A black and white photograph of a person's legs and feet walking across a crosswalk on a street. The person is wearing dark pants and shoes. The crosswalk consists of several white stripes on a dark asphalt surface. The background is a solid green color.

PLAN AND PURSUE

YOUR PATHWAY

TO PROSPERITY!



Education can get you into the fast lane to your prosperity!

Visit www.sdcoe.net/rop to download free copies of this booklet or to order multiple printed copies. Copies can also be downloaded at www.workforce.org/industry-reports.

Your Pathway to Prosperity updated February 2012 using 2011 data.

“What does it cost to live in San Diego?” page 3

“How many years of education do I need to get the job I want?” page 4

“What does the future look like for San Diego’s jobs?” page 6

“Where can I find resources for education and careers?” page 9

“What do I want to be when I grow up?” page 11

“Life is ten percent what happens to you and ninety percent how you respond to it.”

*– Lou Holtz,
retired American Football Coach,
and Active Sportscaster, Author,
and Motivational Speaker*

YOU MAY BE ASKING YOURSELF THESE QUESTIONS.

As part of your high school experience, you are probably already considering the kinds of careers that interest you. Reading about jobs that interest you and talking to people in those occupations is a good way to begin. You may have already done some career research; or you may have been on a “job shadow” or an internship. You may already have some work experience. These are great avenues to explore possible career paths and all of these experiences will help you make plans for your future. To have a successful and prosperous future, take a look at the critical next steps, such as continuing your education and/or receiving additional training.

SHOW ME THE MONEY!

As you think about some of the jobs that interest you, you might also want to know how much you will need to earn in order to support yourself in San Diego County. Having information about various occupations and what they pay may be very important to you and could play a big part in helping you in your career decisions.

EDUCATE YOURSELF ABOUT YOUR FUTURE.

Dream jobs don’t just fall into your lap. You are responsible for your future career success. Many factors lead to a successful career; the choices you make now about your education, training, and job experiences can have a positive impact on your future.



This doesn't mean you have to know exactly what occupation or career path you'll have in 10 years, but it might mean that you need to begin thinking about what you like and don't like about particular jobs.

Ask yourself:

- What are my educational goals?
- What are my strengths and weaknesses?
- What am I passionate about?

WHY DO I NEED TO KNOW THIS?

Being successful on the job depends upon your attitude, your behaviors, your motivation, and it often takes practice to get these right.

You need to know your options and how to best promote yourself to employers. To be sure that employers will hire you, they need to know you can provide them with something they need. To do this, you need information

about the local labor market. You'll need to know what education, training, and experience employers are looking for and whether or not the occupation is in demand. This booklet is designed to give you an overview of the labor market for San Diego County. It includes:

- Details on the income needed to live in San Diego County.
- The kind of education you will need to obtain in order to gain a job that interests you.
- Information on occupations growing that are in need of educated workers (demand occupations).

The information, charts, and graphs that you see here are based on extensive research from *A Path to Prosperity: Preparing Our Workforce 2002* and *A Path to Prosperity Revisited – Education, Opportunity, and the Cost of Living 2008* that were published by the San Diego Workforce Partnership. This booklet has been updated using current economic information.

The Cost of Living in San Diego County

How much does it cost to live in San Diego County? A lot! It's an expensive area to live. Figure 1 below shows the average living expenses in San Diego County for a single person. And this is a very basic, bare-bones budget.

Figure 1. Basic Living Expenses and Earning Needed for a Single Adult to Live in San Diego County

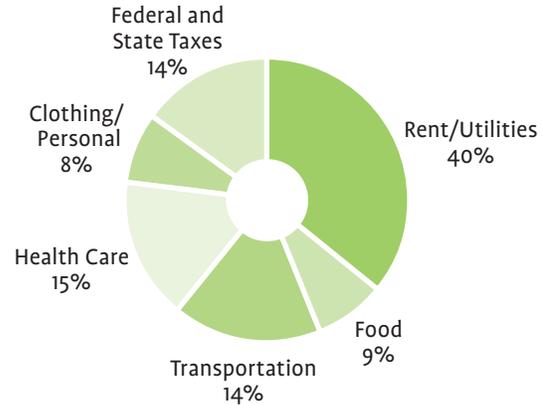
Monthly Expenses	Budget
Rent/Utilities	\$1,170
Food	\$265
Transportation	\$400
Health Care	\$458
Clothing/Personal	\$229
Federal and State Taxes	\$437
Total Monthly Budget	\$2,959

Source: San Diego Workforce Partnership, Labor Market Information Team January 2012.

If you are married or have children, these expenses would be higher, possibly quite higher.

