

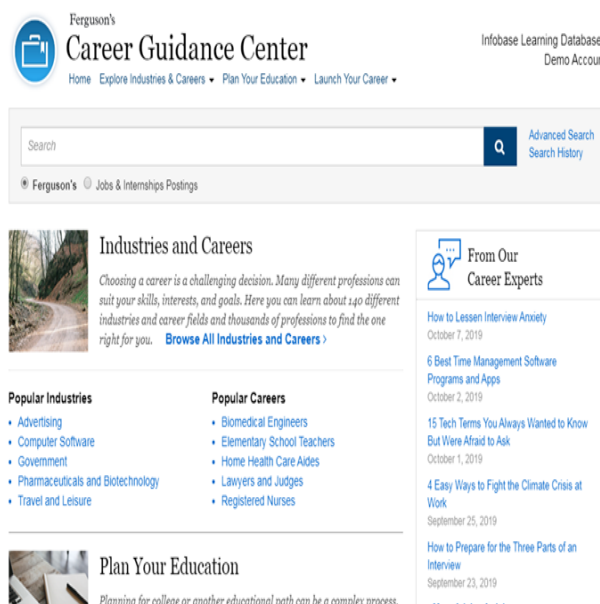


EDUCATOR'S GUIDE

Ferguson's Career Guidance Center is a one-stop online resource for student researchers seeking information on any of over 140 industries and careers, education planning, and job-hunting and workplace skills. Whether they are looking for in-depth articles about a specific job or career path, trying to find the best college or nursing/vocational program to attend, or seeking out timely and useful career advice, **Ferguson's Career Guidance Center** is the perfect starting point for their research. This award-winning database is known for its unprecedented depth of coverage and ease of use. Furthermore, the addition of a wealth of engaging and informative videos, links to current job postings (powered by Indeed), and current blog posts dealing with relevant topics for today's tech savvy students make this an important and versatile resource for every library.

Ferguson's Career Guidance Center will help students to:

- ◆ compare and contrast jobs across all industries and career fields according to a number of key factors
- ◆ choose an appropriate career path based on individual skills, interests, and life goals
- ◆ plan their education by choosing a college, deciding on a major, and identifying suitable funding sources
- ◆ write effective résumés and cover letters for all types of positions
- ◆ learn essential career skills such as interviewing, networking, collaborating, and problem solving
- ◆ identify and explore alternative paths to a successful career: summer jobs, internships, and apprenticeships



Citation Information MLA Chicago Manual of Style

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How to Cite



Feature Highlights

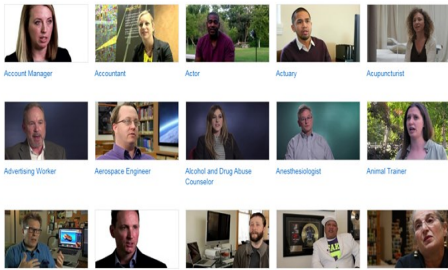
1. Dynamic citations in MLA and Chicago Manual of Style (CMS)
2. Authentication options such as library bar code, IP address, and Referring URL
3. A variety of integration options and partners, including Schoolology, Canvas, D2L (Desire2Learn), itslearning, and Follett One Search
4. Accessibility Features: Adjustable Text Size (text); Closed Captioning and Interactive Transcripts (videos)

A Wealth of Content to Help Students Choose an Educational and Career Path

1. **3,000+ Profession Articles** Providing Information about Specific Jobs Across **140 Industries and Career Fields**
2. **230+ “Career Q&A” Video Interviews** with Individuals Representing Multiple Career Fields, Including Health & Medicine, Construction, Education, Business, Sales & Marketing, Civil Service, and Technology
3. Contact Information and Websites for **Hundreds of Resources by Industry** such as Agencies/Companies, Professional Organizations, Recruiting Firms, Seminars, Trade Unions and Associations, Workshops, and more.
4. Comprehensive Directory of **11,000+ Undergraduate, Graduate, Vocational/Technical, and Nursing Schools**
5. Directory of **3,300+ Undergraduate and Graduate Financial Aid Sources** Organized by Major
6. **200+ Résumé and Cover Letter Templates**, Downloadable as Microsoft Word and Adobe PDF Documents
7. **40+ Career Tips Videos** Providing Concise and Up-to-Date Advice for Improving Job-Search and Career Skills
8. **2480+ Blog Articles** by Career Counselors and Other Industry Experts Offering Career Advice and Insights Into Today’s Job Market and Hiring Practices

Career Q&A: Professional Advice and Insight

In this series of video interviews with professionals across multiple industries, viewers get a no-nonsense account from working professionals.



