



Career Specialist Boutique

A place where you can explore your dreams and invest in your future. Everything is not a perfect fit so why not shop around.



Leslie Johnson

Career Specialist

Newberry College 1999

B.S. Physical Education/Sports Management

GCDF Certification

19th year Aiken County Public Schools

2024 South Carolina CTE Career Specialist
of the Year

“Ms. Johnson recognizes that students need exposure to multiple career pathways to meet workforce needs and develop skills required for success. She works with teachers, counselors, parents, business partners, and administrators to provide career exploration and development to students in two of our largest middle schools.”

Sharon Worley, Coordinator of Counseling and Career Services

Rack Items

Year-Month-Week-Day Prep

Calendar Control – Set your plan.

The Power of Communication

Student Leadership Groups – Provide the application, let the student make the move.

Engaging the Community

Service Learning – Ownership of your school and community where you live, learn, and play.

Visual Aids

Structured Field Studies – Students get the bigger picture when they can see jobs at work. ON and OFF campus experiences are essential.

Building Confidence

Job Shadowing – Students need the opportunity to try before they apply.

Growth

Professional Development – All hands-on deck!
Career Assessments – Interest and/or Aptitude
CTE Pathways – Value the careers that value you

Sales Rack

We all like a good deal. Provide opportunities for students to engage with careers on campus.

Career Fairs and EXPOS – Lunch with Leaders –

Final Tools, Tips & Takeaways



Year-Month-Week-Day Prep

Calendar Control – set your plan

Review your previous year. Schedule accordingly and make adjustments.

Communicate with administration on any new initiatives that may affect your schedule.

Listen to your students needs and suggestions.

Tap into new programs that your school or district may be implementing.

Set your dates on the school calendar for ALL to view. Try to be flexible if possible.

Negotiable and Non-Negotiables

Negotiable – guest speakers, off-campus experience

Non Negotiable – State mandated requirements.

i.e. Assessments, IGP's

WORK WITH GRADE LEVEL TEAM LEADERS!

The power of communication

Student Leadership:

Student Leadership groups should be viewed as critical members of the school.

Students should lead by example, initiate service-learning projects, volunteer to speak and take action within the school and community.

- Organize professional opportunities for students to interact with local business leaders.
- Provide specialized field studies to hone leadership and soft skills in the workplace.
- Assist with planning service-learning activities throughout the school year such as writing holiday letters to nursing home residents, animal food drives, winter coat drive, and monthly trash pick-up days.
- Bi-weekly or monthly meetings.

Engaging the Community

Service Learning:

Ownership of the school and community where you live, learn, and play.

Create the initiative – “Give Me 5”

- Students are encouraged to volunteer 5 hours.
- Students find the location and document their time.
- Encourage teachers to get on board and set aside time to take their class to pick up trash, clean windows, etc.

-Since 2017 over 5,240 community service hours.

Students who participate in 5 hours of community service during the year are awarded a certificate. The “Give Me 5” program builds marketable skills in our students such as the importance of work ethic and interpersonal skills.

Visual Aids

Structured Field Studies:

Students get the bigger picture when they can see jobs at work.

Off-campus experiences

- Look local
- Within a 60-mile radius
- School bus friendly
- Time sensitive
- Standards based
- Profile of a South Carolina Graduate

Georgia Cyber Center

Eudora Farms

Augusta GreenJackets Baseball Game

North Augusta Animal Shelter

G. L. Williams Trucking

South Carolina State Museum

SRP Federal Credit Union

Nascar Hall of Fame

Carolina Panthers Stadium

BMW Factory, Greenville

USC Aiken – 4-year

Aiken Technical College – 2-year

Helms College – Culinary Arts

Ruth Patrick Science Center

On-campus experiences

- Look Local
- Travel to you
- Provide the space needed
- Programs that work around your schedule
- Standards based
- Profile of a South Carolina Graduate

Be Pro Be Proud (free)

