



THE COUNSELOR PLAYBOOK

A GUIDE TO CAREER EXPLORATION IN THE CENTRAL AND MOTHER LODE REGIONS

BUILD YOUR FUTURE AT
FindItBeltKernCounty.org



Kern County
**Superintendent
of Schools**
Office of Mary C. Barlow
...advocate for children





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A special thanks to the many Kern County educators who help to keep the resources on this website current. We appreciate your time and commitment to providing up-to-date information that gives students the ability to make informed decisions about their education.



1 OVERVIEW

Find It. Be It. Kern County is a campaign that creates awareness of the county's career education programs to help increase the number of students who enroll in and complete career pathways that begin in high school and seamlessly transition to college.

Find It. Be It. Kern County, which targets students between the ages of 13 and 16 and their parents, was created through a partnership of the Kern County Superintendent of Schools, the Kern Community College District, and the Career Pathways Improvement Project. Through this effort, we are communicating that career education is an easy way to get a head start on gaining marketable skills in a fun, hands-on environment. Also, Kern County schools offer graduation-ready career skills and a rampway to multiple career pathways in college.

We've created this playbook to help make your job easier. We'll walk you through the Find It. Be It. website (FindItBeltKernCounty.org) and other helpful resources you can use as you advise students and parents about their career education options.

Let's get started!





2a

CAREER PROGRAMS BY STUDENT INTEREST

Start here when a student will decide based on what they like

TRY IT NOW!

EXPLORE 15 INDUSTRY CLUSTERS



Some students like to start by seeing what's out there. When location isn't a factor, the industry clusters page of the Find It. Be It. website is a good place to start exploring career education options:

- From the [homepage](#), click on the Explore tab.
- Click on any of 15 different industry clusters to see which high schools in Kern County offer programs in the cluster.











CONTACT CAREER EDUCATION TEACHERS

Clicking on a high school takes students to the school's Career Education page. The amount of career education information available on school websites varies by campus, though most include contact information for the department's teachers and staff members. Others include the career education programs offered, some with descriptions of the program.

The screenshot shows the Arvin High School website. The top navigation bar includes links for StudentVUE, ParentVUE, Student Request for Intervention and Supports, Sprigeo School Safety Tip Line, Students, Parents, Staff, and a language selection dropdown. The main header features the school's logo and the name "ARVIN HIGH SCHOOL". Below the header is a navigation menu with links for ABOUT, ACADEMICS, ATHLETICS, ACTIVITIES, COUNSELING, RESOURCES, and BEAR PRIDE. The main content area is titled "Career and Technical Education » Staff" and displays a grid of staff members. On the right side of the staff grid, there are three red buttons: "Career & Technical Education", "Staff", and "Videos".

Career and Technical Education » Staff

Staff

 <p>Roy Alvarez Business/Finance Teacher ✉ Email Roy Alvarez</p>	 <p>Richard Goodding ✉ Email Richard Goodding</p>	 <p>Chris Kayes ✉ Email Chris Kayes</p>	Career & Technical Education
 <p>Laura Liera Activities Director/Business Dept. Chair ✉ Email Laura Liera</p>	 <p>John Lunsford ✉ Email John Lunsford</p>	 <p>Robert McDuff Career Choices Teacher ✉ Email Robert McDuff</p>	Staff
			Videos



2b CAREER PROGRAMS BY HIGH SCHOOL

Start here when a student will decide based on location

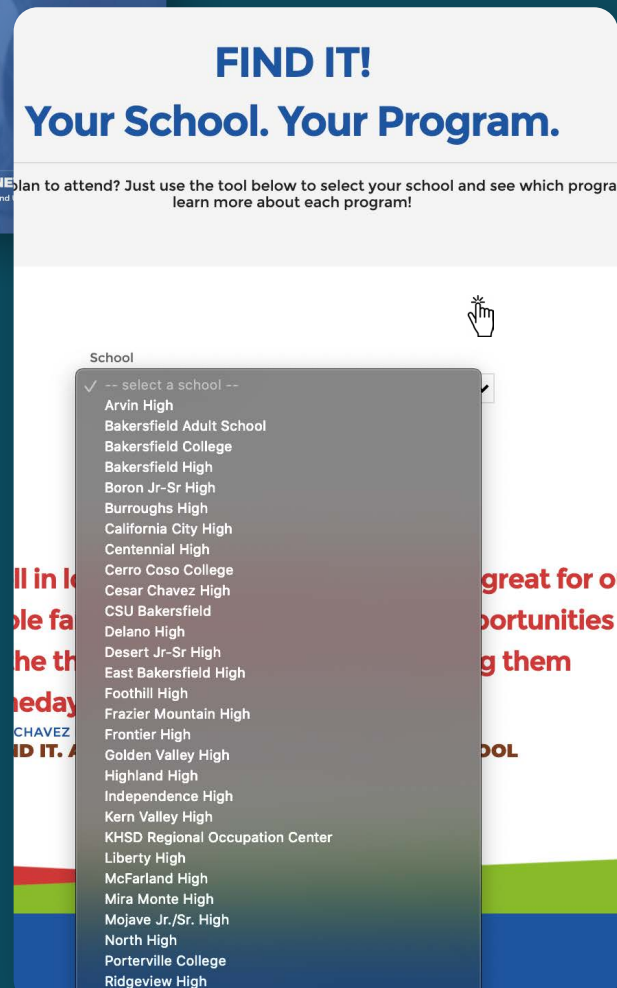
TRY IT NOW!

