

Maximize Your Potential:  
Develop a Career Plan  
and Industry Trends



**IowaWORKS**

A proud partner of the **AmericanJobCenter** network



Oct. 2022

# Thank You For Joining Us - What to Expect

- We appreciate your patience while we accommodate in-person and virtual attendees
- Online - everyone will be (should be) MUTED
- Cameras are turned off to save on bandwidth
- Use the chat box or Q&A box if need to comment or ask questions. Chat is for workshop participation, and Q&A is for specific questions you want addressed.
- Attendance reports are ran at the end of the session. There is no need to put any names or personal information in the chat channels.
- Please show respect to everyone in the forum. This is our time to help each other!
- Utilize Live feed for Closed Captioning
- Session is scheduled from 1-4pm. If you have any issues with this time frame, contact the person who scheduled you.

# Workshop Start -Up

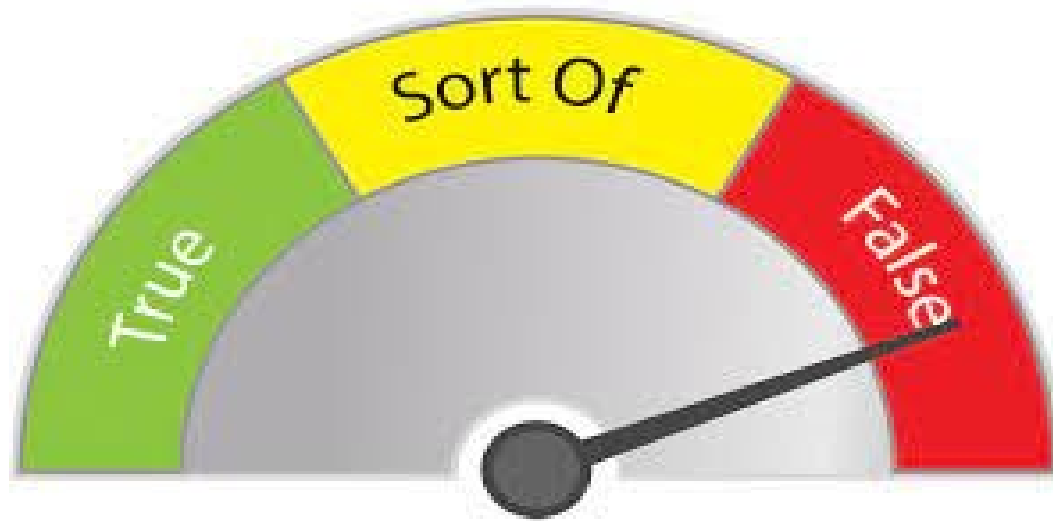
## Workshop Objective

How to Plan a future career – now what?

What resources are available for career research?

Find what is important to you and what career would be the best fit and go for it!

# True or False Poll



# “I Hope...”

“I sure hope that things turn around soon.”

“I hope young people start realizing what it takes to be successful in a job or career.”

“I hope that I start getting some good job offers and can get back on track.”



# Another Perspective....



# HOPE THEORY

# “I Hope...?”

“Hope is not a strategy. We have to plan.”

*-Dr. Judy Gerberding*





# Building a Career Transition Plan

- Avoid the shotgun approach.
- Benefits of developing a plan.
- Define your long -term preferences first.





# SMART



# James

Meet James. James wants to get into the education pathway and become a teacher. He has proudly served in the military, and is looking to utilize his GI Bill benefits to pay for his education and training. He is working with the HomeBaselowa initiative & just found out that as long as he has his AA, many schools in Iowa will assist him in getting his degree upgraded since there is a huge demand for educators at this time.



# Kari

Now, let's meet Kari, who works as a dishwasher, but loves to cook. It has been a dream to work as a head chef for a long time. The challenge for her is the fact that she needs an income as she has a family to support. She found out through [www.earnandlearniowa.gov](http://www.earnandlearniowa.gov) that she can get paid while gaining the education, skills and training necessary to be marketable in this field, which finally makes this dream a reality!



# Corey

Now, let's meet Corey. Corey has been working as a phlebotomist for almost 6 years, and has relocated to a bigger city to find more opportunity. The challenge is that it costs so much more to live in a “big city” that he can't find the money for school, and he is afraid to incur much school debt. He went to his local IowaWORKS and found out that programs like Title I as well as other partner programs can actually work with his employer to help pay for him to achieve his goal to become an RN where he can enjoy all the challenges of healthcare and finally get that income he desperately needs!



# What does your pathway look like?

Let's take a moment and share any ideas  
or plans for YOUR pathway!

