

CAREER CRUISING for K-12

the only READINESS program you need



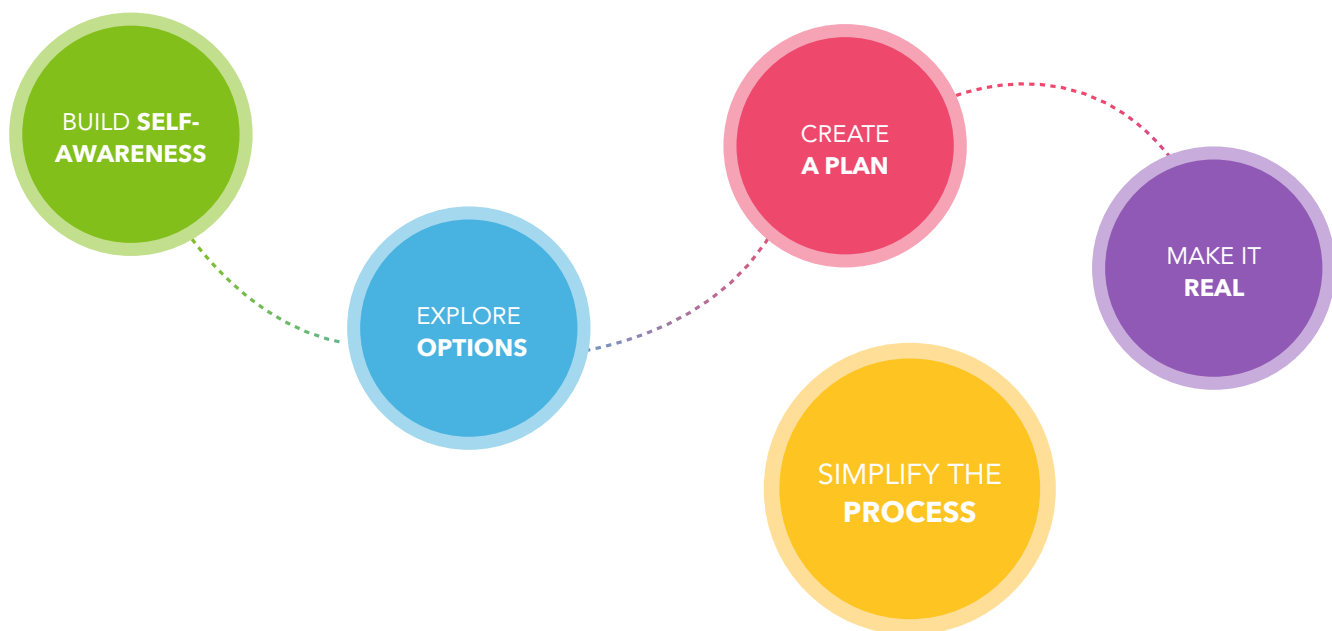
Congratulations on your adoption of Career Cruising for K-12 to meet the future readiness needs of your students! Career Cruising is an incredibly powerful self-exploration and planning program that helps students of all ages and capabilities achieve their potential in school, career and life.


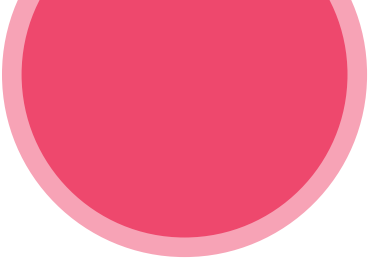

This guide provides an overview of the program to help you get started. We suggest sharing this information with as many people in your school community as possible—the more people understand, the more successful your overall program will be. And remember, the dedicated professionals here at Career Cruising are always ready to help! We want you to get the most you can from our program.

The Career Cruising Approach

First things first. Our approach to future readiness centres on the idea that preparing students for success is all about getting them to **connect what they're doing today to their future**. It's about helping them understand that the choices they make today will impact the options they have tomorrow in a way that is fun, engaging, and meaningful.

We also believe that future readiness should start as early as possible, which is why we've created content and tools appropriate for elementary students as well as those in middle and high school.





Students must understand themselves, explore their options, make a plan and then bring that plan to life. And educators need tools to help them guide every student through the process. That's what Career Cruising for K-12 provides.



