

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Leadership & Employment Skills

Course Code: 171900 CIP Code: 10.0301

COURSE INTRODUCTION:

An instructional program that generally prepares individuals to apply technical knowledge and skills to plan, prepare, and execute commercial and industrial visual image and print products using mechanical, electronic, and digital graphic and printing equipment.

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UNIT DESCRIPTION: Students will demonstrate employability and interpersonal skills necessary for a career in the Graphic Communications industry.		SUGGESTED UNIT TIMELINE: 2 weeks CLASS PERIOD (min.): 2.5 hours				
ESSENTIAL QUESTIONS: 1. What would make you qualified for employment in the Graphic Communications industry? 2. How do you prepare for a successful interview? 3. What work readiness skills should you demonstrate for a position in the Graphic Communications industry?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES (PrintEd Standards)	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CL Es	PS	CCSS	OTHER	DOK
1. Employability & Interpersonal Skills a. Select sample projects to demonstrate skills mastered. b. Demonstrate professionalism. c. Actively participate in a CTSO, such as SkillsUSA. d. Demonstrate the ability to read and comprehend instructions. e. Demonstrate the ability to plan and communicate ideas. f. Describe work ethics that should be exhibited by employees in the graphic communications industry.				SL.11-12.1 RST.11-12.2 RST.11-12.3 WHST.11-12.4		1, 3, 4
2. Job related practice (DOK) a. Check specifications and planning.						3

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<ul style="list-style-type: none"> b. Estimate job costs (labor and supplies). c. Compare estimate with actual costs. d. Keep work areas organized and neat. e. Gang-up jobs to utilize materials as allowable. f. Orientate jobs to eliminate waste. g. Organize and utilize scraps when applicable. h. Plan a job timeline. 						
<p>3. Job Application and Interpersonal Skills</p> <ul style="list-style-type: none"> a. Demonstrate how to locate job listings through a variety of sources (e.g., Internet; job boards; help wanted ads; job fairs; agencies, etc.). b. Read and interpret the content of want ads and job postings. c. Write a personal resume that includes three references. d. Write a cover letter to obtain a job in the graphic communications industry. e. Read and complete an employment application form. f. Describe ways to prepare for a successful job interview. g. Prepare for a job telephone interview by participating in a mock interview conducted by a teacher, parent, or another student. h. Describe the reasons for job interview follow-up. i. Write a letter or email to follow-up a job interview. 				WHST.11-12.8 WHST.11-12.4 RST.11-12.4 SL.11-12.4 SL.11-12.6 SL.11-12.1c SL.11-12.1d		1, 2, 3, 4

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j. Evaluate an employment benefits package.						
k. Compare job opportunities to include wages, benefits, and employment responsibilities.						
ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)						
Interviewing Quiz – Summative Assessment						
*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
1, 3	1. Powerpoint on resume writing					
1, 3	2. Lesson Plan on Interviewing; Powerpoint on Interviewing skills.					
1, 2	3. Observe students demonstrating work related skills throughout course and CTSO activities.					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					
1, 3	1. Students take notes on powerpoint on resume writing and then practice worksheet.					
1, 3	2. Follow lesson plan activities on interviewing.					
1, 2	3. Students demonstrate work related skills throughout course and CTSO activities.					
UNIT RESOURCES: (include internet addresses for linking)						
44 Resume Writing Tips: http://www.dailywritingtips.com/resume-writing-tips/ Visited 11/24/2012						
Work Source: http://www.wa.gov/esd/guides/resume/write/write_start.htm Visited 11/24/2012						
Stanford University, Career Development Center: http://studentaffairs.stanford.edu/cdc/resumes/writing Visited 11/24/2012						
Purdue Online Writing Lab: https://owl.english.purdue.edu/owl/resource/719/01/ Visited 11/24/2012						

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Monster: <http://career-advice.monster.com/resumes-cover-letters/resume-writing-tips/resume-title/article.aspx> Visited 11/24/2012

Virginia Tech Online Writing Services: <http://www.career.vt.edu/jobsearchguide/coverlettersamples.html> Visited 11/23/2012

