



Let's Inspire Young People to Reach Their Full Potential.

I appreciate your participation in my presentation!

In the following pages, you'll find the PowerPoint slides you requested.

In addition to the slides, I want to share some valuable resources and ways you can stay connected to the mission of shifting the paradigm in our homes, classrooms, places of business, and communities.

CHECK OUT THE [COMPETITIVE ADVANTAGE TRACK—IT'S FREE!](#)

Using these easy, plug-and-play videos and activities, you can inspire your learners to build a personal competitive advantage—one skill at a time. Teachers, parents, and facilitators in any learning environment can use the **Competitive Advantage Track** with learners in middle school through college, and even beyond.

With almost zero prep, it can be a bellringer exercise, a full lesson, or an ongoing topic. Access the Competitive Advantage Track today and help your learners build a powerful, personal competitive advantage!

[Click on the video to get started](#)

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If you're looking to make a bigger difference with the young people you influence, I'd love to help. Visit [MarkCPerna.com](#) for more information or call us at **330.840.2680**.

I appreciate and applaud your commitment to the next generation, and I hope we can stay in touch. Enjoy the PowerPoint slides!

A handwritten signature in black ink, appearing to read 'Mark C. Perna', with a long horizontal flourish extending to the right.

MARK C. PERNA
SPEAKER | AUTHOR | CEO



Visit MarkCPerna.com for FREE resources and information about Mark's award-winning bestseller
Answering Why: Unleashing Passion, Purpose, and Performance in Younger Generations

WELCOME... 

Unleashing Passion, Purpose, and Performance in Younger Generations

PRESENTED BY
MARK C. PERNA *Speaker, Author, and CEO*

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@MarkCPernaLeadership | @markperna
linkedin.com/in/markperna | @mark_c_perna

TFSresults.com | mark.perna@tfsresults.com | 330.840.2680


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The Shifting Landscape
Education & Workforce Development 

2

The World Has Changed 

3

THE FUTURE OF SKILLS 

- Up to **40% of core job skills** are expected to change and **50% of employees** will need to learn new skills
(World Economic Forum "Future of Jobs" report)
- 375 million workers globally** might have to change occupations in the next decade to meet companies' needs
(McKinsey Global Survey)
- 66%** of workers in Australia, UK and US said L&D opportunities make or break their decision to take a job or stay at a company
(HigherEd Dive)

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The World Has Changed 

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Academic Knowledge 

Professional Skills

Technical Competencies

COMPETITIVE ADVANTAGE

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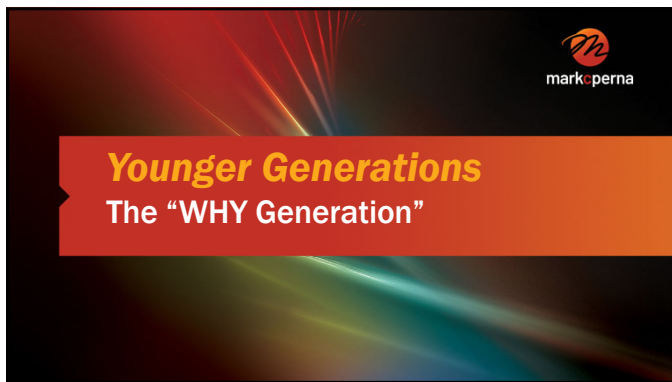
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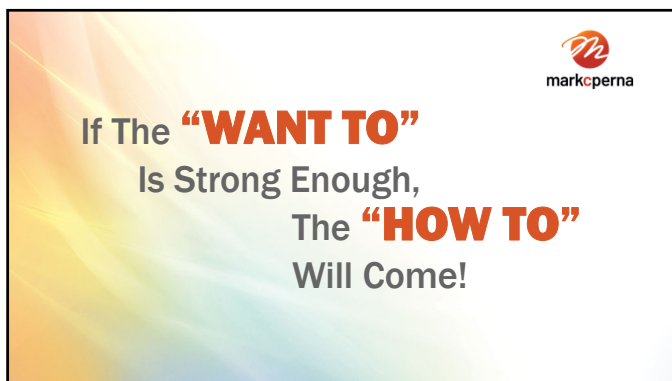
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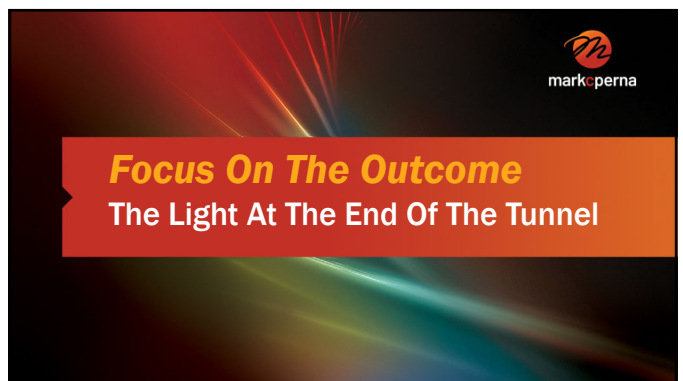
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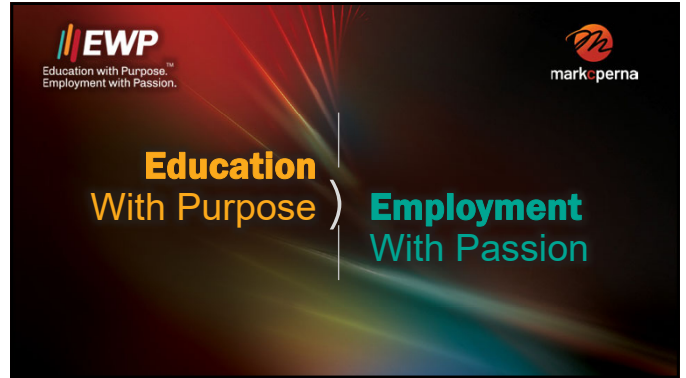


