

**COUNSELORS,
CAREER READINESS,
AND
WORK-BASED LEARNING**

Shannon Edwards
Career Counselor (Virginia)
Hanover County Public Schools

A LITTLE BIT ABOUT ME...

- > Shannon Edwards
 - former High School Counselor/Director
 - current Career Counselor at Atlee/Patrick Henry High Schools
 - VA ACTE Board member - Counseling & Career Development Division

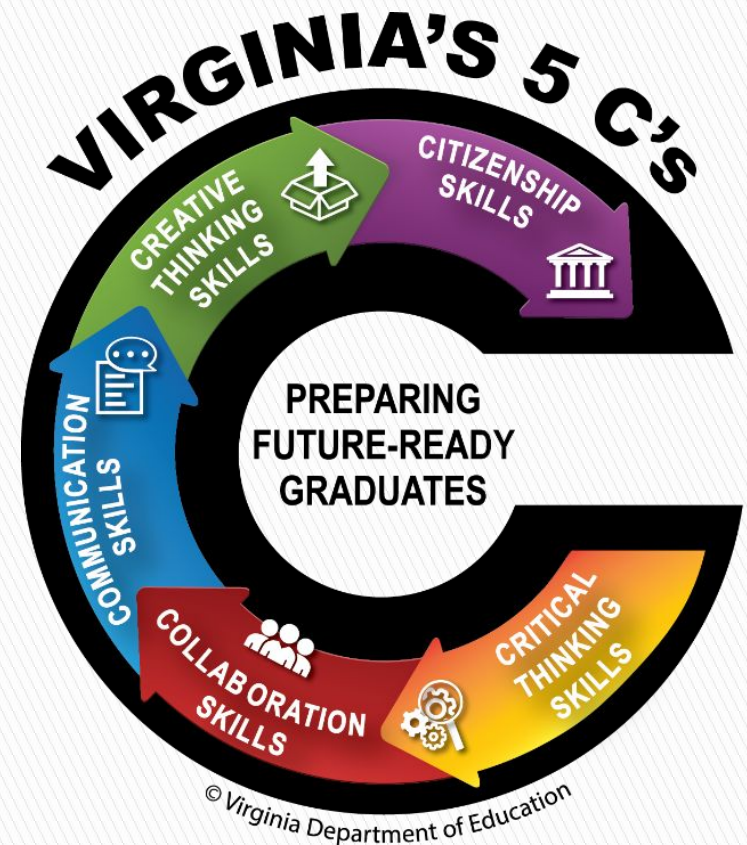
Work-Based Learning (WBL)

Work-Based Learning (WBL) is comprised of experiences related to students' career interests, based on instructional preparation, and undertaken in partnership with local businesses or organizations. WBL enables students to apply classroom instruction in a real-world work environment. **There are 12 WBL methods of instruction practiced in Virginia.**

WBL promotes the following:

- Career Awareness
- Career Exploration
- Career Preparation

WBL experiences reinforce Virginia's 5 C's—by allowing students to apply these skills in a real-world business or service-oriented work environment.



Work-Based Learning Experiences

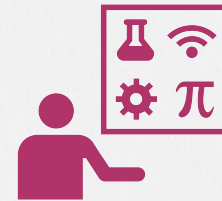
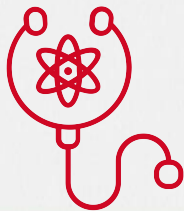
1. Job Shadowing: 6-12
2. Service Learning: 6-12
3. Mentorship: 6-12
4. Externship: 6-12
5. School-Based Enterprise: 6-12
6. Internship: 11-12
7. Entrepreneurship: 11-12
8. Clinical Experience: 11-12
9. Cooperative Education: 11-12
10. Youth Registered Apprenticeship: 11-12
11. Registered Apprenticeship: 11-12
12. Supervised Agricultural Experience: 6-12

*Currently looking at WBL platforms and customization available for creating forms and tracking student progress with WBL experiences.

https://www.doe.virginia.gov/instruction/career_technical/work-based_learning/index.shtml

CAREER INVESTIGATIONS (6-8)

- > Covers 17 career clusters (Energy)
- > 5 lessons per year to cover all clusters over the middle years
- > Math, Science, History, Lang. Arts and PE
- > Videos, MajorClarity, hands-on activities
- > Exit tickets
- > Badging
- > [MajorClarity Overview](#) - Students now beginning in 5th grade



