



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.

If your community and organization need to go beyond collaboration to true consensus, let's connect. Together, we can set a **compelling community rally point** that everyone can believe in! [Find out more](#) and let's connect for a no-commitment chat about what you'd love to achieve in your community and organization.



EMPOWER K-16 LEARNERS WITH THE SKILL TREE!

All students need vital human skills like adaptability, communication, coping, self-management, and more. The **Skill Tree** is a turnkey solution to introduce students of all ages to 21 professional skills they need for school, work and life. The motive? Their own powerful, personal competitive advantage.



[Explore the Skill Tree now](#)

Scan this QR code ▶

Sign up to get three sample Skill Tree lessons from each of our K-6, 7-12, and 13-16 curriculum tracks!



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

MARK C. PERNA
SPEAKER | AUTHOR | CEO

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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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1

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 

5

Academic Knowledge 

COMPETITIVE ADVANTAGE

Technical Competencies

Professional/Life Skills

6

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REFLECTION & ACTION

At your table, you have 3-minutes. Discuss: What hit you hardest just now, and why?

Capture 1 possible action that could change something in your classrooms, your organization, your culture, or your students' trajectory.

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Smart Machine Age

8

Smart Machine Age

- 40% of employers are aiming to reduce their staff by 40% (World Economic Forum)
- Around 60% (possibly up to 80%) of jobs are expected to be automated or significantly transformed by AI by 2050 (Forbes)
- Oxford predicts that 20 million manufacturing jobs will be lost by 2030 (Oxford)
- According to the World Economic Forum, 75% of companies globally are projected to adopt AI usage by 2027 (World Economic Forum)

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Gen Z Entrepreneurs
Square, Gen Z Study

84%
Want To Own Their Own Company In The Future

10

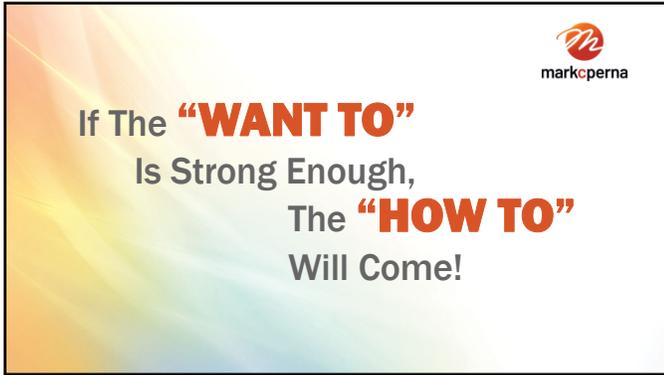
Younger Generations
The "WHY Generation"

11

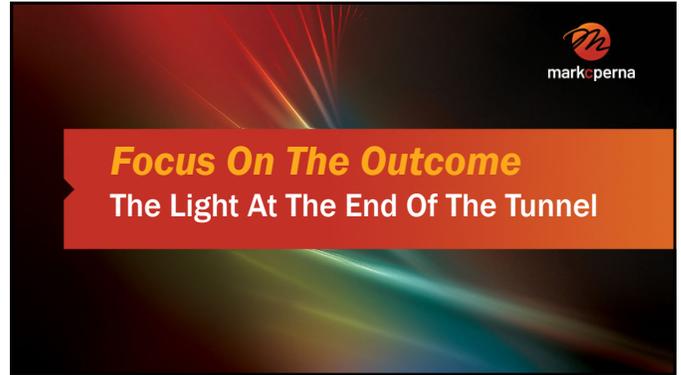


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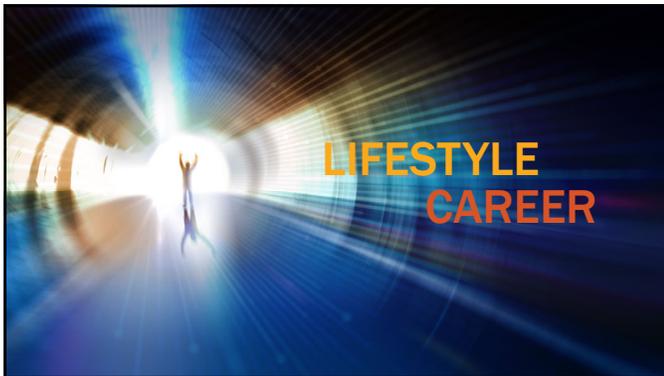
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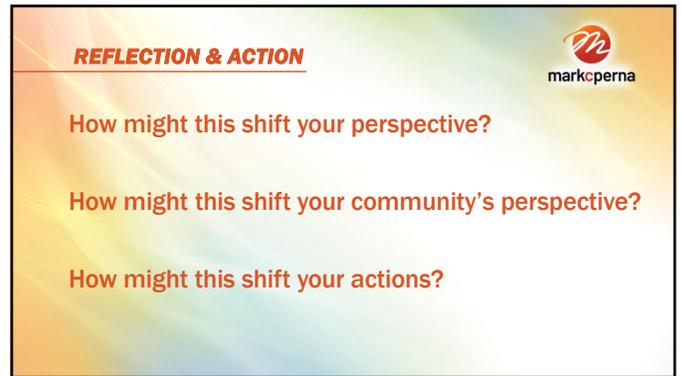
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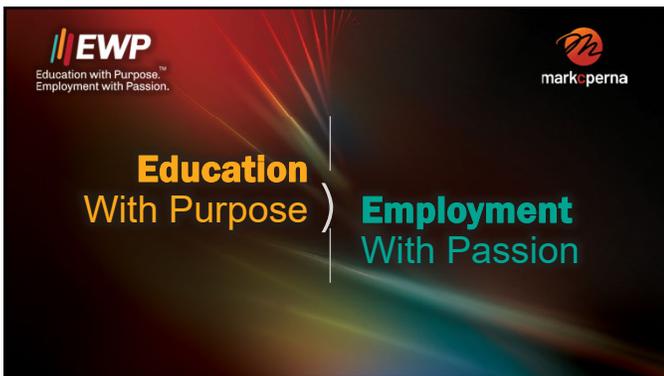
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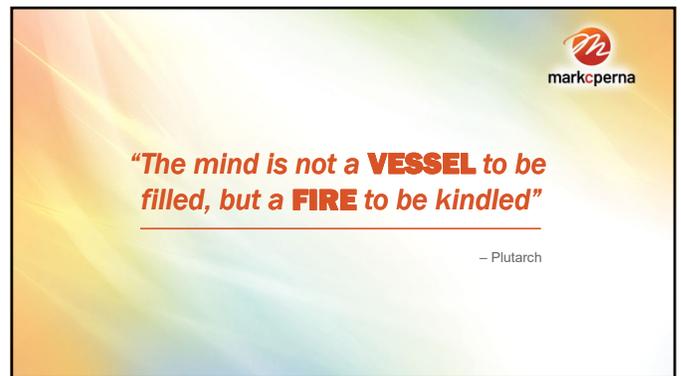
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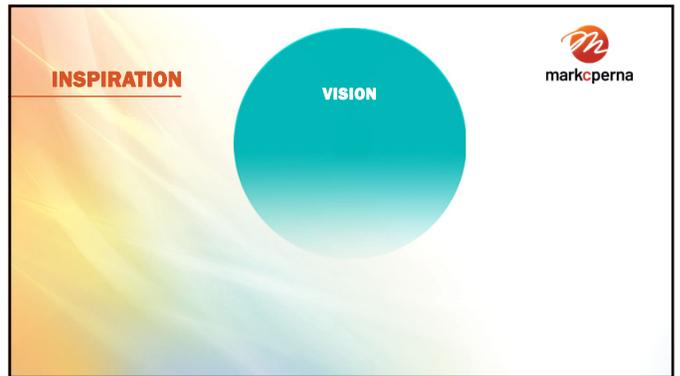
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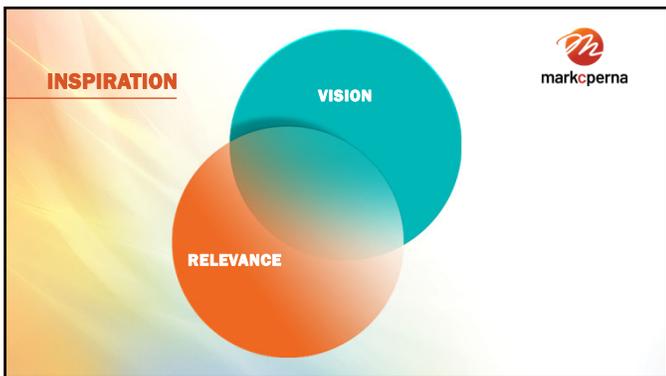
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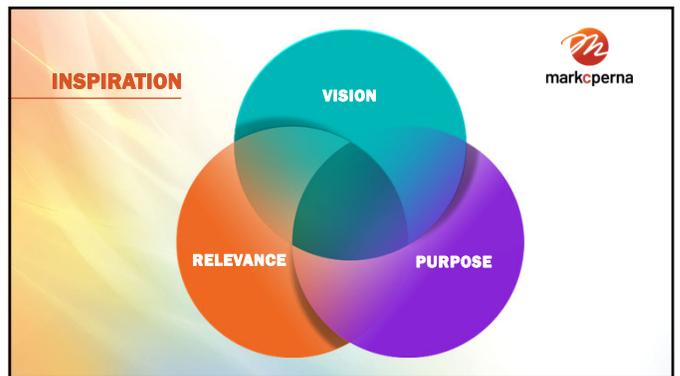
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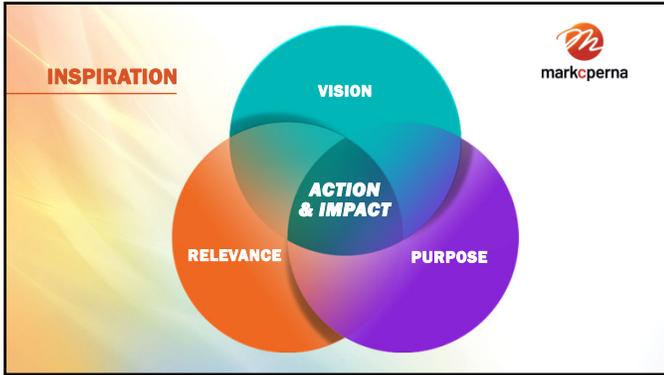