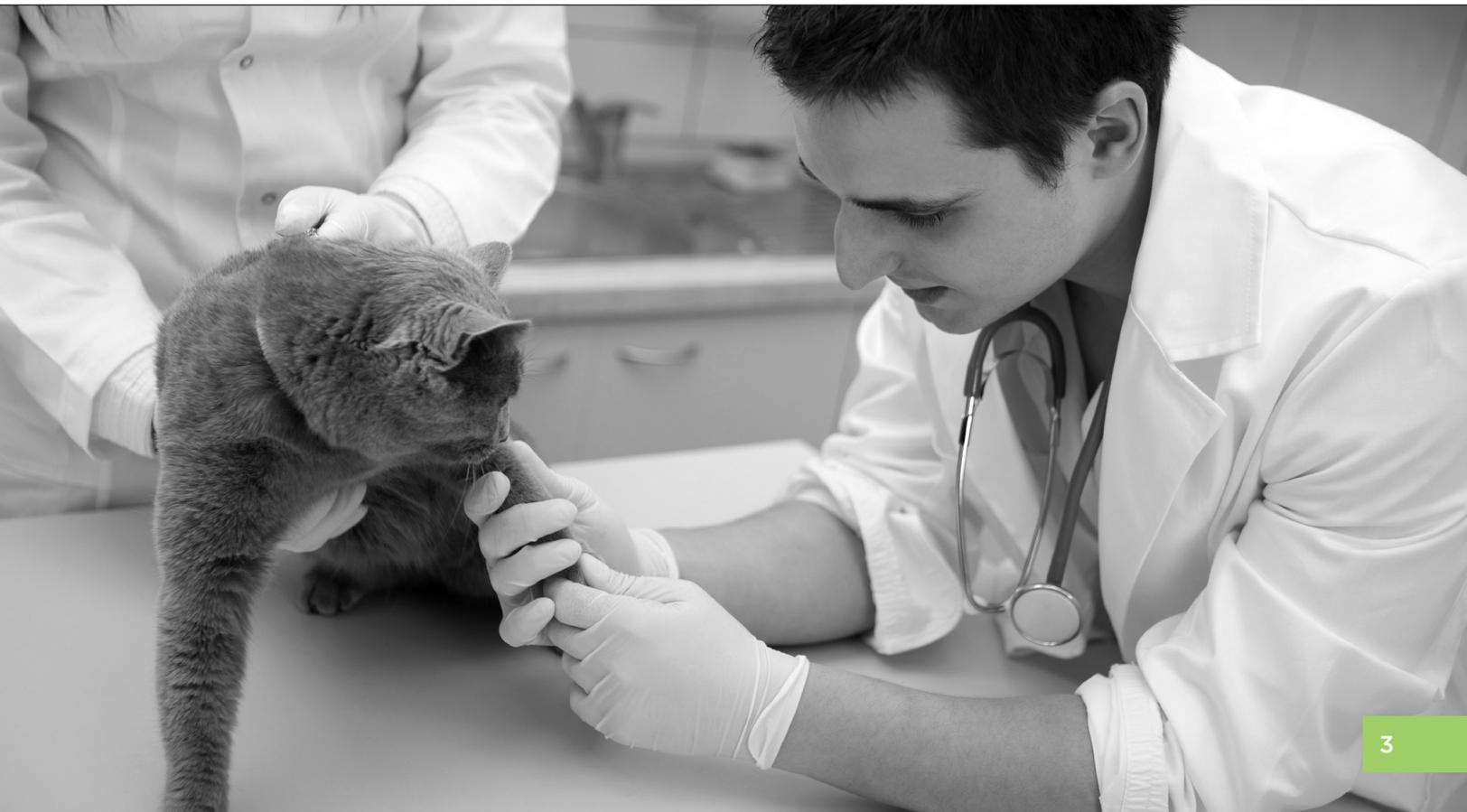
Figure 2 shows what portions each of these expenses represent in a monthly budget.

Figure 2. Living Expenses as a Percent of Total Expenses



Source: San Diego Workforce Partnership, Labor Market Information Team January 2012.

In order to pay for the typical expenses listed above, a monthly income of \$2,959 is needed. This would be an annual salary of **\$35,508**. This means that you would have to earn at least \$17.07 per hour to be able to pay for the basic expenses each month. This leaves you with very little money to spend on shopping, movies, cell phones, music, and other extras.

