Developing a Career Plan

Section 5.1
Evaluating Career Choices

Section 5.2
Your Career Plan

Exploring the Photo
YOUR DREAM JOB Setting a career goal will help you to achieve it. This person’s career goal was to work with dolphins. She took courses and found jobs that gave her the education and experience she needed to achieve that goal. What is your dream job?
Chapter Objectives

After completing this chapter, you will be able to:

- Evaluate different career possibilities.
- Choose a career that seems right for you.
- Develop a career plan and set intermediate career goals.
- Determine the education and training you need to reach your career goals.

Writing Activity

Think of a goal you have set for yourself. How did you decide on this particular goal? How does it reflect your values or interests? What steps are you taking toward achieving that goal? What progress have you made? Which of your personal characteristics are important in achieving this goal? Record your answers in a one-page response.

Get Motivated! Contact an adult in your community who works in a career that interests you. Ask this person how he or she decided on a career. What were his or her career goals? What steps did he or she take to achieve them? Take notes during the interview and create a one-page summary.
Section 5.1

Evaluating Career Choices

Reading Guide

Before You Read

Preview Read the Key Concepts. Write one or two sentences predicting what the section will be about.

Read to Learn

• How to evaluate different career possibilities
• How to choose a career that seems right for you

Main Idea

Once you choose a career that seems right for you, you can begin planning the steps to take to achieve your goal.

Key Concepts

• Evaluate Your Choices
• Make Your Decision

Key Terms

◦ resources
◦ evaluation
◦ personal career profile

Academic Vocabulary

You will find these words in your reading and on your tests. Use the academic vocabulary glossary to look up their definitions if necessary.

■ factors
■ pursue

Graphic Organizer

As you read, list the factors to consider when evaluating career choices. Use a chart like the one shown to help organize your information.

<table>
<thead>
<tr>
<th>Factors to Consider When Evaluating Careers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
</tbody>
</table>

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Academic Standards

English Language Arts

• Read texts to acquire new information. (NCTE 1)
Evaluate Your Choices

Chapters 2, 3, and 4 of this book show you how to complete the first four steps in the decision-making process by exploring career possibilities. Chapter 2 shows you how to take a close look at your own personal needs and resources. Resources are things that can be used for help and support. You then identified your options and began gathering information as part of your career research.

If you do your research well, you will probably find many career choices—more than you have time to pursue. Now you are ready to evaluate these choices and narrow them down to a few. This step needs to be done with special care.

The fifth step of the decision-making process is evaluation. Evaluation involves comparing and contrasting sets of data to rank them and determine the best choice. When you evaluate career choices, you will compare your personal data with the career information you have gathered. This will help you determine the best possible match between yourself and a career.

You can evaluate your career choices using a number of factors or characteristics. One of these factors is the possible outcome of each career. Ask yourself: If I take this course of action, what will happen? Visualizing or imagining the outcome of different career choices can help you make career decisions. Imagine how different careers will affect your time with your family and friends, your finances, and other important parts of your lifestyle.

You can also evaluate career choices based on how well they fit your values. Ask yourself: If I make this choice, will I be living according to my beliefs? Will I be doing something I find meaningful or important?

THE RIGHT FIT
The career you choose should be a good match for your values, interests, and personality. What other factors should you consider when making a career decision?
A good tool to use in evaluating career choices is the personal career profile shown in Figure 5.1. A personal career profile is a chart in which you compare what you have learned about yourself and what you have learned about a particular career possibility.

In the third column of this form, you use a 1-to-10 rating system to indicate how well your personal information and the characteristics of the career match. A perfect ten (or close to a ten) in all categories shows a good match.

The following questions will help you assign a score for each category of the personal career profile:
- **Values** How well does this career match my values?
- **Interests and Responsibilities** How well do the day-to-day job responsibilities reflect my interests?