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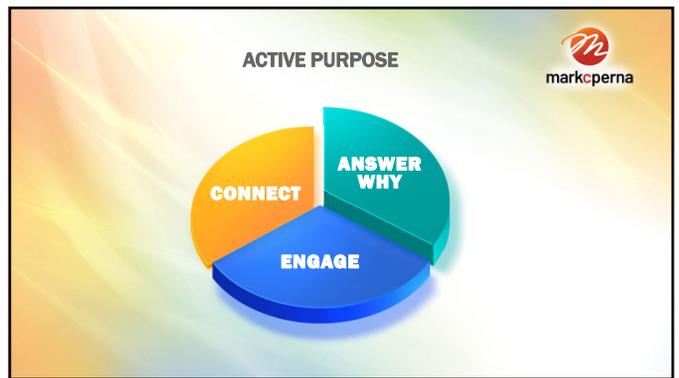
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CONNECT

- Human Connection
 - Human Needs Met
 - Respect
 - Trust
 - Boundaries & Expectations
 - Consequences
 - Punitive/Payoff
- Empathetic Communication
 - Active Listening
 - Meet Them Where They Are
 - Validate Their Circumstances
 - Check-Ins
- Winning Hearts & Minds
 - Empowering Performance

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CONNECT

Do you see me?
Do you hear me?
Do I matter?

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CONNECT

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ENGAGE

- Ownership
 - Control, Choice, and Voice
- Encouragement
 - Positive Attention
- Experience is Everything
 - Emboldened
 - Enthusiasm
- Real World Impact
 - Solution-based
- Perfection

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ANSWER WHY

- Light At The End Of The Tunnel
 - The Big Picture & Positive Framing
 - Why Would Anyone Do This?
 - Tips For Success (Hacks)
 - Relevance To Their Journey

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ACTIVE PURPOSE



CONNECT

- Human Connection
 - Human Needs Met
 - Respect
 - Trust
 - Boundaries & Expectations
 - Consequences
 - Punitive/Payoff
 - Empathetic Communication
 - Active Listening
 - Meet Them Where They Are
 - Validate Their Circumstances
 - Check-Ins
 - Winning Hearts & Minds
 - Empowering Performance

ANSWER WHY

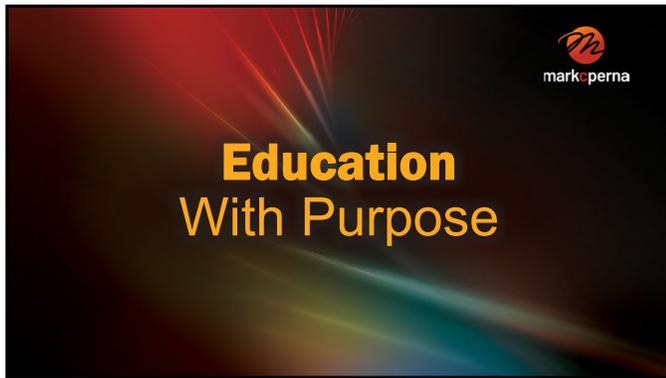
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 - Why Would Anyone Do This?
 - Tips For Success (Hacks)
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ENGAGE

- Ownership
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- Perfection

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A slide with a light background and a sunburst effect in the top left. The title "Georgetown University Center for Education and Workforce" is in bold. Below the title is a small image of a university building. To the right of the image is a text block. In the top right corner is the "markperna" logo.

**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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A slide with a light background and a sunburst effect in the top left. The title "Strada-Gallup Education Network College Student Survey" is in bold. Below the title is a small image of a university building. To the right of the image is a text block. In the top right corner is the "markperna" logo.

**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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A slide with a light background and a sunburst effect in the top left. The title "College Completion" is in bold. Below the title is a small image of a university building. To the right of the image is a text block. In the top right corner is the "markperna" logo.

