

Human Services Career Exploration Curriculum



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Curriculum Structure

The *Human Services Career Exploration* curriculum is composed of the following lessons. Approximate lesson times are included.

Lesson	Title	Approximate Time
One	Careers in Early Childhood Development and Services	60 minutes
Two	Careers in Counseling and Mental Health Services	80 minutes
Three	Careers in Family and Community Services	80 minutes
Four	Personal Care Services Careers	85 minutes
Five	Consumer Services Careers	85 minutes
	Total	6.5 hours

Lesson Structure

Each lesson begins with a Lesson Overview, Lesson Objectives, and a Lesson at a Glance table which lists the lesson activities, materials required, suggested preparation steps, and approximate class time.

Lesson Sections

The actual lesson follows the overview, which will contain some of the sections described below.

FOCUS

Every lesson begins with a FOCUS activity intended to capture participants' attention. This may be in the form of a small or large class discussion, a game, a review of previous lesson information, or a demonstration. During this activity, participants are introduced to the topic of the lesson.

LEARN

The LEARN activity in each lesson varies in its presentation mode. It may be a slide presentation, group activity, or demonstration.

REVIEW

The majority of lessons end with a REVIEW activity intended to briefly review the lesson's key messages or main points.

Lesson One – Careers in Early Childhood Development and Services

Lesson Overview

In this lesson, participants will explore what it is like to work in early childhood development and services. Participants will learn about typical job duties, pay, job outlook, and potential for positions relating to childcare and teaching.

Lesson Objectives

After completing this lesson, participants will be able to:

- Understand the job duties of occupations related to early childhood development and services
- Compare and contrast the roles and requirements of related professionals
- Discuss the impact and job outlook of childcare and early childhood services professionals

Lesson at a Glance

Activity	Materials	Preparation	Approximate class time
FOCUS	• Career videos	1. Prepare to show the videos	10-30 minutes
LEARN	• <i>Career Collage</i> handout • Career video links	1. Print/photocopy <i>Career Collage</i> handout 2. Prepare to play videos	15-60 minutes
REVIEW	• <i>Act It Out</i> handout • <i>Career Skit Rubric</i> • Props for skits • Timer	1. Print/copy the <i>Act It Out</i> handout 2. Have participants access the <i>Career Skit Rubric</i>	30-60 minutes

Lesson One – Careers in Early Childhood Development and Services

FOCUS: What is it?

10-30 minutes

Purpose:

Understanding the definition of what early childhood development and services are is the first step here. Students will have a greater understanding of what types of occupations are included within this career cluster.

Materials:

- Career videos

Facilitation Steps:

1. Share this information with the participants:
Employment of preschool teachers is projected to grow 18 percent from 2020 to 2030, much faster than the average for all occupations. About 59,600 openings for preschool teachers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

Employment of childcare workers is projected to grow 8 percent from 2020 to 2030, about as fast as the average for all occupations. About 150,300 openings for childcare workers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

2. Ask participants for what they think are the benefits of working in childcare or as an early childhood teacher. Explain that they are going to watch a few short video that introduce them to these types of occupations.

3. On a whiteboard, make a K-W-L chart. Ask for students to identify what they already know about careers within the early childhood development and services pathway. Also have them identify what they would like to learn.

4. Play one or several of the following videos:

Child Development Careers

<https://www.youtube.com/watch?v=9f0HTLLX6PQ>

Early Childhood Career Pathways

<https://www.youtube.com/watch?v=3fPY7eBbBtY>

Careers in Early Childhood Education

<https://www.youtube.com/watch?v=cVy7LtkHGIY>

Pathways to Preschool: Early Childhood Services

<https://www.youtube.com/watch?v=G2-oNq866oI>

5. Return to your K-W-L chart. Ask for volunteers to fill in the column “L” identifying what they have learned by watching the video clips you have shared.

Lesson One – Careers in Early Childhood Development and Services

LEARN: Would You Rather...

15-60 minutes

Purpose:

Participants will reflect on different career paths within the early childhood development and services pathway. They will research to assess the subtle differences between the occupations.

