

CAREER COACH PLAYBOOK

GAMEPLAN

- *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 OF COACHING

- Represent the Career Coach Program in local high schools and conduct public relations efforts to promote the CTE Programs
- Provide career development guidance for high school students with emphasis on technical programs
- Assist prospective students with career exploration activities and career assessments
- Plan and implement student recruitment activities for technical programs
- Assist prospective students with admissions, financial aid, and registration procedures of the college
- Provide guidance to students regarding career choices
- Conduct high school classroom presentations promoting college and career programs and activities
- Provide prospective students with information regarding the current job market and trends in career choices
- Schedule and attend college campus tours and industry tours with high school students
- Coordinate job shadowing opportunities for students
- Maintain ongoing database of students and classrooms that services are offered
- Comply with all policies of the LEA and the State Department of Education

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The X's and O's of Coaching

Interest Assessments and Education Plans

Interest assessments and education plans work in conjunction to help students navigate their career paths. When students make a connection between their current curriculum and how it translates to actual careers in the future, they are more likely to engage in career exploration on their own.

Game Plan

- There are many different on-line and paper career assessments available. The Alabama Career Information system (alcareerinfo.org) offers assessment tools and a 4-Year Plan through Kuder Navigator.
- By completing the career assessment, students can see how their interests align with specific pathways and careers.

Sideline Notes

A 4-Year Plan is a state required college and career planning tool for students. With help from teachers, counselors, and career coaches, students select the classes they desire to take in grades 9-12. Completing this education plan allows the student to align their high school classes based on their individual college and career goals. It is also a great time to have the discussions concerning graduation requirements, Advanced Placement, honors classes, and relevant elective courses to take.

Group Presentations and Guest Speakers

Career Coaches offer a variety of presentations intended to help students make informed, confident decisions about their future.

Game Plan

Most presentations are tailored to the particular needs of the local workforce, schools, and students. General presentations are geared towards college and career readiness topics such as:

- Job trends
- Employability skills and work ethics
- Resumes
- Job interviews
- Standardized test preparation (ACT & SAT)
- College Knowledge
- Scholarships and financial aid
- Technical Careers

Sideline Notes

Often guest speakers are enlisted to present on specific careers and occupations. This is a great opportunity for community members, parents and business and industry partners to share their personal career stories with students.



Job Shadowing

Job shadowing is an excellent way for students to experience the true day-to-day realities of a chosen profession. Allowing students a day of learning outside of the classroom alongside a business or industry professional is extremely beneficial.

Game Plan

After careful consideration and completing an interest assessment, students work with a career coach to determine what profession they would like to learn more about. Career Coaches then partner with a local business, industry or non-profit to arrange an opportunity for the student to follow an employee in his/her daily work. This one on one mentoring allows students to acquire first-hand information and understanding of the chosen profession.

Sideline Notes

This personal, real-world experience allows students to make informed decisions about future education, training and career goals. It can be a life changing event for many, either redirecting or confirming career goals and plans.

JOB SHADOWING



Employability Skills and Work Ethics

In an effort to bridge the skills gap, Career Coaches work closely with both business and industry and students to ensure that students are aware of the importance of good work ethics and employability skills.

Game Plan

Teaching the essentials in employability, Career Coaches assist students with learning the essentials of properly completing job applications, constructing relevant resumes and preparing for job interviews. Career Coaches also plan and participate in mock interview events, business and industry tours as well as soft-skills seminars to better equip students for success in today's workforce.

Sideline Notes

Workshops and presentations are tailored to bring awareness to certifications, credentials and technical skills as a significant way to create value for personal branding and increased employability. Guest speakers to the classrooms also provide needed insight for student awareness and success. Career Coaches are very instrumental in coordination these efforts.

**Learning employability skills and proper work ethics is essential for student employability success, no matter what career field is chosen. Prior to career coaches, these skills were seldom taught in the classroom and additionally are often not taught in the home.

