



Junior  
Achievement®  
of Southwest Florida

JA Inspire™  
Virtual

# Teacher Guide



[@JA\\_of\\_SWFL](https://twitter.com/JA_of_SWFL)



[@jaswfl](https://www.facebook.com/jaswfl)



[@jaofswfl](https://www.instagram.com/jaofswfl)



[Junior Achievement of  
Southwest Florida](https://www.linkedin.com/company/Junior-Achievement-of-Southwest-Florida)

**Junior Achievement of Southwest Florida, Inc.**

[www.jaswfl.org](http://www.jaswfl.org)



Thank you for participating in JA Inspire and helping Junior Achievement (JA) *empower young people to own their economic success!* Junior Achievement recognizes the growing need to spark an interest in careers and the path to career success before students enter high school. JA Inspire, a community effort led by JA, local businesses, and educators, helps shape students' positive attitudes about their academic or professional futures while increasing their understanding of real-world workforce readiness skills.

## **What is JA Inspire?**

JA Inspire is a powerful, interactive experience for eighth-grade students. It is more than a career fair; it brings together the business community and local schools and is designed to help launch middle school students into their future—high school, college, and careers beyond. The program consists of three segments: (1) pre-event curriculum that may be teacher-led in the classroom, delivered via a remote learning session, or completed by students using the self-guided curriculum; (2) virtual career expo experience; and (3) post-event debrief.

Students will be introduced to careers in the following eight industry categories, which are also referred to as “[career clusters](#)” or “[industry clusters](#).” These [career clusters](#) have been selected to represent industries with the [highest growth](#) and [earning potential](#) in Collier County, but many are also growing industries throughout the United States:



**Advanced Manufacturing, Engineering & Logistics**



**Agriculture, Food & Natural Resources**



**Architecture, Engineering & Construction**



**Business & Finance**



**Government, Law, Public Services & Education**



**Health & Life Sciences**



**Hospitality & Tourism**



**Technology**

## **How Should I Prepare my Students for JA Inspire?**

The JA Inspire curriculum provides educators with lessons and resources to effectively integrate work and career readiness into the classroom. Before the virtual JA Inspire Career Expo, we ask that you guide the students through the first five program sessions. The sixth program session should occur after the Career Expo.

Each session includes a short video and follow-up questions along with an activity. Students will complete a career assessment, create an [elevator pitch](#), utilize a Digital Career Book, and explore the free app, [JA Build Your Future](#). Through the JA Build Your Future app, students and parents will be able to calculate the cost of post-secondary education required to achieve specific careers, as well as see their future [earning potential](#)/income and their ability to pay for the cost of attaining the necessary education.

**Note:** Every time you see a word or phrase that looks [like this](#), you will know it is an important term. All keywords and phrases can be found in the glossary at the end of both the teacher and student guide.

During the virtual JA Inspire Career Expo, students will have the chance to watch career videos, visit virtual career booths, take part in webinars, and download career information to learn more about careers they are interested in. After participating in JA Inspire, students will have a better idea of the high school courses they'd like to sign up for, according to their career interests and personal strengths. We hope students will feel **INSPIRED** to set new goals (and achieve them!) after they have completed this learning experience.

### **How is JA Inspire Different this Year?**

Due to COVID-19, Junior Achievement will not be hosting an onsite Career Expo this year. Instead, the JA Inspire Career Expo will take place online, as an exciting virtual experience (see below for details regarding the virtual platform) As students go through this program, you may notice references to in-person interactions. While the students' JA Inspire interactions this year will be virtual, it is important for them to consider how to present themselves professionally both on and off the screen. Eventually, face-to-face interactions will once again be common – some of the activities in this curriculum will help prepare students for any form of professional interaction.