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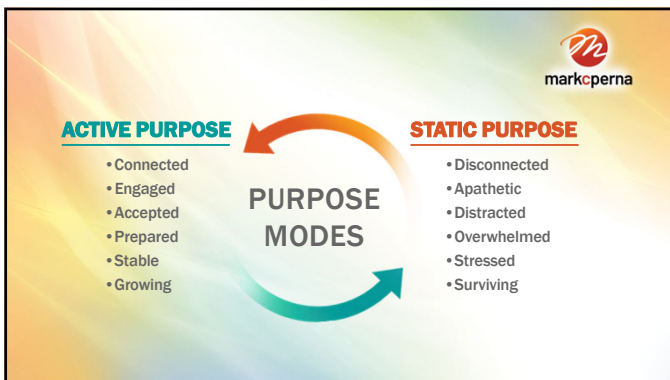
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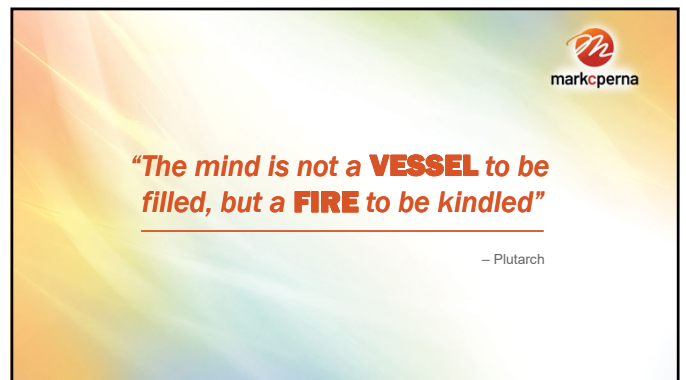
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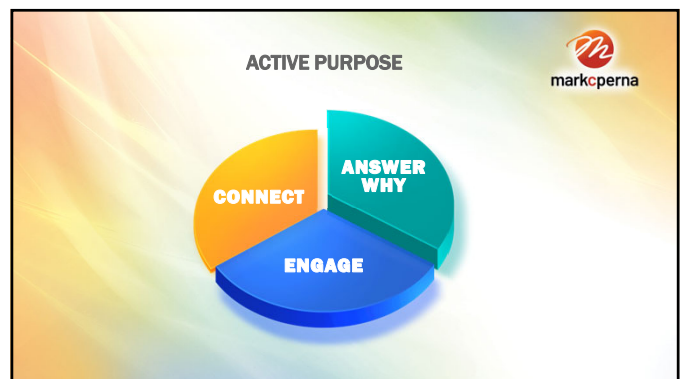
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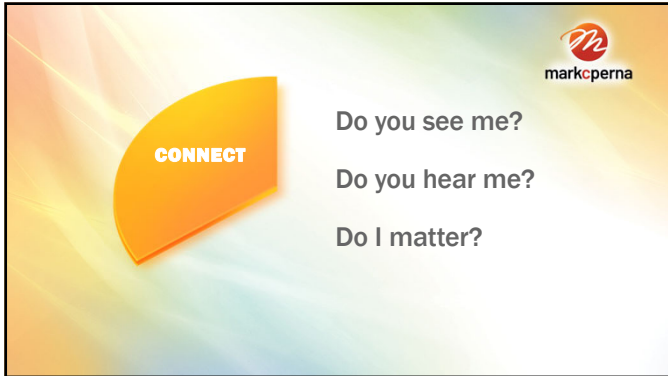


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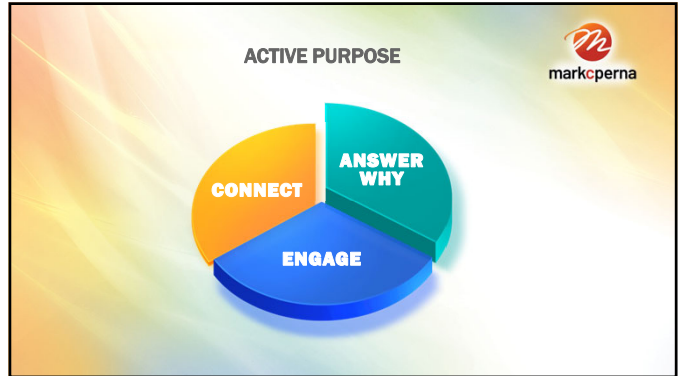


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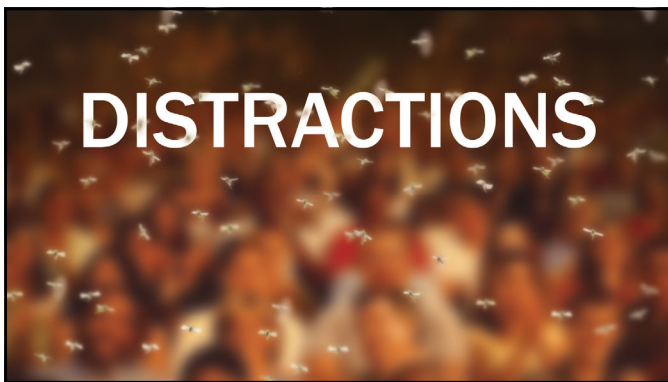
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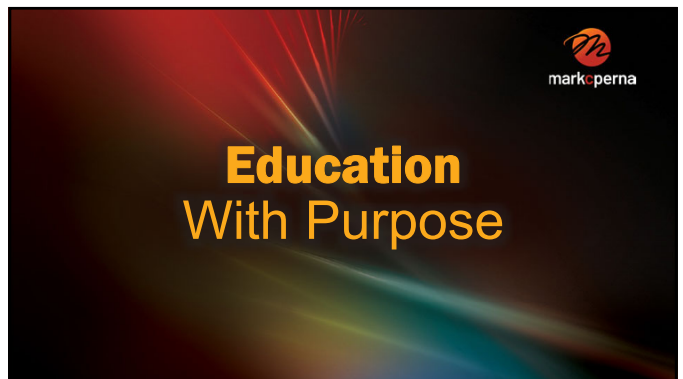
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**Georgetown University
Center for Education and Workforce**




Estimates **1/3rd** of nation's top-performing high school students (SAT over 1,000) **do not obtain a college degree...** and yet nearly all of them attempt college.

