



Education, Child Development, and Family Services Industry Sector

Education, Child Development, and Family Services is one of the fastest-growing industry sectors in the nation. It is projected to increase by nearly 40 percent by 2016, and a large number of employees in this sector will be retiring. According to the U.S. Department of Labor, three of the 10 fastest-growing segments of this industry sector are child care services; individual, family, community, and vocational rehabilitation services; and community and residential elder care services. And through 2012 another career in this sector, teaching, will continue to be one of California's most vigorous areas of employment.

This industry sector includes four interrelated pathways: Child Development, Consumer Services, Education, and Family and Human Services. Each pathway includes a sequence of at least two rigorous courses, beginning with a foundation class that leads to one or more concentration classes and concluding with at least one capstone course. Through successful completion of a career pathway, students gain skills that enable them to enter the workforce at a higher-than-entry-level step. These courses prepare students to succeed in any of the careers related to the pathway.

Education, Child Development, and Family Services Industry Sector Pathways:

- *Child Development*
- *Consumer Services*
- *Education*
- *Family and Human Services*

Entry Level Careers

(with high school diploma)

Child Care Provider
Preschool Aide
After school Program Aide
Consumer Complaint Clerk
Customer Service Representative
Product Demonstrator
Tutor
Recreation Aide
Child Care Worker

Technical Level Careers

(with AA or AS degree or certificate)

Preschool Teacher
Teacher Assistant
Head Start Teacher
Special Education Aide
Parent Educator
Consumer Credit Manager
Property Manager
Consumer Product Tester
Insurance Representative

Professional Level Careers

(with BS or BA degree)

K-12 School Teachers
Librarian
Child Protection Social Worker
Preschool Director
School or Adoption Counselor
Child Psychologist
Certified Financial Planner
Consumer Economist
Consumer Information Specialist
Speech Language Therapist



Child Development Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> Home Economics Careers & Technology Comprehensive Core I Home Economics Careers & Technology Comprehensive Core II 	<ul style="list-style-type: none"> Child Development and Guidance Child Psychology 	<ul style="list-style-type: none"> Careers in Child Development Careers in Early Childhood Education 	<ul style="list-style-type: none"> After-School Program Supervisor+ Child Care Provider Family Child Care Supervisor Infant Caregiver Preschool Aide 	<ul style="list-style-type: none"> Head Start Teacher+ Parent Educator Preschool Teacher+ Teacher's Aide 	<ul style="list-style-type: none"> Child Protection Social Worker+ Child Psychologist+ Children's Library Media Assistant Specialist+ Preschool Director+ School or Adoption Counselor+

Consumer Services Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> Home Economics Careers & Technology Comprehensive Core I Home Economics Careers & Technology Comprehensive Core II 	<ul style="list-style-type: none"> Consumer Education Economics for Living 	<ul style="list-style-type: none"> Careers in Consumer Services Consumer, Personal, and Financial Services 	<ul style="list-style-type: none"> Consumer Complaint Clerk Customer Service Representative Display Clerk Product Demonstrator Shipping and Receiving Clerk 	<ul style="list-style-type: none"> Consumer Credit Manager Consumer Products Tester Insurance Representative+ Property Manager Public Relations Representative 	<ul style="list-style-type: none"> Certified Financial Planner+ Consumer Affairs Director Consumer Economist Consumer Information Specialist Product and Development Researcher

Education Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> Home Economics Careers & Technology Comprehensive Core I Home Economics Careers & Technology Comprehensive Core II 	<ul style="list-style-type: none"> Human Growth and Development Psychological Development of Children 	<ul style="list-style-type: none"> Careers in Education Teaching and Learning Teaching Careers 	<ul style="list-style-type: none"> After-School Program Aide Child Care Worker Recreation Aide Teacher's Aide Tutor 	<ul style="list-style-type: none"> Head Start Teacher Instructional Support Provider Preschool Director/Supervisor Special Education Aide Preschool Teacher 	<ul style="list-style-type: none"> Elementary, Secondary, or Postsecondary Teacher+ School Administrator+ School Counselor+ Special Education Teacher+ Speech and Language Therapist+

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, <http://www.cde.ca.gov/re/pn/fd/>)

**Visit ASSIST (www2.assist.org/browseAreas.do) for community college and UC/CSU information and California Career Zone (www.cacareerzone.org) for occupation information.

+This occupation requires certification or licensure.

Related Career Technical Student Organization: FHA-HERO (<http://www.hect.org/fhahero>)

Additional Industry Sector information available through the California Home Economics Careers & Technology Professional Development Project (<http://www.hect.org/>).