### **vFairs Platform Details:**

- Accessible from any device
- No downloads required
- A visually rich virtual environment that mimics the dynamics of a physical live event, including a virtual lobby, information booth, auditorium for presentations, and halls with booths and sponsors
- Students can revisit the virtual event for 3 months following the live event
- Materials can be saved to a virtual backpack and emailed to students or parents post-event

### **Pre-Session: Getting Ready**

Students must register to complete the pre-event survey before moving on to Session One. Doing this will earn students 25 points towards their chance to win a FREE LAPTOP! Students will have more opportunities to earn points when they participate in the JA Inspire Career Expo on March 24<sup>th</sup>.

### **Directions for student access to the virtual JA Inspire Career Expo (as seen in Student Guide):**

**Step 1:** Visit <https://jainspireswfl.vfairs.com> using any browser *except Internet Explorer* (the virtual [career fair](#) will not work with Internet Explorer). You will need to enable pop-ups for vfairs.com in your web browser.

**Step 2:** Click the *login* button in the upper right-hand corner of your screen. Click "*New User? Register Now*"

**Step 3:** Provide the required information to create your account. Please note, "*Student ID*" is your school-issued ID Number, and "*Email*" is your school-issued email address.

**Step 4:** Login and complete the pre-event survey. Now you are ready to begin your career exploration adventure! Your teacher will guide you through this workbook to prepare you for your visit to the virtual Career Expo on March 24<sup>th</sup>.

***Please Note: Teachers should also register to explore the Career Expo! Please use the same registration process as students.***

## TABLE OF CONTENTS / SESSION OVERVIEWS

### **Pre-Session: Getting Ready ..... page 3**

Students will set up their accounts on the vFairs platform and complete the pre-event survey.

### **Session One: Find Your Path ..... page 5**

Students will understand the importance of [career planning](#) and assess their interests in the context of career paths. Students will watch a short video and answer follow-up questions. Students will then complete an online career assessment and reflect on the results of the assessment to help guide them towards their [career plan](#).

### **Session Two: Explore Your Options ..... page 8**

Students will learn to recognize [career clusters](#) that match their skills and interests and identify industries and jobs that offer potential opportunities. Students will watch a short video and answer follow-up questions. Next, they will work through a Digital Career book. This web-based career exploration tool is meant to expose them to career pathways that complement their personalities. Students will discover local wages, work expectations, employment opportunities, and education/training requirements and costs (including colleges, universities, apprenticeships, and training programs) by career.

### **Session Three: Present Yourself ..... page 11**

Students will assess their [soft skills](#) and identify any areas needing improvement. Students also create an [elevator pitch](#) to help communicate their areas of interest. Students will watch a short video and answer follow-up questions before creating their own [elevator pitch](#).

### **Session Four: What to Expect at the JA Inspire Career Expo ..... page 13**

Students will set JA Inspire Career Expo goals related to personal skills and interests and identify relevant companies they want to explore. Students will preview what they will encounter during the virtual JA Inspire Career Expo and will work through questions to help fully prepare them for the experience.

### **Session Five: Build Your Network ..... page 16**

Students will begin to understand the elements and importance of networking. Students will watch a short video and answer follow-up questions. Next, they will download a free app, “JA Build Your Future”. They will explore careers, potential incomes, and average education costs associated with careers.

### **JA Inspire: Virtual Expo ..... page 17**

### **Session Six: Make a Plan ..... page 18**

Following the JA Inspire Career Expo, students will evaluate personal goals and priorities to identify the next steps, including exploration of high school coursework, extracurricular activities, and networking. Students will also watch a short video and answer follow-up questions.

### **Glossary of Key Words & Phrases ..... page 20**

# Session One: Find Your Path

This session will help students understand the importance of [career planning](#) and assess their interests in the context of career paths.

**Directions:** Instruct the students to watch the video, “Why is [Career Planning](#) Important?” and then answer the review questions below. Discuss their responses to questions as a group. After answering the questions, students should complete the Session One activity, “Career Assessment”.

## **Video 1:** Why is [Career Planning](#) Important? ®

This video provides context and motivation, as students learn about the importance of a goal and a plan. Students will also begin to understand the importance of self-awareness.