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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A slide with a light background and a sunburst effect in the top left. The title "College Enrollment" is in bold. Below the title is a small image of a university building. To the right of the image is a text block. In the top right corner is the "markperna" logo.

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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A slide with a light background and a sunburst effect in the top left. The title "College Debt in America" is in bold. Below the title is a small image of a university building. To the right of the image is a text block. In the top right corner is the "markperna" logo.

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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Employment With Passion

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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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REFLECTION & ACTION



At your table, you have 3-minutes. Discuss: What hit you hardest just now, and why?

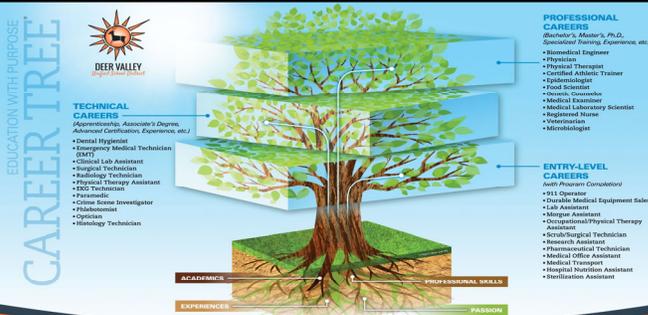
Capture 1 possible action that could change something in your classrooms, your organization, your culture, or your students' trajectory.

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Education With Purpose | **Employment With Passion**

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TECHNICAL CAREERS (Bachelor's, Master's, Ph.D., Significant Training, Experience, etc.)

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

ENTRY-LEVEL CAREERS (Entry/Preceptor/Consultant)

- x11 Operator
- Diagnostic Medical Equipment Sales
- Lab Assistant
- Medical Assistant
- Occupational/Physical Therapy Assistant
- Scrub/Spigal Technician
- Research Assistant
- Medical Office Assistant
- Medical Transcriptionist
- Hospital Nutrition Assistant
- Sterilization Assistant

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

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- Physician
- Physical Therapist
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ACADEMICS | **EXPERIENCES** | **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
- Surgical Technician
- Radiology Technician
- Physical Therapy Assistant
- EKG Technician
- Paramedic
- Crime Scene Investigator
- Phlebotomist
- Optician
- Histology Technician

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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

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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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- Hospital Nutrition Assistant
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ACADEMICS **EXPERIENCES** **PASSION**

BIOMEDICAL SCIENCE

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

- Instructional Designer
- K-12 Teacher
- Professor
- School Administrator
- Librarian
- Graduate Assistant
- Speech Pathologist
- Human Resources Director
- Attorney
- CEO (Chief Executive Officer)
- Educational Consultant

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

- Real Estate Agent
- Corporate Trainer
- Building Manager
- Technical Writer
- Event Coordinator
- Web Content Writer
- Public Relations Coordinator
- Media Researcher
- Paralegal
- Granting Writer
- Content Manager
- Social Media Writer

ENTRY-LEVEL CAREERS
(with Program Completion)

- Secretary
- Writing Center Tutor
- Blogger/Podcaster
- Customer Service Representative
- Bank Teller
- Tour Guide
- Editorial Assistant
- Library Assistant
- Teaching Assistant
- Community Organizer
- Records Manager
- Office Manager

ACADEMICS **EXPERIENCES** **PASSION**

ENGLISH/LANGUAGE ARTS

53

ENTRY-LEVEL CAREERS
(with Program Completion)

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- Blogger/Podcaster
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- Bank Teller
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PROFESSIONAL SKILLS

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

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- Public Relations Coordinator
- Media Researcher
- Paralegal
- Gaming Writer
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(Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

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- Book Writer
- User Guide
- Library Assistant
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ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

ENGLISH/LANGUAGE ARTS

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LEVEL 1 CAREERS
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

LEVEL 2 CAREERS
(with Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

LEVEL 3 CAREERS
(with Extensive Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Management Consultant
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Forensic Lab Director
- Cheminformatics/Chemical Modeling
- Military Scientist/Analyst Management
- Technical Writer

ACADEMICS | EXPERIENCES | PROFESSIONAL SKILLS | PASSION

CHEMISTRY

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LEVEL 1 CAREERS
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Chemical
- CMP Cleanup Technician
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- Kit Production Assistant
- Hazardous Waste Response Associate

PROFESSIONAL SKILLS

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LEVEL 2 CAREERS
(with Further Experience or Additional Education)

- High School Science Teacher
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensics Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Hazardous Waste Management Chemist
- Military Scientist/Analyst

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LEVEL 3 CAREERS
(with Extended Experience or Additional Education)

- Research Scientist
- Research Project Manager
- Research Professor
- Management Consultant
- Patent Examiner/Attorney
- Entrepreneur
- Regulatory Affairs Professional
- Art Conservation
- Forensics Lab Director
- Cheminformatics/Chemical Modeling
- Military Scientist/Analyst Management
- Technical Writer

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LEVEL 2 CAREERS
(with Further Education or Additional Education)

- High School Science Teacher
- Lab Technician - Bioremediation
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical Representative
- Pharmaceutical Sales Representative
- Chemical Engineer
- Forensic Lab Scientist
- Pollution Prevention Technician
- Product Development Scientist
- Petroleum Water Management Chemist
- Military Scientist/Analyst

LEVEL 1 CAREERS
(with Program Completion)

- Process Development Technician
- Lab Technician - Environmental
- Lab Technician - Research & Development
- Lab Technician - Quality Control
- Lab Technician - Medical
- Lab Technician - Chemical
- O&P Change Operator
- Equipment Prep Technician
- Global Information Systems Technician
- Administrative Assistant
- O&P Production Assistant
- Hazardous Waste Response Associate

CHEMISTRY

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

- Electrical Engineer
- Electrical System Project Designer
- Project Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

ELECTRICAL

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ENTRY-LEVEL CAREERS
(with Program Completion)

- Apprentice Electrician
- Apprentice Fire Alarm Technician
- Apprentice Security System Technician
- Cable Television Installer
- Telecommunication Technician
- Customer Service/Sales Representative
- Material and Equipment Manager
- Office Manager
- Utility Worker
- Manufacturer's Representative
- Material and Equipment Delivery Person
- Home Theater Installer

PROFESSIONAL SKILLS

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

- Master Electrician - Residential and Commercial
- Journeyman Electrician - Residential and Commercial
- Low Voltage System Technician/Fire and Security
- Business Owner (Self-Employed)
- Foreman
- Licensed Electrician
- Marine Electrician
- Solar and Wind Renewable Energy Technician
- Industrial Control Specialist
- Electrical Estimator
- Maintenance Facility Electrician
- Theme Park Electrician

