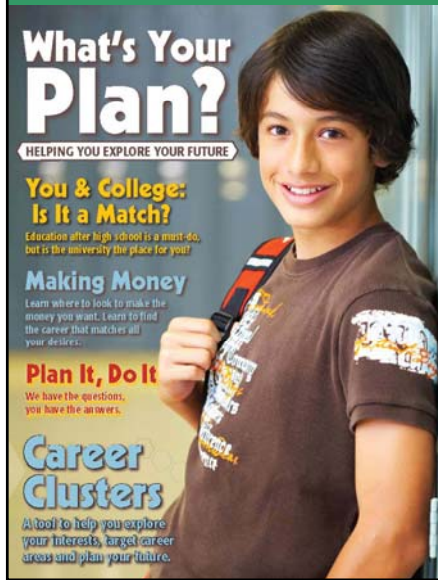


Focus on Student Transitions



**Programs of Study,
Career Clusters,
Individual Planning,
and Career
Preparation**



Missouri's CTE Accomplishments

- Making the relevancy connection for Missouri's students.
- Providing thousands of Missouri students with the skills to be employed.
- Enhancing the workforce for Missouri's businesses and industries.
- Keeping Missouri a productive and desirable place to work and live.



Missouri's CTE Challenges

- Improving student transitions
- Reducing workforce shortages
- Expanding CTE to all students
- Working with our numerous partners, both vertically and horizontally
- Ensuring academic success
- Reducing remediation rates
- Leveraging limited resources



Carl D. Perkins Career and Technical Education Act of 2006 New Directions



- Preparing students for successful transitions.
- Connecting academics and real world applications.

How do we respond to the new direction?



What Are Programs of Study?

- **Programs of Study** involves a process jointly undertaken by various educational stakeholders who align their curriculum to a career pathway within a career cluster.
- The alignment results in courses and experiences used by a student in creating his/her own **Personal Plan of Study** which leads to employment.



Programs of Study align opportunities for students to create a Personal Plan of Study



Missouri's State Plan Requirement

- Each Perkins eligible grant recipient is required to develop and implement at least one program of study during the life of Perkins IV (2008-2013).
- Each Perkins eligible grant recipient, in consultation with Tech Prep Consortia selects 2-3 possible Career Clusters to target for Programs of Study Development.
- "The community college meets collectively with all secondary (Perkins Eligible Grant Recipients) to agree on the Programs of Study to be developed and set a timeline and expectations of all involved."



How does this help Missouri students?

- Motivates students to take rigorous courses.
- Increases awareness of opportunities in the career field.
- Encourages "Real World" learning.
- Makes a connection between school and work.
- Organizes student's coursework with a focus.



How does this enhance the classroom?

- Provides an instructional alignment.
- Better prepared students.
- Strengthens the instructional role within the school system.
- Expands educational partnerships.
- Provides for continuous industry input.



Career Paths/Career Clusters



Career Paths/Career Clusters

A framework for providing relevance
using the Language of Career Clusters
for Career Awareness, Exploration,
Planning and Decision Making