### Figure 5.1 PERSONAL CAREER PROFILE

<table>
<thead>
<tr>
<th>Name: Gloria Perry</th>
<th>Career: Fashion Industry Publicist</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personal Information</strong></td>
<td><strong>Career Information</strong></td>
</tr>
<tr>
<td>◇ Your Values I believe in equal opportunities for all people! I like to do creative things, too. I also like to work with others.</td>
<td>◇ Career Values All kinds of people work in fashion. As a publicist, I would be able to use my creativity, as well as work with other people.</td>
</tr>
<tr>
<td>◇ Your Interests My hobbies include reading and socializing. I love fashion and keep up with the new styles.</td>
<td>◇ Career Duties and Responsibilities As a fashion publicist, I would make contacts with stores and buyers, arrange fashion shows and launch parties, and send out press releases.</td>
</tr>
<tr>
<td>◇ Your Personality I'm very outgoing and enjoy having lots of friends. I get bored in class unless there are open discussions. I have a good imagination.</td>
<td>◇ Personality Type Needed A publicist must be outgoing and friendly. She must also be responsible and stay on top of things. Communication skills are important.</td>
</tr>
<tr>
<td>◇ Data-People-Things Preferences I like being with people best of all. I find people fascinating. Sometimes facts interest me, too, but I prefer spending time with people.</td>
<td>◇ Data-People-Things Relationships Publicists work mostly with people. In the fashion industry, you must be on top of style trends, which are constantly changing.</td>
</tr>
<tr>
<td>◇ Skills and Aptitudes I'm average at drawing. My teacher says I'm &quot;excellent&quot; at speaking and reading comprehension, but I don't do well at grammar.</td>
<td>◇ Skills and Aptitudes Requirements Good verbal and writing skills are essential for a publicist. You also must be a good &quot;people person.&quot;</td>
</tr>
<tr>
<td>◇ Education/Training Acceptable I would love to go to fashion school in New York City. I need some business training as well.</td>
<td>◇ Education/Training Required A four-year fashion school would be best—one that has a good business department.</td>
</tr>
</tbody>
</table>

**LOOKING FOR A MATCH** Gloria Perry completed this personal career profile form to determine whether this career is a good career choice for her. Do you think Gloria should pursue a career as a fashion industry publicist? Why or why not?
• **Personality** How happy will I be with the work environment and hours?
• **Data-People-Things** How well do the data-people-things requirements of this career match my own preferences?
• **Skills and Aptitudes** How well do my skills and aptitudes match those required for this career?
• **Education/Training** How willing am I to get the education and training needed for this career?

Complete a personal career profile form for each of your career choices. Then tally the scores on all the forms and see which career choice ranks the highest. You are now ready for the next step.

✔ Reading Check  **SUMMARIZE** What are some factors to consider when evaluating a career?

## Make Your Decision

Now it is time to make a choice. Which career will you **pursue**? Have confidence in your research, evaluations, and goals. Remember, unless you define a goal, you are not likely to reach it. Also, remember that your career choice is flexible and it will probably change as your life develops. Making a choice will give you a place to start planning.

In the next section, you will work on the final step in the decision-making process: You will draw up your plan of action.

### Section 5.1 After You Read

**Review Key Concepts**

1. Give two examples of careers that interest you. Explain how you would evaluate these two career possibilities to see which one would be better for you.
2. Suppose the personal career profile forms you complete for two careers result in the same rating. Identify the criteria you would use to choose between them (for instance, one may offer a bigger salary or better match your values).
3. Explain the importance of making a career decision now.

**Practice Academic Skills**

**English Language Arts**

5. Now that you have made a career decision, predict what your next steps should be. What does your career goal require you to do? What experiences could you seek out now that may help you achieve your career goal? What skills or individual characteristics should you develop? Record your thoughts in a one-page response.

@ Check your answers at this book's OLC through [giencse.com](http://giencse.com).
Section 5.2

Your Career Plan

Reading Guide

Before You Read

Preview Look at the photos and figure in this section and read their captions. Write one or two sentences predicting what the section will be about.

Read to Learn

• How to develop a career plan and set intermediate career goals
• How to determine the education and training you need to reach your career goals

Main Idea

Making a career plan will help you achieve your career goals.

Key Concepts

• Plan How to Reach Your Goal
• Steps Along the Way
• Education and Training
• Commit Yourself in Writing

Key Terms

• individual career plan
• online learning
• on-the-job training
• apprentice

• vocational-technical center
• trade school
• continuing education

Academic Vocabulary

You will find these words in your reading and on your tests. Use the academic vocabulary glossary to look up their definitions if necessary.

Intermediate

vocation

Graphic Organizer

As you read, create a chart of the short-term, medium-term, and long-term goals you will need to achieve to reach your career goal. List your career goal first as a long-term goal. Use a two-column chart like the one shown to organize this information.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Type of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Become a marine biologist</td>
<td>long-term</td>
</tr>
<tr>
<td>2. Take biology and chemistry in high school</td>
<td>medium-term</td>
</tr>
</tbody>
</table>

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Academic Standards

English Language Arts

• Conduct research and gather, evaluate, and synthesize data to communicate discoveries. (NCTE 7)
• Use information resources to gather information and create and communicate knowledge. (NCTE 8)

Mathematics

• Represent and analyze mathematical situations and structures using algebraic symbols

Science

• Physical Science: Motions and forces

glencoe.com
Plan How to Reach Your Goal

Making your career goals a reality means planning a course of action for your career, which is called an individual career plan. This is the seventh and final step in the career decision-making process. There is no substitute for planning if you want to be successful in reaching your goal. Having a plan does not guarantee success, but it greatly improves your chances of success. You may get help from many sources, but the most workable plan will probably be one you design yourself. How will you begin?