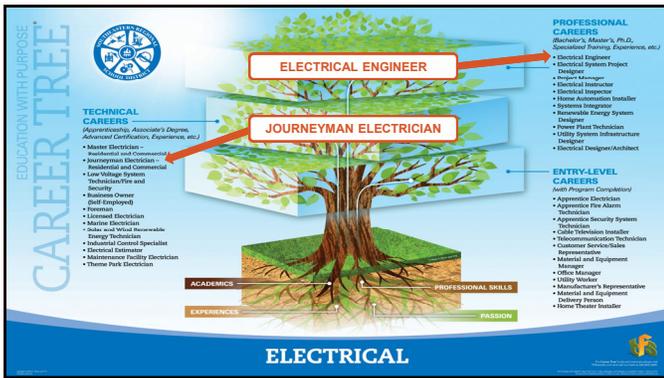
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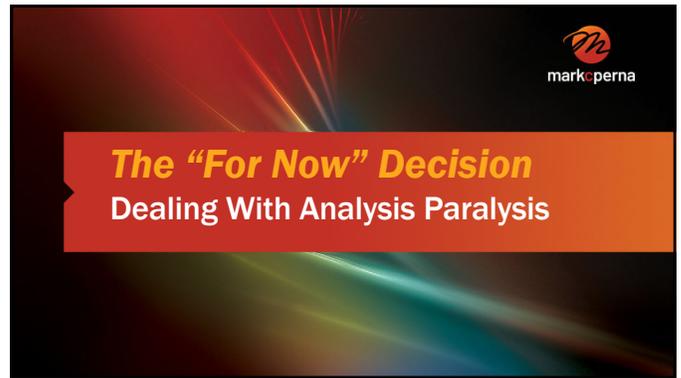
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- Electrical System Project Designer
- Project Manager
- Electrical Instructor
- Electrical Inspector
- Home Automation Installer
- Systems Integrator
- Renewable Energy System Designer
- Power Plant Technician
- Utility System Infrastructure Designer
- Electrical Designer/Architect

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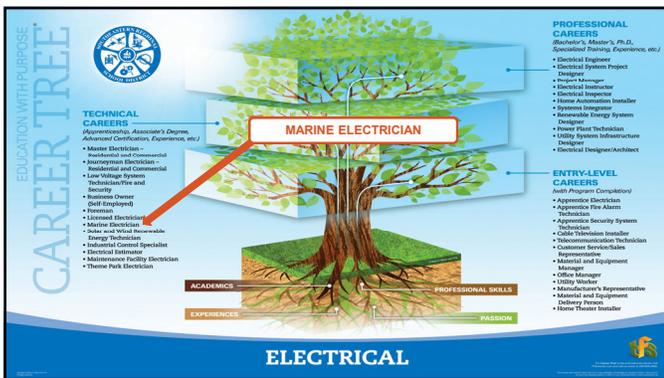
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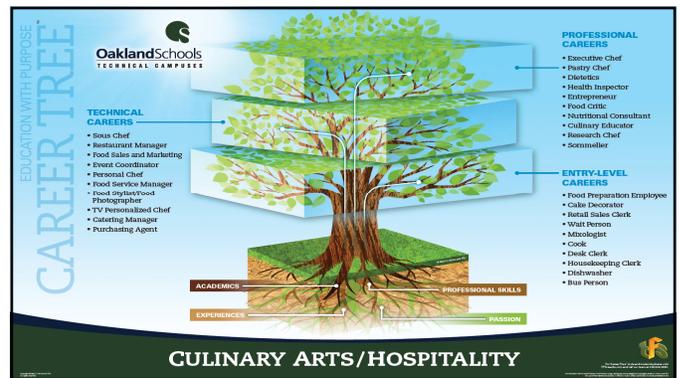
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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Search Engine Optimization Specialist
- Web Developer
- Graphic Designer
- Cybersecurity Specialist
- UX/UI Designer
- Network Systems Administrator
- Robotics Technician
- Field Service Technician
- Network Technician
- RF/Millwright
- Apprentice Engineering Technician
- Telecom Installer

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

- Computer Programmer/Software Engineer
- Full Stack Developer
- Back End Developer
- Computer Forensic Analyst
- Computer Science Teacher
- Network Engineer
- Web Administrator
- Cybersecurity Engineer
- Artificial Intelligence Specialist
- Systems Security Analyst

ENTRY-LEVEL CAREERS
(Entry Point)

- Academy Program Consultant/Adult Program Coordinator
- Help Desk Technician
- Network Support Technician
- Data Entry Specialist
- Data Cable Installer
- Software Tester
- App Developer
- Thesis Technician
- Social Media Manager
- Junior Data Analyst
- Digital Manager

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

APPLIED COMPUTER SCIENCES

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Photographer/Videographer
- News Anchor/Reporter
- Media Reporter/On Camera
- Media Reporter/Videographer
- Signage
- Media Manager
- Animation Designer/Editor
- Graphic Designer
- Photo Editor
- Website Photographer
- Photobooth Artist

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

- Network News On-Air Talent
- Network News Videographer
- Signage Media Planner
- Videographer/Photographer
- Art Director
- Illustrator
- Newsroom/Production Supervisor
- Fashion Designer
- Film & TV Producer
- Multiplatform Artist/Animator
- Creative Director
- Prop Master
- Web Designer/Webmaster

ENTRY-LEVEL CAREERS
(Entry Point)

- Academy Program Consultant/Adult Program Coordinator
- Photographer/Videographer
- Production Assistant
- Social Media Manager
- Audio/Video Equipment Technician
- Film & Video Editor
- Designer
- Production Artist
- Graphic Designer/Junior Graphic Designer
- Forensic Artist
- Photo Editor
- Camera Operator/Videographer
- Web Designer

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

APPLIED DIGITAL MEDIA

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Architectural Drafter
- Construction Project Manager
- City Planner/Traffic Engineer
- Building Surveyor
- Graphic Designer
- ACD Technician/Instructor
- Architectural Illustrator
- 3D Modeling Information Modeling Technician
- Cost Estimator
- Architectural Equipment Designer
- Steel Technician
- Value Stream Environment Designer

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

- Commercial and Residential Architect
- Interior Design
- Construction/Architectural/Environmental Architect
- Chief Architect
- Chief Engineer
- Mechanical Engineer/Product Designer
- Apprentice & Assistant Architect
- Landscaping Architect
- Robotic Engineer
- Automotive Engineer
- Biomedical/Chemical Engineer

ENTRY-LEVEL CAREERS
(Entry Point)

- Academy Program Consultant/Adult Program Coordinator
- CAD Operator/Drafting, Rendering
- Drafting
- Assistant Architect
- Construction Engineering
- Geographic Information Systems
- Landscaping
- Construction Worker/Carpenter
- Apprentice
- Large Design/Assistant
- Construction Worker
- Multimedia Designer
- Commercial Drafter

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

ARCHITECTURAL DESIGN

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- ASE Certified Technician
- Transmission Specialist
- Chassis and Alignment Technician
- Collision and Refinishing Technician
- Automotive System/Instrument Technician
- Service Advisor/Diagnostician
- Automotive Mechanic
- Body & Paint Specialist
- Automotive Detailer
- Painting/Sales Supervisor

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

- ASE Master Certified Technician
- Shop General Manager
- Automotive Designer
- Automotive Engineer
- Automotive Service Information Specialist
- ASE Program Manager
- Low Voltage Electrical Engineer
- ASE Educator
- HARAR Engineer
- Safety Design Engineer
- SOFTSIV Inspector
- Software Designer