Penguin's Career Guidance Center

Home Explore Industries & Careers Plan Your Education Launch Your Career

Search [] Advanced Search Search History

Ferguson's Jobs & Internships Postings

Home / College Planning

College Planning and Financial Aid

In this section, you will find information on financial aid, including essays on various financial aid topics.

Featured Articles:
[College Planning Timeline](#)
[Financial Planning for Your College Education: A High School Timeline](#)
[Choosing a College](#)

FINANCIAL AID DIRECTORIES

Find information on financial aid. More than 3,300 sources are listed.
[Find Financial Aid](#)

Sample Résumé Gallery

We have contacted professional résumé writers and career consultants to create a number of sample résumés to illustrate the different types you can use when applying for a job. Select a category below, or choose View All Résumés to see all of the samples. [View All Résumés](#)

Chronological Résumés	Functional Résumés	Combination Résumés
Chronological résumés list most recent jobs first. View Chronological Résumés	Functional résumés list skills and achievements first, then work history. View Functional Résumés	Combination résumés use elements from chronological and functional formats. View Combination Résumés

Curriculum Vitae	Newsletter Résumés
This format utilizes a comprehensive, chronological listing of work history and publications and is used primarily by those in academic, health, or scientific fields. View Newsletter Résumés	Newsletter résumés tend to be eye-catching and dynamic and work best for those in creative fields. View Newsletter Résumés

Useful Information Organized for Easy Access



Industries and Careers

Choosing a career is a challenging decision. Many different professions can suit your skills, interests, and goals. Here you can learn about 140 different industries and career fields and thousands of professions to find the one right for you. [Browse All Industries and Careers >](#)

Popular Industries

- Advertising
- Computer Software
- Government
- Pharmaceuticals and Biotechnology
- Travel and Leisure

Popular Careers

- Biomedical Engineers
- Elementary School Teachers
- Home Health Care Aides
- Lawyers and Judges
- Registered Nurses

INCLUDES:

- Industry Overviews and Profession Profiles
- Career Q&A Videos
- Top Ten Fastest Growing Jobs
- Top Ten Highest Paying Jobs
- Top Ten Most In-Demand Jobs
- Career Interest Assessment
- Directory of Resources by Industry

INCLUDES:

- 4,100 Undergraduate Programs
- 2,200 Graduate Programs
- 990 Nursing Programs
- 4,000 Vocational and Technical Programs
- College Planning Guide
- Financial Aid Directory



Plan Your Education

Planning for college or another educational path can be a complex process. Advice and resources in this section will help you get organized, find your best options, identify your goals, and locate the schools that fit you best.

- College Planning Timeline
- Choosing a College
- Choosing a College Major
- Applying for Student Loans
- Work-Study Programs
- Financial Aid Directories

[More Resources >](#)

School Search

Find a School that's Right for You.

Undergraduate Schools	4,100
Graduate Schools	2,200
Nursing Schools	990
Vocational & Tech Schools	4,000



Launch Your Career

Hard work and job skills alone don't guarantee career success. Employers also look for professional appearance, good organization, time management, and many other basic skills of the modern workplace, which you can practice and perfect with the advice here.

