

## **Career Pathways: Utilizing Career Planning Resources**

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Office of Workforce Development Services



All Agencies and Personnel  
in Virginia who provide  
Career Pathways services  
are finally coming together.  
Or as I like to call it...



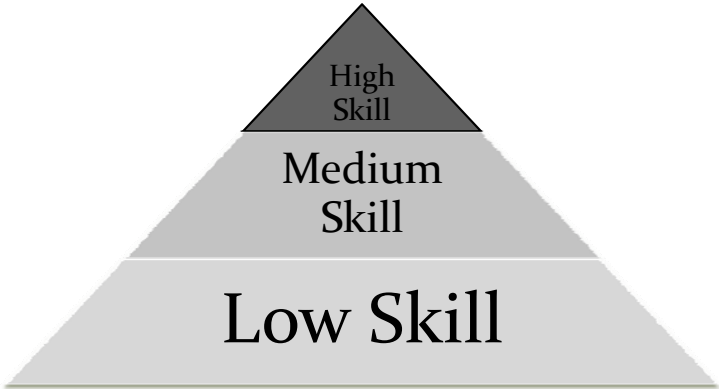
## **Elements of the "Perfect Storm"**

- P-16 Council
- Career Pathways Task Force
- Academic & Career Plans
- Virginia Education Wizard
- You!!

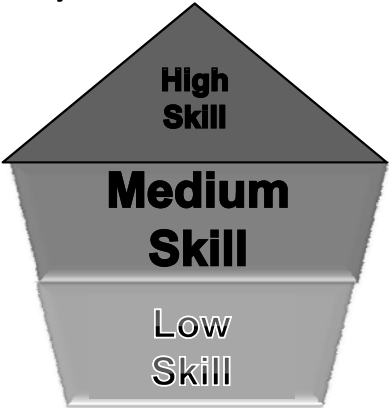
# What are Career Pathways?

They are a change in focus of how we view the connection between education/training opportunities and the demands of the workforce

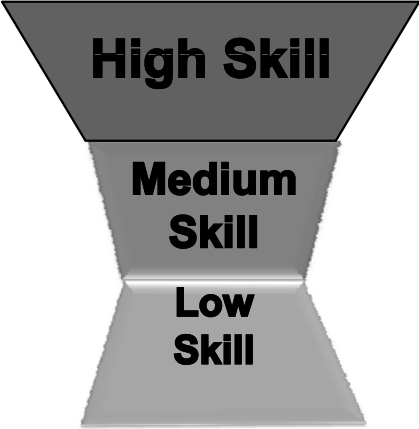
# Employment in the 1970s



# Employment in the 1990s



# Employment in 2010

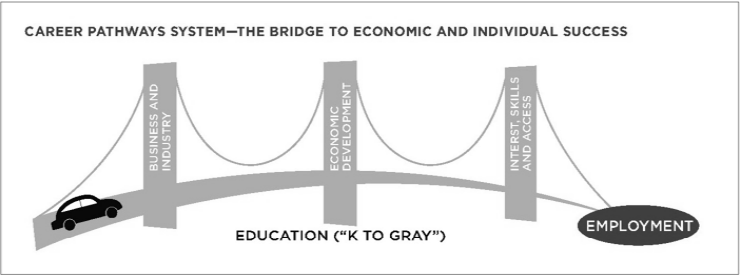


## How has Workforce Changed?

Labor has changed the need for postsecondary education and the potential for community colleges has grown

## How has Education Changed?

Education has changed the need for learners to earn postsecondary credits in high school to start this process.



## Common Characteristics of Career Pathways

- **Extensive Reliance on Data to identify gaps and evaluate effectiveness of efforts**
- **“Road maps” delineating career opportunities**
- **Linkages between academic and occupational programs**

### Common Characteristics of Career Pathways

- **Curricula defined in terms of competencies required for jobs and further education**
- **Emphasis on “learning by doing”**
- **Outreach to middle and high school students to prepare and motivate**

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### Why Career Pathways?

For the educational and workforce community

- Link secondary and postsecondary training opportunities with employment opportunities and needs of the workforce



### Why Career Pathways?

For the individual learner

- Match the education abilities and desires of the learner with the market demands of the workforce



### Why Should Learners Pursue Postsecondary Education...?

85% of current jobs and 90% of the fastest-growing and best-paying jobs now require some postsecondary education.

Business-Higher Education Forum, 2003  
U.S. Department of Labor, 2006

...And Because Education Pays!