ENTRY-LEVEL CAREERS
(Entry Point)

- Academy Program Consultant/Adult Program Coordinator
- Lab Technician
- Production Assistant
- Tire Technician
- Automotive Body Technician
- Apprentice
- Technician Assistant
- Vehicle Inspector
- Parts Counter Sales & Service Representative
- Automotive Installer
- Car Detailer
- Auto Sales & Service Receptionist
- Vehicle Photographer
- Social Media Manager

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

AUTOMOTIVE TECHNOLOGY

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Phlebotomist
- Pharmaceutical Sales Representative
- Administrative & Clerical
- Drinking Water Technician
- Wastewater Technician
- Surgical Technician
- LAB Technician
- Clinic Room Investigator
- Military Medical Specialist
- Biological Technician
- Histology Technician

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

- Epidemiologist
- Biomedical Engineer
- Environmental Lawyer
- Biotechnology Teacher
- Health Educator
- Pharmaceutical Sales Representative
- Medical Officer
- Biologist
- Experimental Food Lab Scientist

ENTRY-LEVEL CAREERS
(Entry Point)

- Academy Program Consultant/Adult Program Coordinator
- Emergency Dispatcher
- Environmental Cleaning Service Technician
- Equipment Prep Technician
- Pharmaceutical Technician
- Medication Assistant
- Emergency Medical Technician (EMT)
- Contract Trainer
- Nurse Assistant
- Research Assistant

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

BIOMEDICAL SCIENCES

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Sommelier
- Pastry Chef
- Food Truck Operator
- Food Planner
- Food Stylist/Artist
- Private Chef
- Barista
- Restaurant Manager
- Chef
- Food & Beverage Sales

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

- Food Scientist
- Registered Dietitian
- Restaurant Owner
- Food Critic
- Health Reporter
- Executive Chef
- Event Manager
- Food Industry Lawyer
- Entrepreneur
- Culinary Educator
- Culinary Regional Manager

ENTRY-LEVEL CAREERS
(Entry Point)

- Academy Program Consultant/Adult Program Coordinator
- Clubhouse
- Event Planner
- Food Server
- Food Cook
- Barista
- Expeditor
- Event Assistant
- Event Sales Clerk
- Wine Tasting Room Specialist
- Barista
- Event Planner
- Farmer

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

CULINARY ARTS & SERVICES

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

- Choreographer
- Art Administrator
- Instructional Designer
- Dance Anthropologist
- Dance Historian
- Physical Education Teacher
- Certified Athletic Trainer
- Chiropractor
- Orthopedic Surgeon
- Wellness & Nutrition Specialist

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

- Personal Trainer
- Consumer Construction Technician
- Content Assistant
- Dance Videographer
- Freelance Choreographer
- Movement Instructor
- Dance Video Coach
- Event Coordinator
- Local Performer
- Production Assistant
- Theater Technical Assistant
- Chiropractic Assistant

ENTRY-LEVEL CAREERS
(Entry Point, Career Path)

- Academic Counselor
- Box Office Manager
- Classroom Aide
- Classroom Assistant
- Dance Competition Organizer
- Early Childhood Instructor
- Fitness Instructor
- Dance Production Promoter
- Artist Assistant
- Visual Effects Manager
- Technical Theater Crew Member
- Professional Dancer

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

DANCE & MOVEMENT APPLICATIONS
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Classroom Teacher
- School Site Administrator
- Social Worker
- Montessori & Family Counselor
- School Counselor
- School Psychologist
- Educational Software Developer
- Librarian
- University Professor
- Early Childhood Educator
- Educational Programs Director
- Chief Academic Officer

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

- Elementary Teacher
- Degree Owner/Teacher
- Corporate Trainer
- Community Outreach
- Coordinating
- Maintenance & Operations
- Employee
- Lab Aide
- Translator/Interpreter
- Video Archivist
- Administrative Assistant
- Autism Behavior Technician
- Juvenile Corrections Officer

ENTRY-LEVEL CAREERS
(Entry Point, Career Path)

- Academic Counselor
- Tutor
- Activity Teacher
- High School Sports Coach
- Interpreter
- Teacher Assistant
- Special Education Aide
- Compass Aide
- Multi-Social Worker
- Book Instructor/Librarian
- Tour Guide
- Social & Human Service Assistant

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

EDUCATION & CHILD DEVELOPMENT
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Automotist
- Electrical Engineer
- Computer Engineer
- Automotive Engineer
- Marine Engineer
- Civil Engineer
- Electrical/Electronics Engineer
- Engineering Professor/Instructor
- Energy Inspector
- Mechanical Engineer

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

- Computer Network Specialist
- Electric Mechanical Technicians
- Electronic Engineering Technician
- Civil Engineering Technician
- Technical Graphic Artist
- Audio Technician
- AV Designer
- Aviation Maintenance
- Electronic Drafter
- Solar Energy System Technician
- Mechanical Engineering Technician
- Drafter

ENTRY-LEVEL CAREERS
(Entry Point, Career Path)

- Academic Counselor
- CAD Technician
- Electronic Technician
- 3D Printer Technician
- Solar Systems Sales
- Industrial Machine Operator
- Solar Panel Manufacturing Technician
- Metals Fabricator
- Manufacturing Line Worker
- Quality Control
- Weldment Worker

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

ENGINEERING DESIGN
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

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

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

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

ENTRY-LEVEL CAREERS
(Entry Point, Career Path)

- Academic Counselor
- Event Photographer/Videographer
- Production Assistant
- Production Runner/Social Media Influencer
- Actor/Video Editor
- Video Editor
- Camera Operator/Assistant
- Assistant Director (above line)
- Staff Writer
- Casting Assistant
- Assistant Video Editor

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

FILM, TV, & VIDEO PRODUCTION
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Game Designer
- Project Manager
- Software Engineer
- Video Game Programmer
- QA Tester
- UI Designer
- Creative Director
- Unity Addressable Asset Developer
- Visual Effects Artist
- Systems Analyst

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

- Unity Programmer
- Visual Design
- Level Designer
- Graphic Designer
- Artist Artist
- Technical Artist
- 3D Modeler
- Character Animator
- CAD Artist
- Concept Designer
- Concept Game Writer
- App Developer

ENTRY-LEVEL CAREERS
(Entry Point, Career Path)

- Academic Counselor
- Independent Game Developer
- Business Quality Assurance
- Game Tester/Quality Assurance
- Leveling Developer
- Media & Communications Assistant
- Production Assistant
- Data Entry Specialist
- Sales Associate
- Customer Service Representative
- Technical Support
- Web Developer
- Website Content Manager

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

GAME DESIGN & DEVELOPMENT
tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
GTE

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

- Creative Director
- Art Director
- Graphic Design Instructor
- Regulatory Editor
- Publication Editor
- Regulatory Photographer
- Project Manager
- Pre and Post-Production Designer
- Advertising Executive
- Communications Director
- Environmental Designer
- Package Designer

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

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

ENTRY-LEVEL CAREERS
(Entry Point, Career Path)

- Academic Counselor
- Production Artist
- Digital Press Operator
- Desktop Printer
- Print Associate
- Prepress Graphic Designer
- Printed Press Operator
- Digital Press Operator
- Freelance Design Assistant
- Social Media Content Developer
- Photo Editor
- Photo Editing and Finishing Workers
- Web Designer

ACADEMICS | **PROFESSIONAL SKILLS** | **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.)