Materials:

- *Career Collage* handout
- Career video links

Facilitation Steps:

1. Give participants the *Career Collage* handout. Ask participants what they think a career collage might look like for the occupation chosen.
2. Explain that each participant will choose one of the career paths listed.
3. Explain to participants that they will have about 15 minutes to research the career and take some notes.
4. Debrief as a class. Ask students to identify which occupation they preferred. Was there a big difference in the number of students choosing one over the other? Why or why not? Have each student share the information they found in their research after two minutes. This way students will learn about many different occupations and differences between them.

5. Share these videos on each type of vet tech or share some of your own.

Interview of a Childcare Director

<https://www.youtube.com/watch?v=mbmHS-si7-8>

Assistant Childcare Director

<https://www.youtube.com/watch?v=vU92fUP0BXo>

Role of an Elementary School Counselor

<https://www.youtube.com/watch?v=aN0Q-R6Ruw8>

A Day in the Life of a Preschool Teacher

https://www.youtube.com/watch?v=vpSA_rV1Y3s

Life as a Nanny

<https://www.youtube.com/watch?v=klC1ue67KTw>

Career Collage

Directions: Choose one of the careers listed below. Use the space provided to write down key facts about the career. Collect as much information as possible.

Early Childhood Development and Services Career Options:

Directors, Childcare Facilities

Educators for Parents

Assistant Directors, Childcare Facilities

Nannies

Elementary School Counselors

Teachers' Assistants

Preschool Teachers

Childcare Assistants/Workers

Main Duties:	Required Training:
Job Outlook:	Other:

Which career option would you choose and why?

Lesson One – Careers in Early Childhood Development and Services

REVIEW: Walking in a Childcare Workers' Shoes..

30-60 minutes

Purpose:

The purpose of this activity is to have participants walk in the shoes of a childcare worker through role play.

Materials:

- *Act It Out* handout
- *Career Skit Rubric*
- Props for skits
- Timer

Facilitation Steps:

1. Divide the class into six small groups. Give each group one of the *Act It Out* handouts. Explain to participants that they should use the information on the handout and their own research to create a short skit about A Day in the Life of a Childcare Worker. Give participants the *Career Skit Rubric* so they understand what they will be held accountable for.
2. Supervise participants as they prepare their skits. Provide help with finding research online if they have additional questions that are not detailed on the *Act It Out* handout. Encourage them to outline scenarios in the skit that show a true reflection of the job.

3. After participants have finished preparing their skits, have each group act it out.
4. Following each skit, discuss that group's specific scenario. Allow participants to ask questions about that career scenario to those group members.

Act It Out

Childcare Worker

Major responsibilities:

- Supervise and monitor the safety of children
- Prepare and organize mealtimes and snacks for children
- Help children keep good hygiene
- Change the diapers of infants and toddlers
- Organize activities or implement a curriculum that allows children to learn about the world and explore their interests
- Develop schedules and routines to ensure that children have enough physical activity, rest, and playtime
- Watch for signs of emotional or developmental problems in children and bring potential problems to the attention of parents or guardians
- Keep records of children's progress, routines, and interests

Add more in the space below:

Career Skit Rubric

	Excellent 4 points	Good 3 points	Average 2 points	Needs Improvement 1 point	Total
Accuracy	All information is accurate	Almost all information is accurate	Most information accurate	Very little information is accurate	
Role	Excellent teamwork in skit presentation – responsibility is evenly shared	Good teamwork in presentation but one person had a bit more responsibility	Fair teamwork with one member responsible for a majority of the presentation	Little or no teamwork exhibited	
Knowledge	The skit shows a thorough understanding of all job responsibilities	The skit shows a fairly clear understanding of job responsibilities	The skit shows only a partial understanding of the job responsibilities	The skit does not reflect knowledge of the job responsibilities	
Creativity	Used several props and added several visuals like photos or animations	Used one prop and one visual effect	Used a prop or visual effect	Used no props or visual effects	
Required Elements	The scenario in the skit is appropriate for the job	The scenario for the skit is mostly appropriate for the job	Half of the skit scenario does not apply to the job	The scenario is off the mark entirely	

20 points 100%

15 points 75%

10 points 50%

Total _____

Lesson Two – Careers in Counseling and Mental Health Services

Lesson Overview

In this lesson, participants will explore a career in counseling and mental health. Participants will learn about typical job duties, pay, job outlook, and potential relating to this career area.