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**Strada-Gallup Education Network
College Student Survey**




32,000 students representing 43 random 4-year institutions




- Only **34%** of students believe they will graduate with the skills and knowledge to be successful in the job market and workplace
- Only **50%** believe their major will lead to a good job

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College Completion




Wall Street Journal




- **40%** of all college students drop out
- Of the 60% that earn a degree in 6 years, **20%** will end up chronically underemployed
- This means for every 5 students, **only 2** will graduate and find a job based on their degree

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College Enrollment



Wall Street Journal



- Percentage of students who enrolled in college after high school has fallen to **62%**
- **3 million** fewer students in college annually
- **2/3** of high school students think they will be just fine without a college degree

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Cost of College in America



Wall Street Journal



- **\$36k/year** to attend a public college
- Average time to earn a degree is **5 years**
- **\$36k x 5 + student loan debt service + opportunity cost** of not working while in school = real cost of college, **now topping \$300,000**

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College Debt in America




As Reported by Major News Agencies



- **\$1.6 Trillion** In Total Student Loan Debt
- **\$176 Billion** (11%) Over 90-Days In Default
- **44.2 Million** People Carry Student Loan Debt
- **4.86 Million** People Are Over 90-Days In Default
- **3,000 Defaults** Per Day in America

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Etiquette Gap Among Recent College Graduates
Intelligent.com, Survey of Managers, Directors, and Executives Involved in Hiring

At the Interview:

- 53% Struggled with Good Eye Contact
- 50% Asked for Unreasonable Compensation
- 47% Dressed Inappropriately
- 27% Used Inappropriate Language
- 21% Refused to Turn On Camera During Virtual Interview
- 19% Brought a Parent to the Interview

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Recent College Graduates Workforce Integration
Intelligent.com, Nationwide Business Leaders Involved in Hiring

Businesses Who Recently Hired College Graduates:

- 75% Some Or All Were Unsatisfactory
- 60% Fired A College Graduate They Hired This Year
- 90% Say College Graduates Need Etiquette Training
- 1 in 7 May Refrain From Hiring College Graduates
- Overall "Hiring managers say recent college graduates are unprepared for the workforce, can't handle the workload, and are unprofessional"

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Recent College Graduates Did College Fail Me?
Hult International Business School, National Survey of Employees

- 77% "I learned more in 6 months at my job than in my entire 4-year education"
- 85% "I wish my college had better prepared me for the workplace"
- 87% "I received better Job training from my employer than I did from my undergraduate education"
- 94% "I have regrets about my degree"

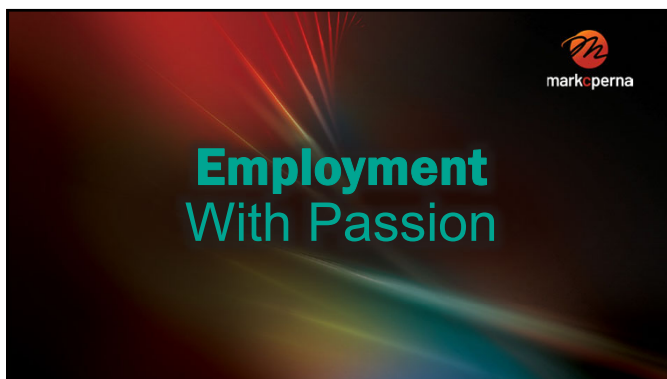
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Top 5 In-Demand Professional Skills
Hult International Business School, Nationwide Business Leaders Involved in Hiring

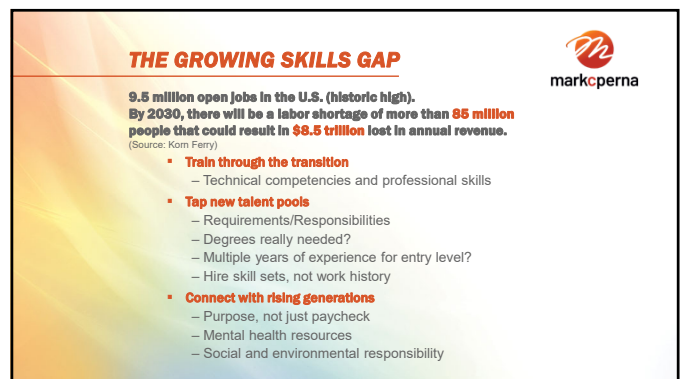
- 98% Communication
- 93% Willingness To Learn
- 92% Collaboration
- 90% Creativity
- 87% Critical Thinking

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Employment With Passion

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THE GROWING SKILLS GAP

9.5 million open jobs in the U.S. (historic high).
By 2030, there will be a labor shortage of more than 85 million people that could result in \$9.5 trillion lost in annual revenue.
(Source: Korn Ferry)

- Train through the transition**
 - Technical competencies and professional skills
- Tap new talent pools**
 - Requirements/Responsibilities
 - Degrees really needed?
 - Multiple years of experience for entry level?
 - Hire skill sets, not work history
- Connect with rising generations**
 - Purpose, not just paycheck
 - Mental health resources
 - Social and environmental responsibility

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Transitioning to Skills-Based Hiring

- Nearly **70%** of U.S. jobs require a bachelor's degree, but only **37%** of the workforce has one (OpportunityAtWork; U.S. Census Bureau)
- Skills-first hiring** increases the talent pool for Gen Z by **10.3x** and Millennials by **9x** (LinkedIn)
- 45%** of companies intend to eliminate bachelor degree requirements for some positions in **2024** (Intelligent.com)

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EWP
Education With Purpose.
Employment With Passion.

Education With Purpose | **Employment With Passion**

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CAREER TREE
DEER VALLEY

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Paramedic
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Biomedical Engineer
- Physician
- Physical Therapist
- Certified Athletic Trainer
- Epidemiologist
- Food Scientist
- Genetic Counselor
- Medical Examiner
- Medical Laboratory Scientist
- Registered Nurse
- Veterinarian
- Microbiologist

ENTRY-LEVEL CAREERS
(with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Orthopedic/Physical Therapy Assistant
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

ACADEMICS | **EXPERIENCES** | **PROFESSIONAL SKILLS** | **PASSION**

BIOMEDICAL SCIENCE

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ENTRY-LEVEL CAREERS
(with Program Completion)

- 911 Operator
- Durable Medical Equipment Sales
- Lab Assistant
- Morgue Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Surgical Technician
- Research Assistant
- Pharmaceutical Technician
- Medical Office Assistant
- Medical Transport
- Hospital Nutrition Assistant
- Sterilization Assistant

