



Junior  
Achievement®  
of South Dakota

JA Inspire

# Student Workbook



Student Name: \_\_\_\_\_

School: \_\_\_\_\_



# WELCOME TO JA INSPIRE

Your education and skills will enable you to succeed in whatever career you choose. Once you know your career options, you can work toward them.

Get Inspired! *JA Inspire* unites schools in our community with local businesses. The goal is to help inspire you to envision future career possibilities.

The first step includes in-class activities to get prepared. Then you'll participate in the *JA Inspire* event, where you'll see careers in action. You will also have access to *JA Inspire Virtual* in which you can use before and after the event.

The *JA Inspire* event is an interactive experience that introduces you to a variety of local career opportunities. *JA Inspire* lets you interact with business representatives, see work equipment, and participate in hands-on activities from companies in our region. You can interact with volunteers from local companies and see connections between these careers and high school program options. You may one day seek a job at one of these companies! Educational institutions, government, and other organizations may also be represented among the career stations.

## How Do I Use This Booklet?

- The activities will help you prepare to get the most out of the event.
- To keep notes from your interactions with others while at the event:
  - Interview at least two stations from your top career matches.
  - Visit at least one station from the Top 10 Hot Careers in SD (page 6).
  - Visit at least one education station.
- You will receive a lanyard and event card to wear during the event. You will write your name and school on the front of the card. On the back of the card, you will write down your plan for visiting stations. At the event, you'll get stamps (on the back of the card) from the stations you visit for a chance to win one of three gift cards. (JA will collect the lanyards and cards at the end of the event.)

## In-person Event Agenda

Location:	Sioux Falls Convention Center
Date:	Tuesday, February 15, 2022
Student Arrival:	
Student Departure:	
Bus Number:	

# Bonus Resources: Accessing *JA Inspire Virtual*

Website: <https://jainspiresd.vfairs.com/>

Login Email: \_\_\_\_\_  
(Schools will have login information for students.)

**Outside the Lobby:** Click on the doors to enter the Virtual Event!

**Virtual Lobby:** The lobby is your entrance point and provides access to other parts of the site:

- **Exhibit Hall** – Enter the exhibit hall to visit the career stations.
- **Career Cluster Icons** – Takes you to the first career station within that cluster.
- **Company Banners** – Takes you directly to the career station for this company. *These companies helped make this event possible!*
- **Auditorium** – Listen to welcome messages from our sponsors!
- **Search Box** – Enter the name of the career or business you would like to visit.
- **Backpack** – This is where you access saved documents that you find helpful so you can review or share them later. While exploring career booths, click + *Backpack* beside the document or video you want to save. After the event, you can email the items in your backpack to your email address.

**Career Booths:** Information within each career station has been provided by the company/organization. The information will vary, but most career stations include:

- **Description** – Brief description of the company.
- **Videos** – Videos that showcase the career and business. These can be saved to your backpack.
- **Documents** – Information that can be saved to your backpack. Most booths will have a “Day in the Life” document that describes the *day in the life* of people who work in that career.
- **Banners** – sometimes if you click on a banner it will take you to a website or additional information.
- **Links** – a variety of resources to explore!

# VIDEO NOTES – Developing a Career Plan:

## 16 CAREER CLUSTERS

A career cluster is a grouping of jobs and industries related to skills and products. Below are the 16 Career Clusters. This is not a full list, but rather provides some examples of jobs that fall within the cluster. Also, not all these jobs will be featured at the JA Inspire event.