Career Skills

- Why You Need a Résumé
- Achieving Professional Excellence
- Cover Letters: Common Mistakes
- Researching Career Options
- Preparing for the Interview

[More Resources >](#)

Apprenticeships & Internships

- History of Apprenticeships
- Applying and Interviewing for an Apprenticeship
- Locating an Internship
- Internships and Lifelong Job Skills
- Government Internships

[More Apprenticeships >](#)
[More Internships >](#)

INCLUDES:

- Guide to Resumes, Cover Letters & Interviewing
- Help for Developing Career Skills
- Career Tips Videos
- Blog Posts: Advice from our Experts
- Resources and Career Advice For Women, Minorities, and People with Disabilities
- Internships, Summer Jobs, and Apprenticeships

SPOTLIGHT



ON:

Career Interest Assessment



Career Interest Assessment

Discover the occupations and industries that **best match** your personal interests.

[> Get Started](#)

The **Career Interest Assessment** is designed to help students discover their personal interests and apply that knowledge toward choosing a future occupation. The interest categories used in the Assessment include:

Artistic
Conventional
Enterprising
Investigative
Realistic
Social

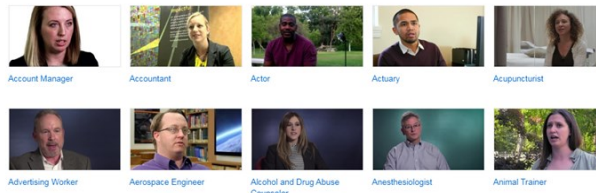
Engage Students with High-Interest and Insightful Video Content

Videos Provide Professional Insights and Career Advice

Ferguson's Career Guidance Center includes more than 540 videos and clips covering a multitude of jobs, industries, and career development skills. The **Career Q&A: Professional Advice and Insight** video series, which can be found in the "Explore Industries & Careers" section, let users get a no-nonsense insider's perspective from working professionals across multiple industries. The **Career Tips** video series, which is located in the "Launch Your Career" section, offers concise, timely advice on job-search techniques and career skills such as writing better résumés, networking, interviewing, and advancing your career.

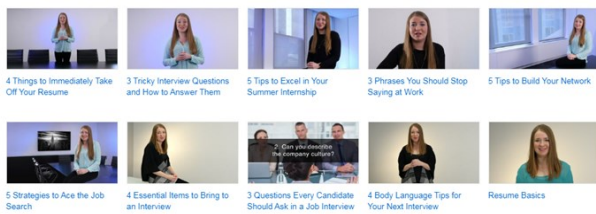
Career Q&A: Professional Advice and Insight

In this series of video interviews with professionals across multiple industries, viewers get a no-nonsense account from working professionals.



Career Tips Videos

The Career Tips video series presents concise and up-to-date advice for improving your job-search techniques and career skills.



Career Q&A Video Interviews include:

- | | |
|----------------------------|-----------------------------|
| * Accountant | * Hotel Manager |
| * Animal Trainer | * Makeup Artist |
| * Aerospace Engineer | * Oncological Nurse |
| * Athletic Director | * Personal Trainer |
| * Blogger | * Plumber |
| * Carpenter | * Police Officer |
| * Children's Librarian | * Public Opinion Researcher |
| * Dermatologist | * Software Designer |
| * Drone Pilot | * Truck Driver |
| * Environmental Consultant | * Video Game Designer |
| * ESL Teacher | * Webmaster |
| * FBI Agent | * Zoo Curator |

Plus over 200 more!!!

Career Tips Videos include:

- * Strength Vs. Passion: What Makes a Dream Job?
- * 5 Strategies to Ace the Job Search
- * How to Reduce Interview Stress
- * How to Answer: "What is your weakness?"
- * 4 Things to Immediately Take Off Your Resume
- * Selling Yourself in Your Cover Letter
- * Tips for Working with a New Boss
- * Building a Bigger and Better Network
- * 5 Tips to Excel in Your Summer Internship



Nearly 300 Additional Video Clips Cover Specific Jobs, Industries, and Career Skills

BROWSE VIDEOS

Click here to browse videos on jobs and industries. [More >](#)

JOBS AND INDUSTRIES VIDEOS INCLUDE:

- * The Right Job for Your Personality
- * Landing a Job in the Trades
- * First Impressions: Etiquette and Work Habits for New Employees
- * Log On for Success: Using Internet Job Sites
- * Tough Times Job Strategies
- * Life after High School: Succeeding in the Workplace