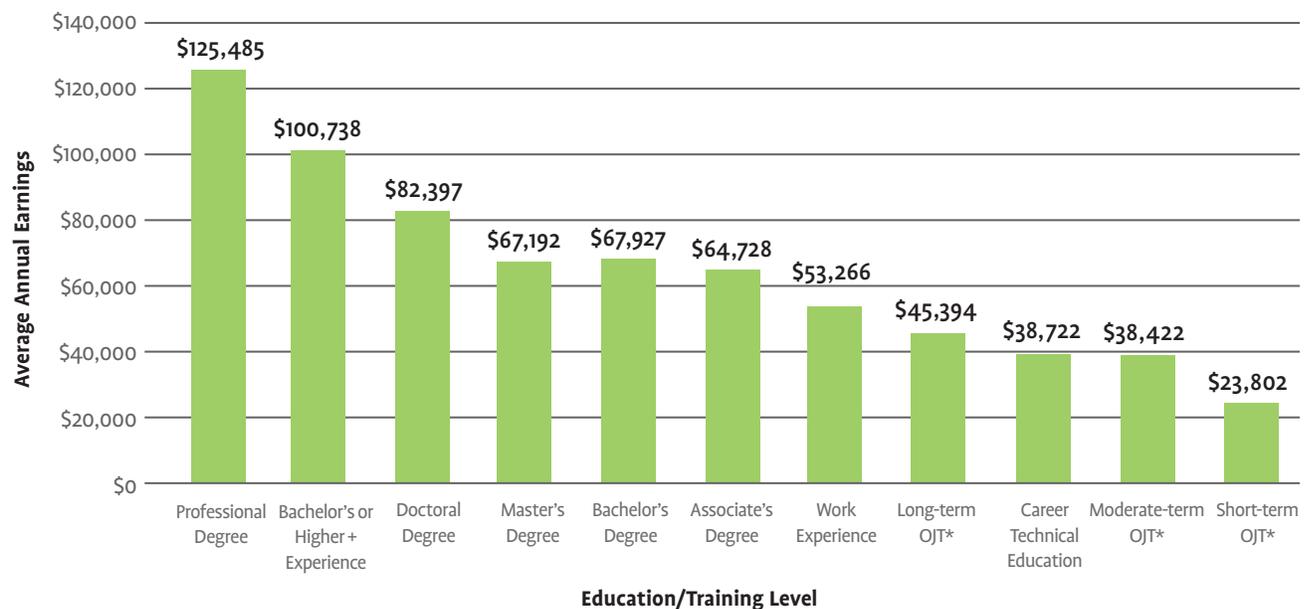


Education Impacts Earning Power

Generally, the amount of education you have will effect the income you can earn. Figure 3 indicates that the average wage in San Diego County varies by a worker's educational level.

The budget on the previous page, and remember that it is a "bare-bones" budget, indicated that the average annual salary for a single person needs to be at least \$35,508. Completing a post-secondary career technical education program or obtaining a degree can potentially help you earn that amount and much more.

**Figure 3. Average Annual Earnings by Education and Training Levels
San Diego County, 2011**



*Short-term OJT = 1 to 30 day on-the-job training, Moderate-term OJT = 1 to 6 months on-the-job training, Long-term OJT = 6 to 12 months on-the-job training.

Source: 2008 – 2018 Occupational Projections – San Diego County, State of California, Employment Development Department, Labor Market Information Division, San Diego Workforce Partnership Labor Market Information Team, January 2012

“Education is the key to unlock the golden door of freedom.”

– George Washington Carver,
American Scientist, Botanist, Educator and Inventor

What does this Mean if You Drop out of School?

High school dropouts earn considerably less than what is needed to survive in San Diego County. If you, or someone you know, have dropped out, there are other options to increase your earning power.

- Return to school to get your High School Diploma or GED.
- Enroll in a Regional Occupational Program (ROP) course or in a university or community college to obtain training for an occupation.

Educational and Occupational Options

The amount of education you have will likely effect your financial future. It is important that you choose courses based upon your interests. You may need to take some classes that are not particularly interesting to you in order to get the skills and information needed to be marketable to employers. Your high school counselors and career center staff can assist you in your career planning.

America's Career InfoNet, www.acinet.org, is another great place to find wage information, employment trends, occupational requirements, nationwide employer contacts, and has an extensive career resource library. Check out the career videos that you can view on-line.

There are a variety of choices you can make to get the education and training you need. As you know, college is one of those choices. As shown in Figure 3 on the previous page, with each level of education you achieve, your earning potential increases. Salary increases when you progress from a high school diploma to a 2-year community college and earn an associate degree. If you attend a four-year college or university and earn a bachelor degree, you have an even higher earning potential than those with an associate degree.