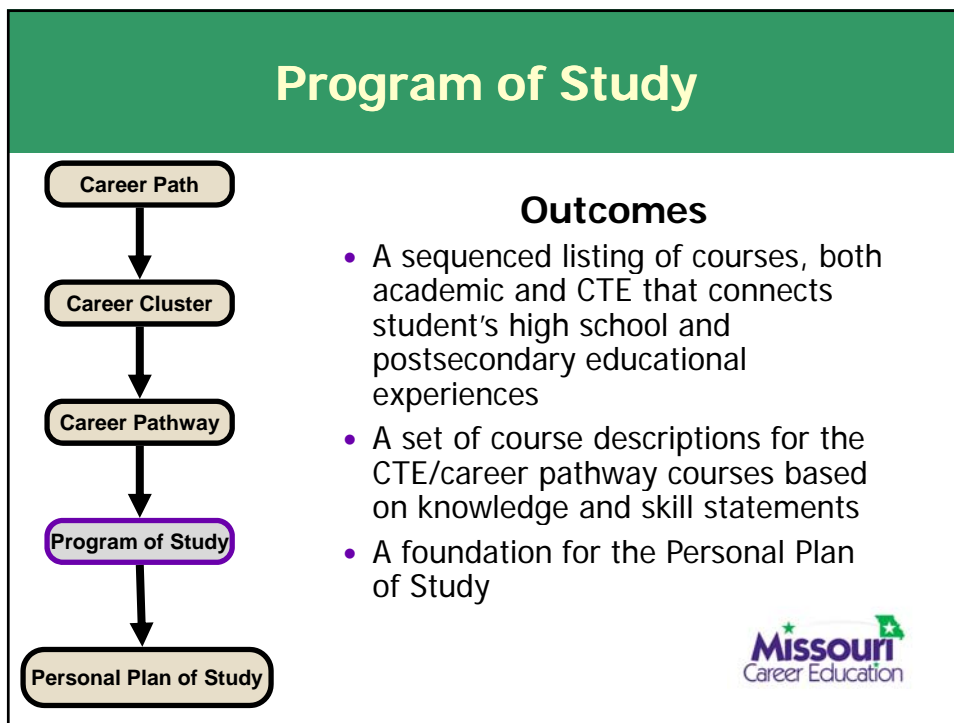
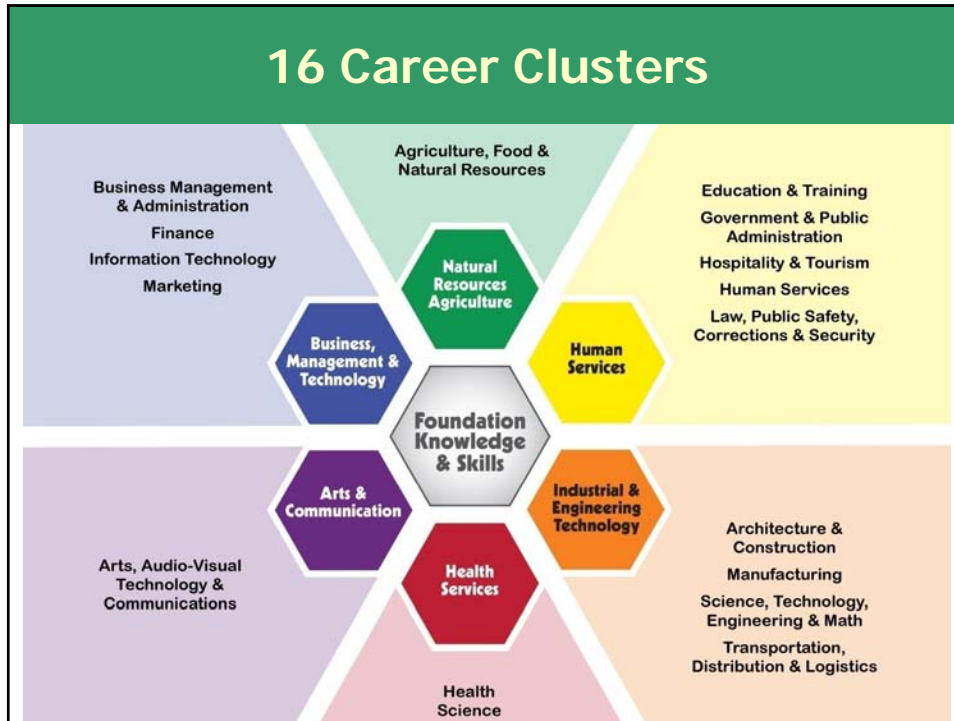


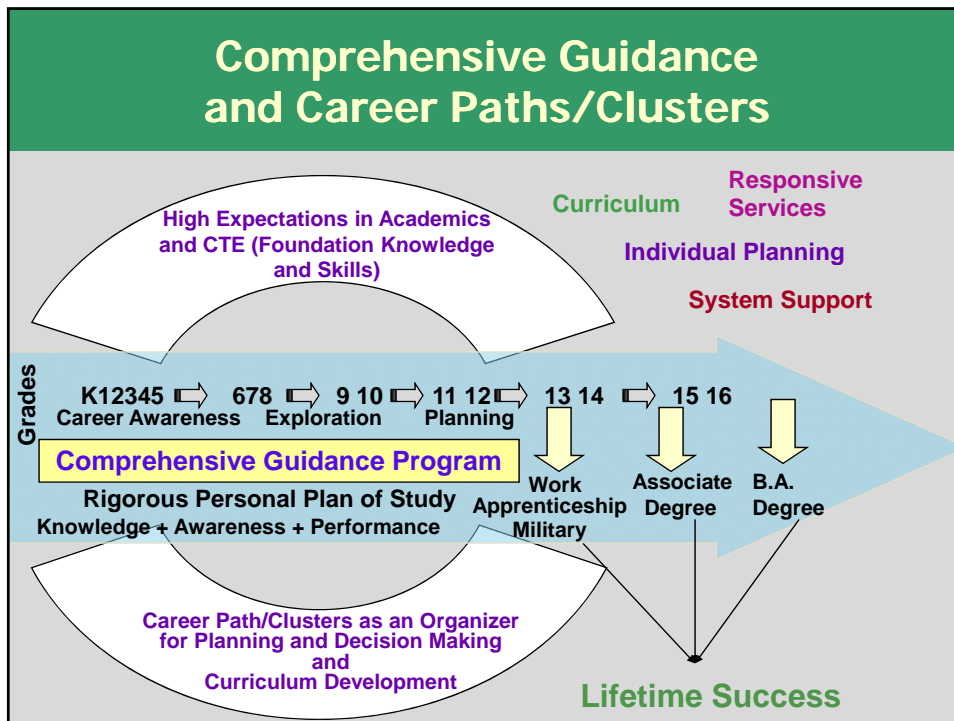
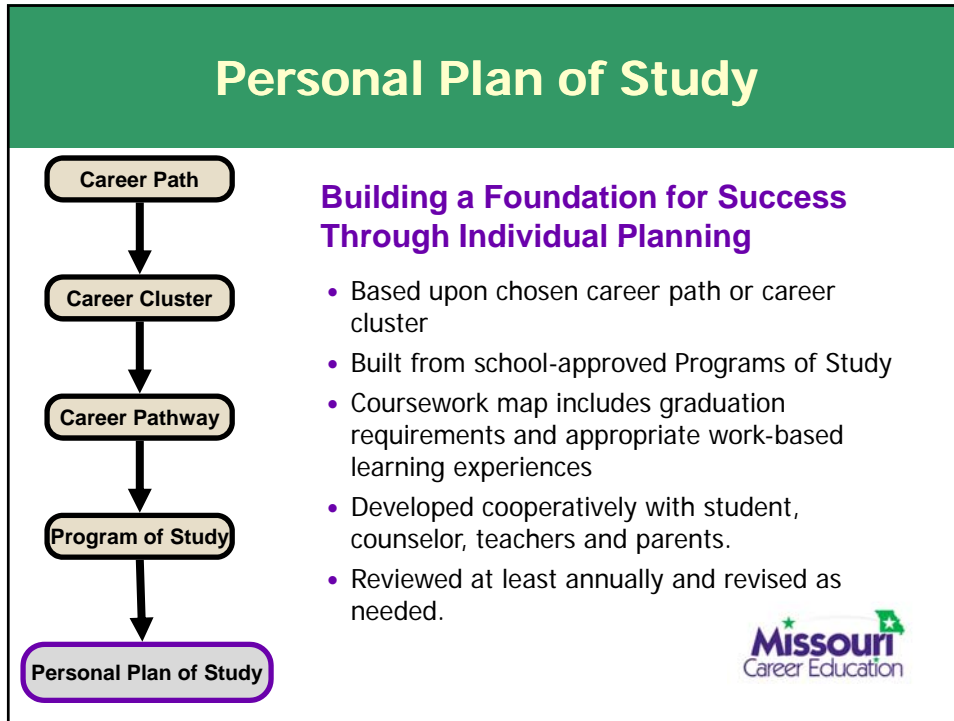
The 6 Career Paths