Lesson Objectives

After completing this lesson, participants will be able to:

- Identify what veterinary counselors do
- Compare and contrast the roles and requirements of clinical counselors, school counselors, and career counselors
- Discuss the impact of counseling and mental health services for patients

Lesson at a Glance

Activity	Materials	Preparation	Approximate class time
FOCUS	• Videos about being a counselor • <i>A Day in the Life of a Counselor</i> handout	1. Print/photocopy the <i>A Day in the Life of a Counselor</i> handout	10-15 minutes
LEARN	• <i>Creating an Infographic: What's the Counseling and Mental Health Services Buzz?</i> handout • Plain white paper • Markers • Internet access	1. Give participants <i>Creating an Infographic: What's the Counseling and Mental Health Services Buzz?</i> 2. Model infographic sample websites.	45 minutes
REVIEW	• <i>Counseling and Mental Health Services Is/Is Not the Career Field for Me</i> • Infographics created and posted by participants in the Learn portion of the lesson	1. Print/photocopy the <i>Counseling and Mental Health Services Is/Is Not the Career Field for Me</i>	20 minutes

Lesson Two – Careers in Counseling and Mental Health Services

FOCUS: What is Counseling?

10-15 minutes

Purpose:

Professional counseling is a professional relationship that empowers diverse individuals, families, and groups to accomplish mental health, wellness, education, and career goals. Counselors work with clients on strategies to overcome obstacles and personal challenges that they are facing. Participants gain an overview of what this career entails.

Materials:

- Videos about being a counselor
- *A Day in the Life of a Counselor* handout

Facilitation Steps:

1. Share this information with the participants:
The median annual wage for substance abuse, behavioral disorder, and mental health counselors was \$47,660 in May 2020.

Job Outlook – Employment of substance abuse, behavioral disorder, and mental health counselors is projected to grow 23 percent from 2020 to 2030, much faster than the average for all occupations.

About 41,000 openings for substance abuse, behavioral disorder, and mental health counselors are projected each year, on average, over the decade.
2. Ask participants what they think a typical day is like in the life of a counselor. Have them complete the column about what they already know and what they would like to know about a veterinary pathologist career.
3. Play one or more of the following videos:
Careers in Counseling
<https://www.youtube.com/watch?v=IOXzlu8TWeg>
Mental Health Counselor
<https://www.youtube.com/watch?v=P-dPfBB72Ik>

Becoming a Professional Counselor

https://www.youtube.com/watch?v=y9_dIAYRLJE

4. Have them complete the third column identifying what they have learned in the video clips.

A Day in the Life of a Counselor

Directions: Identify what you already know about being a counselor, what you want to know and what you have learned during the lesson.

Know	Want to Know	Learned

Lesson Two – Careers in Counseling and Mental Health Services

LEARN: Counseling and Mental Health Services Infographic

45 minutes

Purpose:

The purpose of this activity is to have participants better understand what counselors and professionals in mental health services do.

Materials:

- *Creating an Infographic: What's the Counseling and Mental Health Services Buzz?* handout
- Plain white paper
- Markers
- Internet access

Facilitation Steps:

1. Give participants the *What's the Counseling and Mental Health Services Buzz?*. Explain to participants that they will make a digital infographic about this career.
2. Share a sample infographic so they understand
<https://online.sbu.edu/infographics/clinical-mental-health-counseling-career-path-infographic>
<https://visual.ly/community/Infographics/education/counseling-careers-which-path-best-you>
3. Encourage participants to make sure their infographics include the required information. Using color, images, and a unique layout will make the infographic visually appealing for others.
4. Have participants print and post their infographics in a conspicuous location for use during the **Reflection** part of the lesson. Allow time for participants to view infographics created by their peers.

Creating an Infographic: What's the Counseling and Mental Health Services Buzz?

What is an infographic?

An infographic is a collection of pictures, charts, and text that gives an easy-to-understand overview of a topic.

