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HOSPITALITY & TOURISM

Your guide to careers in HOSPITALITY & TOURISM

Map Out Your Future

Your guide to careers in HOSPITALITY & TOURISM

Great Career Ideas • Creating Your Plan • College Resources

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Ref: Sec. 1983, Civil Rights Act, 42 U.S.C.; Title VI and VII, Civil Rights Act of 1964; Rehabilitation Act of 1973; Sec. 504; Age Discrimination in Employment Act; Equal Pay Act of 1963; Title IX of the Education Amendment of 1972; Title IX Coordinator, P.O. Box 302101, Montgomery, Alabama 36130-2101 or call (334) 242-8444.
Talking to your child about what careers interest him or her—and why

Sharing your work experiences—pro and con—with your child

Asking people in your community who work in jobs that interest your child to talk about their careers or to let your child visit their workplace.

This guide is part of a series created to help students in Alabama learn more about careers, salaries, and the steps they need to take to reach their goals. By connecting what they learn in the classroom to real jobs that interest them, Alabama students will graduate better prepared for life and work. You can help your child use this guide by:

- Talking to your child about what careers interest him or her—and why
- Sharing your work experiences—pro and con—with your child
- Asking people in your community who work in jobs that interest your child to talk about their careers or to let your child visit their workplace.

Robert Bentley,
Governor of Alabama

The investments we make in our students today will help shape their futures for years to come. Our students are destined to become high-performing professionals in all sectors of the workforce.

Alabama SUCCESS is an initiative designed to help students access valuable information about current careers, postsecondary learning, and financial literacy resources.

Our goal is to give students the opportunities they need to prepare themselves for success. We want our students to be well-equipped for top careers in Alabama’s workforce—which has a growing influence on the global marketplace.

This Alabama SUCCESS guide is a great resource to assist in preparing for a bright and successful future.

Dr. Thomas R. Bice,
Alabama State Superintendent of Education

Alabama SUCCESS is an invaluable resource designed specifically for students. By learning about actual career fields and the education and experience required for specific jobs, you will be better able to figure out what you want to do after high school and what you need to do to achieve your goals.
When you work in the hospitality business, employers look for certain skills, including:

**Hospitality skills.** It’s called Hospitality & Tourism for a reason. “If you aren’t personable and can’t work in a fast-moving but fun environment, then you should go elsewhere,” says John Wild, president of the Auburn and Opelika Tourism Bureau. These careers are all about helping people have a good time.

**Computer skills.** “Since we have converted so many tasks to utilize technology, it has forced almost all employees to be computer savvy,” says Wild.

**Business skills.** Entry-level jobs are plentiful; however, says Patti Culp, executive director of the Alabama Travel Council, those who rise to the highest levels often study business after high school with a specialization in the hospitality industry. “You’ve got to be trained, you’ve got to be educated, you’ve got to be work savvy,” Culp says.

**Communications skills.** “You have to be able,” says Wild, “to converse well with guests from all over the world, sell the features and benefits of the business, and think on your feet.”

**A positive attitude.** Al Hodge says a winning attitude is critical. Hodge, senior director of state relations and educational programs with the American Hotel and Lodging Educational Institute, notes that, “when managers and supervisors see the type of individual who says, ‘I want to make a go of this as a career, and I’ll do what it takes to do that,’ they want to move that individual ahead.”
Hospitality & Tourism

Hospitality & Tourism is all about welcoming people to Alabama and making their visit as pleasant and rewarding as possible. Professionals in this cluster include the frontline meeters and greeters as well as the managers, cooks, housekeepers, and other workers who back them up. Hospitality & Tourism is one of the top five industries in the state, pumping more than $9.3 billion a year into Alabama’s economy and providing more than 169,000 jobs.

It takes a collection of special qualities to succeed in Hospitality & Tourism. Answer these questions to see if you have what it takes.

1. Do you like working with people?
   WHY IT MATTERS: In this cluster, you have to relate well to clients and coworkers.