Steps Along the Way

To reach your ultimate career goal, you first need to establish some intermediate planning goals. These are the steps you will take to get from where you are now to where you want to be. If your career goal is to become a real estate agent, for example, one intermediate goal might be to find out the training you need to qualify for a real estate license. The next goal might be to find schools that offer that training.

Intermediate planning goals are important because they break your career plan into manageable steps. Then the prospect of reaching a particular career goal does not seem so overwhelming. Intermediate goals can also help you feel focused and confident.

Since where you are now is high school, a good first intermediate goal might be to identify high school courses related to your career choice or career interest area. A career interest area is a general area of interest that can lead to a career, such as biology, business, or art. You can develop a graduation plan that includes high school courses and experiences that can lead you to choose a particular career.

EQUAL OPPORTUNITY

Today’s employees must choose workers for their skills and include workers with diverse backgrounds. How do you think this policy affects an individual’s career options?
That is what Daniel Porter of Chelsea, Massachusetts, did. Daniel wants to be a chef and own his own restaurant. While he was in high school, he took courses in business, food science, and math. Since graduating from high school, Daniel has worked five nights a week as a waiter at a French restaurant. During the day, he attends a culinary arts institute, where he is learning to become a chef. This is how he describes his job:

"It's a little hectic most of the time, but when things slow down, I can watch how the kitchen is run and how various dishes are prepared. I'm earning tips, which is helping me pay for school. I wouldn't want to have this job forever, but the restaurant experience I'm getting—not to mention the cash—is helping me prepare for the career I really want."

**Short-Term, Medium-Term, and Long-Term Goals**

It is a good idea to give your goals a timeframe, which is a period of time in which the goals will be accomplished. What do you need to do now? Next year? Five years from now? Goals you can start on now and may accomplish quickly are short-term goals. Those goals that will take longer to reach, maybe one to five years, are medium-term goals. Those goals that are further in the future, such as your career goal, are long-term goals.

**The 21st Century Workplace**

**Government Jobs Makeover**

While the world of business is known as the private sector, the government is known as the public sector. Working for the government as a civilian—sometimes called being a civil servant—is not for everyone. Governments everywhere have reputations for having slow-moving hiring processes, and since many of these jobs are not marketed extensively to civilians, it's no wonder the U.S. government has difficulty attracting qualified applicants.

But the U.S. government needs workers. Projections suggest that more than half of civil servants may need to be replaced in the next decade. To better recruit, government agencies are changing their hiring strategies. They now stress the positive elements of working for the government, such as patriotism, good citizenship, social responsibility, and the making a difference. As rising insurance costs force many private sector businesses to decrease benefits, government jobs may appeal more if they offer better benefits than private businesses.

**CRITICAL THINKING**

What are some benefits of working for the government?

**In Your Community**

Look up local government job listings and review at least four of them. For each, create a new recruiting strategy that includes who the job listing will target and how to approach them.

@Extend Your Learning Some civil servants are expected to be politically neutral. For links to Web sites about civil service and politics, go to this book's OLC through glencoe.com.
Think of Daniel Porter’s career plan, for example. While his ultimate long-term career goal is to be the chef and owner of a restaurant, he is currently working on a short-term goal: to get practical restaurant experience serving as a waiter. He is also working on a medium-term goal: to earn a certificate within a few years from a culinary institute. One long-term goal he has is to study with a master chef in Italy or France. **Figure 5.2** on page 110 shows examples of short-, medium-, and long-term career goals within a career plan.

Having short-, medium-, and long-term goals will allow you to change course if you decide your ultimate goal is not right for you. On the basis of his experience as a waiter, Daniel might decide he would prefer to own and operate a restaurant. He could then revise his medium-term goals to include taking business courses.

**Be Specific**

As you develop your intermediate goals, make them as specific as possible. The more specific these intermediate goals, the more likely you are to achieve them. For example, if your ultimate career goal is to become a veterinary surgeon, it is not enough to say your intermediate goal is “to get a job working in a veterinarians office.” That is like throwing a dart in the general direction of the dartboard. Instead, your immediate goal might be “to enroll in a program that will train me to be a veterinary emergency room medical technician.”