As you prepare to make your infographic digitally, use the internet to research the following information:

- ☐ Careers in counseling and mental health services
- ☐ Education requirements
- ☐ Primary duties/responsibilities
- ☐ Professional organizations
- ☐ Work environment

Other requirements:

- ☐ At least one image or chart
- ☐ Neatness
- ☐ Use of some color
- ☐ Creative layout
- ☐ Large enough fonts for ease of reading information

Lesson Two – Careers in Counseling and Mental Health Services

REVIEW: Reflection

20 minutes

Purpose:

Participants will reflect on a careers in counseling and mental health services. They will conduct a gallery walk to reflect on key information about this career path.

Materials:

- *Counseling and Mental Health Services Is/Is Not the Career Field for Me*
- Infographics created and posted by participants in the **Learn** portion of the lesson

Facilitation Steps:

1. Give participants the *Counseling and Mental Health Services Is/Is Not the Career Field for Me*.
2. Post all of the infographics around the room. As participants walk through the gallery and look at different participants' infographics, they will respond to facts they observe on the infographic. Based on the number of participants/infographics to review, provide about 15 minutes for this activity.
3. Once participants have completed *Counseling and Mental Health Services Is/Is Not the Career Field for Me*, provide an opportunity for them to discuss what they recorded in each section.
4. Allow participants to share their thoughts about a career in this field before wrapping up this lesson. Specific questions might include: What would you enjoy? What would you find the most challenging?

Counseling and Mental Health Services Is/Is Not the Career Field for Me

Directions: Record information from the infographics in the spaces provided. Circle in the title if a career in counseling is or is not for you.

This is interesting!	Shocking info?!?!?	Is this for real?
I want to know more about this:	This sounds like something I would like:	I am not too sure about this:
I have a question:	I want to remember this:	Other (you choose):

Lesson Three – Careers in Family and Community Services

Lesson Overview

The family and community services pathway includes occupations related to helping disabled, elderly, impoverished, or other underrepresented populations to secure housing, employment, financial assistance, or other social services. This lesson will provide a thorough introduction to these career opportunities.

Lesson Objectives

After completing this lesson, participants will be able to:

- Identify careers related to family and community services
- Compare and contrast the roles and requirements of careers in family and community services
- Discuss the impact of family and community services professionals

Lesson at a Glance

Activity	Materials	Preparation	Approximate class time
FOCUS	• Family and community services career video links • <i>Family and Community Services Career Paths</i> handout • <i>Pros and Cons</i> handout	1. Print/photocopy the <i>Pros and Cons</i> worksheet 2. Print/photocopy the <i>Family and Community Services Career Paths</i> handout	15 minutes
LEARN	• <i>Social Worker for a Day</i> handout • Internet access	1. Print/photocopy the <i>Social Worker for a Day</i> worksheet	45 minutes
REVIEW	• <i>Employment and Career Counseling Investigation Station</i> handout • Additional video links	1. Print/photocopy the <i>Employment and Career Counseling Investigation Station</i> worksheet	20 minutes

Lesson Three – Careers in Family and Community Services

FOCUS: Career Paths – How Different Can It Be?

15 minutes

Purpose:

There are a plethora of career paths to be found in the family and community services pathway. Participants gain an overview of careers in this pathways.

Materials:

- Family and community services career video links
- *Family and Community Services Career Paths* handout
- *Pros and Cons* handout

Facilitation Steps:

1. Share this information with the participants:

Employment in community and social service occupations is projected to grow 12 percent from 2020 to 2030, faster than the average for all occupations, adding about 346,900 jobs. Most projected new jobs in this occupational group are in counselor and social worker occupations, as their services will continue to be needed in areas such as drug abuse counseling and rehabilitation counseling, and also for school and career counseling. In addition to counselors and social workers, this group includes religious workers.

The median annual wage for community and social service occupations was \$47,520 in May 2020, which was higher than the median annual wage for all occupations of \$41,950.

2. Give students the *Family and Community Services Career Paths* handout. Ask participants to choose one occupation from this list. Ask how what they think working in this occupation might be like.
3. Give participants the *Pros and Cons* worksheet. Tell them they are to choose two occupations from this list.