Business Insider, 7 Steps To Writing A Cover Letter That Will Actually Get You An Interview: http://articles.businessinsider.com/2012-02-18/news/31074218_1_letter-job-listing-jobfox Visited 11/23/2012

University of Wisconsin-Madison, The Writer's Notebook: <http://writing.wisc.edu/Handbook/CoverLetters.html> Visited 11/23/2012

Duke University, School of Law: <http://law.duke.edu/career/profdev/coverletter/> Visited 11/23/2012
Other_ List of American Culinary Federation Competencies

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Common Career Technical Core (CCTC), (accessed May 17, 2013) <http://www.careertech.org/career-technical-education/cctc/info.html>

Resources@MCCE - C&E DVD ROM 46 - Hire Education: Ten Ways to Get A Great Job, Linx Educational, JACKSONVILLE BEACH, FL, LINX EDUCATIONAL, 2004. This program includes 10 ways to find a great job, such as Networking, Informational Interviews, Job Fairs, Internet, Classifieds, Job Applications and more. Experts and new employees tell how these techniques work and give suggestions to help find the right job. Grades 8 through adult. 20 minutes.

Resources@MCCE - FCS VIDEO 42 - Getting a Job Using Traditional Methods, JIST Works, INDIANAPOLIS, IN, JIST PUBLISHING, 2005. This video offers valuable advice on successfully using traditional methods, such as want ads, employment agencies, and temp jobs, in the job search. Learn the best way to fill out job applications and distribute a resume. Gain powerful advice from actual employers, career counselors, and other job seekers on how to take charge and become active about a job search.

Resources@MCCE - BE 12.0000 B45 - 202 Great Resumes, Jay A. Block and Michael Betrus, NEW YORK, NY, MCGRAW-HILL, 2004. This comprehensive resume guide offers tips, strategies, and real-world examples needed for resume writing. Contains traditional formats and new cutting-edge styles. This guide includes: Ways to research a company to uncover their needs; How to get in the door, to network, and get exposed to the hiring managers; Methods to articulate your value to hiring managers; and street-smart tips to help job-search, negotiate salary, interview, and much more.

Resources@MCCE - BE CD ROM 18 - The Resume Resource: Creating the Perfect Resume, Jaguar Educational, CHARLESTON, WV, JAGUAR

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EDUCATIONAL, 2004. A comprehensive reference that includes tutorials, expert advice, and practice tests, as well as sample resumes and cover letters. Topics range from the general (History and Purpose of Resumes, Main Types of Resumes) to the specific (7 Musts of Cover Letters, Presenting Your Portfolio. Requires Windows 95 or higher.

Resources@MCCE - C&E DVD ROM 66.1 - Engaging Resumes & Cover Letters: How to Hook the Job You Want, Learning Seed, CHICAGO, IL, LEARNING SEED, 2011. In this program job seekers and hiring managers discuss how they view and judge resumes and cover letters. Students can learn how to make theirs stand out in a professional manner and how to present their skills creatively. Viewers can discover how to edit a resume and craft a cover letter for the specific job. This DVD includes TWO versions of the video: one to play straight through, and one with stopping points for structured student activities. 26 minutes.

Resources@MCCE - C&E 12.0000 C655 - Find a Job Through Social Networking, Diane Crompton, Ellen Sautter, ST. PAUL, MN, JIST, 2011. This stresses that social networking is a career management strategy that is rapidly changing the way job seekers and employers connect in the world of work. With this guide, readers can discover how to launch their social networking efforts and gain advice for maximizing LinkedIn, Twitter, blogs, and other sites. Also, the reader can learn how to find jobs, seek advice, research employers, build a network, and create online portfolios and blogs.

Resources@MCCE - C&E DVD ROM 67.1 - Your Job Search: Navigating The Roads to Employment, Learning Seed, CHICAGO, IL, LEARNING SEED, 2011. This program illuminates the job search process. Employers offer insights to reinforce the importance of networking, proper attire (and attitude) for a job fair, and what to expect when applying for a job. Learn how to develop a search plan by using multiple methods to find a job. This DVD includes TWO versions of the video: one to play straight through, and one with stopping points for structured student activities. 22 minutes.

