

<b>Name:</b>	
<b>Date:</b>	
<b>Class/Section:</b>	

**Performance Task Description:**

To understand the labor market and make informed career decisions, career planning and research are essential. Evaluating your intrinsic and extrinsic motivation will help you to better understand yourself and consider how you can achieve your personal and career goals. You will conduct career research to identify potential careers, develop a résumé and cover letter for an active job posting, and create a targeted job advertisement to recruit and attract potential employees.

**Goals:**

- Understand potential career requirements, such as the level of credential or education that is required and the type of experiences needed to pursue a career of interest.
- Analyze the relationship between personal and career interests and potential occupations.
- Understand how to navigate a career pathway for a specific occupation or occupational cluster and identify the proper career planning.
- Establish individual goals, reflect on those goals, and develop strategies to overcome obstacles when challenges arise.
- Identify personal interests, goals, and skills and match those interests with applicable occupations.
- Evaluate and present occupational data.
- Establish a vision for achieving personal and career goals.

**Essential Questions:**

- How do my personal and career goals influence my career choice?
- What type of coursework is necessary to achieve my personal and career goals?
- What types of occupations am I most interested in pursuing?
- What types of skills and education are required to pursue a career of interest?
- Are there any other considerations to pursuing this career? Are there jobs in my region? What type of postsecondary education is required?
- Can I afford to support a family if I pursue a career of interest?
- How can I ensure that I am prepared to pursue a career of interest?

**Directions:**

**Step 1: My Next Move**

- Complete an interest profile using My Next Move
- Record and reflect on interest profile results and related categories
- Record 5 to 10 occupations that are “bright outlook” or “green outlook” in each job zone that you have some interest in pursuing
- Reflect on similarities and differences between occupations in each job zone

**Step 2: Career Research and Report**

- Select one occupation from the identified list that you are interested in pursuing
- Conduct labor market research on the select occupation, which includes:

**Directions:**

- Career description
- Postsecondary education or training required
- Entry-level salary
- Benefits
- Potential for Growth
- Intrinsic rewards
- Questions you still have or want to learn about before making a decision
- Develop a one-page report depicting the above criteria for the select career, using the following format:
  - Times New Roman font or similar font
  - 11 point font
  - Double spaced
  - One-inch margins

**Step 3: Job Research, Résumé, Cover Letter, and LinkedIn Profile**

- Research job postings for the select career using an online tool or recruitment website
- Select one job posting from a local or regional employer for which you are interested in applying
- Research and select a résumé and cover letter template
- Develop a résumé and cover letter for the posted job
- Research and select an online survey tool, develop a survey seeking feedback from your peers on your résumé and cover letter, and collect and present the survey data
- Enhance your résumé and cover letter based on the provided feedback
- Create a LinkedIn profile based on your résumé and cover letter

**Step 4: Career Recruiter**

- Create a career commercial for your select career and job posting using audio/visual technology
- Select technology for the career commercial including but not limited to YouTube, Prezi, podcast, Facebook, twitter, Instagram, etc.
- Post your career commercial using an electronic format to achieve the most views possible

**Resources:**

My Next Move Template

**Links to Resources:**

- [My Next Move](#)
- [Louisiana Star Jobs](#)
- [Surveys 101: A Simple Guide to Asking Effective Questions](#)

My Next Move Template

Student Name:

You will record information below to complete an interest profile using My Next Move. Visit [My Next Move](#) to begin the activity. Click “start” and complete the “interest profile” questions. Record and reflect on interest profile results and related categories below.

Note: The profile descriptions are taken from mynextmove.org.