 <p><b>Agriculture, Food, &amp; Natural Resources</b></p> <ul style="list-style-type: none"> <li>• Animal Breeder</li> <li>• Biochemist</li> <li>• Environmental Engineer</li> <li>• Farmer</li> <li>• Fisherman</li> <li>• Florist</li> <li>• Game Warden</li> <li>• Mining Engineer</li> <li>• Park Ranger</li> </ul>	 <p><b>Architecture &amp; Construction</b></p> <ul style="list-style-type: none"> <li>• Architect</li> <li>• Carpenter</li> <li>• Civil Engineer</li> <li>• Construction Worker</li> <li>• Contractor</li> <li>• Electrician</li> <li>• Environmental Designer</li> <li>• Landscaper</li> <li>• Painter</li> <li>• Plumber</li> <li>• Surveyor</li> </ul>	 <p><b>Arts, Audio/Video, Technology, &amp; Communications</b></p> <ul style="list-style-type: none"> <li>• Actor</li> <li>• Ad Executive</li> <li>• Artist</li> <li>• Broadcaster</li> <li>• Cinematographer</li> <li>• Digital Media Specialist</li> <li>• Graphic Designer</li> <li>• Interior Designer</li> <li>• Journalist</li> <li>• Photographer</li> </ul>	 <p><b>Business, Management, &amp; Administration</b></p> <ul style="list-style-type: none"> <li>• Administrative Assistant</li> <li>• Entrepreneur</li> <li>• Financial Assistant</li> <li>• Human Resource Manager</li> <li>• Marketing Director</li> <li>• Office Manager</li> </ul>
 <p><b>Education &amp; Training</b></p> <ul style="list-style-type: none"> <li>• College Professor</li> <li>• Corporate Trainer</li> <li>• Counselor</li> <li>• Librarian</li> <li>• Principal</li> <li>• Sign Language Interpreter</li> <li>• Teacher</li> </ul>	 <p><b>Finance</b></p> <ul style="list-style-type: none"> <li>• Accountant</li> <li>• Bank Teller</li> <li>• Bookkeeper</li> <li>• Economist</li> <li>• Executive</li> <li>• Financial Planner</li> <li>• Insurance Agent</li> <li>• Loan Officer</li> <li>• Stockbroker</li> <li>• Tax Preparer</li> </ul>	 <p><b>Government &amp; Public Administration</b></p> <ul style="list-style-type: none"> <li>• Bank Examiner</li> <li>• Emergency Management Director</li> <li>• Homeland Security Manager</li> <li>• Intelligence Agent</li> <li>• Legislator</li> <li>• Public Administration Supervisor</li> </ul>	 <p><b>Health Science</b></p> <ul style="list-style-type: none"> <li>• Administrator</li> <li>• Criminologist</li> <li>• Dentist</li> <li>• Dietitian</li> <li>• Medical Doctor</li> <li>• Medical Transcriptionist</li> <li>• Nurse</li> <li>• Paramedic</li> <li>• Physical Therapist</li> <li>• Sociologist</li> <li>• Veterinarian</li> <li>• Vision Care Assistant</li> </ul>
 <p><b>Hospitality &amp; Tourism</b></p> <ul style="list-style-type: none"> <li>• Chef</li> <li>• Hotel Clerk</li> <li>• Hotel Manager</li> <li>• Lifeguard</li> <li>• Recreation Director</li> <li>• Travel Agent</li> <li>• Waiter</li> </ul>	 <p><b>Human Services</b></p> <ul style="list-style-type: none"> <li>• Cosmetologist</li> <li>• Day Care Worker</li> <li>• Hairstylist</li> <li>• Personal Financial Adviser</li> <li>• Preschool Teacher</li> <li>• Psychologist</li> <li>• Social Worker</li> </ul>	 <p><b>Information Technology</b></p> <ul style="list-style-type: none"> <li>• Computer Programmer</li> <li>• Database Manager</li> <li>• Multimedia Producer</li> <li>• Network Administrator</li> <li>• Software Engineer</li> <li>• Technical Writer</li> <li>• Web Designer</li> </ul>	 <p><b>Law, Public Safety, &amp; Security</b></p> <ul style="list-style-type: none"> <li>• Attorney</li> <li>• Court Reporter</li> <li>• Firefighter</li> <li>• Judge</li> <li>• Military Officer</li> <li>• Paralegal</li> <li>• Police Officer</li> <li>• Private Investigator</li> </ul>
 <p><b>Manufacturing</b></p> <ul style="list-style-type: none"> <li>• Boat Builder</li> <li>• Computer Integration Technician</li> <li>• Jeweler</li> <li>• Machinist</li> <li>• Major Appliance Repair Technician</li> <li>• Manufacturing Engineer</li> <li>• Mechanic</li> <li>• Welder</li> </ul>	 <p><b>Marketing, Sales, &amp; Service</b></p> <ul style="list-style-type: none"> <li>• Customer Service Representative</li> <li>• Fashion Marketer</li> <li>• Home Inspector</li> <li>• Public Relations Specialist</li> <li>• Real Estate Appraiser</li> <li>• Sports and Entertainment Marketer</li> </ul>	 <p><b>Science, Technology, Engineering, &amp; Mathematics</b></p> <ul style="list-style-type: none"> <li>• Astronomer</li> <li>• Biologist</li> <li>• Chemical Engineer</li> <li>• Computer Engineer</li> <li>• Drafter</li> <li>• Electrical Engineer</li> <li>• Food Scientist</li> <li>• Mathematician</li> <li>• Meteorologist</li> </ul>	 <p><b>Transportation, Distribution, &amp; Logistics</b></p> <ul style="list-style-type: none"> <li>• Airline Pilot</li> <li>• Air Traffic Controller</li> <li>• Astronaut</li> <li>• Bus Driver</li> <li>• Flight Attendant</li> <li>• Locomotive Engineer</li> <li>• Ship Captain</li> <li>• Truck Driver</li> </ul>