4. Play one or more of the following videos:

Health and Human Services

<https://www.youtube.com/watch?v=P2r3QNFhi6Q>

Human Services Careers

<https://www.youtube.com/watch?v=4MxE4qGnLsw>

Social Work Careers

<https://www.youtube.com/watch?v=aMzLxbkLVs8>

Exploring a Career in Dietetics

<https://www.youtube.com/watch?v=JZC2DMgub1o>

A Day in the Life of an Adult Daycare Administrator

<https://www.youtube.com/watch?v=FiI8fDsX5nE>

As an alternative, allow students to find videos and do their own research on the two paths they have chosen from the list.

5. After the video viewing is done, go through the *Pros and Cons* worksheet and ask participants to choose two of the family and community services career paths from the list. If students need to do more research about the pathways they have chosen, allow for time.

Family and Community Services Career Paths

- **Community Service Directors**
- **Adult Day Care Coordinators**
- **Coordinators of Volunteers**
- **Licensed Professional Counselors**
- **Religious Leaders**
- **Directors, Religious Activities/Education Programs**
- **Human Services Workers**
- **Social Services Workers**
- **Vocational Rehabilitation Counselors**
- **Employment Counselors**
- **Career Counselors**
- **Vocational Rehabilitation Service Workers**
- **Leisure Activities Coordinators**
- **Dieticians**
- **Geriatric Service Workers**
- **Adult Day Care Workers**
- **Residential Advisors**
- **Emergency and Relief Workers**
- **Community Food Service Workers**
- **Community Housing Service Workers**
- **Social and Human Services Assistants**

Pros & Cons:

Family and Community Services Career Paths

Directions: Record pros and cons for two career paths in the respective spaces.

Path: _____	
Pros:	Cons:
Path: _____	
Pros:	Cons:

Lesson Three – Careers in Family and Community Services

LEARN: Social Worker for a Day

45 minutes

Purpose:

The purpose of this activity is to have participants understand what it is like to work as a social worker.

Materials:

- *Social Worker for a Day* handout
- Internet access

Facilitation Steps:

1. A Day in the Life of a Social Worker
https://www.youtube.com/watch?v=OAmQEm-f_U
<https://www.youtube.com/watch?v=8qIqAK1Bt1c>
There are many more if you search on YouTube.
2. Give participants the *Social Worker for a Day* worksheet.
3. Explain to participants that using the internet and their knowledge, they will create a detailed journal for what their day might be like on the job as a social worker.
4. Encourage participants to make sure their detailed journal entries contain accurate information for that occupation.
5. Divide participants into groups of four and have them discuss their detailed journal entries.

Social Worker for a Day

Use the space provided to record the details of your day as a social worker. Use personal knowledge and internet information to make your journal sound as interesting and accurate as possible.

Time	Activity/Job Duty	My Reaction

Lesson Three – Careers in Family and Community Services

REVIEW: Reflection

20 minutes

Purpose:

Participants will reflect on what a career in career counseling is like. They will complete a short research project to learn more about this career.

Materials:

- *Employment and Career Counseling* handout
- Additional video links

Facilitation Steps:

1. Give participants the *Employment and Career Counseling Investigation Station* worksheet.
2. Instruct participants to complete a short research project to learn more about a career in career counseling.
3. Once participants have completed the *Employment and Career Counseling Investigation Station* worksheet, have them discuss what they recorded in each worksheet section.
4. Allow participants to share their thoughts about a career in this area before wrapping up this lesson. Specific questions can be: What would you find most interesting? What would be the most challenging for you?
5. If time allows, share additional videos on careers in career counseling.

Educational, Guidance, School, and Vocational Counselor Career Video

<https://www.youtube.com/watch?v=aPtHL33V>
[elc](#)

Career Counselor Conversation Series

https://www.youtube.com/watch?v=D9q_d9Rbi
[Cs](#)

Employment & Career Counseling Investigation Station

Directions: Use the internet to research more about a career as a career counselor.

Title:	Job Description (list at least 3 requirements): 1. 2. 3. 4. 5.
Required Training:	Job Outlook – What Does the Future Look Like?

