



NORTH CAROLINA
DEPARTMENT of
COMMERCE

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Planning for your first career or ready to make a change?

This guide leads you through the initial process of exploring careers and planning your educational and workforce future.

I.

EXPLORE YOUR INTERESTS

Discover your interest areas using the Interest Profiler on **page 2**, then fill in the Career Cluster Survey on **page 4** to identify Career Clusters that are most likely to appeal to you.

II.

EXPLORE CAREER CLUSTERS

Pair your Career Cluster Survey results with the corresponding Career Cluster using the chart on **page 7**, then use your Interest Profile score to identify occupations within that cluster that correspond to your interests in the Career Cluster Matrix on **page 8**.

III.

KNOW YOUR OPTIONS

Starting on **page 10**, explore a sample of NC's most promising careers sorted by cluster.

IV.

GET EXPERIENCE WHILE YOU STUDY

If you're building your resume, want to experience a job before working, or still in school, read about options for you on **page 20**.

V.

PREPARE FOR WORK

Useful links and tips to find your perfect job on **page 21**.

What's next is up to you.

Visit NCCareers.org for more.

I. Explore Your Interests

INTEREST PROFILER

The Interest Profiler is designed to help you identify your interests and translate them into occupations. Don't worry if you have enough education or training to do the work or how much money you would make. Check the boxes of activities you think you may like doing if you were skilled and able to do so. Add up the checked boxes for each row.

Scan this QR code to access the online Interest Profiler:



nccareers.org/interestprofiler

REALISTIC	<input type="checkbox"/> Build kitchen cabinets <input type="checkbox"/> Lay brick or tile <input type="checkbox"/> Repair household appliances <input type="checkbox"/> Raise fish in a fish hatchery <input type="checkbox"/> Assemble electronic parts	<input type="checkbox"/> Drive a package delivery truck <input type="checkbox"/> Test the quality of parts before shipment <input type="checkbox"/> Repair & install locks <input type="checkbox"/> Set up & run machines to make products <input type="checkbox"/> Put out forest fires	<hr/> Total REALISTIC Checks
INVESTIGATIVE	<input type="checkbox"/> Develop a new medicine <input type="checkbox"/> Study ways to reduce water pollution <input type="checkbox"/> Conduct chemical experiments <input type="checkbox"/> Study the movement of planets <input type="checkbox"/> Examine blood with a microscope	<input type="checkbox"/> Investigate the cause of a fire <input type="checkbox"/> Develop a better way to predict weather <input type="checkbox"/> Work in a biology lab <input type="checkbox"/> Invent a replacement for sugar <input type="checkbox"/> Do laboratory tests to identify diseases	<hr/> Total INVESTIGATIVE Checks
ARTISTIC	<input type="checkbox"/> Write books or plays <input type="checkbox"/> Play a musical instrument <input type="checkbox"/> Compose or arrange music <input type="checkbox"/> Draw pictures <input type="checkbox"/> Create special effects for movies	<input type="checkbox"/> Paint sets for plays <input type="checkbox"/> Write scripts for movies or T.V. <input type="checkbox"/> Perform jazz or tap dance <input type="checkbox"/> Sing in a band <input type="checkbox"/> Edit movies	<hr/> Total ARTISTIC Checks
SOCIAL	<input type="checkbox"/> Teach an individual an exercise routine <input type="checkbox"/> Help people with personal or emotional problems <input type="checkbox"/> Give career guidance to people <input type="checkbox"/> Take care of children at a day-care center <input type="checkbox"/> Teach a high-school class	<input type="checkbox"/> Teach children how to play sports <input type="checkbox"/> Teach sign language to people who are deaf or hard of hearing <input type="checkbox"/> Help conduct a group therapy session <input type="checkbox"/> Perform rehabilitation therapy <input type="checkbox"/> Do volunteer work at a non-profit	<hr/> Total SOCIAL Checks
ENTERPRISING	<input type="checkbox"/> Buy & sell stocks & bonds <input type="checkbox"/> Manage a retail store <input type="checkbox"/> Operate a beauty salon or barber shop <input type="checkbox"/> Manage a large company department <input type="checkbox"/> Start your own business	<input type="checkbox"/> Negotiate business contracts <input type="checkbox"/> Represent a client in a lawsuit <input type="checkbox"/> Market a new line of clothing <input type="checkbox"/> Sell merchandise at a department store <input type="checkbox"/> Manage a clothing store	<hr/> Total ENTERPRISING Checks
CONVENTIONAL	<input type="checkbox"/> Develop spreadsheets <input type="checkbox"/> Proofread records or forms <input type="checkbox"/> Install software across computers on a large network <input type="checkbox"/> Keep inventory records <input type="checkbox"/> Stamp, sort & distribute a company's mail	<input type="checkbox"/> Calculate the wages of employees <input type="checkbox"/> Inventory supplies using a computer <input type="checkbox"/> Record rent payments <input type="checkbox"/> Operate a calculator <input type="checkbox"/> Keep shipping & receiving records	<hr/> Total CONVENTIONAL Checks

In the spaces below, write the names of the interest areas with the three highest scores. The first box is your highest or primary interest. If there are ties, choose the interest with activities that you think are the best fit for you.

FIRST

SECOND

THIRD

WHAT YOUR INTEREST AREAS MEAN

Which occupations match your interests? Explore occupations that include your First Interest Area. Most people will have interests in several of the interest categories. If you have two Area scores that are the same, consider using them both. Use your Second and Third interest areas to explore additional careers.

Realistic: The “Doers”

Enjoy working on practical, hands-on problems and solutions, and real-world materials like wood, tools, and machinery. They often enjoy outside work, but do not like occupations that mainly involve paperwork or working closely with others.

Investigative: The “Thinkers”

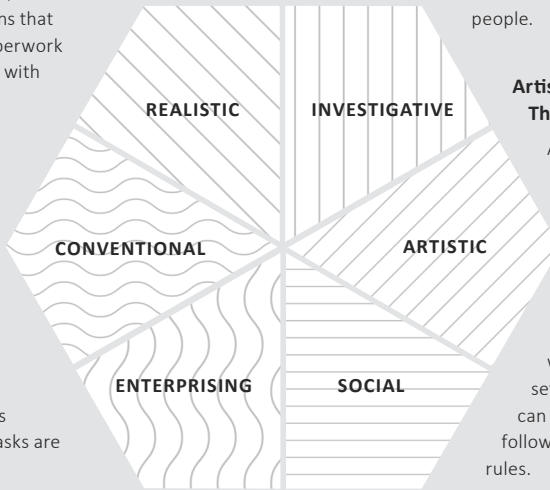
Enjoy working with ideas and thinking more than with physical activity. They prefer to search for facts and figure out problems rather than persuade or lead people.

Conventional: The “Organizers”

Like following procedures and maintaining accurate business records. They prefer working in structured settings where roles and tasks are clearly defined.