Unemployment rate in 2007	Education attained	Median annual earnings in 2007
1.4%	Doctoral degree	\$77,844
1.3%	Professional degree	\$74,204
1.8%	Master's degree	\$60,580
2.2%	Bachelor's degree	\$51,324
3.0%	Associate degree	\$38,480
3.8%	Some college, no degree	\$35,516
4.4%	High-school graduate	\$31,408
7.1 % (6.8%)	Less than a high school diploma	\$22,256

Note: Data are 2007 annual averages for persons age 25 and over.  
Earnings are for full-time wage and salary workers.  
<http://www.bls.gov/emp/emptab7.htm>  
U.S. Department of Labor - Bureau of Labor Statistics

Career Pathways can be  
customized for the learner

“The process of creating individual learning plans...helps engage students in their own development, a critical component in their success.”

Chait, R., Muller, R.D., Goldware, S., & Housman, N.G. (2007). *Academic interventions to help students meet rigorous standards: State policy options*. Washington, DC: Institute for Educational Leadership.

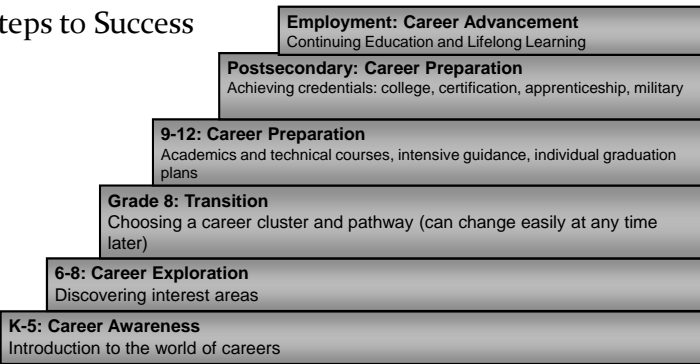
Career Pathways can be  
customized for the learner

“Many students are unaware of how critical this skill, goal setting and planning, is to a full rewarding, and successful life....goals give us our bearing and point us in a purposeful direction.”

Pellitteri, J., Stern, R., Shelton, C., & Muller-Ackerman, B. (Eds.) (2006). *Emotionally intelligent school counseling*. Mahwah, NJ: Lawrence Erlbaum Associates.

How Personal Pathways Work

Steps to Success



U.S. Department of Education

Gallup pollsters asked more than 1,000 kids aged 13 through 17, "What kind of work do you think you will do for a career?" They then asked them to give their top 3 choices.

TEENS' TOP CAREER PICKS	
<i>As of right now, what kind of work do you think you will do for a career?</i>	
Asked of U.S. teens aged 13-17 Net of three responses	
Teacher (8%)	
Doctor (8%)	
Lawyer (7%)	
Sports field (5%)	
Science/Biology (5%)	
Architecture (4%)	
Business (4%)	
Military (4%)	
Engineer (4%)	
Nurse (3%)	

Top 10  
Careers  
Broken  
Down  
by Gender

TOP CAREER PICKS, BY GENDER	
Asked of U.S. teens aged 13-17 Net of three responses	
BOYS	GIRLS
Sports field (8%)	Teacher (11%)
Doctor (7%)	Lawyer (9%)
Architecture (6%)	Doctor (8%)
Engineer (6%)	Nurse (6%)
Teacher (6%)	Fashion designer (5%)
Business (5%)	Science/Biology (5%)
Lawyer (5%)	Author/Writer (4%)
Military (5%)	Veterinarian (4%)
Science/Biology (5%)	Artist (4%)
Computers (4%)	Medical field (4%)

16 Career Clusters

What are the top interests?

- Agriculture, Food & Natural Resources
- Architecture & Construction
- Arts, A/V Technology & Communications
- Business, Management & Administration
- Education & Training
- Finance
- Government & Public Service
- Health Science
- Hospitality & Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections & Security
- Manufacturing
- Marketing, Sales & Service
- Science, Technology, Engineering & Mathematics
- Transportation, Distribution & Logistics

Interest Clusters		
Cluster Name	Count	Percent
Finance	10,489	12.7%
Health Science	9,915	12.0%
Architecture and Construction	7,581	9.2%
Agriculture, Food, and Natural Resources	6,586	8.0%
Science, Technology, Engineering, and Mathematics	6,247	7.5%
Business, Management, and Administration	5,883	7.1%
Arts, Audio-Video Technology, and Communications	5,451	6.6%
Law, Public Safety, Corrections, and Security	4,681	5.7%
Human Services	4,415	5.3%
Government and Public Administration	4,338	5.2%
Hospitality and Tourism	4,220	5.1%
Information Technology	4,018	4.9%
Education and Training	3,724	4.5%
Marketing, Sales, and Service	1,982	2.4%
Transportation, Distribution, and Logistics	1,744	2.1%
Manufacturing	1,482	1.8%
Total	82,756	

Interest Aggregate Report – 2007-2008

# 16 Career Clusters

What are the top skills?