Lesson Four – Personal Care Services Careers

Lesson Overview

The personal care and services sectors include a wide variety of career options, employing many people. Personal care and services careers attract people who enjoy working closely with other people throughout the work day. Some of the personal care and services jobs require a state license. Some schools provide specialized education programs for people interested in personal care and services careers. Participants will participate in a variety of activities to better understand the careers that fall into this category.

Lesson Objectives

After completing this lesson, participants will be able to:

- Identify careers as personal care services professionals
- Identify the typical roles and requirements of personal care services professionals
- Discuss the impact of personal care services on the lives of their clients

Lesson at a Glance

Activity	Materials	Preparation	Approximate class time
FOCUS	• Personal care services career video links • <i>Occupation Profile</i> handout • <i>Personal Care Services Career Paths</i> handout	1. Print/photocopy the <i>Occupation Profile</i> worksheet 2. Print/photocopy the <i>Personal Care Services Career Paths</i>	15-20 minutes
LEARN	• <i>A Day in the Life of</i>handout • <i>Occupational Profile</i> handout • Markers	1. Print/photocopy the <i>A Day in the Life</i> handout 2. Print/photocopy the <i>Occupational Profile</i> handout	45 minutes
REVIEW	• <i>Why Do They Matter?</i> handout	1. Give participants the <i>Why Do They Matter?</i> handout	10 minutes

Lesson Four – Personal Care Services Careers

FOCUS: Occupation Profile

15-20 minutes

Purpose:

There are a wide variety of personal care services careers are very unique. To better understand the careers that fall into this category, let's complete the *Occupation Profile*.

Materials:

- Personal care services career video links
- *Occupation Profile* handout
- *Personal Care Services Career Paths* handout

Facilitation Steps:

1. Share this information with participants:
Employment in personal care and service occupations is projected to grow 22 percent from 2020 to 2030, much faster than the average for all occupations. This employment growth is expected to result in about 841,000 new jobs.

Personal care and service occupations had a median annual wage of \$28,120 in May 2020, which is lower than the median annual wage for all occupations of \$41,950.

2. Give participants the Personal Care Services Career Paths handouts. Explain that this is just a sampling of the variety of careers that fall within this pathway.
3. Give participants the *Occupation Profile* worksheet. They should complete the information about the career they chose highlighted in the videos shown or research the information on their own.
4. Play these videos:
Cosmetology Careers in Focus
<https://www.youtube.com/watch?v=fO3JA1groEM>
Estheticians: Coursework, Careers and Examples

<https://www.youtube.com/watch?v=WPUShXaAGBw>

Become a Funeral Director

<https://www.youtube.com/watch?v=i3VyqyDRCB0>

Nutritionist and Personal Trainer

<https://www.youtube.com/watch?v=kO6Y9ZXpsGY>

Become a Massage Therapist

<https://www.youtube.com/watch?v=WyzlFiliJXc>

5. After participants complete the *Occupation Profile* worksheet, have them share their answers. Explain to participants that they will use their *Occupation Profile* worksheet in the **Learn** portion of the lesson.

Occupation Profile –

Personal Care Services Technician Careers

Job Title:
Job Outlook:
Typical Duties:
Salary:
Required Education:

Personal Care Services Career Paths

- Barbers
- Cosmetologists, Hairdressers, & Hairstylists
- Shampooers
- Nail Technicians, Manicurists, & Pedicurists
- Skin Care Specialists/Estheticians
- Electrolysis Technicians
- Electrologists
- Funeral Directors/Morticians
- Embalmers
- Funeral Attendants
- Personal & Home Care Aides
- Companions
- Spa Attendants
- Personal Trainers
- Massage Therapists

Lesson Four – Personal Care Services Careers

LEARN: A Day in the Life of...

45 minutes

Purpose:

The purpose of this activity is to have participants better understand what a typical day is like in the life of a personal care services professional.