Not all occupations require a college education. For example, among employers who hire Bookkeeping, Accounting, and Auditing Clerks, 37% require a bachelor degree, 27% require an associate degree, and 28% require a high school diploma. The occupations of Automotive Service Technicians and Mechanics, Heating and Air Conditioning Technicians Carpenters, Tractor

Trailer Truck Drivers and Plumbers need only a high school diploma, but do require career technical training in accredited programs, an apprenticeship or on-the-job training. Therefore, it's important to know where you can find the appropriate training.

(2011 Occupational Outlook Report-San Diego County, www.workforce.org/industry-reports)

For information about California colleges, go to www.californiacolleges.edu. Select the "Career" button for specific information about careers and the courses that you might need. If you are interested in learning a trade or being paid while you receive training, go to www.calapprenticeship.org for a list of occupations and training programs that are available.



The Future Job Market in San Diego County

Local economists have made forecasts of the jobs that are likely to grow the most between 2012 and 2018, when most of today's high school age students will be 23 to 27 years of age. Like the weather forecast, these projections are not always 100% accurate, but they can give you an idea of what the outlook is for future jobs.

INDUSTRIES VERSUS OCCUPATIONS

Industries are groups of companies that produce similar goods or provide similar services. For example, companies that develop and manufacture biomedical products would form an industry. Companies that develop or manufacture cell phones would be in the Communications industry. Occupations are jobs that require specific skills. Nearly every industry employs people in a variety of occupations. An Electronics Technician, who repairs and assembles electronic equipment, could be employed in a number of industries, including Biomedical Products and Communications.

San Diego County is fortunate to have many different industries. This diversification of industries leads to a healthy local economy. Listed below are some of the industry clusters that provide the greatest and fastest job growth and those occupations that are in demand. The greatest job growth is projected in Professional and Business Services, Leisure and Hospitality, Health Care and Social Services, and state and local Education.

- A few of the jobs in demand in Professional and Business Services are: Accountants, Auditors, Financial Planners, Engineers, Scientists, and Paralegals.
- Some of the jobs in demand in Leisure and Hospitality include Chefs, Concierges, Event and Meeting Planners, Lodging Managers, and Recreational Workers.
- Some of the jobs in demand in the San Diego Health Care and Social Services sector are: Registered Nurses, Licensed Vocational Nurses (San Diego County is experiencing a shortage of nurses as are many other areas of the United States), Physicians and Surgeons, Dental Hygienists, Respiratory Care Practitioners, Physical Therapists, and Medical and Clinical Lab Technologists.

The fastest job growth (the biggest increase in jobs over time) is expected in many of the same industries described above.

It is important to remember that some occupations can be found in every industry. For example, the Life Sciences industry needs Accountants and Salespersons, and Health Care needs Computer Support Specialists and Mechanical Engineers. So, don't think you're limited to working in just one industry. The skills and experience you develop can qualify you to work in a variety of industries.

INDUSTRY TRENDS

Companies making up San Diego County's economy are very diverse. There are Software Development companies, Life Sciences, Pharmaceutical, and Medical Device companies, Accounting firms, Construction companies, Aerospace, Clean Technology, Telecommunications, Shipbuilding, Health Care and Hospitality companies – all different types of companies that give the local economy strength. These companies, and many others, are growing and will need more workers. Though these companies perform widely different activities, one common element is their need for workers to have strong math and science skills.

Local studies show that jobs being created in San Diego County will continue to have higher skill-level requirements. More of the local new jobs will require a college degree, either an associate degree from a community college, a bachelor degree, or a masters degree. A strong background in math and/or science is needed to fill these jobs. These jobs include Electricians, Carpenters, Plumbers, Computer Programmers, Software Developers, Accountants, Bio-scientists, Nurses, Chemists, Bookkeepers, Physicians, and Engineers.

These jobs pay well and as stated before, they require math and science skills. To get a head start on the competition, prepare yourself by developing yourself in these areas.

“The secret of success in life is for a man to be ready for his opportunity when it comes – do this by challenging yourself daily in both education and work.”

– Robert H. Scheller, American Pastor, Speak, Motivator, and Author

OCCUPATIONAL TRENDS

Figure 4 lists occupations in the San Diego region with the number of employees in 2008 and the anticipated growth in these occupations by 2018.

