

Used with permission from the authors - September 2005.

Career Field Exploration Project

Created by Tennille Gifford and Kathy Gifford

This project involved researching Nebraska's six career fields. I wanted the students to look at the broad scope of the career field and not focus on a particular job. Therefore we spent several days researching in class. The research content listed in the rubric needed to be included in the presentation, poster and brochure. The presentation, poster and brochure were also evaluated separately. All four parts contributed to the final grade of the project.

The first time I did this project was for a Careers and Leadership class I created and taught at my first school. Since changing schools and classes, I have adapted it and used it each year since. This year I used it in my Business Principles class. The students each took a career field and did a presentation. They did short informal presentations, but we used this rubric as a foundation and starting point. Depending on class size, the students could be put into six groups and work on the assignment together.

Careers & Leadership

Career Field Exploration Project

Name: _____

Research Content	100 points
Presentation	50 points
Brochure	25 points
<u>Poster</u>	<u>25 points</u>
Total	200 points

Research content must be illustrated and/or discussed in all three formats to receive complete credit.

Category						
Research Content	0	1-2	3-4	5-6	7-8	9-10
Values	No values shared					Several values shared
Tasks & Responsibilities	No Tasks described	Only 1-2 tasks were Explained	3-4 tasks were explained	5-h tasks were explained	7-8 tasks were explained	<ul style="list-style-type: none"> ◆ specific tasks ◆ Repetitive or variety ◆ easy pace or high-pressure ◆ physical or mental (questions on p. 58)
Data, People, Things	No data, people things discussed	Mentioned this, but Didn't explain clearly	Slight amount of explanation	1 of the areas was explained well	2 of the areas were explained well	Predominate area shared & explained
Environment	No environmental conditions shared	Mentioned the importance of environment	Slight discussion of the role of environment	A good discussion on the role of environment	Discussed physical or social surroundings, not both	<ul style="list-style-type: none"> ◆ Physical surroundings ◆ Social surroundings
Hours	No typical work hours shared	Mentioned, but didn't go into specifics	Slight reference to work hours/shifts	Good description of work hours	Work hours were explained in detail	◆ Typical work hours described
Aptitudes & Abilities	No aptitudes or abilities shared	Mentioned a few aptitudes or abilities	Some aptitude or abilities were discussed	Good description of many aptitude or abilities	Aptitudes & abilities were listed and explained	◆ Aptitudes & abilities needed
Education & Training	No education & training shared	Identified 1 way of receiving training	Identified 2 ways a person could receive training for the occupation	Identified 3 ways a person could receive training for the occupation	Identified 4 ways a person could receive training for the occupation	<ul style="list-style-type: none"> ◆ Included required education & training for entry-level, skilled and professional positions ◆ Included helpful high school subjects
Salary & Benefits	No salary & benefit information shared	Explained for only one level	Explained for two levels	Explained for all three levels	Explained for all 3 levels and related to life	◆ Salary & benefits for entry-level, skilled & professional positions
Career Outlook	No career outlook shared	Mentioned, but no really explained well	Some reference to career outlook	Good description of career outlook	Excellent description for either NE or U.S.	<ul style="list-style-type: none"> ◆ Outlook for NE ◆ Outlook for U.S. described
Global Outlook (not required)	No global career outlook shared	Mentioned, but no real explanation	Some reference to global outlook	Good description of global outlook	Excellent description of global outlook	◆ Outlook for world described