Through participation in JA Inspire, students will:

- See what people do on the job, including what types of tools or equipment they use
- Hear from volunteers from local businesses who will share details about their jobs, explain what they studied to prepare for work, how they got their first job, and why they like the careers they have chosen

[Click here to view the video](#), then answer the questions below:

### **1. What is the key to satisfaction and success when choosing a career?**

*How well the career matches the personality of the person doing the work. Finding a path that matches your individual interests and abilities is key.*

### **2. What is [career planning](#)?**

*Identifying the choices we need to make to get started towards a chosen career path.*

### **3. Why is it important to start [career planning](#) now?**

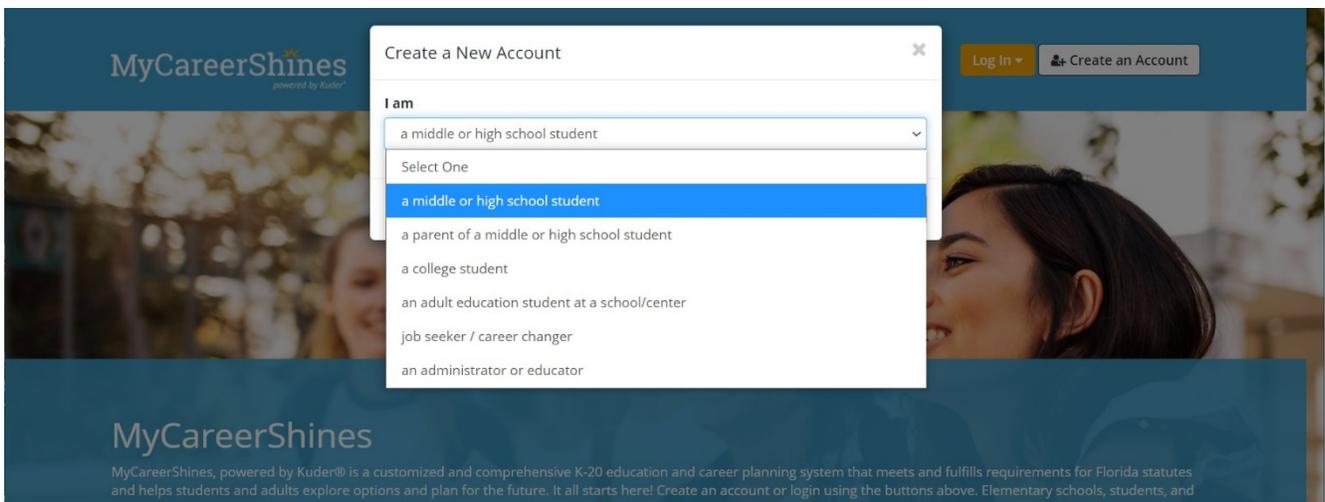
*You've got to prepare for what you're going to do. If you don't like what you do, you won't be good at it and it will feel like a burden. It is important to have a goal. It's also important because we will be involved in a career for most of our adult lives.*

## Session One Activity: Career Assessment (as seen in Student Guide)

As you begin to navigate the world of [career planning](#), it's helpful to know what careers you may be most interested in. By completing the Kuder® Career Assessment, you will have insight into careers that may be a great fit for your skills and interests.

**Please follow the instructions below (ask your teacher if you need assistance creating your account):**

1. Go to <https://mycareershines.kuder.com/>
2. Click “Create an account”, at the top of the screen. Then click “I am a middle or high school student”
3. Select your current grade level and your high school graduation year from the drop-down options. Then select your school type (public or private).
4. Next, select the county, “Collier County Public Schools” and your school name from the drop-down options.
5. Complete all required information in Step 2 of 4.
6. Complete the username and password information required in Step 3 of 4.
7. Complete the information required for Step 4 of 4. Then click, “Sign Me Up”.
8. Click on the, “Take an Assessment” link on the left of the screen.
9. Next, click “Begin” under the Kuder Career Interests Assessment® section.
10. After you complete your assessment, you will be able to begin exploring potential career paths that you match up with!



