

A PRODUCTION OF  
**WPBS**  
DIGITAL TV

# GPS

## FOR SUCCESS<sup>SM</sup>

IT'S NEVER TOO SOON TO START PLANNING FOR THE FUTURE.



**Research** career opportunities | **Watch** related videos | **Plan** for your future

**Navigate your career path to a bright future**

**MYGPSFORSUCCESS.COM**





*A note to educators...*

GPS for Success was developed by WPBS-DT, and presented by the Northern New York Community Foundation, in partnership with the Jefferson-Lewis & St. Lawrence-Lewis BOCES to inspire career success and prosperity by connecting individuals, education, and industry. It is a resource guide for students and job seekers to develop career pathways that align personal interests with employment opportunities. Teacher guides can be found at [myGPSforSuccess.com/educators](http://myGPSforSuccess.com/educators) for each of the 16 nationally identified career clusters to assist with career awareness, career exploration, and career preparation. Each GPS for Success Teacher Guide includes introductory discussion questions, follow-up questions for partner work or whole class discussion to be utilized after viewing a career cluster video, student viewing guides to help students conceptualize the content and allow for active learning, and extend learning activities to increase learning and exposure to each career cluster.

To request a presentation on how to utilize GPS for Success for your students please contact Michelle Todd at 315-782-3142 ext. 320, by email at [mtodd@wpbstv.org](mailto:mtodd@wpbstv.org) or online at [myGPSforSuccess.com/SchedulePresentation](http://myGPSforSuccess.com/SchedulePresentation).

*A note for parents & students...*

Scholarship information & internship opportunities can be found at [myGPSforSuccess.com/students](http://myGPSforSuccess.com/students)

*A note for industry & businesses...*

To have your business featured contact Community Support at 315-782-3142 ext 216 or email [underwriting@wpbstv.org](mailto:underwriting@wpbstv.org)

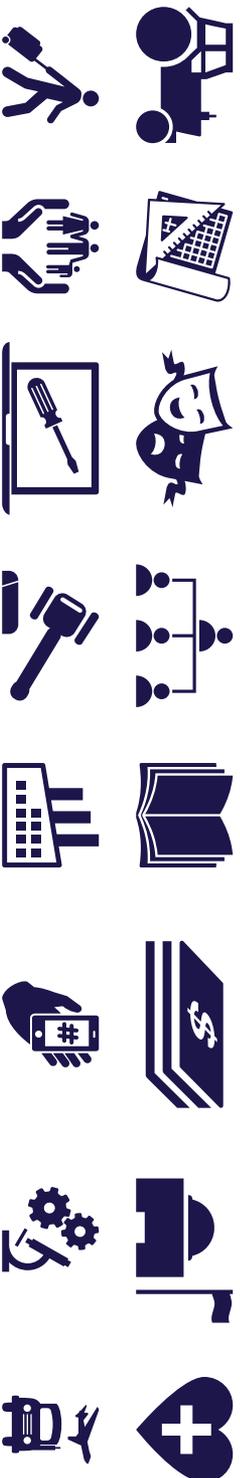
Thank you, for all that you do!

WPBS Education Department

# My plans for after I graduate from high school

- 📍 Four-year College or University
- 📍 Two-year College
- 📍 Military Service
- 📍 Technical or Trade School
- 📍 Start Job

Review the 16 career clusters in the course catalog and circle your top career cluster of interest.



**Top 3 careers** from Career Cluster of interest.

- 1.
- 2.
- 3.

**High School Courses** related to Career interest.

- 1.
- 2.
- 3.

**Action Steps** What I need to do to accomplish my career goals.

- 1.
- 2.
- 3.

**My Characteristics** (Personal skills that will be helpful in your top career.)

- 1.
- 2.
- 3.

**Areas I would like to improve** so I can reach my career goals.

- 1.
- 2.
- 3.

# AGRICULTURE FOOD, AND NATURAL RESOURCES

## JOB INVOLVES

Prepare, implement and update strategic plans for agricultural economic development. Facilitate the development of solutions to the needs and concerns of agriculture including the shortage of trained, skilled labor and profitable markets for Ag products.

### SKILLS

Agricultural  
Craftsmanship  
Leadership  
Self-Starter  
Team Player  
Public Speaking  
Computer Skills

### CAREER PATH

#### Start with

- High school classes in agriculture and/ or business.
- CTE program like veterinary practices, gas & diesel, or forestry.