Presentation	0	1	2	3	4	5
Design Template	No template used; blank background.	Poor choice of template-hard to read	Poor choice of template0but can see the lettering	Template used distracts viewer from presentation.	Choice is okay-but doesn't necessarily enhance the template	Template used sets tone and establishes focus of presentation.
Design Color	No color(s) used; black or white only.	Poor color choice-too light to see	Poor choice of color-little contrast between text & background	Color(s) used are distractive to viewer and/or not consistent throughout the presentation.	Colors used are consistent form slide to slide, but don't necessarily stand out	Color(s) used enhance, illustrate, and/or emphasize data or information appropriately
Transitions & Builds	Uses neither transitions nor builds	Used transition on some slides	Used transition or builds, but not on all slides	Uses transitions or builds but not both or transitions or builds not effectively used.	Used transition or builds but not effectively	Uses transitions and builds effectively
Design Clip Art	Clip art selected does not represent data or information appropriately; cluttered or sparse appearance.	Clip art is okay on some slides not on others	Clip art is okay, but is too large or too small	Clip art selected represents intended data or information; cluttered or sparse appearance.	Clip art selected represents intended data or information	Clip art selected is appropriate; represents data or information appropriately.
Design Text	Text does not provide useful information; is not of parallel structure; is wordy and too lengthy per slide; uses abbreviations and acronyms. Contains misspelling(s)	Text provides necessarily information, but is difficult to read	Text provides useful information, but the convention problems make it hard to understand	Text provides information or parallel structure; is wordy and too lengthy per slide; uses some abbreviations and acronyms.	Text provides information with appropriate structure and length, but still has some design problems on a few slides	Text provides concise information; uses phrases of parallel structure; adheres to "Rule 6 x 6;" avoids abbreviations and acronyms.
Presentation Style	Reads directly from speaker's notes and/or slide builds.	Some eye contact And voice is sometimes hard to hear	Eye contact or voice is good, but the other needs improvement	Occasionally reads from speaker's notes and/or slide builds.	Uses notes & Slides only for reference, but slightly hard to hear	Uses slides to supplement oral presentation.
Summary Slide	No summary.	Summarizes only one point	Summarizes, but only slightly	Ends presentation with an oral summary but no slide.	Summarizes most points with slides and orally	Ends presentation with a slide summarizing the main points.
Integration	Presenter is awkward at integrating slide show into oral report.	Presenter has a strong beginning with the slide and voice	Presenter gets stronger as the slide show continues, but is not consistent	Presenter at times lacks fluidness in integrating slide show into oral report.	Presenter shows evidence of planning & practice	Presenter integrates slide show well into oral report and manipulates equipment in nondistractive manner.
Time	Significantly below or above time limit.	Below time limit by 4 minutes or so	Under time limit by 3 minutes or so	Slightly below or above time limit.	Just below the time limit-1 minute or so	Meets time limit.
Brochure	0	1	2	3	4	5
Organization & Neatness	No organization, extremely messy	Seems organized, but messy or neat, but not organized	Some organization a few messy spots	Overall organization is good, only a couple of messy spots	Well organized- easy to follow, occasional messy, but not distracting	◆Logical order ◆Neat
Attention Getter/	No focus is obvious	There is a theme, but	Gets your attention,	Has an attention getter	Attention getter and	Outstanding attention

Focus/Theme		no attention getter	but doesn't match the theme	and a focus, but not clearly matched	focus/theme go together, but could be stronger	getter that really portrays the theme
Appropriate ClipArt, Graphics, Pictures	No graphics	A few graphics, but they do not contribute to the content	Graphics make the content somewhat more meaningful	Graphics attack the reader and match the content but are poorly placed	Graphics fit the brochure and tends to add to the brochure	Graphics contribute to content of brochure and not detract
Appearance – font easy to read	Font is distracting, extremely different to read and inconsistent	Font is easily to read, but is not consistent or vice versa	Font is consistent throughout the brochure or easy to read	Font is consistent and relatively easy to read	Font is consistent, very easy to read	♦Font easy to read ♦Consistent font & format
Text	The mechanics of writing is so poor that the reader cannot follow the text	Difficult to follow the text due to the sporadic mechanically errors in the writing of the text	Some difficulty in following the text due to the mechanical errors in the writing or the text	Occasional mechanical errors in the text-that only distracts from content a little	Mechanical errors in the text are few and far between Don't really distract from the reading of the text	Correct spelling, appropriate punctuation, appropriate grammar, & etc.
Poster	0	1	2	3	4	5
Organization & Neatness	No organization, extremely messy	Seems organized, but messy or Neat, but not organized	Some organization A few messy spots	Overall organization is good, only a couple of messy spots	Well organized-easy to follow, occasional messy, but not distracting	Shows planning
Attention Getter/ Focus/Theme	No focus is obvious	There is theme but no attention getter	Gets your attention, but doesn't match the theme	Has an attention getter and a focus, but not clearly matched	Attention getter and focus/theme together, but could be stronger	Central focus or theme illustrated
Pictures & Graphics	No graphics	A few graphics, but they do not contribute to he content or message	Graphics make the content somewhat more meaningful	Graphics attract the reader and match the content, but are poorly placed	Graphics fit the poster and tend to add to the effectiveness of the poster	Pictures & graphics used contribute to content of poster
Appearance – Readability	Lettering is distracting, extremely difficult to read and inconsistent	Lettering is easy to read, but is not consistent or vice versa	Font is consistent throughout the brochure or easy to read	Font is consistent and relatively easy to read	Font is consistent very easy to read	Easily read from across room
Text	The mechanics of writing is so poor that the reader cannot follow the text	Difficult to follow the text due to the sporadic mechanically errors in the writing	Some difficulty in following the text due to the mechanical errors in the writing or the text	Occasional mechanical errors in the text-that only distracts form content a little	Mechanical errors in the text are few between. Don't really distract form the reading of the text	Concise, spelling, grammar, punctuation