

# EDUCATION WITH PURPOSE CAREER TREE®

Today, the world has changed—and so have students.

**Generation Z is unique in history as a generation that demands personal purpose** and relevance for everything they do. These non-negotiables must be fulfilled before they will move forward in their education and career journey.

**And that's why we created the Career Tree.**

The Career Tree is the first generationally focused tool to address these challenges for young people everywhere. Educators, employers, and community leaders are leveraging the Career Tree to create active pipelines from education into employment, at all levels of education and experience.

## HERE'S HOW:

- **Enrollment:** The goal of the Career Tree is to get more of the right students, in the right programs and pathways, for the right reasons. The right student is the student who is motivated, dedicated, and moving forward each day. It all starts when they discover their perfect intersection of interest, lifestyle, and career direction.
- **Retention & Completion:** The Career Tree narrative transitions students from a class-taking mentality into a program completion mentality by scope-locking their focus on the end game—not just the journey. For the student, the outcome becomes clear, personal, and relevant to the effort needed to achieve it. This creates and delivers education with purpose, driving significantly more students to completion at all levels of education and experience.
- **Mindset Shift:** The Career Tree changes the way people think about education and careers by showcasing all viable postsecondary pathways. Our narrative must focus on the big-picture outcome—the fully developed pipeline between education with purpose leading to employment with passion. This is exactly what the Career Tree accomplishes.
- **Seamless Integration:** The Career Tree is not something to add to already-packed lesson plans. Rather, it integrates with those plans to bring relevance to what is already being taught for greatest impact.

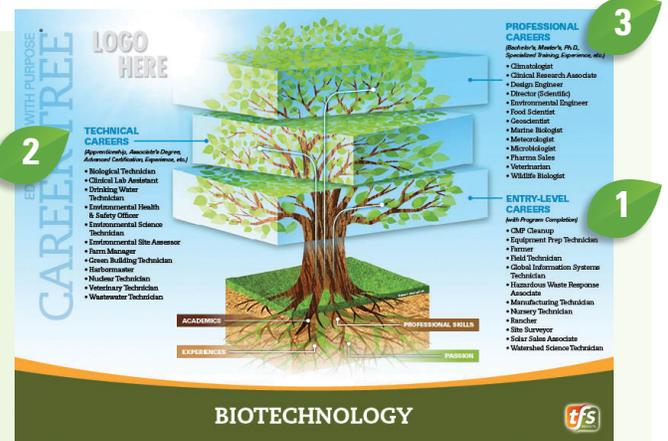


## HOW IT WORKS

The Career Tree is used today in high schools, middle schools, K–12 districts, career centers, special needs classrooms, technical and community colleges, universities, workforce development settings, adult education centers, and many others across North America.

In this example, the Biotechnology Program is the trunk that leads to the top of the Tree, where every branch represents a career or occupation. Every Career Tree is unique, customized with the 36 career pathways that you determine are the most engaging and viable in your region.

- 1 **Students can unlock the opportunities in the first set of branches** by completing their current program or course of study.
- 2 **Students can unlock the next level** by pursuing additional education such as an associate's degree, advanced certification, or apprenticeship.
- 3 **And if they push their education even further** with a four-year or master's degree or PhD, they can unlock the third level. Work experience in the field may also equip an individual for another level.



After meaningful research, class dialogue, and self-reflection, students write their name and career goal on a Career Leaf Label and affix it to the Career Tree in their learning environment. It then becomes a powerful visual reminder, every day, of why today's learning matters to that end-game goal.

The Career Tree also features a robust Root System of Academics, Experiences, Professional Skills, and Passion—all crucial areas that young people need to develop in order to ascend the Tree and reach their desired career branch.

The Career Tree comes with a range of valuable classroom tools, available electronically or printed, to deepen the conversation:

- **The Compare & Contrast sheet** helps students research careers and lifestyles as they start envisioning their branches.
- **The Branch Report** allows students to dive deeper and structure their class presentations effectively.
- **The Root System Career Plan** helps students explore the Academics, Experiences, Professional Skills, and Passion they need to reach their desired branch.
- **The Resume Planner** empowers young people to develop substantive and impactful content for their first resumes.

Academic, Middle School, Special Needs, and other specialized Trees are also available to spark valuable conversation and action in these settings.



## IN THE CLASSROOM



Every day, teachers are using the Career Tree to foster student success and completion based on each student's own unique interests, talents, and abilities. The power of this continuing dialogue, through the conduit of a teacher-student human connection, is an outcome-focused common ground that drives ongoing action and engagement.

### Use the Career Tree to:

- Spark students' internal motivation with the Light at the End of the Tunnel strategy
  - Shift students from a passive class-taking mentality to a passionate program completion mentality
  - Show students the relevance of their education to the life they want to live upon completion
- Help students overcome decision paralysis by choosing a relevant “for-now” career direction
  - Empower students to complete their program with a dynamic and personal competitive advantage

The Career Tree supports a culture of goal-setting and ongoing positive affirmation in the learning environment—helping students embrace the completion mindset needed to finish the program.

