

# CAREER CRUISING for K-12

the only READINESS program you need



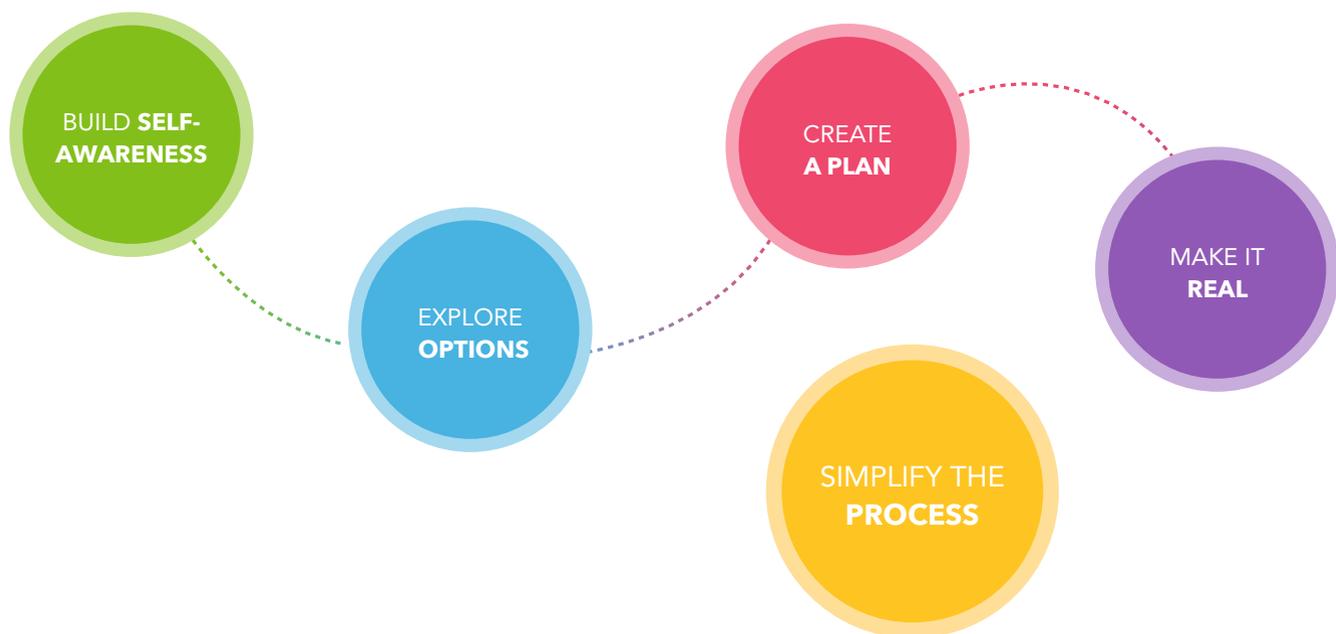
Congratulations on your adoption of Career Cruising for K-12 to meet the future readiness needs of your students! Career Cruising is an incredibly powerful self-exploration and planning program that helps students of all ages and capabilities achieve their potential in school, career and life.

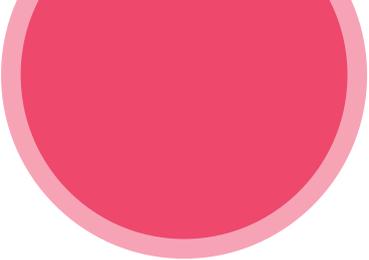
This guide provides an overview of the program to help you get started. We suggest sharing this information with as many people in your school community as possible—the more people understand, the more successful your overall program will be. And remember, the dedicated professionals here at Career Cruising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

## The Career Cruising Approach to College and Career Readiness

First things first. Our approach to college and career readiness centers 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.