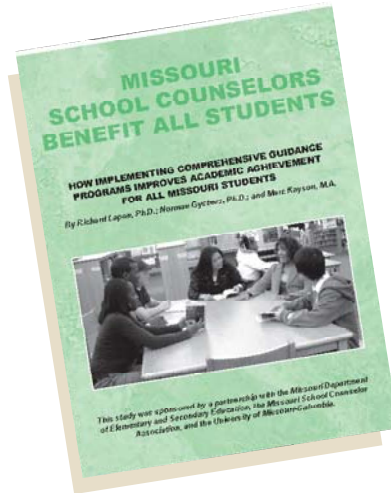
A good
starting
point for
Career
Exploration







Missouri Comprehensive Guidance Program Study



Missouri Comprehensive Guidance Program Study

Finding:

High schools that provided students better educational and career planning services (Individual Planning) as part of comprehensive school guidance and counseling programs made significantly more progress in meeting their AYP requirements for NCLB.

– *"Missouri School Counselors Benefit All Students"*
Lapan, Gysbers, and Kayson
January, 2007



Key Elements in Developing Personal Plans of Study

- Graduation requirements
- Staff involvement
- Group/individual participation
- Regular review and revision as necessary
- Parental involvement
- Academic, interests, and abilities assessments
- Student participation in school and community involvement
- Linkage to postsecondary experiences



Personal Plan of Study: Sample Template (Schools will have their own models)



**Agriculture, Food and Natural Resources: Agribusiness Systems
 Career Pathway Plan of Study for Learners Parents Counselors Teachers/Faculty**

This Career Pathway Plan of Study based on the Agribusiness Systems Pathway of the Agriculture, Food and Natural Resources Career Cluster can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. *This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

EDUCATIONAL LEVEL / GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Agribusiness Systems Pathway	SAMPLE Occupations Relating to This Pathway
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>							
SENIOR	9 English/ Language Arts I	Algebra I	Earth or Environmental Science	State History Civics	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Supervised Agricultural Experience (SAE) and participation in appropriate FFA activities support and reinforce classroom and laboratory learning and should be a requirement for all students.	- Introduction to Agriculture, Food and Natural Resources - Introduction to Agricultural Marketing, Business and Entrepreneurship - Accounting - Agricultural Business Management	Occupations Requiring Postsecondary Education - Agricultural Chemical Dealer - Agricultural Products Buyer-Distributor - Bank/Loan Officer - Dairy Herd Supervisor - Entrepreneur - Farm Manager - Farmer-Rancher-Feedlot Operator - Feed-Supply Store Manager - Field Representatives for Bank, Insurance Company or Government Program - Livestock Manager - Sales Manager - Salesperson
	10 English/ Language Arts II	Geometry	Biology	U.S. History			
	11 English/ Language Arts III	Algebra II or other math course	Chemistry or other science course	World History			
<i>College Placement Assessments-Academic/Career Advisee Provided</i>							
POSTSECONDARY	12 English/ Language Arts IV	Statistics or other math course			All plans of study need to meet learner's career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities may also be important to include.	- Agricultural Economics - Internship in Agribusiness - Introduction to Agribusiness - Principles of Agribusiness - Agricultural Economics - Agricultural Salesmanship - Agricultural Finance - Agricultural Advertising/Merchandising - Continue Courses in the Area of Specialization - Complete Agribusiness Systems Major (4-Year Degree Program)	Occupations Requiring Baccalaureate Degree - Agricultural Commodity Broker - Agricultural Economist - Agricultural Educator - Agricultural Lender - Banker/Loan Officer - Farm Investment Manager - Produce Commission Manager
	Year 13 English Composition	Algebra	Chemistry	American Government			
	Year 14 Speech/ Oral Communication		Biological Science or Botany	American History Geography			
	Year 15 Technical/Writing	Statistics		Psychology			
Year 16	Continue courses in the area of specialization.						