- Otolaryngologic Surgeon
- Travel Nurse
- Biomedical Engineer
- Health Science Educator
- Physician Assistant
- Respiratory Therapist
- CPT Public Health Specialist
- Forensic Anthropologist
- Consumer Psychologist
- Health Educator
- Physical Therapist
- Healthcare Policy Advisor

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

- Pharmacy
- Pharmaceutical Sales Representative
- Laboratory Technician
- Ultrasound/MSK Technician
- Forensic Technician
- Medical Technicians
- Dental Hygienist
- Ophthalmic Technician
- Radiology Technician
- Surgical Technician
- Nuclear Medical Technician

ENTRY-LEVEL CAREERS
(Entry-Level, Associate's Degree, Advanced Certification, Experience, etc.)

- Audiology Technician
- Certified Nursing Assistant
- Medical Assistant
- Pharmacy Technician
- Medical Interpreter
- CPT Technician/Photographer
- Contact Tracer
- Medical Billing/Coding
- Dental Aide
- Transportation Technician
- Phlebotomist

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

HEALTH CAREERS & PATIENT CARE

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Business Director
- Chief Executive Officer
- Chief Operating Officer
- Personal Financial Advisor
- Market Research Analyst
- Controller/Accountant
- Human Resource Director
- Professional Consultant
- Director of Advertisement & Marketing
- Business Teacher/Professor
- Office Manager
- Social Media Consultant

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

- Logistics Coordinator
- Human Resource (Physical Clerk)
- Sales Executive
- Travel Agent
- Retail Hospitality Manager
- Distribution/Logistics Manager
- Buyer/Purchasing Agent
- Purchasing
- Import/Export Manager
- Inventory Clerk
- Trade Expansion Manager

ENTRY-LEVEL CAREERS
(Entry-Level, Associate's Degree, Advanced Certification, Experience, etc.)

- Retail Sales Associate
- General Office Clerk
- Customer Service Representative
- Small Business Owner
- Warehouse Team Member
- Wholesale & Manufacturing Sales Rep.
- Bookkeeper
- Receptionist
- Customer Service Agent
- Records Keeper
- Retail Customer Service
- Retail Buyer

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

INTERNATIONAL BUSINESS

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Circuit Court Judge
- Private Investigator
- Public Information Officer
- Military - Commissioned Officer
- Alcohol Beverage Control Commissioner
- Criminal Justice
- Immigration & Customs Enforcement Agent
- Police Chief
- SWAT Officer
- Detective
- Fire Chief
- Forensic Pathologist

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

- Paralegal
- Law Enforcement Officer
- Court Reporter
- Border Patrol Agent
- State Correctional Officer
- Police Services Representative
- Military - Non Commissioned Officer
- Parole/Probation Officer
- Crime Analyst
- Crime Scene Investigator
- Child Protection Services Agent
- Fire Fighter/Medic

ENTRY-LEVEL CAREERS
(Entry-Level, Associate's Degree, Advanced Certification, Experience, etc.)

- Legal Secretary/Paralegal
- Medical Assistant
- Emergency Services Dispatcher
- Election Official
- Security Guard
- Military - Infantry
- Police Cadet
- Juvenile Detention Counselor
- Sheriff
- Bail Bondsman/Recovery Agent
- Emergency Medical Technician (EMT)
- Victim's Services Assistant

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

LAW & PUBLIC SERVICES

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Civil Engineer
- Genetic Science Engineer
- Environmental Supervisor
- Industrial Biologist
- Wind Energy Engineer
- Solar Energy Engineer
- Risk and PSM Business Consultant
- Park Naturalist
- Scientist
- Agriculture Professor
- Soil & Water Conservationist
- Hydrologist

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

- Biobio Processing Technician
- Hydroelectric Plant Operator
- Landfill Gas Generation Technician
- Warehouse Plant Operator
- Solar Photovoltaic Systems Installer
- Wind Turbine Service Technician
- Hydrological Sample Tester
- Precision Agriculture Technician
- Commercial Installer
- Training System Lab
- Diagnostic Technician
- Agriculture Facility Manager
- Logger/Contractor

ENTRY-LEVEL CAREERS
(Entry-Level, Associate's Degree, Advanced Certification, Experience, etc.)

- Food Science Technician
- Nuclear Technician
- Water Quality Lab Technician
- Heat Control Specialist
- Environmental Technician
- Hydroponic/Aquaponic Technician
- Recycling & Reclamation Operator
- Filter
- Landscape & Grounds Keeper
- Tree Trimmer & Pruner
- Forester
- Hazardous Waste Site Technician
- Agriculture Equipment Operator

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

MODERN ENVIRONMENTAL SUSTAINABILITY SOLUTIONS

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Producer
- Mixer
- Music Educator
- Sound Engineer
- Ethnomusicologist
- Music Business
- Musician
- Music Attorney
- Music Therapist
- Music Supervisor
- Audio Engineer
- Audiovisual

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

- Artist & Repertoire Coordinator
- Booking Agent
- Gigging Musician
- Music Director
- Music Supervisor
- Private Instructor
- Promotional Manager
- Radio DJ
- Audio Artist
- Recording Engineer
- Live Sound Engineer
- Sound Designer

ENTRY-LEVEL CAREERS
(Entry-Level, Associate's Degree, Advanced Certification, Experience, etc.)

- Audio Production Coordinator
- Assistant Engineer
- Mixing Technician
- Administrative Aide
- Musician Personal Assistant
- Producer
- Composer
- Singer
- DJ
- Sound Designer
- Production Assistant

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

MUSIC TECHNOLOGY & AUDIO PRODUCTION

tfs

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EDUCATION WITH PURPOSE
CAREER TREE
RUSD
CTE

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

- Senior Technical Support Specialist
- System Analyst
- Senior System Administrator
- Program Manager
- Information Security Analyst
- Director of Education
- Technology
- Software Security Engineer
- Full Stack Web Developer
- Cloud Security Engineer
- IT Quality Analyst

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

- IT Support Specialist
- Desktop Support Specialist
- PC Technician
- Security Network Support Specialist
- Network Administrator
- Network Engineer
- Network Development Specialist
- Database Developer
- Quality Assurance Technician
- Database Administrator
- Technical Writer
- System Administrator

ENTRY-LEVEL CAREERS
(Entry-Level, Associate's Degree, Advanced Certification, Experience, etc.)

