Personalize Student Career Exploration with the PSAT/NMSQT®

Score Week for Counselors
December 2–6, 2019
PSAT/NMSQT Score Release

Educator Score Release:
• Available to educators starting on Dec. 2
• Can be found in the K–12 Reporting Portal

Student Score Release:
• Available to students over the course of 3 days, from December 9–11.
• Students will receive an email when scores are available.
Score Week for Counselors

Do More with Students’ Scores

For Counselors

- Optimize Educators Reports to Do More with PSAT/NMSQT® Scores
- Do More with Your Students’ PSAT/NMSQT Score Report
- Connect Students to Scholarships and Recognition with the PSAT/NMSQT Scores
- Personalize Student Career Exploration with the PSAT/NMSQT
- Do More with Your Students’ PSAT 8/9 Score Report

For Teachers and Administrators

- Discover Key Strategies for Principals to Do More with PSAT/NMSQT Scores
- Discover Key Strategies for Teachers to Do More with PSAT/NMSQT Scores
- Teachers and Counselors Teaming Up to Do More with PSAT/NMSQT Scores

Visit psat.org/scoreweek
Additional Online Resources

**Outreach Resources**
Use these resources to inform your school community about doing more with students’ PSAT/NMSQT scores.

**Lesson Plans**
Use the Five Lessons Plans with both students and educators to help you do more with students’ scores.

**Resource Kits**
Get a Resource Kits so you have access to one-pagers, videos, presentations, and more at your fingertips.

**Short Videos**
Review the short videos to help you and your students access, understand, and do more with your students’ scores.
What You’ll Learn

- The features of the free and premium versions of Career Finder™
- How students can use Career Finder to personalize their career exploration process
- How PSAT-related assessment scores can be used to match students to careers
- How students can make connections between their career choices, work style, and living expenses
Student Steps: Connected to Existing College Board Tools

Log in to College Board

After scores are back from an associated PSAT-related assessment or SAT® administration. Click “College Board Career Finder.”

Share Preferences

Answer a few quick questions to guide the exploration. Share more to further refine results.

Start Exploring

Meet real people in jobs that match your interests. Learn about tasks, required education, average salary, and job growth.

Save Careers & Build a Plan

Save up to 5 careers, associated majors, high school courses, activities, and free resources to build skills. Share with anyone.
Career Finder Access from Student Score Report

Students can also log in at roadtripnation.com/careerfinder
You’re In!

Career Finder

Start with your interests. Your future will follow.

Start Exploring
Answer a Few Questions About Your Interests

**Career Finder™**

**What interests you the most?**
I lose track of time when I'm learning about...
(Choose one.)

- **Acting & Theatre**
- **Action Sports**
- **Armed Services**
And Your Passion

Career Finder™

What lights you up at your core?
It doesn't matter what I'm doing, as long as I'm...

(Last one.)

Accomplishing Goals
Being Creative
Being Physically Active

Communicating / Building Things
Helping People
Select a Career to Explore
Dive Deeper

Career Finder™

Career

Roadtrip Nation Leaders in This Career

I help students with Academics, College/Career Ready, and Personal Issues.

Rosa Cruz
School Counselor, Los Angeles USD

I advise high school students on their academic and career options after high...

Michelle Snyder
College & Career Adviser, Austin ISD

Overview
National Data

Salary Median (2017)
$55,410

Projected Job Growth (2016-2026)
+12.6% (faster than the average)

Most Common Level of Education
Bachelor's Degree

What Educational, School, and Guidance Counselors Do

Counsel individuals and provide group educational and vocational guidance services.

Other Job Titles Educational, School, and Guidance Counselors May Have

Related Careers

School Psychologists

Social Work Teachers, Postsecondary

Mental Health Counselors

Marriage and Family Therapists

Education Teachers, Postsecondary

Instructional Coordinators

Related Leaders

Alicia Lindgren
CEO, CollegeBoard

Adriana Georgescu
Career Consultant, ExploreKids NGO
Career Leaders Share Their Path

Career Finder™

My road in life took a while to figure out.

I graduated from high school and attended a few courses in college. I struggle with transportation, financial issues and not knowing what I really wanted to do.

I married a year after high school, dropped out of college, and started working. I discovered minimum wage was not any fun.