An Individual Planning Resource for All Students



An Individual Planning Resource for All Students

MissouriConnections.org

Web-based educational and career planning tool that assists schools in the implementation of the individual planning process.

- Research-based Assessments
- Career Portfolio with resources aligned to Career Paths, Clusters, and Pathways
- Career information, search, and comparison tools
- Postsecondary education information, search, and comparison tools
- Education Planner for meeting graduation requirements
- Resumé builder, job interview tips, and more for workforce preparation



MissouriConnections.org
 Connect to Your Future

NEW VIDEO ROOM!
 Click on **Career Exploration** and see the dropdown menu.

powered by kuder

- Home
- Career Exploration
- Education and Career Planning System
 - New Users
 - Returning Users
- College Exploration
- Paying for College
- Career Search
- Getting Started
- System Feedback Survey
- News Room
- Events & Training

Connect to Your Future... Today!

Missouri Connections helps students open the door to career exploration and educational planning. Sponsored by the Department of Elementary and Secondary Education, Missouri students in public and private schools (grades 7-16), their parents, guidance counselors, and educators can use the online system at no charge.

Students | **Parents** | **Educators** | **Job Seekers** | **Missouri Career Centers**

Students

Begin your exploration with a free registration in the Missouri Connections **Education and Career Planning System**.

Register/log-in for these personalized features:

- Take free Kuder® assessments***
 Learn your career interests, work skills and values.
- Build a portfolio**
 Keep track of assessment scores, favorite colleges, career interests, résumés, and more!
- Create your personal plan of study**
 Review with your counselor at least once a year.
- Manage your to-do list**
 Put yourself on track for success!

*Contact your school counselor for your school's batch code and initial assistance.

[Get Started!](#)

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MissouriConnections.org
 Connect to Your Future

- Home
- Career Exploration
 - 16 Career Clusters
 - A-Z List of Careers and Majors
 - Hot Careers in Missouri
 - Missouri Career Exploration Tool
 - Missouri Family Wage Calculator
 - Missouri Occupation Profile Sheets
 - Planning Timeline
 - Video Room
- Education and Career Planning
- College Search
- Paying for College
- Career Search
- News Room
- Getting Started
- Logout

Career Exploration – 16 Career Clusters



Watch an Introductory Video About Career Clusters

Click on the Career Cluster name to begin exploring


The diagram shows 16 career clusters arranged around a central 'Foundation Knowledge & Skills' cluster:

- Business Path:** Business Management & Administration, Information Technology, Marketing, Finance
- Nature Path:** Agriculture, Food & Natural Resources
- Helping Path:** Education & Training, Government & Public Administration, Hospitality & Tourism, Law, Public Safety, Corrections & Security, Human Services
- Health Path:** Health Science
- Fixing & Building Path:** Architecture & Construction, Manufacturing, Science, Technology, Engineering & Math, Transportation, Distribution & Logistics
- Creative Path:** Arts, Audio-Visual Technology & Communications

Career Exploration – Cluster Breakout

- Career Exploration
 - 16 Career Clusters
 - A-Z List of Careers and Majors
 - Hot Careers in Missouri
 - Missouri Career Exploration Tool
 - Missouri Family Wage Calculator
 - Missouri Occupation Profile Sheets
 - Occupation Wheel
 - Planning Timeline
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- Paying for College
- Career Search
- News Room
- Getting Started
- Missouri Connections Home



Career Path: Business Path

Career Cluster: Information Technology

Cluster Description: Building linkages in IT Occupations Framework: For entry level, technical, and professional careers related to the design, development, support and management of hardware, software, multimedia, and systems integration services.