2. Can you multi-task and handle deadlines?
   WHY IT MATTERS: Work can be fast-paced in Hospitality & Tourism.

3. Are you interested in people from different backgrounds?
   WHY IT MATTERS: This work can bring you into contact with people from across the country and around the world.

4. Can you study and master new subjects and skills?
   WHY IT MATTERS: To get ahead you have to understand the industry.

5. Can you work extra hours and weekends?
   WHY IT MATTERS: Sometimes you have to go the extra mile to meet your clients’ needs.

If you answered “yes” to most of these questions, Hospitality & Tourism could be right for you.

NAME: Lindsey Mears
EDUCATION: Gulf Shores High School, Gulf Shores; Auburn University, Auburn—Hotel & Restaurant Management, Bachelor of Science Degree

Education Goal—“After high school I graduated from a six-month program at the French Pastry School in Chicago, and I’m going to Auburn University to get my hotel and restaurant management degree.”

Career Goal—“Eventually I want to be able to open my own restaurant, but for now I would like to be a pastry chef—hopefully of a really nice five-star restaurant somewhere in a really cool city.”

Career Passion—“Ever since I was allowed in the kitchen, my mother and I were always baking things, even if it wasn’t for anything special. It wasn’t just a hobby for me. I was always coming up with my own things and I loved to decorate cakes. I feel that’s what I’m best at.

“Cooking is something everyone can do if they learn how. It’s even better if you have a passion for it. I would definitely recommend that everyone take at least one cooking class, because it’s such an easy way to make people happy. Food is just a great way to enjoy life in general.”

LEARN MORE
MAKE A PLAN

Sit down with your parents and counselor and create a plan.

Map out an Alabama Education Plan (sample at right) based on your interests, strengths, and possible career goals.

Your plan outlines the courses and electives you’ll take in high school, plus related clubs and career preparation. Your counselor will work with you to determine the learning experiences needed for you to complete your plan, such as using distance learning or earning college credit from your local community college.

Here’s a sample Alabama Education Plan for you to use as a guide.

**Articulation Agreement**

is a fancy term for a simple education agreement that can streamline your road to a successful career.

Statewide articulation agreements link all high schools and two-year colleges in Alabama. They provide credit at two-year colleges for coursework mastered at the high school level.

Articulation agreements can take you down your career pathway as well. In many cases, students transferring from two-year to four-year colleges and universities can complete four-year general studies core course requirements before they transfer.

Get Career Credentials

If you’re a student in a career and technical education (CTE) program, you may have the option of earning a Career Readiness Certificate along with your high school diploma. The nationally recognized certificate shows you’re proficient in applied math, reading for information, and locating information—skills employers highly value. Ask your school counselor about the statewide program; if it’s not in your high school now, it will be implemented soon.
Pastry Chef

WHAT: Pastry chefs produce desserts in first-class restaurants. They often create their own recipes and top their creations with elaborate decorations.

WHO: “You have to be able to work hard under pressure,” says Lindsey Mears, a Gulf Shores native who studied at Chicago’s French Pastry School and worked as an assistant pastry chef in a fine New Orleans restaurant. Despite the pressure of that experience, Mears says, she loved the job. “You can’t be stressed out about it all the time. I was working under the pastry chef and it was just me and her. We were doing all the desserts for the restaurant, and it was so much fun.”

Travel Guide

WHAT: Travel guides plan, organize, and conduct long-distance cruises, tours, and expeditions for people.

WHO: Whether it involves a cruise ship on the Gulf Coast, a history tour of ancient Roman sites in the Mediterranean, or a camping trip in the Australian outback, travel guides have to know where they’re going and have a knack for helping people have the best travel experience possible. They must have both an infectious sense of fun and top-notch organizational skills. When the tour is over, the clients should feel they’ve had a hassle-free adventure to remember.