#### Then

- Further study in wildlife management, agribusiness, etc.
- Starting jobs as farm-hand, groomer, farm equipment mechanic

## DID YOU KNOW?

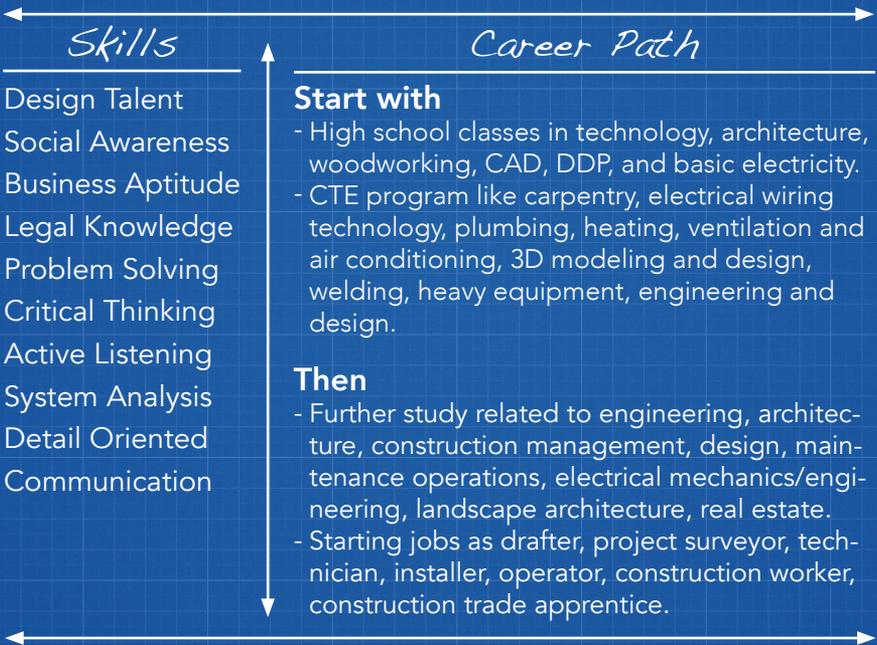
The Bureau of Labor Statistics forecasts more than 60% of agricultural job openings between 2012 and 2022 will go to recent college graduates. The modern, commercial food production encompasses countless positions far beyond the traditional farmer/grower!



# ARCHITECTURE & CONSTRUCTION

## Job Involves

Designing new residential and commercial buildings, as well as extensions and/or alterations to existing buildings. An architect is in control of a project from start to finish, and work closely with construction professionals. Requires working in a variety of conditions including weather, heights and materials.



## DID YOU KNOW?

In a survey by Manpower, a lack of skilled tradespeople is the number 1 hiring challenge for the United States, with 68% of employers reporting a shortage of potential new hires. Those who practice a skilled trade like electricians, carpenters, plumbers and welders are in extremely high demand.



# ARTS, AV TECHNOLOGY & COMMUNICATIONS

## JOB INVOLVES

Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment.

### SKILLS

Speaking  
Writing  
Coordination  
Listening  
Monitoring  
Active Learning  
Time  
Management

### CAREER PATH

#### Start with

- High school classes in art, drawing, graphic arts, desktop publishing, marketing, and/or the humanities.
- CTE program like visual communications or graphic design.

#### Then

- Additional study related to your media choice such as communications, technology, entertainment, film/video arts, journalism, advertising/marketing, or journalism.
- Starting jobs as photographer/camera operator, audio/video technician, web designer, graphic designer, reporter/announcer, or broadcast technician.

## DID YOU KNOW?

Broadly, individuals that work in the AV communications industry manufacture, sell, rent, design, install, integrate, operate, and repair the equipment of audiovisual communications. They are involved in the presentation of sound, video, and data to groups in such venues as corporate boardrooms, hotels, convention centers, classrooms, theme parks, stadiums, and museums. Most observers expect the job growth rate within AV industries to be at 20-30 percent for the foreseeable future. In just the AV systems technician field, the industry could expect to add 20,600 jobs annually.



# BUSINESS MANAGEMENT & ADMINISTRATION

## Job Involves

Planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. You might manage the financial activities of a business, direct the public to specific people or departments, or record incoming and outgoing shipments.

