

When Career Exposure Changes Everything

July 17, 2026

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As students from Huntsville City Schools stepped inside [Toyota Alabama](#), curiosity filled the room. While many had prior exposure to similar environments, for some it was their first time experiencing a working production floor and seeing machines in motion, teams collaborating, and innovation happening in real time.

As they listened to employees share their roles, one moment stood out. A team leader spoke about his journey, and when he shared how quickly he had built a stable career and saved enough to buy a boat, the energy in the room shifted.

Students leaned in. Questions followed.

You could see it happen – the moment when something distant suddenly felt possible. For many, it was the first time they could picture themselves in a career like that. As one program leader reflected, “You can’t be what you don’t see.”

In that moment, they saw it.

Impact in Focus: From Curiosity to Confidence

That moment is exactly what Driving Possibilities, a Toyota USA Foundation initiative, is designed to create.

Through the INDTECH program, students gain exposure to real-world environments that help bridge the gap between classroom learning and career pathways.

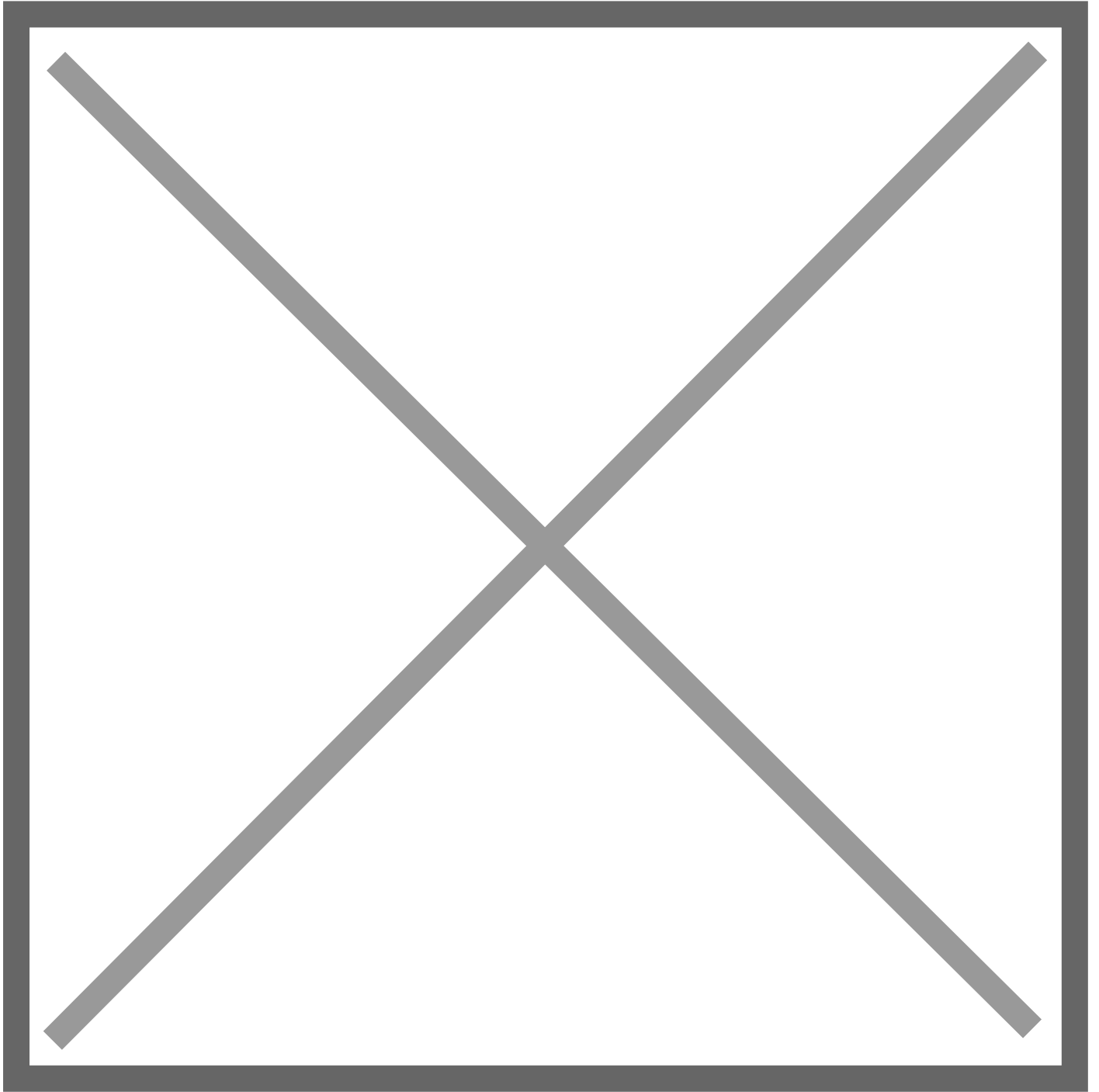
What educators are seeing:

- Increased student engagement in STEM subjects
- More questions about careers in engineering and technical fields
- Greater confidence in pursuing post-graduation opportunities
- Stronger connection between school and real-world applications

Exposure plays a critical role. When students hear directly from professionals, especially those with relatable backgrounds, career paths feel more attainable, not abstract.