Artistic: The “Creators”

Appreciate the artistic side of things, such as forms, designs, and patterns. They like self-expression in their work. They prefer settings where work can be done without following a clear set of rules.



Enterprising: The “Persuaders”

Enjoy starting and carrying out projects, especially business ventures. They like persuading and leading people and making decisions. They enjoy taking risks for profit. These people prefer action rather than thought.

Social: The “Helpers”

Like to assist others and promote learning and personal development. They prefer to communicate more than to work with objects, machines, or data. They like to teach, give advice, help, or otherwise be of service to people.

CAREER CLUSTER SURVEY

Career Clusters are groups of occupations in the same field of work that require similar skills or knowledge. Identify the clusters most interesting to you by placing a check mark in the space next to the items that best describe you. Then add the number of checks in each row. Enter that number in the “Total Checked” column. The row with the most checks corresponds to the Career Cluster that is most likely to interest you.

Scan this QR code to access the online Career Cluster Survey:



nccareers.org/clustersurvey

	ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO	PERSONAL QUALITIES THAT DESCRIBE ME	SCHOOL SUBJECTS I LIKE	TOTAL CHECKED
ROW A	<input type="checkbox"/> Learn how things grow and stay alive <input type="checkbox"/> Make the best use of the earth's natural resources <input type="checkbox"/> Hunt and/or fish <input type="checkbox"/> Protect the environment <input type="checkbox"/> Be outdoors in all kinds of weather <input type="checkbox"/> Plan, budget, and keep records <input type="checkbox"/> Operate machines and keep them in good repair	<input type="checkbox"/> Self-reliant <input type="checkbox"/> Nature lover <input type="checkbox"/> Physically active <input type="checkbox"/> Planner <input type="checkbox"/> Creative problem solver	<input type="checkbox"/> Math <input type="checkbox"/> Life Sciences <input type="checkbox"/> Earth Sciences <input type="checkbox"/> Chemistry <input type="checkbox"/> Agriculture	_____
ROW B	<input type="checkbox"/> Read and follow blueprints and/or instructions <input type="checkbox"/> Picture in my mind what a finished product looks like <input type="checkbox"/> Work with my hands <input type="checkbox"/> Perform work that requires precise results <input type="checkbox"/> Solve technical problems <input type="checkbox"/> Visit and learn from beautiful, historic, or interesting buildings <input type="checkbox"/> Follow logical, step-by-step procedures	<input type="checkbox"/> Curious <input type="checkbox"/> Good at following directions <input type="checkbox"/> Pay attention to details <input type="checkbox"/> Good at visualizing possibilities <input type="checkbox"/> Patient and persistent	<input type="checkbox"/> Math <input type="checkbox"/> Drafting <input type="checkbox"/> Physical Sciences <input type="checkbox"/> Construction <input type="checkbox"/> Electrical/Heat, Air Conditioning and Refrigeration/Tech Education	_____
ROW C	<input type="checkbox"/> Use my imagination to communicate new information to others <input type="checkbox"/> Perform in front of others <input type="checkbox"/> Read and write <input type="checkbox"/> Play a musical instrument <input type="checkbox"/> Perform creative, artistic activities <input type="checkbox"/> Use video and recording technology <input type="checkbox"/> Design brochures and posters	<input type="checkbox"/> Creative and imaginative <input type="checkbox"/> Good communicator, good vocabulary <input type="checkbox"/> Curious about new technology <input type="checkbox"/> Relate well to feelings and thoughts of others <input type="checkbox"/> Determined/tenacious	<input type="checkbox"/> Art/Graphic Design <input type="checkbox"/> Music <input type="checkbox"/> Speech & Drama <input type="checkbox"/> Journalism/Literature <input type="checkbox"/> Audiovisual Technologies	_____
ROW D	<input type="checkbox"/> Perform routine, organized activities, but can be flexible <input type="checkbox"/> Work with numbers and detailed information <input type="checkbox"/> Be the leader in a group <input type="checkbox"/> Make business contact with people <input type="checkbox"/> Work with computer programs <input type="checkbox"/> Create reports and communicate ideas <input type="checkbox"/> Plan my work and follow instructions without close supervision	<input type="checkbox"/> Organized <input type="checkbox"/> Practical and logical <input type="checkbox"/> Patient <input type="checkbox"/> Tactful <input type="checkbox"/> Responsible	<input type="checkbox"/> Computer Applications/Business and Information Technology <input type="checkbox"/> Accounting <input type="checkbox"/> Math <input type="checkbox"/> English <input type="checkbox"/> Economics	_____
ROW E	<input type="checkbox"/> Communicate with different types of people <input type="checkbox"/> Help others with their homework or to learn new things <input type="checkbox"/> Go to school <input type="checkbox"/> Direct and plan activities for others <input type="checkbox"/> Handle several responsibilities at once <input type="checkbox"/> Acquire new information <input type="checkbox"/> Help people overcome their challenges	<input type="checkbox"/> Friendly <input type="checkbox"/> Decision maker <input type="checkbox"/> Helpful <input type="checkbox"/> Innovative/Inquisitive <input type="checkbox"/> Good listener	<input type="checkbox"/> Language Arts <input type="checkbox"/> Social Studies <input type="checkbox"/> Math <input type="checkbox"/> Science <input type="checkbox"/> Psychology	_____

	ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO	PERSONAL QUALITIES THAT DESCRIBE ME	SCHOOL SUBJECTS I LIKE	TOTAL CHECKED
ROW F	<input type="checkbox"/> Work with numbers <input type="checkbox"/> Work to meet a deadline <input type="checkbox"/> Make predications based on existing facts <input type="checkbox"/> Have a framework of rules by which to operate <input type="checkbox"/> Analyze financial information and interpret it to others <input type="checkbox"/> Handle money with accuracy and reliability <input type="checkbox"/> Take pride in the way I dress and look	<input type="checkbox"/> Trustworthy <input type="checkbox"/> Orderly <input type="checkbox"/> Self-confident <input type="checkbox"/> Logical <input type="checkbox"/> Methodical or efficient	<input type="checkbox"/> Accounting <input type="checkbox"/> Math <input type="checkbox"/> Economics <input type="checkbox"/> Finance <input type="checkbox"/> Business Law	_____
ROW G	<input type="checkbox"/> Be involved in politics <input type="checkbox"/> Negotiate, defend, and debate ideas and topics <input type="checkbox"/> Plan activities and work cooperatively with others <input type="checkbox"/> Work with details <input type="checkbox"/> Perform a variety of duties that may change often <input type="checkbox"/> Analyze information & interpret it to others <input type="checkbox"/> Travel and see things that are new to me	<input type="checkbox"/> Good communicator <input type="checkbox"/> Competitive <input type="checkbox"/> Service minded <input type="checkbox"/> Well organized <input type="checkbox"/> Problem solver	<input type="checkbox"/> Government <input type="checkbox"/> Language Arts <input type="checkbox"/> History <input type="checkbox"/> Math <input type="checkbox"/> Foreign Language	_____
ROW H	<input type="checkbox"/> Work under pressure <input type="checkbox"/> Help sick people and animals <input type="checkbox"/> Make decisions based on logic and info <input type="checkbox"/> Participate in health and science classes <input type="checkbox"/> Respond quickly and calmly in emergencies <input type="checkbox"/> Work as a member of a team <input type="checkbox"/> Follow guidelines precisely and meet strict standards of accuracy	<input type="checkbox"/> Compassionate and caring <input type="checkbox"/> Good at following directions <input type="checkbox"/> Conscientious & careful <input type="checkbox"/> Patient <input type="checkbox"/> Good listener	<input type="checkbox"/> Biological Sciences <input type="checkbox"/> Chemistry <input type="checkbox"/> Math <input type="checkbox"/> Health Science <input type="checkbox"/> Language Arts	_____
ROW I	<input type="checkbox"/> Investigate new places and activities <input type="checkbox"/> Work with all ages and types of people <input type="checkbox"/> Organize activities in which other people enjoy themselves <input type="checkbox"/> Have a flexible schedule <input type="checkbox"/> Help people make up their minds <input type="checkbox"/> Communicate easily, tactfully, courteously <input type="checkbox"/> Learn about other cultures	<input type="checkbox"/> Tactful <input type="checkbox"/> Self-motivated <input type="checkbox"/> Works well with others <input type="checkbox"/> Outgoing <input type="checkbox"/> Slow to anger	<input type="checkbox"/> Language Arts/ Speech <input type="checkbox"/> Foreign Language <input type="checkbox"/> Social Sciences <input type="checkbox"/> Marketing <input type="checkbox"/> Food Services	_____
ROW J	<input type="checkbox"/> Care about people's needs and problems <input type="checkbox"/> Participate in community services and/or volunteering <input type="checkbox"/> Listen to other people's viewpoints <input type="checkbox"/> Help people be at their best <input type="checkbox"/> Work with people from preschool age to old age <input type="checkbox"/> Think of new ways to do things <input type="checkbox"/> Make friends with different kinds of people	<input type="checkbox"/> Good communicator, good listener <input type="checkbox"/> Caring <input type="checkbox"/> Non-materialistic <input type="checkbox"/> Uses intuition & logic <input type="checkbox"/> Non-judgmental	<input type="checkbox"/> Language Arts <input type="checkbox"/> Psychology/ Sociology <input type="checkbox"/> Family & Consumer Sciences <input type="checkbox"/> Finance <input type="checkbox"/> Foreign Language	_____
ROW K	<input type="checkbox"/> Work with computers <input type="checkbox"/> Reason clearly and logically to solve complex problems <input type="checkbox"/> Use machines, techniques, and processes <input type="checkbox"/> Read technical materials and diagrams and solve technical problems <input type="checkbox"/> Adapt to change <input type="checkbox"/> Play video games and figure out how they work <input type="checkbox"/> Concentrate for long periods without being distracted	<input type="checkbox"/> Logical/analytical thinker <input type="checkbox"/> Sees details in the big picture <input type="checkbox"/> Persistent <input type="checkbox"/> Good concentration skills <input type="checkbox"/> Precise and accurate	<input type="checkbox"/> Math <input type="checkbox"/> Science <input type="checkbox"/> Computer Tech/ Apps <input type="checkbox"/> Communications <input type="checkbox"/> Graphic Design	_____

	ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO	PERSONAL QUALITIES THAT DESCRIBE ME	SCHOOL SUBJECTS I LIKE	TOTAL CHECKED
ROW L	<input type="checkbox"/> Work under pressure or in the face of danger <input type="checkbox"/> Make decisions based on my own observations <input type="checkbox"/> Interact with other people <input type="checkbox"/> Be in positions of authority <input type="checkbox"/> Respect rules and regulations <input type="checkbox"/> Debate and win arguments <input type="checkbox"/> Observe and analyze people's behavior	<input type="checkbox"/> Adventurous <input type="checkbox"/> Dependable <input type="checkbox"/> Community-minded <input type="checkbox"/> Decisive <input type="checkbox"/> Optimistic	<input type="checkbox"/> Language Arts <input type="checkbox"/> Psychology/Sociology <input type="checkbox"/> Government/History <input type="checkbox"/> Law Enforcement <input type="checkbox"/> EMT/Health Science	_____
ROW M	<input type="checkbox"/> Work with my hands, and learn best that way <input type="checkbox"/> Put things together <input type="checkbox"/> Do routine, organized, and accurate work <input type="checkbox"/> Perform activities that produce tangible results <input type="checkbox"/> Apply math to work out solutions <input type="checkbox"/> Use hand and power tools and operate equipment/machinery <input type="checkbox"/> Visualize objects in three dimensions from flat drawings	<input type="checkbox"/> Practical <input type="checkbox"/> Observant <input type="checkbox"/> Physically active <input type="checkbox"/> Step-by-step thinker <input type="checkbox"/> Coordinated	<input type="checkbox"/> Math-Geometry <input type="checkbox"/> Chemistry <input type="checkbox"/> Trade and Industry courses <input type="checkbox"/> Physics <input type="checkbox"/> Language Arts	_____
ROW N	<input type="checkbox"/> Shop and go to the mall <input type="checkbox"/> Be in charge <input type="checkbox"/> Make displays and promote ideas <input type="checkbox"/> Give presentations and enjoy public speaking <input type="checkbox"/> Persuade people to buy products or to participate in activities <input type="checkbox"/> Communicate my ideas to other people <input type="checkbox"/> Take advantage of opportunities to make extra money	<input type="checkbox"/> Enthusiastic <input type="checkbox"/> Competitive <input type="checkbox"/> Creative <input type="checkbox"/> Self-motivated <input type="checkbox"/> Persuasive	<input type="checkbox"/> Language Arts <input type="checkbox"/> Math <input type="checkbox"/> Business Ed/Marketing <input type="checkbox"/> Economics <input type="checkbox"/> Computer Applications	_____
ROW O	<input type="checkbox"/> Interpret formulas <input type="checkbox"/> Find the answers to questions <input type="checkbox"/> Work in a laboratory <input type="checkbox"/> Figure out how things work and investigate new things <input type="checkbox"/> Explore new technology <input type="checkbox"/> Experiment to find the best way to do something <input type="checkbox"/> Pay attention to details and help things be precise	<input type="checkbox"/> Detail oriented <input type="checkbox"/> Inquisitive <input type="checkbox"/> Objective <input type="checkbox"/> Methodical <input type="checkbox"/> Mechanically inclined	<input type="checkbox"/> Math <input type="checkbox"/> Science <input type="checkbox"/> Drafting/Computer-aided drafting <input type="checkbox"/> Electronics/Computer Networking <input type="checkbox"/> Technical classes, Technology Education	_____
ROW P	<input type="checkbox"/> Travel <input type="checkbox"/> See well and have quick reflexes <input type="checkbox"/> Solve mechanical problems <input type="checkbox"/> Design efficient processes <input type="checkbox"/> Anticipate needs and prepare to meet them <input type="checkbox"/> Drive or ride <input type="checkbox"/> Move things from one place to another	<input type="checkbox"/> Realistic <input type="checkbox"/> Mechanical <input type="checkbox"/> Coordinated <input type="checkbox"/> Observant <input type="checkbox"/> Planner	<input type="checkbox"/> Math <input type="checkbox"/> Trade and Industry courses <input type="checkbox"/> Physical Sciences <input type="checkbox"/> Economics <input type="checkbox"/> Foreign Language	_____

List the letters of your top 3 scoring rows and use the table on page 7 to match rows to the Career Cluster.