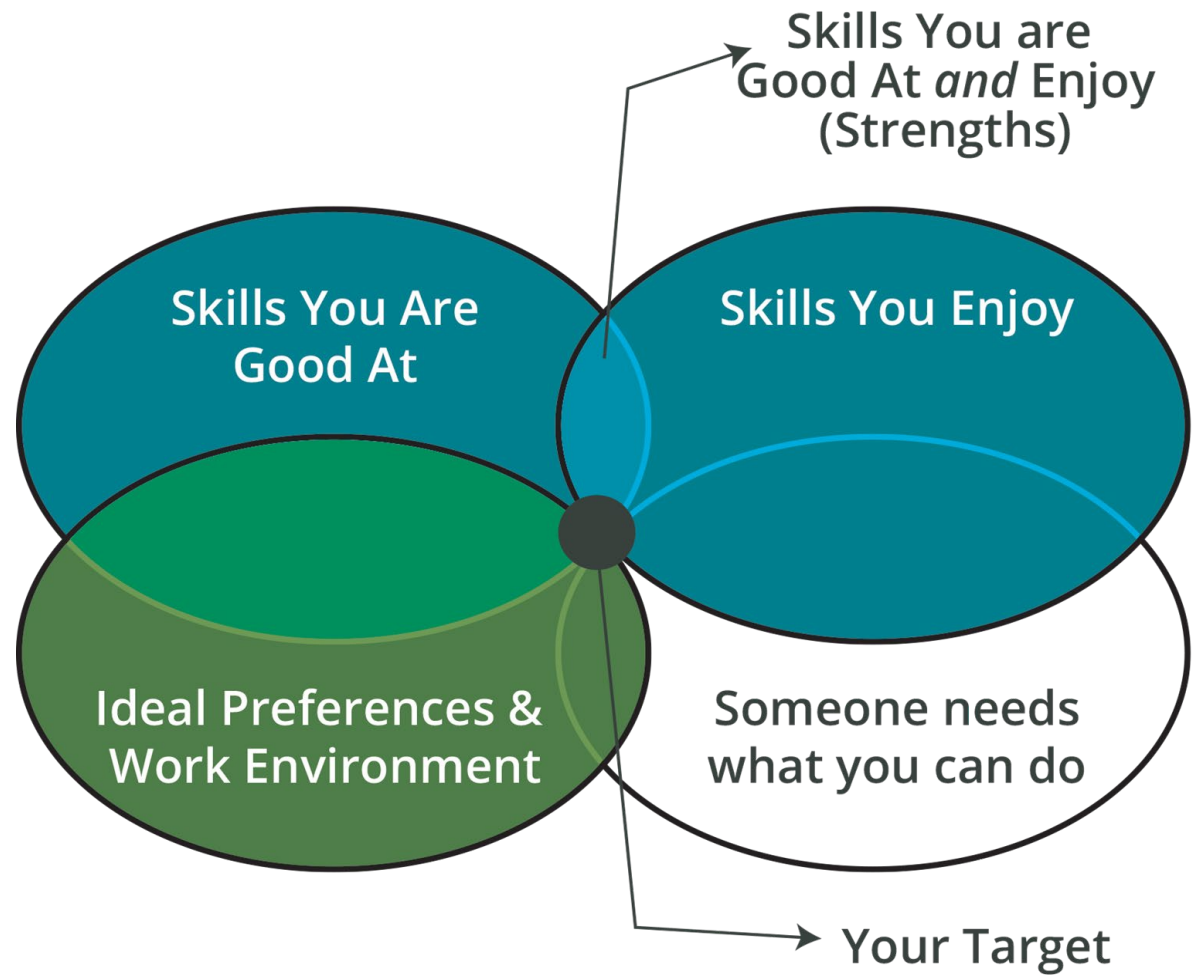
# Career Pathways

**Education:** Teacher, Master Teacher, Curriculum Coordinator, Assistant Principal, Principal

**Retail:** Retail Salesclerk, Assistant Manager, Department Manager, Store Manager, Regional Manager

**Human Resources:** Human Resources Assistant, Interviewer, Benefits Assistant, Benefits Specialist, Assistant Director of Human Resources, Director of Human Resources

What Career Clusters are the best fit for you with your skills and interests?



<https://aea8transition.files.wordpress.com/2017/10/student-career-cluster-interest-survey.pdf>



# Agriculture, Food & Natural Resources

This Career Cluster focuses on the production, processing, marketing, distribution, financing, and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.

- Agribusiness Systems
- Animal Systems
- Environmental Service Systems
- Food Products & Processing Systems
- Natural Resources Systems
- Plant Systems
- Power, Structural & Technical Systems

# Architecture & Construction

Careers in designing, planning, managing, building and maintaining the built environment.

- Construction
- Design/Pre -Construction
- Maintenance/Operations

# Arts, A/V Technology & Communications

Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

- A/V Technology & Film
- Journalism & Broadcasting
- Performing Arts
- Printing Technology
- Telecommunications
- Visual Arts

# Business Management & Administration

Careers in planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.

- Administrative Support
- Business Information Management
- General Management
- Human Resources Management
- Operations Management

# Education & Training

Planning, managing and providing education and training services, and related learning support services.

- Administration & Administrative Support
- Professional Support Services
- Teaching/Training

# Finance

Planning, services for financial and investment planning, banking, insurance, and business financial management.