SEARCH FOR CAREER PROGRAMS BY HIGH SCHOOL



For students who want to explore programs by their neighborhood school, the best place to start is the Find It page. It allows students to select their school and view programs offered at that campus.

- From the [homepage](#), click on the Find It tab.
- On the Find It page, click on the Select a School box to view a dropdown menu.
- Select a school.



TRY IT NOW!






VIEW CAREER CLUSTERS BY HIGH SCHOOL

Once you select a school, a page will load, showing the industry clusters offered at that school.

School

-- select a school --

**Programs Available at
Desert Jr-Sr High**

<p>ARTS, MEDIA & ENTERTAINMENT</p>  <p>EXPLORE PROGRAMS</p>	<p>INFORMATION & COMMUNICATION TECHNOLOGIES</p>  <p>EXPLORE PROGRAMS</p>	<p>MANUFACTURING & PRODUCT DEVELOPMENT</p>  <p>EXPLORE PROGRAMS</p>
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SELECT AN INDUSTRY CLUSTER TO VIEW

After you click on an industry cluster, you will land on a page that includes:

- A short description about the types of careers in that industry cluster.
- A list of Kern County high schools that offer career education programs within that cluster.

Students and parents can click on their high school of choice to get to the school's career education department.

MANUFACTURING & PRODUCT DEVELOPMENT

Do you like to work with your hands? Do you like to build things? Do you enjoy working with computerized equipment? The Manufacturing & Product Development pathway will introduce you to careers that involve making products, from the things we use every day to more specialized products, like parts for airplanes. Learn a range of skills, such as welding and machining, while you learn how to read and make blueprints, among other skills. Offerings vary by school.

High Schools

Arvin High
Mojave Jr-Sr High
Boron Jr-Sr High
Robert F. Kennedy
Desert Jr-Sr High
Rosamond High
East Bakersfield High
Taft Union High
KHSD Regional
Occupational Center
Tehachapi High
McFarland High
Wasco Union High

Finish at



Community College

Bakersfield College



3 BEYOND HIGH SCHOOL

Help students explore their college options

VISIT THE WEBSITE

FIND IT. BE IT. WEBSITE

For juniors and seniors who are ready to explore their career options and program offerings beyond high school, look to the [Central/Mother Lode Regional Consortium's Find It. Be It. website](#). Students can find nearby colleges where they can continue their studies, more information about career opportunities and college contacts.



Career quizzes that match interests to potential careers and colleges in your area



More than 100 short career videos featuring student success stories from the Central and Mother Lode regions



JOB DESCRIPTIONS



MEDIAN ANNUAL SALARIES



ANNUAL JOB OPENINGS



FINANCIAL AID INFORMATION



4 THE CAREER QUIZ

A Quick Way to Identify Student Interests



CAREER QUIZ

Start with Career Quiz for undecided students.

Career Quiz

What can I find? Take a quiz to find career suggestions based on your interests.

Take the Quick-Start Quiz

Give us a general sense of your interests, and we'll match them with careers.

6 Question Quiz

Take the More Detailed Quiz

Let us know how you feel about very specific types of work, and we'll find a career match.

20 Question Quiz

- Housed on the Find It. Be It. website (and accessible via the Resources and Videos page of the Find It. Be It. Kern County website).
- Students choose between a 6-question quick-start quiz or a more detailed 20-question assessment.
- They receive instant feedback upon completing the quiz.
- They can use the results to explore clusters and can also click through to find CRC colleges that offer programs in those clusters.

THE 6-QUESTION QUIZ

Career Quiz

PROGRESS

You would like to...

- Work hands-on with objects, machines, tools, plants, or animals
- Work and play outside
- Use your physical or athletic abilities

No Way!

No.

Not Sure?

Yes.

Absolutely!

● Short version of the quiz presents broader interest choices, a few at a time.

● Students choose one of five statements, ranging from No Way! to Absolutely!

● Can be completed within a minute.

GIVE IT A TRY NOW!

THE 20-QUESTION QUIZ

Career Quiz

PROGRESS

You would like to...

- Build kitchen cabinets.

No Way!

No.

Not Sure?

Yes.

Absolutely!

● Presents more specific job interests than the shorter quiz.

● Can be completed within five minutes.

GIVE IT A TRY NOW!

THE COUNSELOR PLAYBOOK

Information about the Career Quiz and other features of the Find It. Be It. website can be found in the [Central/Mother Lode Regional Consortium's playbook](#).





5 STUDENT SUCCESS VIDEOS

Inspiration is a video away

CAREER VIDEOS

 **GO TO CAREER VIDEOS**



- Teenagers love videos! They can find over 100 short career videos that feature students, alumni, faculty and employers from right here in Central California! They are a great way to help your students find the motivation and inspiration they need to choose their own career education path. Parents will enjoy the first-person stories of children of families that made the choice to pursue Career Education and found success.



Culinary Students Cook Up Gourmet Skills at Columbia College | Find It. Be It.



Horticulture Students Plant Seeds for Success at College of Sequoias | Find It. Be It.



Welding Programs Drive Students into Big Oilfield Jobs at West Hills-Coalinga | Find It. Be It.