## IN THE COMMUNITY

**To change the game in our communities, we must tell a powerful story to students, parents, employers, and stakeholders.** The story must focus on the big-picture outcome—strong pipelines from purpose-driven education to passion-driven employment.

The Career Tree tells this story, punctuates the value, and brings diverse goals and objectives into alignment across the board—so that real action is the next step.



### The Career Tree:

- Delivers a compelling narrative to shift people's thinking about education and careers
- Builds symbiotic, value-driven connections between education and employment
- Gets more of the right students, in the right programs and pathways, for the right reasons
- Partners with industry to align instruction with real-world careers
- Showcases the dynamic competitive advantage your organization delivers

The Career Tree is inspiring communities nationwide to truly connect the dots between education and employment—empowering the young workforce and energizing the local economy.

## WHAT PEOPLE ARE SAYING

“ The Career Tree has absolutely transformed our narrative in the community. Students, parents, and stakeholders now see how our programs are the on-ramp to opportunity. For us, everything starts with the Career Tree.

**CYLYNN BRASWELL**

Former Executive Director for College & Career Readiness & Innovation at Northwest ISD

“ We have found that the Career Tree integrates smoothly with our existing curriculum. It’s not something we have to add to already-packed lesson plans; it works within those lessons to bring relevance to the learning experience.

**JEREMY BEARDMORE**

Assistant Superintendent at Mid-East Career & Technology Centers

“ The Career Trees in every classroom, as well as our hallways, have created tremendous opportunities to share the value of our programs with parents, legislators, and community leaders.

**DEBRA S. HEBAN**

Former Director, Career & Technical Education at Whitmer Career & Technology Center

“ Thanks to the Career Tree, we were already in compliance with our state’s new career readiness legislation on the day it became law.

**PAUL GALBENSKI**

2012 Michigan Teacher of the Year, Dean at Oakland Schools

“ The Career Tree is an enormous symbol of hope, thoughtful ideas and the love of children in your care. It is filled with respect of the individual and a clear path rooted in life!

**PARENT**

Minuteman High School, Lexington, MA

“ The Career Tree has been an amazing tool that makes instruction easier and more relevant to students today. I’ve never before seen such great dialogue in the classroom.

**MELISSA CONNER**

Director at Stafford Technical Center

“ The Career Tree has inspired the creation of a planning culture that starts in 6th grade and extends through post-secondary education. We’re shifting the paradigm to understand that CTE programs lead to thousands of viable career opportunities for all students.

**NICHOLE SPEARMAN-ESKELSEN**

CTE Director at Salem-Keizer Public Schools, Oregon

“ I work with many students who have already decided they can’t or won’t go to college. But once we talk about their lifestyle goals and they see the level of career and education it will take to realize those dreams, suddenly college becomes possible. They say, “Oh, I can do this” and start working toward that goal.

**CHRISTINA LANG**

Instructor, Oakland Schools ISD

Get in touch today to launch your Career Tree journey!

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EDUCATION WITH PURPOSE  
**CAREER TREE**<sup>®</sup>

## WHAT'S INCLUDED

In addition to customized Interactive Wall Graphics in every classroom, your staff will receive downloadable classroom worksheets and materials branded in your logo and colors. With video-based training, live virtual staff training sessions, a comprehensive Curriculum Guide, and ongoing support, we empower you with 24/7 access to all the best practices and tools to use your Career Trees to the fullest.

**The Career Tree is most effective when everyone in the organization understands its power and how to harness it for student motivation.** In addition to the training materials on the portal, Career Tree creator Mark C. Perna is also available for live in-person or virtual Career Tree kickoff presentations.



**Mark C. Perna**

**For staff:** Tailored to your organization and designed to engage every staff member in every department, these presentations deliver a clear vision for what your team can accomplish using the Career Tree as a core narrative and strategy in both the classroom and the community.

**For business partners:** Mark's presentations are also valuable for your local business and industry partners who may want to contribute more meaningfully to your programs but aren't sure how. The Career Tree gives them an opportunity to connect with instructors, families, and students considering career paths in their respective industries. You could also explore what it would look like for their business to sponsor a Career Tree in their industry.

**For community leaders:** Local stakeholders and community leaders will also benefit from seeing your organization's forward-thinking, purpose-driven vision embodied in the Career Tree. Mark, who works with leaders in education, business, and economic development, understands how to build bridges between these different sectors with the ultimate goal of empowering young people on their education and career journey.



### Get In Touch

Contact us today to find out how the Career Tree can change the narrative in your community and empower your students with a dynamic competitive advantage. We look forward to connecting with you!



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