Explore Career Pathways in this cluster

- [Network Systems](#)
- [Information Support and Services](#)
- [Interactive Media](#)
- [Programming and Software Development](#)

All files are PDF

- [Missouri Hot Jobs](#)
- [Sample personal plan of study](#)
- [Knowledge and skills](#)
- [Student brochure](#)
- [Pathway Occupations Charts](#)

Ways to prepare for a career in the Information Technology Cluster

Coursework	School Activities	Community Activities
Computer Applications	Develop web pages	Create a community web site or promotional video
Computer Graphics	Future Business Leaders of America (FBLA)	Volunteer in the community
Computer Programming	Prepare school multimedia/video projects	Help individuals use a computer
Input Technologies	School newspaper staff	Set up computers and install software
Journalism	SkillsUSA	Job shadow professionals
Mathematics	Yearbook staff	Co-operative Education
Multimedia/Video Production		
Network Systems		
Student Technology Aide		

Portfolio

- Home
- Career Exploration
- Education and Career Planning
 - My Assessments
 - My Personal Plan of Study
 - Plan for Getting A Job
 - My Portfolio
- College Exploration
- Paying for College
- Career Search
- News Room
- Getting Started
- System Feedback Survey
- Logout

Personal Preferences

Career Portfolio

Personal Information [Edit](#)

Name: Robert Bruce
 Address: 1419 Garden Place
 St. Louis, MO 55555
 E-mail: [Change Password](#)
[Change Grade Level](#)

Have you reviewed your portfolio with your parent or guardian?

Personal Career Plan of Study [Edit](#)

- Business, Management & Administration

Note Taker [Edit](#)

Assessments [Edit](#)

Assessment	Date
Kuder® Career Search with Person Match	12/8/2008
Kuder® Career Search with Person Match	12/1/2008
ACT	10/31/2008
sat	10/17/2008
Holland Codes	10/7/2008
ASVAB Interest Profiler	1/8/2008
Kuder® Career Search with Person Match	11/1/2007
Kuder® Career Search with Person Match	4/24/2007
Super's Work Values Inventory-revised	3/14/2007
Kuder® Career Search with Person Match	3/14/2007
Kuder® Career Search with Person Match	10/15/2006
Super's Work Values Inventory-revised	10/3/2006
Kuder® Career Search with Person Match	10/3/2006

Favorites [Edit](#)

Clusters

- Manufacturing
- Health Science
- Science, Technology, Engineering, and Mathematics
- Law, Public Safety, Corrections, and Security
- Business, Management, and Administration

Work Values

- Challenge 3
- Co-Workers
- Achievement
- Workplace

Person Matches

- Director of Rehabilitation

Careers

- Biomedical Engineers
- Automotive Body and Related Repairers
- Aerospace Engineers
- Sound Engineering Technicians
- Business Teachers, Postsecondary
- Actuaries

Colleges & Schools

- University of Missouri-Columbia
- Hannibal Career and Technical Center
- Mineral Area College
- Fortbonne University
- Missouri State University
- Evangel University
- Georgetown University
- University of Central Missouri
- Northwest Missouri State University

Scholarships

- Eagle Scout Service Award
- Eagle Scout Scholarship
- Boy Scout Eagle Award Scholarship

My Websites

- Fastweb.com

DESE Division of Career Education

13

Education & Career Planning

- Home
- Career Exploration
- Education and Career Planning
- College Exploration
- Paying for College
- Career Search
- News Room
- Getting Started
- System Feedback Survey
- Logout

Hi, Robert. This is a friendly site that will build on what you have already learned as you move forward with your career planning.

These are the kinds of things you can do here.

To Do List	Last Modified On
Take or use results of inventories or tests to learn more about yourself	1/16/2009 11:25:00 AM
Explore career paths and clusters	12/2/2008 10:04:00 AM
Get information about specific careers and majors	11/19/2008 7:22:00 AM
See a timeline for my planning	1/9/2009 7:01:00 AM
Update your Personal Plan of Study	1/11/2009 4:32:00 PM
Plan for education or training after high school	10/28/2008 9:53:00 AM
Plan for getting a job	1/12/2009 11:30:00 AM
Continue to build your electronic portfolio	1/16/2009 2:44:00 PM

ASSESSMENTS TO BE COMPLETED


Kuder® Skills Assessment-16	Finish
Super's Work Values Inventory-revised	Finish

RECOMMENDED LINKS

fastweb.com	(recommended by Missouri Connections Training)
Kirksville R-III Website	(recommended by Missouri Connections Training)
Selective Service	(recommended by Missouri Connections Training)
www.going2college.org	(recommended by Missouri Connections Training)

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My Personal Plan of Study



Connect to Your Future

- Home
- Career Exploration
- Education and Career Planning
- My Assessments
- My Personal Plan of Study
- Plan for Getting A Job
- My Portfolio
- College Exploration
- Paying for College
- Career Search
- News Room
- Getting Started
- System Feedback Survey
- Logout

Personal Career Plan of Study

Printable View

* Indicates required information for this page

Name

Cluster(s) Education and Training [View Sample Plan](#)

[Click to Select] [Click to Select]

