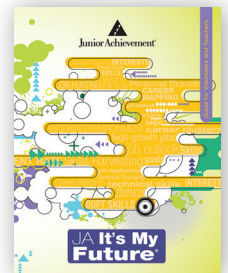


JA It's My Future®

JA It's My Future provides students with practical information about preparing for the working world while still in middle school.

Following participation in the program, students will be able to:

- Explore potential careers, discover how to plan for a job, and learn how to keep it.
- Develop personal-branding and job-hunting tools for earning a job.



Session Titles and Summaries:

1

Session One: My Brand

Through interviews, self-reflection, and creation of a personal logo, students explore the importance of building a positive personal brand for the future, starting in middle school.

2

Session Two: Career Clusters

Students explore career clusters and identify jobs for additional research. They also recognize the value of and need for all types of jobs.

3

Session Three: High-Growth Careers

Students learn the four factors to consider in choosing a job, and they take a close look at some high-growth career fields.

4

Session Four: Career Mapping

Students explore how to use life experiences to develop work skills and how to map a path to employment goals.

5

Session Five: On the Hunt

Students are introduced to the basic aspects of job hunting through a scavenger hunt. Students are taught to keep all their vital job-hunting information in one place.

6

Session Six: How to Keep (or Lose) a Job

Students learn the difference between technical and soft skills, and they recognize the impact that their personal behavior has on their ability to succeed in a job.

VOCABULARY

Brand a company's brand is its promise that customers will have a good experience when using its product or service. A brand can be shown with pictures, words, or designs

Career clusters groupings of jobs and industries that are related by knowledge and skills

High-growth jobs occupations predicted to have more positions available than qualified applicants over the next 10 years

Interests a person's preferred activities or hobbies

Job outlook a prediction of the future number of certain jobs, based on changes in society and the economy

Logo a recognizable graphic design element that represents a business, a product, or a person

Resume a written summary of a person's education, skills, and work experience

Skills a person's talents or abilities

Soft skills personal attributes and abilities not directly tied to a specific job title but that are needed in most jobs

Tagline a brief slogan used in marketing to define a business, a product, or a person

Technical skills the abilities and knowledge used in a specific profession

Work environment the quality of life related to a job position, including physical conditions and personal factors