Restaurant Owner/Operator

WHAT: Restaurants can be owned by large corporations or be part of a chain, but they can also be owned and operated by individual entrepreneurs. Working in such a setting can be challenging, exciting, and rewarding.

WHO: Working as their own boss, owners/operators wear a number of different hats. They hire staff, set up the menu, oversee food preparation, and develop marketing strategies to ensure success. They have to work well with people and understand budgets. They need to establish their restaurant as a well-known local brand, and make sure customers leave completely satisfied with their dining experience.

For further information on occupations in all career clusters, go to the O*NET database at www.online.onetcenter.org.
Food Service Manager
SOC: 11-9051
Direct the activities of organizations that serve food and beverages.

Chef
SOC: 35-1011
Prepare, season, and cook meals and desserts.

Lodging Manager
SOC: 11-9081
Direct activities of organizations such as hotels and motels that provide overnight lodging.

Recreation Worker
SOC: 39-9032
Organize outdoor and indoor recreation activities for a variety of public and private organizations.

Server
SOC: 35-3031
Take orders and serve food and beverages to people eating out.

Housekeeping and Janitorial Supervisor
SOC: 37-1011
Oversee people who clean rooms and offices in hotels and other buildings.

Meeting and Convention Planner
SOC: 13-1121
Coordinate the work of staff and convention personnel to prepare for group meetings and conventions.

Travel Agent
SOC: 41-3041
Plan and sell transportation and accommodations to travelers.

Interpreter
SOC: 27-3091
Translate written or spoken language into a language clients understand.

Museum Technician and Conservator
SOC: 25-4013
Prepare specimens, such as fossils or historical documents, for museum collections and exhibits.

Amusement and Recreation Attendant
SOC: 39-3091
Schedule, equip, and operate amusement parks, sporting events, or recreation facilities.

Concierge
SOC: 39-6012
Help clients at hotels, apartments, or office buildings with personal services such as taking messages and arranging transportation.
Think Again

Careers in Hospitality & Tourism are not all travel and fun.

Patti Culp has been executive director of the Alabama Travel Council, the state’s leading trade association for Hospitality & Tourism, for 31 years, and in that time she has interviewed many people eager to enter the field. She says one of the biggest misconceptions people have of the industry is that it’s all travel and fun.

“People look at the tourism industry and think fun, travel, frivolous, and it’s not true. It’s much deeper than that,” she says.

If you want to get ahead in these careers, Culp says, you must make sure you have the education needed to succeed. “The convention and tourism bureau directors, the directors of sales and marketing at hotels, they’ve got to have good training and good education.”

So go ahead and take that summer job as a server in a restaurant; that’s a good place to start if you want to learn how Hospitality & Tourism works. But keep in mind that to build a long-term career in this cluster, you need to pursue education after high school.

Reality Check

What It Costs to Live on Your Own in Alabama


Note: Keep in mind that your paycheck will be reduced by about 30 percent to cover taxes, retirement, and insurance. What’s left is known as your “take-home pay.” Subtract 30 percent from the salaries shown on page 5 to get a more accurate take-home amount.

- Cell phone: $70
- Rent and utilities: $700–$800 (1-bedroom)
- Groceries: $200–$250
- Cable and Internet: $90
- Gasoline: $124 (1,000 miles @ $3.10 per gallon, 25 MPG)
- Car insurance: $30–$95 (6-month policy)
- Car payment: $350–$450 (used 2010/2011 4-door)

Monthly total: $1,310–$1,654
Yearly total: $15,742–$19,851

Sources:
- Rent: www.rentbits.com/rb/t/rental-rates/birmingham-al
- Car: www.carsdirect.com
- Groceries: www.wkrg.com/consumer/article/alabamians_paying_more_for_groceries/23889
- Cable and Internet: www.birmingham.mybrighthouse.com
- Car insurance: www.progressive.com
- Gas: www.gasbuddy.com

Gain
Think

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- Cable and Internet: www.birmingham.mybrighthouse.com
- Car insurance: www.progressive.com
- Gas: www.gasbuddy.com
Take It to the Next Level

In Alabama, the learning doesn’t stop with high school graduation. Here is a list of public postsecondary (after high school) institutions that may offer programs related to this cluster. For Web links to these two- and four-year institutions, visit www.ache.alabama.gov/Colleges&Universities/Directory.htm.