	8th	9th	Ten	Eleven	Twelve
Course Work					
English (4 credits required)	<input type="button" value="Edit"/>	<input type="button" value="Edit"/> English I	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Math (3 credits required)	<input type="button" value="Edit"/>	<input type="button" value="Edit"/> Algebra 1	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Social Studies (2 credits required)	<input type="button" value="Edit"/>	<input type="button" value="Edit"/> United States Government & SC	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Science (2 credit required)	<input type="button" value="Edit"/>	<input type="button" value="Edit"/> Physical Science	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Foreign Language	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Extended Learning					
Extra Curricular at School	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Community Service	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Post Secondary					
Area Career Center	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
Community College	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>
College/University	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>	<input type="button" value="Edit"/>

Educators

MissouriConnections.org
Connect to Your Future

Powered by **kuder**

- Home
- Career Exploration
- Education and Career Planning System
 - New Users
 - Returning Users
- College Exploration
- Paying for College
- Career Search
- Getting Started
- News Room
- Events & Training

Missouri Connections is a web-based resource to help students determine their career interests, explore occupations, and establish their educational strategies.

Sponsored by the Department of Elementary and Secondary Education, students (grades 6-14), parents, guidance counselors, and educators can use the online system at no charge.

Students | Parents | **Educators** | Job Seekers | Missouri Career Centers

Educators

Missouri Connections provides an administrative database management system to assist you with connecting directly with students and making informed, real-time program decisions.

With Missouri Connections you can:

- Improve student career counseling and preparation
- Communicate with students and parents
- Manage curriculum to meet educational standards
- Gather and review individual and aggregate data

Sign up your school today by completing a [Site Information Sheet](#). Or, login by clicking on New or Returning Users in the left navigation menu.

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Quick Reports

MissouriConnections.org
Connect to Your Future

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- Administrator Home
- Batch Code Information
- Quick Reports
- Advanced Reports
- Find a Student/Client
- Administer Curriculum Templates
- Post/Send a Message
- Download Directory Information
- My Organization and Contact Information
- Portfolio Customization
- Develop Your Future
- Logout

Quick Reports



For assessments completed :

Interests	Individuals	Aggregate
Skills	Individuals	Aggregate
Interests\Skills Gap Analysis		Aggregate
Work Values	Individuals	Aggregate
One-Page Summary of Interests and Skills	Individuals	