PROFESSIONAL SKILLS

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TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Dental Hygienist
- Emergency Medical Technician (EMT)
- Clinical Lab Assistant
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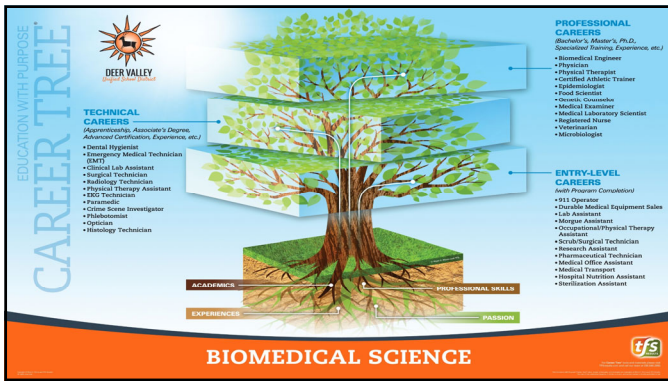
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

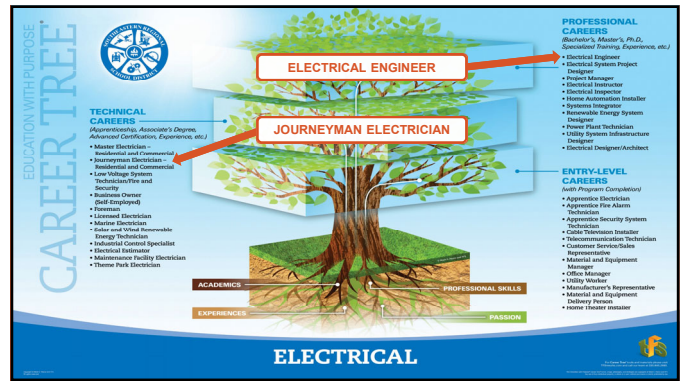
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- Physician
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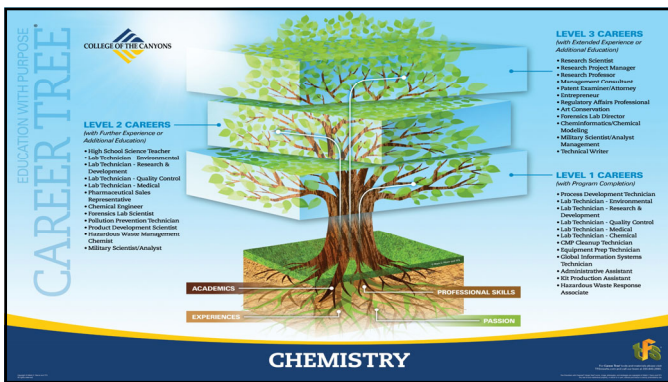
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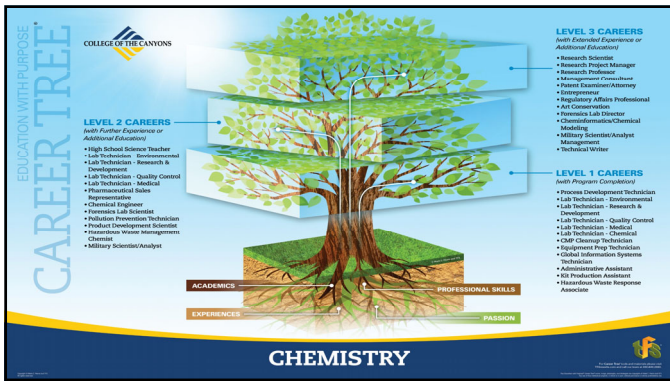


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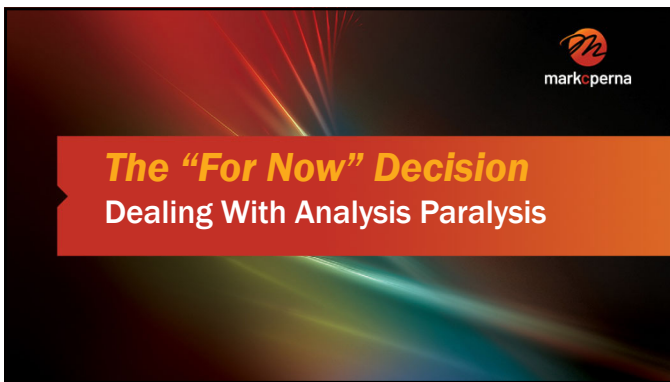
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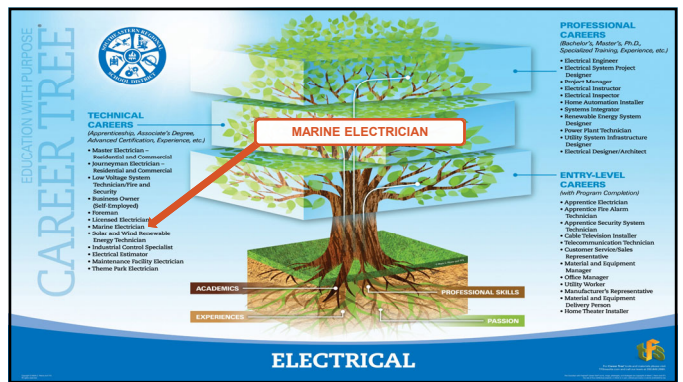
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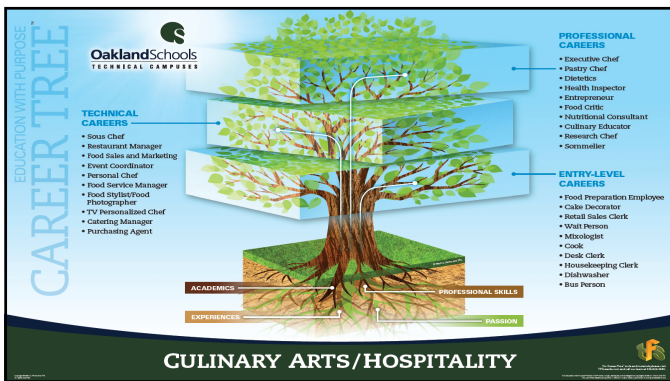
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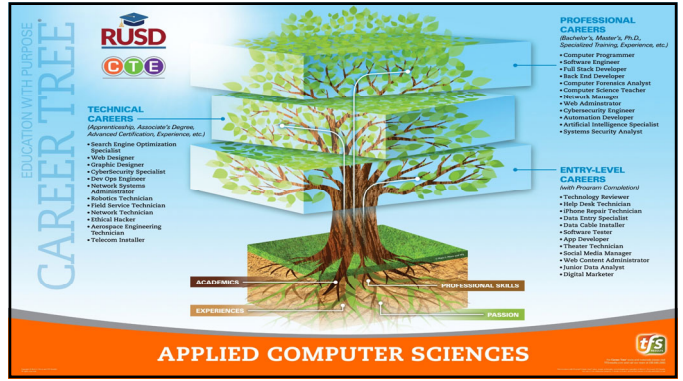