Two-Year Institutions Offering Certificates or Associate’s Degrees

- Alabama Southern Community College, Monroeville
- Bevill State Community College, Sumiton
- Bishop State Community College, Mobile
- Calhoun Community College, Decatur
- Central Alabama Community College, Alexander City
- Chattahoochee Valley Community College, Phenix City
- Enterprise-Clark Community College, Enterprise
- Faulkner State Community College, Bay Minette
- Gadsden State Community College, Gadsden
- H. Councill Trenholm State Technical College, Montgomery
- Jefferson Davis Community College, Baxley
- Jefferson State Community College, Birmingham
- J.F. Drake State Community College, Huntsville
- J.F. Ingram State Technical College, Dothan
- Lawson State Community College, Birmingham
- Lurleen B. Wallace Community College, Andalusia
- Marion Military Institute, Marion
- Northeast Alabama Community College, Rainsville
- Northwest-Shoals Community College, Muscle Shoals
- Reid State Technical College, Evergreen
- Shelton State Community College, Tuscaloosa
- Spring Hill College, Mobile
- Southern Union State Community College, Wedowee
- Wallace Community College (Selma), Selma
- Wallace State Community College (Dothan), Dothan
- Wallace State Community College (Hanceville), Hanceville
- Wallace State Community College, Hanceville
- Alabama A&M University, Normal
- Alabama State University, Montgomery
- Athens State University, Athens
- Auburn University, Auburn
- Auburn University at Montgomery, Montgomery
- Jacksonville State University, Jacksonville
- Troy University, Troy
- Troy University, Dothan, Dothan
- Troy University (Montgomery), Montgomery
- University of Alabama at Birmingham, Birmingham
- University of Alabama in Huntsville, Huntsville
- The University of Alabama, Tuscaloosa
- University of Montevallo, Montevallo
- University of North Alabama, Florence
- University of South Alabama, Mobile
- University of West Alabama, Livingston

Certifications

While attending high school and postsecondary institutions, all Alabama students should consider getting certifications related to their career cluster of interest. These certifications can improve a student’s skill set, as well as increase the student’s overall chance of gaining employment in the field.
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<tr>
<th>Grade 9 Freshman Year</th>
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<tbody>
<tr>
<td>1. Research your career options based on your interests, talents, and goals.</td>
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<tr>
<td>2. Choose a career cluster.</td>
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<tr>
<td>3. Create an Alabama Education Plan (see page 3).</td>
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<td>4. Do your best work in all your classes. Course selection and grades really do count when you are applying to colleges and training programs.</td>
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<tr>
<td>5. Keep a folder or portfolio of your activities, awards, accomplishments, and work experience, and add to it during your high school career.</td>
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<th>Grade 10 Sophomore Year</th>
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<tr>
<td>1. Continue building the strongest possible academic record.</td>
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<tr>
<td>2. Consider taking the PLAN (pre-ACT) if you plan to apply to a two-year college or university in the future.</td>
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<tr>
<td>3. Consider taking the PSAT (preliminary SAT/National Merit Scholarship Test) if you plan to apply to a two-year college or university in the future.</td>
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<tr>
<td>4. Use the information in your portfolio to create a resume.</td>
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<tr>
<td>5. Apply for summer jobs, internships, or volunteer activities related to your career cluster.</td>
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<tr>
<th>Grade 11 Junior Year</th>
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<tr>
<td>1. Take the PSAT/NMSQT.</td>
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<tr>
<td>2. Use resources available at your school (books, online tools, college fairs, etc.) to research postsecondary education options related to your career goals.</td>
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<tr>
<td>3. Register to take either the ACT or the SAT I and SAT II Subject Tests. There are testing dates every month from January through June. Registration deadlines are approximately four weeks before each testing date.</td>
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<tr>
<td>4. Apply for summer jobs, internships, and volunteer activities related to your career goals.</td>
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<tr>
<th>Grade 12 Senior Year</th>
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<tbody>
<tr>
<td>1. In the fall, apply to postsecondary programs and take any standardized college admissions tests if you would like to improve your score.</td>
</tr>
<tr>
<td>2. Beginning in November, complete college financial aid forms. Deadlines and required data differ from school to school, so read the instructions carefully.</td>
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<tr>
<td>3. In the spring, choose your postsecondary program on the basis of where you have been accepted, costs, etc.</td>
</tr>
<tr>
<td>4. Continue doing your best work. Most schools require a final transcript before making your acceptance official.</td>
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**COLLEGE PREP: Getting Accepted**