- Agriculture, Food & Natural Resources
  - Architecture & Construction
  - Arts, A/V Technology & Communications
  - Business, Management & Administration
  - Education & Training
  - Finance
  - Government & Public Service
  - Health Science
- Hospitality & Tourism
  - Human Services
  - Information Technology
  - Law, Public Safety, Corrections & Security
  - Manufacturing
  - Marketing, Sales & Service
  - Science, Technology, Engineering & Mathematics
  - Transportation, Distribution & Logistics

Skill Clusters			
Cluster Name	Count	Percent	
Information Technology	4,648	11.6%	
Agriculture, Food, and Natural Resources	4,027	10.0%	
Education and Training	3,468	8.6%	
Human Services	3,086	7.7%	
Health Science	3,064	7.6%	
Arts, Audio-Video Technology, and Communications	2,997	7.5%	
Manufacturing	2,743	6.8%	
Finance	2,731	6.8%	
Hospitality and Tourism	2,430	6.1%	
Architecture and Construction	2,220	5.5%	
Science, Technology, Engineering, and Mathematics	1,789	4.5%	
Transportation, Distribution, and Logistics	1,634	4.1%	
Law, Public Safety, Corrections, and Security	1,588	4.0%	
Government and Public Administration	1,380	3.4%	
Business, Management, and Administration	1,213	3.0%	
Marketing, Sales, and Service	1,076	2.7%	
Total	40,094		

Skills Aggregate Report – 2007-2008

# What are the top Work Values?

- Achievement
  - Creativity
  - Co-Workers
  - Income
  - Independence
  - Lifestyle
- Mental Challenge
  - Prestige
  - Security
  - Supervision
  - Variety
  - Work Environment

Work Values			
Cluster Name	Count	Percent	
Creativity	2,093	11.9%	
Variety	1,967	11.2%	
Achievement	1,856	10.6%	
Security #8 in 2006-7; #5 in 2007-8	1,803	10.3%	
Income	1,616	9.2%	
Workplace	1,434	8.2%	
Co-Workers	1,378	7.8%	
Supervision	1,350	7.7%	
Lifestyle	1,287	7.3%	
Prestige	1,044	5.9%	
Challenge Last in 2006-7 & 2007-8	906	5.2%	
Independence	854	4.9%	
Total	17,588		

Values Aggregate Report – 2008-09

# What connects educational training opportunities and careers?

## Career Clusters and Pathways

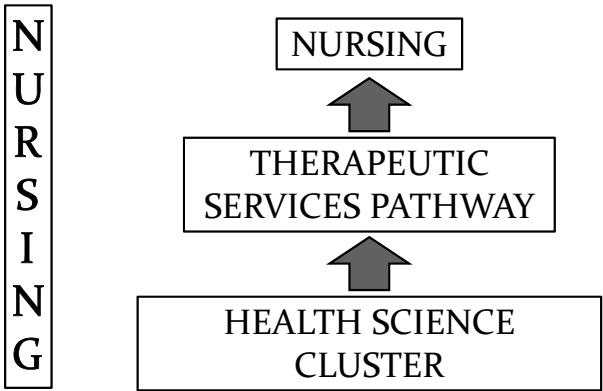
An organizing tool defining CTE using 16 broad clusters of occupations and 79 pathways with employer and postsecondary validated standards that ensure opportunities for all students regardless of their career goals and interests.

- States' Career Clusters Initiative

# Career Clusters: *Framework*

- Cluster Level
  - Represents the skills and knowledge, both academic and technical, that all students within the cluster should achieve regardless of their pathway.
- Pathway Level
  - Represents the skills and knowledge, both academic and technical, necessary to pursue a full range of career opportunities within a pathway - ranging from entry level to management, including technical and professional career specialties.
- Career Specialties
  - Represents the full range of career opportunities within each pathway.

