**TEXAS CTE LESSON PLAN**

[www.txcte.org](http://www.txcte.org)

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| **Lesson Identification and TEKS Addressed** |
| **Cluster** | Human Services |
| **Course** | Dollars and Sense |
| **Lesson/Unit Title** | Consumer Services Careers |
| **TEKS Student Expectations** | **130.273. (c) Knowledge and Skills**(8) The student integrates knowledge, skills and practices required for careers in consumer services. (A) The student is expected to explain the roles and functions of individuals engaged in consumer services careers(B) The student is expected to analyze opportunities for employment and entrepreneurial endeavors(C) The student is expected to summarize education and training requirements for consumer services careers(D) The student is expected to investigate professional organizations for consumer services |
| **Basic Direct Teach Lesson** |
| **Instructional Objectives** | **Students will:*** Identify careers in the consumer services field
* Distinguish roles and functions for a specific career
* Investigate education and training needed for a career in consumer services
* Outline advantages and disadvantages to a career in consumer services
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| **Rationale** | There are many different careers in the consumer services field. How many of you know what type of career you would like to have after you graduate from college? Through your research of roles and functions you will be able to more clearly set personal goals about a career in the consumer services job market. |
| **Duration of Lesson** | Four 45-minute class periods |
| **Word Wall** | **Career Clusters:** Are groupings of occupations/career specialties used as an organizing tool for curriculum design and instruction. Occupations/career specialties are grouped into the Career Clusters since they require a set of common knowledge and skills for career success. The Knowledge and Skills represented by Career Clusters prepare learners for a full range of occupations/career specialties, focusing on the holistic, polished blend of technical, academic and employability knowledge and skills. This approach enhances the more traditional approach to career and technical education in which instruction may focus on one or two occupations and emphasize only specific occupational skills**Career Pathways:** Are sub-groupings of occupations/career specialties used as an organizing tool for curriculum design and instruction. Occupations/career specialties are grouped into Pathways since they require a set of common knowledge and skills for career success**Certification:** Proof that you are an expert in a specific topic**Consumer:** Person that pays for a product or service; a person who buys goods for his own needs and not to sell to others or to use in making other goods for sale**Consumer Services:** The range of services provided to consumers of a product by the company that produces, markets, or supports the product.**Education:** The act or process of acquiring knowledge. A type of instruction or training**Entrepreneur:** One who starts a business or other venture that promises economic gain but that also entails risks**Interests:** What you like to do**Occupations/Career Specialties:** Are specific careers or occupations based on advanced knowledge and skills specific to that career or occupation**Knowledge and Skills:** Are industry-validated statements that describe what learners/employees need to know and can do for career success within a Cluster and/or Pathway**Program of Study (curriculum framework):** A sequence of instruction (based on recommended standards and knowledge and skills) consisting of coursework, co-curricular activities, work-site learning, service learning and other learning experiences. This sequence of instruction provides preparation for a career**Personal Plan of Study:** An individual learner’s scope and sequence of coursework, co-curricular activities, work-site learning, service learning and other learning experiences based upon his/her chosen career goals and aspirations. The Plan of Study should be revisited periodically (at least on an annual basis) to adjust as the interests and career aspirations of a learner change. This is a flexible resource designed to change in concert with the interests and needs of the learner**Skills:** Refer to the talent and expertise a person possesses to perform a certain job or task* Note to Teacher – Some definitions are longer than others and are taken from reliable sources. Use your discretion as to the length when assigning terms and definitions to students for review. Many other terms can be identified in slide presentation.
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| **Materials/Specialized Equipment Needed** | **Equipment:*** Computer with Internet for multimedia presentations
* Computer lab

**Materials:*** Accounting books
* Agendas
* Blueprints
* Calculators
* Cardstock
* Charts, graphs, tables
* Checks (voided)
* Deposit slips
* Index cards
* Loan applications (blank)
* Play money
* Real estate sales books
* Receipts
* Step ladder
* Copies of handouts