BROWSE VIDEOS

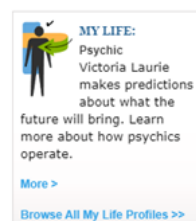
Click here to browse videos on career skills. [More >](#)

CAREER SKILLS VIDEOS INCLUDE:

- * Business, Management & Administration
- * Careers in Criminal Justice
- * Information Technology Services
- * The Patient Care Nursing Team
- * Behind the Scenes—Printing
- * Law, Public Safety & Security
- * Working with Children

(NOT SO) HIDDEN GEM:

Check out the "My Life" Interviews with Professionals, which offer students a firsthand perspective on some unusual jobs, such as beekeeper, sports mascot, Zamboni driver, dog show judge, professional clown, Disney character actor, and psychic...plus dozens more!



Lesson and Project Ideas for Educators Using *Ferguson's Career Guidance Center*

Ferguson's Career Guidance Center is a comprehensive resource for career exploration and planning that allows users to quickly find the valuable information they need, whether it's industry and professions articles, school planning resources, or skills and career advice. Here are some suggested lessons and project ideas using *Ferguson's Career Guidance Center* that will help students narrow down their career options and take the necessary steps to prepare for both higher education and a fulfilling lifelong career .

Lesson/Project Ideas: Explore Industries & Careers

Create a Career Portfolio Invite students to choose and research a career using the "Explore Industries & Careers" section of in *Ferguson's Career Guidance Center*. Next, have students find a job that's currently available in their career area under the "Find Jobs" tab, print out the job posting, and write a preliminary cover letter as if they were applying for the open position. As part of their career portfolio, students should also write up a list of questions they might ask during an interview for the position, along with any goals they've identified for themselves that would ensure their long-term success. Future additions to their portfolio may include a more polished cover letter (based on one of the available templates), a résumé, letters of recommendation, etc., as students progress through the "Plan Your Education" and "Launch Your Career" sections.

I've Got a Job For You Have each student choose a partner and then take turns interviewing each other, asking questions about their skill set, best qualities and/or personality traits, interests, and what motivates them. Just as important, students should remember to find out what each other's dislikes are as well. Using the "Explore Industries & Careers" section of *Ferguson's Career Guidance Center*, have each student choose 2-3 careers that, based on the information gathered, would be a good career fit for their partner. Invite students to share their findings with the rest of the class, confirming whether or not the careers selected by their partner were the same ones they would have chosen for themselves. **OPTIONAL:** Offer a small prize (homework pass or sweet treat) to each student who chose correctly.



You're The Recruiter Working alone or in pairs, have students create a poster or PowerPoint presentation using information found in the "Explore Industries & Careers" section of *Ferguson's Career Guidance Center* for a position they're currently trying to fill. Each presentation should provide an overview of the job, any responsibilities the job would include, applicable skill set, and any other information students can find that might help them "sell" the position to their classmates. After each student/pair has made their presentation, the rest of the class should give each one a score (0-10 or some other metric) based on whether or not they would apply for the job. Students/pairs with the highest score may be given a small prize such as a homework pass or sweet treat. An alternative version of this activity would be to have students set up their presentations around the room in the form of a "job fair" instead of having each student/pair present in front of the class.



Make Your Own Career Q&A Video Ask each student to select a career from the "Explore Industries & Careers" section of *Ferguson's Career Guidance Center*. Provide enough time in class (or assign as homework) for students to thoroughly research their chosen job or career path. Once completed, pair students off and have them take turns being both the interviewer and interviewee while creating a video of each student answering the ten questions found in each of the Career Q&A videos. The questions may be asked verbally or may be written on large poster board and held up in front of the camera before the answer is given, similar to the actual career Q&A videos. Encourage students to

have fun and be as creative as possible while still staying true to the facts they uncovered during their research.

