

ASA Center for Career Navigation Case Study: Empowering Young Learners with Clear Career Pathways

Challenge: Many young people leave high school without clarity on where they're going next or how to get there. They face many degree and non-degree options, but little information on which paths lead to meaningful, quality jobs and careers. [ASA.org+2Jobs for the Future \(JFF\)+2Jobs for the Future \(JFF\)+2.](#)

Strategic Direction: To address this challenge, D. E. Williams + Co., in partnership with IncioX, led the Tech Marketplace and Product workstream for the ASA Center for Career Navigation (CCN), a collaborative initiative by American Student Assistance (ASA) and Jobs for the Future (JFF). The team utilized existing and new research to define the product vision, requirements, user stories, and technical specifications for a career navigation prototype.

Acceleration: The team effectively accelerated the prototype delivery timeline from 12 months to 3 months through a revised roadmap presented to CCN leadership, the JFF executive team, and the ASA executive sponsor. This early delivery enabled user testing with Gen Z audiences, feedback collection, and the initiation of version 1 product development.

Product Development: The D. E. Williams + Co. and IncioX team delivered the product vision, strategy, and documentation to the CCN steering committee, comprising ASA and JFF executives. The prototype was demonstrated to the ASA executive sponsor, facilitating early user testing and feedback collection.

Impact: The ASA Center for Career Navigation aims to empower 16- to 24-year-old learners to find, evaluate, access, and pay for high-quality education and training programs. The center aims to help 20 million young learners by 2030, providing resources to assist young people in navigating the complex landscape of education and career pathways.