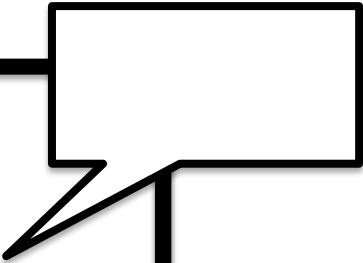
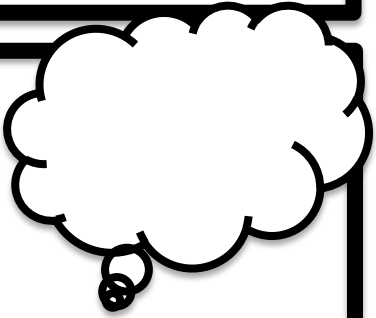
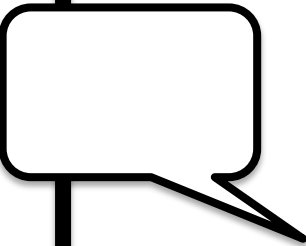
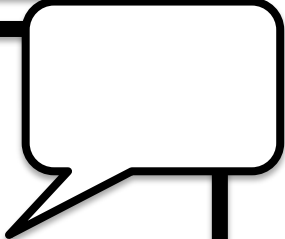
Materials:

- *A Day in the Life of* ____ handout
- *Occupational Profile* handout
- Markers

Facilitation Steps:

1. Give participants the *A Day in the Life of* ____ worksheet.
2. Have participants use their completed *Occupational Profile* worksheets to create a comic strip that combines information about a typical day for one occupation within the personal care services pathway.
3. Have participants create their comic strip using the *A Day in the Life* ____ worksheet. Alternatively, they may create a comic strip layout on plain paper if desired.
4. Have participants share their finished comic strips aloud. Then have them post their comic strips in a public place within the room.

A Day in the Life of _____:

Lesson Four – Personal Care Services Careers

REVIEW: Reflection

10 minutes

Purpose:

Participants will reflect on personal care services careers.

Materials:

- *Why Do They Matter?* handout

Facilitation Steps:

1. Review the careers observed throughout the lessons.
2. Explain to participants that they are going to reflect on their learning throughout this lesson.
3. Give participants the *Why Do They Matter?* worksheet. Discuss the instructions and allow participants to ask any questions.
4. Allow participants to complete the *Reflection* part of the lesson.
5. Take time to review the participants' answers. Allow participants to share what they learned about personal care services careers.

Why Do They Matter?



Directions: In the space provided, write at least five sentences about the benefits or advantages to people because of one type of personal care service occupation you identify (for example, barbers or personal trainers).

Lesson Five – Consumer Services Careers

Lesson Overview

The consumer services pathway includes occupations related to helping individuals with decisions and problems relating to finance, real estate, insurance, and consumer goods. This lesson will introduce participants to a wide variety of consumer services careers that they may not be aware of.

Lesson Objectives

After completing this lesson, participants will be able to:

- Identify careers available to sales professionals
- Compare and contrast the roles and requirements of consumer services careers
- Discuss the impact of consumer services professionals

Lesson at a Glance

Activity	Materials	Preparation	Approximate class time
FOCUS	• <i>Educated Guesses</i> handout • <i>Educated Guesses</i> – Answer Key	1. Print/photocopy the <i>Educated Guesses</i> handout	10-15 minutes
LEARN	• <i>Job Search 101</i> handout • Video links • Internet access	1. Prepare links for viewing. 2. Print/photocopy the <i>Job Search 101</i> worksheet	45 minutes
REVIEW	• <i>Training 101</i> • Internet Access	1. Print/photocopy the <i>Training 101</i> worksheet	20 minutes

Lesson Five – Consumer Services Careers

FOCUS: Educated Guesses

10-15 minutes

Purpose:

Sales representatives are responsible for selling a company's products by identifying leads, educating prospects on products through calls, trainings, and presentations, and providing existing customers with exceptional support. Sales representatives are either inside or outside sales reps. Inside sales reps sell products over the phone and online, while outside sales reps sell products through face-to-face meetings. Sales reps span almost every industry. Students will learn more about the job description for being a sales representative

participants that they will now learn more about the career of a sales representative.