Fastest Growing, Highest Paying, or Most In-Demand? This is a fun activity that will help students understand and appreciate that some careers might be better choices than others based on the ease or difficulty of finding a job in certain fields. Compile a list of several of the jobs identified in the "Explore Industries & Careers" section of *Ferguson's Career Guidance Center* as being either Fastest Growing, Highest Paying, or Most In-Demand. The list can be as short as five or as long as ten to fifteen depending on the size of the class, ability levels present, etc., but should include a random mix of jobs from the thirty that are available. Read each job title aloud and ask students to try to recall which group it comes from. Students may work individually or in pairs/groups, and small prizes may be awarded to students with the most correct answers. **OPTIONAL:** Make the activity more challenging by asking follow-up questions about each job, such as highest possible salary, certification requirements, etc.

Lesson and Project Ideas for Educators Using *Ferguson's Career Guidance Center*, cont'd.

Lesson/Project Ideas: Plan Your Education

College Fair Time! This activity may be done in the classroom but would work best in a large room such as the gym or cafeteria. Working in pairs, have students select either a two-year or four-year college, vocational/technical school, or nursing school using the School Search tool in the "Plan Your Education" section of *Ferguson's Career Guidance Center*. Each pair of students should research their assigned school, noting details such as majors offered, campus setting, extracurricular activities, and any other information they can find. Using this information, each pair should create a physical display that includes a poster or series of posters, a Power Point presentation, a video, and/or other elements, showcasing everything the school has to offer. If possible, invite students from other classes to attend the "college fair" and make it a true schoolwide event. **OPTIONAL:** This assignment may be repeated throughout the year by focusing on a different type of school (i.e., two or four-year, vocational, etc.) each time.

Life Imitating Life: The College Admissions Essay Edition This activity is best suited to high school students who already have some idea which college(s) they are considering but can be done by all students as practice for the real experience. First, have students read the article "Writing College Admissions and Scholarship Essays," which can be found in the "Plan Your Education" section of *Ferguson's Career Guidance Center*. Using both the information contained in the article as well as sample essays found online (links to a few good websites are provided), have students each write a college admission essay they might submit to their college of choice for consideration. Students should be given ample time in class to revise, edit/proofread, and finalize their essays for a grade and, if applicable, also for actual submission. Remind students *never* to plagiarize any portion of the sample essays, since this will eliminate any chance they might have of getting accepted to a college!



College Scavenger Hunt Invite students to learn about as many colleges as possible while having fun doing it! Divide students into teams and give each team a list of attributes that might be associated with a number of colleges or universities, such as those offering on-campus housing for married couples, those located in an urban setting, etc. The list may be long or short but should include enough items of a somewhat specific nature to make the activity challenging based on the grade and ability level of the students. Then, after settling on a time limit, allow students to find as many examples for each attribute as they can using the School Search tool in the "Plan Your Education" section of *Ferguson's Career Guidance Center*. Each member of the team with the most correct answers may be given a small prize such as a homework pass, sweet treat, extra points on a quiz or test, etc.



Show Me the Money! Using the Financial Aid Directories tool located in the "Plan Your Education" section of *Ferguson's Career Guidance Center*, have students search for several financial aid sources they might consider based on their chosen academic and career path. Students should then write an essay, create a poster, or make a Power Point presentation listing all of the financial aid opportunities they would consider applying for, along with all of the reasons for their choices. If applicable, students may choose to actually apply if they so desire.

Lesson/Project Ideas: Launch Your Career

Welcome to Your Interview Using the "Launch Your Career" section of *Ferguson's Career Guidance Center*, assign students one or more articles pertaining to interviewing (beginning perhaps with "Preparing for the Interview") and have them watch the Career Tips videos about interviewing. Then ask each student to choose a job they can relate to: waitress/waiter, retail store associate, babysitter, dog walker, etc., and let students practice with a partner as they take turns interviewing each other for a job. Invite students to critique their own and/or each other's performance during the interview: What did they think was their strongest part of the interview? What would they have done differently? Were they fully prepared? How could they have been more prepared?

