

HIGHLIGHTS from

Achievement in Career Engagement: Career Counselor Info-Guide

Kentucky Educational Development Corporation (KEDC)

[Achievement in Career Engagement: Career Counselor Info-Guide](#) was created to supply Kentucky school districts with ideas for work-based learning, training, networking, and career engagement, and to help high schools focus on career pathways with an eye to current labor market values.

With suggestions compiled from ten different high schools, the full resource contains succinct, easy-to-digest chapters; bios and contact information for contributing counselors; plus, examples, checklists, success stories, and rubrics that may be customized or applied as is. While some content is program/location specific, much of the information may benefit similar programs around the country.

The guide was produced by the Kentucky Educational Development Corporation (KEDC) and its participating high schools in collaboration with the Career Counselors from KEDC's Project ACHIEVE, part of the Youth CareerConnect (YCC) Grant, along with input from the Kentucky Education & Workforce Development Cabinet, the Kentucky Department of Education, Project Lead The Way, and the Kentucky Center for Education & Workforce Statistics.

This document highlights the sections that may be of particular interest based on feedback received in grantee evaluations and requests for technical assistance. [Download the Guide](#)

Chapter 2 – Guidance and Career Counselor Comparison

This one-page chapter briefly describes the separate roles of Guidance Counselor and Career Counselor while also showing how the positions overlap. A Venn diagram illustrates areas of commonality.

Chapter 3 – Career Pathways

After defining Career Pathways and Career Clusters, this section explains how and why they have come to play so crucial a role in academics. In addition, a career counselor shares how her school has enhanced the academic side of career preparation with programs for building soft skills, providing leadership training, and reinforcing positive behavior.

Chapter 6 – Career Counseling 101: Making Employer Contacts

This chapter stresses the need for building partnerships with businesses and industries in order to provide students with real-world career experience. Checklists show the many benefits of these partnerships, offer tips for employer and community outreach, and suggest how to best match students with employer opportunities. The chapter ends with a sample letter that career counselors can use as a template for contacting employers.

Chapter 8 – Job Shadowing

While clarifying the difference between job shadowing and internships, this chapter also supplies useful recommendations for making job shadowing as productive as possible for both the student and the employer.

Chapter 9 – Job Shadowing Leading *into* Internships

Through an assortment of checklists this reviews the job shadowing process, enumerating how to establish shadowing opportunities with local professionals; steps for recruiting and preparing students for the experience; and student responsibilities once they have begun. It then spells out the conditions and requirements one counselor put into place to use job shadowing as a stepping stone to internships.

Chapter 10 – A Rural View of Internships: Up in the Mountains and Down in the Hollers

This chapter addresses the particular challenges of finding internships in rural areas. Encouraging counselors to think outside the box, it suggests approaching not only local Chambers of Commerce but also tourism offices, school systems, highway departments, utility companies, and more. It also suggests procedures to follow pre- and post-internship. (*Chapters 11 and 15 also address operating in rural areas, see highlights below.*)

Chapter 11 – Project-Based Internships

While a project-based internship can be a valuable learning experience for any student, it is particularly well suited for use in rural areas. This alternative to on-site work has students solve a problem or explore an idea either in groups or independently, allowing them to participate remotely and submit solutions through models, demonstrations, or presentations. The chapter presents a brief case study of such a project with KEDC employer partner Big Ass Solutions. It lays out the responsibilities of each party (career counselor, lead teacher, employer, student) and provides an evaluation rubric showing performance expectations, progress, and ratings.

Chapter 15 – How to Manage Large Caseloads

This chapter presents a plan for addressing large caseloads – one of the most pressing challenges that career counselors face and one that is particularly difficult in rural areas. This chapter shows how KEDC approaches the issue with small learning communities and student checklists that make both group and one-to-one services easier to manage. Checklist forms are shared along with some useful discussion questions that may help assess a school's needs in career services.

SELECTED RESOURCES from ***Achievement in Career Engagement: Career Counselor Info-Guide***

Workforce GPS

<https://www.workforcegps.org/>

Apprenticeship.gov

<https://www.apprenticeship.gov>

Denver Public Schools CareerCoach Program Handbook

https://www.ycc10.com/DenverPublicSchools_CoachHandbookFall2017.pdf

University of Virginia Career Guide: Tips, Tricks & Strategies

<https://career.virginia.edu/sites/career.virginia.edu/files/HoosGuide-Smallest.pdf>

Career ONE Stop Service Locator

<https://www.careeronestop.org/LocalHelp/service-locator.aspx>

National Career Pathways Network

<http://www.ncpn.info/index.php>

Snag A Job Videos

<https://www.snagajob.com/resources/videos/>

Youth @ Work: Talking Safety

<https://www.ycc10.com/CCIG%20teen%20safety%20work%20place%20PPt.pdf>

Youth Career Connect/ KEDC Project ACHIEVE Career Infographics

<https://www.ycc10.com/career-infographics>