Row Letters: _____

















Cluster Names: _____

The Career Cluster Survey is reproduced with permission of the Career Academic Connections Div. of the Oklahoma Dept. of Career Tech.

II. Explore Career Clusters

HOW TO USE CAREER CLUSTERS

Career Clusters help you sort through more than 900 careers. Connect your Interest Profiler results with your identified clusters to discover occupations that most closely match your work interests.

ROW	CAREER CLUSTER		DESCRIPTION
A		Agriculture, Food, & Natural Resources	Producing, processing, distributing, financing, and marketing of agricultural products including food, plants, fiber, animals, wood, and other plant and animal resources.
B		Architecture & Construction	Designing, planning, managing, building, and maintaining the built environment.
C		Arts, Audio/Video Technology, & Communications	Designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services.
D		Business Management & Administration	Planning, directing, and evaluating business functions essential to effective and productive business operations.
E		Education & Training	Planning, managing, and providing education and training services and related learning support services, including administration and library services.
F		Finance	Financial and investment planning, banking, insurance, and business financial management.
G		Government & Public Administration	Planning and providing government services at the federal, state, and local levels, including services related to national security, legislation, foreign service, revenue and taxation, and regulations.
H		Health Science	Planning, managing, and providing therapeutic services, diagnostic services, health informatics, support services, and biotechnological research and development.
I		Hospitality & Tourism	Managing, marketing, and operating of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.
J		Human Services	Providing family and individual services such as counseling and mental health, personal care, and consumer advice.
K		Information Technology	Designing, developing, supporting, and managing of hardware, software, Internet, multimedia, and systems integration services.
L		Law, Public Safety, Corrections & Security	Planning, managing, and providing legal, public safety, corrections, protective services, and homeland security, including professional and technical support.
M		Manufacturing	Planning, managing, and performing the processing of materials into intermediate or final products and related professional and technical support activities.
N		Marketing	Planning, managing, and performing marketing activities to reach organizational objectives.
O		Science, Technology, Engineering & Mathematics	Planning, managing, and providing scientific research and professional and technical services, including laboratory and testing services, and research and development services.
P		Transportation, Distribution & Logistics	Planning and managing the movement of people, materials, and goods by road, pipeline, air, rail, and water.

USING THE CAREER CLUSTERS MATRIX

On the next two pages are examples of occupations organized by **interest** (top) and **career cluster** (left). Occupations under your first and second interest areas list occupations that are more likely to appeal to you.

	REALISTIC	INVESTIGATIVE	ARTISTIC	
 Agriculture, Food & Natural Resources	Pest Control Workers; Logging Equipment Operators	Zoologists & Wildlife Biologists; Animal Scientists	—	
 Architecture & Construction	Construction Laborers; Roofers; Sheet Metal Workers	Landscape Architects; Civil Engineers	Interior Designers; Architects	
 Arts, Audio/Video Technology & Communications	Telecommunications Line Installers; Craft Artists	Telecommunications Equipment Repairers	Art Directors; Editors; Photographers	
 Business Management & Administration	Postal Service Mail Carriers; Library Assistants, Clerical	Management Analysts; Operations Research Analysts	Fundraisers; Training & Development Specialists	
 Education & Training	Vocational Education Teachers; Museum Technicians	College Economics Teachers; Health Specialties Teachers	Interpreters & Translators; Preschool Teachers	
 Finance	Auto Insurance Appraisers	Financial Analysts; Risk Management Specialists; Insurance Underwriters	—	
 Government & Public Administration	Agricultural Inspectors; Transportation Security Screeners	Occupational Health & Safety Specialists	Urban & Regional Planners	
 Health Science	Veterinary Assistants; Medical Equipment Preparers	Surgeons; Podiatrists; Pharmacists	Recreational Therapists; Psychiatrists	
 Hospitality & Tourism	Dishwashers; Bakers; Maids & Housekeeping Cleaners	—	Chefs & Head Cooks; Recreation Workers;	
 Human Services	Tailors; Massage Therapists; Shampooers	Healthcare Social Workers; Marriage & Family Therapists	Cosmetologists; Childcare Workers	
 Information Technology	Computer User Support Specialists; Software Developers	Software Quality Assurance Engineers & Testers	Video Game Designers; Web Developers	
 Law, Public Safety, Corrections & Security	Bailiffs; Forest Fire Inspectors & Prevention Specialists	Forensic Science Technicians; Fish & Game Wardens	Forensic Artists	
 Manufacturing	Dental Laboratory Technicians;	Industrial Engineering Technicians	Stone Cutters & Carvers; Glass Blowers	
 Marketing	Demonstrators & Product Promoters	Market Research Analysts & Marketing Specialists	Public Relations Specialists; Models	
 Science, Technology, Engineering & Mathematics	Mechanical Engineers; Chemical Engineers; Electrical Engineers	Microbiologists; Materials Scientists; Chemists	Mathematicians, Biochemists & Biophysicists, Sociologists	
 Transportation, Distribution & Logistics	Automotive Body Repairers; Commercial Pilots	Traffic Technicians; Avionics Technicians	—	

Remember: the occupations in this matrix are only a few examples. Visit nccareers.org/starjobs to find more.

