Introductory Lesson: Career Portals
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WELCOME TO CAREER PORTALS
Copyright

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Career and Technical Education (CTE)
Career and Technical Education (CTE)

Definition:
Instruction that aims at developing foundational skills, core workplace competencies, and specific skill competencies in various occupational areas.
Career and Technical Education (CTE)

• You are currently enrolled in the course Career Portals
• Career Portals is a CTE course
• You are a CTE student
# Career Clusters

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Description</th>
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<tbody>
<tr>
<td>Agriculture, Food &amp; Natural Resources</td>
<td>Processing, production, distribution, and development of agricultural commodities and natural resources.</td>
</tr>
<tr>
<td>Architecture &amp; Construction</td>
<td>Designing, managing, building, and maintaining the built environment.</td>
</tr>
<tr>
<td>A/V Technology &amp; Communications</td>
<td>Creating, exhibiting, performing, and publishing multimedia content.</td>
</tr>
<tr>
<td>Business Management &amp; Administration</td>
<td>Organizing, directing, and evaluating functions essential to productive business operations.</td>
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<tr>
<td>Education &amp; Training</td>
<td>Providing education and training services, and related learning support services.</td>
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<tr>
<td>Finance</td>
<td>Financial and investment planning, banking, insurance, and business financial management.</td>
</tr>
<tr>
<td>Government &amp; Public Administration</td>
<td>Executing governmental functions at the local, state, and federal levels.</td>
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<tr>
<td>Health Science</td>
<td>Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research.</td>
</tr>
<tr>
<td>Hospitality &amp; Tourism</td>
<td>Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services.</td>
</tr>
<tr>
<td>Human Services</td>
<td>Providing for families and serving human needs.</td>
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<tr>
<td>Information Technology</td>
<td>Designing, supporting, and managing hardware, software, multimedia, and systems integration.</td>
</tr>
<tr>
<td>Marketing</td>
<td>Performing marketing activities to reach organizational objectives.</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Processing materials into intermediate or final products.</td>
</tr>
<tr>
<td>Public Safety, Corrections &amp; Security</td>
<td>Providing legal, public safety, protective, and homeland security services.</td>
</tr>
<tr>
<td>Science, Technology, Engineering &amp; Mathematics</td>
<td>Performing scientific research and professional and technical services.</td>
</tr>
<tr>
<td>Transportation, Distribution &amp; Logistics</td>
<td>Managing movement of people, materials, and goods by road, pipeline, air, rail, and water.</td>
</tr>
</tbody>
</table>

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Three Career Clusters™

Providing education and training services, and related learning support services

Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services

Providing for families and serving human needs

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Principles of Education and Training

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Education and Training

Principles of Education & Training

Human Growth & Development

Instructional Practice in Education & Training

Practicum in Education & Training
Programs of Study
- Consumer Services
- Counseling and Mental Health Services
- Early Childhood Development and Services
- Family and Community Services
- Personal Care Services

Providing for families and serving human needs

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Hospitality and Tourism

Principles of Hospitality & Tourism

- Hotel Management
  - Hospitality Services
    - Practicum in Hospitality Services
  - Travel & Tourism Management
    - Food Science (may be added to any sequence)
- Restaurant Management
  - Culinary Arts
    - Practicum in Culinary Arts
Encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

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Texas Education Agency recommended sequence of courses

Human Services

- Principles of Human Services
  - Lifetime Nutrition & Wellness (may be added to any sequence)
  - Dollars and Sense
  - Interpersonal Studies
  - Child Development
  - Family & Community Services
  - Introduction to Cosmetology
    - Cosmetology I
    - Cosmetology II

Practicum in Human Services

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PURPOSE OF COURSE
FOCUS ON

Education and Training Career Cluster
Hospitality and Tourism Career Cluster
Human Services Career Cluster
(3) The student identifies the importance of a well-written business plan. The student is expected to:

(A) categorize a business plan and the need for a well-orchestrated business plan;

(B) research business plan outlines, resources, and templates using web search engines;

(C) explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research, market segmentation, demographics, and sales forecasting;
Career Portals TEKS