**PowerPoint:*** Consumer Services Careers: Connecting Education and Employment

**Technology:*** Free iPad App:
	+ Simply HiredThe world’s largest job search engine<https://itunes.apple.com/us/app/simply-hired/id460493715?mt=8>
* Infographic:
* Target Acquired: The Science of Building Buyer PersonasThe infographic called “Target Acquired: The Science of Building Buyer Personas” from single grain explains how to turn that raw digital data into valuable insight that will inform your efforts and improve your operations.<http://www.digitalinformationworld.com/2014/06/science-building-buyer-personas-infographic.html>
* TED Talk:
	+ The Money Myth: Jem Bendell at TEDxTransmedia2011Jem Bendell is a professor and the owner-director of Lifeworth Consulting, providing solutions for systemic change towards sustainable development. For 16 years he has consulted with business, United Nations (UN) and civil society, while writing over 100 publications on the social responsibility of organizations.<https://youtu.be/X5uGLbV5zVo>
* Video:
	+ CTE: Making the DifferenceCTE is leading positive change in secondary, postsecondary, and adult education, with innovative programs that are making a difference nationwide.<http://vimeo.com/26926766>

**Graphic Organizer:*** Consumer Services Career Wanted
* Education and Training in Consumer Services
* Pros and Cons of Employment Opportunities

**Handouts:*** CTE: Making the Difference Video Fact Sheet
* Occupational Outlook Handbook Flashcards
* Personal Financial Manager Advisor (Excel and PDF)
* Rubric for PowerPoint or Prezi® Presentation
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| **Anticipatory Set** | **Before class begins:**Note to teacher – Become familiar with:* The Occupational Outlook Handbook Teacher’s Guide to assist the students with their career search.<http://www.bls.gov/ooh/About/Teachers-Guide.htm>
* The Texas Work Prep Learning Management System (LMS) designed and hosted by the Texas Workforce Commission. The Job Hunter’s Guide Course – This course will allow the student to gain knowledge and skills to attain employment. The course is approximately an hour and a half long. Students will receive a certificate upon completion of this course. Certificate can be printed and added to their professional portfolio.<https://www.texasworkprep.com/texasworkprep.htm>

Print the Occupational Outlook Handbook Flashcards on card stock ready for use in the Independent Practice tab.Gather as many materials (see Materials or Specialized Equipment Needed tab) as you have available and display them on a table in front of the room.On index cards, write the following titles:* Ladder of Success (title at top)
* On the Job Training (1st step)
* Certifications (2nd step)
* Associate’s Degree (3rd step)
* Bachelor’s Degree (4th step)
* Graduate Degree (5th step)

Tape cards on the steps of the ladder from the bottom up with the title at the very top. Take a small amount of money on the lowest step representing On the Job Training. Place more money on the next step representing Certifications. Continue adding more money until the most money is at the top step, Graduate Degree.As students enter the classroom, allow them to visualize the more education they acquire, the more money they can make.When students are seated, have students brainstorm answers to the following questions. Assign a student scribe to record all answers on the board or chart tablet.* Have you considered a career in Consumer Services?
* Would you prefer to work with adults in an office setting?
* How much money do you think bank tellers make in a year?
* What are some advantages to careers in Consumer Services?
* What are some disadvantages to careers in Consumer Services?
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| **Direct Instruction with** **Special Education Modifications/****Accommodations** | Introduce lesson objectives, terms, and definitions.Introduce PowerPoint Consumer Services Careers: Connecting Education and Employment.Distribute Consumer Services Programs of Study from Achieve Texas and graphic organizer Consumer Services Career Wanted to follow along. Explain to students to choose a career they may be interested in. Allow them to document the career from the bottom level to the top. Clarify that any level attained is to be congratulated but to always be prepared for the top. Give examples.View videos:* CTE: Making the DifferenceCTE is leading positive change in secondary, postsecondary, and adult education, with innovative programs that are making a difference nationwide.<http://vimeo.com/26926766>

Distribute a class set of handouts CTE Making the Difference Video Fact Sheet. Students may read and discuss the information that was viewed on the video.* How to Succeed in the WorkplaceRuss Mitchell and Rebecca Jarvis discuss ways to become a professional success with CBS News financial contributor Carmen Wong Ulrich.[http://youtu.be/v4btmhXVXZo](https://youtu.be/X5uGLbV5zVo)