I went back to school full force at the age of 21 and pursued a degree in teaching. My love for books and reading allowed me to pursue a field that I enjoy.

I loved being a reading teacher for 11 years but discovered that many of my students had many personal issues. I returned to college to pursue a counseling degree.

Being a school counselor for 14 years has allowed me to speak to my students about their Academic and Personal Journey. I provide information, resources and options to allow students to grow.

I recently returned to college to pursue an LPC (License Professional Counselor) certification. I would like to continue my path in school counseling and enrich my career with my new certification.

In addition, I have published a children's book. I am also a certified laughter yoga leader and do presentations emphasizing

Rosa Cruz
School Counselor
Los Fresnos CISD
Learn What a Career Is Really Like

Rosa Cruz
School Counselor
Los Fresnos CISD

School Counselor
I help students with Academics, College/Career Ready, and Personal Issues.

Career Roadmap

Day to Day
Multi-Tasking is essential in working in public education. Key factors include: Flexibility, Communication, Good Listener, Team Player and Problem Solving. Job responsibilities include Guidance Curriculum, Responsive Services, Individual Planning and System Support. Each component deals with Students, Parents, Staff and the Community. We try to provide information, advice, resources, and options so our students may discover their light and shine.

Skills & Qualities Beyond School
Learn to be involved in your community and be a part of organizations. Your road of discovery will take you on a journey of many experiences. Choose to use that as a tool to help those around you. Most importantly always make learning new things a part of your life so that academic and personal growth become a part of who you are daily.

Advice for Getting Started
Here’s the first step for everyone
Research, speak to people and find resources to give you support. Find a mentor who will be a positive role model. In addition, find the determination, perseverance and dedication to pursue your goals. Seek advice, weigh the pros and cons, and research choices and options. If failures occur, review, assess, and keep moving forward. Opportunities are moments to learn, experience and develop new skills. Use both negative and positive aspects to help build you as an individual.
Career Leaders Faced Hurdles, Too

Rosa Cruz
School Counselor
Los Fresnos CISD

Hurdles

The Noise I Shed

From Society in General:
"Unfortunately, words of discouragement included: "you are not an honor roll student. It will take too long, and how will you go to college and pay for it.""

Challenges I Overcame

- Financial
- First-Generation College Student
Learn about Education Required
A Typical Day at Work

How Leaders Describe a Typical Day at Work

**Kalyna Miletić**
Founder and Work Empowerment Specialist, Kickstart Your Work

I go to yoga or a walk. I make my mornings sacred and really prioritize a calm and supportive morning routine. I’ll have online meetings with my team members, potential clients, and potential partners. I will batch answer my emails once or twice a day, max. I might run an online coaching session, workshop, training class or webinar. I take a look at my ad campaigns, financial situation, responsibilities and make sure.

**Lisa Lloyd Riggs**
Educational Counselor, Santa Monica College

I counsel new and returning students in course, major, career selection and support registering for classes. I also evaluate transcripts, create educational plans and proactively refer students—whether they’re students with disabilities, foster youth, previously incarcerated students, veterans, first-generation college students, etc.—to resources on-campus and in the community. I instruct career choice classes and workshops.

 Tasks & Responsibilities May Include

- Counsel individuals to help them understand and overcome personal, social, or behavioral problems affecting their educational or vocational situations.
- Maintain accurate and complete student records as required by laws, district policies, and administrative regulations.
- Provide crisis intervention to students when difficult situations occur at schools.
- Prepare students for future educational opportunities by encouraging them to explore learning opportunities and to persevere with challenging tasks.
What Steps Can Students Take Now?

Getting Started

Recommended First Step for:

**Middle School Students**

- **Tracie Cagen**
  Guidance Counselor
  Participate in peer counseling groups if available.

- **Jen Mesnard**
  School Counselor, Triad Middle School
  If you are in middle school and you are interested in becoming a school counselor, see if you can meet with your school counselor to talk to him/her about what it is like. Ask yourself if you like listening to people talk about problems they are having, and if you want to help others. Keep your grades up, work on organization strategies, and learn to manage your time.

- **Becca Hamilton**
  Advisor
  For them to know what all the classes they can take in high school that will make it a little easier in college. Also get a feel for what they like doing. Everyone focuses on high school kids but for me I think it all begins with middle school because that's where the youth gets lost. By high school if they are struggling it is very hard for them to keep track in high school.