Make Your Own Career Tips Video Working in pairs or groups, have students select a topic from the "Launch Your Career" section of *Ferguson's Career Guidance Center* such as interviewing, networking, writing a résumé or cover letter, etc. Provide enough time in class (or assign as homework) for students to thoroughly research their chosen topic, making a list of three to five tips they might share about their topic. From this list, each student should select one of these tips to use as the basis for their video. Then, using one or more of the available Career Tips videos as a model, pair students off and have them take turns recording a video of each other presenting their chosen topic. Completed videos should be no more than two to three minutes long.



Lesson and Project Ideas for Educators Using *Ferguson's Career Guidance Center*, cont'd.

Lesson/Project Ideas: Launch Your Career (cont'd)

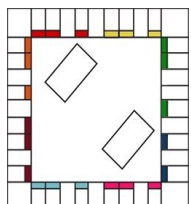
Write Me a Résumé This is an excellent way for students with very little job experience and no college degree to gain practice writing résumés. Ask each student to choose a famous person they follow and/or admire, such as an actor, musician, athlete, etc. Their choice should be someone old enough to have done a few things during their career, so their favorite teen YouTube sensation may not be the best choice. Provide enough time in class (or assign as homework) for students to thoroughly research their chosen celebrity. Then, using the articles about résumé writing, along with the résumé templates found in the “Launch Your Career” section of *Ferguson's Career Guidance Center*, have students write a résumé for their chosen celebrity for an imaginary position. Some examples might be a spot on a different team (athlete), a role on a hit television show (actor), or a gig as the lead singer or other member of a band (musician).

A Blogger Blogs The “Launch Your Career” section of *Ferguson's Career Guidance Center* features an entire series of blog posts written by career counselors, human resources experts, and industry observers that offer advice and insight into today's job market, hiring practices, and what it takes to have a successful career. Using these entries as a guide, and using either the same topic they chose for their career tips video or a different one, ask students to write a blog entry about their chosen topic. Remind them to keep the reader in mind by coming up with a clever but descriptive title and being as thorough as possible while writing their entry. Have each student share their entries with the rest of the class and discuss.



Create a Career Portfolio, Continued Once students have spent some time reading and researching the many articles, blog entries, and other resources in the “Launch Your Career” section of *Ferguson's Career Guidance Center*, they will be ready to make some additions to their career portfolio, as well as improvements to the items they've already included. For example, students can now make improvements to their cover letter based on the available templates and informative articles, write a full résumé listing all of their work experience and accomplishments (likewise, modeled after one of the available templates), and seek out letters of recommendation from teachers/professors, club advisors, coaches, and anyone else who can and is willing to provide such a letter.

Create a Career Board Game This activity will take a great deal of time and effort so it can be something students work on at various times throughout the school year. Using the wealth of career advice found in the “Launch Your Career” section of *Ferguson's Career Guidance Center*, students should work in groups to design a board game around a central theme such as looking for and finding a job, working to become the head of a company, etc. Students may also choose to refer back to the previous section of the database and design a board game where players begin by trying to get into or graduate from college. The final version of each group's board game should include components such as some type of game pieces, a game board with appropriate spaces, rules for playing, etc.



Did You Know...



Ferguson's Career Guidance Center includes practice exercises! Located to the right of most of the Career Skills articles found in the “Launch Your Career” section of the database are practical exercises that invite students and adults to sharpen their skills in a number of areas, including writing résumés and cover letters, problem solving, organization skills, and many more. Here are just a few of the dozens of exercises you'll find on these pages:



- * Assess Your Listening Skills
- * Setting Goals for Better Performance
- * Handling E-Mail and Social Media
- * Three Strategies to Improve Your Networking
- * Assess Your Interview Readiness
- * Assess Your Leadership Experience and Skills
- * Making First Impressions
- * Six Ways to Improve Organization
- * Breaking the Procrastination Habit
- * Using Facts and Logic to Solve Problems
- * Build a Job Search Plan of Action
- * Researching a Prospective Employer

Your feedback is important to us! Tell us how you like *Ferguson's Career Guidance Center* and share with us the ways you integrate this resource into your lessons. We love to hear your feedback—positive or negative. Please email: onlinesales@infobaselearning.com and type “Ferguson's Career Guidance Center Feedback” into the Subject line of your email.