College Campus and Industry Tours

Career Coaches can arrange college campus and industry tours for all group sizes. Visiting a community college or university campus or business or industry facility offers students first-hand experience through direct exposure.

Game Plan

College campus tours cover all aspects of college life and will give students a sense of what a specific school has to offer.

They may offer:

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

Business and industry tours offer the student a chance to experience workforce in action through exposure to the diversity of many careers. Students on these tours may:

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

Sideline Notes

All students should have the opportunity to tour a variety of facilities. Becoming familiar with different educational and industry options is helpful in planning for after high school.

INDUSTRY TOURS





Career Events

Career Events are a way to engage business and industry professionals into the educational process and expose students to occupations and careers they may have never thought of before. Career Coaches are experienced in orchestrating both large and small events.

Game Plan

Career Events come in many different forms. They can be presented as a large event, involving the entire school or even the entire region, or presented in a small, classroom setting.

- College and Career Fairs or Expos
- Guest Speaker Series
- RU4Real

Sideline Notes

- No matter what format is used, Career Events can provide a real-world link to educating students on a variety of occupations. Career Events provide an opportunity for students to see occupations and career fields available in their geographical region, thus supporting local workforce development. COW (Careers on Wheels), CIA (Careers in Action), JOY (Job Opportunities for Youth), Explore Tech Day and RU4REAL are some of the creative career events that Career Coaches organize and implement for student awareness.

CAREER FAIRS



RU4REAL



Financial Planning

Financial planning for post-secondary education and training is vital in the decision making process for students and their families. Career Coaches assist students and parents in understanding the true cost of attending college and the options available for financing a post-secondary education.

Game Plan

Career coaches educate students on the definition of and the process of applying for scholarships, grants and loans. They also discuss the financial benefits and options of military service, public service and work-study programs.

Sideline Notes

Often, working in conjunction with secondary counselors and post-secondary financial aid departments, Career Coaches walk students and parents through the process of filling out the Free Application for Federal Student Aid (F.A.F.S.A.) application and scholarship applications.

INDIVIDUAL ADVISING

High School Students may set individual advising appointments with Career Coaches throughout the school year.

Game Plan

Some tasks are a lengthy process and the Career Coach is willing to help students individually. One-on-one time is quite productive in determining specific career needs and goals. Career Coaches use this time to help students with the following:

- *Financial Aid assistance
- *Career Exploration
- *Scholarship searches
- *College applications
- *Scholarship applications
- *Job applications

- *4-Year Plans
- *Career Research
- *Interview Skills
- *Career Assessments
- *Resume Writing

Sideline Notes

Individual advising appointments are a great way for students to receive individual attention specific to their career goals and needs. Students, as well as parents and guardians, find the time very valuable in getting their questions answered and assisting with the college and career preparation.

FINANCIAL PLANNING AND INDIVIDUAL GUIDANCE



THE BOSTER CLUB

GAMEPLAN FOR BUSINESS AND INDUSTRY

Business and industry leaders offer support by:

- Attending career expos
- Hosting industry tours
- Accommodating job shadow participants
- Donating to scholarships
- Offering transportation and event funding
- Serving as a guest speaker in the classrooms

GAMEPLAN FOR PARENTS AND COMMUNITY

Local community leaders offer support by:

- Participating in student career events and activities
- Supplying financial support for an event or project
- Providing insight on the local job market and training needs

Parents and guardians offer support by:

- Asking their student questions about class and career choices
- Attending career expos and college fairs
- Attending financial aid nights
- Scheduling individual advising sessions

STATS

- INDIVIDUAL STUDENT CONTACTS
- CLASSROOM PRESENTATIONS
- CAREER ASSESSMENTS ADMINISTERED
- OUTSIDE GUEST SPEAKERS
- CAREER EVENTS
- JOB SHADOWING
- BUSINESS AND INDUSTRY CONTACTS
- PARENTAL CONTACTS

All Career Coaches play to win.

Game plans and strategy are
customized to meet the needs
of the players.

Alabama Career Coach Initiative

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