But the impact goes deeper.

For some students, programs like INDTECH are helping them stay connected to school. Hands-on learning, mentorship, and real-world relevance provide a renewed sense of purpose, helping students envision a future they may not have previously considered.



Real World Exposure – Students engaging with Toyota team members.

Through [Driving Possibilities](#), Toyota is helping bridge education and workforce readiness in a meaningful way.

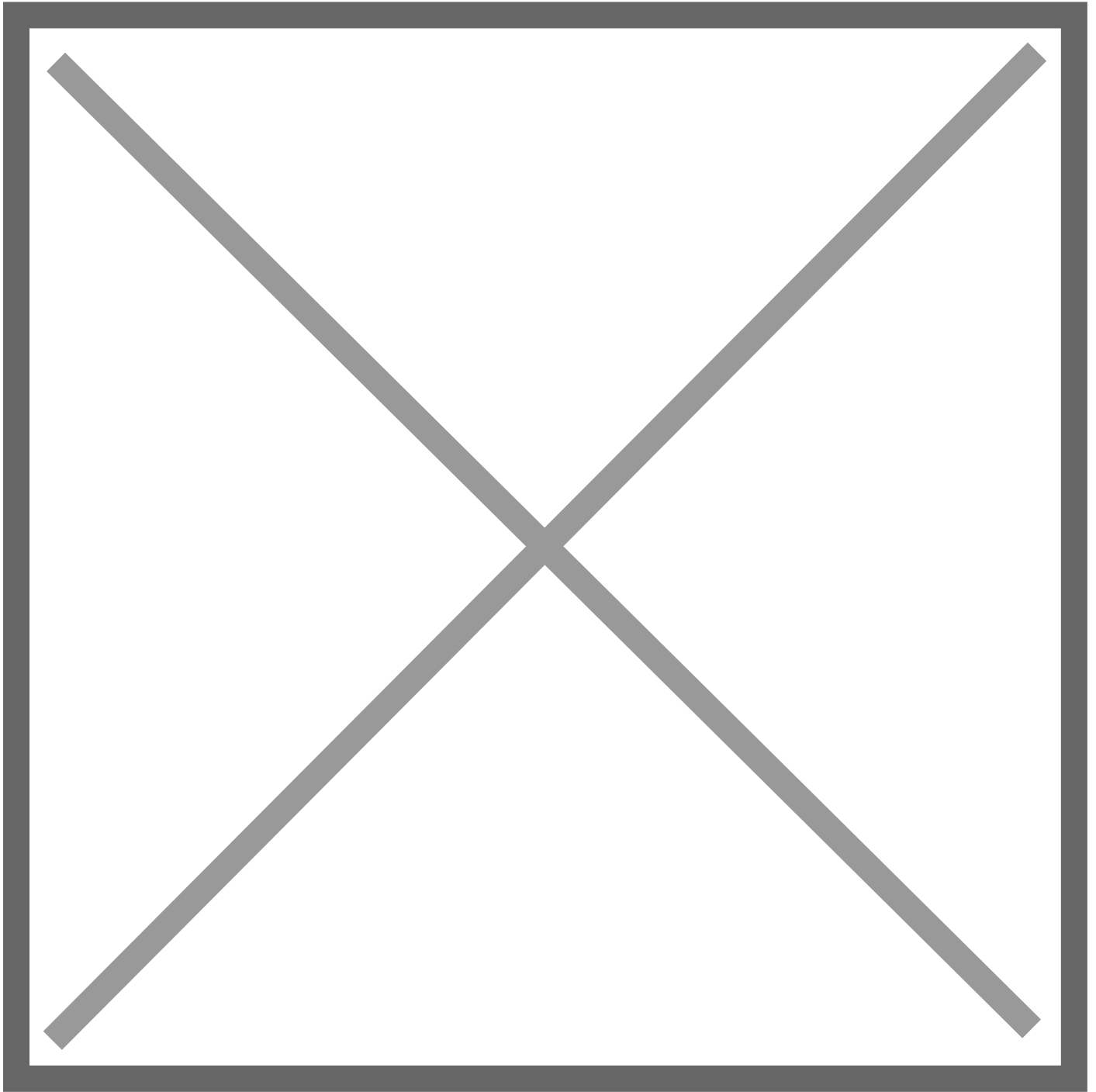
By providing:

