

# Career Planning

**Unit:** Planning Postsecondary Placement

**Problem Area:** Employment in a Career Field

**Lesson:** Career Planning

■ **Student Learning Objectives.** Instruction in this lesson should result in students achieving the following objectives:

- 1 Describe career planning.**
- 2 Explain career management.**
- 3 Create educational and job search plans.**

■ **Resources.** The following resources may be useful in teaching this lesson:

E-unit(s) corresponding to this lesson plan. CAERT, Inc. <http://www.mycaert.com>.

“Career Clusters & Pathways,” CTE®. Accessed Feb. 16, 2014. <http://www.careertech.org/career-clusters/glance/clusters-occupations.html>.

“Career Management,” *Career Management*. Accessed Feb. 16, 2014. <http://www.personalcareermanagement.com/career-management.php>.

“Career Management,” *Wikipedia*. Accessed Feb. 16, 2014. [http://en.wikipedia.org/wiki/Career\\_planning](http://en.wikipedia.org/wiki/Career_planning).

“Career Planning,” *Tulsa Community College*. Accessed Feb. 16, 2014. <http://www.tulsacc.edu/student-services/career-services/career-planning>.

“Create a Job Search Plan,” *CareerOneStop*. Accessed Feb. 16, 2014. <http://www.careeronestop.org/JobSearch/PlanYourJobSearch/create-a-job-search-plan.aspx>.



Rosenberg McKay, Dawn. "How to Use Self-Assessment Tools to Help You Choose a Career," *About.com*. Accessed Feb. 16, 2014. [http://careerplanning.about.com/od/selfassessment/a/self\\_assessment.htm](http://careerplanning.about.com/od/selfassessment/a/self_assessment.htm).

## ■ **Equipment, Tools, Supplies, and Facilities**

- ✓ Overhead or PowerPoint projector
- ✓ Visual(s) from accompanying master(s)
- ✓ Copies of sample test, lab sheet(s), and/or other items designed for duplication
- ✓ Materials listed on duplicated items
- ✓ Computers with printers and Internet access
- ✓ Classroom resource and reference materials

## ■ **Key Terms.** The following terms are presented in this lesson (shown in bold italics):

- career
- career change
- Career Cluster
- career ladder
- career management
- career planning
- job

## ■ **Interest Approach.** Use an interest approach that will prepare the students for the lesson. Counselors and teachers often develop approaches for their unique counseling and class situations. A possible approach is included here.

*Share the following with your students: You will spend more than 80,000 hours of your life working. Then ask the following: How can career planning be beneficial? How can managing your career lead to success at work?*

# CONTENT SUMMARY AND TEACHING OR COUNSELING STRATEGIES

**Objective 1:** Describe career planning.

**Anticipated Problem:** What is career planning?

I. Career planning

A. ***Career planning*** is a method for choosing an occupation, getting a job, demonstrating growth on the job, changing careers (sometimes), and retiring. The

career-planning process helps an individual achieve career success and involves mapping out a strategy. Typically, the steps include self-examination, clarification of potential career choices, research, development and implementation of a plan, and evaluation.

B. Five steps of career planning

1. Self-examination involves reflecting on personal:
  - a. Interests
  - b. Likes and dislikes
  - c. Strengths and weaknesses
2. Career choices
  - a. It is important to think about possible careers.
  - b. A person can explore Career Clusters to investigate areas of interest and match likes and strengths. A **Career Cluster** is a grouping of occupations and broad industries based on commonalities. The clusters are:
    - (1) Agriculture, Food, and Natural Resources
    - (2) Architecture and Construction
    - (3) A/V Technology and Communications
    - (4) Business, Management, and Administration
    - (5) Education and Training
    - (6) Finance
    - (7) Government and Public Administration
    - (8) Health Science
    - (9) Hospitality and Tourism
    - (10) Human Services
    - (11) Information Technology
    - (12) Public Safety and Security
    - (13) Manufacturing
    - (14) Marketing, Sales, and Service
    - (15) Science, Technology, Engineering, and Mathematics
    - (16) Transportation, Distribution, and Logistics
3. Research
  - a. It is possible to learn about various jobs and careers by researching Career Clusters using O\*Net at <http://www.onetonline.org>. It can provide details about future growth, skills needed, educational requirements, and other related information.
  - b. The Occupational Outlook Handbook, at <http://www.bls.gov/oco>, can be used for more comprehensive information about specific job groups.
4. It is necessary to develop and implement a plan.
  - a. The steps for reaching each goal must be listed.
  - b. New skills and knowledge to be learned or developed should be included.