Family and Human Services Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Home Economics Careers & Technology Comprehensive Core I ▪ Home Economics Careers & Technology Comprehensive Core II 	<ul style="list-style-type: none"> ▪ Family and Human Development ▪ Individual and Family Health 	<ul style="list-style-type: none"> ▪ Careers in Family and Human Services ▪ Elder Care and Intergenerational Services 	<ul style="list-style-type: none"> ▪ Adult Day Care Worker ▪ Elder Care Worker ▪ Homemaker's Aide ▪ Personal/Home Care Aide ▪ Residential Care Aide 	<ul style="list-style-type: none"> ▪ Certified Activities Director+ ▪ Community Worker ▪ Social Services Technician Aide ▪ Special Needs Case Worker 	<ul style="list-style-type: none"> ▪ Community Organization Director ▪ Elder Care Coordinator ▪ Family Advocate ▪ Group Home Administrator ▪ Residential Care Facility Administrator

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, <http://www.cde.ca.gov/re/pn/fd/>)
 **Visit ASSIST (www2.assist.org/browseAreas.do) for community college and UC/CSU information and California Career Zone (www.cacareerzone.org) for occupation information.
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CAREER OPPORTUNITIES IN EDUCATION, CHILD DEVELOPMENT, AND FAMILY SERVICES INDUSTRY SECTOR

10 TIPS FOR CHOOSING THE RIGHT CAREER FOR YOU

*How does a person know what career to work toward?
There is no perfect answer, but the following 10 tips will
get you off to a good start.*

- 1 Get to know yourself** – Complete more than one self-assessment test.
- 2 Identify your strengths and weaknesses** – What do you do well and what do you not do well?
- 3 Develop an inventory of careers** – Write down some careers that might interest you.
- 4 Research different careers** – Talk to others and use the Internet.
- 5 Write the pros and cons** – List positives and negatives about the careers that interest you.
- 6 Network** – Discuss your ideas with others.
- 7 Talk with people who work in your area of interest** – Family and friends are great resources.
- 8 Find a mentor** – Find someone with whom you can discuss your career selection.
- 9 Experiment** – Take a related class or part-time job.
- 10 Don't give up** – "If there is a will, there is a way."



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Plan For Success
Visit statecenter.com/industrysectors





Remember your favorite teacher? Remember how that teacher influenced your life? With a large number of employees predicted to retire from education, child development, and family services in the next decade, a wealth of career opportunities will be available. You might be able to impact others as your favorite teacher impacted your life. If you enjoy teaching children from preschool to high school, or you want to be a college professor, this sector is for you. Jobs are available for all levels of education. Training combines classroom instruction with hands-on community work experience.

Web sites
for further information:

www.californiacareers.info

www.whodouwant2be.com

www.californiacolleges.edu

www.edd.ca.gov/Jobs_and_Training/

Career Pathways



Child Development Pathway

Careers that fall under the Child Development Pathway range from child care providers to child psychologists. Graduating students will be equipped to work with infants through young children. They will have studied growth and development, nutrition and health, learning theories, and age-appropriate curriculum activities.

CAREERS/CAREER AREAS:

- *Infant Caregiver* • *Preschool Teacher*
- *Parent Educator* • *Child Psychologist*
- *Teacher's Aide* • *Head Start Teacher*
- *After-School Program Supervisor*
- *Family Child Care Supervisor*
- *Adoption or School Counselor*
- *Child Protection Social Worker*



Education Pathway

The Education Pathway prepares students for professional or support positions, pre-kindergarten through grade 12. Students study human development, positive guidance

and counseling techniques, age- and grade-appropriate learning strategies, and instructional design.

CAREERS/CAREER AREAS:

- *Teacher's Aide* • *Speech Therapist*
- *Special Education Teacher*
- *Tutor*
- *Counselor or Administrator*
- *Elementary, Secondary or Postsecondary Teacher*



Family and Human Services Pathway

Family and Human Services Pathway encompasses a broad range of careers. Employment opportunities will be available for working with children, families, and the elderly. Working with families and individuals to create healthy and stable environments can be a satisfying career. Working with the older generation as an elder care specialist is a relatively new and growing specialty. Continued growth in employment opportunities should be expected as health care professionals find ways to extend life.

CAREERS/CAREER AREAS:

- *Personal/Home Care Aide*
- *Community Worker*
- *Social Worker*
- *Community Organization Director*
- *Family Advocate*
- *Special Needs Case Worker*
- *Elder Care Coordinator*
- *Geriatric Group Home Administrator*



Consumer Services Pathway

Students following the Consumer Services Pathway will learn employment and management skills that include business structure, consumer rights and responsibilities, energy, environment and resource management, product testing and demonstration, and consumer communications. Education is broad-based and designed to prepare students for careers helping customers. With the wide variety of skills acquired through this pathway, the job market is ever-expanding.

