

## Glencoe/McGraw-Hill Podcast Script

**Title:** *Work Talk* – "Career Clusters"

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Section	Topic Copy	Notes
1	<p>ANNOUNCER</p> <p>Welcome to Glencoe’s <i>Succeeding in the World of Work</i> podcast series... You’re listening to <i>Work Talk</i> with Kelly Matthews.</p>	Music underlay
2	<p>SFX: Audio montage will fade in from Glencoe intro and play under beginning of host intro...</p>	
3	<p>KELLY</p> <p>Hello and welcome to <i>Work Talk</i>. I’m your host, Kelly Matthews. Today’s topic? Career clusters. Today we will shed some light on how learning about career clusters can help you find a career that will best suit you.</p> <p>Joining me to talk about career clusters is Nick Winter, a high school guidance counselor who helped integrate career cluster education into his school’s curriculum. Nick, thank you for being here.</p> <p>NICK</p> <p>My pleasure.</p> <p>KELLY</p> <p>Why don’t we begin by defining career clusters.</p> <p>NICK</p> <p>Career clusters are groups of related occupations. The U.S. Department of Education has organized 16 different career clusters. These clusters provide an organizing tool that can help students identify pathways to the career of their choice, and to help develop effective ways to attain their career goals.</p> <p>KELLY</p> <p>How exactly do career clusters help students research careers?</p>	

	<p>NICK Studying the career clusters can help students explore their career options and find careers suitable to their personal goals, their personalities, their skills, and their interests. Students get the most up-to-date information on the academic and technical requirements for a career, and also the educational requirements after high school. By studying career clusters, students understand how specific high school and college courses relate to a given career.</p> <p>KELLY What can students expect to find within each cluster?</p> <p>NICK Within each career cluster are what we call career <i>pathways</i>. A career pathway is an area of study within a career cluster that contains a group of careers requiring similar skills, education, training and certification. As students explore various career clusters, the career pathways will help students focus on their career goal.</p> <p>KELLY It certainly sounds like an interesting way to help find a career. We have to take a quick break, but when we come back we're going to go through all 16 clusters and see where your personal and career goals might best fit. We'll be right back.</p>	
4	<p>ANNOUNCER You're listening to Glencoe's <i>Succeeding in the World of Work</i> podcast series.</p>	Music break
5	<p>KELLY We're back. Let's talk about all 16 career clusters. Nick, let's go through each career cluster, and then identify some of the careers that would fall into that particular cluster. Let's go through the list of alphabetically, just to make it easier.</p> <p>NICK Good plan. First, we have the <i>Agriculture, Food, and Natural Resources</i> cluster. Jobs in this cluster have to do with using things found in nature that people use—for example, raising plants and animals for food or clothing, or managing natural resources such as coal, water, or wood. Careers in this cluster might include farmer, veterinarian, a baker, logger, or ecologist.</p> <p>KELLY Next we have the <i>Architecture and Construction</i> cluster.</p> <p>NICK Workers in this cluster design, build, and maintain structures such as houses and bridges. If you love design, planning, and love to work with</p>	

your hands, this is the perfect cluster to explore. Architecture and Construction jobs include landscape architect, carpenter, plumber, and building inspector.

KELLY

Okay. The next career cluster is *Arts, Audio/Visual Technology, and Communications*. That sounds familiar!

NICK

Yes, if you are interested in a career in radio journalism, like you, Kelly, this is the career cluster to explore. Jobs in this cluster have to do with creativity and communication. Perhaps you would like to make films, design magazines, or be a computer animator. If you are a writer, a musician, a journalist, or a painter, your job probably falls within this cluster.

KELLY

The next cluster is *Business, Management, and Administration*.

NICK

There are so many different roles that go into a successful business. Management workers make decisions, assign tasks, and plan for the future. Administrative workers make sure that a business or organization runs smoothly. Business owners, receptionists, bookkeepers, hiring managers are but a few of the careers in this cluster. If you have an entrepreneurial spirit, and you feel you are a natural leader, this might be a good cluster for you.

KELLY

What about the *Education and Training* cluster? What is the difference between these two terms?

NICK

Education is teaching and learning, while training often refers to education in a specific skill, such as computer programming. The biggest career in this cluster is teaching, but it's important to remember that schools and training centers need workers other than teachers, such as principals, counselors, or librarians. If you enjoy being a part of teaching people new things, this cluster may be for you.

KELLY

Next we have the *Finance* career cluster.

NICK

Finance is an essential career cluster because we all use money to pay for goods and services, and finance workers help people and organizations manage their money and make good decisions about money. Bank tellers

help customers at banks, tax preparers help people manage their tax forms, and financial advisors help companies and individuals decide how to save and spend their money. Good math skills are important in almost every career, but they are especially important for careers in this cluster.