- Audio Production Coordinator
- Web Developer
- Computer Support Technician
- Front End Developer
- Network Analyst
- Network Support Assistant
- Human Resources Assistant
- Legal Administrative Assistant
- Video Game Tester
- Search Engine Evaluator
- Desktop Support Representative
- Customer Service Representative
- Data Entry Clerk

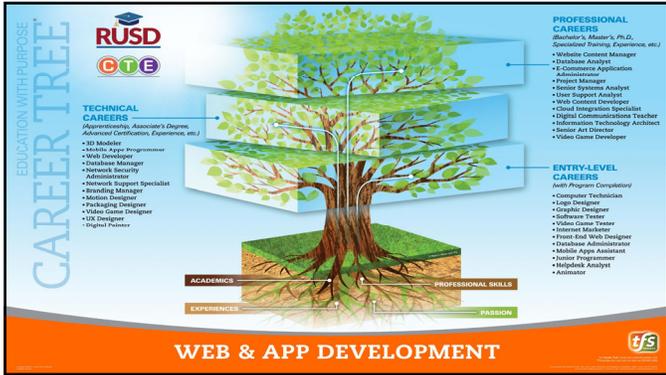
ACADEMICS | **PROFESSIONAL SKILLS** | **EXPERIENCES** | **PASSION**

NETWORKING & CYBERSECURITY

tfs

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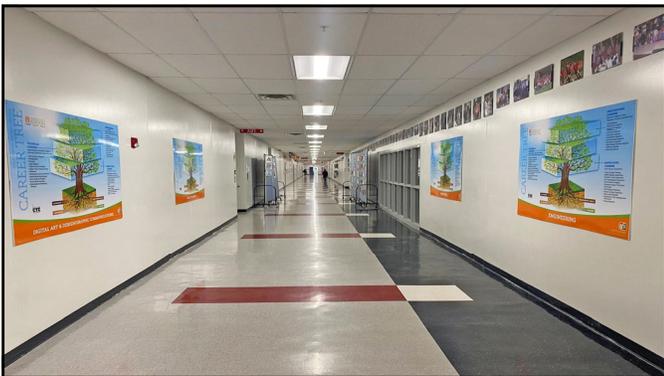
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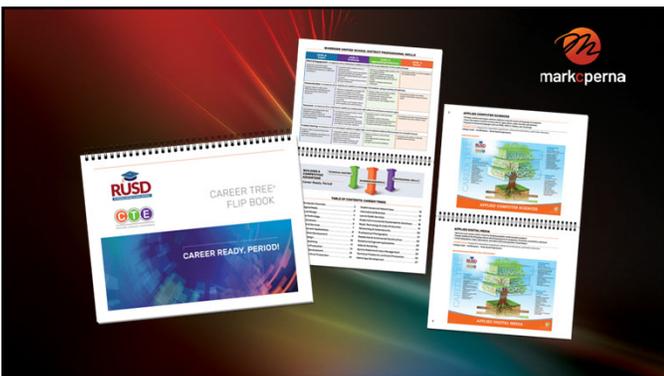
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REFLECTION & ACTION

How might this shift your perspective?

How might this shift your community's perspective?

How might this shift your actions?



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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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COMPETITIVE ADVANTAGE

 **4. EMOTIONAL INTELLIGENCE:**
Understanding and managing your own emotions and those of others.

 **5. COPING:**
Managing stressors and challenges to maintain emotional well-being.

 **6. COMMUNICATION:**
The ability to convey information clearly and effectively.

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COMPETITIVE ADVANTAGE

 **7. ACTIVE LISTENING:**
Fully concentrating and engaging with the speaker.

 **8. EMPATHY:**
Understanding and sharing the feelings of others.

 **9. LEADERSHIP:**
Guiding and inspiring others to work towards a shared vision.

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COMPETITIVE ADVANTAGE

 **10. TEAMWORK:**
Working well with others to achieve a common goal.

 **11. ADAPTABILITY:**
Adjusting to new conditions or changes to plans.

 **12. PROBLEM-SOLVING:**
Analyzing situations and finding solutions to challenges.

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COMPETITIVE ADVANTAGE

 **13. CRITICAL THINKING:**
Evaluating information and arguments logically.

 **14. TIME MANAGEMENT:**
Prioritizing tasks and managing time effectively.

 **15. WORK-LIFE BALANCE:**
Fulfilling school or work responsibilities while also prioritizing personal well-being.

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COMPETITIVE ADVANTAGE

 **16. NETWORKING:**
Building relationships and connections that help both sides.

 **17. CREATIVITY:**
Thinking outside the box to generate new ideas.

 **18. PUNCTUALITY:**
Respecting self and others by consistently being on time.

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COMPETITIVE ADVANTAGE

 **19. NEGOTIATION:**
Reaching win-win agreements through respectful dialogue.

 **20. CONFLICT RESOLUTION:**
Navigating and resolving disagreements constructively.

 **21. BULLY-PROOF:**
Resisting, avoiding, or responding to bullying with resilience and confidence.

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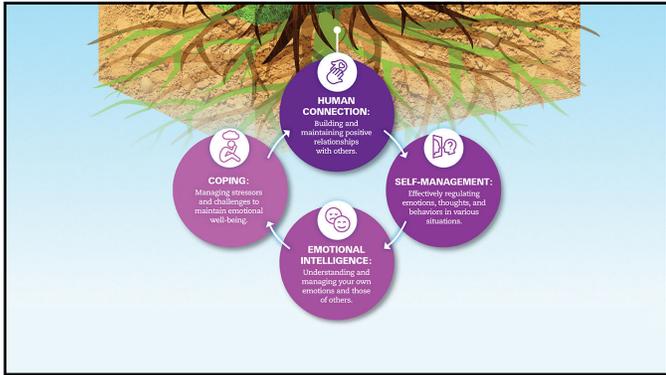
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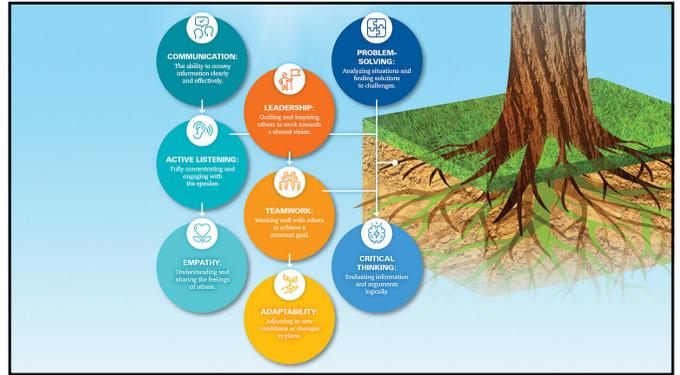
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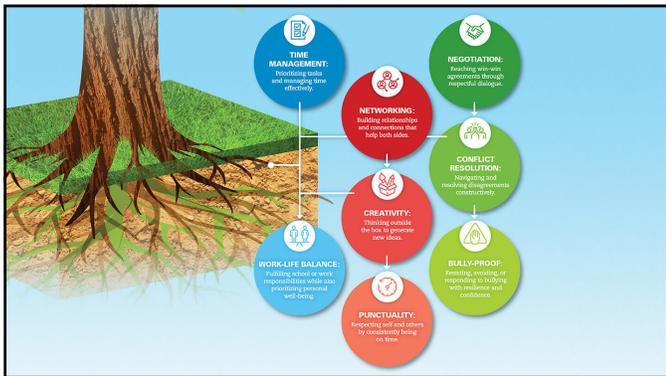
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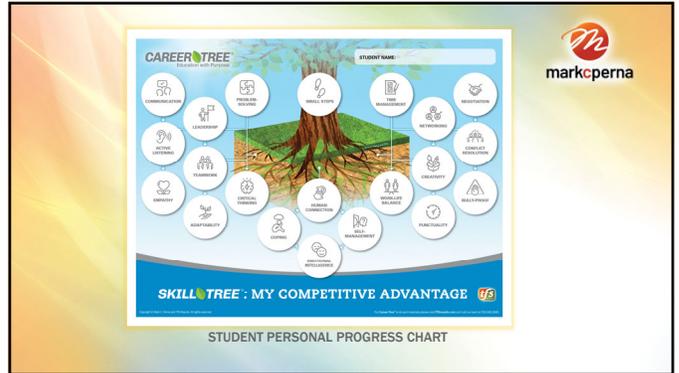


