

**ALL CAREER COACHES PLAY TO  
WIN. GAME PLANS AND  
STRATEGY ARE CUSTOMIZED TO  
MEET THE NEEDS OF THE  
PLAYERS.**

# **ALABAMA CAREER COACH INITIATIVE**



**GAME  
PLAN**

# CAREER COACH GAME PLAN

- Assist students and parents in making educated and informed career decisions.
- Cultivate student understanding of the process necessary to obtain their career goals.
- Encourage and advise students to pursue the process for college and career readiness and success.



# FUNDAMENTALS CAREER COACH QUALIFICATIONS



- Bachelor's degree
- Experience working in industry preferred
- Enthusiastic, evidence of trustworthiness, positive attitude, knowledge of business and industry, effective human relations skills
- Effective oral and written communication skills
- Knowledge of what it takes to be successful in the world of work
- Knowledge of College and Career Readiness Plan 2020
- Knowledge of current employment trends

# BOOSTER CLUB

Business &  
Industry



## BUSINESS AND INDUSTRY/COMMUNITY LEADERS

### -THE MISSING LINK-

- Providing insight on current job market trends and training needs for future employees
- Providing a chance for students to interact with an expert in their career field
- Providing financial support for projects, events, scholarships, etc.
- Hosting industry tours
- Accommodating job shadow participants
- Attending career expos

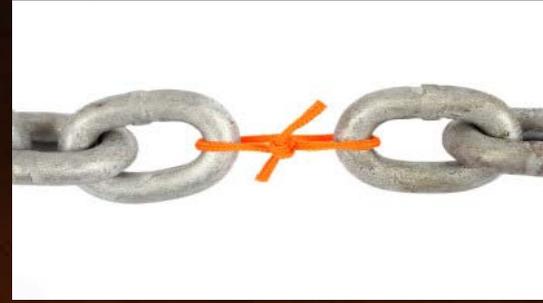




# **BOOSTER CLUB**

**Community involvement is critical to the success of our students and to the success of local workforce development.**

# BOOSTER CLUB



## CAREER COACHES = CONNECTION TO THIS MISSING LINK

- Responsible for networking with local businesses and industry members.
- Responsible for making connections with local organizations (chambers of commerce, regional workforce development councils, etc.)

As these relationships grow, local business, industry, and local organizations will support education more as they have a desire to invest in better preparing local pools of prospective employers.

# X'S AND O'S (JOB DUTIES)



## CAREER INTEREST ASSESSMENTS AND EDUCATION PLANS

The Alabama Career Information System (Kuder Navigator)

- Career Assessments and 4-Year Education Plans



# X'S AND O'S



## JOB SHADOWING

- Personal real-world experience
- Allows informed decisions about future education
- Can be life-changing, either redirecting or confirming goals
- National Groundhog Job Shadow Day Campaign

**Career Coaches have the connections to make this happen.**

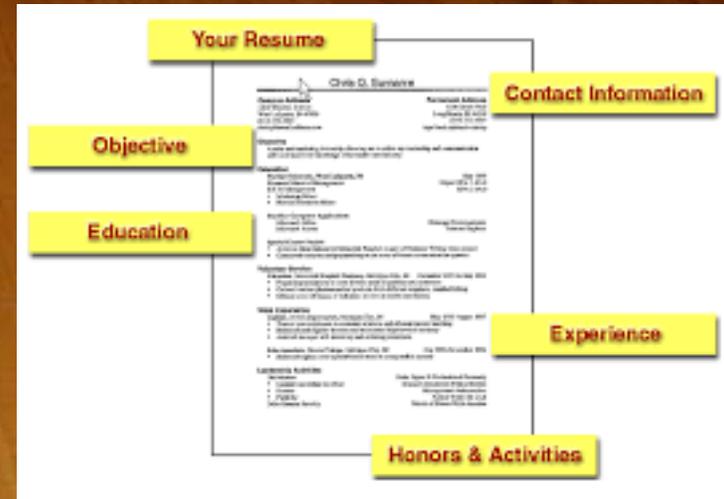
# X'S AND O'S

## EMPLOYABILITY SKILLS AND WORK ETHICS



In an effort to bridge the skill gap between our students' skills and the skills the workforce needs, Career Coaches work closely with business and industry to ensure students understand the importance of good work ethics and employability skills.

- Mock-interview events
- Writing resumes / Job applications
- Skill seminars / Guest speakers



# X'S AND O'S

## COLLEGE CAMPUS TOURS

May include the following:

- Meeting with admissions representatives
- Taking a student-led tour
- Seeing campus housing
- Visiting specific courses of study
- Meeting with instructors



# X'S AND O'S

## INDUSTRY TOURS



- Gain personal knowledge about how organizations operate and they better understand company culture
- Observe goods being produced and how different jobs relate to the production
- Interact with company representatives
- Obtain exposure to multiple career fields, often ones they have never before considered



# X'S AND O'S

## CAREER DEVELOPMENT EVENTS

Engaging business and industry professionals into the educational process

Providing opportunities for students to see occupations and career fields available in their geographic region, thus supporting local workforce development.

- College and Career Fairs or Expositions
- Guest Speakers
- RU4Real
- COW Day
- CIA Day



# X'S AND O'S

## FINANCIAL PLANNING



Vital in the decision making process for students and their families

Career Coaches assist students and parents in understanding college costs and financial options.

- FAFSA
- Military
- College Applications
- High School Credentials
- CTE Summer Scholarships
- Apprenticeships



# X'S AND O'S

## INDIVIDUAL ADVISING

Career Coaches may set individual advising appointments with high school students.

- Financial Aid
- Career Exploration
- Scholarships
- Job Applications / Resumes
- Interview skills
- Career Assessments and research



# X'S AND O'S

## GROUP PRESENTATIONS AND GUEST SPEAKERS

Tailored to particular needs of schools and local workforce and geared toward topics such as the following:

Job market trends and predictions

Employability skills and work ethics

ACT/SAT/AP Exam Preparation

Non-traditional career pathways

High-wage, high-demand jobs

Scholarships and Financial Aid



# STATS

- 1:1 Student Contacts/Assessments
- Classroom Presentations
- Career Events
- Job Shadowing Events
- College Applications
- Parental Contacts
- Business/Industry/Community Contacts
- Detailed Information for each school



# SURVEY



**With a partner or small group, please rate each Career Coach activity by the impact you can/do see having the most impact on the students of your schools.**

**WE WILL SHARE TOP 3 AND WHY**

# AL CAREER COACH INITIATIVE



A CAREER COACH PRESENTATION

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