	SOCIAL	ENTERPRISING	CONVENTIONAL
	Farm Labor Contractors	Natural Sciences Managers; Agricultural Engineers	Environmental Science & Protection Technicians
	—	Construction Managers; Cost Estimators	Crane & Tower Operators; Highway Maintenance Workers; Electricians
	Broadcast News Analysts; Choreographers	Agents of Artists, Performers & Athletes; Musicians & Singers	Broadcast Technicians; Technical Writers
	Customer Service Representatives; Human Resources Specialists	Industrial Production Managers; Chief Executives	Auditors; Compensation, Benefits, & Job Analysis Specialists
	Special Education Teachers; School Counselors	Preschool Education Administrators; Curators	Librarians; Teacher Assistants; College Education Administrators
	Insurance Sales Agents; Personal Financial Advisors	Loan Interviewers & Clerks; Brokerage Clerks; Credit Analysts	Bill & Account Collectors; Loan Officers; Tellers
	Emergency Management Directors; Eligibility Interviewers; Legislators	Equal Opportunity Representatives & Officers; Tax Examiners & Collectors; Financial Examiners	Court Clerks; Transportation Inspectors; Assessors
	Nurse Practitioners; Respiratory Therapy Technicians	Opticians, Dispensing; Psychiatric Technicians	Dental Assistants; Pharmacy Technicians
	Tour Guides & Escorts; Waiters & Waitresses; Concierges	Lodging Managers; Umpires & Referees; Bartenders	Hotel Desk Clerks; Reservation & Transportation Ticket Agents
	Clergy; Rehabilitation Counselors; Personal Care Aides	Skincare Specialists; Manicurists & Pedicurists; Credit Counselors	Barbers; Social & Human Service Assistants
	Informatics Nurse Specialists	Computer Network Support Specialists	Computer Network Architects; Web Administrators
	Crossing Guards; Animal Control Workers	Lawyers; Sheriffs & Deputy Sheriffs	Paralegals & Legal Assistants; Security Guards
	Medical Appliance Technicians	Supervisors of Production & Operating Workers	Purchasing Agents; Machinists
	Supervisors of Retail & Non-Retail Sales Workers	Real Estate Brokers; Wholesale & Retail Buyers	Real Estate Sales Agents; Cashiers
	Political Scientists	Industrial Engineers; Economists	Social Science Research Assistants; Statisticians
	Bus Drivers; Flight Attendants	Aircraft Cargo Handling Supervisors; Logisticians	Air Traffic Controllers; Cargo & Freight Agents

III. Know Your Options

SAMPLES OF PROMISING CAREERS BY CLUSTER

AGRICULTURE, FOOD, & NATURAL RESOURCES

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Ag. & Food Science Techs.	\$30,170 / \$37,280	Associate's	RIC
Environmental Engineers	\$56,630 / \$74,900	Bachelor's	IRC
Env. Science & Protection Techs.	\$30,540 / \$40,990	Associate's	IRC
Farm Equip. Mechanics & Service Techs.	\$27,200 / \$36,170	HS diploma or equal +	RCI
Farm, Fish & Forestry Worker Mgrs.	\$36,740 / \$50,400	HS diploma or equal +	ER
Forest & Conservation Techs.	\$32,040 / \$39,590	Associate's	RIE
Natural Sciences Managers	\$95,020 / \$140,600	Bachelor's	EI
Soil & Plant Scientists	\$39,340 / \$63,200	Bachelor's	IR
Veterinary Technologists & Techs.	\$26,300 / \$32,600	Associate's	RI
Veterinarians	\$66,180 / \$91,550	Ph.D or professional	IR

ARCHITECTURE & CONSTRUCTION

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Architects	\$57,810 / \$78,200	Bachelor's	AI
Architectural & Civil Drafters	\$37,530 / \$51,260	Associate's	RI
Carpenters	\$27,390 / \$36,370	HS diploma or equal +	RCI
Civil Engineering Technicians	\$34,120 / \$47,870	Associate's	RCI
Construction Managers	\$68,550 / \$97,290	Bachelor's	ERC
Cost Estimators	\$38,380 / \$59,750	Bachelor's	CE
Electric Power-Line Install & Repair	\$40,310 / \$59,690	HS diploma or equal +	RIC
Electricians	\$32,920 / \$43,110	HS diploma or equal +	RIC
HVAC & Refrigeration Mechanics & Install	\$29,920 / \$41,820	Postsecondary award +	RC
Plumbers, Pipefitters, & Steamfitters	\$31,140 / \$43,140	HS diploma or equal +	RC

Minimum Education category represents the minimum level of education required for entry according to the Bureau of Labor Statistics. Actual market conditions may require additional education and training.

Note: Interest Areas refer to the Interests identified through the Interest Profiler on pages 2 and 3. R – Realistic, I – Investigative, A – Artistic, S – Social, E – Enterprising & C – Conventional. Two or more letters means that multiple Interest Areas (in the order they are presented) are present in that occupation.



ARTS, AUDIO/VIDEO TECHNOLOGY, & COMMUNICATIONS

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Art Directors	\$57,040 / \$88,400	Bachelor's	AE
Audio & Video Equipment Technicians	\$27,010 / \$39,620	Postsecondary award	RIC
Broadcast Technicians	\$22,130 / \$37,100	Associate's	RCI
Graphic Designers	\$29,340 / \$45,210	Bachelor's	ARE
Multimedia Artists & Animators	\$48,300 / \$71,270	Bachelor's	AI
Prepress Techs & Workers	\$31,470 / \$40,300	Postsecondary award +	RCI
Technical Writers	\$50,190 / \$73,740	Bachelor's	AIC
Telecom Equipment Install & Repair	\$38,490 / \$53,950	Postsecondary award	RIC
Telecom Line Install & Repair	\$27,550 / \$43,360	HS diploma or equal +	RE
Writers & Authors	\$35,680 / \$57,510	Bachelor's	A



BUSINESS MANAGEMENT & ADMINISTRATION

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Administrative Services Managers	\$65,270 / \$98,260	Bachelor's	EC
Comp., Benefit & Job Analysis Specialists	\$43,590 / \$59,780	Bachelor's	CE
Computer & Info. System Mgrs	\$94,520 / \$135,740	Bachelor's	ECI
General & Operations Managers	\$60,490 / \$108,750	Bachelor's	ECS
HR Assistants	\$28,960 / \$38,300	Associate's	CES
Management Analysts	\$54,530 / \$83,700	Bachelor's	IEC
Compensation & Benefits Managers	\$68,860 / \$109,040	Bachelor's	ECS
Customer Service Representatives	\$22,900 / \$32,910	HS diploma or equal +	ESC
Mgrs of Office & Admin. Support	\$36,340 / \$53,190	HS diploma or equal +	ECS
Fundraisers	\$38,420 / \$55,560	Bachelor's	ECA

Wage Source: 2018 Occupational Employment Statistics, NC Department of Commerce, LEAD. View more occupations and data on job openings, growth and wages in your area at nccareers.org/starjobs.

+ Certifications and/or degrees are available through NC Community Colleges to help a candidate become more competitive in the marketplace.