Step 1 of 4

Current Grade Level:  
8th

High School Graduation Year:  
2025

School Type:  
 Public/Home School  Private School

Your County:

Step 2 of 4

First Name:  
Jane

Last Name:  
Doe

Your ZIP Code:  
33157

Birth Date:

Step 3 of 4

Create a New Username Use My Email Address

Desired Username:  
Username

Password:  
Password

Confirm Password:  
Confirm Password

Step 4 of 4

Are you Hispanic or Latino?  
 Yes  No  I prefer not to answer

What is your race? (Check one or more)

American Indian or Alaska Native  White

Asian  I prefer not to answer

Black or African American

Native Hawaiian or Other Pacific Islander

I have read and agree to the [terms and conditions of use](#).





## Session Two: Explore Your Options

This session will help students learn to recognize career clusters that match their skills and interests and identify industries and jobs that offer potential opportunities.

**Directions:** Instruct the students to watch the video, “Developing a Career Plan”. Answer the review questions below. Discuss their responses to questions as a group. After answering the questions, complete the Session Two activity, “Digital Career Book”.

### **Video 2:** Developing a [Career Plan](#)®

In this video, students will learn more about the importance of a career plan that matches their interests and talents with potential opportunities. This video also helps them understand that each person is different and that understanding personal preferences is critical to success. A plan needs to be flexible; along the way, there will be setbacks and even failures. Having a goal and connecting with mentors will help.

[Click here to view the video](#), then answer the questions below:

#### **1. Why is it important to know what you enjoy doing?**

*It is an indicator of the things you are good at. You need to enjoy learning and growing in your career. If it is an area you enjoy, you will be more successful.*

#### **2. List two subjects you like in school. How can your success in these subjects help you with choosing a career?**

*It indicates that you enjoy and will be successful in a particular area. It shows you enjoy learning about that topic, which is important to grow in a career.*

#### **3. Name two ways to research a career. Which research method would be the most valuable for you and why?**

*You can research and learn about a career by talking with a Guidance Counselor, an adult mentor, or searching websites.*

## Session Two Activity: Digital Career Book (as seen in Student Guide)

This career exploration tool highlights local wages, work expectations, employment opportunities, and [post-secondary](#) education/training requirements and costs (including colleges, universities, apprenticeships, and training programs) by career.

**Directions:** Follow the steps below to complete this activity.

1. Go to <https://career.ja.org> from your phone, tablet, or computer.
2. Please note, the website will take up to one minute to load.
3. Tap or click on "Career Inventory" on the left-hand side.
4. Tap or click on "Take the inventory" to launch the Career Interest Quiz.
5. Select your level of interest for each task. When you are done with each section, click "Next" to continue. When you have reached the final page, click "Submit" to get your results!
6. You will be shown a list of careers that match your personality.
7. You can then view salary ranges, required skills, educational requirements, and local employers for each career.

**Please Note:** You do not need to register or log-in to participate!

Register  
Log in  
Career Inventory  
Career Explorer  
Education Explorer

Search

Junior Achievement

# Career Interest Inventory

Build kitchen cabinets

Strongly disagree Disagree Neutral Agree Strongly agree

develop a spreadsheet using computer software  
Strongly disagree Disagree Neutral Agree Strongly agree

roofread records or forms  
Strongly disagree Disagree Neutral Agree Strongly agree

repair household appliances  
Strongly disagree Disagree Neutral Agree Strongly agree

raise fish in a fish hatchery  
Strongly disagree Disagree Neutral Agree Strongly agree

conduct chemical experiments  
Strongly disagree Disagree Neutral Agree Strongly agree

**DISCOVER  
YOUR CAREER  
personality**

## Top 20 Fastest-Growing Occupations in Southwest Florida

The following occupations are considered high-wage/high-demand in Southwest Florida due to their growth in recent years and projected growth for the future. Have students take a moment to look at this list and see if any of their personalized career suggestions from the Kuder® assessment or Digital Career Book relate to any of these careers. If so, encourage students to consider gathering more information about that career during their JA Inspire experience, and talk to you about seeing if there are any high school classes they can take to learn even more.