## Skills

Speaking  
Listening  
Reading  
Writing  
Critical Thinking  
Instructing  
Problem Solving  
Time  
Management

## Career Path

### Start with

- High school classes in accounting, finance, business marketing, Microsoft applications, business law, web page design, desktop publishing, career and financial management.
- CTE program in software development and business design as well as experiences such as SkillsUSA in entrepreneurship and speech.

### Then

- Further study related to administration, business, finance, human resources, and leadership.
- Starting jobs as customer service representative, payroll clerk, human resources, administrative assistant, data entry/processor.

## Did you Know?

Companies want to bring in new clients and build revenue, both of which require those who can work in sales and get the deal done! In fact, 72% of employers report not being able to find enough salespeople to fill available positions along with interest in hiring in customer service and other support positions.



# EDUCATION

— Job involves —

Planning, Managing and Providing Education and Training Services, and Related Learning Support Services.

## Skills

Multi-tasking

Technology

Computer Skills

Organized

Outgoing

## CAREER PATH

— Start with —

- High school classes in the area of teaching interest.
- CTE program like early childhood education and education & human services.

..... Then

- Further study related to human services, special education, literacy, child development, social work, counseling, teacher education/professional development.
- Starting jobs as teaching assistant, teachers aid, tutor.

## Did You Know ?

According to the U.S. Department of Labor, overall employment of special education teachers is projected to grow 8 percent from 2016 to 2026, about as fast as the average for all occupations. School enrollment and the demand for special education services will drive employment growth.



# FINANCE

## Job Involves

Every aspect of a business's financial resources, from day-to-day accounting and budgeting, to tax planning, banking, investments, credit, and the generation of financial reports. They help develop both long and short term financial strategies that help business's meet their immediate and long-term goals.

## Skills

Math  
Communication  
Reading  
Writing  
Critical Thinking  
Judgment  
System Analysis  
Monitoring

## Career Path

### Start with

- High school classes in algebra, geometry, finance.
- CTE programs like business or participate in SkillsUSA entrepreneurship.

### Then

- Further study related to finance and accounting.
- Starting jobs as bank teller, insurance agent, loan officer, tax preparer, or account clerk.

## Did you Know?

The US Bureau of Labor Statistics recently released its biennial projections for job growth across hundreds of occupations between 2014 and 2024 and finance advisors for individuals and organizations is listed as one expected to have over 37,000 positions in finance available by 2024.



# GOVERNMENT AND PUBLIC ADMINISTRATION

## Job Involves

A variety of different work environments from making and executing public policy, maintaining National Security, serving in government, and ensuring that governments obtain revenues from tax dollars.

## Skills

Math  
Public Speaking  
Listening  
Communication  
Reading  
Writing  
Leadership

## Career Path

### Start with

- High school classes in history, government, economics, and personal law.
- CTE program like criminal justice
- Experiences in planning and organizing, debating, public speaking, student government.

### Then

- Further study related to law, public administration, finance and taxation, international relations, political science, or criminal justice.
- Starting jobs in the military, security, legal/ government secretary, county clerk, municipal/ license clerk, postal worker, or administrative assistant.

## Did you Know?

Individuals who want to work in public administration have a broad array of jobs from which they can choose. There are positions in government at the local, state and federal levels, along with administrative careers at non-profit organizations. Advanced degree work, volunteer work, community service and internships can also help you get a job in this field including being an elected official!



# HEALTH SCIENCE

## Job Involves

Health science careers promote health, wellness, and diagnosis as well as treat injuries and diseases. Professionals can work in a variety of fields, some of which work directly with the patients, and others that work indirectly for the patient.

### Skills

Communications  
Systems  
Safety, Health &  
Environmental  
Leadership  
Teamwork  
Academic  
Foundation

### Career Path

#### Start with

- High school classes in biology, chemistry, anatomy, physiology, and health.
- CTE program like medical careers, medical assisting, nursing assistant, allied health, pharmacy technician, or new vision health.

#### Then

- Further study related to biology, science, nursing, medical, dental, therapy, pharmaceutical, nutrition, or healthcare.
- Starting jobs as a medical assistant, medical secretary, medical record technician, pharmacy aid, home health aide, physical therapy aide, and medical transcriptionist.

