

The Communicator

A monthly newsletter for SC Career Specialists

SC Department of Education

Personal Pathways to Success

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NATIONAL JOB SHADOWING MONTH: FEBRUARY 2011

NATIONAL JOB SHADOW DAY: FEBRUARY 2, 2011



During February 2010, more than 67,500 students participated in Job Shadowing experiences throughout South Carolina and more than 127,200 students participated in some form of extended learning opportunity during the 2009-10 school year. This would not be possible without the hard work of career specialists making contacts with local businesses to provide the experiences and the businesses commitment to providing these hands-on experiences for students. Virtual job shadow experiences accounted for 29,323 job shadowing experiences while 38,214 students had on site shadowing experiences. During February 28, 131 business partners provided experiences for students. * (numbers are not exact since 30 sites did not meet the reporting deadline as a result of the SASI/PowerSchool conversion)

The state-wide job shadow committee has developed two resources to assist you in promoting Job Shadowing Month:



An Educator's Guide to Job Shadow Month: <http://ed.sc.gov/agency/Accountability/Regional-Services/documents/2011JobShadowEducatorsFlyer.pdf>



A Business Guide to Job Shadow Month: <http://ed.sc.gov/agency/Accountability/Regional-Services/documents/JobShadowBusinessFlyer.pdf>



If face-to-face job shadow opportunities are not available for students, remember there are more than 125 virtual job shadow experiences available through the SCPathways.org portal provided by Microburst Learning and VirtualJobShadow.com. In addition, there are numerous other video sites such as SCOIS, Kuder, and Career Aisle, - just to name a few.



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Career Specialist/Guidance Accountability Report (CSAR)

NEW DUE DATE: January 21, 2011

Visit the Career Specialist Web page for

- ◆ CSAR Template
- ◆ List of schools required to submit a report
- ◆ CDF responsibilities aligned with the CSAR
- ◆ Instructions for the CSAR

<http://ed.sc.gov/agency/Accountability/Regional-Services/EEDA-Services.html>

Personal Pathways to Success Month (or two): Already Underway!!

January 10, 2011—February 28, 2011

<http://ed.sc.gov/agency/Accountability/Regional-Services/PersonalPathwaystoSuccessMonthE-KitResources.html>

To commemorate our fifth year of Personal Pathways to Success legislation (aka: the 2005 Education and Economic Development Act) and to increase stakeholders' (students, educators, parents, and business representatives) participation in key components of the PPTS initiative (specifically IGP conferences and career exploration activities, including virtual job shadowing experiences) the SCDE Office of Regional Services is providing resources to assist your district and schools in celebrating our statewide accomplishments with students, faculty/staff, parents, businesses and the community. We encourage you to celebrate beginning January 10, 2011, through February 28, 2011, in order to qualify for prizes. You may choose to celebrate at a time more convenient for your district and/or school; however, you don't want to miss the opportunity to qualify for prizes. Resources provided on the PPTS Month (or two) Web page are to be used at your school's discretion in part, or whole, to promote Personal Pathways to Success.

Newsletter and newspaper articles and daily quotes are available on the Web site above.

Prizes will be awarded as follows:

Guidance staff rules and prizes:

The school in each REC region that has completed the highest percentage of IGPs by February 28, 2011, will receive up to \$500 for guidance supplies.

Additionally, the school in each REC region that has the highest percentage of parents/guardians attending (face-to-face) the IGP conferences by February 28, 2011, will receive up to \$500 for guidance supplies.

In the event that two or more schools have the same percentages of IGP completion or parental involvement, the school that accomplished the tasks first (month, date, hour, minutes) will be declared the winner.

Student rules and prizes:

Students who complete virtual job shadow experiences and the accompanying evaluation through the SCPathways.org site using MicroBurst Learning or VirtualJobShadow.com will be eligible for prizes based on completing VJSs at predetermined, randomly chosen times. Students may use other virtual job shadowing Web sites; however, due to technology tracking issues, only students using MBL and/or virtualjobshadow.com are eligible for prizes.

Seniors who complete the online PPTS Senior Survey by February 28, 2011, will be eligible to receive additional prizes. The link to senior survey is: <http://www.ed.sc.gov/tools/scripts/survey/10050044>

May the most involved and informed win!



“We ask all of our job seekers in the out-placement program to only look at the web from 6:30 at night and before 6:00 in the morning. It is a soaker up of time and in a job search, you’ve got to get out and see people. You can’t sit behind a desk and tinker with your resume.”

John Challenger of Challenger, Gray & Christmas, Inc, the nation’s first, oldest, and premier out-placement consulting firm.