- **Dr. Varsha Jones**
  Outreach, Northeast Region, Indiana, Indiana Commission for Higher Education
  Research your career, find out what is needed, locate someone in the field and establish a mentor.
Explore Leaders Based on Your Interests
 Hear from Career Leaders

Heejae Lim
Founder & Executive Director
TalkingPoints
San Francisco, CA USA

"Luck finds you and it only comes to people who are ready, it's not if luck finds you, it's when."

Videos
By Roadtrip Nation

Milestones
My road in life took a while to figure out.
I was born in South Korea, but later immigrated with my family

Related Leaders
- Julie Azuma
  Founder/CEO
  Different Roads To Learning
- Kelly Priest
  Social Learning Specialist
  Kelly Priest & Associates
- Kalya Miletic
  Founder and Work Enjoyment Specialist
  Kickstart Your Work
- John Long
  Associate
  World Financial Group/Transamerica
- Anthony Bari Jr.
  Freelancer
  Fox Network

See More
Video of Career Leader
Explore Majors Based on Your Interests

[Image of Career Finder interface]

Your Interests:
- Accomplishing Goals
- Entrepreneurship
- Education

Explore:
- Business, General
- Business Administration and Management...
- Finance
- Marketing

Majors That Match Chief Executives:
- Public Administration
- Business / Commerce, General
- Business Administration and Management...
- Entrepreneurship / Entrepreneurial St...
- International Business / Trade / Commer...
- Management Science
Save Careers as You Search

**Career Finder™**

<table>
<thead>
<tr>
<th>Career</th>
<th>National Job Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Managers</td>
<td>10.1%</td>
</tr>
<tr>
<td>Human Resources Managers</td>
<td>9.1%</td>
</tr>
<tr>
<td>Industrial Machinery Mechanics</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

3 Careers Saved

Start Planning
Build a Plan

Plan
Let's start planning!
First, choose up to five saved careers to add to your plan.

- Educational, School, and Guidance Counselors
- Counseling Psychologists
- Marriage and Family Therapists

Remove from Plan
Remove from Plan
Remove from Plan

Help us make Career Finder even better by filling out our quick survey!

Take Survey

Your Saved Careers (3)
Build a Plan

Plan

Your Majors

Browse through your recommended majors and add any you might want to pursue. Most careers require post-secondary education, so we strongly recommend you add some majors to your plan. Not interested in choosing a major right now? You can skip this section for now.

Counseling Psychology
Connected to Counseling Psychologists

Counselor Education
Connected to Educational, School, and Guidance Counselors

College Student Counseling and Personnel Services
Connected to Educational, School, and Guidance Counselors

Remove from Plan

Remove from Plan

Remove from Plan

Major 4

Select High School Classes ➔

Majors That Connect to Marriage and Family Therapists

Social Work

Marriage and Family Therapy

Clinical Pastoral Counseling
And Recommended High School Classes

Course recommendations are based on majors and careers of interest. Course planning based on other requirements and availability should be done with a counselor.
Learn More with Career Finder Premium
Academic Skills Imported from PSAT-related Assessments

Every job has either a quantitative or literacy requirement, so we’re able to provide context to a student on nearly 1,000 occupations. If a student is interested in a career but doesn’t currently demonstrate the academic skill set needed, we’ll highlight the opportunity and recommend steps to improve in that area on his/her plan.
Refine Recommended Careers by Adding Your Work Style

Your Work Style
Holland Quiz
This quick quiz will help identify what kind work you'd like to do, and which career environments you'll thrive in.

Progress
Step 1 of 6

You would like to...
Work hands-on with objects, machines, tools, plants, or animals
Work and play outside
Use your physical or athletic abilities

Strongly Disagree  Disagree  Unsure  Agree  Strongly Agree
Work Style Results

**Artistic**
Artistic people are very creative, original, and individualistic. They like to be different and strive to stand out from the crowd. They like to express their personalities by creating new and different things with words, with music, with materials, through painting, carving, sculpturing, engraving, crafting, etc.; and with physical expression, as in acting and dancing.

**Enterprising**
Enterprising people are self-confident, outgoing, and optimistic. They like to organize, direct, and control the activities of groups. They are ambitious and like to be in positions of authority. They place a high value on status, power, money, and material possessions. They like to feel that they are in control of situations and are responsible for making things happen.