## Did you Know?

The American Hospital Association has found that 89% of hospitals have openings for RN's that have remained unfilled, with many also unable to find pharmacists, radiology technicians, lab techs and even maintenance staff. Over the next decade, the U.S. will require an additional 103,900 nurses to maintain the current standard of care!



# HOSPITALITY AND TOURISM

## Job Involves

A diversity of skills that range from being able to resolve conflicts to satisfy staff and guests to utilizing marketing techniques to sell products and services. Unique working conditions that depend on location and seasons with the opportunity to travel the world.

### Skills

Problem Solving  
Critical Thinking  
Systems  
Safety & Health  
Leadership  
Teamwork  
Ethics & Legal  
Responsibilities

### Career Path

#### Start with

- High school classes in business
- CTE program like culinary arts, cooking/ baking and hospitality.

#### Then

- Further study related to hotel/restaurant management, business management, hospitality and tourism, baking/pastry arts, and marketing/ customer service.
- Starting jobs as customer service representative, food service worker, maid/housekeeping, resort desk clerk, bellhop/concierge, barista, bartender, fast food worker/cook, food prep worker, host/hostess, or dishwasher.

## Did you Know?

Hospitality Management is a career with tremendous growth potential. According to the Les Roches School of Hospitality Management, the hotel industry is expected to grow 4 percent per year through 2019. This provides tremendous opportunities for budding hotel managers. With this type of growth, hotel managers can gain experience quickly and move up in the chain of command. Particularly talented managers may ultimately run their own property as a general manager.



# HUMAN SERVICES

## Job Involves

Focusing on the most basic needs of our communities, including the health and well-being of individuals and families, assistance with social services as needed, help with preventing and solving problems and striving to provide the highest quality of life possible.

### Skills

Communication  
Empathy  
Listening  
Organization  
Problem Solving  
Detail Oriented  
Compassionate  
Patience  
Self-Motivated  
Team-Oriented

### Career Path

#### Start with

- High school classes in communication, writing, psychology, or sociology.
- CTE program like cosmetology, new vision health, early childhood education, criminal justice, and education & human services.

#### Then

- Further study related to social work, child care, counseling, therapy, rehabilitation, substance abuse, mental health, cosmetology/barbering, fitness, and mortician.
- Starting jobs as nanny/child care provider, personal care aide, social/human service assistant.

## Did you Know?

Over the next decade, there are expected to be 532,100 new jobs created in child care as the industry grows and many families now have both parents at work.



# Information Technology

## Job Involves

The use of electronic devices, such as computers and smartphones, and the internet to create, store, retrieve, and transmit data. The field of Information Technology offers many different career paths.

## Skills

Communications  
Problem - Solving  
Critical Thinking  
Systems  
Ethics & Legal Responsibilities  
Technical Skills  
Time Management

## Career Path

### Start with

- High school classes in technology, electronics, coding, web design, and computer applications.
- CTE program like Electronic and Computer Technology, 3D Modeling and Design, Visual Communications, Software Development, Advanced Career: Innovations in Science and Technology.

### Then

- Further study related to computer science, information technology, or telecommunications.
- Starting jobs as support specialist, technology data entry.

## DID YOU KNOW?

Many business owners are worried about being able to find enough tech-savvy workers to maintain growth over the coming decade. This makes careers in IT, computer science and programming smart moves. The Bureau of Labor Statistics estimates that one in 19 new jobs created will be in the field of information technology.



# LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY

## Job Involves

A good match for someone that's up for a physical and mental challenge. It's a career field that is looking for people that possess a wide range of skills. The career can be tough and exhausting at times.

## Skills

Physically fit  
Organization  
Clean Record  
Writing  
Critical Thinking  
Public Speaking  
Quick Thinking  
Computer Skills

## Career Path

### Start with

- High School classes in History, Government, and Current Events
- CTE program like Criminal Justice.

### Then

- Further study related to Law, Legal Studies, Criminal Justice, Fire Protection, Paralegal, Paramedics, Homeland Security, Emergency Management, Investigations, Forensic Science, and Cyber Security.
- Starting jobs as court clerk, law office secretary, or security officer.

## Did you Know?

Jobs and careers in this cluster have many things in common. All of these careers are designed to uphold the law and protect people. Although careers in law vary on the surface from jobs in public safety or security, they share primary responsibilities. As an entire career group, this sector has experienced rapid growth and importance in accordance with demand for security and legal services.