# The Big Difference



# Why Career Clusters?

- Create a common language between secondary and postsecondary education and between educational providers and employers
- Allow for “vertical thinking” about high school course selection and “horizontal thinking” across skill sets
- Multiple entry & exit points
  - Non-linear approach



Dual Enrollment can be a component of the high school program.	40% of new registered nurses annually get their RN at the community college
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[illegible]

College: _____	School Division(s): _____				
<b>Postsecondary Placement Assessments such as COMPASS &amp; SAT</b>					
Semester	English	Mathematics	Science	Social Studies	Required Courses or Recommended Electives
POSTSECONDARY PLAN OF STUDIES MUST INCLUDE POSTSECONDARY ACADEMIC, CTE, AND OTHER ELECTIVE COURSES APPROPRIATE FOR AN ASSOCIATE DEGREE.					
Year 1 1 <sup>st</sup> Semester					
Year 1 2 <sup>nd</sup> Semester					
Year 2 1 <sup>st</sup> Semester					
Year 2 2 <sup>nd</sup> Semester					
<div style="font-size: 100px; opacity: 0.3; transform: rotate(-15deg); position: relative; z-index: 1;">SAMPLE</div>					
College courses offered locally in the high school for college credit must be coded: DE (Dual Enrollment) and/or VC (Validated Credit)					
<b>Related Industry Certifications Available:</b>			<b>Additional Suggested Learning Opportunities:</b>  <b>Work-Based Learning:</b> <input type="checkbox"/> Cooperative Education <input type="checkbox"/> Internship <input type="checkbox"/> Mentorship <input type="checkbox"/> Job Shadowing <input type="checkbox"/> Service Learning Project <input type="checkbox"/> Registered Apprenticeship		
University/Collge: _____ Degree or Major: _____ Number of Articulated CC Credits: _____					
Notes: _____					

# Web-Based Tools

Career Clusters in  
Virginia

Virginia Career VIEW  
Vital Information for Education and Work

Trailblazers

virginia's Career Planning System  
powered by KUDER

know  
how  
VIRGINIA.org

career planning guide

# Virginia Education Wizard



# On-line Career Planning Tool

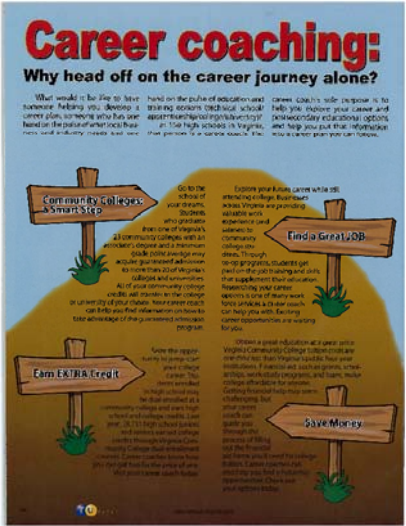
- RFP being developed with VDOE, VCCS & SCHEV
  - Electronic Career Plans
- Governor's Workforce Development mandate for all students to have an individualized career plan
- DOE Grant to develop electronic transcripts

# Who are Career Coaches?

- Community college employees housed in local high schools
- Identify student and school needs in consultation with high school and college administration and counseling
  - Develop and implement services to address those needs
- Serve as career pathway specialists in the high schools

## What is the Career Coach History?

- From 11 coaches in Jan 2005 to 92 coaches in June 2008
  - 102 in 2008-09
- From 13 to 135 high schools
  - 145 in 2008-09
- From 10 to all 23 Virginia community colleges



2009  
*R U Ready*  
Magazine

## Questions?

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## Career Pathways: Utilizing Academic and Career Plans

Joseph Wharff

School Counseling Connections Specialist  
Office of Career & Technical Education Services



How can Career Pathways be  
implemented and made real?

## Career Planning Process

## Why Career Planning?

- Essential process in the understanding and selection of careers
- Helps learners connect the pieces of the puzzle
  - Self assessment
  - Career exploration
  - Decision making

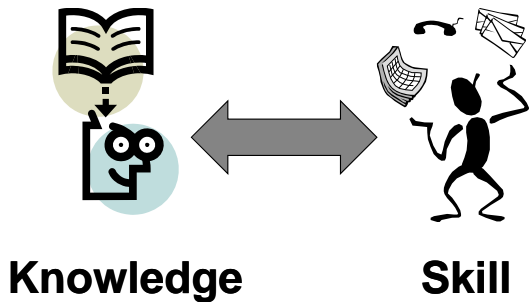
## Why Career Planning?

- Helps learners find and use information
- Helps learners make career connections
- Is essential in creating and managing a career plan or program of study
- Guides learners throughout schooling years and beyond
- Prepares learners for successful transitions (postsecondary and careers)

## Why Career Planning?

Research shows that students who put a career plan in place during their high school years are 47 percent more likely to complete postsecondary education.

How do we get learners and  
parents interested in  
career planning now?



Why are Knowledge & Skill Sets  
Important to Career Planning?

The foundational principle of  
career pathways is that a set of  
knowledge and skills can be  
identified within an occupation  
that are shared with other  
occupations in a pathway and  
other pathways in a cluster.