# CAREER MATCH EXPLORATION

## Directions:

1. Log into your SMyLife powered by Xello account.
2. Click on "Matchmaker" under the "About Me" section.
3. Using those results, research your top three matches.
4. Log onto the virtual JA Inspire platform: <https://jainspiresd.vfairs.com> (log in information provided by your teacher)
5. Learn about the businesses and careers attending the in-person JA Inspire event on Tuesday, February 15<sup>th</sup>.

## Match #1

Career \_\_\_\_\_

Salary \_\_\_\_\_ Education \_\_\_\_\_ Demand \_\_\_\_\_

Why is this a good match? \_\_\_\_\_

Similar Careers \_\_\_\_\_

Career Cluster \_\_\_\_\_

Other notes of Interest \_\_\_\_\_

\_\_\_\_\_

Questions I have about this job \_\_\_\_\_

\_\_\_\_\_

## Match #2

Career \_\_\_\_\_

Salary \_\_\_\_\_ Education \_\_\_\_\_ Demand \_\_\_\_\_

Why is this a good match? \_\_\_\_\_

Similar Careers \_\_\_\_\_

Career Cluster \_\_\_\_\_

Other notes of Interest \_\_\_\_\_

\_\_\_\_\_

Questions I have about this job \_\_\_\_\_

\_\_\_\_\_

## Match #3

Career \_\_\_\_\_

Salary \_\_\_\_\_ Education \_\_\_\_\_ Demand \_\_\_\_\_

Why is this a good match? \_\_\_\_\_

Similar Careers \_\_\_\_\_

Career Cluster \_\_\_\_\_

Other notes of Interest \_\_\_\_\_

\_\_\_\_\_

Questions I have about this job \_\_\_\_\_

\_\_\_\_\_

# TOP 10 HOT CAREERS

Top 10 Hot Careers in South Dakota (Highest Demand and Highest Wage)			
Occupational Title	Average Annual Demand 2018-2028	Average Annual Wage 2020	Level of Education Recommended in South Dakota
Heavy and Tractor-Trailer Truck Drivers	1,100	\$46,232	Some postsecondary education
Registered Nurses	907	\$60,956	Bachelor's degree
Carpenters	659	\$38,094	High school diploma or equivalent
Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	655	\$65,925	High school diploma or equivalent
Accountants and Auditors	538	\$69,174	Bachelor's degree
First-Line Supervisors of Retail Sales Workers	466	\$49,305	High school diploma or equivalent
Light Truck or Delivery Services Drivers	447	\$36,996	High school diploma or equivalent
Welders, Cutters, Solderers, and Brazers	432	\$40,874	Some postsecondary education
General and Operations Managers	404	\$131,895	Associate degree
Management Analysts	377	\$75,916	Bachelor's degree