<b>Occupation</b>	<b>Annual Openings</b>	<b>Median Hourly Wage</b>
Real Estate Sales Agents	4,463	\$28.24
Industrial Truck & Tractor Operators	2,744	\$17.53
First Line Supervisors-Personal Service Workers	2,036	\$21.05
Claims Adjuster, Examiners	2,012	\$30.21
Loan Interviewers & Clerks	1,951	\$19.99
Training & Development Specialists	1,932	\$25.69
Welders	1,815	\$19.07
Graphic Designers	1,753	\$23.45
Air Conditioner Installers	1,740	\$25.09
Civil Engineers	1,739	\$39.98
Compliance Officers	1,674	\$30.72
Computer Systems Analysts	1,629	\$40.89
Software Developers, Systems Software	1,548	\$47.62
Sales Managers	1,530	\$51.74
Chief Executives	1,513	\$82.21
Computer Network Architects	1,480	\$43.84
Computer Network Administrators	1,464	\$38.02
Advertising Sales Agents	1,462	\$28.61
Aircraft Mechanics and Service Technicians	1,439	\$30.31
First Line Supervisors- Machine Transportation & Vehicle Operators	1,415	\$26.35

## Session Three: Present Yourself

Now it's time for students to assess their [soft skills](#) and identify any areas needing improvement. Students will also create an [elevator pitch](#) to help communicate their areas of interest.

**Directions:** Instruct students to watch the video, "Interacting to Learn". Have them answer the review questions below. Discuss their responses to questions as a group. After answering the questions, complete the Session Three activity, "Crafting an [Elevator Pitch](#)".

### **Video 3:** Interacting to Learn®

Students may have heard of [soft skills](#), but this video redefines them as critical skills. Their presence on social media, ability to interact, and physical appearance can all influence their success.

[Click here to view the video](#), then answer the questions below:

### **1. Why is a good "first impression", whether in-person or on social media, important?**

*It shapes how the person will see you and perceive you. An actual first impression should align with your social media impression. A good first impression helps you stand out.*

### **2. What are some tips for making a great first impression?**

*Create a "brand" around who you want to be, dress appropriately, make eye contact, stand up straight, be alert, have prepared questions, have confidence, and be timely.*



## Session Four: What to Expect at the JA Inspire Career Expo

In this session, students will set goals that will help them get the most out of their time at the JA Inspire Career Expo.

**Directions:** Review the information below with students to discover what the virtual JA Inspire experience will include. Then, have them answer the questions to prepare for the event.

- Being a virtual JA Inspire attendee offers you the opportunity to seek information about certain careers, industries, and [career clusters](#). During your participation in JA Inspire, you will learn about your strengths and interests which will help lead you to a fulfilling career.
- Over 40 local businesses, within many of the 8 [career clusters](#), will have virtual booths with career and company information, videos, pamphlets, and more.
- You will have the opportunity to visit as many booths as you would like.
- Your *virtual backpack* allows you to collect information from the booths and access it at a later date. You will have access to the entire [career fair](#) for 90 days after the event. Make sure to revisit the event and share the information with your parents and/or caregivers!
- Webinars will be available in the virtual auditorium throughout the day.
- Laptop computers will be awarded to the students with the most points, so make sure to attend the webinars, fill out the pre-and post-survey, visit all the booths, and participate in the scavenger hunt!
- JA Inspire can be completed while in school or while you are working remotely.

### REQUIREMENTS

For your points to be counted, you must complete the pre-and post-surveys! Post survey must be submitted no later than March 24<sup>th</sup> at 11:59 PM!



