

Career Exploration and Engagement through Virtual Reality





The Problem

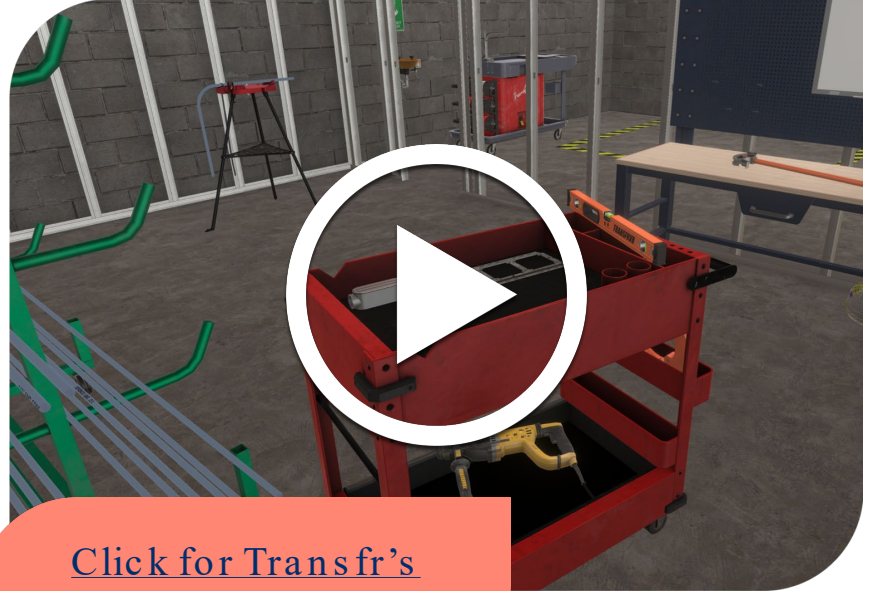
Under 30% of rural residents age 25+ have an associates or higher AND **80%** of jobs with a paying above \$65,000 require a post-secondary credential.

*According to Georgetown University's Center on Education and the Workforce.

Around 53% of college graduates are unemployed or underemployed.

70% of U.S. employers report a lack of skilled employees.

Transfr can help!



[Click for Transfr's
Overview Video](#)



Jumpstart Alabama partnered with Transfr to train 500,000 students and job seekers in the skilled trades by 2025

Training

Retention

Innovation

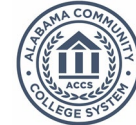
Career Awareness

Partnership



Governor Kay Ivey @GovernorKayIvey · Jul 15, 2020

JumpStartAL will help ensure that we are positioned to attract the jobs of tomorrow by educating and training Alabamians to take advantage of the opportunities those jobs will provide. @MadeinAL @alabamapower @ALWorksSystem





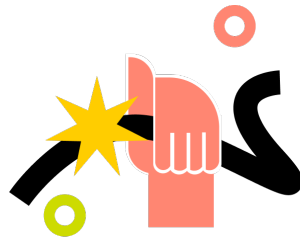
A Rising Tide Lifts All Boats

100% were
offered jobs

100% of
people
completed
training

100%
started jobs

93% Still
Employed



93%



Of trainees in a program were still employed after 6 months vs. 30% from temporary employment agencies.



The Solution

Enhancing the classroom-to-career pathway.



We Are Here to Help

- K-12 schools
- Higher Ed / Community Colleges
- Non-Profit Organizations
- Workforce Boards
- Industry training
- Other demographics such as Justice-impacted, veterans and more.

[Find our Transfr Customer Stories here!](#)

“You can't BE what you can't see.

- Marian Wright Edelman



Transfr is innovating **classroom-to-career pathways** for millions of students, empowering them as the future of our workforce.



83%

of participants in a
Transfr Program
chose a career
path.

Career Exploration 2.0

5–8 mins per sim

Career Exploration takes place in a virtual, simulated career environment that helps job seekers understand various occupation options and get started on a path to choosing the right career for them. See the list of simulations [here](#).

WHAT'S NEW IN 2.0?



Career Exploration (5–8 Min)

Takes a job that somebody does to a job that I can do!

