Career Cluster Research Project

Teacher: Brad Mehr
Course: Career Planning
Unit: Career Clusters
Achievement Standard: Utilize career resources to develop an information base to develop a personalized career pathway that includes international career opportunities.
Standards: National Standards for Business Education Career Development 2. Career Exploration & Research   a. Career Resources and Related Information
Performance Standards: Describe and give examples of career fields and/or clusters. Use a variety of content-based research tools. Evaluate several occupational interests based on various criteria
Lesson Content: Students will give a presentation to the class on a career cluster of their choosing. The students will be given the guidelines of the project on the first day via Canvas or Google Classroom as well as a lecture from the instructor. During the presentation the rest of the class should be taking notes about the cluster. At the end the audience should be given time to ask questions.
Evaluation Procedure: Students will be graded on a rubric that will be distributed the day before they present.
Teaching Materials: PowerPoint, Prezi, Google Slides, Internet Access

Career Cluster Research Project Guidelines

1. List and Summarize the career opportunities in the cluster
2. Research current and emerging fields related to the cluster
3. Analyze the effects of changing employment trends within the cluster
4. Cite evidence of high-skill, high-wage, or high demand occupations within clusters
5. Analyze national labor market information for at least **4 careers** within the cluster. Such as, but not limited to:
   a. Annual Salary and hourly rate
   b. Annual Openings
   c. Growth Rate Education and Training needed
   d. Determine academic requirements
   e. Turn Over Rate
   f. Tasks performed

The Powerpoint must be 4 to 5 minutes in length. **Anything over 5 minutes will be stopped.**

Career Planning Career Cluster Rubric

Name: Cluster:

Introduction

Points earned   [   ] 5 pts

Side Notes

Career Opportunities

Points earned for Relevance   [   ] 10 pts

Current and Emerging Fields

Points earned for Relevance   [   ] 10 pts

Effects of changin Employment Trends

Majors, Accreditation, class ratio / size   [   ] 10 pts

Evidence high skill, high wage, or high demand Occupations

Points earned for Relevance   [   ] 10 pts

Career 1

Annual Salary, Annual Openings, Growth Rate,
Education/Training, Academic Requirements,
Turnover Rate, Tasks Performed.   [   ] 10 pts

Career 2

Annual Salary, Annual Openings, Growth Rate,
Education/Training, Academic Requirements,
Turnover Rate, Tasks Performed.   [   ] 10 pts

Career 3

Annual Salary, Annual Openings, Growth Rate,
Education/Training, Academic Requirements,
Turnover Rate, Tasks Performed.   [   ] 10 pts

Career 4

Annual Salary, Annual Openings, Growth Rate,
Education/Training, Academic Requirements,
Turnover Rate, Tasks Performed.   [   ] 10 pts

Conclusion

Points earned   [   ] 5 pts

PowerPoint

Overall Presentation   [   ] 5 pts

Time 4 to 5 Minutes   [   ] 5 pts

Total   / 100 pts

Career Cluster Notes

	Opportunities	Emerging Fields	Career 1	Career 2	Career 3	Career 4
Agriculture, Food, and Natural Resources						
Architecture and Construction						
Arts, Audio/Video Technology, and Communications						
Business, Management, and Administration						
Education and Training						
Finance						
Government and Public Administration						
Health Science						

Career Cluster Notes

	Opportunities	Emerging Fields	Career 1	Career 2	Career 3	Career 4
Hospitality and Tourism						
Human Services						
Information Technology						
Law, Public Safety, Corrections, and Security						
Manufacturing						
Marketing, Sales, and Service						
Science, Technology, Engineering, and Mathematics						
Transportation, Distribution, and Logistics						