Virginia Department of Education

Academic and Career Plan

8 VAC 20-131-140. College preparation programs and opportunities for postsecondary credit:

- The Academic Career Plan would become effective with seventh graders in 2010-2011.
- The development timeline is extended throughout the student's seventh-grade year with completion required by the fall of the eighth-grade year.
- The Board of Education will establish guidelines for development of the Plan.
- Any personal academic and career plans prescribed by local school boards for students in grades 7-12 that are currently in effect would be approved to continue without further action by the Board.

Virginia Department of Education

Academic and Career Plan

8 VAC 20-131-140. College preparation programs and opportunities for postsecondary credit:

- Shall include, but not be limited to:
- Educational goals
- Program of Study for High School Graduation
- Postsecondary career pathway based on student's academic and career interests

# Virginia Department of Education

## Academic and Career Plan

8 VAC 20-131-140. College preparation programs and opportunities for postsecondary credit:

- Must be developed and signed by the student, student's parent/guardian and a designated school official
- Included in the student's record
- Reviewed and updated before the 9<sup>th</sup> and 11<sup>th</sup> grades

Revisions to the *Regulations Establishing Standards for Accrediting Public Schools in Virginia*  
(8 VAC 20-131-10 et seq.)

- **Standard Diploma**

- **Standard and verified credits would not change- 22/6**
- **Require 5 electives instead of 6**
- **Requirement of a standard unit in foreign language, economics or personal finance**

Revisions to the *Regulations Establishing Standards for Accrediting Public Schools in Virginia*  
(8 VAC 20-131-10 et seq.)

- **Advanced Diploma**

**Minimum of 26 standard credits and 9 verified credits**

**Requirement of 1 standard unit in foreign language, economics or personal finance**

**3 electives instead of 2**

Revisions to the *Regulations Establishing Standards for Accrediting Public Schools in Virginia*  
(8 VAC 20-131-10 et seq.)

- **Standard Technical Diploma**

**Career and Technical Education – Four standard credits**

Courses completed to satisfy this requirement must include a career concentration as approved by the Board. For concentrations that require less than four courses students must complete additional courses that are related to the student's career concentration.

**Requirement of 1 standard unit in foreign language, economics or personal finance**

**Electives – Two standard credits**

Revisions to the *Regulations Establishing Standards for Accrediting  
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(8 VAC 20-131-10 et seq.)

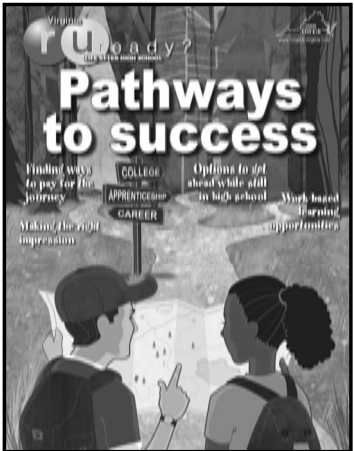
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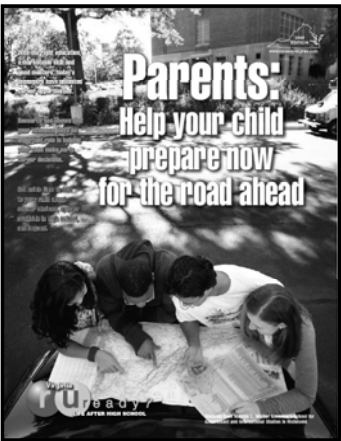
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*r u ready? Magazine*



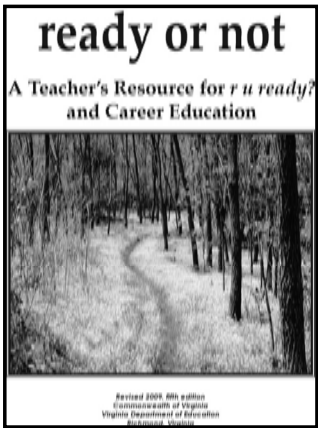
- Youth Appealing resource
- Online and in print
- Juniors in High School
- Plans for Life After High School
- Educational Opportunities in HS
- PDF Version on the CTE Home Page

*Parent Guide to r u ready?*



- Designed for 8<sup>th</sup> grade parents to help with the transition to high school
- Designed as a Folder for HS Course Requests
- Web Sites
- Career Cluster Information

*Ready or Not: Resource Guide*



- Classroom curriculum companion piece to the *r u ready?* magazine
- Download from CTE web site or order from CTE Resource Center web site

# Questions?

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