

## SIXTEEN CAREER CLUSTERS



This Career Cluster prepares learners for careers in the planning, implementation, production, management, processing, and/or marketing of agricultural commodities and services. This includes food, fiber, wood products, natural resources, horticulture, and other plant and animal products. It also includes related professional, technical and educational services.



This Career Cluster prepares learners for careers in designing, planning, managing, building, and maintaining the building environment. People employed in this cluster work on new structures, restorations, additions, alterations, and repairs.



Individuals that work in the AV communications industry manufacture, sell, rent, design, install, integrate, operate, and repair the equipment of audiovisual communications. Careers include designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.



The Business Management and Administration Cluster prepares learners for careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. Career opportunities are available in every sector of the economy and require specific skills in organization, time management, customer service, and communication.



This Career Cluster prepares learners for careers in planning, managing, and providing education training services, and related learning support services such as administration, teaching/training, administrative support, and professional support services.



The Finance Cluster prepares learners for careers in financial and investment planning, banking, insurance, and business financial management. Career opportunities are available in every sector of the economy and require specific skills in organization, time management, customer service, and communication.



This Career Cluster prepares learners for careers in planning and executing government functions at the local, state, and federal levels, including governance, national security, foreign service, planning, revenue and taxation, and regulations.



The Health Science Career Cluster connects individuals to a large variety of health care areas that are characterized by diversity and changing technologies. This area allows students to investigate and observe a large variety of health care areas. Health Science includes planning, managing, and providing therapeutic services, diagnostic services, health informatics, support services, and biotechnology research and development.

## SIXTEEN CAREER CLUSTERS



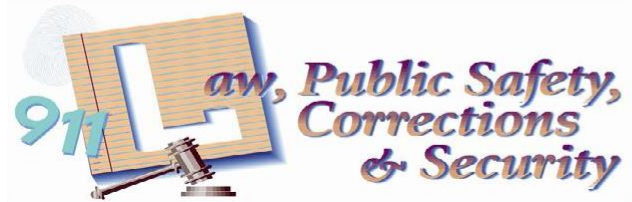
The Hospitality and Tourism Cluster prepares learners for careers in the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services. Hospitality operations are located in communities throughout the world.



This Career Cluster prepares individuals for employment in career pathways related to families and human needs. This includes preparing individuals for employment in career pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer care.



The Information Technology Cluster involves the design, development, support, and management of hardware, software, multimedia, and systems integration services. In addition to careers in the IT industry, IT careers are available in every sector of the economy. Anyone preparing for an IT career should have a solid grounding in math and science.



The Law, Public Safety, Corrections, and Security Cluster helps prepare students for careers in planning, managing, and providing legal, public safety, protective services and homeland security, including professional and technical support services.



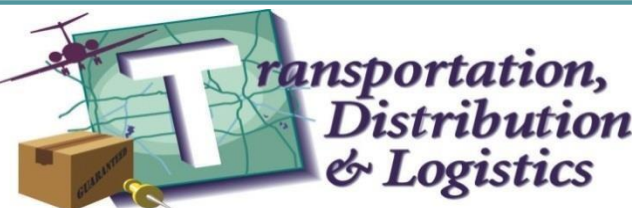
The Manufacturing Career Cluster focuses on planning, managing, and performing the processing of materials into intermediate or final products and related professional and technical support activities such as production planning and control, maintenance and manufacturing/process engineering.



This Career Cluster prepares learners for careers in planning, managing, and performing marketing activities to reach organizational objectives. These include areas such as brand management, professional sales, merchandising, marketing communications, and market research.



This Career Cluster prepares learners for careers in preparing, managing, and providing scientific research and professional and technical services (e.g., physical science, social science, engineering) including laboratory and testing services, and research and development services.



This Career Cluster exposes student to careers and businesses involved in the planning, management, and movement of people, materials, and products by road, air, rail, and water. It also includes related professional and technical support services such as infrastructure planning and management, logistic services, and the maintenance of mobile equipment and facilities.