**WAYS TO EARN POINTS:**

- VISITING BOOTHS
- VIEWING BOOTH DOCUMENTS
- VIEWING BOOTH VIDEOS
- WATCHING A WEBINAR
- VISITING ALL 8 EXHIBIT HALLS
- COMPLETING PRE-SURVEY
- COMPLETING POST-SURVEY
- WATCHING VIDEOS
- ADDING ITEMS TO VIRTUAL BACKPACK



## VIRTUAL LOBBY

You will enter through the virtual lobby, which includes access to the following:

- **Information Center:** Ask questions about the day
- **Company Banners:** Click on the banner to go directly to the company's career booth
- **Auditorium:** Watch webinars on career topics
- **Exhibit Halls:** Find company booths within the exhibit hall

## VIRTUAL EXHIBIT HALLS

You will move through the virtual halls, visiting companies that are of interest to you.

There is an exhibitor index that allows you to easily find companies by name. Or scroll through the businesses, stopping by to visit and get information.



## VIRTUAL BOOTHS

You will visit booths that have videos, pamphlets, flyers, pictures, career stories, and Day in the Life videos.

You can add provided information to your virtual backpack and revisit it after you leave the fair. You can reenter the fair for 90 days after the event and can share with other students, teachers, and adults at home.



## VIRTUAL AUDITORIUM

You can stop in the auditorium throughout the day to see webinars produced by local businesses.



**NOTE:** The actual JA Inspire Career Expo will look slightly different than the examples above.

## **Session Four Questions: Prepare for the Virtual JA Inspire Career Expo (as seen in Student Guide)**

1. Pick two or three industry clusters you are most interested in visiting.

2. What do you hope to gain from the virtual JA Inspire Career Expo?

## Session Five: Build a Network

The activities in this session will help students begin to understand the elements and importance of networking and asking relevant, professional questions.

**\*\*NOTE:** Students will not be interacting or messaging with any business professionals during the virtual Inspire event. This exercise is to simply help students prepare for future networking opportunities.

**Directions:** Instruct the students to watch the video, “Asking the Right Questions”. Have them answer the review questions below. Discuss the review question response as a group. After answering the questions, complete the Session Five activity, “Build Your Future App”.

**Video 4:** Asking the Right Questions®

[Click here to view the video](#), then answer the questions below:

### 1. Why is asking questions important when interacting with business professionals?

*It shows your excellence and helps you shine. It shows you're prepared, have good cognitive skills, and you're ready/eager to learn. It also shows you care, really want the job, and that you are truly engaged and invested.*

### 2. What is your goal when asking a question?

*To make a statement in the form of a question. The statement is to help better understand the job, demonstrate interest, and help you better understand the employer's challenges. It also helps you decide if it's a good fit for you.*

### 3. What are four questions you would like to ask a business professional? What is your goal in asking these questions?

*What exactly does your company value the most? Can you give me some examples of the most/least desirable aspects of the company's culture? What is your company best at? How does this company define and measure success? What kinds of processes are in place to help people work collaboratively? In what areas could your team improve? What would you be looking for in an entry-level employee? What opportunities are there for advancement?*



## Session Five Activity: JA Build Your Future App

1. Download the FREE JA Build Your Future App on your phone or tablet.
2. Ask your parents to download the app as well - it's fun!
3. Search 5 careers of interest to determine which career has the best [ROI](#).
4. Be sure to look for these career fields at the virtual JA Inspire Career

## Virtual JA Inspire: Career Expo

When it is time to attend the virtual JA Inspire Career Expo, click [here](#)



## Session Six: Make a Plan

Now that students have experienced the virtual JA Inspire Career Expo, it's time to evaluate their personal goals and priorities to identify the next steps, including exploration of high school coursework, extracurricular activities, and networking.

**Directions:** Instruct the students to watch the video, "Reflection and Next Steps". Have them answer the review questions below. Discuss the review question response as a group. After answering the questions, complete the Session Six activity, "JA Inspire Virtual Career Expo Recap and Review".