The college admissions process can be stressful and a bit scary, especially if you are the first in your family to apply. Give yourself the best shot at getting into a college program that matches your goals by following these five steps:

1. **Make the Grade**
   - Your grade point average really does count, so do your best work on every assignment, pay attention in class, and participate in group discussions.

2. **Get Involved**
   - Build teamwork and leadership skills by joining clubs and teams at your school, volunteering for service projects, and participating in church or community activities.

3. **Make a List**
   - Before you can apply to college, you have to figure out what you would like to study and what matters most to you (like location, size, or religious affiliation). Use the college guides in your local library, school library, or counselor’s office to start making a list of colleges that interest you. Use online tools like www.collegeboard.com and www.accs.cc to learn more about each school and take virtual campus tours.

4. **Plan for Tests**
   - Most colleges want scores from the ACT, SAT, or SAT II tests. See what tests the schools on your list require, sign up to take them in time to include the scores on your application, and then practice the free SAT sample questions at www.collegeboard.com or sample ACT tests at www.actstudent.org.

5. **Be Neat and Complete**
   - Before you send in a college application, double-check your spelling, make sure nothing is missing, and save a copy just in case you have to submit it again.

**PAYING YOUR WAY: Financial Aid**

Every Alabama student can afford to go to college. It just takes a little planning. Put your college dreams within financial reach by taking these five steps:

1. **Consider a Community College**
   - Alabama’s public and private two-year colleges offer an affordable way to earn an associate’s degree or complete enough credits to transfer into a four-year school as a junior. Learn more at www.accs.cc.

2. **Weigh Your Options**
   - Attending one of Alabama’s four-year public or private schools cuts travel costs and other living expenses, as compared to attending schools out of state. In addition, public schools offer reduced in-state tuition, and, if there’s a college nearby, you can save even more by living at home.

3. **Rise to the Top**
   - Apply to a couple of schools at which your grades and accomplishments put you near the top of the typical applicant pool. Since your application will stand out, you’ll be more likely to qualify for scholarships and other merit aid.

4. **Do a Little Digging**
   - More than one million local, national, and college-specific scholarships are available each year. Ask your school librarian and counselor for help finding printed scholarship resource guides. To find and apply for scholarships online, sign up for the free college scholarship search source FastWeb at www.fastweb.com.

5. **Apply for Aid**
   - Fill out the Free Application for Federal Student Aid (FAFSA) as soon as possible after January 1 of the year you’ll be starting college. FAFSA forms and instruction booklets are available in your guidance counselor’s office and online at www.fafsa.gov. Some schools also require the CSS/Financial Aid Profile form (profileonline.collegeboard.com), and others have their own financial aid forms. Carefully read each college’s application to figure out what forms you need to submit and when.
**Associate’s degree**: a two-year degree awarded by a community college.

**Bachelor’s degree**: a four-year degree awarded by a college or university.

**Career and technical student organizations (CTSOs)**: co-curricular organizations for students that offer activities and competitions related to particular careers.