Notes: Occupations identified as Hot Careers in the fall of 2020 had to meet the following criteria : 1) be projected to show employment growth, 2) be among the 30 occupations with the highest projected demand for workers (2018-2028) and 3) have an average wage above the median wage across all occupations using the most current wage data available at that time (2019 data). Since 2020 wage data is now available, it is displayed above.

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, September 2021

**To learn more about these and other Hot Careers in South Dakota, visit [dlr.sd.gov/hotcareers](http://dlr.sd.gov/hotcareers).**

Top 10 Hot Careers in United States (Highest Demand and Highest Wage)			
Occupational Title	Average Annual Demand 2018-2028	Average Annual Wage 2020	Level of Education Recommended in United States
Heavy and Tractor-Trailer Truck Drivers	238,400	\$48,710	Postsecondary education, no degree
General and Operations Managers	230,000	\$125,740	Bachelor's degree
Registered Nurses	210,400	\$80,010	Bachelor's degree
Construction Laborers	179,300	\$43,000	No formal education
Maintenance and Repair Workers, General	156,900	\$43,790	High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	151,100	\$73,500	High school diploma or equivalent
Sales Representatives, Services, All Other	146,800	\$70,490	High school diploma or equivalent
Accountants and Auditors	146,000	\$81,660	Bachelor's degree
Business Operations Specialists, All Other	119,600	n/a	Bachelor's degree
Carpenters	116,300	\$54,200	High school diploma or equivalent

Notes: Occupations identified as Hot Careers nationally had to meet the following criteria using 2018-2028 projections: 1) be projected to show employment growth, 2) be among the occupations with the highest projected demand for workers (2018-2028) and 3) have an average national wage above the median wage across all occupations using the most current national wage data available at that time (2019 data), \$39,810. Since 2020 wage data is now available, it is displayed above.

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2020.



# VIDEO NOTES - Interacting to Learn: \_\_\_\_\_

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# SOFT SKILLS

Responsibility, Perseverance, Initiative, Leadership, Other: \_\_\_\_\_

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# ELEVATOR PITCH GUIDE

Use the following questions to prepare ideas for your elevator pitch:

Your Name: \_\_\_\_\_ Grade: \_\_\_\_\_ School: \_\_\_\_\_

What interests you?

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What are you good at doing?

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The dream job you would like to have:

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Skills that you have that could contribute to that job:

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What is one thing people should know about you?

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If you asked a friend, how would he or she describe you?

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# VIDEO NOTES - Asking the Right Questions: \_\_\_\_\_

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## SAMPLE QUESTIONS

### About the Company

- What type of person is successful in your company?
- How many hours do you work each week?
- Are there opportunities for raises and promotions at your company?
- Do most people work alone or in teams?
- How does your employer differ from its competitors?

### About the Job

- What education or skills are required for your job?
- What can I do today to begin preparing for a job like yours?
- How do you use time-management skills in your job?
- How has this job changed since the time you started in it? Has technology impacted it?
- What do employers look for in young job seekers?

### About the Volunteer

- Why did you choose this career? How did you get started?
- What is the coolest thing you have ever done at work?
- What do you like most about your job?
- What daily tasks do you perform at your job?
- What types of things were you interested in during high school?

### About the Career Cluster

- What other careers or industries could you work in with your education and experience?
- What are some of the entry-level jobs in your career area?
- What is a typical starting salary for an entry-level position?
- What type of on-the-job training do most companies offer?
- What types of summer jobs or internships could I seek out to gain more experience?