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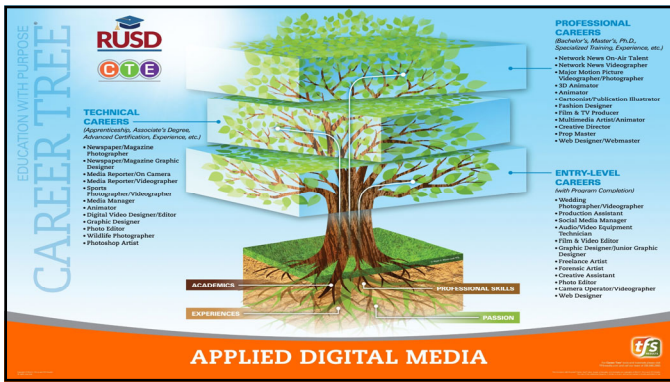
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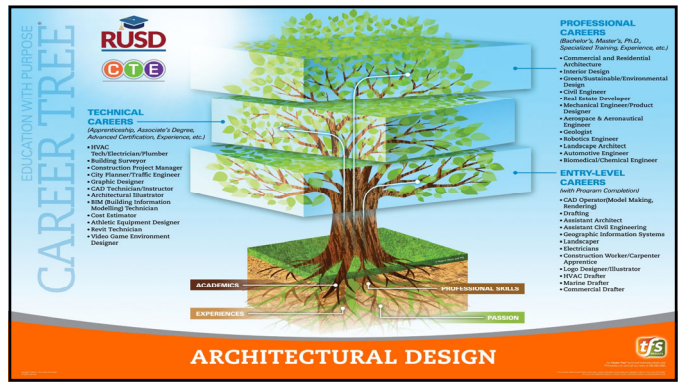
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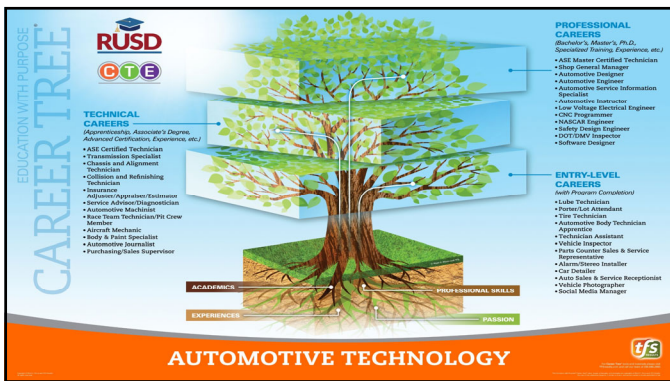
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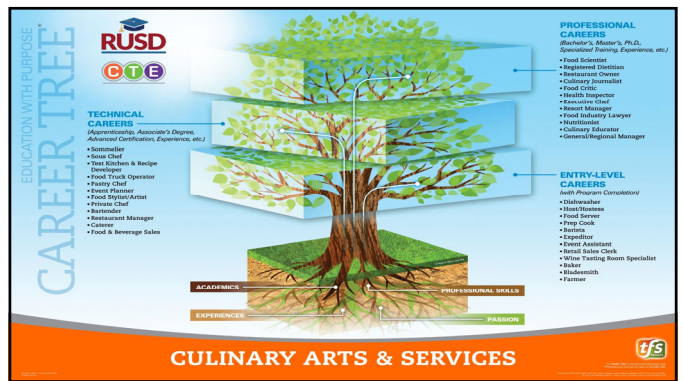
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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Classroom Teacher
- School Site Administrator
- Social Worker
- Mentorship & Family Connector
- School Counselor
- Educational Software Developer
- Librarian
- University Professor
- Toy Designer/Engineer
- School National Programs Director
- Chief Academic Officer

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Preschool Teacher
- Daycare Director/Teacher
- Community Outreach Coordinator
- Maintenance & Operations Employee
- Child Care Worker
- Translator/Interpreter
- Victim Advocate
- Child Nurse
- Administrative Assistant
- Autism Behavior Technician
- Juvenile Corrections Officer

ENTRY-LEVEL CAREERS
(Adult Program Consultant)

- Teacher/Caregiver
- Activity Director
- High School Sports Coach
- Receptionist
- Teacher Assistant
- Treasury Aide
- Bank Teller/Cashier
- Tour Guide
- Social & Human Service Assistant

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

EDUCATION & CHILD DEVELOPMENT

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EDUCATION WITH PURPOSE
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Automotive Engineer
- Computer Engineer
- Aerospace Engineer
- Automotive Engineer
- Mechanical Engineer
- Biomedical Engineer
- Civil Engineer
- Electrical/Electronics Engineer
- Engineering Professor/Instructor
- Driveway Inspector
- Mechanical Engineer

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Computer Network Specialist
- Electro-Mechanical Technician
- Electronics Engineering Technologist
- Child Engineering Technician
- Technical Graphic Artist
- Audio Technician
- Video Developer
- Automation Maintenance
- Electronic Drafting
- Radio Energy System Technician
- Mechanical Engineering Technician
- Drucker

ENTRY-LEVEL CAREERS
(Adult Program Consultant)

- CAD Technician
- Electronic Assembly Technician
- Electronic Technician
- 3D Printer Technician
- Small Scale Electronics Store
- Solar System Sales
- Industrial Machine Operator
- Solar Panel Manufacturing Technician
- Panel Installer
- Manufacturing Line Worker
- Quality Control
- Warehouse Worker

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

ENGINEERING DESIGN

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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Director of Programming
- Media Relations Assistant
- TV/Video School Professor
- Director
- Film & Video Editor
- Actor, Actress, News Reporter
- Director of Photography
- Production Sound Mixer/Engineer
- Script Supervisor
- Executive Producer
- Casting Director
- Movie/Television/News Producer

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Equipment Technician
- Agent/Business Manager
- Video Editor
- Lighting Technical Director
- Audio & Video Engineer
- Foley Artist
- Visual Effects Artist
- Music Composer
- Visual Effects Editor
- Graphic Design & Storyboard Artist
- Technical Director

ENTRY-LEVEL CAREERS
(Adult Program Consultant)