**Career Clusters**: identifies pathways from high schools to two- and four-year colleges, technical schools, graduate schools, apprenticeship programs, and workplace so that learners can recognize the relationship between what they learn in school and what they can do in the future.

**Career Pathways**: pathways are sub-groupings of occupations/career specialties. Occupations/Career specialties are grouped into Pathways based on the fact that they require a set of common knowledge and skills for career success.

**Doctoral degree**: a degree awarded by universities for study beyond a master’s degree. May also be called a Ph.D. or a first professional degree.

**Dual enrollment**: a program between Alabama public colleges and universities and local boards of education that allows high school students to enroll in certain approved college-level courses to receive both high school and college credit.

**ECEP (Early College Enrollment Program)**: a program that allows juniors and seniors to have full-time enrollment at an Alabama public college or university while still graduating with their class and staying involved with high school activities.

**Extended learning experiences**: participation in career and technical student organizations, co-curricular activities, job shadowing, internships, or community service.

**Internship**: an extended learning experience that gives students an opportunity to work temporarily at an entry-level job in a career that interests them.

**Job shadowing**: an extended learning experience in which students observe professionals in particular careers as they go through a day on the job.

**Master’s degree**: a degree awarded by universities for study beyond a bachelor’s degree.

**Postsecondary education**: education beyond high school. Middle and high school are referred to as secondary education, so postsecondary means after high school.

**STARS (State Transfer & Articulation Reporting System)**: STARS System allows public two-year students in Alabama to obtain a Transfer Guide/Agreement for the major of their choice. This guide/agreement, if used correctly, guides the student through their first two years of coursework and prevents loss of credit hours upon transfer to the appropriate public four-year university in Alabama.

**Tool Box**

**Resource Shelf**

Use these websites and other resources available from your school counselor to learn more about careers, career clusters, and educational and job opportunities in high school and beyond.

**ACCESS** • [www.accessdl.state.al.us](http://www.accessdl.state.al.us)

ACCESS (Alabama Connecting Classrooms, Educators, and Students Statewide) Distance Learning provides opportunities and options for Alabama public high school students to engage in advanced placement (AP), elective, and other courses to which they may not otherwise have access.

**Alabama Career Information Network**

[www.alcareerinfo.org](http://www.alcareerinfo.org)

This new Web portal increases Alabama students’ and families’ access to valuable career exploration activities and college financial aid information.

**Alabama Commission on Higher Education**

[www.ache.alabama.gov](http://www.ache.alabama.gov)

Click on “Colleges & Universities” within this website for a list of four-year institutions in Alabama.

**The Alabama Community College System** • [www.accs.cc](http://www.accs.cc)

Learn about the public and private two-year colleges in Alabama. Connect directly to each school’s website to see the courses, majors, degrees, and scholarships it offers to Alabama students.

**Alabama Tech Prep** • [www.altechprep.org](http://www.altechprep.org)

This booklet is sponsored by Alabama Tech Prep. The goal of Tech Prep is to create a smooth transition from high school to college and to a career.

**Alabama Virtual Library** • [www.avl.lib.al.us](http://www.avl.lib.al.us)

This Alabama Legislature–funded site provides all students, teachers, and citizens of the State of Alabama with online access to essential library and information resources.

**America’s Career InfoNet** • [www.acinet.org/acinet](http://www.acinet.org/acinet)

Use this site to search for occupational information, industry information, and state-specific labor market information.

**Career Voyages** • [www.careervoyages.gov](http://www.careervoyages.gov)

This career planning resource helps students, parents, career changers, and career advisors.

**O*NET** (Occupational Information Network) • [www.onetcenter.org](http://www.onetcenter.org)

O*NET provides full information on occupations, including state-by-state salary data, employment prospects, and skill matching for students.


A valuable resource for both counselors and students, this federal website offers updated information on careers, job responsibilities and working conditions, salaries, and what jobs will be available in the future.