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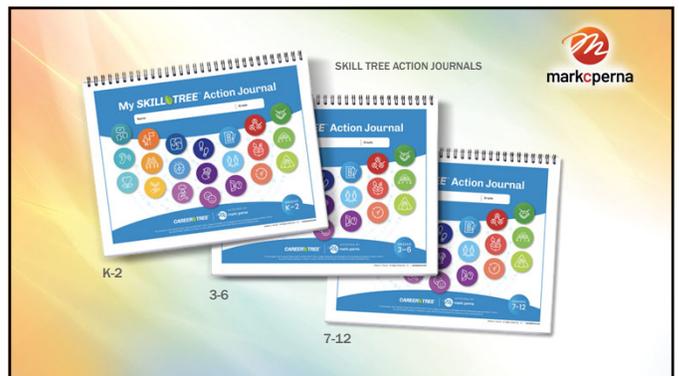
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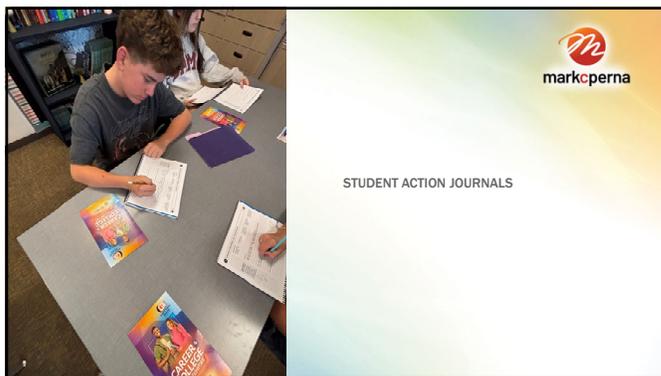
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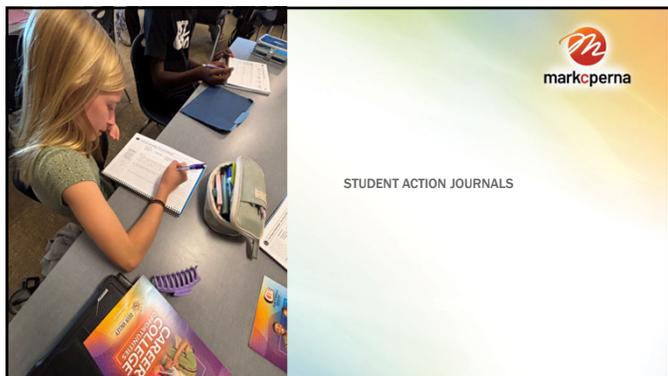
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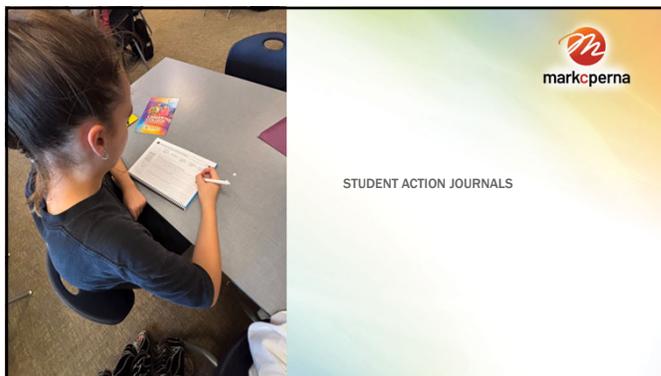
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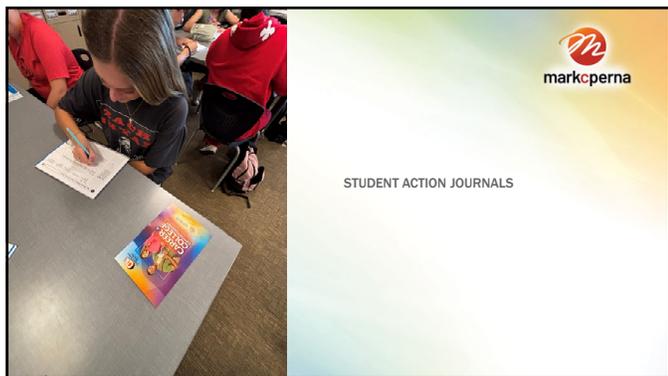
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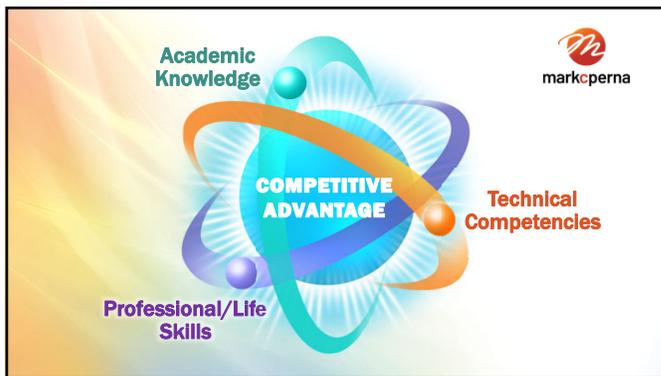
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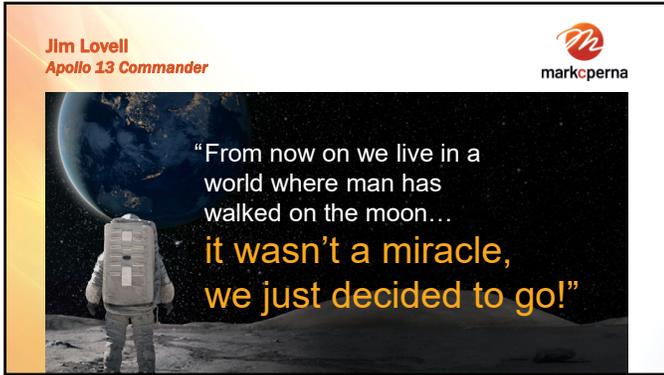
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