● Health Science

- RN, Surgical Tech, EMT

● Architecture & Construction

- Distribution and Transmission Line Workers
- Broadband Tower Construction
- Electrician
- Solar Tech
- Broadband Utility Construction
- Broadband Tech
- Plumber

● IT

- Network Tech

● Automotive

- Automotive Tech

● Public Safety

- First Responder

● Manufacturing

- Semiconductor Tech
- Welder
- Robotics Specialists
- Paint Shop Specialists
- Robot Maintenance
- Assembler
- Quality Assurance
- Maintenance/Repair Worker
- Maintenance/Sanitation Worker
- Site Safety Specialists

● Hospitality & Tourism

- Hotel Front Desk

● Warehousing & Storage

- Warehouse Inventory Receiving Specialist
- Warehouse Worker
- Hoist/Crane Operator

● Skilled Trades

- Carpenter
- Cabinet Maker/ Finish Carpenter
- Electrician
- HVAC Tech
- Sheet Metal Workers
- Machinists
- Plumbers, Pipe-fitters and Steamfitters
- Welders
- Metal Workers



Career Exploration (Coming this year)



Takes a job that somebody does to a job that I can do!

<u>Occupation</u>	<u>Career Cluster</u>
Pipefitter	Architecture and Construction
Broadband Technician, Fiber	Architecture and Construction
Electrical Vehicle (EV) Technician	Transportation, Distribution, and Logistics
Carpenter	Architecture and Construction
Industrial Maintenance Tech	Manufacturing
Construction Laborer	Architecture and Construction
Aviation Airframe & Powerplant Technician	Transportation, Distribution, and Logistics
EV Battery Manufacturing Assembler	Manufacturing
Pharmacy Technician	Health Sciences
Automotive Services Technician	Transportation, Distribution, and Logistics
Robotics Specialist	Manufacturing
Medical Assistant	Health Sciences
CDL Truck Driver	Transportation, Distribution and Logistics
Chef	Hospitality and Tourism
Diesel Technician	Transportation, Distribution and Logistics
Radiology Technician	Health Sciences
Restaurant Manager	Hospitality and Tourism
Financial Analyst	Finance
Graphic Designer	Arts, Audio/Video Technology and Comm



AMSkills partners with Transfr to incorporate simulation-based Career Exploration into its very popular two-week bootcamp program to give Florida jobseekers a way to experience key hands-on job skills and open their eyes to the rewarding high-tech manufacturing jobs in the region.

**84% of participants are still
at their new jobs.**





Coastal Bend College and participating schools witnessed first-hand how simulation-based career exploration can bring an experience to life. Equally as valuable was the experience of students who discovered that they didn't like a certain career. These decisions were strongly influenced by the immersive nature of the virtual reality experience, giving students a much better understanding of what work would truly be like.

- **83% chose a career path**
- **Students expressed a 39% increase in their comfort level around their career choices**

Virtual Training Facility (VTF)

12-60 mins per sim

The Virtual Training Facility is a simulated training environment where trainees master the skills they need to get hired for well-paying jobs in a safe, supportive setting, under the expert guidance of Transfr's digital coach.

VR
Environment



Actual
Garage



Here's a link to our full [Product Catalog!](#)



Construction



Healthcare



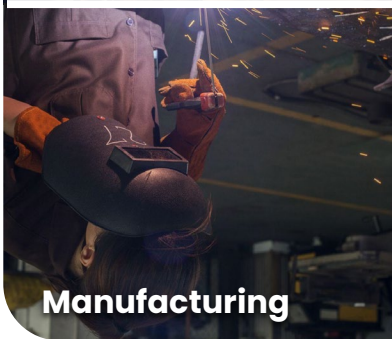
Aviation Maintenance



Automotive



Diesel Technology



Manufacturing



Electrical Construction



Hospitality & Tourism



Transfr has over 300 training simulations across the nation's top industries, with alignment to industry standards and certification bodies (full crosswalk can be found [here](#)).