Figure 4. Educational/Training Requirements of Selected Occupations with Large Employment Growth San Diego County 2008 - 2018

Occupation	Average Employment		10-year Employment Change		Education & Training Levels
	2008	2018	New Jobs	Total Openings	
Registered Nurses	21,400	25,920	4,520	8,260	AS/BS Degree
Elementary School Teachers	11,830	13,490	1,660	4,350	BA/BS Degree
Accountants and Auditors	11,410	13,350	1,940	3,880	BA/BS Degree
Bookkeeping, Accounting, & Auditing Clerks	17,270	18,660	1,390	3,470	Moderate OJT
Carpenters	12,170	14,090	1,920	3,450	Post-Secondary Career Tech Ed*
Medical Secretaries	9,040	10,820	1,780	3,000	Post-Secondary Career Tech Ed*
Licensed Vocational Nurses	5,100	6,040	940	2,530	Post-Secondary Career Tech Ed*
Electricians	7,270	8,030	760	2,520	Post-Secondary Career Tech Ed*
Medical Assistants	6,740	8,430	1,690	2,450	Post-Secondary Career Tech Ed*
Medical Scientists	4,250	5,780	1,530	2,400	Doctoral Degree
Computer Support Specialists	6,730	7,120	390	2,260	AS Degree
Lawyers	7,810	8,470	660	2,120	LLB/JD Degree
Computer Software Engineers, Applications	6,920	8,320	1,400	1,980	BA/BS Degree
Police and Sheriff's Officers	4,960	5,420	460	1,740	Long-term OJT*
Network Systems and Data Communications Analysts	2,700	3,890	1,190	1,680	BA/BS Degree
Plumbers, Pipefitters, and Steamfitters	5,130	5,570	640	1,670	Post-Secondary Career Tech Ed*
Dental Assistants	3,810	4,740	930	1,650	Post-Secondary Career Tech Ed*
Automotive Service Technicians and Mechanics	6,440	6,770	330	1,560	Post-Secondary Career Tech Ed*
Fitness Trainers and Aerobics Instructors	3,240	4,020	780	1,350	Post-Secondary Career Tech Ed*
Pharmacy Technicians	2,530	3,230	700	1,350	Post-Secondary Career Tech Ed*
Computer Systems Analysts	4,290	4,690	400	1,330	BA/BS Degree
Civil Engineers	3,930	4,520	590	1,250	BA/BS Degree
Computer Specialists	3,820	4,240	420	1,240	BA/BS Degree
Construction Managers	5,630	6,420	790	1,230	BA/BS Degree
Computer Software Engineers, Systems Software	4,490	5,320	830	1,210	BA/BS Degree
Biological Technicians	2,420	2,740	320	1,180	Post-Secondary Career Tech Ed*
Electronics Engineers	4,060	4,290	230	1,150	BA/BS Degree

*Career Tech Ed: Career and Technical Education

Source: California Employment Development Department, Labor Market Information Division, Projections for San Diego County 2008 - 2018, compiled by the San Diego Workforce Partnership, Research and Labor Market Intelligence Team.

Many of the occupations listed require some college or some extensive career technical education. Some of these occupations have entry-level jobs in which you can work before you finish college. Think of jobs as having steps, like a ladder that you progress along as you get more training and education. Remember, the same job can cross over into several industries. If opportunities decrease in one industry, you can transfer your occupational skills to a

similar job in a different industry. At each step on the ladder, you can get more training or education to prepare for the next step. To learn about available jobs in San Diego County, visit your school's Career Center.

Figure 5 lists the top six occupational families that are forecast to have the most new jobs in San Diego County.

**Figure 5. Six Occupational Families with the Most New Jobs
San Diego County 2008 - 2018**

Health Care Practitioners, Support & Technical Occupations	18,180
Office & Administrative Support Occupations	14,840
Construction and Extraction Occupations	12,300
Sales and Related Occupations	12,170
Food Preparation and Serving	11,170
Education, Training, & Library Occupations	10,110
Business & Financial Operations Occupations	9,950

Source: California Employment Development Department, Labor Market Information Division, Projections for San Diego County 2008 – 2018, compiled by the San Diego Workforce Partnership, Research and Labor Market Intelligence Team.

In San Diego County, you can obtain training at little or no cost for many of these occupations through the Regional Occupational Program. Go to www.sdcoe.net/rop for information about courses and schedules. This would enable you to earn money and gain experience before you finish college. You may even decide to change your plans after you learn more about the skills and requirements of each of these occupations. That is why it is important to start your thinking and training early so you can test your ideas before you complete all of the required training. After you begin a career, you will also want to keep learning more about the career area to upgrade your skills and receive promotions. Remember it's about a commitment to life-long learning. Just because you've completed your high school or college education doesn't mean you can stop learning or attending classes.

MAKING YOUR OWN CHOICES

As you plan, knowing the wages and predicted demands for workers is important. You may discover, though, that the career that interests you does not pay a high salary, or perhaps that job does not have great employment prospects in San Diego County. With these concerns in

mind, you may still want to pursue that job because it's the most interesting to you. Whatever your decision, the information and materials that you have read about here will help you to choose with open eyes.