**Investigative**
Investigative people are naturally curious and inquisitive. They have a need to understand, explain, and predict the things that go on around them. They are scholarly and scientific in their attempts to understand things and tend to be pessimistic and critical when non-scientific, simplistic, or supernatural explanations are suggested by others.
Calculate Projected Expenses to Understand Salary Better

Locations default to the zip code of the student's school but can be changed as desired.
Directional Responses Allow Us to Provide Context

Students answer questions about housing, transportation, education, food, entertainment, clothing, & health care.
### Match Careers with Your Work Style and Expenses

#### Video Game Designers

**How it Matches You**
- **Your Interests**
  - Art
  - Digital Drawing
  - Video Games

**Your Skills**
- PSAT Score
- Reading: On Track
- Writing: Needs Improvement
- Math: Needs Improvement

**Your Work Style**
- Artistic
- Enterprising
- Investigative

**Your Expenses**
- Estimated Expenses: $23,840
- Career Median Salary: $79,971

**Great Match**

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#### Overview

**Local Data**
- Median Salary (2017): $72,371
- Projected Job Growth in Gwinnett County, GA (2016-2026): +20.8% (much faster than the average)
- Most Common Level of Education: Bachelor's Degree

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#### What Video Game Designers Do

Design core features of video games. Specify innovative game and role-play mechanics, story lines, and character biographies. Create and maintain design documentation. Guide and collaborate with production staff to produce games as designed.

**Other Job Titles Video Game Designers May Have**
- Design Director, Designer/Writer, Game Designer, Game Designer/Creative Director, Lead Designer, Lead Game Designer, Lead Level Designer, Mid/Level Game Designer, Senior Game Designer, World Designer

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#### How Leaders Describe a Typical Day at Work

**Ryan Ewing**
- Senior Visual Effects Artist, Respawn Entertainment

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#### Roadtrip Nation Leaders in This Career

**Ryan Ewing**
- Senior Visual Effects Artist, Respawn Entertainment

**Vicki Smith**
- Game Designer, Harmonix Music

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[CollegeBoard](https://www.collegeboard.org) [ROADTRIP NATION](https://roadtripnation.com)
Projected Expenses May Highlight a Mismatch but Don’t Eliminate Jobs

Expenses are localized from the Cost of Living Indicator. (http://coli.org/)
Compare Local and National Job Data

Overview
Local Data

Median Salary (2017)
$96,672

Projected Job Growth in Orange County, FL (2016-2028)
+ 43.8% (much faster than the average)

Most Common Level of Education
Bachelor’s Degree

Overview
National Data

Median Salary (2017)
$132,230

Projected Job Growth (2016-2026)
+10.1% (faster than the average)

Most Common Level of Education
Bachelor’s Degree

Click on the local or state data to show the national overview.
Better Understand Economic Opportunities

Regional Breakdown

- Median Salary for Idaho (2017): $38,082
- Projected Job Growth in Idaho (2016-2026): +44.3% (much faster than the average)

Top Counties Hiring For This Career

1. Ada County
2. Kootenai County
3. Bonneville County
4. Canyon County
5. Latah County

Top Companies Hiring Near You

National Projected Job Growth (2016-2026): +10.1% (faster than the average)

Top States Hiring For This Career

1. California
2. New York
3. Texas
4. Massachusetts
5. Illinois

Top Companies Hiring

1. Fieldco
2. Army National Guard
3. Raymond Handling Concepts Corporation
4. General Electric Company
5. Elwood Staffing Services, Inc.
7. Mantech International Corporation
8. Paper Converting Machine Company
9. Premier Tech
10. Self Opportunity, Inc.