(1) The student explores one or more career clusters of interest. The student is expected to:
(A) identify the various career opportunities within one or more career clusters
(B) identify the pathways within one or more career clusters
(2) The student explores pathways of interest within one or more career clusters. The student is expected to:
(A) investigate career opportunities within the pathways;
(B) explore careers of personal interest
(C) research the academic requirements for careers of personal interest
(D) research the certification or educational requirements for careers of personal interest
(E) describe the technical-skill requirements for careers of personal interest
(3) The student explores programs of study. The student is expected to:
(A) compare levels of education for careers of personal interest
(B) identify the academic and technical skills needed
(C) develop a personal program of study for at least one career
(4) The student explores the professional skills needed for college and career success. The student is expected to:

(A) articulate the importance of strong academic skills to meet personal academic and career goals

(B) explore the importance of curricular, extracurricular, career preparation, and extended learning experiences

(C) develop a personal six- or eight-year achievement plan that incorporates rigorous academic and relevant enrichment courses

(D) explore the steps required to participate in a variety of career and educational opportunities, including, but not limited to, entry-level employment, military service, apprenticeships, community and technical colleges, and universities

(E) identify professional associations affiliated with a specified program of study

(F) employ effective leadership, teamwork, and conflict management;

(G) recognize the value of community service and volunteerism

(H) demonstrate characteristics required for personal and professional success, including work ethics, integrity, dedication, perseverance, and the ability to interact with a diverse population
Career Portals TEKS

(5) The student understands personal financial management and recognizes the value of personal fiscal responsibility. The student is expected to:

(A) compare and contrast different types of banking services
(B) open and maintain different types of simulated bank accounts
(C) practice different methods of withdrawing and depositing funds
(D) reconcile bank statements, including fees and services;
(E) compare and contrast forms of credit, including credit cards and debit cards
(F) list the qualifications and procedures to obtain and improve credit scores
(G) discuss the impact of identity theft on credit
(H) examine the effects of poor credit scores as they relate to personal finance and career opportunities
(6) The student explores labor market information. The student is expected to:

(A) analyze national, state, regional, and local labor market information

(B) cite evidence of high-skill, high-wage, or high-demand occupations based on analysis of labor market information

(C) analyze the effects of changing employment trends, societal needs, and economic conditions on career planning
(7) The student explores job-seeking skills. The student is expected to:
(A) identify the steps for an effective job search
(B) describe appropriate appearance for an interview
(C) participate in a mock interview
(8) The student creates professional documents required for employment. The student is expected to:
(A) develop a résumé
(B) write appropriate business correspondence such as a letter of intent and a thank you letter
(C) complete sample job applications
(D) explain protocol for use of references
You will leave this class with a Career Portfolio!
Career Portfolio = Organized Samples of Your Best Work
Importance of Career Portfolio

- High School CTE course requirement
- Career and Technical Student Organization Competitions
- Scholarship Applications
- College Applications
- Job Searches
- Future Career
Career Portals
Teacher Note:

Depending on the career cluster you will explore first, instruct students to create their interpretation of the information from the appropriate upcoming slides. Have students focus on:

CTE
Cluster Name
Cluster Description

Cluster Pathways
YOUR TURN
Career and Technical Education (CTE)

Planning, managing and providing education and training services, and related learning support services

- Administration and Administrative Support
- Professional Support Services
- Teaching and Training

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Career and Technical Education (CTE)

Career Cluster

Description

Encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

Programs of Study

- Lodging
- Recreation, Amusements and Attractions
- Restaurants and Food/Beverage Services
- Travel and Tourism
Career and Technical Education (CTE)

Career Cluster

Description

Providing for families and serving human needs

Programs of Study

- Consumer Services
- Counseling and Mental Health Services
- Early Childhood Development and Services
- Family and Community Services
- Personal Care Services
Resources and References

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Websites:
Animation Factory
Free slide presentation templates
www.animationfactory.com

AchieveTexas
A college and career initiative designed to help students (and their parents) make wise education choices.
http://www.achievetexas.org/Education.htm

Career Clusters
Learning that works for America
http://www.careerclusters.org
Resources and References

Websites:


Learning that Works for America CTE ™ Sponsored by The National Association of State Directors of Career Technical Education Consortium (NASDCTEc http://www.careertech.org/career-clusters/glance/at-a-glance.html

Texas Education Agency Texas Essential Knowledge and Skills http://ritter.tea.state.tx.us/rules/tac/chapter130/index.html