5. Evaluate
  - a. The progress made should be analyzed, and the results should be recognized.
  - b. Adjustments should be made as needed.
  - c. Monitoring and modifying a personal career plan is a continuous process.

**Teaching or Counseling Strategies:** Use VM–A, VM–B, and VM–C. Ask students the following questions: What does career planning accomplish? Why would a person want to implement career planning? Project and introduce Career Clusters and Pathways at <http://www.careertech.org/career-clusters/glance/clusters-occupations.html>. Select a Career Cluster, and follow the pathway to demonstrate.

## **Objective 2:** Explain career management.

**Anticipated problem:** What is career management?

### II. Career management

- A. **Career management** is taking control of a career path. It is a combination of structured planning and the active and purposeful management of professional progress. Career management helps a person seek personal fulfillment, work/life balance, goal achievement, and financial security.
- B. Benefits of career management
  1. Development of decision-making skills
  2. Preparation for the future
  3. Potential for a higher salary
  4. Enhanced job satisfaction
  5. Improved marketability
  6. Positioned for future job/career opportunities
- C. Elements of career management
  1. A **job** is a duty or a responsibility, especially a specific task completed as part of the occupation/routine or for an agreed price. A job can be on a full-time or a part-time basis. It may be a project or an assignment that someone is obliged to complete. A person can develop new skills and competencies while learning a job.
  2. A **career** is an occupation or a profession that may require special training. A career describes an individual's journey through learning, work, and other aspects of life. It includes setting goals and objectives.
    - a. Short-term goals are usually specific and are limited to a one- or two-year period. For instance, someone may research career options for educational information or attain a certificate to immediately enter the workforce.

- b. Intermediate-term goals are more open-ended items that range from 3 to 20 years. For example, a person may plan to continue his or her education to achieve a four-year college or university degree.
  - c. Long-term goals are typically over a 20-year period. For example, a person may want to own a company or start a business.
3. A **career ladder** is a series of jobs within a company or a specific profession. It is typically a vertical job promotion sequence from an entry-level position to higher levels of responsibility and a higher salary. A career ladder usually involves two or three tiers. Job promotion involves moving upward in position, assuming increased responsibility, and being rewarded with additional pay. It is referred to as “career advancement.” This is often presented as a picture showing job interconnection. Benefits include:
- a. A person may advance to a higher level without competition (meaning no one else is vying for the job) or without moving to a different work unit for new or additional work experience. For example, a worker starts as an “accounting clerk I” and is groomed for “accounting clerk II.” As a result, he or she takes on additional responsibilities and receives an increase in salary.
  - b. A person may demonstrate initiative and a willingness to further department goals. A retail industry example is an employee who begins as a cashier or stock clerk and is recognized for his or her contribution. As a result, he or she is advanced to a sales associate. The next step could be a department manager or assistant buyer. In time, this worker may receive additional responsibilities and may be considered for a promotion to store manager.
  - c. A person may understand the training, education, and experience needed to accomplish career objectives. He or she needs to recognize when additional education and training will support advancement.
  - d. Types of career ladders
    - (1) Pre-defined: A vertical career ladder is for an identified position classification series consisting of two or three levels (e.g., analyst to senior analyst).
    - (2) Individualized: A vertical career ladder allows an employee to move laterally to a different family of classifications or into a position in the same family, not within a pre-defined hierarchy. An example is a clinical lab technician transitioning to a licensed practical nurse (LPN) position after acquiring the necessary education and licensing.
4. A **career change** is an occupational shift made during a career that reflects what is happening in the labor market or with individual interests. Career changes also occur when an industry and/or an employment sector increases or declines.