- hands-on learning experiences
- direct access to industry professionals

- real-world exposure to careers

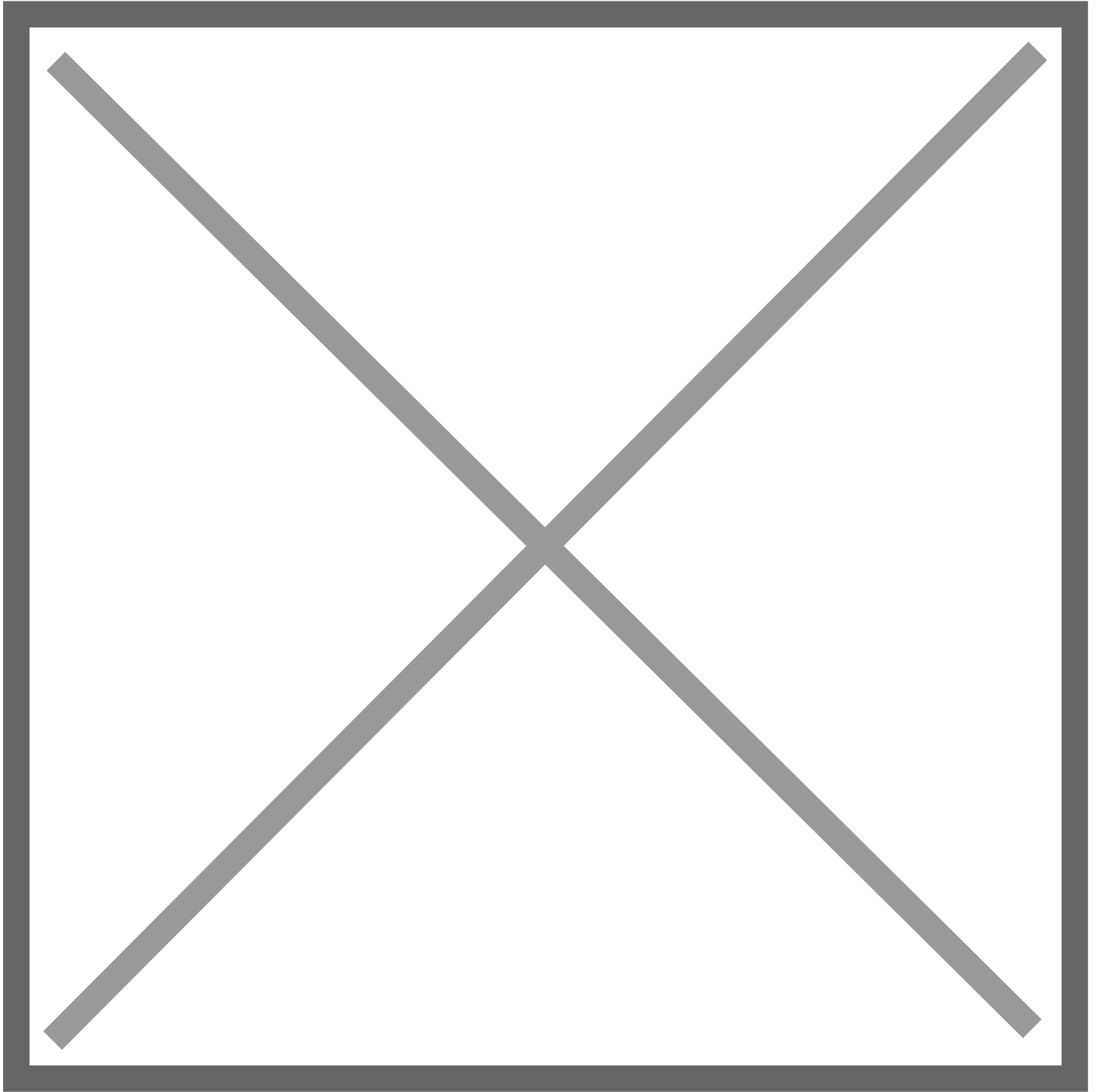
The program helps students build not just awareness but confidence.

This work reflects a broader commitment to long-term workforce development, ensuring students are prepared to pursue careers that will shape the future of mobility, manufacturing, and innovation.



Source: MGT Impact Solutions, LLC analysis of baseline and AY2024–2025 student participant survey data collected by MGT, as well as academic achievement and attendance records provided by participating DP schools.

