

GOAL **1500**

Market Value Assets (MVAs) attained in School Year 2026-27

SchoolSmartKC Real World Learning

Our Students. Our City. Our Future.



What is a Market Value Asset?

Market Value Assets (MVAs) are experiences and credentials that employers & colleges recognize as valuable indicators of career readiness.

- **Industry-Recognized Credentials:** Vetted professional certificates or licenses which provide job-ready technical skills.
- **College Credit:** Earn college-level credits applicable toward a formal degree or certificate.
- **Client-Connected Projects:** Experiences where students solve authentic challenges for actual business or community clients.
- **Internships:** Paid or volunteer placements (minimum 120 hours) where students perform real tasks & get evaluated by professional managers.
- **Entrepreneurial Experiences:** Students generate original business ideas, pitch concepts, or launch active initiatives/small business with adult experts.
- **Youth Apprenticeships:** "Earn-and-Learn", combine paid, on-the-job training with aligned classroom instruction, allowing students to start a career before graduation.

Building Kansas City's Future

SchoolSmartKC connects schools, employers, higher education, and community partners to ensure more students graduate with the experiences, credentials, and skills employers value. By providing grants and technical assistance directly to Kansas City Public Education System (KCPES), SSKC partners with schools to reimagine education in a changing world.

Why Real World Learning Matters

A thriving regional economy requires a talent pipeline that is prepared for the jobs of today and tomorrow. Real-World Learning gives students the opportunity to gain the knowledge, skills, credentials, and experiences employers value before they graduate.

SchoolSmartKC (SSKC) believes that every learner deserves what they need to thrive in life. SSKC isn't just a champion for schools. We provide a bold opportunity for collaboration among all the best parts of Kansas City – the schools, students, families, and business community – to drive our future forward. Together, we're helping more students earn Market Value Assets. MVAs are industry-valued skills and credentials acquired by high school students. They bridge the gap between school and employers, strengthening the local workforce, and creating lasting economic opportunity for KCPES students.

Last year, KCPES students earned more than 700 Market Value Assets. With continued investment, SSKC is positioned to more than double that impact by helping students acquire 1,500 MVAs, ensuring more graduates leave high school prepared for a vibrant, economically independent adulthood.

15 HIGH SCHOOL PARTNERS

289 MVAs ATTAINED IN SY 2024–2025

769 MVAs ATTAINED IN SY 2025–2026

SCHOOLSMARTKC

schoolsmartkc.org/real-world-learning

Every Student Deserves to Earn an MVA

Benefits of Market Value Assets

CAREER READY

Students graduate with the technical skills, professional experiences, and credentials employers value, creating a stronger pipeline of career-ready talent.

ECONOMIC GROWTH

Aligns education with regional workforce needs, helping students enter high-demand careers while supporting long-term economic competitiveness

TALENT PIPELINE DEVELOPMENT

Employers help shape the future workforce, build early talent pipelines, and connect students to careers in high demand industries.

WELL-ROUNDED CITIZENS

Students develop critical thinking, communication, teamwork, leadership, and civic responsibility, preparing them to contribute to their communities as engaged citizens.

STUDENTS & FAMILIES

Families gain greater awareness of career pathways, postsecondary options, and the value of career-connected learning, empowering students to make informed decisions about their future.



High-Demand Career Pathways

Healthcare
Technology
Construction
Manufacturing
Teaching

Invest in Kansas City's Future

Whether you give, partner, or advocate, you can help expand the opportunities for our students. Kansas City's children are 20% of the population today and 100% of our future - an investment worth making! Email **partnerships@schoolsmartkc.org**, to connect with us and learn more.

Scan to learn more about Real-World Learning.

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