**Teaching or Counseling Strategies:** Use VM–D. Ask students the following: What are the benefits of career management? How do pictures of career ladders help you understand the concept? To help students visualize the concept of a career ladder,

project samples from <http://www.careeronestop.org/CompetencyModel> and select “Build a Career Ladder/Lattice” to present the demonstration. (NOTE: Loading this demonstration takes a while.) You can select industry examples to discuss.

### **Objective 3:** Create educational and job search plans.

**Anticipated Problem:** How are educational and job search plans developed?

#### III. Educational and job search plans

##### A. Educational plan

1. A person must choose a career.
2. Then he or she must investigate schools, such as:
  - a. Private trade and technical school diplomas, certificates, and associate degrees
  - b. Community and junior college certificates and associate degrees
  - c. College and university degrees (e.g., B.A., M.S., and Ph.D.)
3. A person must estimate the time required for program completion.
4. He or she must assess affordability. In addition, it is necessary to inquire about costs and financial aid.
5. A person must decide if pursuing education is an appropriate personal choice.

##### B. Job search plan

1. Preparation
  - a. A person must set a career goal.
  - b. Then he or she must create a résumé and cover letter.
  - c. Next, a person must identify and research companies or organizations of interest.
  - d. It is important to research salaries: locally, regionally, and/or nationally.
2. Actions
  - a. A person must post his or her résumé online and set up alerts on job boards.
  - b. A person must look for job postings online and/or in print.
  - c. A person must read each job description carefully to make adjustments to his or her résumé and cover letter.
  - d. A person must respond to job postings with a résumé and cover letter.
  - e. A person should follow up within five business days of mailing the materials, when possible.
  - f. A person must network with people who can assist and should provide each of those people with his or her résumé.
3. Organization
  - a. A person must create an electronic or paper system for tracking, following up, and accessing information easily.

- b. It is essential to dedicate time to necessary tasks on a consistent basis.
- c. It is important to send thank-you notes, when appropriate.
- 4. Progress check
  - a. A person should recognize his or her achievements.
  - b. A person should analyze the situation and should make adjustments where needed.
  - c. A person should continue working on personal goals.
  - d. A person should talk to a teacher or counselor.

**Teaching or Counseling Strategies:** Use VM-E through VM-I in a discussion.  
Assign LS-A.

■ **Review/Summary.** Use the student learning objectives to summarize the lesson. Have students explain the content associated with each objective. Student responses can be used in determining which objectives need to be reviewed or taught from a different angle.

■ **Application.** Use the included visual master(s) and lab sheet(s) to apply the information presented in the lesson.

■ **Evaluation.** Evaluation should focus on student achievement of the objectives for the lesson. Various techniques can be used, such as student performance on the application activities. A sample written test is provided.

## ■ **Answers to Sample Test:**

### **Part One: Multiple Choice**

- 1. b
- 2. c
- 3. d
- 4. a
- 5. b
- 6. d

### **Part Two: True/False**

- 1. F
- 2. T
- 3. T
- 4. T
- 5. F
- 6. T

### Part Three: Short Answer

1. The four steps of a job search plan are:
  - a. Preparation
  - b. Actions
  - c. Organization
  - d. Progress check
2. Answers will vary but should include three of the following elements of career management:
  - a. Job
  - b. Career
  - c. Career ladder
  - d. Career change



# Career Planning

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## ► Part One: Multiple Choice

**Instructions:** Circle the letter of the correct answer.

1. Career planning is a \_\_\_\_\_.
  - a. job
  - b. mapping strategy
  - c. short-term goal
  - d. None of the above
2. Career clusters are a \_\_\_\_\_.
  - a. career ladder
  - b. list of jobs
  - c. grouping of occupations
  - d. job board
3. Career management is about \_\_\_\_\_.
  - a. personal fulfillment
  - b. taking control of one's career
  - c. work/life balance
  - d. All of the above
4. A job search plan includes \_\_\_\_\_.
  - a. applying for training
  - b. researching educational requirements
  - c. short-term, intermediate-term, and long-term goals
  - d. selecting a school to attend
5. A Career Cluster research resource is \_\_\_\_\_.
  - a. Career One Stop
  - b. O\*Net Online
  - c. job board
  - d. career assessment

6. Types of career ladders include \_\_\_\_\_.

- a. moving to a company in the same industry
- b. pre-defined vertical moves
- c. lateral moves
- d. All of the above

## ► Part Two: True/False

**Instructions:** Write *T* for true or *F* for false.

- \_\_\_\_\_ 1. Follow up within two weeks of sending your résumé.
- \_\_\_\_\_ 2. Self-examination is a step in career planning.
- \_\_\_\_\_ 3. Career Clusters are groupings of occupations and industries.
- \_\_\_\_\_ 4. A career is an occupation or profession.
- \_\_\_\_\_ 5. Long-term goals are 1 to 20 years in length.
- \_\_\_\_\_ 6. You can develop new skills and competencies while learning a job.