YOUR TURN

Now you know what it costs to live in San Diego County and you are aware of the education, you may need to get a job in a field that interests you. You also have an idea of the expected employment outlook in these fields. Take time to talk to people you meet about what they do for a living, what their educational background is, what they thought they wanted to do after they graduated from high school or college, and how they ended up in their current job. You may be surprised. There are many pathways. It is up to you to start creating your own. More detailed information is available on the websites listed on the following pages to help guide you.

Your future prosperity in San Diego County depends on the planning and action that you take now. Whether you enroll in a Regional Occupational Program course, community college, university, or join an apprenticeship program – Your Pathway to Prosperity begins with you!

Workforce Development and Career and Educational Resources on the Internet

2011 Occupational Outlook Report for San Diego County (San Diego Workforce Partnership)

www.workforce.org/industry-reports

The Occupational Outlook Report provides detailed information on selected occupations in the San Diego region. For each occupation profiled, it lists skill, education, training, and experience requirements; wages; projected employment growth; and other information.

America's Career InfoNet

www.acinet.org

InfoNet is a comprehensive source of information about careers. It provides descriptions of thousands of careers, including the knowledge, skills, abilities and typical tasks for each job. It also includes wage and employment trend information and free vocational assessment measures. This site also provides links to colleges and other training providers. Users can create their own customized reports and also research information by state. Employment information is also available through the toll free telephone number: 877-872-5627.

California Apprenticeship Programs

www.calapprenticeship.org

This site provides an overview of the varied apprenticeship programs available including Air Conditioning and Refrigeration, Automotive, Carpenter, Electrician, Plumber and Sheet Metal careers and green collar jobs, to name a few. Apprenticeship programs provide hourly wages and benefits while an individual participates in on-the-job training combined with classroom instruction.

California Career Café

www.cacareercafe.com

A virtual career center by the California Community colleges where students can gather information on pathways, gaining experience, connections to professional associations, and career tips.

California Career Zone

www.cacareerzone.org

This State of California website provides self-assessment tools, career information and a "reality check" tool with salary and job information.

California Colleges.Edu

www.californiacolleges.edu

This website provides links to explore California colleges, based upon the user's career interests. It also provides information about admission and college financing. There is a section for high school students and one for those who are planning to transfer from other colleges. Site tools include a College Matching Assistant that creates a list of colleges based upon the user's preferences for size, location, career interests, etc.

Cal Jobs

www.caljobs.ca.gov

Job vacancies for all of California, including San Diego County, are posted on this website. Job seekers can post their resumes without charge. Information is available in English and in Spanish.

Career One Stop

www.careeronestop.org/studentsandcareeradvisors

This national site offers a ton of information on a variety of careers.

Disability Friendly Colleges

www.disabilityfriendlycolleges.com

A guide to colleges for students with physical disabilities.

Going to College

www.going-to-college.org

A resource for teens with disabilities and their caregivers about college preparation.

Health Careers/Explore Health Careers.org

www.explorehealthcareers.org

This site is a source of information on everything you wanted to know about a variety of health careers.

I Can Afford College

www.icanaffordcollege.com

A resource from the California Community Colleges to assist students to find ways to afford to attend college.

Labor Market Information

www.labormarketinfo.edd.ca.gov

California Employment Development Department provides current information on labor market, salaries, occupational requirements, and career information.

O*NET OnLine

www.onetonline.org

O*NET Online is an interactive, continually updated database of occupational information. It includes information on the skills, abilities, knowledge, work activities, and interests associated with various occupations. The site allows users to explore occupations, search for occupations that require their skills, and examine related occupations.

Path to Careers

www.path2careers.net

Resources for instructors and information for students on careers is offered here.

PEPNet 2.0

<http://projects.pepnet.org/collegeguide>

This site has information about colleges that provide access services for students who are deaf or hard of hearing.

San Diego County Regional Occupational Program

www.sdcoe.net/rop

San Diego County ROP provides information on more than 400 free course offerings with information about class locations and times throughout the entire county.

Who do U want 2 B?

www.whodouwant2b.com

This site provides information on how you can pursue your passion and turn it into paychecks. Check it out!