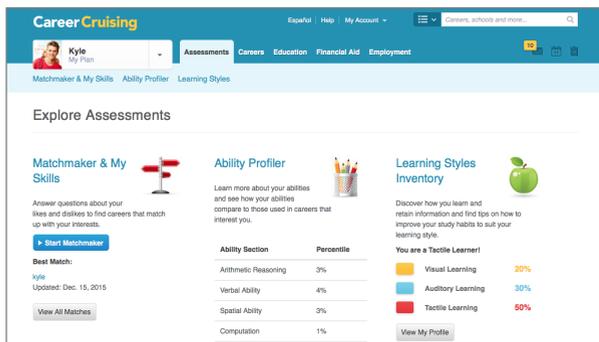
## The Power of Career Cruising for K-12

Career Cruising for K-12 provides a wealth of valuable content and tools. Students can match their interests and abilities with career paths and possibilities, investigate the specifics of different occupations, review college profiles that match their criteria, and find potential sources of financial assistance they might not have known existed. A personal portfolio allows students to record their progress through the system, document each stage of their career exploration and education 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:



The screenshot shows the Career Cruising website interface for a user named Kyle. The navigation bar includes 'Assessments', 'Careers', 'Education', 'Financial Aid', and 'Employment'. Under the 'Assessments' section, three main options are highlighted: 'Matchmaker & My Skills', 'Ability Profiler', and 'Learning Styles Inventory'. The 'Ability Profiler' section includes a table of results:

Ability Section	Percentile
Arithmetic Reasoning	3%
Verbal Ability	4%
Spatial Ability	3%
Computation	1%



- **World-renowned assessments**, including: Learning Style Inventory (grades 6-12), Career Matchmaker (grades 6-12), Skills Assessment (grades 6-12), and Ability Profiler (grades 10-12).
- **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.

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, feature interviews with real people, and describe the education and training requirements for each career.
- **Rich post-secondary** information that allows students to explore local, regional, and other college or university programs as well as military career options.
- A **My Chances of Admission** function complete with a scattergram to visually present the results of students with similar scores, grades and experiences for post-secondary institutions they're interested in.
- Thousands of **private financial aid programs**—local and national—as well as a locally created database of **scholarships** that students can research, apply for and track. This includes applying for and tracking FAFSA submittals.

The screenshot shows the Career Cruising website interface. At the top, there's a navigation bar with 'Assessments', 'Careers', 'Education', 'Financial Aid', and 'Employment'. Below the navigation, there's a search bar and a sidebar with 'Public Relations Specialist' selected. The main content area features a video of a man in a suit talking to two women, with a text overlay that says 'Focus on Driving and let Google Mail take your calls'. To the right of the video, there are filters for 'EARNINGS RANGE' (31K - 37K), 'LEVEL OF EDUCATION' (2-Year College or Technical Training, 4-Year College or University), and 'SUITABLE FOR YOU?'. A 'Job Search' button is at the bottom.

The screenshot shows a career profile for 'Ron'. On the left, there's a sidebar with 'At a Glance', 'Suitable for You?', 'Job Description', 'Working Conditions', 'Earnings', 'Education', 'Sample Career Path', 'Related Careers', 'Other Resources', 'Interviews' (listing Heather and Ron), and 'Job Search'. The main content area features a photo of Ron, a 'Print Interview' button, and a 'Breakdown of Activities' table. The table lists activities and their corresponding hours per day.

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

Below the table is a legend for the Breakdown of Activities, showing color-coded boxes for 1-2 hours, 3-4 hours, 5-6 hours, and 7-8 hours.

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

**Kyle Phillips**  
CP Dana School (US)  
Fresno, California  
Edit Profile

**My Progress** 79%

**My Assessments**

- Matchmaker & My Skills**  
Answer questions about your likes and dislikes to find careers that match up with your interests.  
Updated: Dec. 15, 2015
- Ability Profiler**  
6 of 6 Complete  
Updated: Dec. 8, 2015
- Learning Styles Inventory**  
Learn more about your abilities and see how your abilities compare to those used in careers that interest you.  
Updated: Dec. 1, 2015

**You are a Tactile Learner!**

- Visual Learning 20%
- Auditory Learning 30%
- Tactile Learning 50%

**My Course Plan**

**My Journal**

**My Advisement Log**

**Career Matchmaker**

**My Course Plan** My Progress 79%

**Year 9**

- English 9 (ENGL9) 78
- Math 9 (MATH9) 72
- Science 9 (SCNC9) 79
- Social Studies 9 (SOCST9) 83
- Business Technology (BTTC9) 83
- Integrated Technologies (TTTC9) 83
- Comprehensive Arts (ALCT9) 75
- Healthy Active Living

**Year 10**

- English 10 (ENGL10) 79
- Math 10 (MATH10) 80
- Science 10 (SCNC10) 68
- Social Studies (SOCST10) 88
- Elective (BB2CH) 88
- Music - Instrumental (AM2CH) 0.5
- Career Studies (GLC2CH) 0.5
- Civics