### ► Part Three: Short Answer

**Instructions: Answer the following.**

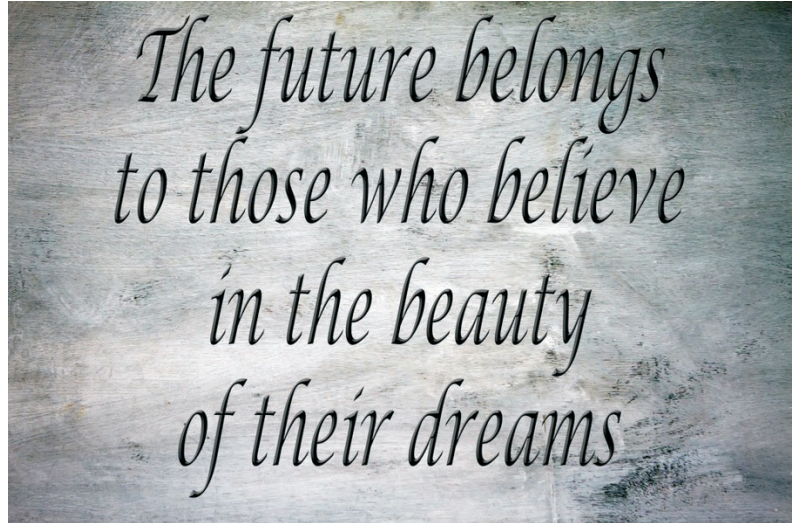
1. List the four steps of a job search plan.
2. List three elements of career management.

# CAREER PLANNING

Steps:

1. Conduct a self-examination.

- Interests
- Likes and dislikes
- Strengths and weaknesses



**Career planning is a guide to success.**

2. Clarify your career choices.

- Think about a career
- Explore Career Clusters

3. Research your options.

4. Develop and implement a plan.

5. Evaluate your progress.

# CAREER PLANNING: CAREER CLUSTERS

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



# CAREER PLANNING EXAMPLE

Career Preference	Job Duties	Career Research	Educational Requirements
<b>Nursing</b>	<ul style="list-style-type: none"> <li>Record patients' medical histories and symptoms.</li> <li>Administer medicines &amp; treatments to patients.</li> <li>Set up patient care plans.</li> <li>Observe patients.</li> <li>Consult with doctors and other healthcare professionals.</li> <li>Operate and monitor medical equipment.</li> <li>Help perform diagnostic tests, and analyze results.</li> <li>Teach patients and their families how to manage illness/injury.</li> </ul>	<p><b>Job Outlook:</b></p> <p>Faster than average job growth</p>	<p><b>Education and State Licensing:</b></p> <ul style="list-style-type: none"> <li>PN: Practical Nurse—one year</li> <li>ADN: Associate degree nurse—two years</li> <li>BSN: Bachelor of Science Nurse—four years</li> </ul>
		<p><b>Average salary:</b></p> <ul style="list-style-type: none"> <li>Care facilities: \$58,180 per year</li> <li>Home healthcare: \$60,690 per year</li> <li>Physician's office: \$62,880 per year</li> <li>General medical and surgical hospitals: \$62,690 per year</li> <li>General medical and surgical hospitals: (private) \$66,650 per year</li> </ul>	<p><b>Health science work experience prior to nursing school:</b></p> <ul style="list-style-type: none"> <li>CNA: Certified Nursing Assistant</li> <li>Phlebotomist</li> <li>Other health science job(s)</li> </ul>

# CAREER MANAGEMENT

## Benefits

- ◆ Develop decision-making skills.
- ◆ Feel more prepared for the future.
- ◆ Create a potential for a higher salary.
- ◆ Enhance job satisfaction.
- ◆ Improve marketability.
- ◆ Position your future employment opportunities.