Materials:

- *Educated Guesses* handout
- *Educated Guesses* – Answer Key

Facilitation Steps:

1. Share this information with the participants:
Employment in sales and related occupations is projected to show little or no change, with a loss of about 202,900 jobs from 2020 to 2030. Sales workers in the services and wholesale sectors will continue to be in demand because these occupations remain critical in building and maintaining customer bases for businesses. Rising levels of e-commerce will depress employment growth in some of these occupations in the retail sector.

The median annual wage for sales and related occupations was \$31,500 in May 2020, which was lower than the median annual wage for all occupations of \$41,950.

2. Give participants the *Educated Guesses* handout. Instruct them to read each scenario and see if they can determine what the job title is for these occupations working in a sales occupation.
3. After participants complete the *Educated Guesses* worksheet, discuss their answers. Tell

Educated Guesses

Directions: Read each description. Write down what you think the person's job title is.
Each person is working in a sales-related occupation.

Scenario	Job Title
I sell advertising space to businesses and individuals.	
I process payments from customers purchasing goods and services.	
I contact potential customers and sell one or more types of insurance.	
I help customers find products they want and process customers' payments.	
I help clients buy, sell, and rent properties.	
I sell goods for wholesalers or manufacturers to businesses, government agencies, and other organizations.	
I am a phone-based sales representative, working in employer call centers or for third-party call center firms.	

Educated Guesses – Answer Key

Directions: Read each description. Write down what you think the person's job title is.
Each person is working in a sales-related occupation.

Scenario	Job Title
I sell advertising space to businesses and individuals.	Advertising Sales Agent
I process payments from customers purchasing goods and services.	Cashier
I contact potential customers and sell one or more types of insurance.	Insurance Sales Agent
I help customers find products they want and process customers' payments.	Retail Sales Worker
I help clients buy, sell, and rent properties.	Real Estate Broker and Sales Agent
I sell goods for wholesalers or manufacturers to businesses, government agencies, and other organizations.	Wholesale and Manufacturing Sales Representatives
I am a phone-based sales representative, working in employer call centers or for third-party call center firms.	Telemarketer

Lesson Five – Consumer Services Careers

LEARN: Job Search 101

55 minutes

Purpose:

This activity aims to have participants better understand the job description for a customer service representative.

Materials:

- *Job Search 101* handout
- Video links
- Internet access

Facilitation Steps:

1. Share information about the typical duties of a customer service representative by showing some of the following videos:

A Day in the Life of a Customer Service Representative

<https://www.youtube.com/watch?v=aeWGQqp-M70>

Customer Service Representatives Career video

<https://www.youtube.com/watch?v=0-ERXRCB6Nc>

Customer Service Jobs From Home

<https://www.youtube.com/watch?v=7WkaFgZaNjQ>

2. Explain to participants that they are going to complete the *Job Search 101* worksheet.
3. Encourage participants to use internet access to look for a job advertisement for a customer service representative. Alongside each job advertisement description, they should include a list of reasons they would be good candidates for the position as well as some reasons why they would be bad candidates for the job.
4. After completion, divide participants into groups of three or four. Have them discuss if this is a job they would be a good match for.
5. Bring the entire group back together to share their responses.

Job Search 101

Directions: Look online to find a job description for a Customer Service Representative. Copy the advertisement into the space provided. Then list as many reasons as you can think of that make you a good candidate for the position as well as any reasons you can think of that make you a poor candidate for the position.

Job Title/Advertisement:	I would be a good fit for this job because:
	I would be a poor fit for this job because:

Lesson Five – Consumer Services Careers

REVIEW: Reflection

20 minutes

Purpose:

Participants will reflect on the different careers related to professional support services. They will research some additional information related to one professional support service.

Materials:

- *Training 101*
- Internet access

Facilitation Steps:

1. Give participants the *Training 101* worksheet.
2. Have participants research the required information for becoming a Certified Financial Planner. From their research, review the job requirements and training needed.
3. Allow participants to reflect on this career choice. Ask them to think about the impact these professionals have on the customers they serve.

Training 101

Directions: Research about being a Certified Financial Planner to learn more about the job requirements.

Job Title:
Required Training:
Specific Skills Needed:
Approximately Salary: