



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

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

# Student Guide

Student Name: \_\_\_\_\_

School: \_\_\_\_\_



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

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

## **What is JA Inspire?**

JA Inspire is a powerful, interactive experience for eighth-grade students. It will enable you to virtually interact with local business professionals and explore many different types of careers. JA Inspire allows companies to come together to represent careers for you to explore and see the connection to your future!

You 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 Will JA Inspire Benefit Me?**

JA Inspire is a platform for you to get information about careers you find interesting. You 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 you are interested in. You will also learn about various high school program options that are specific to Collier County. After participating in JA Inspire, you will have a better idea of the high school courses you'd like to sign up for, according to your career interests and personal strengths. Through the JA Build Your Future app, you and your parents will be able to calculate the cost of [post-secondary](#) education required to achieve the career you want, as well as your future [earning potential](#)/income and your ability to pay for the cost of attaining the necessary education. You will learn that the level of education you receive will usually have a large impact on your future income. We hope you will feel **INSPIRED** to set new goals (and achieve them!) after you have completed this learning experience.

## **How Do I Use This Guide?**

- As a digital workbook for the JA Inspire program.
- To connect your personal career interests and strengths to high school and [post-secondary](#) (college, university, or trade school) program options.
- To review key terms that will help you plan for your future. 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 this student guide.

## How is JA Inspire Different this Year?

Due to COVID-19, Junior Achievement will not be hosting an onsite (in-person) Career Expo this year. Instead, the JA Inspire Career Expo will take place online, as an exciting virtual experience! As you go through this program, you may notice references to in-person interactions. While your JA Inspire interactions this year will be virtual, it is important for you to consider how to present yourself professionally both on and off the screen. Eventually, face-to-face (or in-person) interactions will once again be common. After completing JA Inspire, you will be able to use the knowledge you've acquired for any type of communication: virtual AND in-person!

## Pre-Session: Getting Ready

You must create your account on the vFairs platform and complete the pre-event survey before moving on to Session One. Doing this will earn you 25 points towards your chance to win a FREE LAPTOP! You will have more opportunities to earn points when you participate in the JA Inspire Career Expo on March 24<sup>th</sup>.

### Directions:

- **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>.

The image shows a screenshot of the JA Inspire vFairs website. At the top, there is a green header with the JA Inspire logo and a 'Login' button. Below the header is a banner with the text 'ANYTHING IS POSSIBLE...' and a photo of a young boy. A 'Login' modal window is open, showing an 'Email:' input field, a 'New user? Register now' button, and 'Cancel' and 'Login' buttons. An arrow points from the 'New user? Register now' button in the modal to the registration form below. The registration form has three input fields: 'Student ID \*', 'Email \*', and 'Confirm Email \*', each with a corresponding input box. A green 'Register' button is at the bottom of the form.

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Set up your account on the vFairs platform and complete the pre-event survey.

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

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

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

You will learn to recognize [career clusters](#) that match your skills and interests and identify industries and jobs that offer potential opportunities. You will watch a short video and answer follow-up questions. Next, you will work through a Digital Career book. This web-based career exploration tool is meant to expose you to career pathways that complement your personality. You 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**

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

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

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

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

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

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

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Following the JA Inspire Career Expo, you 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 you understand the importance of [career planning](#) and assess your personal interests in the context of career paths.

**Directions:** Watch the video, “Why is [Career Planning](#) Important?” and then answer the review questions below. After answering the questions, complete the Session One activity, “Career Assessment”.