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Missouri Career Education


Quick Reports – Aggregate Interests

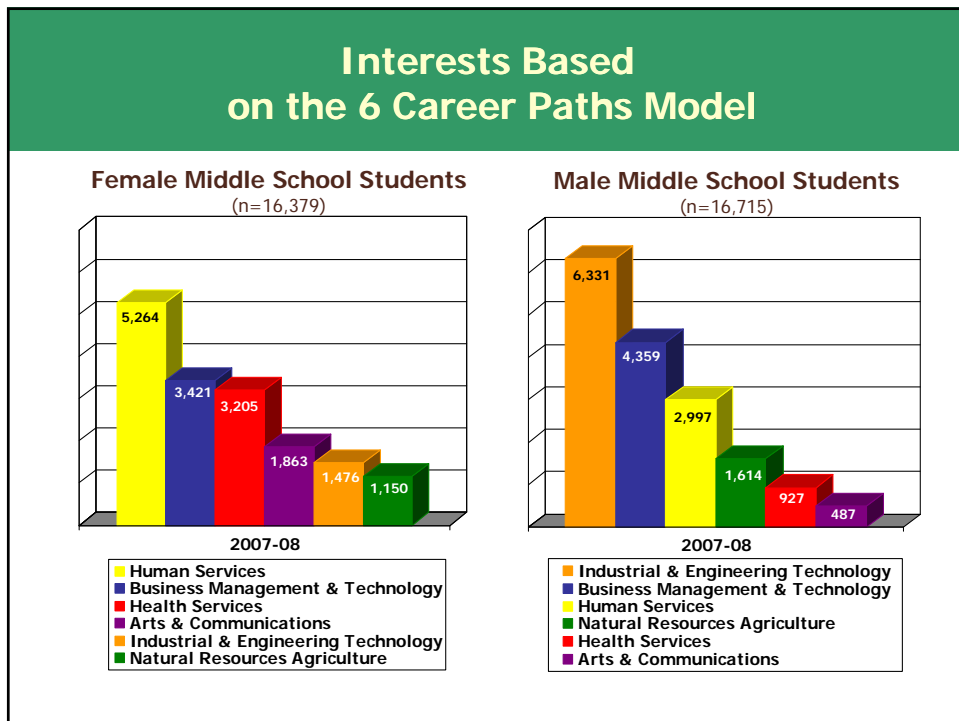

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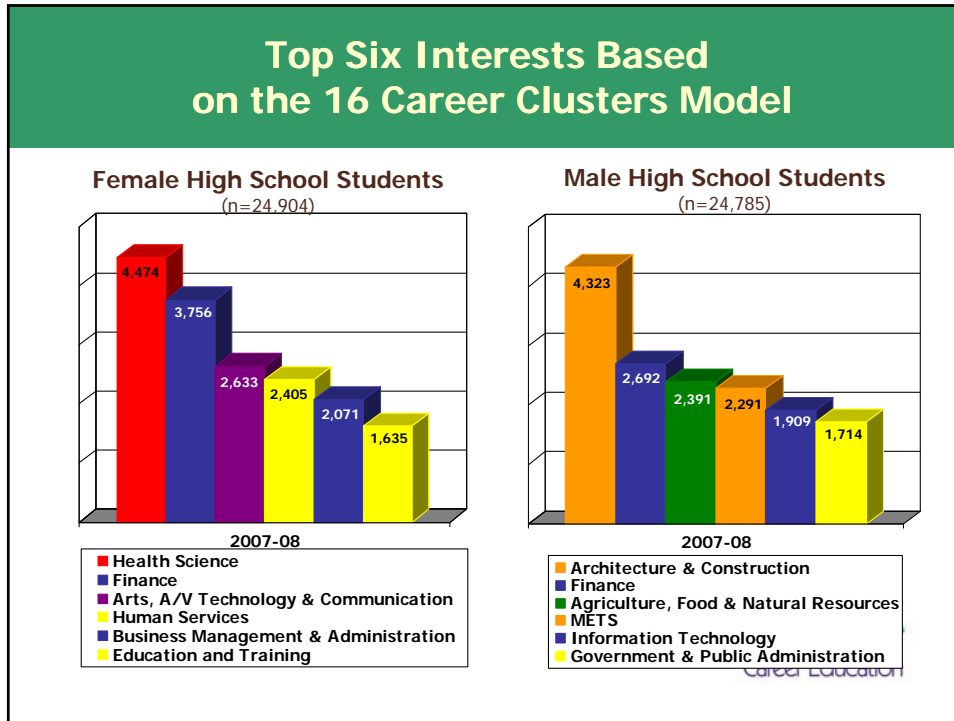
- [Administrator Home](#)
- [Batch Code Information](#)
- [Quick Reports](#)
- [Advanced Reports](#)
- [Find a Student/Client](#)
- [Administer Curriculum Templates](#)
- [Post/Send a Message](#)
- [Download Directory Information](#)
- [My Organization and Contact Information](#)
- [Portfolio Customization](#)
- [Develop Your Future](#)
- [Logout](#)

Cluster Name	Count	Percent
Finance	10,535	12.30%
Health Science	10,148	11.80%
Architecture and Construction	8,486	9.90%
Agriculture, Food, and Natural Resources	6,940	8.10%
Science, Technology, Engineering, and Mathematics	6,239	7.30%
Arts, Audio-Video Technology, and Communications	6,115	7.10%
Human Services	4,902	5.70%
Business, Management, and Administration	4,895	5.70%
Law, Public Safety, Corrections, and Security	4,859	5.70%
Government and Public Administration	4,797	5.60%
Information Technology	4,032	4.70%
Education and Training	3,937	4.60%
Hospitality and Tourism	3,587	4.20%
Manufacturing	2,129	2.50%
Transportation, Distribution, and Logistics	2,067	2.40%
Marketing, Sales, and Service	1,772	2.10%
Industrial & Engineering Technology	76	0.10%
Business Management & Technology	49	0.10%
Health Services	47	0.10%
Arts & Communications	43	0.10%
Natural Resources	33	0.00%
Total	85,688	

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Public Outreach and Partnership



Public Outreach and Partnership

Missouri Connections POP Workgroup:

- DESE
- DED/DWD
- DED/MERIC
- Department of Higher Education
- Missouri Center for Career Education
- Missouri Chamber of Commerce & Industry

Goal:

Heighten awareness of Missouri career opportunities and stimulate interest in education and life-long career preparation



New! Career Cluster Video & Career Mentor Video Interviews



Newspapers in Education Series

College Road Map
 Junior High/Middle School
 How is the Perfect Time to Plan "Road Trip" to Your Future?

College Road Map
 Freshman Through Junior Years
 Advance your education, expand possibilities and let the road take new adventures!

College Road Map
 Senior Year Calendar
 This is A Big Year! Make Sure Nothing Gets Overlooked

College Road Map
 Choosing the Best School for You
 Seven Suggestions to Help You Map Your Way Through College Selection & Preparation

GET ADVICE!

- Ask your school counselor to explain the options available to you.
- Talk to your parents about your college expectations.
- Talk with professionals working in the field you plan to enter.

MEET READINESS!

- Verify and meet entry conditions:
 - Admission and housing applications
 - Required immunization
 - Free Application for Federal Student Aid (FAFSA) and other financial assistance forms

STUDENT LOANS!

- Explore federal, state, and institutional financial assistance before coming to loans. Your goal is to loan the amount of money you may have to borrow by:
 - Using federal loans first because interest rates tend to be lower and are capped.
 - Shopping around for the best interest rates, borrower benefits, and stipulations if you use a PLUS (Federal Family Education Loan Program) loan.
 - Knowing only what you need and follow an academic plan to reduce unnecessary costs.
 - Remembering you may enjoy college loans even if you do not graduate or are unable to obtain employment.

MAKE CAMPUS VISITS!

- Visit the campus with your students. Meet a director, the dean.
- Meet with a financial assistance representative.
- Research your academic programs with an advisor.
- Verify admission requirements with an admissions counselor.
- Discuss the actual cost of attending the school.
- Visit residence halls and eat in a dining hall if you are planning to live on campus.