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Business Professors	\$47,450 / \$72,920	Ph.D or professional	SEI
Coaches & Scouts	\$21,060 / \$34,990	Bachelor's	SRE
Elemen. & Secondary School Admin	\$52,610 / \$68,120	Master's degree	ESC
Preschool/Childcare Center/Program Admin	\$31,170 / \$44,850	Bachelor's	SEC
Elementary School Teachers	\$36,080 / \$45,860	Bachelor's	SAC
Library Technicians	\$24,320 / \$34,220	Postsecondary award +	CSE
Middle School Teachers	\$36,790 / \$46,290	Bachelor's	SA
Preschool Teachers	\$20,280 / \$26,330	Associate's	SA
Secondary School Teachers	\$37,290 / \$46,760	Bachelor's	SAE
Special Education Teachers	\$36,720 / \$46,630	Bachelor's	SA


FINANCE

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Accountants & Auditors	\$50,090 / \$69,840	Bachelor's	CE
Claims Adjusters, Examiners, & Investigators	\$41,750 / \$61,470	HS diploma or equal +	CE
Credit Analysts	\$50,610 / \$74,050	Bachelor's	CE
Financial Analysts	\$55,490 / \$80,740	Bachelor's	CIE
Auto Insurance Appraisers	\$46,690 / \$63,320	Postsecondary award +	CRE
Insurance Sales Agents	\$29,810 / \$49,440	HS diploma or equal +	ECS
Loan Interviewers & Clerks	\$31,840 / \$41,330	HS diploma or equal +	CE
Loan Officers	\$36,880 / \$62,360	Bachelor's	CES
Personal Financial Advisors	\$46,670 / \$97,960	Bachelor's	ECS
Securities, Commod. & Financial Svcs Sales	\$39,150 / \$62,360	Bachelor's	EC

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GOVERNMENT & PUBLIC ADMINISTRATION

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Appraisers & Assessors of Real Estate	\$32,060 / \$53,190	Bachelor's	EC
Budget Analysts	\$51,110 / \$69,740	Bachelor's	CEI
Compliance Officers	\$41,920 / \$62,470	Bachelor's	CE
Construction & Building Inspectors	\$37,800 / \$53,780	HS diploma or equal +	RCI
Court, Municipal, & License Clerks	\$27,200 / \$35,820	HS diploma or equal +	CE
Prog. Eligibility Interviewers, Government	\$31,460 / \$37,430	HS diploma or equal +	SCE
Financial Examiners	\$37,030 / \$62,410	Bachelor's	EC
Occup. Health & Safety Specialists	\$44,700 / \$68,790	Bachelor's	IC
Tax Exam., Collectors & Revenue Agents	\$39,790 / \$55,740	Bachelor's	CE
Urban & Regional Planners	\$48,780 / \$64,120	Master's degree	IEA



HEALTH SCIENCES

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Dental Hygienists	\$55,480 / \$70,720	Associate's	SRC
Family & General Practitioners/Doctors	\$131,510 / \$204,930	Ph.D or professional	IS
Licensed Practical & Licensed Vocational Nurses	\$37,260 / \$44,830	Postsecondary award +	SR
MRI Technologists	\$54,640 / \$67,140	Associate's	RCS
Medical Assistants	\$26,450 / \$32,710	Postsecondary award +	SCR
Radiation Therapists	\$59,820 / \$74,820	Associate's	SRC
Radiologic Technologists	\$42,880 / \$57,180	Associate's	RS
Registered Nurses	\$50,330 / \$62,940	Bachelor's	SIC
Respiratory Therapists	\$45,790 / \$56,410	Associate's	SIR
Surgical Technologists	\$34,850 / \$43,300	Postsecondary award +	RSC

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HOSPITALITY & TOURISM

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Chefs & Head Cooks	\$33,000 / \$47,070	HS diploma or equal +	ERA
Mgrs of Food Prep. & Serving Workers	\$22,880 / \$31,850	HS diploma or equal +	ECR
Mgrs of Housekeeping & Janitorial Workers	\$26,300 / \$36,700	HS diploma or equal +	ECR
Flight Attendants	\$29,120 / \$60,950	HS diploma or equal +	ESC
Food Service Managers	\$39,680 / \$55,980	HS diploma or equal +	ECR
Lodging Managers	\$67,390 / \$81,320	HS diploma or equal +	ECS
Meeting, Convention, & Event Planners	\$29,160 / \$42,520	Bachelor's	ECS
Recreation Workers	\$17,900 / \$25,320	HS diploma or equal +	SEA
Reservation & Transport Ticket Agents	\$27,930 / \$43,580	HS diploma or equal +	CES
Travel Agents	\$25,900 / \$38,530	HS diploma or equal +	EC

HUMAN SERVICES

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Child, Family, & School Social Workers	\$35,440 / \$46,240	Bachelor's	SE
Community Health Workers	\$26,940 / \$36,850	HS diploma or equal +	SIE
Credit Counselors	\$35,560 / \$45,770	Bachelor's	ESC
Mgrs of Personal Service Workers	\$26,320 / \$38,140	HS diploma or equal +	ECS
Fitness Trainers & Aerobics Instructors	\$20,860 / \$34,310	HS diploma or equal +	SRE
Funeral Service Managers	\$58,370 / \$75,420	Associate's	ECS
Hairdresser & Cosmetologists	\$17,480 / \$21,000	Postsecondary award +	AES
Massage Therapists	\$27,710 / \$39,590	Postsecondary award +	SR
Skincare Specialists	\$23,530 / \$39,440	Postsecondary award +	ESR
Social & Community Service Managers	\$45,200 / \$64,360	Bachelor's	ES

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INFORMATION TECHNOLOGY

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Computer Network Architects	\$68,020 / \$106,170	Bachelor's	ICE
Computer Network Support Specialists	\$39,190 / \$60,820	Associate's	REC
Computer Systems Analysts	\$61,970 / \$90,230	Bachelor's	ICR
Computer User Support Specialists	\$33,130 / \$48,290	Some college +	RIC
Database Administrators	\$57,740 / \$93,280	Bachelor's	CI
Information Security Analysts	\$69,310 / \$103,470	Bachelor's	CIR
Network & Computer System Admin.	\$54,970 / \$81,370	Bachelor's	IRC
Applications Software Developers	\$68,380 / \$100,560	Bachelor's	IRC
Systems Software Software Developers	\$75,010 / \$104,710	Bachelor's	ICR
Web Developers	\$44,900 / \$68,520	Associate's	CIA



LAW, PUBLIC SAFETY, CORRECTIONS, & SECURITY

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Detectives & Criminal Investigators	\$41,470 / \$50,920	HS diploma or equal +	EI
EMT & Paramedics	\$26,600 / \$35,280	Postsecondary award +	SIR
Fire Inspectors & Investigators	\$38,560 / \$53,460	Postsecondary award +	CR
Firefighters	\$23,360 / \$32,590	Postsecondary award +	RS
Mgrs of Fire Fighting/Prevention Workers	\$39,810 / \$59,000	Postsecondary award +	ER
Managers of Police & Detectives	\$48,920 / \$65,930	HS diploma or equal +	ESC
Forensic Science Technicians	\$35,250 / \$44,720	Bachelor's	IRC
Lawyers	\$55,760 / \$99,400	Ph.D or professional	EI
Paralegals & Legal Assistants	\$29,880 / \$43,530	Associate's	CIE
Police & Sheriff's Patrol Officers	\$34,740 / \$46,160	HS diploma or equal +	RE

