Career Coach
Overview

**Presenter:**
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1. What is Career Coach?
2. Where is the Data from?
3. Using Career Coach
What is Career Coach?
Career Coach

Helps students explore their interests, search Alamo Colleges District programs and connect to in-demand careers

Direct Link: https://alamo.emsiccc.com/
Career Coach – Built by EMSI

- **Built by EMSI – An Economics Firm Based In Northern**  
  Emsi’s has partnered with hundreds of higher education institutions over the last 17 years.

- Developed current industry standard dataset for labor market information

- Consists of Economists, Data Scientists, Consultants, & Software Engineers to make data accessible and relevant to colleges.

- Backed by CareerBuilder, a parent company, and their network of 40,000 businesses.

- Goal is to help students connect to why they are in school
Career Coach Across the U.S.

- Serving over 265 Institutions in the U.S.
- 1.8 Site Visits in 2017
- 1,200 Daily Visits in 2017
Where is the Data from?
From EMSI Data to Career Coach

- Industry Data
- Industries and Occupations
- Programs Linking to Careers
Industry Data

Quarterly Census of Employment and Wages (QCEW)

Non-employer Statistics (NES)

American Communities Survey (ACS)

Local Area Personal Income (LAPI)

County & Zip Business Patterns (CBP & ZBP)
Combining Industry and Occupations Data:

**Industries**
All hospitals in your region

**Occupations**
Surgeons, nurses, lab techs, receptionists
**O*NET**

*(Occupational Information Network)*

- Knowledge, skill and ability characteristics of occupations
- Level of Education Attainment for each occupation - %
- Projected Growth
- “What would I do in this job?”

- Provides information on individual occupations
- Provides National Education Attainment
- Not tied to any particular employer/job posting
Occupation Sources Use O*NET SOC

(Standard Occupation Classification)

- More than 900 occupations with specific codes
- Example:
  - **15-1143.01** Telecommunications Engineering Specialist
Emsi’s Projection Accuracy

National projections were a little below 6% error, states were about 12% and counties 16%.
Using Career Coach
Establishing Career Goals Early: Keeping Students

- **Connection**: Start College With a Career Goal
- **Entry**: Confirm Career Goals
- **Progress**: Continued support with advisors
- **Completion**: Supporting students as they transfer and/or apply for positions
Using Career Coach

1. Career Assessment
2. Explore Careers
3. Explore Programs
4. Are you a Veteran?
5. Build Your Resume
6. Signup – Create an account
Using Career Coach

1. Career Assessment

- Quick Start Assessment
- Detailed Assessment
2. Explore Careers

By 16 career clusters
**Daily Tasks**

- Prepare, examine, or analyze accounting records, financial statements, or other financial reports to assess accuracy, completeness, and conformance to reporting and procedural standards.
- Report to management regarding the finances of establishment.
- Establish tables of accounts and assign entries to proper accounts.
- Develop, implement, modify, and document recordkeeping and accounting systems, making use of current computer technology.

**National Education Attainment Level**

Educational Attainment is a national breakdown of the education levels attained by the occupation’s workforce.

The following shows the percentage of Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products that have achieved different levels of education. This is not meant to represent what you should pursue, but rather to inform what other workers in the field have attained.

- A high school diploma or less
- A certificate
- Some college
- An Associate degree
- A Bachelor’s degree
- A Master’s or Professional degree
- A Doctoral degree or more
Careers: Wages

New workers generally start around $33,727. Normal pay for Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products is $79,627 per year, while highly experienced workers can earn as much as $124,755.
Using Career Coach

3. Explore Programs

By AlamoINSTITUTES
4. Are you a Veteran?
Military Personnel and Veterans

At the lower right hand side, you will see:

Are you a Veteran?
Military Personnel and Veterans

Select: Military, Branch, Status and enter the Military Occupation Code.
Using Career Coach

5. Resume Builder

- Requires creating an account
Using Career Coach
Student Driven Self-Use

6. Signup – Create an account

- Career Assessment – with % match
- Wages & Growth Rates for all Careers
- Careers Linked to college programs
Completion & Next Steps

- Connect with local employers and businesses

- Graduating students:
  - Find jobs in their field
  - Review career goals and transfer steps
  - Set realistic wage expectations
  - Build a winning resume
Transfer Advising Guides (TAG) & Pre-Majors

- Pre-Majors:
  English, History, Social Work

- Transfer Advising Guides:
  AA to BA

A.A.T
Teaching - EC-6, 4-8, EC-12
Special Education FOS

B.S. in Interdisciplinary Studies
Endless Possibilities

- Web Integration
- High School College Events
- Community Outreach
- Campaigns Marketing High Demand Careers
- Connecting to Local Employer

Career Coach Video Summary
Thank you!

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