- Accounting
- Banking Services
- Business Finance
- Insurance
- Securities & Investments

# Government & Public Administration

Planning and performing government functions at the local, state and federal levels, including governance, national security, foreign service, planning, revenue and taxation, and regulations.

- Foreign Service
- Governance
- National Security
- Planning
- Public Management & Administration
- Regulation
- Revenue & Taxation



# Health Science

Planning, managing, and providing therapeutic services, diagnostic services, health informatics, support services, and biotechnology research and development.

- Biotechnology Research & Development
- Diagnostic Services
- Health Informatics
- Support Services
- Therapeutic Services

# Hospitality & Tourism

The management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

- Lodging
- Recreation, Amusements & Attractions
- Restaurants & Food/Beverage Services
- Travel & Tourism

# Human Services

Preparing individuals for employment in career pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer services.

- Consumer Services
- Counseling & Mental Health Services
- Early Childhood Development & Services
- Family & Community Services
- Personal Care Services

# Information Technology

Building linkages in IT occupations for entry level, technical and professional careers related to the design, development, support and management of hardware, software, multimedia and systems integration services.

- Information Support & Services
- Network Systems
- Programming & Software Development
- Web & Digital Communications
- Cyber Security

# Law, Public Safety, Corrections & Security

Planning, managing, and providing legal, public safety, protective services and homeland security, including professional and technical support services.

- Correction Services
- Emergency & Fire Management Services
- Law Enforcement Services
- Legal Services
- Security & Protective Services

# Manufacturing

Planning, managing and performing the processing of materials into intermediate or final products and related professional and technical support activities such as production planning and control, maintenance and manufacturing/process engineering.

- Production
- Quality Assurance
- Logistics & Inventory Control
- Maintenance, Installation & Repair
- Manufacturing Production Process Development
- Health, Safety & Environmental Assurance

# Marketing

Planning, managing and performing marketing activities to reach organizational objectives.

- Marketing Communications
- Marketing Management
- Marketing Research
- Merchandising
- Professional Sales
- Digital/Social Media Marketing



# Science, Technology, Engineering & Mathematics

Planning, managing and providing scientific research and professional and technical services (e.g., physical science, social science, engineering) including laboratory and testing services, and research and development services.

- Engineering & Technology
- Science & Mathematics

# Transportation, Distribution & Logistics

Planning, management, and movement of people, materials, and goods by road, pipeline, air, rail and water and related professional support services such as transportation infrastructure planning and management, logistics services, mobile equipment and facility maintenance.

- Facility & Mobile Equipment Maintenance
- Health, Safety & Environmental Management
- Logistics Planning & Management Services
- Sales & Service
- Transportation Operations
- Transportation Systems/Infrastructure Planning, Management & Regulation
- Warehousing & Distribution Center Operations

# Benefits of Career Clusters

## Why are career clusters useful to explore careers and plan a future?

- Think big
- Know the market
- Get excited
- Take control
- Save time
- Stand out

# Exploration

Let's take a look at [IowaWORKS.gov](http://IowaWORKS.gov) to explore your:

Interest

Skills

Values

We will also take a look at what careers will be a match, and make sure they meet your needs.



# O\*NET Online

## www.onetonline.org

- [Bright Outlook](#)
- [Career Cluster](#)
- [Hot Technology](#)
- [Industry](#)
- [Job Family](#)
- [Job Zone](#)
- [STEM](#)
- [All Occupations](#)

### **Advanced Searches**

- [Job Duties](#)
- [Related Activities](#)
- [Soft Skills](#)


Army (MOS)  

Enter your military occupation code:



15W


Go

[Learn more at My Next Move for Veterans](#) 



### ¿Habla español?

[Mi Próximo Paso](#) incluye tareas, aptitudes, información sobre salarios y más de 900 carreras diferentes.

[Visite Mi Próximo Paso](#) 

### O\*NET Resource Center

Our O\*NET information portal has data and tools for workforce

Source: <https://www.onetonline.org>

[Web Viewer Terms](#) | [Privacy & Cookies](#)

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# Now let's get moving!

## What is your ideal outcome?

What is the next simple step you could take today to make it happen?

How can I support you?

[www.futurereadyiowa.gov](http://www.futurereadyiowa.gov)

# We Are Here For YOU!

## Let Us Know! Topics to Consider

- The Experienced Worker Guide
- Mock Interviews
- Secret Interviewing Tips and Answering Tough Questions
- Bring Your A Game to Work
- Make a Great Resume
- Advanced Resume
- State of Iowa Applications
- Application Tips and Online Applications
- Make a Great Resume
- Top Job Search Strategies
- How to Keep a Positive Attitude While Job Searching
- Budgeting and Money Management
- Entrevistar y Negociar
- Herramientas Esenciales para Encontrar Empleo

# To Conclude

- Make sure you take time to download the documents you will need for your own career exploration.
- Reach out to your local office for personalized attention.
- Be sure to complete a survey of our time together in this workshop.
- Thank you VERY MUCH for your time.



**Questions?**

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**Thank you for  
attending today's  
Workshop!**