To practice, write down a few intermediate goals for your career choice. Then try to make each one more specific. Try linking each goal to an activity or behavior.

**Real-World Connection**

**Volunteering**

Tamara enjoys volunteering at the local animal shelter and is beginning to think about a career working with animals. She spends most of her free time after school at the shelter, but the time she spends there has started to cut into her homework and study time.

**Critical Thinking** How can you balance volunteer work with schoolwork?

**Do Your Own Research** Contact an organization in your community that offers volunteer opportunities for high school students. What kind of work do they offer? How much time would you have to commit? How might this help you choose a career? Record your findings in a one-page response.
**Figure 5.2** TYPES OF GOALS

**ONE STEP AT A TIME** Using short-term, medium-term, and long-term goals can help you meet your ultimate career goal. What planning goals will help you achieve your career goal?

**SHORT-TERM GOALS**
A short-term goal might include taking a class on how to use a computer or workplace, a transferable skill.

**MEDIUM-TERM GOALS**
A medium-term goal might be to volunteer or intern at a company or organization. This is a good way to develop ideas and skills particular to an industry that interests you.

**LONG-TERM GOALS**
A long-term goal might include getting a job at or creating your own company in the industry that interests you.
Be Realistic

Besides being specific, planning goals should be realistic. To plan realistic goals, you must think about who you are and what you know about your career choice. It would be impossible to hit a target if you did not know where you were standing in relation to the target. It is just as difficult to reach a career goal if you are not honest with yourself about your skills, interests, and personality traits.

For example, if you dislike science and mathematics, you may not be happy as an engineer. However, you may strongly believe that you would enjoy being an engineer. Therefore, a realistic—and necessary—intermediate goal would be to strengthen your science and math skills.

Be careful not to confuse the words realistic and traditional. For example, in the past, women or men may have been considered inappropriate for certain jobs. Today, however, it is realistic for both men and women to consider all jobs. Also, since you will be developing your career in the future, do not limit yourself to the current reality of the world. Allow yourself to imagine and think creatively.

**Check Analyze**

How can you be sure your intermediate goals are realistic?

Education and Training

One of your first intermediate goals should be receiving the education and training you need to achieve your ultimate career goal. Many careers require specific degrees or certificates. Even if your chosen career does not, taking related courses will give you an advantage over other job candidates and give you the knowledge you need to succeed.

Make a list of several careers in your career interest area. You may use the research information you gathered in Chapter 3 and the career profiles you created in Section 5.1. Then develop a chart identifying employment opportunities for each career and the educational and training requirements for each employment opportunity. Use this to inform your decisions about education and training.

Many options are available for getting the education and training you will need, including online learning, apprenticeships, and schools.

Online Learning

One of the newest ways to receive education and training is online, or e-learning. Online learning is computer-based training that uses interactive technologies, such as computers, CD-ROMs, and digital television. Although it is relatively new, online education is gaining
in popularity. Many people are attracted by the convenience and flexibility of online classes, which allow them to work when and where they want and at their own pace.

Before opting for an online education, however, remember that interaction with a teacher, discussion, and the stimulation of class participation are strong motivators and among the most powerful educational tools. Some interaction can be achieved online in classroom chat rooms or bulletin boards.

**On-the-Job Training: Learning by Doing**

*On-the-job training* is on-site instruction in how to perform a particular job. Many companies offer this type of training. It may consist of a few days of orientation for new employees or more formal long-term instruction. Where safety is a concern, workers receive training on safety measures. Workers at nuclear power plants, for example, undergo continual training in technical and safety procedures.

The need to be on the cutting edge of new trends leads many companies to offer ongoing employee training. For instance, many companies offer courses on the latest software and computer technology.

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**Creative Business Practices**

**Whole Foods Environmental Solutions**

Whole Foods Market is not your average grocery store. Shelves are filled with foods from around the world, and many products are organically grown. This means the food is grown without the use of pesticides. Pesticides are chemicals used to kill insects and can be harmful to the environment and to living creatures.

The company’s motto is “Whole Foods, Whole People, Whole Planet.” The company puts action behind their motto. One day a year, all stores worldwide contribute 5 percent of their sales to the Animal Compassion Foundation™. The foundation is a nonprofit organization that works to improve the lives of farm animals worldwide. In addition, employees work with farmers to grow food that saves the soil. The company is also committed to recycling programs, reducing and reusing packaging, and water and energy conservation.