*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** checking for understanding
* provide slide presentation notes
* peer assistance for note taking
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| **Guided Practice with** **Special Education Modifications/****Accommodations** | Introduce the *Texas Work Prep Learning Management System.*Direct students to the Texas Job Hunter’s Guide Course. <https://www.texasworkprep.com/texasworkprep.htm>Inform students that this is an interactive free assessment for that will allow them to identify their job values, interests, aptitudes, and skills assessments as well as assist them in preparing a résumé© and teaching them interview skill tips. Students must complete all six sections and successfully pass a short quiz to receive their printable certificate. Stress the importance of having this type of documentation in their professional portfolio.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** extra time for assignments
* provide positive feedback
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| **Independent Practice/Laboratory Experience with Special Education Modifications/****Accommodations** | Divide students into teams of two. Present the following scenario:You and your coworkers have been selected to investigate careers in Consumer Services. Work together as a team to research information needed to share with the class.Place Occupational Outlook Handbook Flashcards in a basket and ask one member from each group to select a card with a career they will research and present to the class.Distribute the Rubric for PowerPoint or Prezi® Presentation so students understand what is expected.Distribute graphic organizer Pros and Cons of Employment Opportunities in Consumer Services. Students should read through their selected career option and determine a minimum of eight advantages and eight disadvantages of the career.Introduce and guide students through the website components of the Occupational Outlook Handbook<http://bls.gov/ooh/>Students will locate the selected career and gather information for their multimedia presentation. The following information should be included:* Education requirement
* Duties
* Work environment
* Salary
* Job outlook
* Similar occupations
* Contacts

Guide and assist students as needed as they work independently on their research projects.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** assisting student in gathering information
* providing praise and encouragement
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| **Lesson Closure** | Review terms, definitions, and lesson objectives.At end of each class period, a team will be provided with an opportunity to share the pros and cons of their selected career with the class.Questions:Would the discovered challenges (cons) deter them from pursuing this career?Would the discovered benefits (pros) encourage them to pursue this career? |
| **Summative/End of Lesson Assessment with Special Education Modifications/****Accommodations** | Teams will present their multimedia presentations. Allow time for student questions and class discussion after each presentation.Student projects/presentations will be assessed with appropriate rubric.Students will also present their certificates from the *Texas Work Prep Learning Management System.*Texas Job Hunter’s Guide Course and should be saved in their career portfolio.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** assist student with presentation
* encourage participation
* provide praise and encouragement
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| **References/Resources** | **Textbook:*** Kelly, Joan, and Eubanks, Eddye. *Today’s Teen*. Mission Hills, CA: Glencoe/McGraw-Hill, 1988. Print.

**Websites:** * CTELearning that works for America Nationwide, Career Technical Education (CTE) programs are changing, evolving, and innovating to better serve the country’s needs.[http://www.careertech.org](http://www.careertech.org/)
* Occupational Outlook Handbook The nation’s premier source for career information<http://bls.gov/ooh>
* The Occupational Outlook Handbook Teacher’s Guide To assist the students with their career search.<http://www.bls.gov/ooh/About/Teachers-Guide.htm>
* The Texas Work Prep Learning Management System (LMS) designed and hosted by the Texas Workforce Commission. The Job Hunter’s Guide Course – This course will allow the student to gain knowledge and skills to attain employment. The course is approximately an hour and a half long. Students will receive a certificate upon completion of this course. Certificate can be printed and added to their professional portfolio.<https://www.texasworkprep.com/texasworkprep.htm>