**Seek personal fulfillment and work/life balance.**

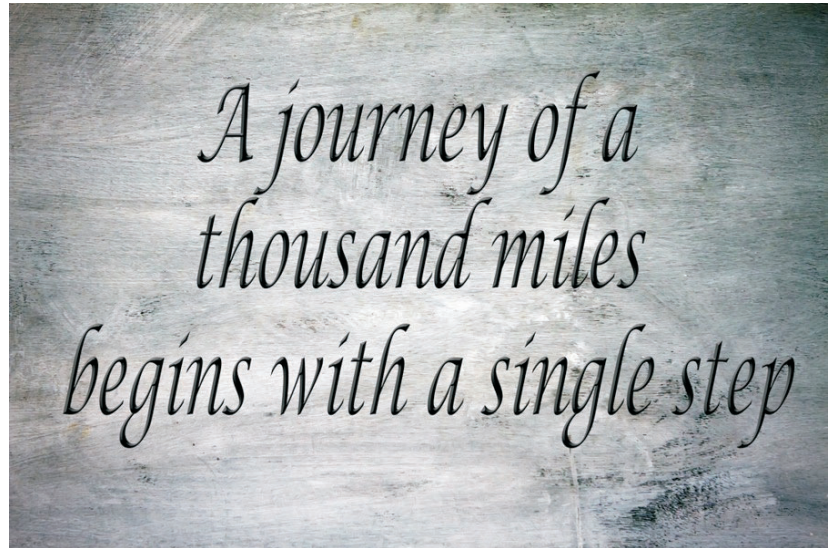
## Career Management Elements

- ◆ Job
- ◆ Career
- ◆ Career ladder
- ◆ Career change



# EDUCATIONAL PLAN

- ◆ Choose a career.
- ◆ Investigate schools.
  - Private trade and technical diplomas, certificates, and associate degrees
  - Community and junior college certificates and associate degrees
  - University degrees (e.g., B.A., M.S., and Ph.D.)
- ◆ Estimate the time required for program completion.
- ◆ Assess affordability.
- ◆ Decide if education is an appropriate choice.



**Be persistent.**

# EDUCATIONAL PLANNING EXAMPLE

Career Preference	Short-Term 1 to 2 years	Intermediate 3 to 20 years	Long-Term 20 years+
Nursing	College of DuPage	College of DuPage	Illinois Benedictine or Northern Illinois University
	<b>CNA: Certified Nursing Assistant Certification</b> 16 weeks Start date: End date:	<b>PN: Practical Nurse</b> 1 year Start date: End date:	<b>BSN: Bachelor of Science in Nursing</b> 2 years Start date: End date:
	<b>Phlebotomy</b> 6 to 12 months Start date: End date:	<ul style="list-style-type: none"> <li>Complete an application for admittance.</li> <li>Obtain state license.</li> </ul> Start date: End date:	
	<ul style="list-style-type: none"> <li>Take one course at a time.</li> <li>Achieve excellent grades.</li> <li>Improve computer skills.</li> </ul>	<b>ADN: Associate degree in Nursing</b> <ul style="list-style-type: none"> <li>Upon acceptance, register for the PN to ADN bridge program.</li> <li>Work part time and attend school full time.</li> </ul> Start date: End date:	



# JOB SEARCH PLAN: PART 1

## Preparation

- ◆ Set a career goal.
- ◆ Create a résumé and cover letter.
- ◆ Identify and research companies or organizations.



