pathways. This year, we also joined NFTE on Capitol Hill to elevate the importance of entrepreneurial education, contributing to the development of a [policy brief](#) for national leaders. Together, these partnerships advance a shared goal: ensuring that more young people—especially those in under-resourced communities—can engage in meaningful career experimentation and gain the hands-on learning that helps them confidently navigate their futures.



# Career Navigation

Once a student has explored and experimented with careers throughout middle and high school, the final challenge is navigating a path to success. Unfortunately, the prevailing view has long been that the only viable path is a one-size-fits-all solution: a four-year degree. And for students interested in a nondegree path, resources to guide and advance

them along their journey have often been limited or simply didn't exist. To expand the options available to young people, we must redefine what success looks like and create solutions that can help them achieve it.

**Here's how we expanded career navigation opportunities in 2025.**

## Building Coalitions of Support

### Reshaping Career Navigation With JFF

Now in its second year, Britebound and Jobs for the Future (JFF) advanced an **ambitious, multi-year effort to close the nation's career navigation gap**. Building on the 2024 launch of the [Britebound Center for Career Navigation at JFF](#), the partnership continued to develop research, tools, networks, and policy solutions designed to help young people aged 16–24 understand their options and confidently pursue high-quality, nondegree pathways. Together, we are shaping a national career navigation ecosystem capable of supporting millions of young people as they chart their futures.

### Research & Insights

In 2025, the Center **deepened the field's understanding of career navigation** through national research with Gallup and other partners, practitioner and youth advisory studies, and a youth-led qualitative project on [how Gen Z uses social media to make education and career decisions](#)—insights that directly inform emerging guidance models.

### Policy & Systems Change

This year, the Center published a [50-state policy landscape scan](#) and engaged more than 40 federal policymakers through a salon and Congressional staff forum, complemented by a memo to the U.S. Department of Education outlining five recommendations to expand personalized career guidance for young people nationwide.

### Network Engagement & Field-Building

To strengthen national capacity, the Center launched a Career Navigation Stakeholder Network comprising more than 80 organizations, introduced a Next Generation Employer Working Group, and continued to lead conversations across education, workforce, employer, funder, and intermediary communities at major national convenings.

### Regional Place-Based Work

Focused efforts in Seattle, New Orleans, Chicago, and Birmingham brought together dozens of regional leaders to assess needs,

### Spreading the Message

## Illuminating How Teens and Families Navigate Postsecondary Choices

Through our **Youth Career Readiness Outlook** series, Britebound released two national research reports—[Next Steps: An Analysis of Teens' Post-High School Plans](#) and [All Options on the Table: Parent Views on Postsecondary Education and](#)

elevate youth voice, and build coordinated strategies for expanding career navigation—work that also prepared these communities to be early adopters of Center-developed tools.

### Product & Tools

In collaboration with Britebound's product team and Kuder—a career guidance platform developer and provider, the Center advanced the development of a major digital navigation tool, translating the Center's research and field insights into a scalable product that supports young people in planning their next steps. (See "Reaching Kids Directly" in this section to learn more.)

Beyond the Center itself, Britebound also invested in **JFF Ventures**, which funds mission-aligned startups building innovative technologies for workforce navigation, credentialing, and learner records—extending our impact into the broader ecosystem of career-readiness innovation. Together with JFF, we are laying the foundation for a modern, equitable career navigation system that will increasingly scale nationwide in 2026 and beyond.

[Career Paths](#)—to shed light on how teens and families are navigating an increasingly complex education-to-career landscape. Drawing on surveys of more than 3,000 teens and 2,200 parents, the research revealed shifting attitudes toward college and nondegree pathways, the significant influence parents have on decision-making, and growing uncertainty about how to evaluate postsecondary options. Together, the reports translate research into actionable insight for educators, system leaders, and families, highlighting where guidance breaks down, where awareness and trust gaps persist—especially for parents—and what supports are needed to help young people make confident, well-aligned choices. The findings reached a wide national audience, generating coverage in outlets including **Forbes**, **Fortune**, and **USA Today**.