CAREERS/CAREER AREAS:

- *Credit Counselor*
- *Consumer Affairs Director*
- *Financial Planner*
- *Product and Development Researcher*
- *Product Demonstrator*
- *Property Management*
- *Public Relations and Customer Service Representative*





EDUCATION, CHILD DEVELOPMENT AND FAMILY SERVICES

Remember your favorite teacher? Remember how that teacher influenced your life? With a large number of employees predicted to retire from education, child development, and family services in the next decade, a wealth of career opportunities will be available. You might be able to affect others as your favorite teacher affected you. If you enjoy teaching children from preschool to high school, or you want to be a college professor, this sector is for you. Jobs are available for all levels of education. Training combines classroom instruction with hands-on community work experience.

The information below is just a small sample of the many great employment related resources available on the State of California website www.edd.ca.gov. We encourage you to visit the website and explore the available information.

Occupation Title	Employment Levels in 2006	Projected Employment level 2016	Projected Job Growth	Percent of Job Growth	2008 Hourly ¹ Mean Wage	2008 ² Weekly Mean Wage	2008 ³ Monthly Mean Wage	2008 Annual Mean Wage
Child, Family, & School Social Workers	21,700	25,700	4,000	18.4%	\$24.92	\$996.80	\$4,186.56	\$50,238.72
Clinical, Counseling & School Psychologists	20,900	25,100	4,200	20.1%	\$37.60	\$1,504.00	\$6,316.80	\$75,801.60
Credit Analysts	8,900	8,900	0	0.0%	\$34.23	\$1,369.20	\$5,750.64	\$69,007.68
Demonstrators & Product Promoters	14,100	16,600	2,500	17.7%	\$12.82	\$512.80	\$2,153.76	\$25,845.12
Education Administration, Preschool & Child Care	7,300	8,400	1,100	15.0%	\$24.40	\$976.00	\$4,099.20	\$49,190.40
Elementary School Teachers	191,800	243,100	51,300	26.7%	\$29.94	\$1,197.40	\$5,029.08	\$60,349.01
Loan Counselors	3,400	3,400	0	0.0%	\$21.86	\$874.40	\$3,672.48	\$44,069.76
Lodging Managers	9,500	10,700	1,200	12.6%	\$25.81	\$1,032.40	\$4,336.08	\$52,032.96
Medical & Public Health Social Workers	10,800	12,900	2,100	19.4%	\$28.34	\$1,133.60	\$4,761.12	\$57,133.44
Personal & Home Care Aides	284,200	361,100	76,900	27.1%	\$10.45	\$418.00	\$1,755.60	\$21,067.20
Personal Financial Planners	19,300	23,700	4,400	22.8%	\$44.32	\$1,772.80	\$7,445.76	\$89,349.12
Post Secondary Teachers, General	67,200	86,900	19,700	29.3%	\$35.13	\$1,405.34	\$5,902.44	\$70,829.33
Property & Community Assistant Managers	88,400	92,600	4,200	4.8%	\$22.94	\$917.60	\$3,853.92	\$46,247.04
Public Relations Specialists	26,000	30,800	4,800	18.5%	\$31.39	\$1,255.60	\$5,273.52	\$63,282.24
Reporters and Correspondents	5,800	6,200	400	6.9%	\$24.22	\$968.80	\$4,068.96	\$48,827.52
Secondary School Teachers	119,100	140,600	21,500	18.1%	\$31.52	\$1,260.88	\$5,295.71	\$63,548.48
Speech-Language Pathologists	8,900	10,500	1,600	18.0%	\$36.83	\$1,473.20	\$6,187.44	\$74,249.28
Tax Preparers	8,200	8,000	-200	-2.4%	\$25.67	\$1,026.80	\$4,312.56	\$51,750.72
Teacher Assistants	173,700	206,600	32,900	18.9%	\$14.29	\$571.54	\$2,400.46	\$28,805.50

These selected occupations with information on job growth, percent growth and earning potentials are based on information found at www.labormarketinfo.edd.ca.gov

¹ **Mean:** Midpoint between highest & lowest

² **Weekly:** Based on 40 hours

³ **Monthly:** Based on 168 hours



TIPS FOR JOB SEEKERS

How can you improve your chances of getting a job? Applying for a job is the easy part, but getting it can be more of a challenge. Following these five tips can help you reach your goal:

1 The Job

- Determine your interests: talk to others and consider your hobbies and talents
- Search “career assessments” on the Internet

2 The Resume

- Should be easy to read: not too long, too wordy or too cluttered
- Make it powerful
- Show you can cooperate, you can learn, and you can do

3 The Application

- Make it neat, complete and accurate
- Include recommendations from teachers, employers, coaches, friends, etc.

4 The Interview

- Show enthusiasm: it separates the winners from the losers
- Dress appropriately/similar to those on the job

5 The Follow-up

- Send a thank you note
- Call to see if a decision has been made
- If not, ask, “Am I still a candidate?”
- If you are, ask, “Is it okay if I call back in a couple of days?”



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