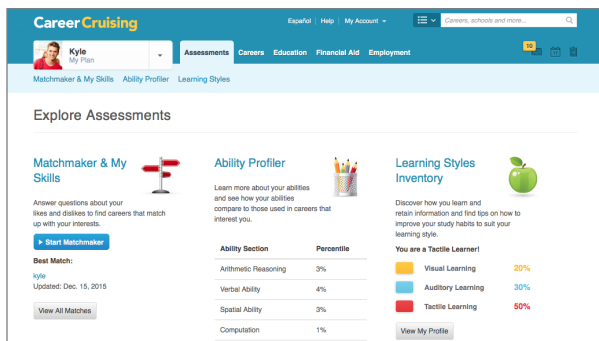
The Power of Career Cruising for K-12

Career Cruising for K-12 provides a wealth of valuable content and tools. Students can match their interests and skills with career paths and possibilities, investigate the specifics of different occupations, review college and university profiles that match their criteria, and find jobs or training opportunities. A personal portfolio allows students to record their progress through the system, document each stage of their career exploration and planning efforts, create an education plan, and produce a resume.

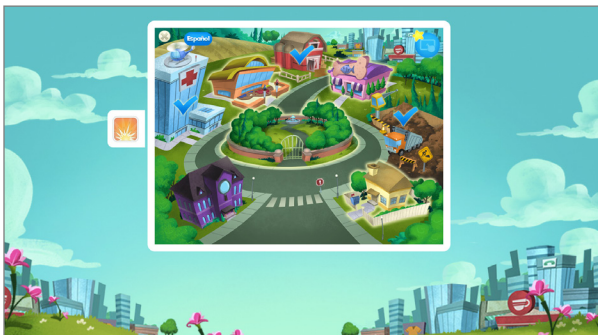
This process is critical for helping students understand the relationship between their activities, both inside and outside of the classroom, and the opportunities along their future career paths. At the same time, career advisors, teachers, and administrators have access to real-time information and statistics to track student progress and achievement.

BUILD SELF-AWARENESS

Age-appropriate assessments and curriculum help students understand who they are, what motivates them and what their interests are. Self-awareness builds a foundation for future readiness and success in school, career and life. Career Cruising for K-12 features:



- **World-renowned assessments:** Learning Style Inventory (grades 6-12), Career Matchmaker (grades 6-12), and My Skills Assessment (grades 6-12).
- **Interactive learning games** that help elementary students learn about themselves, positive social skills, and life-long learning. Called Spark!, these games are available for grades K-2 and 3-5.



FOR STUDENTS

Armed with information about themselves and an understanding of the world of work, students can begin exploring their options with these powerful program features:

EXPLORE OPTIONS

- **Multi-media career profiles** that bring careers to life. These profiles feature interviews with real people, and describe the education and training requirements. Students can search careers by name, school subject, or cluster, or take a deeper dive into core tasks, earnings, and working conditions.
- **Rich post-secondary** information that allows students to explore college and university programs, as well as apprenticeship training opportunities.

The screenshot shows the CareerCruising website interface. At the top, there's a navigation bar with 'CareerCruising' logo, user profile 'Sybil', and tabs for 'Assessments', 'Careers', 'Education', and 'Employment'. Below the navigation bar, the main content area displays a career profile for 'Public Relations Specialist'. On the left, there's a sidebar with 'At a Glance' and 'Interviews' sections. The 'At a Glance' section includes a video thumbnail and a description: 'Public relations specialists help develop, maintain, or improve a business or individual's public image.' The 'Interviews' section lists 'Sherice' and 'Steven'. The main content area also includes an 'Earnings Range' of '20K - 100K' and a 'Level of Education' section with icons for 'Community College or Technical Training' and 'University'.

The screenshot shows a detailed career profile for 'Ron'. The profile includes a photo of Ron, a 'Post Interview' button, and a 'Breakdown of Activities' table. The table lists activities and the number of hours spent on them during a typical day. The 'Legend' section explains that the breakdown shows the number of hours spent on specific activities during a typical day, with color-coded boxes representing different hour ranges: 1-2 hours (light yellow), 3-4 hours (yellow), 5-6 hours (orange), and 7-8 hours (dark orange).