**Video 6:** Reflection and Next Steps®

[Click here to view the video](#), then answer the questions below:

**1. What surprised you the most about the careers you investigated?**

**2. What career did you find the most interesting?**

**3. What high school programs are you considering?**

## Session Six Activity: JA Inspire Virtual Career Expo Recap and Review (as seen in Student Guide)

What were the top three Industry Clusters that you visited during JA Inspire?

- Advanced Manufacturing, Engineering, & Logistics
- Agriculture, Food, & Natural Resources
- Architecture, Engineering, & Construction
- Business & Finance
- Government, Public Administration, & Law
- Health & Life Science
- Hospitality & Tourism
- Technology

Which of the three Industry Clusters chosen above are you most interested in? Why?

What career in your chosen Industry Cluster are you most interested in? Why?

Describe three things you learned about this Industry Cluster that you didn't know before

What type of education or training do you need to get started in this industry?

What skills are needed to succeed in this industry?

## Glossary of Key Words & Phrases

As you fill in your JA Inspire Student Guide, you will see some of the following keywords and phrases. Be sure to review the definition of each term every time you see it in your Student Guide.

**Career Fair**: An event where employers offer information about their companies to people who are looking for (or interested in learning about) their offered jobs. Also referred to as Career Expo.

**Career/Industry Clusters**: Groups of similar and related firms in a defined geographic area that share common markets, technologies, worker skill needs, and which are often linked by buyer-seller relationships.

**Career Planning**: Identifying the choices that need to be made to get started towards a chosen career path. Career planning is a continuous process of thinking about your interests, values, skills, and preferences; exploring the life, work, and learning options available to you; ensuring your work fits with your personal circumstances.

**Career Plan**: A list of short and long term goals along with the actions needed to achieve these goals. Career plans help you make decisions about what classes to take and helps identify extracurricular activities, research, and internships that will make you a strong job candidate.

**Earning Potential**: The amount of money a person should be able to earn in his or her professional capacity. It often refers to the top salary for a particular field or profession.

**Elevator Pitch**: A short but effective explanation of who you are, what you do, and what you want to do. The elevator pitch is a way to share your expertise and credentials quickly and effectively with people who don't know you.

**Hard Skills**: Required job skills that are acquired through formal education and training programs.

**High-Demand/High-Growth Job**: The amount of need there is for a job in an industry. For example, as the population gets older, the job demand for those who work with the elderly increases.

**High-Wage Job**: A job in an industry or occupation in which the average wage is at least 50% higher than the overall average.

**Postsecondary**: Any education completed after high school graduation (usually referenced regarding college or trade school).

**ROI (Return on Investment)**: A performance measure used to evaluate the efficiency of an investment. To calculate, the benefit (or return) of an investment is divided by the cost of the investment.

**Skill Set**: A particular category of knowledge, abilities, and experience necessary to perform a job.

**Soft Skills**: The personal attributes you need to succeed in the workplace (also known as people skills).

Examples:

- **Strong Work Ethic** - You are motivated to complete a job and will go the extra mile to make sure that happens. You are conscientious and will always strive to do your very best.
- **Positive Attitude** - You are optimistic, upbeat, and have a positive outlook.
- **Flexible** - You can adapt to challenges and new situations quickly and embrace them along the way.
- **Time Management Capability** - You prioritize tasks, use your time wisely, and can work on several projects at the same time.
- **Good Communication Skills** - You are a good listener, and you are articulate. You can communicate in a manner that builds relationships with vendors, customers, and colleagues.



**Junior  
Achievement<sup>®</sup>**  
of Southwest Florida

**JA Inspire<sup>™</sup>**  
*Virtual*



[@JA\\_of\\_SWFL](https://twitter.com/JA_of_SWFL)



[@jaswfl](https://www.facebook.com/jaswfl)



[@jaofswfl](https://www.instagram.com/jaofswfl)



[Junior Achievement of  
Southwest Florida](https://www.linkedin.com/company/junior-achievement-of-southwest-florida)

**Junior Achievement of Southwest Florida, Inc.**

[www.jaswfl.org](http://www.jaswfl.org)