Real Training
Simulated
Environments

[LEARN MORE HERE](#)

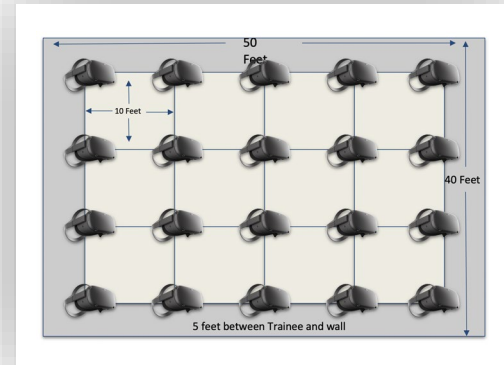


Comparison to a Physical Facility

\$1 MILLION +
COST TO BUILD
A PHYSICAL TRAINING
CENTER

- *Stand up a VR Lab anywhere with WiFi - a classroom, career center or job site.*
- *Reduce cost of consumables (for example, paint or electrical conduit.)*
- *Hours saved for facilitators, providing differentiated learning.*
- *Standardized instruction from a digital coach.*

\$50K
VR LAB



Employability

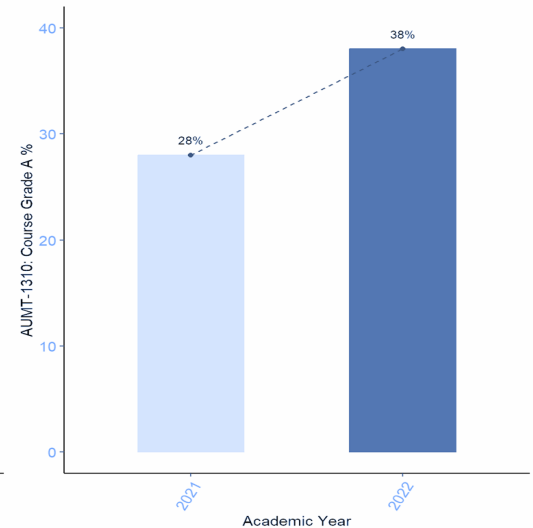
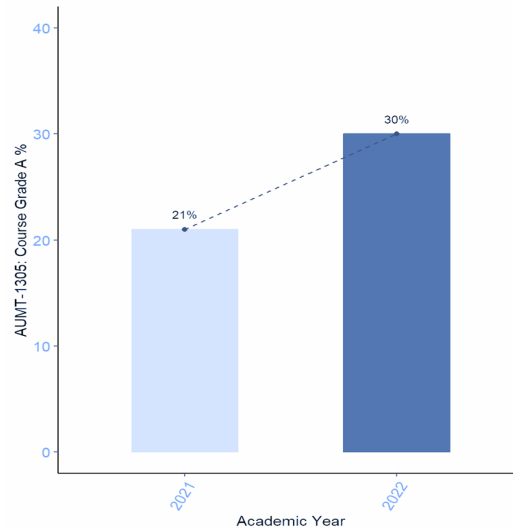


40% increase in students achieving grade A in associate degree and certificate programs with Transfr VR implementation

We partnered with Texas State Technical College to explore the implementation of VR simulations in automotive education, collecting data from a total of 1,831 from fall 2021 to summer 2023.

We examined differences in student outcomes between academic year 2021 (prior to VR implementation) and 2022 (post-implementation).

We observed a significant increase in the percentage of high-performing students in the courses (43% in AUMT 1305; 36% in AUMT 1310 offered by the associate degree and certificate programs) that implemented VR, compared to the pre-implementation year.