## INTERESTS AND ABILITIES: ANIMALS

- Working with sick or injured animals
- Working with companion animals like dogs and cats
- Working with unique species such as fish for food
- A medical field
- Marine biology

## PLANTS

- Caring for plants in your home or yard
- Designing landscapes for homes or businesses
- Developing new plants or modifying existing ones
- What plants need to grow successfully

## NATURAL RESOURCES

- Native fish and their aquatic habitats
- Forest ecosystems
- Preservation of endangered species
- Wolves and whitetails in Wisconsin

## FOODS

- What makes bread rise and pop fizz
- Being a food scientist
- Designing new food and flavors
- How science is used to process your food
- Chemistry and its application to food

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## STUDENT ORGANIZATIONS

- FFA
- Ice Fishing
- Outdoor Club
- Archery

## PATHWAYS IN THIS CLUSTER

- Agribusiness Systems
- Animal Systems
- Environmental Service Systems
- Food Products and Processing Systems
- Natural Resource Systems
- Plant Systems
- Power, Structural & Technical Systems

## PATHWAY DETAILS

### AGRIBUSINESS SYSTEMS

- Coordinate activities that contribute to the production, processing, and distribution of agricultural commodities and resources
- Promote agricultural products
- Help finance agricultural businesses

### ANIMAL SYSTEMS

- Develop new ways of producing and processing meat, poultry, eggs, and dairy products
- Study genetics, nutrition, reproduction, growth and development of domesticated farm animals
- Inspect and grade livestock food products
- Purchase livestock
- Work in technical sales or marketing of livestock

### ENVIRONMENTAL SERVICE SYSTEMS

- Conduct hazardous-waste management studies
- Evaluate environmental hazards, offer analysis and containment
- Develop regulations to prevent environmental mishaps
- Design municipal sewage and industrial wastewater systems
- Analyze and research environmental projects

### FOOD PRODUCTS AND PROCESSING SYSTEMS

- Discover new food sources
- Analyze food content
- Develop ways to process, preserve, package, or store food
- Create new food products
- Inspect food processing areas

### NATURAL RESOURCE SYSTEMS

- Protect natural resources

- Develop, maintain, and manage forests and rangelands
- Catch and trap marine life
- Work at recreational sites
- Provide habitats for wildlife

### PLANT SYSTEMS

- Study plants and their growth
- Use genetic engineering to improve crops
- Develop ways to improve seeds

### POWER, STRUCTURAL & TECHNICAL SYSTEMS

- Apply engineering, hydraulics, pneumatics, electronics, power structures, and controls to farming
- Design agricultural structures
- Design machinery and equipment
- Conserve soil and water for farms
- Improve processing of agricultural products



# AGRICULTURE, FOOD & NATURAL RESOURCES

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Bee Keeper	Fisherman	Nursery Worker	Stable Worker
Crop Sprayer	Landscape Laborer	Pet Groomer	Logger
Vet Hospital Worker	Farm Worker	Pet Shop Worker	

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Arborist	Crop/Animal Farmer	Golf Course Manager	Veterinary Technician
Animal Control Officer	Environmental Technician	Greenhouse Manager	Waste Water Technician
Animal Nutritionist	Farrier	Horticulturist	Bio-Tech Lab Technician
Fish & Game Officer	Landscape Designer	Cheese Maker	Forestry Technician
Genetic Technologist	Turf Manager	Food Control Specialist	

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Animal Scientist	Geneticist	Soil Scientist	Agricultural Economist
Biochemist	Greenhouse Operator	Game Warden	Agricultural Educator
Botanist	Landscape Architect	USDA Inspector	Agricultural Engineer
Entomologist	Marine Biologist	Veterinarian	Agricultural Sales
Food Scientist	Plant Pathologist	Wildlife Biologist	Agricultural Banker
Forester	Soil Geologist	Zoologist	Animal Psychologist

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College	Chippewa Valley Technical College	Fox Valley Technical College
Lakeshore Technical College	Madison College	Mid-State Technical College
Milwaukee Area Technical College	Moraine Park Technical College	Northcentral Technical College
Western Technical College	Wisconsin Indianhead Technical College	Northeast WI Technical College
Southwest WI Technical College	Gateway Technical College	

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Green Bay	UW-Madison	UW-Milwaukee
UW-Oshkosh	UW-Parkside	UW-Platteville
UW-River Falls	UW-Stevens Point	UW-Stout
UW-Superior	UW-Whitewater	

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Alverno	Beloit College	Carroll University
Carthage University	Concordia University Wisconsin	Edgewood College
Lawrence University	Northland College	Ripon College
St. Norbert College	Viterbo University	Wisconsin Lutheran College



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Read and follow blueprints and/or instructions
- Picture in my mind what a finished product looks like
- Perform work that requires precise results
- Solve technical problems
- Visit and learn from beautiful, historic, or interesting buildings
- Follow logical, step-by-step procedures

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Curious
- Good at following directions
- Attentive to detail
- Good at visualizing possibilities
- Patient and persistent