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MANUFACTURING

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
CNC Machine Tool Programmers	\$31,800 / \$46,150	Postsecondary award	CIR
Electrical & Electronics Drafters	\$33,320 / \$44,740	Associate's	RIC
Electrical/Electronic Engineering Techs.	\$41,610 / \$60,450	Associate's	RI
Mgrs of Mechanics, Installers & Repairers	\$44,930 / \$63,620	HS diploma or equal +	ECR
Industrial Engineering Techs.	\$33,220 / &46,470	Associate's	IRC
Machinists	\$30,410 / \$40,890	HS diploma or equal +	RCI
Maintenance & Repair Workers	\$26,140 / \$37,890	HS diploma or equal +	RCI
Mechanical Drafters	\$37,900 / \$51,910	Associate's	RCI
Medical Equipment Repairers	\$37,190 / \$53,760	Associate's	RIC
Tool & Die Makers	\$37,910 / \$48,970	Postsecondary award +	RIC


MARKETING

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Mgrs of Non-Retail Sales Workers	\$51,650 / \$84,180	HS diploma or equal +	ECS
Market Research Anals/Marketing Special.	\$39,810 / \$62,370	Bachelor's	IEC
Marketing Managers	\$87,550 / \$133,190	Bachelor's	EC
Property & Community Assoc Mgrs	\$34,970 / \$54,630	HS diploma or equal +	EC
Public Relations & Fundraising Managers	\$76,000 / \$112,290	Bachelor's	EA
Public Relations Specialists	\$40,250 / \$59,210	Bachelor's	EAS
Real Estate Sales Agents	\$26,640 / \$47,690	HS diploma or equal +	EC
Sales Engineers	\$64,460 / \$90,550	Bachelor's	ERI
Sales Managers	\$74,050 / \$131,600	Bachelor's	EC
Wholesale/Manufacturing Sales Reps	\$34,150 / \$59,920	HS diploma or equal +	CE

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SCIENCE, TECHNOLOGY, ENGINEERING, & MATHEMATICS

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Aerospace Engineers	\$70,500 / \$98,900	Bachelor's	IR
Chemical Engineers	\$67,730 / \$97,700	Bachelor's	IR
Chemists	\$49,090 / \$71,960	Bachelor's	IRC
Computer Hardware Engineers	\$71,200 / \$108,440	Bachelor's	IRC
Electrical Engineers	\$63,840 / \$91,680	Bachelor's	IR
Electronics Engineers	\$63,680 / \$92,940	Bachelor's	IR
Environmental Scientists & Specialists	\$44,190 / \$58,600	Bachelor's	IRC
Geoscientists	\$51,350 / \$70,160	Bachelor's	IR
Health & Safety Engineers	\$55,700 / \$74,950	Bachelor's	IR
Life, Physical & Social Science Techs.	\$36,200 / \$52,380	Associate's	RIC



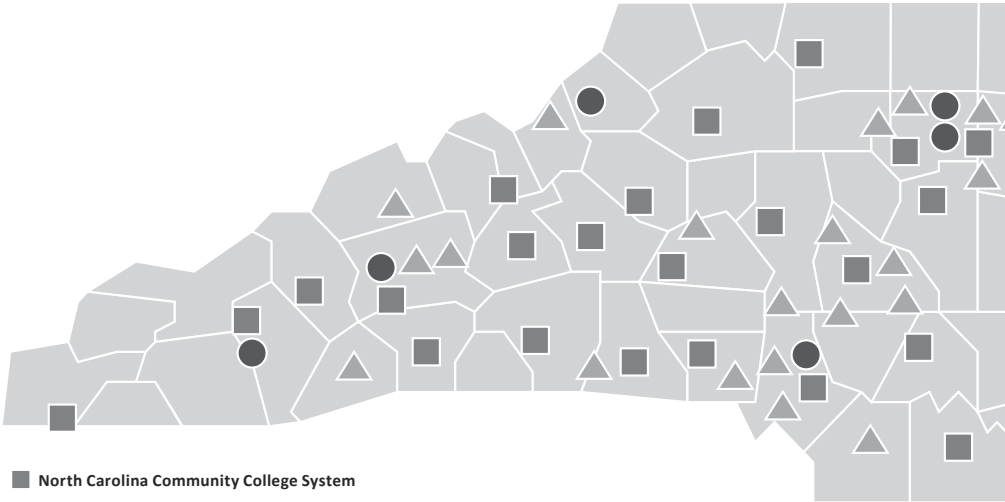
TRANSPORTATION, DISTRIBUTION, & LOGISTICS

OCCUPATION	ANNUAL ENTRY/ MEDIAN WAGES	MINIMUM EDUCATION REQUIRED	INTEREST AREAS
Air Traffic Controllers	\$72,540 / \$100,710	Associate's	EC
Aircraft Mechanics & Service Techs.	\$39,810 / \$56,990	Postsecondary award +	RCI
Automotive Body & Related Repairers	\$29,220 / \$45,590	HS diploma or equal +	R
Auto Service Techs & Mechanics	\$24,140 / \$39,390	Postsecondary award +	RI
Bus/Truck Mechanics/Diesel Engine Special.	\$32,360 / \$44,150	HS diploma or equal +	RC
Bus Drivers, Transit & Intercity	\$22,120 / \$29,710	HS diploma or equal +	RS
Cargo & Freight Agents	\$31,660 / \$43,920	HS diploma or equal +	CER
Heavy & Tractor-Trailer Truck Drivers	\$29,390 / \$42,140	Postsecondary award +	RC
Motorcycle Mechanics	\$25,190 / \$35,600	Postsecondary award +	R
Transport, Storage & Distribution Mgrs	\$68,040 / \$97,210	HS diploma or equal +	EC

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With over 110 Public & Private Colleges and Universities in NC...



