

Stark Career Pathway Explorer Video Series

SERIES INTRODUCTION

The Stark Career Pathway Explorer Series is a collaboration between Stark Education Partnership, HD Werks LLC, and participating local businesses. Professionally produced, career-focused videos highlight local companies to inform middle and high school students, families and community members about the diverse, exciting career pathways available within Stark County companies – especially those within high demand job sectors.

Groups of 3-4 videos will be released to school districts as they are produced. Production will continue indefinitely, and all videos can be accessed on <https://www.edpartner.org/videos>.

Our goal is to develop a robust body of career-focused videos that grab student interest and help them understand specific careers in terms of the education and career pathways as well as the day-to-day tasks and needed skills to succeed. Students who are college bound, on a career-technical path or just searching will be able to visualize their own pathway to career fulfillment.

VIDEO FORMATS & HOW TO USE THEM

Company Videos in High Demand Careers – 3 to 5 minutes long

- Video morning announcements
- Career-focused courses or classroom units
- School newsletters – provide videos as a resource to make families aware of current career opportunities in Stark County

Company Tease Videos – 30 to 45 second introductions

- Video morning announcements – if 3 to 5 minutes is too long for the morning announcements, these shortened “tease” videos highlight each company & associated careers while directing students/staff to the full video version

School Implementation

- Feature one video per week on your morning announcements and send it home as a “career focus” in the family newsletters and social media posts. This resource, while targeted at students, may also help family and community members looking for meaningful employment opportunities locally.
- Use the videos as a teaching tool and as a real-world opportunity tool by engaging students in a brief discussion over the careers (See *Discussion Guide* on the last page)

DISCUSSION GUIDE

Context – Each video is designed to explore 2-3 high-demand careers within a company by focusing on the educational and career pathway as well as the day-to-day skillsets required. Helping engage students in a discussion of the company and the careers will increase the likelihood that they recognize and seek to local opportunities when they are ready to search for their own career.

Company Questions

1. What company is featured?
2. What is the company's purpose? Do they build things, provide services, or help people in other ways?
3. What job sector is this company in? (Examples: manufacturing, healthcare, hospitality, I.T., etc.)
4. Are there any special tools or skills that you saw used?
5. What do you like about the company?
6. Could you see yourself working here? Why or why not?
7. What is one question you have about this company? (Consider making question a fun challenge to solve.)

Career Questions

1. What 3 careers are featured in this video?
2. What education is required (for each career)?
3. What career pathway (jobs) did the individual do to get to their current job?
4. What are the day-to-day duties of this career?
5. If you had interest in one career on this video, which would it be and what did you like about it?
6. Are there any careers that you could not see yourself in? What about the career would you dislike?

General Career Planning Questions

1. What are things that can help someone succeed in a job?
2. What might get someone fired from a job?
3. Can you have a great career without college?
4. When is it important to choose college? (Are there careers that require college to get to your goals?)
5. College is expensive, did we see any examples of individuals who found other ways to pay for school?

Suggested Vocabulary to Teach Students

- Job sector
- Company benefits (401k, healthcare, profit sharing, college reimbursement, etc.)
- Soft skills (timeliness, hygiene, phone use, work ethic, etc.)