- Event Photographer/Videoographer
- Production Assistant
- Production Runner/Social Media Influencer
- Script Supervisor
- Camera Operator
- Assistant Director (when film)
- Staff Writer
- Casting Assistant
- Coffee/Tea Boy (Coffee)
- Assistant Video Editor

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

FILM, TV, & VIDEO PRODUCTION

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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Game Designer
- Project Manager
- Software Engineer
- UX Designer
- Video Game Programmer
- 3D Artist
- QA Analyst
- Game Director
- Unity Mobile/AR/VR Developer
- Visual Effects Artist
- Systems Analyst

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Unity Programmer
- Sound Design
- Level Designer
- Graphic Designer
- Asset Artist
- Technical Artist
- 3D Modeler
- 3D Artist
- Concept Designer
- Character Artist
- Gameplay Designer
- Character Animator
- App Developer

ENTRY-LEVEL CAREERS
(Adult Program Consultant)

- Game Tester
- Independent Game Developer
- Software Quality Assurance
- Game Tester
- Level Designer
- Character Artist
- QA Tester
- Community Manager
- Production Assistant
- Data Entry Specialist
- Video Editor
- Customer Service Representative
- Technical Support
- Web Developer
- Website Content Manager

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

GAME DESIGN & DEVELOPMENT

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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Creative Director
- Art Director
- Graphic Design Instructor
- Image Editor
- Production Editor
- Project Manager
- Site and Exhibit Designer
- Advertising Executive
- Communications Director
- Instructional Designer
- Package Designer

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Printer
- Large Format Print Operator
- Printer Technician
- Typography Designer
- Production Assistant
- Graphic Designer
- Illustrator
- Prepress Technician
- Desktop Publisher
- Publication Illustrator
- Sales Representative

ENTRY-LEVEL CAREERS
(Adult Program Consultant)

- Graphic Press Operator
- Screen Printer
- Color Assistant
- Production Artist
- Image Editor
- Prepress Technician
- Printing Press Operator
- Offset Press Operator
- Graphic Design Assistant
- Social Media Content Developer
- Photo Editor
- Image Editing and Finishing Workers
- Web Designer

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

GRAPHIC DESIGN & PRINT PRODUCTION

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EDUCATION WITH PURPOSE
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PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Cardiovascular Surgeon
- Travel Nurse
- Biomedical Engineer
- Health Services Director
- Physician Assistant
- Healthcare Therapist
- CSPC Public Health Specialist
- Research Anthropologist
- Consumer Psychologist
- Healthcare Negotiator
- Physical Therapist
- Healthcare Policy Advisor

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Pharmacist
- Pharmaceutical Sales Representative
- Labatory Technician
- Pharmaceutical Technician
- Pharmacist Technician
- Meritician
- Dietetic Technician
- Dental Hygienist
- Ophthalmic Technician
- Podiatry Technician
- Medical Technologist
- Nuclear Medical Technician

ENTRY-LEVEL CAREERS
(Adult Program Consultant)

- Emergency Medical Technician
- Cardiac Rehab Assistant
- Medical Assistant
- Pharmacy Technician
- Medical Interpreter
- CSPC Interpreter/Photographer
- Contact Tracer
- Medical Billing/Coding
- Dietary Aide
- Medical Scribe
- Intelligent Medication
- Phlebotomist

ACADEMICS | **PROFESSIONAL SKILLS**

EXPERIENCES | **PASSION**

HEALTH CAREERS & PATIENT CARE

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TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Logistics Coordinator
- Advertising Agent
- Travel Agent
- Hotel/Hospitality Manager
- Distillation/Liquor Manager
- Buyer/Purchasing Agent
- Packaging
- Construction Manager
- Banking Clerk
- Travel Expansion Manager

ENTRY-LEVEL CAREERS
(Entry-Level Positions)

- Business Director
- Chief Executive Officer
- Chief Operating Officer
- Personal Financial Advisor
- Market Research Analyst
- Controller/Accountant
- Human Resources Director
- Professional Consultant
- Director of Administration & Training
- Business Teacher/Professor
- Marketing
- Social Media Consultant

ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

INTERNATIONAL BUSINESS

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EDUCATION WITH PURPOSE
CAREER TREE
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TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Paralegal
- Law Enforcement Officer
- Police Officer
- Household Security Officer
- Police Service Representative
- Military - Non Commissioned Officer
- Police/Probation Officer
- Criminologist
- Child Abuse Investigator
- Child Protective Services Agent
- Fire Fighter Medic

ENTRY-LEVEL CAREERS
(Entry-Level Positions)

- Circuit Court Judge
- Private Investigator
- Public Information Officer
- Military - Commissioned Officer
- Armed Beverage Control
- Investigator
- Police Officer
- Immigration & Customs Enforcement Agent
- SWAT Officer
- Director
- Fire Chief
- Forensic Psychologist

ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

LAW & PUBLIC SERVICES

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EDUCATION WITH PURPOSE
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RUSD
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TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Artist & Repertoire Coordinator
- Booking Agent
- Music Director
- Production Manager
- Artist ID
- Foley Artist
- Recording Engineer
- Live Sound Engineer
- Sound Designer

ENTRY-LEVEL CAREERS
(Entry-Level Positions)

- Producer
- Music Educator
- Musicologist
- Ethnomusicologist
- Psychosociomusician
- Musician
- Music Attorney
- Music Therapist
- Music Supervisor
- Audiologist
- Publisher

ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

MUSIC TECHNOLOGY & AUDIO PRODUCTION

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- IT Support Specialist
- Desktop Support Specialist
- PC Technician
- Security Network Support Specialist
- Biomedical Electronics Technician
- Web Developer
- Front End Development
- Database Developer
- Quality Assurance Technician
- Database Administrator
- Technical Writer
- System Administrator

ENTRY-LEVEL CAREERS
(Entry-Level Positions)

- Senior Technical Support Specialist
- System Administrator
- Programmer Analyst
- Network Security Analyst
- Director of Educational Technology
- Software Security Engineer
- Senior Web Application Developer
- Full Stack Web Developer
- Cloud Security Engineer
- IT Quality Analyst

ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

NETWORKING & CYBERSECURITY

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Low Voltage Electrician
- Electric Mechanic
- Carpenter Journeyman
- Electric Restoration Specialist
- Auto Thermal Technician
- Plumber Journeyman
- Heavy Equipment Operator
- Crane Operator
- Land Surveyor
- Estimator