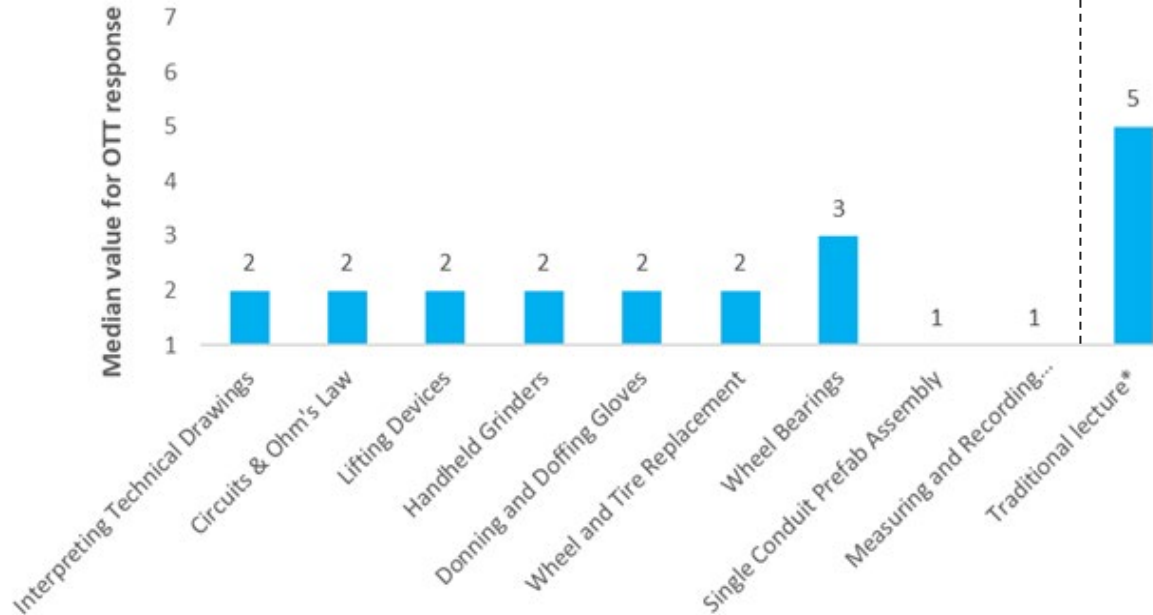
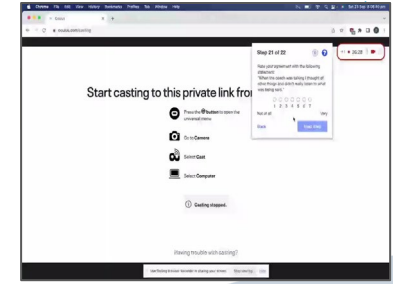


Engagement / Motivation

60% less off-task thinking reported when using Transfr sims

Transfr simulations are designed very differently from traditional instruction in that trainees are constantly engaged in activities and performing hands-on practice, which leaves little opportunity for off-task thinking (also known as mind wandering).

Research confirmed that trainees reported **lower levels of off-task thinking (OTT)** when learning via Transfr simulations, compared to traditional lectures.



Learning Retention



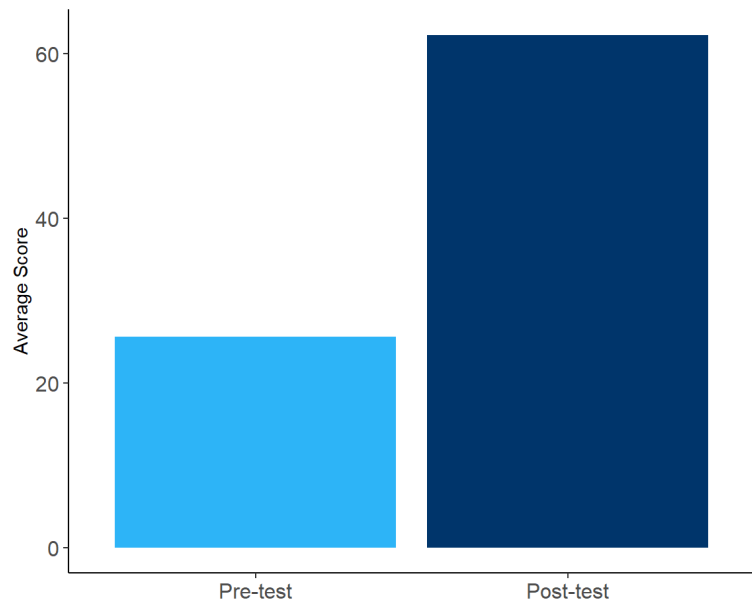
Learning gain from VR 2x traditional methods, regardless of gender, income, and age

The test users completing one of the VHC simulations (Measuring and Recording Intake) showed a significant learning gain. The average post-test score was 1.56* standard deviation higher than the pre-test score, this is about 3x larger than the effect size of the typical learning outcome improvement in healthcare simulations.

