



**ROADTRIP
NATION**

ROADTRIP NATION SOUTHERN NEVADA WORKFORCE CONNECTIONS

ABOUT ROADTRIP NATION

Roadtrip Nation (RTN) is an Emmy Award winning media and career guidance non-profit, whose mission is to empower people to define their own roads in life. Each year, Roadtrip Nation selects socially relevant topics upon which to focus its narrative-based storytelling projects. Content from these “roadtrips” is then disseminated across a wide range of education and media channels to inspire the next generation with a more inclusive view of the future of work. Core to RTN’s education model is the RTN Interview Archive, a database of 8,000+ video assets showcasing the career stories of a diverse set of individuals from all walks of life. Each roadtrip fuels new stories for this database, in addition to creating documentary content for PBS and other digital distribution channels. Past projects include:

Diversity in Tech Roadtrip

In partnership with Microsoft and National Science Foundation

First Generation College Student Roadtrip

In partnership with Michelle Obama & ACT

Women in STEM Roadtrip

In partnership with AT&T Foundation

Current projects scheduled for 2020 and 2021 include the **Formerly Incarcerated Roadtrip** with the Chan Zuckerberg Initiative, the **Future of Health Care Roadtrip** with Blue Shield of California and the **Teachers Roadtrip** with *Education Week*.



workforce **CONNECTIONS**
PEOPLE. PARTNERSHIPS. POSSIBILITIES.



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SOUTHERN NEVADA WORKFORCE DIGITAL COMMUNITY HUB

Leveraging Roadtrip Nation’s storytelling model and digital infrastructure, Southern Nevada Workforce Connections (SNWC) and RTN will collaborate to develop and compile media assets, relevant resources and a consistent digital presence to help aspiring Southern Nevada workers navigate the uncertainty of our current and future workforce. The combination of high-quality video production, targeted resources and a platform for leaders and jobseekers to share their own stories will provide greater opportunities for individuals – especially those from underrepresented backgrounds – to understand their professional options, with a special focus on Employ NV, Nevada Career Explorer and One-Stop Career Centers.

RTN will build a Digital Community Hub, designed to leverage engaging stories from those who have found unique ways to overcome hurdles and find career success in Southern Nevada. Elements of the Southern Nevada Workforce Digital Community Hub will include:

Nevada-focused Roadtrip Nation Interview Videos – Community Hub will feature curated collection of videos – including highlights, full interviews and day-in-the-life videos – from Nevada and from industries important to SNWC’s efforts.

Documentary Films – Select Roadtrip Nation-produced films focusing on themes like Opportunity Youth, Diversity in Tech, Women in Science and, of course, the Nevada Workforce will be highlighted.

Action Tiles – Action tiles inspire and point users to activities they can pursue to learn more about workforce opportunities that align with their interests. Roadtrip Nation will customize up to eight additional action tiles for integration into the Community Hub, based on guidance from SNWC.



Measurable Impact

EPIC Evaluation

A study conducted by the Education Policy Improvement Center (EPIC) on Roadtrip Nation's video-based curriculum, supported in part by the William and Flora Hewlett Foundation, revealed two key insights about student impact. First, participating students demonstrated a significant increase in self-efficacy, and second, they demonstrated a concrete increase in GPA. The full report can be found [here](#).

Stanford's John W. Gardner Center Study

In addition, a study conducted by the John W. Gardner Center for Youth and their Communities at Stanford University found that Roadtrip Nation content, "opened students' eyes to futures they had not known about, or considered possible." The study was conducted in six San Jose Unified District schools as part of the district's Plus initiative, which offers programs focused on helping students explore career paths and recover credits as they work toward high school graduation. The full report can be found [here](#).

Share Your Road Integration – RTN's Share Your Road platform will be integrated into the Community Hub, ensuring a customized call to action for leaders in the region to share their stories.

Roadtrip Nation Experience Project Module – RTN will release a work-based project experience on the Community Hub for mentors/educators to help students develop the skills necessary to navigate authentic career exploration.

TIMELINE

Summer 2020

- Aggregation and post-production of existing RTN video content
- Development of Share Your Road storytelling platform to aggregate further stories
- Development of Action Tile content
- Development of integration plan with SNWC's resources, including Employ NV, Nevada Career Explorer and One-Stop Career Centers
- Development of Southern Nevada Workforce Digital Community Hub

Fall 2020

- Final post-production of existing RTN video content
- Launch of crowdsourced stories from Share Your Road storytelling platform
- Completion of Action Tiles and integration into Digital Community Hub
- Integration of SNWC resources into Digital Community Hub
- Release of Southern Nevada Workforce Digital Community Hub

BUDGET

Associated project expenses include the following;

- Post-production of existing RTN media assets
- Online development of crowdsourced Share Your Road platform
- Online development of the Southern Nevada Workforce Digital Community Hub
- Content management and database tagging (ongoing management for 12 months)
- Project management (ongoing management for 12 months)

BUDGET: \$265,000

RTN will seek half of the funding for this project from Strada Education Network, leaving a cost of \$132,500 to be covered by SNWC.