The commitment to find solutions for global problems is paying off. Whole Foods Market is the world’s leading natural and organic foods supermarket.

**Critical Thinking** Why might Whole Foods Market be a good place to work?

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Connect to the Real World For more information about Whole Foods Market, visit their Web site via the link on this book’s Online Learning Center through glencoe.com.
Apprenticeships

An **apprentice** is someone who learns how to do a job through hands-on experience under the guidance of a skilled worker. Apprenticeships are still fairly common for some types of work, especially in construction and manufacturing.

Anna Yu of Raleigh, North Carolina found her apprenticeship as a sheet-metal worker through a state apprenticeship agency. Although she does not make much money now, she feels lucky to be getting paid to learn a trade that will eventually earn her a better position.

Vocational-Technical Centers

A **vocation** is another word for an occupation or career. You can prepare for many careers by attending a **vocational-technical center**, a school that offers a variety of skills-oriented programs, such as courses in automotive or computer technology. Some **vo-techs**, as they are called, offer a high school diploma and a certificate for a particular career. Most vocational-technical centers have evening classes and are relatively inexpensive.

Trade Schools

The culinary arts institute that Daniel Porter attends in Massachusetts is an example of a trade school. A **trade school** is a privately run institution that trains students for a particular profession. Trade schools are usually more expensive than vocational-technical centers. However, they sometimes offer specialized programs that vocational-technical centers do not.

Community and Technical Colleges

Community colleges and technical colleges offer two-year and certificate programs in many occupational areas, such as accounting, tourism, paralegal work, and desktop publishing. These colleges usually offer night and weekend classes as well as classes during the day and tuition and fees are often less than those of trade schools or four-year colleges. A graduate from a community or technical college with an associate degree can usually transfer his or her credits to a college or university to pursue further study.

Four-Year Colleges and Universities

Many jobs require a bachelor's degree from a four-year college or university. Other careers—such as those in law, architecture, and medicine—may require even more advanced degrees. In choosing a college, you should consider such factors as location, size, cost, the quality of your particular program, entrance requirements, and the availability of financial aid.
Continuing Education

Many adults return to school at some point in their lives to complete their education, improve their skills, or change careers. Many high schools, vo-techs, colleges, and universities offer continuing education—formal courses of study designed for adult students. Many of these institutions offer continuing education through online and correspondence courses. Some of these programs can lead to academic degrees.

Military Service

Did you know that the military is the largest employer in the United States? If you think you might be interested in military service, you may receive training in one of more than 200 different occupations, including health technician and air traffic controller. Depending on your career choice, you must enlist for up to six years of active duty. Sometimes you can attend school before or during your service. In other instances, the military will pay for your education after you serve.

Commit Yourself in Writing

Do you feel overwhelmed by the future? That is only natural when faced with so many career options, but do not waste time worrying. Instead, take out a notebook or turn on your computer and begin to write your individual career plan. You can add this plan to your Personal Academic Career Portfolio.
Questions and Answers

You can start by creating a list of questions about your career goals, education, and training. You might use some of these:

- What is my ultimate career goal?
- What is my first step, or my first short-term goal?
- How much time is needed to accomplish this first step?
- What is one of my medium-term goals?
- Which educational programs offer the training I need?
- How much money will I need to pay for my education and training? Where will this money come from?

Remember that your decisions, choices, and plans are all flexible. Expect them to change as your interests and abilities develop. The advantage of having an educational and career plan is that it will encourage you to move forward until you find the right career.

Section 5.2 After You Read

Review Key Concepts

1. Explain why establishing intermediate steps or goals can help you reach your ultimate career goal.
2. Identify the characteristics of good intermediate planning goals.
3. Identify two education and training options for a career that interests you.

Practice Academic Skills

Mathematics

4. Last year, Paul earned $27,000 in his primary job, $18,000 at his second job, and $4,200 on investments. This year he expects to make about $4,500 on investments, and he quit his second job. How much will he have to make in his primary job for his income this year to be greater than or equal to his income last year?

**Concept: Solving Inequalities** Solving an inequality means finding the values of a variable that make the inequality true. Just as with equations, when you add or subtract the same number from each side of an inequality, you do not change the value of the inequality.

**Step 1:** Write an inequality using the appropriate symbol (<, >, ≤, or ≥) with the earnings for last year ($27,000, $18,000, and $4,200) on one side and those for this year on the other side ($4,500). Use a variable (x) to represent this year’s earnings in the primary job.

**Step 2:** Solve the inequality. Your answer should also be an inequality.

For math help, go to the Math Appendix located at the back of this book.