Activity	Hours
Working by yourself	6
Working with co-workers	3
Serving customers / clients	2
Working with numbers	0
Writing or drawing	0

FOR STUDENTS

Career Cruising for K-12 features powerful tools that enable students in all grades to create a personalized plan that maps their secondary and post-secondary education to their unique goals.

CREATE A PLAN

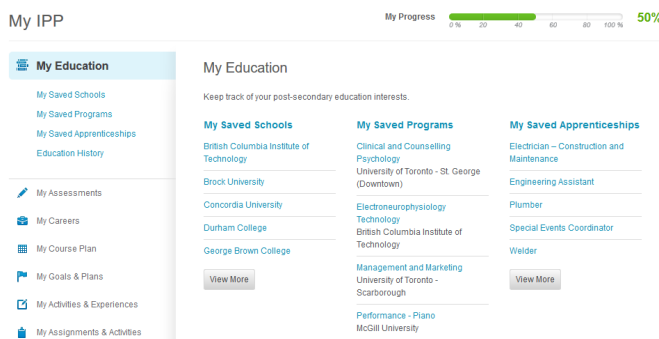
- Each student can create an **individualized electronic portfolio** to:
 - store documents, awards, assessment results, short- and long-term goals, and their education plan
 - save careers and schools of interest
 - document work and community service experience, career activities, and reflections in a blog-style journal
 - complete activities and assignments from their teachers
- **Course planning** (customized for each school) validates graduation requirements, aligns course schedules with career goals, and streamlines course scheduling

FOR STUDENTS

Tools and features within Career Cruising for K-12 store valuable information and enable students to bring their plans to life. To make it real!

MAKE IT
REAL

- For elementary students, **classroom activities connected to core curriculum subjects** like literacy and art make thinking about the future real.
- For middle-grade students, **The Real Game** component features role-playing activities that have students make life decisions based on earnings and outcomes and learn lessons, such as the relationship between income and lifestyle, the difference between gross and net pay, and the importance of financial planning.
- **Career and financial literacy curriculum** provides high school students an opportunity to "test drive" different careers and see first-hand how career choices impact their future. As part of the experience, students manage budgets and make real-life decisions based on earnings and outcomes.
- As older students begin making post-secondary plans, they can look back at their My Plan to see **saved schools and programs** and check admission requirements.
- Students can record **post-secondary education visits** in the My Journal section of their plan, including contacts and questions.



FOR EDUCATORS

Career Cruising for K-12 also simplifies mission-critical, time-consuming processes and activities for educators through CAMS, the administrative tool:



SIMPLIFY THE PROCESS

- **Student Information System (SIS) integration** enables automated course planning, keeping students on track to meet their future goals and freeing school counsellors and administrative staff from validating credit histories.
- **Push students' valid course selections** back to the SIS for easy scheduling.
- Set **portfolio completion standards** for each grade level to define objectives, assign responsibilities, and encourage teacher participation.
- Automate and generate **reports** at the individual or aggregate level.
- **Messaging functionality** enables counsellors and teachers to easily send targeted messages to students en masse, or on an individual basis using portfolio data. Communication can also be sent to parents via the Parent Portal.
- Parents or guardians can view and comment on their child's plan and progress with the **Parent Portal**, providing an ideal way to keep them involved in student learning and future plans.

Career Cruising is a global leader in career development software for people of all ages. No other program offers the fun, intuitive, engaging experience that brings potential to life.

Launched more than 18 years ago by three friends fresh out of university, the company was founded by people who shared a big dream of their own. They wanted to create a life-changing career program that would engage and inspire people everywhere.

What started as a dream is now a reality that continues to evolve. Today, Career Cruising is used by more students, parents, educators, and libraries than any other career development program in North America.

Why? Because our program is impactful. How do we know? Because it helps people reach their potential. And because people tell us, like this school counsellor: *“When students finally realize there are no boundaries, it’s fascinating to see their imaginations take off.”*

For more information, please visit www.CareerCruising.com or call 1-800-965-8541

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