FINANCIAL AID TIPS!

- Talk to the financial aid office about:
 - Federal, state, and institutional financial assistance programs
 - Financial assistance programs and tuition payments

SHOP AROUND!

- See which schools match your program and degree needs.
- Compare information from college representatives, websites, and Web sites.
- Find out employment rates for graduates.
- Ask about job placement services.

Brought to you by the Missouri Press Association and MissouriConnections.org
 Connect to Your Future

Restaurant Bag Stuffers

Students and parents:

what's your plan?

Announcing a new video on Career Paths

Helping you explore your future.

View the video at MissouriConnections.org

MissouriConnections.org
 Connect to Your Future

This message brought to you by the Department of Elementary and Secondary Education and Taco Bell Corporation.

Missouri Department of Elementary and Secondary Education
News Releases

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Vol. 43, No. 9
 February 11, 2009

DESE and Taco Bell Restaurants Reach Out to Students and Parents with Career-Planning Info

Teenagers and parents visiting Taco Bell restaurants in mid-Missouri this month got a free side order of career-planning information with their food.

The restaurant franchise, with stores in Moberly, Columbia and Jefferson City, partnered with the Department of Elementary and Secondary Education to distribute a public service flyer about DESE's new career-exploration video series. The outreach project coincided with this month's nationwide observance of Career and Technical Education Month.

The new video series, "What's Your Plan? - An Introduction to the 16 Career Clusters," invites students to explore a wide spectrum of career options. Featuring upbeat music and teenage hosts, the programs (on DVD) are the work of every counselor's office in a public school with students in grades 7-12 has the complete "What's Your Plan?" video series. The programs also are available online. The flyer distributed by Taco Bell restaurants encourages parents and students to visit the MissouriConnections Web site.

The student outreach effort is a first-of-its-kind partnership for the state education agency and the central Missouri Taco Bell franchise. The nine-store franchise serves about 50,000 customers a week.

The project reflects Taco Bell's workplace principles, said franchise owner Cameron Dunafon of Dunafon Enterprises, Columbia. "This was a great way for Taco Bell to partner with the state's education agency to help students aspire for their future in the foodservice industry and elsewhere in Missouri."

DESE appreciates Taco Bell's commitment to "thinking outside the box" and working with us on this project," said Tom Von, DESE's assistant commissioner for career education. "We hope this outreach effort can help build awareness

CONTACT: JIM HINHAZ
 Director, Public Information
 573-751-3469

Facebook Ads (November-December 2008)

Secondary

Reaching Missouri FB users
ages 13-17

What's Your Plan?



Whatever you hope to be, education after high school is a must. Explore your interests and find the careers and colleges that fit.

Postsecondary

Reaching Missouri FB users
ages 18-24

Majorly Undecided?



Put yourself on track for success. Explore careers, search colleges, build a resume and more with free tools from Missouri.

Facebook Ads (January-February 2009)

Secondary

Reaching Missouri FB users
ages 13-17

What's your plan?



Whatever you hope to be, education after high school is a must. Explore your interests and find the careers and colleges that fit.



Postsecondary

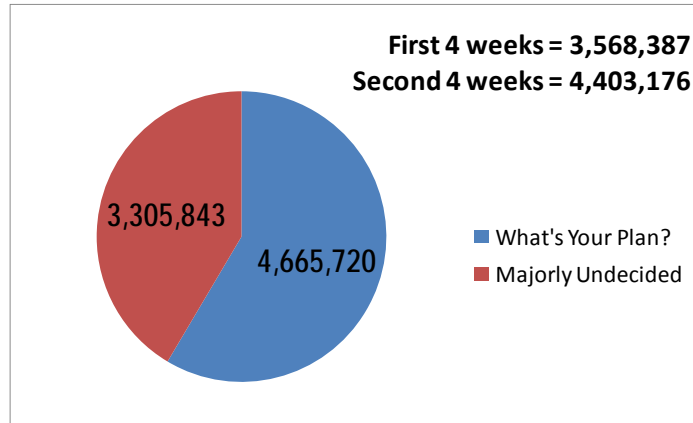
Reaching Missouri FB users
ages 18-24

Majorly Undecided?



Put yourself on track for success. Explore careers, search colleges, build a resume and more with free tools from Missouri.

Facebook Ads Nearly 8 Million Total Impressions



3,706 click-thrus. (.05% CTR is above avg.)



Conferences and Exhibits

Missouri Connections
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www.missouriconnections.org

A Public Outreach Partnership

- Missouri Center for Career Education
- Missouri Chamber of Commerce & Industry
- Missouri Department of Economic Development – Division of Workforce Development
- Missouri Department of Elementary & Secondary Education
- Missouri Department of Higher Education
- Missouri Economic Research & Information Center

A System for the Residents of Missouri

- Career Exploration
- Counseling & Career Assessments
- Customized Education Plans
- Database Management
- Job Planning & Prep

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