**Year 11**

- English 11 (ENGL11)
- Math 11 (MATH11)
- Science 11 (SCNC11)
- Technological Design (TD2ES)
- Construction Technol... (TK2ES)
- American History and... (CH2X4)
- Music - Instrumental (AM2M3)

**Year 12**

- English 12 (ENGL12)
- Math 12 (MATH12)
- Communications Tech. (TL2AM)
- Elective (+)
- Elective (+)
- Elective (+)
- Elective (+)

**Interest Only** 2 Course(s)

**Graduation Tracking** 27 / 28 Credits

**Concentration**

**Cluster Possibilities**

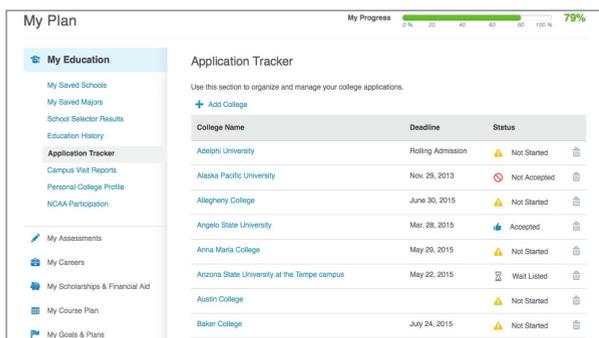
- Each student can create an **individualized electronic portfolio** to:
  - store documents, awards, assessment results, short- and long-term goals, and their education plan
  - bookmark careers and schools of interest
  - document work and community service experience, career activities they've participated in, 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 engage students and make thinking about the future real.
- For middle grade students, **The Real Game** component features role-playing activities that have students make real-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 awareness and 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, **calendars and application trackers** keep them ahead of admissions deadlines and move students from planning to doing. Embedded tools allow students to request transcripts and recommendations and apply for and track admissions to post-secondary programs.
- Students can record **postsecondary education visits** along with a wide-array of information including campus name, date visited, questions related to overall impressions, a record of what they did on campus (e.g. take a tour, meet with admissions staff, meet with a student, attend a class), and the option to record who their contacts were.



**My Plan** My Progress 79%

**My Education**

- My Saved Schools
- My Saved Majors
- School Selector Results
- Education History

**Application Tracker**

Use this section to organize and manage your college applications.

+ Add College

College Name	Deadline	Status
Adolph University	Rolling Admission	Not Started
Alaska Pacific University	Nov 29, 2013	Not Accepted
Allegheny College	June 30, 2015	Not Started
Angelo State University	Mar 28, 2015	Accepted
Anna Maria College	May 29, 2015	Not Started
Arizona State University at the Tempe campus	May 22, 2015	Wait Listed
Austin College		Not Started
Baker College	July 24, 2015	Not Started

**My Assessments**

- My Careers
- My Scholarships & Financial Aid
- My Course Plan
- My Goals & Plans

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

- **Student Information System (SIS) integration** enables automated course planning, keeping students on track to meet their future goals and freeing counselors and administrative staff from validating credit histories.
- **Push students' valid course selections** back to the SIS for easy scheduling.
- Our partnership with Credentials Solutions enables **e-transcript** functionality, allowing you to automate the traditionally laborious task of sending student transcripts to colleges and universities.
- 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 counselors and teachers to quickly and easily send targeted messages to students en masse or on an individual basis using portfolio data. They can be sent as email or as messages that appear in a student's plan. 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 towards it with the **Parent Portal**, providing an ideal way to keep them involved in student learning and future plans.
- A **My Surveys** tool (a SurveyMonkey® integration) can be used to survey students for evaluative information. Surveys are customizable and can be targeted to specific students or groups of students. Results are provided in summary form, as well as individual responses.
- **Outcome/Alumni** reporting is supported with an included National Student Clearinghouse® integration, allowing educators to track college enrollment, persistence and completion rates, and transfer rates.



## SIMPLIFY THE PROCESS

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 over eighteen 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. And one 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 counselor: *"when students finally realize there are no boundaries, it's fascinating to see their imaginations take off."*

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For more information, please visit [www.CareerCruising.com](http://www.CareerCruising.com) or call 1-800-965-8541

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