* Effect size benchmark:
0.2: small; 0.5: medium; 0.8: large

What is promising is that the positive learning gain was observed regardless of demographics.

- Male vs. female
- Lower income vs. higher income
- Older vs. younger





Transfr's Efficacy

● Employability

- Observed a 40% increase in students achieving grade "A" in associate degree and certificate programs with Transfr sims from a study with Texas State Technical College.

● Skill Performance

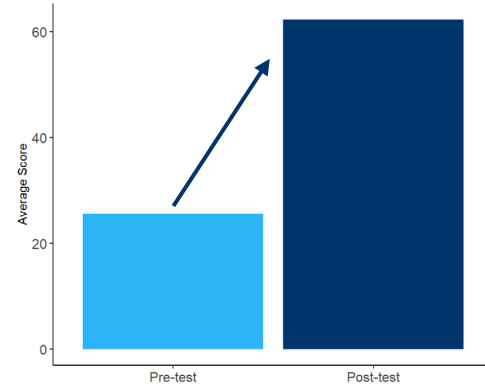
- Participants showed 65% improved performance after learning from Transfr sims, versus step-by-step instruction provided by ChatGPT and YouTube, in a study conducted in Kentucky.

● Engagement/Motivation

- 60% less off-task thinking was reported from trainees when learning via Transfr sims compared to traditional lectures.

● Learning Retention

- Learning gain from VR was 2x higher than that from traditional learning, regardless of gender, income, and age, from a healthcare simulation study. The average post-test score was 1.56 standard deviations higher than the pre-test score of test users.





Fortune 500 Companies Partner With Transfr

To Provide Job-Seekers With Industry Relevant Training

1

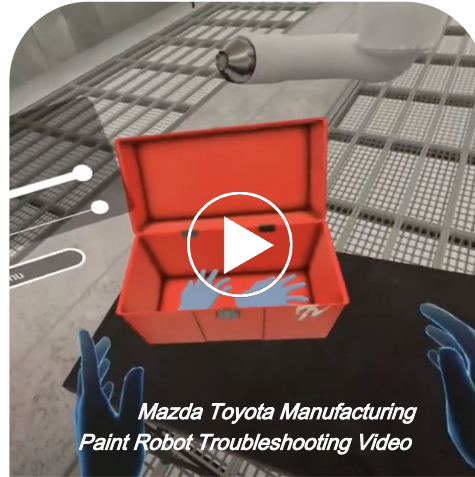
Mazda Toyota used Transfr simulations to upskill their workers on robot troubleshooting..

2

Confidence increased. 95% of trainees reported they felt prepared to perform the task day one on the job.

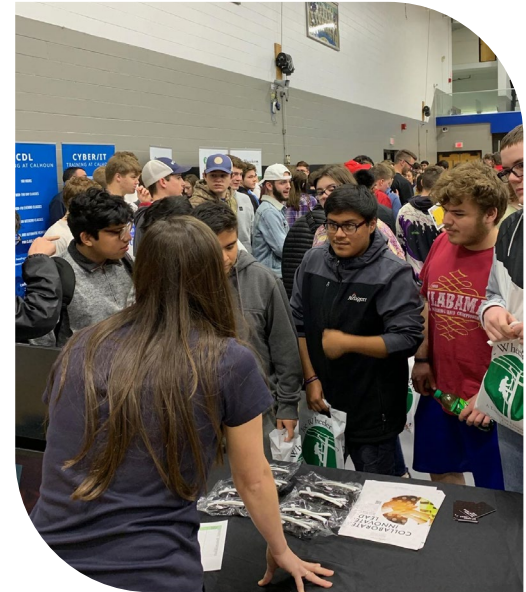
3

Mazda Toyota took the program to high schools to recruit future skilled workers using Career Exploration.



"We want to promote a positive culture, a positive picture in the community, and say that you can come here and learn a craft, you can come here and learn a trade, and you can be successful within Mazda Toyota."

- Marc Selby, Paint Manager,
Mazda Toyota Manufacturing





THANK YOU

Let's connect!