# JA INSPIRE DOS AND DON'TS

Similar to a Job Interview, consider these dos and don'ts as you prepare for the JA Inspire Event.

Do	Don't
<ul style="list-style-type: none"><li>• Get a good night's sleep.</li><li>• Remember that first impressions matter.</li><li>• Have a positive attitude.</li><li>• Make eye contact.</li><li>• Smile.</li><li>• Dress nicely. Check your appearance in a mirror.</li><li>• Leave cell phones &amp; all other digital devices at home.</li><li>• Be able to show that you know about the company or why you are interested in the industry.</li><li>• Offer a firm handshake.</li><li>• Get to the point. Express thoughts clearly &amp; simply.</li><li>• If you are asked a question, answer briefly. Don't ramble on.</li></ul>	<ul style="list-style-type: none"><li>• Don't be late.</li><li>• Don't chew gum.</li><li>• Don't wear sunglasses or headgear, such as a hat or bandana.</li><li>• Don't be sarcastic or disrespectful.</li><li>• Don't mumble, slouch, or twitch.</li><li>• Don't criticize your teachers, fellow students, or former employers.</li><li>• Don't use a cell phone or other digital device.</li></ul>

# CAREER STATION INTERVIEW #1

Company/Career: \_\_\_\_\_

Person being interviewed: \_\_\_\_\_

## THINGS TO REMEMBER

Make eye contact. Introduce yourself. Take notes. Speak up, speak clearly

## Questions to Consider:

1. What is an average day like in this career?

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2. What skills are needed to do this job?

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3. What sort of education beyond high school is needed for this job?

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4. What kind of advice can you give to a person my age about choosing a career?

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5. (Your own Question)

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# CAREER STATION INTERVIEW #2

Company/Career: \_\_\_\_\_

Person being interviewed: \_\_\_\_\_

## THINGS TO REMEMBER

Make eye contact. Introduce yourself. Take notes. Speak up, speak clearly

## Questions to Consider:

1. What is an average day like in this career?

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2. What skills are needed to do this job?

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3. What sort of education beyond high school is needed for this job?

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4. What kind of advice can you give to a person my age about choosing a career?

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5. (Your own Question)

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# CAREER STATION INTERVIEW #3

Company/Career: \_\_\_\_\_

Person being interviewed: \_\_\_\_\_

## THINGS TO REMEMBER

Make eye contact. Introduce yourself. Take notes. Speak up, speak clearly

## Questions to Consider:

1. What is an average day like in this career?

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2. What skills are needed to do this job?

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3. What sort of education beyond high school is needed for this job?

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4. What kind of advice can you give to a person my age about choosing a career?

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5. (Your own Question)

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# EDUCATION VIDEOS

School: \_\_\_\_\_

Video Notes:

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School: \_\_\_\_\_

Video Notes:

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School: \_\_\_\_\_

Video Notes:

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# POST EVENT - PERSONAL REFLECTION

1. What are the top three things you will share with your parent/guardian after JA Inspire?

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2. What surprised you the most about the careers you explored?

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3. What is something you learned you didn't previously know about one of the careers you explored?

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4. What are the next steps you need to take in order to obtain the career you would like to have someday?
- a. High school classes you should consider? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- b. Where could you volunteer to gain experience? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- c. Is there a company you'd be interested in securing a job shadow or internship during high school? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- d. What education is required beyond high school? Where might you want to attend? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Additional websites to explore on your own:**

<https://connect.ja.org/>

Explore careers, interests and abilities, create a resume, etc.

[www.jasd.org/inspire](http://www.jasd.org/inspire)

Links to Companies that are sponsoring Career Stations

<http://dlr.sd.gov/hotcareers>

See all 30 Hot Careers in SD and access additional information

<https://www.bls.gov/ooh/occupation-finder.htm>

Explore hundreds of jobs! Filter by Education, Demand, Pay, etc.



JA would like to extend a special thank you to the partners below who helped make JA Inspire possible!

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