ENTRY-LEVEL CAREERS
(Entry-Level Positions)

- Manufacturing Scientist
- Civil Engineer
- Project Manager
- Building Code Inspector
- Construction Estimator
- Fire Protection Engineer
- Engineering Engineer
- Land Acquisition Manager
- Construction Trades Teacher
- Crane Inspector
- City Designer

ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

RESIDENTIAL & COMMERCIAL CONSTRUCTION

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

TECHNICAL CAREERS
(Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Warehouse Logistics Manager
- Electrical Technician
- Mechanical Technician
- Mechatronics Technician
- Information Technology
- Automation Technician
- Industrial Robotics Technician
- Automated Guided Vehicle Technician

ENTRY-LEVEL CAREERS
(Entry-Level Positions)

- Electrical Engineer
- Mechanical Engineer
- Quality Control Manager
- Automation Engineer
- Aerospace Engineer
- Biomedical Engineer
- Civil Engineer
- Electronics Engineer
- Aerospace
- Automation Specialist
- Robotics
- Engineering Professor/Instructor

ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

ROBOTICS & ENGINEERING SYSTEMS

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EDUCATION WITH PURPOSE
RUSD
CTE

TECHNICAL CAREERS
(Associate's, Associate's Degree, Advanced Certification, Experience, etc.)

- Athletic Program Supervisor
- Certified Personal Trainer
- Certified Strength Assistant
- Emergency Medical Technician
- Massage Therapist
- Paramedic EMT
- Physical Therapy Aide
- Surgical Technician
- Dental Hygienist
- Clinical Research Institute
- Health/Wellness Educator
- Pharmacy Technician

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Physical Therapist
- Certified Athletic Trainer
- Pharmacology Nutritionist
- Certified Strength & Conditioning Specialist
- Occupational Therapist
- Occupational
- Physician's Assistant
- Sports Medicine Instructor
- Sports Psychologist
- Sports Medicine Physician
- Registered Nurse

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Child Care Worker
- Fitness Instructor
- Personal Trainer
- Personal
- Physical
- Sports Coach
- Strength Trainer
- Medical Equipment Repair
- Veterinary Assistant
- Medical Billing Clerk
- Veterinary Assistant
- Personal Trainer

ACADEMICS | **EXPERIENCES** | **PASSION**

SPORTS MEDICINE & INJURY MANAGEMENT

73

EDUCATION WITH PURPOSE
RUSD
CTE

TECHNICAL CAREERS
(Associate's, Associate's Degree, Advanced Certification, Experience, etc.)

- Stage Artist
- Assistant Director
- Assistant Computer Technician
- Hair Designer / Dresser
- Audio/Video/Lighting Technician
- Make-up Artist
- Concert Hall Manager
- Make-up Artist
- Production Manager
- Stage Manager
- Technical Director
- Audio Engineer
- Event Producer

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Lighting Designer
- Theater Designer/Lights, set, costume
- Theater Arts, Video Director
- Artistic Director/Managing Producer
- Production Stage Manager
- Costume Design Instructor
- Technical Director Instructor
- Playwright
- Senior Creative Director
- Project Manager
- Creative Services Producer

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Prop
- Make-up Artist
- Costume Director
- Stage Hand
- Lighting Operator/Technician
- Videographer
- Theater Tech Crew
- Audio Technician
- Assistant Editor
- Stage Manager
- Live Event Technician
- Associate Producer

ACADEMICS | **EXPERIENCES** | **PASSION**

TECHNICAL THEATER & LIVE EVENT PRODUCTION

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EDUCATION WITH PURPOSE
RUSD
CTE

TECHNICAL CAREERS
(Associate's, Associate's Degree, Advanced Certification, Experience, etc.)

- IT Institute
- Mobile Apps Programmer
- Web Developer
- Database Manager
- Network Security Administrator
- Network Support Specialist
- Billing Manager
- Motion Designer
- Packaging Designer
- Video Game Designer
- UX Designer
- Digital Printer

PROFESSIONAL CAREERS
(Bachelor's, Master's, Ph.D., Specialist Training, Experience, etc.)

- Website Content Manager
- Database Analyst
- E-Commerce Application Administrator
- Project Manager
- Senior Systems Analyst
- User Support Analyst
- Web Content Developer
- Cloud Integration Specialist
- Digital Communications Teacher
- Information Technology Architect
- Senior Art Director
- Video Game Developer

ENTRY-LEVEL CAREERS
(Adult Program Completion)

- Computer Technician
- Logo Designer
- Graphic Designer
- Software Tester
- Video Game Tester
- Internet Marketer
- Email List Mailer
- Database Administrator
- Mobile Apps Assistant
- Junior Programmer
- Helpdesk Analyst
- Animator

ACADEMICS | **EXPERIENCES** | **PASSION**

WEB & APP DEVELOPMENT

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EDUCATION WITH PURPOSE
RUSD
CTE

ACADEMICS

- Be Career & College Ready
 - Consider all of your career and college options
 - Develop a career-focused academic plan
- Get Ahead
 - Pursue personal growth and take swift action
 - Succeed in your classes now to unlock schedule flexibility later
- Make It Count
 - Utilize all subject areas to build your unique Competitive Advantage
 - Register with EnrollTrack to enter the pathway you choose

EXPERIENCES

- Get Involved
 - Actively participate in a club, sport, or organization
 - Visit a high school or college campus showcase
- Engage with Professionals
 - Actively listen to and participate with guest speakers
 - Network with business, industry, and college partners
- Change the World
 - Help at a community event or school activity
 - Tutor and mentor other students

PROFESSIONAL SKILLS

- Invest Effort & Engagement
 - Complete high-quality work in a timely manner
 - Pursue new challenges and adapt to change
- Communicate Effectively
 - Listen, share, and engage with others
 - Practice verbal, non-verbal, written, and digital communication
- Engage in Teamwork
 - Collaborate with others and contribute new ideas
 - Identify project needs and shared resources
- Apply Problem Solving
 - Develop effective strategies using appropriate resources
 - Self-reflect and accept constructive feedback

PASSION

- Discover Your Abilities
 - Explore what you are good at
 - Recognize and develop your talents
- Control Your Journey
 - Understand and embrace your strengths as a learner
 - Build confidence through consistency and practice
- Succeed
 - Enroll in programs based on individual interests
 - Take reasonable and creative risks

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ACADEMICS | **EXPERIENCES** | **PASSION**