CDF Competencies 7 & 8

Competency 7: Employability Skills

- 7.6 Demonstrate the ability to help a client assess their life roles, how they are balancing their life roles, what they can change, and obstacles to personal change (including a lack of a support system to encourage growth and the realities of personal circumstances)
- 7.7 List the requirements for conducting a job search
- 7.8 Explain how to locate potential employers through at least three traditional, and at least three nontraditional methods
- 7.9 Describe the activities involved in successful networking
- 7.12 List the elements of an effective resume
- 7.16 Describe the specific minimum elements of a cover letter
- 7.18 Demonstrate the ability to write an effective ‘thank you’ letter
- 7.20 List what potential employers look for in an interview
- 7.21 Identify the four stages of an interview and the value of each stage to the client and potential employer
- 7.23 Explain the importance of the five basic skills, six thinking skills, and five personal qualities included in the SCANS report

(Want training videos on SCAN skills? Thanks to Dr. Ray Davis, Office of Career and Technology Education at SCDE, you may visit the following site to view SCAN skill videos with your students:

<http://knowitall.sctev.org/careerraise/guidance/series.cfm?seriesID=48&update=on>)

Competency 8: Training Clients and Peers

- 8.1 Demonstrate the ability to design, develop, and deliver formal training to groups of clients on how to access career information and to effectively interview for a job
- 8.2 State and describe the four steps to skills training
- 8.3 Distinguish between effective and ineffective training techniques
- 8.4 Identify three useful strategies for effectively managing the difficult training participant
- 8.5 Indicate the responses that can be expected from training participants resulting from inappropriate trainer behaviors, including verbal and non-verbal behaviors.
- 8.6 Demonstrate the ability to design, develop, and deliver formal training to groups of clients for the purpose of processing their assessment data
- 8.7 Name the three leading ways that adults learn best

Competency 7: EMPLOYABILITY SKILLS

Below is an article demonstrating behavioral indicator 7.9 “networking skills.” Thanks to Helen Richard, Aiken County Career Specialist, for assisting students in this essential element of career development.

On December 7, 2010, Schofield Middle School in Aiken County hosted a Lunch and Learn featuring author Christine Hurley-Deriso. Fifty young ladies in grades six through eight were nominated by their English teacher to participate. All participants have a passion for reading, and many have expressed interest in a career as an author.



Christine Hurley Deriso is an award-winning author of children’s books and tween novels. She is a resident of North Augusta, South Carolina, is a 1983 graduate of the University of Georgia’s College of Journalism, and has written professionally for more than twenty-five years. Author Deriso spoke to students about her career as an author and applicable ways to immediately enhance any future career by refining writing and communication skills. She also donated twenty of her books titled “Do Over” and will revisit the school in January for a book discussion with the participants. This will allow the participants to read the book during the Christmas holiday.

Helen Richard stated, “At Schofield, we feel honored to share in the literacy vision of our District which states: ‘Aiken County Public Schools demonstrates an unwavering commitment of the educational community to embrace their responsibility for ensuring that each student at any level becomes a successful reader and writer.’” The Lunch and Learn was sponsored by Bridgestone American Tire Operations.

Mrs. Deriso's website is <http://christinehurleyderiso.com/>

For additional details contact:

[Helen Richard](mailto:hrichard@aiken.k12.sc.us) at hrichard@aiken.k12.sc.us

In addition to behavioral indicator 7:9, students also met the following:

Competency 7.6: Demonstrate the ability to help a client assess their life roles, how they are balancing their life roles, what they can change, and obstacles to personal change (including a lack of a support system to encourage growth and the realities of personal circumstances)





The Piedmont Education & Business Alliance recently hosted its eighth annual Guidance Standards and Career Development Workshop at Piedmont Technical College. The event drew nearly 100 school counselors and career development professionals from 10 school districts in Abbeville, Clinton, Edgefield, Greenwood, Laurens, McCormick, Newberry, Ninety Six, Saluda and Ware Shoals.

The event was begun to allow schools, colleges and communities to collaborate on improving the implementation of the S.C. Education and Economic Development Act (EEDA) of 2005.

The sessions provided a variety of topics from virtual schools and family influence in career training to stress management for teachers and creative counseling techniques. The sessions were divided into four categories based on the needs of the participants - elementary school, middle school, high school and all grade levels. The workshop also included the opportunity for participants to learn more about the current workplace through tours of the Greenwood Genetic Center Mobile Lab.

Linda Sheffield, director/regional career specialist for the alliance, helped plan the event, along with a team of career guidance counselors from each of the school districts in the seven-county area.

Robert Koch, logistics manager for Ascend Performance Materials, welcomed the group and expressed appreciation for their outstanding work with students. Beginning the day's activities was Tip Frank, a recently retired school counselor who currently works in private counseling with children and teens.