Source: EMSI, https://www.economicmodeling.com/
Select Activities to Help You Learn More

Plan

Your Activities

Almost done planning! Last thing—add some activities you'd like to try out. These are quick and easy ways to explore the careers in your plan.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Connected to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a business class.</td>
<td>Marketing Managers and Human Resources Managers</td>
</tr>
<tr>
<td>Picture working in a medical office.</td>
<td>Marketing Managers</td>
</tr>
<tr>
<td>Watch videos about printmaking.</td>
<td>Marketing Managers</td>
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<td>Remove from Plan</td>
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<td>Remove from Plan</td>
<td></td>
</tr>
<tr>
<td>Come up with your own ad idea!</td>
<td>Marketing Managers</td>
</tr>
<tr>
<td>Watch a TED Talk about perseverance.</td>
<td>Human Resources Managers</td>
</tr>
<tr>
<td>Interview someone who works in human resources</td>
<td>Human Resources Managers</td>
</tr>
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https://roadtripnation.com/careerfinder/plan/activities#maincontent
Pull It All Together in One Place

Your Plan

Summary
This plan of action was made entirely for you, by you, based on your assessments and choices. What comes next is up to you, too! Start trying out your activities, keep exploring more careers, and talk to your counselor about why these planned high school courses and majors feel right for you.

And feel free to share your plan with your parents, teachers, and counselors—it’ll help them better understand your interests and strengths, and where you want them to take you on their future path.

Activities
Before you sign up for classes or start researching majors, take these steps to see if you’re on the right path! Investing your time in these activities will give you the best return—each of them will help connect you to at least two of your planned careers.

- Take a business class.
  Get a jump start on what you want do in college or test your interest before you get there by taking a class in person or online in business.

  This activity connects to Marketing, Human Resources Managers

- Picture working in a medical office?
  Think about the last time you were in a doctor’s or dentist’s office. What made you nervous? What made you feel better? Is helping people through an experience like this something you’d like to do?

  This activity connects to Marketing, Human Resources Managers

- Watch videos about printmaking.
  Check out this video series about different kinds of printmaking from Khan Academy. Which type seems most interesting to you?

  This activity connects to Marketing, Human Resources Managers

- Come up with your own ad idea.
  What’s one of your favorite things? Come up with an ad for it. Can you write or sketch out your ideas, or even write a script and record a commercial?

  This activity connects to Marketing, Human Resources Managers

High School Classes

After you’ve tried your planned activities, work with your counselor to see if these high school classes fit into your schedule. Each of them can set you up for success in at least two of your planned majors.

- Business
  This activity connects to Marketing, Marketing Management, General, Labor and Industrial Relations

- Calculus
  This activity connects to Marketing, Marketing Management, General

- U.S. Government & Politics
  This activity connects to Labor and Industrial Relations

- Computer Applications
  This activity connects to Marketing, Marketing Management, General

- Psychology
  This activity connects to Marketing, Marketing Management, General, Labor and Industrial Relations

Majors

These majors have been highly recommended by employers who are hiring for at least two of your planned careers. Follow the links below each major to visit BigFuture, where you can build a list of colleges that offer the major and fit your needs in terms of size, location, and more.

Marketing

When Barbie first came onto the scene in 1958, she was unique. Unlike the other dolls on store shelves, Barbie was no child. And playing with her, young girls for generations have acted out visions of their future. Barbie is more than just a plastic doll; she’s a fantasy.

As Barbie shows, when people make a purchase, they buy more than a product or service. They also buy something that’s harder to put your finger on. Marketing majors learn how to discover the special something that people want and how to convince them that their product has it.

This major connects to Marketing, Human Resources Managers
Look at a Plan Specific to Each Career

Your Plan

Summary
Marketing Managers
Industrial Machinery Mechanics
Human Resources Managers

Edit
Download
Share

Your Plan

Marketing Managers

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

How it matches me:

Your Interests
Roadmap

Your Skills
PSAT Score

Reading: On Track
Writing: Needs Improvement
Math: On Track

Khan Academy's free test practice can help bump up your skills.

Start Practicing
Share with a Caring Individual

Links can be generated for the overall plan or career specific plans and be shared with anyone.
To Learn More about Career Finder Premium

If interested in Career Finder premium, visit collegeboard.org/careerfinder.
Key Takeaways

- Students can access personalized career exploration through their PSAT-related assessments at Career Finder.

- Students can learn about careers from real people who share their career journey.

- Students can learn about national or local career data.

- Students can learn how their scores on PSAT-related assessments relate to the qualitative and quantitative requirements of their career matches.

- Students can learn how their career matches and anticipated living expenses compare.
Important Information

Check out other Score Week resources at psat.org/scoreweek:
• Videos
• Downloadable one-pagers
• Lesson plans
• E-modules

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