Career Investigations

House for A Mouse Activity





Career Investigations

Business Administration & Marketing Activity



We All Scream for Ice Cream Marketing & Business Plan

Group Members:
 President: 11/01
 Manager of Operations: 2023/01
 Marketing Executive: 2023/01
 Business Manager: 2023/01

Name of Product	Ben & Jerry's	Brownie Buddies
Product: Describe or design packaging		
Product: How many flavors are offered?	There are 34 flavors	14
Product: What is the slogan?	Ben & Jerry's slogan is "America's Finest"	Mechanixville's Finest
Place: Where are the stores that make the ice cream located?	The stores are located in Waterbury, Vermont.	They are located in New York VA
Place: What stores are these products sold in?	Grocery stores	Grocery stores
Product: What is your most popular flavor in 2022?	half baked	Double chocolate
Price: How much does each product cost?	Small - \$2.99 Large - \$4.99	Small - \$3.00 Medium - \$4.99 Large - \$6.99
Promotion: Does the company support any causes or charity?	Yes Climate change, etc.	Same things as Ben and Jerry's
Promotion: What social media platform does your company use?	Facebook, Instagram, and Twitter.	

We All Scream for Ice Cream Marketing & Business Plan

Group Members:
 President: 11/01
 Manager of Operations: 2023/01
 Marketing Executive: 2023/01
 Business Manager: 2023/01

Name of Product	Ben & Jerry's	Sweet Spot
Product: Describe or design packaging		
Product: How many flavors are offered?	There are 34 flavors	10
Product: What is the slogan?	Ben & Jerry's slogan is "America's Finest"	Ice cream is always the best
Place: Where are the stores that make the ice cream located?	The stores are located in Waterbury, Vermont.	I - in the middle of Richmond
Place: What stores are these products sold in?		every local grocery store
Product: What is your most popular flavor in 2022?	half baked	Coconut Cookie Crush
Price: How much does each product cost?		\$3.50 per pint \$4.00 per quart
Promotion: Does the company support any causes or charity?		all of them
Promotion: What social media platform does your company use?	Facebook, Instagram, and Twitter.	Facebook, Instagram, Twitter, and TikTok

Career Investigations

Finance Activity



MIDDLE SCHOOL CAREER COUNSELING PROGRAM

- > Monthly Career Cafe virtual links provided by High School Career Counselors
- > Field Trips (Mission Tomorrow)
 - Richmond region's online interactive career exploration event for students
 - <https://www.chamberrva.com/programs/mission-tomorrow/>
- > MajorClarity F2F and virtual lessons for online students
- > Academic Career Plan (ACP) for both online and F2F seventh grade students

HIGH SCHOOL CAREER COUNSELING

CAREER LESSONS (9-12)

> MajorClarity Career Lesson

- > Required for all 9th and 11th grade students - Career Personality Assessment and Academic & Career Plan
- > Lesson run thru English classes
- > English teachers assign lesson as a participation grade (accountability)
- > Students take Pre/Posttest surveys for data collection/growth

VIRTUAL/F2F CAREER COUNSELING

- > Hanover Career Counseling YouTube:
<http://bit.ly/HanoverCareerYouTube>
 - Career Panels, Career Cafes, College/Military Visits
- > HCPS Career Expo Event - April 18 (22 employers)
- > HCPS Virtual Career Counseling Center (HS)
<http://bit.ly/HCPSVirtualCareerCenter>
- > HCPS Virtual Career Counseling Center (MS)
<http://bit.ly/MSVirtualCareerCenter>
- > Virtual Career Cafe events:
<http://bit.ly/VirtualCareerCafes>
- > Virtual College and Military Visits:
<http://bit.ly/VirtualCollegeVisits>

* Capital One *
Career Cafe
Building a GREAT
Resume &
Interview Skills!

Cafe



Career Cafe: You've Got Skills - Construction Trades

- > Richmond Electricians' Joint Apprenticeship and Training Center
- > The Apprentice School
- > U.S. Army National Guard



Reynolds Community College Workshops

- > Seniors only
- > Admissions Application
- > Scholarship Application
- > Offered at each high school in HCPS





*HCPS Virtual
Career Center*

Career Café
Inviting Students



CAREER CENTER



Career Counseling
Click on images around
the room to access
resources for your
career development.





QUESTIONS?

SHANNON EDWARDS - SPEDWARDS@HCPS.US