

Solution Overview: Be What I Want To Be

## STEM Career Planning Website

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**Client:** Maryland Business Roundtable for Education

**Scale:** 244,000 students and 13,000 daily active users

No.Inc partnered with the Maryland Business Roundtable for Education to create BewhatIwanttobe.com, a website that uses an innovative interface to introduce career options to high school students through the voices of real professionals. Using a collection of in-depth profiles and career information, the site organizes profiles into career clusters that show how jobs fit into various industries.



To enhance student engagement we incorporated quizzes and challenges into the site that users can take to win prizes.

### The Challenges

- Create a game-like quiz system that allows students to earn points
- Develop a content management system

### Our Approach

- Interview high school and middle school students about careers, games and prizes
- Observe speaker and student interactions in classrooms

### The Results

- Reached over 244,000 Maryland students
- More than 13,000 active accounts participating in challenges and quizzes each day

## STEM Career Planning Website



### Aerospace

A career in **Maryland aerospace** -- the exploration of the upper atmosphere and space -- can take you just about anywhere. It includes jobs related to the environment, health, information technology, finance, manufacturing and other fields.

**You're lucky!** NASA's Goddard Space Center\*, one of the world's centers of space exploration, many companies (like Lockheed Martin and Northrop Grumman) private labs and universities are doing aerospace-related work in Maryland.

\* Did you know that NASA stands for the "National Aeronautics and Space Administration"?

Careers In This Industry

All Careers

Profiles With This Career

- Ana Luisa R.
- Andrea R.
- Ben R.
- Bruk B.
- Carol C.

go

### FACT



**NASA goes up to repair the Hubble Telescope!**

Learn all about the 4th Servicing Mission (SM4) and the people working in space science to make it happen!



### POLL

**#32 What is the most important to be a successful in engineering?**

- A strong background in math and science in high school
- The support of your parents
- Engineering work experience in college
- A passion for building things

submit

### QUIZ



**#33 What obstacle did Andrea B. face in college?**

- Classes were too difficult.
- She was one of the only female and minority students in her classes.
- She didn't like what she was studying.
- She had a learning disability.

submit

**Be What I Want To Be**    Who Do I Want To Be?    What Are My Goals?    How Can I Prepare?

Try on a future, see what fits

**EXPLORE JOBS**    **SIGN UP/LOGIN**

People who have them    Places they work

Speaker name    School    go

Set goals, earn points and win prizes. Sign up is easy.

### Are you ready

Back to School. Finding it hard to deal with going back to school?

Here are some ways to make it easier...



Andrea R. NASA Engineer    Andrea R. NASA

### POLL

What is the # 1 reason teens give to explain their choice of a career?

- Good money
- Something I like
- Want to help people

submit

### FACT

On average, a college graduate will make **\$1 million** more than a high school graduate during their lifetimes.

The ticket to success is not cheap ... but **you can get there.**

### CHALLENGE

**Five students will win \$100!**

To enter, you interview someone in an exciting job ... [details](#)

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