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Strategy Name: Naviance Career Cluster Finder Lesson

Objectives: Students will complete an assessment that informs them of possible fits for their cluster profile. Based on this input Students will create an ad that persuades the audience to consider their cluster.

Preparation and Materials Needed:

- Computer access
- Have YouTube ready to show on a projector screen with Audio
- Grant permissions in Naviance Family Connection for students to complete the cluster finder assessment
- Have Worksheet ready

Process: Students will complete a career cluster survey to assess a possible interest area, identify key data about that interest area, and articulate what is appealing about careers in that field. Show a YouTube video by searching for “consider a career in” with a filter of less than 4 minutes ([Welding Example](#)). Ask students why some careers may be overlooked. Show students that they are going to take an assessment that will ask about specific interests. Students should complete the assessment honestly and to be open-minded about the results, and to not overlook possible career fit options.

Tasks:

- Log on to Naviance Family Connection. Under the “Careers” tab, click “cluster finder” and then click on the “Start Assessment” button. (45 minutes)
- Complete the career cluster finder (15 minutes)
- Play 3-4 “Consider a Career in” YouTube Videos for high demand careers (15 minutes)
- Have students research one of the top career clusters to explore subcategories and related careers. (25 minutes)
- Students are to complete the worksheet, identifying three example careers in their cluster, average salary in Illinois, related educational concentration, and what is appealing about those careers. (15 minutes)
- Plan and write a persuasive article or design a poster advertisement that encourages the audience to consider a career in their cluster. (45 minutes)
- Have students share their end product with the class. Post work around the room.

Closure: Lead a reflective discussion about the process. How does this information change the way you think about school? What surprised you about your career cluster? What are the next steps you will take as a result of this data?

5. Either write a persuasive article or design an advertisement poster that encourages your audience to consider your career cluster, mentioning your three example careers, and the educational path recommended to attain them.