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

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

Through participation in JA Inspire, you 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?**

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

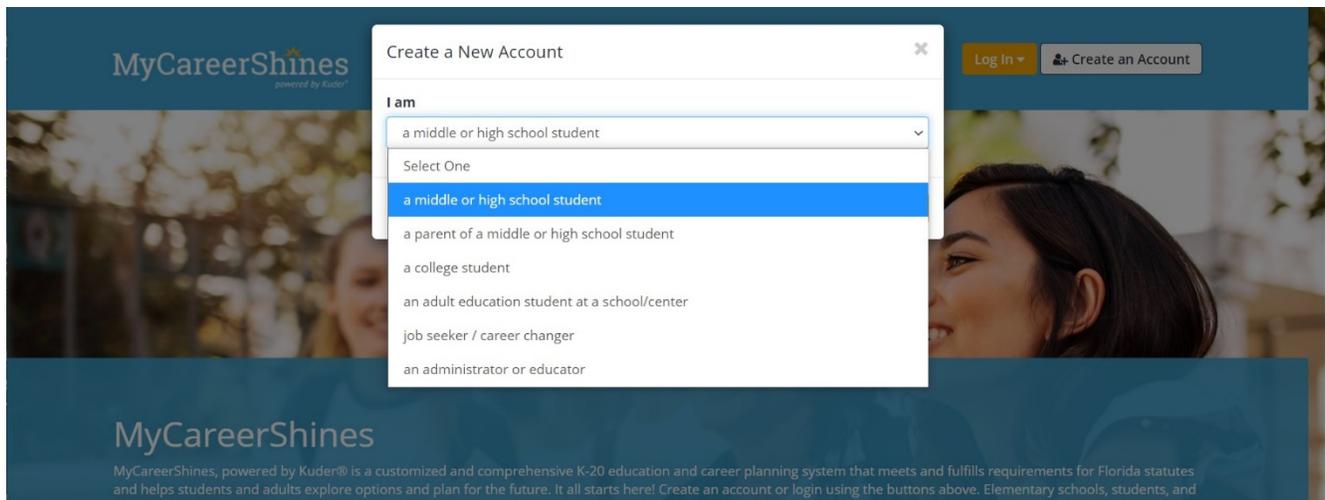
**3. Why is it important to start [career planning](#) now?**

## Session One Activity: Career Assessment

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:

High School Graduation Year:

School Type:  Public/Home School  Private School

Your County:

Step 2 of 4

First Name:

Last Name:

Your ZIP Code:

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](#).



# Career Assessment Reflection

Please answer the following questions to complete Session One.

My top three career pathways were:

My reaction to these results is:

Based on these results, I have these questions:

Based on these results, I plan to explore the following occupations further:





## Session Two Activity: Digital Career Book

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.

- Go to <https://career.ja.org> from your phone, tablet, or computer.
- Please note, the website will take up to one minute to load.
- Tap or click on “*Career Inventory*” on the left-hand side.
- Tap or click on “*Take the inventory*” to launch the Career Interest Quiz.
- 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!
- You will be shown a list of careers that match your personality.
- 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. Take a moment to look at this list and see if any of your personalized career suggestions from the Kuder® assessment or Digital Career Book relate to any of these careers. If so, consider gathering more information about that career during your JA Inspire experience, and talk to your teacher about seeing if there are any high school classes you can take to learn even more.

Occupation	Annual Openings	Median Hourly Wage
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 you to assess your [soft skills](#) and identify any areas needing improvement. You will also create an [elevator pitch](#) to help communicate your areas of interest.

**Directions:** Watch the video, "Interacting to Learn". Answer the review questions below. After answering the questions, complete the Session Three activity, "Crafting an [Elevator Pitch](#)".

**Video 3:** Interacting to Learn®

You may have heard of [soft skills](#), but this video redefines them as critical skills. Your presence on social media, ability to interact, and physical appearance can all influence your 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?**

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



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

In this session, you will set goals that will help you get the most out of your time at the JA Virtual Inspire Career Expo.

**Directions:** Review the information below and on the next page to discover what the virtual JA Inspire experience will include. Then, 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.
- A Laptop computer will be awarded to the student with the most points, so make sure to attend the webinars, fill out the pre-and post-survey, and visit all the booths.
- 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 24th 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

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 you begin to understand the elements and importance of networking and asking relevant, professional questions.

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

**Directions:** Watch the video, “Asking the Right Questions”. Answer the review questions below. 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?**

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

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



### 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 Expo!

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

**Directions:** Watch the video, "Reflection and Next Steps". 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

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 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 those 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 in regard to 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.



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