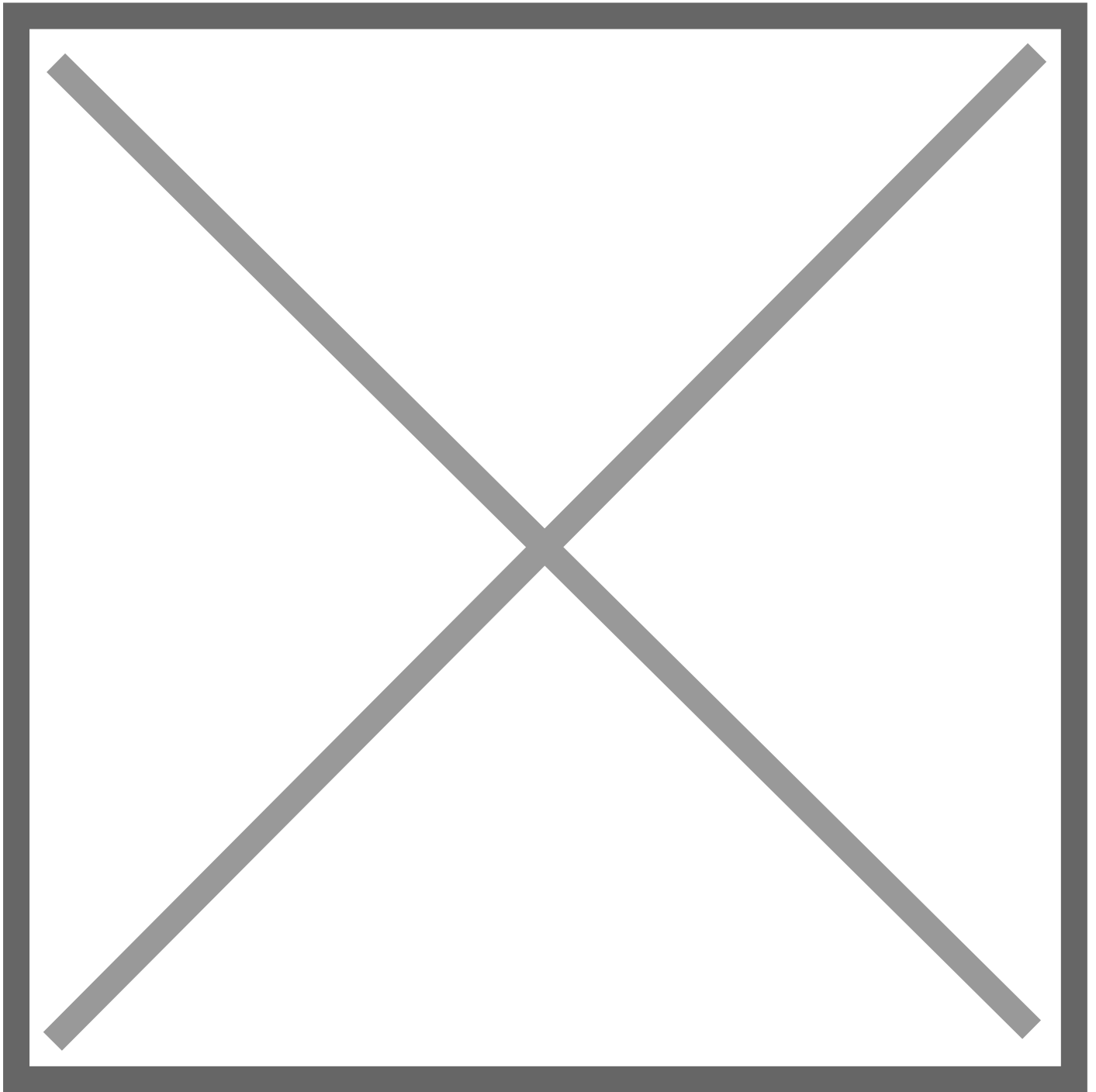
Driving Possibilities contributed to a 30.5 percentage point increase in STEM awareness and 3.1 point rise in academic achievement, while chronic absenteeism decreased by 2.0 points, demonstrating meaningful gains in both engagement and student outcomes.



Hands-On Training – Jack Crowley, INDTECH Instructor, and Toyota Alabama President Marc Perry participate in an INDTECH class with students.

These numbers reflect more than progress; they represent students who are beginning to see new possibilities for their future.

“It has been an incredible privilege to help students gain the skills and real-world experience they need to step confidently into high-demand careers,” said Jack Crowley, INDTECH instructor. “These careers are not only financially rewarding, but deeply meaningful and something students can take pride in for years to come. We are especially grateful to Toyota Alabama for investing in our students and providing opportunities that make this work real, relevant, and life changing.”



Meaningful Engagement – Students engaging with Toyota team members in a learning environment.

Why It Matters

What starts as a single moment, a question, a conversation, a realization, can shift how a student sees their future.

Driving Possibilities is helping turn those moments into momentum.

Stories like this one remind us of the power of connecting industry and schools so that students can begin to see what's possible in the future. From awareness to action, the impact continues to grow across communities nationwide.