MY COMPETITIVE ADVANTAGE

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EDUCATION WITH PURPOSE
RUSD
CTE

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ACADEMICS | **EXPERIENCES** | **PASSION**

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EDUCATION WITH PURPOSE
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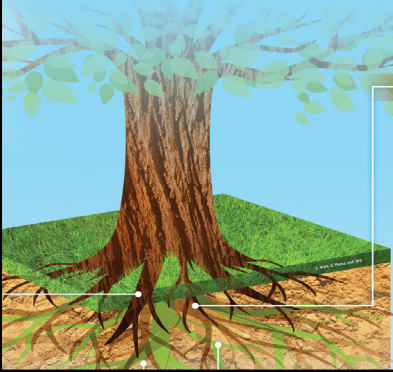
ACADEMICS

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ACADEMICS | **EXPERIENCES** | **PASSION**

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PROFESSIONAL SKILLS

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MY COMPETITIVE ADV

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PASSION

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VE ADVANTAGE

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Results

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RUSD
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ACADEMICS

- Be Career & College Ready
 - Consider all of your career and college options
 - Develop a career-focused academic plan
- Get Ahead!
 - Pursue personal growth and take small actions
 - Succeed in your classes now to unlock academic readiness later
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 - Self-reflect and accept constructive feedback

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John Deere Davenport Works
Davenport, Iowa
Manufacturing:
Heavy Construction & Agricultural Equipment

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Megan
24 Years Old
John Deere (5-years)

Abilities:

- ✓ Academic Knowledge
- ✓ Technical Skills
- ✓ Professional Skills

4-Year Degree:
Business

College Debt:
\$0

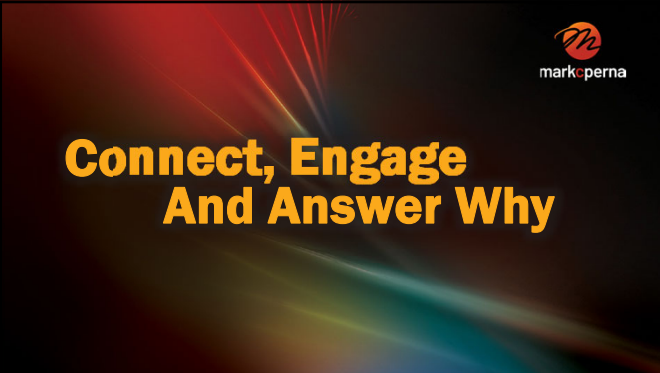


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Shifting The Paradigm
The CALL TO ACTION

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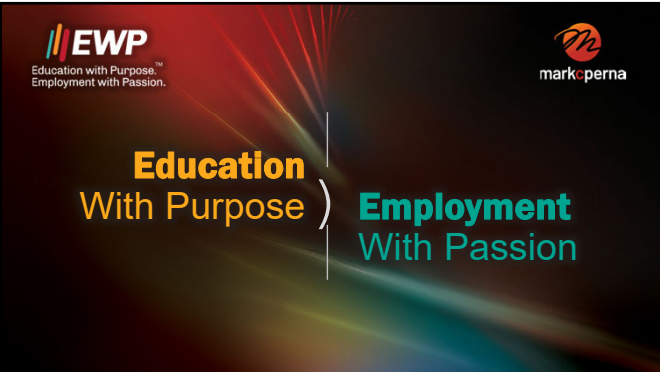
**Connect, Engage
And Answer Why**

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**Create A Strong
Message Of Purpose**

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EWP
Education with Purpose.
Employment with Passion.

**Education
With Purpose**) **Employment
With Passion**



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**RALLY YOUR
COMMUNITY**



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COMPETITIVE ADVANTAGE TRACK™
LEARNING SERIES

Empower young people to build a personal competitive advantage — one skill at a time!



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- **Slice 1:** "Why We All Need a Personal Competitive Advantage (Part 1)"
- **Slice 2:** "Why We All Need a Personal Competitive Advantage (Part 2)"
- **Slice 3:** "Leveraging The Human Connection"
- **Slice 4:** "Building Your Dream"
- **Slice 5:** "The Power of Failure"
- **Slice 6:** "Be Comfortable Being Uncomfortable"

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- Facilitator Reflection
- Discussion Starters
- Supersize Suggestions (Activities)
- Big Picture View

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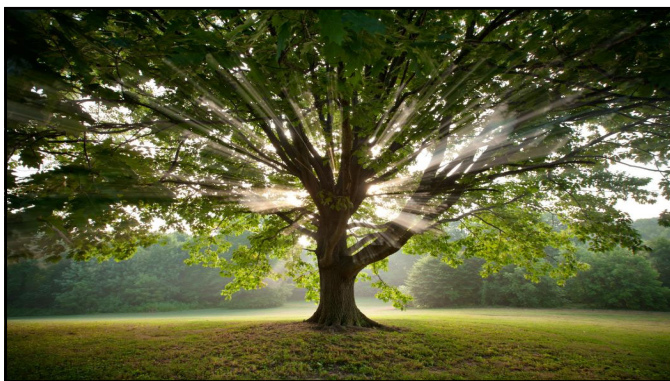


PARENT MASTER CLASS:
Supersizing Every Child's Competitive Advantage



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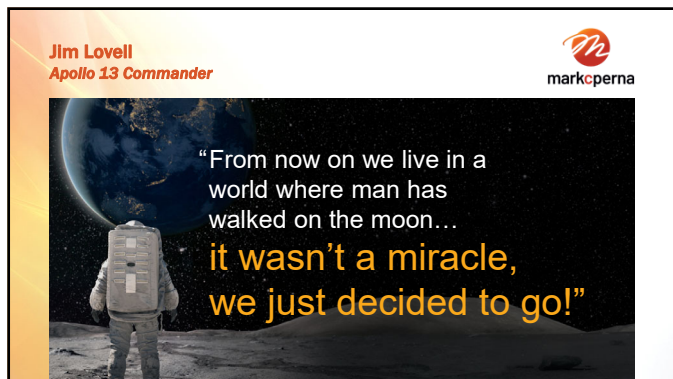
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- National Indie Excellence Awards Winner: **Business**
- National Indie Excellence Awards Winner: **Parenting & Family**
- National Indie Excellence Awards Winner: **Career**
- IPPY Silver Award Winner: **Parenting**
- Axiom Business Book Awards: **Human Resources**
- Nautilus Award Winner: **Relationships/Communication**

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