**YouTube:*** How to Succeed in the WorkplaceRuss Mitchell and Rebecca Jarvis discuss ways to become a professional success with CBS News financial contributor Carmen Wong Ulrich.<http://youtu.be/v4btmhXVXZo>
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| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall
* Draw visual representations of terms on word wall
* [http://www.learnerdictionary.com](https://www.texasworkprep.com/texasworkprep.htm) for pronunciation and meaning of terms
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| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** |
| **Reading Strategies** | Current Events:Assign students to read about consumer services careers. Information can be found in newspaper articles, magazines, journals, and online print. Suggestions:* Seven Keys to Career SuccessJudy Zerafa created seven keys to career success.<http://www.careerealism.com/career-success-keys>
* Incorporate current events – Students can explore newspaper ads related consumer service careers.
* Word Attack Strategies. Prior to reading, allow students to skim the passage or text, circling words that are unfamiliar to them. Once these words are decoded (glossary, dictionary, dictionary.com, classroom discussion) the student will have a better understanding of the pronunciation and meaning of the unfamiliar word(s) facilitating comprehension.
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| **Quotes** | Choose a job you love and you will never have to work a day in your life. **- Confucius**Nothing will work unless you do. **- Maya Angelou**The only place success comes before work is in the dictionary.**- Vince Lombardi**Communication – the human connection – is the key to personal and career success.**- Paul J. Meyer** |
| **Writing Strategies** | **Journal Entries:*** My dream job in consumer services is ….
* If I could develop my own business it would be…
* I like dealing with money and numbers because ….
* I would/not like to work in an office because….

**Writing Strategy:**RAFT Writing Strategy* + Role – small business owner
	+ Audience – Certified Public Accountant
	+ Format – formal letter
	+ Topic – assistance with taxes
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| **Communication 90 Second Speech Topics** | * Three things I like about finances are ….
* Investments, stocks, and bonds are fascinating because ….
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| **Other Essential Lesson Components** |
| **Enrichment activity** | * Create a budget of senior year expenses that includes professional photographs, class ring, graduation cap and gown, senior parties, homecoming, prom, and any other expenses that may a senior may incur their final year in high school.
* Be sure to add any part-time work or gifts that may be used to offset these expenses.

**Human Services Dollars and Sense Writing Prompts**The student integrates knowledge, skills, and practices required for careers in consumer services. The student is expected to:* Explain the roles and functions of individuals engaged in consumer services careers

Think about the roles and functions of individuals engaged in consumer services careers. Write an essay explain the roles and functions of individuals engaged in consumer services careers.* TED Talk: TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks videos and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.

The Money Myth: Jem Bendell at TEDxTransmedia2011Jem Bendell is a professor and the owner-director of Lifeworth Consulting, providing solutions for systemic change towards sustainable development. For 16 years he has consulted with business, United Nations (UN) and civil society, while writing over 100 publications on the social responsibility of organizations.<https://youtu.be/X5uGLbV5zVo> |
| **Family/Community Connection** | Invite a local entrepreneur and have them discuss with the students the pros and cons of running their own business.Invite various community professionals in Consumer Services to speak to the class about their job responsibilities. |
| **CTSO connection** | **Family Career and Community Leaders of America (FCCLA)**[http://texasfccla.org](http://cte.sfasu.edu/wp-content/uploads/2012/11/Personal-Financial-Manager-Advisor.pdf)**STAR Events:*** Applied Technology – An individual or team event that recognizes participants who develop a project using technology that addresses a concern related to Family and Consumer Sciences and/or related occupations. The project integrates and applies content from academic subjects.
* Career Investigation – An individual event that recognizes participants for their ability to perform self-assessments, research and explore a career, set career goals, create a plan for achieving goals and describe the relationship of Family and Consumer Sciences coursework to the selected career.
* Chapter Service Project (Display and Manual) – A team event that recognizes chapters that develop and implement an in-depth service project that makes a worthwhile contribution to families, schools, and communities. Students must use Family and Consumer Sciences content and skills to address and take action on a community need.
* Entrepreneurship – An individual or team event that recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations.
* Job Interview – An individual event that recognizes participants who use Family and Consumer Sciences and / or related occupations skills to develop a portfolio, participate in an interview and communicate a personal understanding of job requirements.
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| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to lesson. For additional information on service learning see[http://www.nylc.org](http://www.careertech.org)Possible idea:Develop brochures of local consumer services and entrepreneurs. Place them in the guidance office and other places around town. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)