KELLY

How about the *Government and Public Administration* career cluster? Is this cluster only for people like city mayors and the President?

NICK

Politicians are only one type of career in this cluster. The government provides services and keeps order in your country and in your community. As a legislator, you would create laws. As a soldier or homeland security worker, you would protect your country. Public administration workers such as postal workers and city employees do the day-to-day tasks that keep the government running. Public administration can also include nonprofit organizations, such as the Red Cross.

KELLY

The next career cluster is *Health Science*.

NICK

Health science is about helping people stay healthy and recover from sickness. Health science isn't just about being a doctor or a nurse. This career cluster also includes pharmacists, dentists, researchers, physical therapists, laboratory workers, and optometrists. Some health science workers, such as medical records technicians, work in offices, managing medical files.

KELLY

Now let's look at *Hospitality and Tourism*.

NICK

This is a fun one, because many of the jobs in this cluster have to do with what people do to have fun. Individuals who are interested in things as diverse as travel, restaurants, and sports would want to explore jobs in this cluster. Hospitality and tourism workers should be friendly and outgoing and good at helping others enjoy themselves. Careers in this cluster might include hotel manager, chef, lifeguard, and tour guide.

KELLY

*Human Services* is the next cluster.

NICK

This cluster is also good for individuals who enjoy helping others. Human services are services that improve people's lives. Many of these jobs have to do with helping individuals and their families meet their needs. Careers

in this cluster might include hairstylist, child care worker, party planner, and consumer advocate.

KELLY

How about the *Information Technology* career cluster? What exactly is Information Technology?

NICK

Information technology, or IT, means designing and using computerized systems. Technology is very important in today's global workplace, and new jobs are being created and added to this cluster very day, so I'll just give you a few examples of common jobs in this cluster: As a network manager, you would set up and run computers for an organization or business. As a programmer, you would create computer programs. As a Web designer, you would create and maintain Web sites.

KELLY

Thanks, Nick. The next cluster is called the *Law, Public Safety, Corrections, and Security* cluster.

NICK

Workers in this cluster protect people and property. They prevent crimes and help during emergencies. Firefighters, police officers, corrections officers, attorneys, court bailiffs, and security guards are examples of careers in this cluster.

KELLY

Next, we have the *Manufacturing* career cluster.

NICK

Manufacturing means making products by hand or by machine. Most of today's manufacturing workers use tools, machines, or computers. Careers in this cluster might include being a welding technician, a production supervisor who oversees a factory line, or even an artisan who makes musical instruments.

KELLY

While jobs in the Manufacturing cluster have to do with making products, jobs in next cluster, *Marketing, Sales, and Service*, help people decide products to buy, correct?

NICK

Exactly, Kelly. Marketing is about deciding what people want to buy; sales is helping people buy those goods and services; and service is the part of sales that helps people use their purchases. Careers found in this cluster include product planning, public relations, and working as a salesperson.

	<p>KELLY Next we have the <i>Science, Technology, Engineering, and Mathematics</i> career cluster.</p> <p>NICK This career cluster has the longest name! I'll start by defining each of the terms individually. <i>Science</i> is the study of our world, <i>technology</i> refers to the tools that help us complete tasks, <i>mathematics</i> is the study of numbers, shapes, and patterns, and <i>engineering</i> is using science and mathematics to create things that help people. This career cluster is good for those who enjoy science and math, enjoy building things, or enjoy figuring out the answers to questions. As a scientist, could study anything from animals to atoms to stars. As an engineer or engineering technician, you would look for better or more efficient ways to do things.</p> <p>KELLY And our final career cluster is the <i>Transportation, Distribution, and Logistics</i> career cluster.</p> <p>NICK This cluster involves moving people, things, information, and money. As an airline pilot, you might fly planes, as a warehouse worker, you would organize goods to be sent to customers, and as a logistics manager, you would make sure that the right things got to the right people in the right places at the right time.</p> <p>KELLY Thank you, Nick. I hope this show has given our listeners some great ideas about how they can use career clusters to explore the world of work.</p> <p>NICK And let me just add that this has been a brief introduction. Career clusters, although very easy to navigate and understand, offer much more information than we can cover today. You can find more information on the <i>Succeeding in the World of Work</i> Online Learning Center through Glencoe.com, or you can investigate the career clusters Web site online.</p>	
6	<p>KELLY Great advice. I'm afraid we are out of time. Nick, thank you for a very interesting show. And thank you, listeners, for tuning in. Please join us again for <i>Work Talk</i>. Until next time, I'm Kelly Matthews.</p>	
7	<p>ANNOUNCER You've been listening to Glencoe's <i>Succeeding in the World of Work</i> podcast series. Join us again next time for <i>Work Talk</i>.</p>	Music break