Resources@MCCE - G&C DVD ROM 57 - Think b4 u Post: Your Reputation and Privacy on Social Networking Sites, Cambridge Educational NEW YORK, NY, CAMBRIDGE EDUCATIONAL, 2011. NOTE: It is recommended that teacher preview program before showing in the classroom. This program points out that people give information to strangers when they post indiscreetly on social networking sites or are duped by phishing scams. Program delivers serious information on how people can protect their reputation and guard their privacy online while still having a good time using social networking sites. On the “reputation” side, viewers are advised to keep their postings positive, remember that “intended readers” (friends) are only a subset of “actual readers” (friends, teachers, prospective employers...), and more. And on the “privacy” side, viewers are made aware of the consequences of cyberbullying and defamation as well as steps they can take to safeguard their personal information and avoid online/offline predators. Data mining is also discussed. Includes instructor’s guide. 22 minutes.

Resources@MCCE - BE DVD ROM 24 - Who Would You Hire?, C.W. Publications, STERLING, IL, C.W. PUBLICATIONS, 2012. Lisa is the Human Resources Director at a popular resort location. She is in the process of hiring a new Events Sales Specialist who will be in charge of marketing

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the resort's services and facilities for events such as business meetings, conferences and weddings. From among the applicants, Lisa has chosen six young people to interview. Your students will watch each of the short interviews, decide what the applicants did right and wrong and decide who they would hire.

Resources@MCCE - BE 12.0000 D24 - 24 Hours to the Perfect Interview, Matthew J. Deluca and Nanette F. Deluca, NEW YORK, NY, MCGRAW-HILL, 2004. The authors provide a system that takes the reader step-by-step through pre-interview preparation. . Included are: End-of-chapter checklists and insider's tips; Putting together a professional look; Gathering important documents; Researching the company; Preparing responses to difficult questions; and Brainstorming stories that illustrate experience.

Resources@MCCE - BE DVD ROM 20.1- Dude, I Need to Find a Job, TMW Media Group, VENICE, CA, TMW MEDIA GROUP, 2004. This program takes job hunters through the entire job hunting process including how to seek out jobs that match their personalities, script out phone calls, build resumes and answer interview questions like a pro. This informative, engaging and humorous live action program (supplemented with on-screen graphics) demonstrates the critical steps necessary to find a job. Includes Job Hunter's Guide. 16 minutes.

Resources@MCCE - BE DVD ROM 19 - Communicating With Customers, Learning Seed, LAKE ZURICH, IL, LEARNING SEED, 2005. This program features five scenarios of young people relating to customers. Viewers will learn: The importance of making a connection with customers; The value of listening and taking a real interest in customers; How tone of voice and body language influence job performance; To avoid making negative comments about customers on the job; How to handle miscommunications and phrase helpful responses; A five step process to use with angry customers. 15 minutes.

Resources@MCCE - BE 13.1303 L18 - 50 Communication Skills Activities, Karen Lawson , PhD, KING OF PRUSSIA, PA, HRDQ, 2000. Lay the groundwork for skill development with this collection of 50 activities. These exercises are basic enough to incorporate into any training program that includes communication skills.

Resources@MCCE - BE 13.1303 L722 - Effective Workplace Communication, Third Edition, Marsha Ludden, INDIANAPOLIS, IN, JIST PUBLISHING, 2007. This edition is designed to engage readers' interest and help develop their skills with clear and concise explanations of principles of effective listening, oral, written, and nonverbal communication. Several workplace scenarios are presented in which readers can test their skills in applying those principles.

Resources@MCCE - BE DVD ROM 19.4 - Workplace Communication Skills, JIST, ST. PAUL, MN, JIST, 2012. This program teaches viewers about the importance of good communication in the workplace and how to improve upon these skills. Viewers get guidance for developing their verbal, listening, nonverbal, and written skills. The program depicts scenarios of good and poor communication skills in action and includes expert interviews on workplace communication. Also addresses communication through e-mail, voicemail, cell phones, video conferencing, and

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online sites like Facebook and Twitter. 50 minutes. Helpful pause points allow instructors to stop the program and discuss the material.