### Reaching Kids Directly

## Our New Digital Career Navigation Experience

This year, we expanded our free, Britebound-built ecosystem of digital career-readiness experiences with the launch of **GoZig**, a next-generation career-readiness platform developed in collaboration with JFF, Kuder, and others. GoZig helps young people move confidently from exploration to action by pairing youth-friendly assessments and personalized career matches with rich pathway information, including training programs, funding resources, work-based learning options, and local job opportunities. Built with input from over 4,000 young people and powered by data from seven content and labor-market providers, the platform also introduces new features, including a skill tracker, which enables users to build personalized roadmaps



and connect their learning directly to career goals. As GoZig expands from its 2025 regional beta launch to a nationwide rollout in 2026, it will become a central gateway for young people seeking clear, actionable guidance on the paths that best fit them—and a cornerstone of our long-term digital strategy.

### **Funding New Solutions and Programs** **University Innovation Alliance**

Britebound funded the University Innovation Alliance (UIA) to redesign the college-choice process so students can navigate postsecondary pathways with greater clarity, confidence, and connection to careers. As the nation's only network of large public research universities committed to large-scale innovation and post-college mobility, UIA is engaging 700 students, caregivers, and counselors to identify barriers in the college decision-making process and co-design more student-centered systems. By embedding career awareness, clearer guidance, and stronger cross-sector alignment into institutional processes, this work aims to reduce decision anxiety and create a scalable model that better connects education choices to long-term economic opportunity.

### **Partnering for Impact**

## **Expanding College-to-Career Pathways with Education at Work**

Britebound acquired Education at Work (E@W) to expand high-quality, work-based learning opportunities that help college students navigate the transition from education to career. E@W partners with employers to offer paid, real-world work experiences that build in-demand skills and provide students with resume-worthy experience while they complete their degrees—an increasingly critical bridge as automation and AI reshape entry-level work. By joining forces, Britebound and E@W are scaling proven models that connect learning to earning, expanding employer networks and talent hubs nationwide, and strengthening pathways that enable more students, especially those with financial need, to graduate with clearer direction, stronger credentials, and real momentum into the workforce.

# A Brite Future

**R**eflecting on 2025, it's clear that a new era has begun. Not just for Britebound as an organization, but for the entire career-readiness landscape. Never before have so many innovators, educators, employers, and advocates collaborated to provide the quality solutions, programs, and policies needed to transform the education-to-career journey at scale. And while the year marks a true milestone in our mission and vision for America's young people, we know we must maintain the momentum and progress to truly solidify this new era of career readiness.

Here's a quick look at what you can expect from us in the coming year:

## Preparing Learners for an AI-Driven Future

As artificial intelligence reshapes the world of work, we will focus time and resources in 2026 on **ensuring young people are prepared to navigate careers in the age of AI**. This work will center on helping learners build the skills to use AI effectively in the workplace, while also understanding how AI is creating, augmenting, and transforming careers across industries. By equipping young people with both practical tools and future-facing insight, Britebound aims to **strengthen career readiness in a rapidly evolving economy**.

## Building Skills Through Civics Education

Employers consistently point to **communication, critical thinking, and the ability to evaluate information** as essential workplace skills. In the year ahead, we will support efforts that build these competencies by expanding access to high-quality civics education. By connecting civic learning to real-world issues and decision-making, this work **helps young people develop the durable skills they need to succeed** across careers and contribute meaningfully in a complex society.

## Going National With GoZig

In 2026, Britebound, with support from our partners at JFF and Kuder, **will take GoZig from a regional beta to a national scale**. Alongside expansion, we will continue to test and refine new features with direct input from young people, ensuring the platform evolves in response to how they actually navigate decisions about education and work. GoZig will also bring together Britebound's existing tools and partnerships into a **single, cohesive platform designed to support every stage of a young person's career journey**, from early exploration through postsecondary and workforce transitions.

## Scaling Impact Through Coalitions

We will deepen our **commitment to collective impact** in 2026 by working through coalitions that align philanthropy, policy, and practice. This includes participating in multiple pooled philanthropic efforts, convening national work-based learning leaders in ongoing forums, and hosting state-level convenings across priority states to accelerate shared progress. By partnering with national school-based membership organizations to expand the reach and use of CareerReady HQ and strengthen coordination across systems, this work will focus on **building the shared infrastructure** needed to move faster together and drive more durable, nationwide change.

Together, these efforts and more will help ensure that every young person has the opportunity and freedom to find their why and their way, along with the skills and experience they need to achieve their dreams. **If you too believe in our vision, there's never been a better time to join us on our mission.**



**britebound**

**FIND YOUR WHY. FIND YOUR WAY.**

*For more information, visit [britebound.org/about](https://britebound.org/about) or contact Yasmene Mumby at [ymumby@britebound.org](mailto:ymumby@britebound.org)*



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