Glossary

TERM/ACRONYM

DEFINITION/DESCRIPTION

Apprentice	An apprentice is an individual who develops marketable job skills in a structured training program. Being of legal working age, he or she should possess the aptitude, physical condition, and desire to succeed in the specific craft/trade.
Basic Needs Budget	A personal budget of itemized expenses that is used to determine the costs of basic necessities in estimating a “living wage” for a particular area or region.
Career Pathway	Coherent, planned sequence of career technical education courses detailing the knowledge and technical skills students need to succeed in a specific career area.
Earnings	Remuneration (pay, wages) of a worker or group of workers for services performed during a specific period of time. The following may serve as rough guides: Hourly, daily, weekly, annually – Period of time to which earning figures relate. Average – usually the arithmetic mean; that is, total earnings (as defined) of a group of workers (as identified) divided by the number of workers in the group; Gross – usually total earnings, before any deductions (such as tax withholding).
Educational Degree	A degree that can require two years of full-time academic study (Associates), four to five years of full-time academic study (Bachelors), or three years or more of full-time academic study beyond a bachelor’s degree (Doctoral or Professional).
FAFSA	The Free Application for Federal Student Aid. This form is required for any student who wants to be considered for federal aid of any kind. Make sure you get your form in <u>by the deadline!</u>
Financial Aid	Catch-all term for referring to any program that assists you with the costs associated with being a student. Loans, scholarships, grants, living stipends, work awards, and any other resource you use are all considered part of your financial aid. Support can come from any number of sources such as the state, local and federal government, the college itself, professional organizations, private charities and many others.
Grants	Similar to scholarships in that you don’t need to pay them back. Some grants may be connected to your course of study or allow you to do research while having your financial needs taken care of. (For example, you may earn a grant to cover your room and board while you do summer research with a professor.)
Industry Sector	A group of related occupations within a broad industry. California has identified 15 industry sectors.
Living Wage	A wage level that allows an individual or a family to afford basic living necessities (e.g. food, rent, clothing, etc.).
Loan	Money given to you by a bank, friend, or relative that you must pay back at some point. Some loans have no interest; some loans don’t collect interest until you graduate; some loans have terms that are connected to your plans after graduation (loans that are forgiven over time for teachers, for example). Be sure to understand all implications of a potential loan before you sign on the dotted line.
Occupation	A set of activities or tasks employees are paid to perform. Employees who perform essentially the same tasks are in the same occupation, whether or not they are in the same industry. Some occupations are concentrated in a few particular industries, other occupations are found in the majority of industries.
Per Capita	Per person.
Room and board	The cost of having a place to sleep (room) and food to eat (board) while at school. If you choose to live on-campus, this is usually a preset fee. If you choose to live off-campus, this may be an estimate. This may also change a bit, depending on which meal plan you select.
Scholarship	A sum of money given to a student for the purposes of paying at least part of the cost of college. Scholarships can be awarded to students based on students’ academic achievements or on many other factors.
Soft Skills	Basic social skills and personal qualities that make a worker employable. Examples of “soft” skills are work ethic, teamwork, the ability to communicate well and to provide good customer service.
Work-Study Program	A program offered by many colleges that allow students to work part time during the school year as part of their financial aid package. The jobs are usually on campus and the money earned is used to pay for tuition or other college charges. Ask about a work study program at your prospective academic institution.

Source: A Path to Prosperity: Preparing Our Workforce, San Diego Workforce Partnership, Dec. 2002, www.SanDiegoAtWork.com/P2P and Bureau of Labor Statistics Glossary, www.bls.gov.



Reflective Questions:

1. What types of jobs/occupations sound interesting to you?

2. What do you want to do?

3. How long will it take you to get there? _____

List the steps _____

List any barriers _____

Who can assist you? _____

“ You are capable of more than you know. Choose a goal that seems right for you and strive to be the best, however hard the path. Aim high. Behave honorably. Prepare to be alone at times and to endure failure. Persist! The world needs all you can give. ”

– Edward O. Wilson, American Biologist, Theorist, Naturalist and Author

Teacher Resources

CALIFORNIA CONTENT STANDARDS FOR CALIFORNIA PUBLIC SCHOOLS

The material in Your Pathway to Prosperity relates to the following selected California Content Standards:

SOCIAL STUDIES CONTENT STANDARDS

Grade Eleven

11.8 Students analyze the economic boom and social transformation of post-World War II America.

1. Trace the growth of service sector, white collar, and professional sector jobs in business and government.

Grade Twelve

12.4 Students analyze the elements of the U.S. labor market in a global setting.

2. Describe the current economy and labor market, including the types of goods and services produced, the types of skills workers need, the effects of rapid technological change, and the impact of international competition.
3. Discuss wage differences among jobs and professions, using the laws of demand and supply and the concept of productivity.

ENGLISH LANGUAGE ARTS CONTENT STANDARDS

Grades Nine and Ten

2.0 Reading Comprehension (Focus on Informational Materials) Structural Features of Informational Materials

- 2.1 Analyze the structure and format of functional workplace documents, including the graphics and headers, and explain how authors use the features to achieve their purposes.
- 2.2 Prepare a bibliography of reference materials for a report using a variety of consumer, workplace, and public documents.
- 2.6 Demonstrate use of sophisticated learning tools by following technical directions (E.g., those found with graphic calculators and specialized software programs and in access guides to World Wide Web sites on the Internet).