**Be persistent.**

## Action

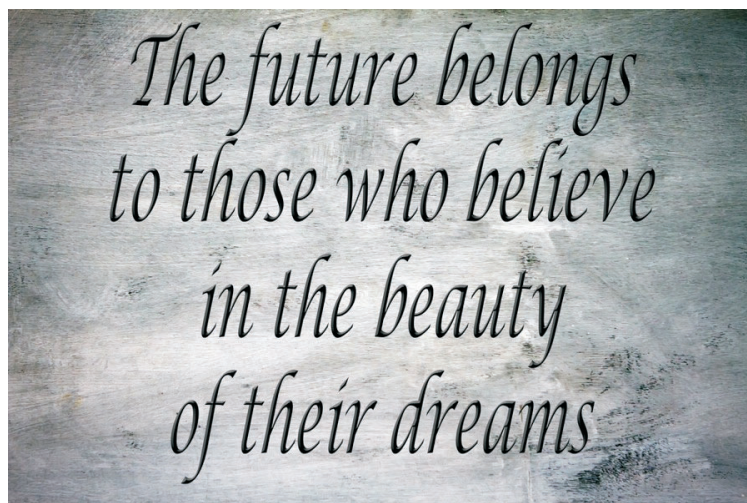
- ◆ Post your résumé online, and set up alerts on job boards.
- ◆ Look for jobs online or in print.
- ◆ Read job descriptions carefully.
- ◆ Respond to job postings.
- ◆ Follow up within five business days of submitting your materials.

## Network

## JOB SEARCH PLAN: PART 2

### Organization

- ◆ Create a system for tracking, following up, and accessing information easily.
- ◆ Commit time on a consistent basis.
- ◆ Send thank-you notes.



**Be persistent.**

### Progress Check

- ◆ Periodically recognize achievements.
- ◆ Analyze and adjust where needed.
- ◆ Continue working on goals.
- ◆ Talk to a teacher or counselor.

# JOB PLANNING EXAMPLE

Career Preference	Short-Term 1 to 2 years	Intermediate-Term 3 to 20 years	Long-Term 20 years+
<b>Nursing</b>	<b>Certified Nursing Assistant (CNA)</b> Work at a nursing for 6 to 12 months.	<b>Licensed Practical Nurse (LPN)</b> <ul style="list-style-type: none"> <li>• Work in a hospital, clinic, or nursing home full time for one year.</li> <li>• Save money to attend the ADA program.</li> </ul>	Select a nursing specialty (e.g., ER or ICU).
	<b>Phlebotomy Certified</b> (with CNA certification) <ul style="list-style-type: none"> <li>• Work in a hospital for one year.</li> <li>• Earn money to apply and attend a PN program.</li> </ul>	<b>Licensed Associate Degree Nurse (ADN)</b> <ul style="list-style-type: none"> <li>• Work full time for two years.</li> <li>• Save money to attend the Bachelor of Science in Nursing (BSN) program.</li> </ul>	
		<b>Licensed Bachelor of Science in Nursing (BSN)</b> Work full time in a hospital.	

# Career Planning

## Purpose

The purpose of this activity is to create an educational plan and a job plan.

## Objectives

1. Record personal interests, likes and dislikes, and strengths and weaknesses.
2. Identify career preferences.
3. Research potential careers.
4. Create an educational plan and a job plan for a selected career.
5. Share plan documents with a counselor or instructor.

## Materials

- ◆ paper
- ◆ writing utensil
- ◆ computer with Internet access
- ◆ printer
- ◆ notes
- ◆ VM-C
- ◆ VM-F
- ◆ VM-I

## Procedure

1. Work independently. Review your notes and VM-C, VM-F, and VM-I.
2. Complete the self-examination portion of the tables below.
3. Research career preferences using O\*Net Online at <http://www.onetonline.org>. Record details in the Career Plan table.
4. Research educational institutions. Record details in the Educational Plan table for one career.
5. Research jobs of interest. Record details in the Job Planning Table for one career.
6. Present your completed self-examination, career plan, educational plan, and job plan to your counselor or instructor for feedback. Make any necessary edits.
7. Turn in your completed lab sheet to your counselor or instructor.

Self-Examination: Someone may have an interest, but he or she may not actively pursue it. When an individual pursues an interest, he or she can determine likes and dislikes.

INTERESTS: What captures your attention?	
LIKES: What do you like to do?	DISLIKES: What activities do you avoid?
STRENGTHS: What are your strongest abilities?	WEAKNESSES: What abilities would you like to improve?

**Career Planning Table**

Career Preference	Job Duties	Career Research	Educational Requirements

## Educational Planning Table

[illegible]

NOTE: Include start and end dates for each phase of your plan.

## Job Planning Table

[illegible]

NOTE: Include start and end dates for each phase of your plan.