The workshop was joined by the Guidance Advisory Council. The Council normally holds meetings each fall and spring to provide guidance counselors with information and updates on policies, programs and procedures at Piedmont Tech. This information was presented in a session hosted by Steve Coleman, director of College Outreach.

"By training with guidance counselors and district occupational instructors, we are working to help the schools with dropout prevention and to ensure that the counties we serve have a better-prepared work force," said Sheffield.

Jobs of the Future Are Here Now!

How can we teach students about jobs of the future if we do not know about those jobs? Here are some web sites and information to share with students about jobs "of the future" that are here now (from the 12/8/2010 SC Dept of Commerce newsletter):

<http://www2.scnw.com/news/2010/nov/30/north-myrtle-beach-unveils-its-first-wind-turbine-ar-1153147/>

Santee Cooper unveiled the Skystream 2.4-kilowatt turbine which marks the first turbine added to the electric grid in South Carolina, promising to be a key part of the utility company's Green Power Fleet. The launch is also part of the company's wind education project and is the first of its kind along the Grand Strand.

<http://www.gtowntimes.com/local/CITY-TO-CONSIDER-WIND-TURBINE> **Georgetown to consider wind turbine**

The first wind turbine that will produce a small amount of electricity for Santee Cooper went up Tuesday in North Myrtle Beach. Meanwhile, the City of Georgetown will discuss a possible ordinance that will allow another turbine to be placed in Morgan Park, within Georgetown city limits.

<http://www.thestate.com/2010/12/01/1584941/briefs-green-power-firm-to-build.html> **Green power coming to Kershaw county**

Southeast Renewable Energy will build a \$50 million facility expected to create 20 jobs over the next five years in Kershaw County, the S.C. Department Commerce announced Tuesday

<http://www.goupstate.com/article/20101202/ARTICLES/12021019/1086/news07?Title=Stations-for-electric-cars-rolling-into-town-soon&tc=ar> **Stations for electric cars rolling into town soon Local (Spartanburg) parking decks will get 8 next week; Union has 3 installed**

Plug In Carolina, a Charleston nonprofit sponsored by the state's major utilities, facilitated two grants totaling \$480,000, with funding from utility companies. The first grant is through the Department of Energy's Clean Cities program, of which \$240,000 went to Plug In Carolina. The remaining funds came through a state energy program grant financed by the stimulus.

<http://www.thestate.com/2010/12/05/1593174/blythewood-unveiling-electric.html> **Blythewood unveiling electric car stations Wednesday**

The town of Blythewood is the host for an event Wednesday to demonstrate a charging station it plans to install in February for new electric vehicles. Town officials will unveil the new technology at the BP gas station, off I-77 at exit 27 at 3 p.m. An electric bus and three cars will be on hand, too. Town administrator John Perry said Blythewood will be part of the electrical recharging network along major corridors in South Carolina. It will own three stations, two at hotels and a third at the gas station.

<http://www.greenvilleonline.com/print/article/20101202/NEWS/312020028/Greenpeace-co-founder-says-state-could-benefit-from-nuke-plants-at-Savannah-River-Site>

GCDF Q&A:

Q: Can a GCDF be National Board Certified?

A: It depends on your other certifications. For instance, GCDFs alone can not qualify for NBC. Here is a website about National Boards: http://www.nbpts.org/become_a_candidate/what_is_national_board_c

If, for instance, you are GCDF certified and also have a teaching certificate or are a guidance counselor then you can apply for NBC. A list of certification areas can be found on this Web page below:

http://www.nbpts.org/for_candidates/certificate_areas1

Q: Will the feature for parental involvement be available in the e-IGP soon?

A: YES! We are happy to report that you can now choose how a parent participated in the IGP Conference by using the new drop-down box feature in the e-IGP. During Career Specialist training you were instructed to check "parent did not attend" if the meeting was not face-to-face and to indicate how the parent attended in the notes section. With the implementation of the new drop down box, you can disregard instructions provided during the PPTS training and simply click the choice that best represents how the parent attended. We regret if the change causes any confusion, but we are very glad this new feature will make your job easier and data collection more precise.

Q: I attended the PPTS Regional Training Sessions and have not received my certificate from Dianne Lee. Have those been sent yet?

A: Yes. All certificates have been emailed. If you did not receive your certificate you should contact her at leed@kuder.com

Have you ever thought your job was difficult? Watch the following video and see if this changes your perspective:

[http://www.liveleak.com/mp53/player.swf?
config=http://www.liveleak.com/mp53/
player_config.php?token=07b_1284580365%
26embed=1](http://www.liveleak.com/mp53/player.swf?config=http://www.liveleak.com/mp53/player_config.php?token=07b_1284580365%26embed=1)



**SOUTH CAROLINA
STATE DEPARTMENT
OF EDUCATION**

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