Interest Profiler Results

Profile	Number of Responses
<p><b>Realistic</b> interests like work that includes practical, hands-on problems and answers. Often people with <b>realistic</b> interests do not like careers that involve paperwork or working closely with others.</p> <p>They like:</p> <ul style="list-style-type: none"> <li>• Working with plants and animals</li> <li>• Real-world materials like wood, tools, and machinery</li> <li>• Outside work</li> </ul>	
<p>People with <b>Investigative</b> interests like work that has to do with ideas and thinking rather than physical activity or leading people.</p> <p>They like:</p> <ul style="list-style-type: none"> <li>• Searching for facts</li> <li>• Figuring out problems</li> </ul>	
<p>People with <b>artistic</b> interests like work that deals with the artistic side of things, such as acting, music, art, and design.</p> <p>They like:</p> <ul style="list-style-type: none"> <li>• Creativity in their work</li> <li>• Work that can be done without following a set of rules</li> </ul>	
<p>People with <b>social</b> interests like working with others to help them learn and grow. They like working with people more than working with objects, machines, or information.</p> <p>They like:</p> <ul style="list-style-type: none"> <li>• Teaching</li> <li>• Giving advice</li> <li>• Helping and being of service to people</li> </ul>	
<p>People with <b>enterprising</b> interests like work that has to do with starting up and carrying out business projects. These people like taking action rather than thinking about things.</p> <p>They like:</p> <ul style="list-style-type: none"> <li>• Persuading and leading people</li> <li>• Making decisions</li> <li>• Taking risks for profits</li> </ul>	
<p>People with <b>conventional</b> interests like work that follows set procedures and routines. They prefer working with information and paying attention to details rather than working with ideas.</p> <p>They like:</p> <ul style="list-style-type: none"> <li>• Working with clear rules</li> <li>• Following a strong leader</li> </ul>	

**Interest Profiler Reflection**

List in order the top three profile results:	1. 2. 3.
Does the first profile result reflect your interests? Why or why not?	
Does the second profile result reflect your interests? Why or why not?	
Does the third profile result reflect your interests? Why or why not?	
Is there another profile that better reflects your interests? Why?	

Record 5 to 10 occupations that are “bright outlook” or “green outlook” in each job zone that you have some interest in pursuing. Reflect on similarities and differences between occupations in each job zone. Choose one occupation that you are interested in pursuing.

**Occupation Outlook and List**

Job Zone Number and Description:	Occupation List:
1. Little or no job preparation required	1. 2. 3. 4. 5.
2. Some job preparation required	1. 2. 3. 4. 5.



3. Medium job preparation required	1. 2. 3. 4. 5.
4. High job preparation required	1. 2. 3. 4. 5.
5. Extensive job preparation required	1. 2. 3. 4. 5.

**Occupation Outlook Reflection**

What similarities exist across the job zones?	
What differences exist across the job zones?	
Choose one occupation that you would like to pursue.	



**Creating a Professional Profile**

**Steps to creating your headline:**

1. Identify and list four to six of your best keywords.

_____	_____
_____	_____
_____	_____

2. Identify and list several of your important describing statements that resonate with your reader.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Create your headline using the keywords and describing statements you identified above. Use 120- characters or less.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Your Profile Summary**

1. Begin with a strategy statement that describes who you are.

\_\_\_\_\_

2. Develop a summary of what you have accomplished in your academic or work life so far.

\_\_\_\_\_

3. Communicate what you are you looking for right now. What are your present goals? Be precise.

\_\_\_\_\_

**Experience**

Job Titles-Make sure you word job titles correctly since the titles carry more weight than the description in the LinkedIn algorithm.  
Description of jobs-Be clear and concise. Let employers know what you have done so they know what you are capable of doing now.

**Skills**

This is a good place for a bulleted list of skill that makes you valuable to an employer. This may include manual labor skills, technology skills, or leadership skills. Anything that makes you more engaging to employers.

**Education**

If you've graduated from the school, you can put when you attended; otherwise, you can put your expected graduation year.



Volunteer Experience

List anywhere you have volunteer experience, interests, and active participation in groups, organizations, and influencers.

Two horizontal lines for writing volunteer experience.

Accomplishments

List any additional accomplishments that may not be listed above. This is a great place to include multiple languages, publications, or honors organizations.

Two horizontal lines for writing accomplishments.

Professional Profile

First Name

Text box for first name.

Last Name

Text box for last name.

Headline:

Large text box for headline.

Introduction

Education: If you've graduated from the school, you can put when you attended; otherwise, you can put your expected graduation year.

Text box for education information.

Country:

Text box for country.

Zip Code: Zip code does not appear on your public profile but helps suggest job or internship opportunities in your area.

Text box for zip code.

Industry:

Text box for industry.

Summary

Write in first person just like you are talking to the interviewer. Treat this like a cover letter.

Large text box for summary.



**Experience**

Here are some things you can include in the experience section: Internships, both paid and unpaid; Part-time jobs; Entrepreneurial or freelance work

Title

Company

Summary

Title

Company

Summary

**Skills**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Volunteer Experience**

Organization  Role

Cause

Start Date  End Date



Description

**Accomplishments**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