Greenwood Genetics (free)

STEM That Travels (free)

Discover Engineering – SRNS Engineers in the Classroom (free)

Clafin StemTruck (fee)

Virtual experiences

- Zoom, Teams, Websites
- Most are FREE

<https://www.amazonfutureengineer.com/space>

<https://www.amazonfutureengineer.com/music>

<https://www.SeattleAquarium.org>

<https://archived.metmuseum.org/art/online-features/metkids/>

<https://www.boeingfutureu.com/virtual-field-trips>



Building Confidence

Job shadowing:

Students need the opportunity to try before they apply.

- Groundhog Shadowing Day - February 2, 2025
- Face-to-Face
 - 8th – 12th grade students
- Local businesses are the key to success.
- Provide opportunities throughout the year for students to participate in virtual job shadowing.
 - SCOIS
 - Local/regional/state



GROWTH

Professional Development: School-District-Community

Be creative. Professional development should not stop with school level personnel. Create ways for your faculty and staff to intertwine and learn more about what you do for the students and the connections you create. Professional development that includes community leaders can lead to bigger opportunities for your students throughout the year.

Who Do You Invite?

- Administration
- Faculty
- Staff
- District Teams
- Community Leaders
- Business and Industry Constituents

GROWTH *continued*

Career Assessments

Current Assessments

- SCOIS
- local/regional/state

USE YOUR RESULTS

Lunch with Leaders

Field Studies

Self-led IGP powerpoint presentations

IGP driven results



GROWTH continued...

DELIVER CTE

Understand the value of CTE and encourage students of all backgrounds to pursue a pathway.

- Organize off-campus experiences to tour your local career centers and technical colleges.
- Provide opportunities for students to visualize themselves in a program and connect their career assessment results to a pathway.
- Invite speakers from the career center or from industries that require a background in CTE education to speak in your leadership classes, “Lunch with Leaders” program, Fundamentals of Computing, etc.
- Serve in different capacities to widen your knowledge locally and within your state so you can provide valuable feedback on promoting CTE programs.



Sales Rack

Career Fair/Expo:

We all like a good deal!

Provide opportunities for students to engage with careers on campus.

Career Fairs/Expos allow students to get a taste of many different careers and opportunities.

- *Have your presenters provide hands-on learning stations.*
- *Provide a “bingo sheet” to prompt student questions to presenters.*

Include the following:

Large Business and Industries

Small Businesses

Military Representatives

College and Technical Schools

Feeder High School CTE programs

High School Clubs and Organizations

TIPS

Utilize your community resources

- Chamber of Commerce
- Civic Organizations
- City/County Government
- Athletic Facilities
- Medical Facilities
- Employment Agencies/Services

Sales Rack

“Lunch with Leaders”



Lunch with Leaders provides opportunities for students to learn from a diverse range of speakers in various career areas. The idea is to blend academic experience to real-world skills and opportunities.

- Collaboration with teachers and utilizing career assessments provides ideas of career clusters to focus on for upcoming speakers.
- Student sign-up based on their interest.
- Students often provide feedback on who to invite or may have a contact (family or family friend).

Final Tools, Tips & Takeaways

Career Specialist have the unique opportunity to be flexible with the experiences we provide to students.

Use verbiage such as:

Experiences vs. Field Trip

Opportunity vs. Option

Service Learning

Volunteer

Final Takeaway...

The Career Specialist is the Owner of unique opportunities. Depending on how you establish your business model and “price to sell” your programs, will depend on the return.

The greatest joy is having a student see you in the store, or at their place of business and tell you how much they appreciated the opportunities and experiences you provided.

The background features several overlapping organic shapes with white borders. One shape is a solid dusty rose color. Another is a light beige with a pattern of small black dashes. A third is a dark brown with a fibrous texture. A fourth is a dark olive green with a pattern of thin, light-colored fibers. The text is positioned on the right side of the page.

Thank You

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