Grade Twelve

2.0 Reading Comprehension (Focus on Informational Materials) Structural Features of Informational Materials

- 2.1 Analyze both the features and the rhetorical devices of different types of public documents... and the way in which authors use those features and devices.

Comprehension and Analysis of Grade-Level-Appropriate Text

- 2.2 Analyze the way in which clarity of meaning is affected by the patterns of organization, hierarchical structures, repetition of the main ideas, syntax, and word choice in the text.
- 2.3 Verify and clarify facts presented in other types of expository texts by using variety of consumer, workplace, and public documents.
- 2.4 Make warranted and reasonable assertions about the

author's arguments by using elements of the text to defend and clarify interpretations.

- 2.5 Analyze an author's implicit and explicit philosophical assumptions and beliefs about a subject.

Expository Critique

- 2.6 Critique the power, validity, and truthfulness of their appeal to both friendly and hostile audiences; and the extent to which the arguments anticipate and address reader concerns and counterclaims (e.g., appeal to reason, to authority, to pathos and emotion).

CALIFORNIA CAREER TECHNICAL EDUCATION FOR PUBLIC SCHOOLS

The material in Your Pathway to Prosperity relates to the following selected California Career Technical Education Standards:

3.0 Career planning and Management

Students understand how to make effective decisions, use career information, and manage personal career plans:

- 3.1 Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers.
- 3.2 Understand the scope of career opportunities and know the requirements for education, training, and licensure.
- 3.3 Develop a career plan that is designed to reflect career interests, pathways, and postsecondary options.
- 3.4 Understand the role and function of professional organizations, industry associations, and organized labor in a productive society.
- 3.5 Understand the past, present, and future trends that affect careers, such as technological developments, and societal trends, and the resulting need for lifelong learning.
- 3.6 Know important strategies for self-promotion in the hiring process, such as job applications, resume writing, interviewing skills, and preparation of a portfolio.

7.0 Responsibility and Flexibility

Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace, and community settings:

- 7.1 Understand the qualities and behaviors that constitute a positive and professional work demeanor.
- 7.2 Understand the importance of accountability and responsibility in fulfilling personal, community and workplace roles.
- 7.3 Understand the need to adapt to varied roles and responsibilities.
- 7.4 Understand that individual actions can affect the larger community.

8.0 Ethics and Legal Responsibilities

Students understand professional, ethical and legal behavior consistent with applicable laws, regulations, and organizational norms:

- 8.1 Know the major local, district, state and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations.
- 8.2 Understand the concept and application of ethical and legal behavior consistent with workplace standards.
- 8.3 Understand the role of personal integrity and ethical behavior in the workplace.



Acknowledgements

Your Pathway to Prosperity! is a joint effort by the San Diego Workforce Partnership and the San Diego County Office of Education, Regional Occupational Program. Both organizations extend their thanks to all who contributed to this publication:

The Source Point Project Team, who provided the original research for *A Path to Prosperity: Preparing Our Workforce*, the document on which this brochure is based.

Brian G. Hartz of Workforce Associates who updated the data in *A Path to Prosperity Revisited*.

The San Diego Workforce Partnership

Margie de Ruyter	Senior Director of Workforce Initiatives
Gary Moss	Labor Market Research Specialist Consultant
Lindsey Eaton	Communications Coordinator

The San Diego County Office of Education

Randolph E. Ward, ED.D	County Superintendent of Schools
------------------------	----------------------------------

Board of Education

Mark C. Anderson	President
Susan Hartley	Vice President
Jerry R. Rindone	Board Member
Sharon C. Jones	Board Member
John Witt	Board Member

Student Services & Programs Division

Claudette Inge	Assistant Superintendent
----------------	--------------------------

Regional Occupational Program (ROP)

Steve Pinning	Senior Director, Career Technical Education/Regional Occupational Program
Valerie J. Hesson	Coordinator
Susie Johnson	Coordinator

Graphic design by Studio M Visual Design, Inc.: www.DesignByStudioM.com
The photograph on page 2 was taken by photographer Kirby Yau: www.kirbyyau.com

“ Let us think of **education** as the means of developing our **greatest abilities**, because in each of us there is a private **hope** and **dream** which, fulfilled, can be translated into **benefit for everyone** and **greater strength** of the nation. ”

– John F. Kennedy, 35th President of the US 1961–1963 (1917–1963)

A Path to Prosperity Revisited: Education, Opportunity, and the Cost of Living, San Diego Workforce Partnership, June 2012



SAN DIEGO
WORKFORCE
PARTNERSHIP[®]