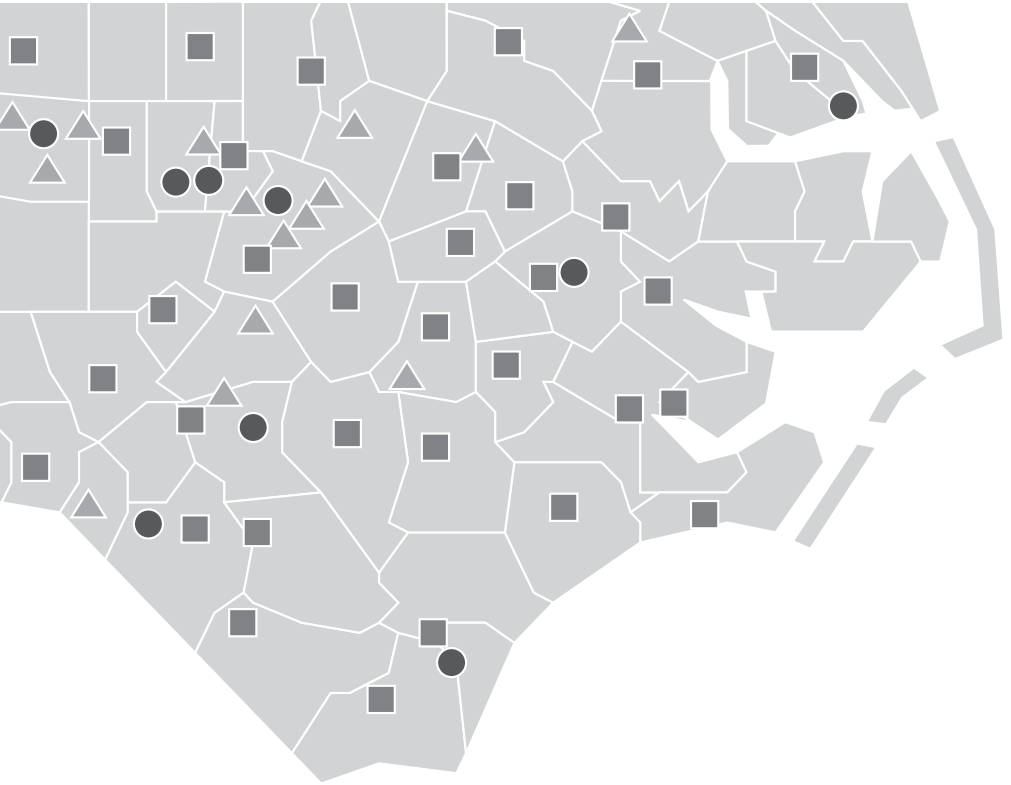
- North Carolina Community College System
- Public Universities
- ▲ Independent Colleges and Universities

CAREER AND TECHNICAL STUDENT ORGANIZATIONS

 deca.org	 fbla-pbl.org	 fcclainc.org	 ffa.org
 hosa.org	 skillsusa.org	 tsaweb.org	

Scan the QR code to access an interactive map of NC Community Colleges, Public Universities, and Independent Colleges & Universities with information including costs, certificates and degree programs to help you prepare for your education and career.

www2.cfnc.org/#/CampusSearch



CAREER AND EDUCATIONAL RESOURCES



nccareers.org



nccareers.org/realitycheck



cfnc.org

NCWorks

ncworks.gov



careeronestop.org



nccommunitycolleges.edu

IV. Get Experience While You Study

Work-based learning gives you the edge when applying for new jobs.

North Carolina offers employers valuable resources to train you as part of their incoming workforce. You'll gain valuable work experience and meet people who can be your best resource for finding a future job and connecting with potential employers. These experiences can also improve the quality of your resume!

Jump start your future career by "trying out" an occupation through work-based learning programs like those listed below. Your local school or college offers some of these programs, and you can also seek out these opportunities online and by contacting community businesses and organizations.

JOB SHADOWING

Job Shadowing programs usually involve going to work for one or several days with someone whose career interests you. You can observe tasks and skills required for the job, experience the work environment, and interact with people who currently work in your potential career field.

INTERNSHIPS AND COOPERATIVE EDUCATION

These experiences usually last from a couple of weeks to several months. You observe individuals in your career field of interest while performing some of the job's tasks and duties.

Internships and Cooperative Education include mentoring by an experienced career professional who can discuss your career decisions and goals. Internships can be paid or unpaid, but Cooperative Education must provide pay. Either program may be eligible for academic credit at a high school or college.

SCHOOL-BASED ENTERPRISES

School-based enterprises allow you to plan and run a simulated or actual business at school. It provides direct links between what you learn in the classroom and what it's like to work in an actual job.

APPRENTICESHIPS

Apprenticeships offer combined academic instruction, structured training, and paid work experience that usually lasts for three to four years. Employers offer these programs in collaboration with the North Carolina Community College System.

SERVICE LEARNING

Service Learning can be a great way to learn about a career and help your community while developing new skills or applying existing skills. You will see how the services you provide connect with what you've learned in classes.

BUSINESS/INDUSTRY FIELD TRIPS

Business/Industry Field Trips are opportunities to leave the classroom to see how what you've learned applies in workplaces. You can observe and investigate activities that relate to a specific school subject and to your career plans.

Contact your school's Career Development Coordinator, CTE Coordinator, School Counselor, or Community College Career Coach for more information and assistance.

V. Prepare for Work

If you are exploring career options or entering the job market, understanding what employers look for in candidates is always helpful. Research to understand job and employer requirements and the preparation to meet those needs will make you better positioned to land your dream job.

READ JOB POSTINGS

Go online and search to find what jobs are available. Helpful websites include:

[NCworks.gov](https://www.ncworks.gov), [Indeed.com](https://www.indeed.com) and [Linkedin.com/jobs](https://www.linkedin.com/jobs).

RESEARCH THE OCCUPATION

NC Careers' Occupations Profile ([nccareers.org/occupationalprofiles/index.html](https://www.nccareers.org/occupationalprofiles/index.html)) and the Bureau of Labor Statistics' Occupational Outlook Handbook ([www.BLS.gov/ooh](https://www.bls.gov/ooh)) have thorough descriptions of hundreds of occupations with data on wages and job growth.

RESEARCH THE INDUSTRY THAT INTERESTS YOU

Learning what you can about a businesses' industry or occupation is helpful in preparing for an interview or just better understanding a career. This research will help you gain an understanding of the opportunities and challenges in a field: Is it growing? Are technological changes likely to affect future opportunities? Perform web searches and look for industry associations.

FIND LOCAL EMPLOYERS

Your job posting search will help you identify local employers, but keep in mind that not all local employer are hiring at the same time and not all will even post jobs online. Other ways to find local employers is through a quick Google search for your town or city or use CareerOneStop's Employer Locator Tool, [careeronestop.org/toolkit/jobs/find-businesses.aspx](https://www.careeronestop.org/toolkit/jobs/find-businesses.aspx). Limiting your search to industries (advertising, machine shops, medical clinics) may be more helpful than searching for occupations (nurses, media specialists, welders).

RESEARCH THE COMPANY

Before you contact a potential employer, do some homework and learn what the company does. Knowing a lot about their business will impress employers when you talk to them. A good place to start is on the company's online and social media presence. A Google News search is also a great place to gather relevant information.

ASK FOR AN INFORMATIONAL INTERVIEW

Talking directly with someone in the company is the best way to learn about a business and what they look for in new employees. Ask your friends and family if they know anyone that works at the company you are interested in and see if they can help set up a meeting for you. If you don't have a direct link, make a call to the company directly and explain that you are interested in working for the company. Often employers will schedule a 20-30 minute window to talk with a student or someone who is interested in working for the company. In the meeting, be prepared with questions, don't ask for a job and be respectful of the person's time. You can find tips on interviewing and conducting an informational interview at [careeronestop.org/jobsearch/network/form-a-network.aspx](https://www.careeronestop.org/jobsearch/network/form-a-network.aspx).

Dream it. Plan it. Live it...

To continue exploring & building your career online, visit



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