# MANUFACTURING

## Job Involves

Planning, managing, and performing the processing of materials into intermediate or final products and related professional and technical support activities, such as production planning and control, and maintenance process engineering.

### Skills

Computer Skills  
Detail Oriented  
Math  
Intuition  
Stamina

### Career Path

#### Start with

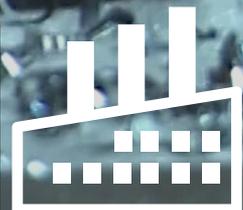
- High School classes in math, science, technology, electricity, energy systems, production, robotics, and CAD.
- CTE program like 3D Modeling and Design, Welding Technology, Electronic & Computer Technology, Electrical Wiring Technology, Engineering and Design.

#### Then

- Further study related to production, engineering, fabrication, renewable energies, machine maintenance/mechanics, robotics, and drafting.
- Starting jobs as machine operator, assembler, line worker, and production finisher.

## Did you Know?

Manufacturing is up 17.6% overall from 2006-2013 according to the U.S. Bureau of Economics. The production and shipment of goods in the U.S. is a large, important and growing part of our economy!



# MARKETING

## JOB INVOLVES

The promotion and selling of products or services. Marketing includes not only the design of advertising campaigns, but market research into target audience and promotion effectiveness as well. Marketing offers the opportunity to be creative and work across a variety of platforms.

## SKILLS

Speaking  
Persuasion  
Negotiation  
Coordination  
Writing  
Instructing  
Computers  
Monitoring  
Social  
Perceptiveness

## CAREER PATH

### Start with

- High School classes in english, business, advertising, and marketing.
- CTE program like Visual Communications, and participation in SkillsUSA.

### Then

- Further study related to business, marketing, market research, public relations, advertising, sales, or service.
- Starting jobs as cashier, customer service/ sales representative, store merchandiser, or telemarketer.

## DID YOU KNOW?

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, sales agents, and financial staff members. Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.



# Science, Technology, Engineering, & Math

## Job Involves

S.T.E.M. workers do scientific research in laboratories or the field. Others plan or design products and systems. Or, you might support scientists, mathematicians, or engineers as they do their work.

### Skills

Mathematics  
Reading  
Writing  
Speaking  
Science  
Systems Analysis  
Active Learning  
Decision Making

### Career Path

#### Start with

- High School classes in science, technology, physics and math.
- CTE program like information technology.

#### Then

- Further study in STEM field.
- Consider short-term research opportunities/ internships.

## Did you Know?

In a survey completed by the Society for Human Resource Management, 88% of employers reported not being able to find enough qualified engineers to hire. This creates an atmosphere where there simply aren't enough workers to fill engineering positions, especially in fields where specialized skills are required.



# TRANSPORTATION, DISTRIBUTION & LOGISTICS

## Job Involves

A variety of working conditions; from simply working on cars in a garage, to being on the road delivering materials for up to 4 weeks at a time, or sailing down the St. Lawrence Seaway captaining a cargo ship.

## Skills

Problem Solving  
Critical Thinking  
Information Tech  
Applications  
Systems  
Ethics  
Safety, Health &  
Environmental

## Career Path

### Start with

- High School classes in business and technology.
- CTE program like automotive technology, auto body repair, motorcycle, marine, and power sports and participation in SkillsUSA.

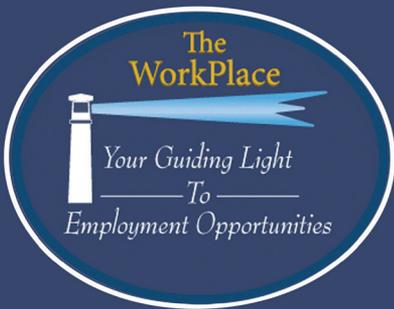
### Then

- Starting jobs as automotive technician, mechanic, bus driver or light truck or delivery service driver.

## Did you Know?

Transportation logistics is a fast-moving, dynamic industry, and the one of the most visible jobs is truck driver. Companies will always need to move goods, and because of that, the country will always need truck drivers. "You cannot outsource trucking," and with a national driver shortage, professional drivers have a lot of carriers to choose from as well. In addition, all of those drivers need logistical and administrative support, and the jobs can be exciting and provide a lot of variety.





## OFFERING:

- One-stop workforce services
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Northern New York chapter of NECA

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*\*Based on 2018 Graduate Survey.*