## SUBJECTS THAT I LIKE:

- Math
- Drafting
- Physical Sciences
- Construction Trades
- Electrical Trades/Heat, Air Conditioning and Refrigeration/Technology Education

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## STUDENT ORGANIZATIONS

- Skills/USA
- Academic Bowl
- Spanish Club
- French Club

## PATHWAYS IN THIS CLUSTER

- Construction
- Design/Pre-Construction
- Maintenance/Operations

## PATHWAY DETAILS

### CONSTRUCTION

- Construct and maintain buildings using wood
- Install electrical components
- Direct materials, labor, and equipment
- Layout and assemble mechanical piping systems

### DESIGN/PRE-CONSTRUCTION

- Design homes and commercial buildings
- Prepare drawings using design software
- Determine layout of land
- Plan urban and suburban areas

### MAINTENANCE/OPERATIONS

- Repair commercial steam and hot water boilers
- Destroy outdated or condemned buildings
- Assemble industrial machines using blueprints
- Unload, inspect, and move equipment



# ARCHITECTURE & CONSTRUCTION

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Construction Laborer  
Construction Worker Helper  
Fence Builder

Highway Maintenance  
Roofer  
Tile Setter

Grading/Leveling Machine Operator  
Heavy Equipment Operator  
Groundskeeper and Gardener

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

HVAC Technician  
Architectural Drafter  
Bricklayer  
Plasterer  
Drywall Installer

Electrician  
Glazier  
Pipefitter  
Cement Mason  
Tile Setter

Civil Engineering Technician  
Electrical Engineering Technician  
Carpenter  
Plumber

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Architect  
Building Contractor  
C.A.D. Designer

Cost Estimator  
Electrical Engineer  
Grounds Supervisor

Interior Designer  
Landscape Architect  
Civil Engineer

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Chippewa Valley Technical College  
Mid-State Technical College  
Northcentral Technical College  
Waukesha County Technical College  
Fox Valley Technical College  
Southwest WI Technical College

Gateway Technical College  
Milwaukee Area Technical College  
Northeast Wisconsin Technical College  
Wisconsin Indianhead Technical College  
Lakeshore Technical College

Madison College  
Moraine Park Technical College  
Western Technical College  
Blackhawk Technical College  
Nicolet Area Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Madison

UW-Milwaukee

UW-Stout

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Concordia University Wisconsin  
Milwaukee School of Engineering

Marquette University  
Mount Mary University

Milwaukee Institute of Art & Design



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Use my imagination to communicate new information to others
- Perform in front of others
- Read and write
- Play a musical instrument
- Perform creative, artistic activities
- Use video and recording technology
- Design brochures and posters

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Creative and imaginative
- Good communicator/good vocabulary
- Curious about new technology
- Relate well to feelings and thoughts of others
- Determined/tenacious

## SUBJECTS THAT I LIKE:

- Art/Graphic Design
- Music
- Speech and Drama
- Journalism/Literature
- Audiovisual Technologies

Individuals that work in the AV communications industry manufacture, sell, rent, design, install, integrate, operate, and repair the equipment of audiovisual communications. Careers include designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

## STUDENT ORGANIZATIONS

- Band/Jazz Band
- Drama
- Forensics
- Art Club
- One Act Play

## PATHWAYS IN THIS CLUSTER

- Audio and Video Technology and Film
- Journalism and Broadcasting
- Performing Arts
- Printing Technology
- Telecommunications
- Visual Arts

## PATHWAY DETAILS

### AUDIO AND VIDEO TECHNOLOGY AND FILM

- Set up and operate audio/video equipment
- Design, install, and operate broadcasting equipment
- Rig electric lights for video, television, or film production

### JOURNALISM AND BROADCASTING

- Operate television or motion picture cameras
- Anchor news broadcast programs
- Present government and business news
- Set up and operate radio and television equipment

### PERFORMING ARTS

- Produce a play or theater event
- Represent and assist actors
- Sing and/or dance during musical performances
- Design movie, television, and theater sets
- Teach in a dance studio or acting school

### PRINTING TECHNOLOGY

- Use software to produce publications
- Prepare printing press materials
- Convert digital images into printing plates
- Operate a printing press
- Use a control panel to monitor printing process

### TELECOMMUNICATIONS

- Install telecommunications equipment
- Troubleshoot and resolve network and system problems
- Perform data backups and disaster recovery operations
- Design computer hardware and networking software

### VISUAL ARTS

- Create fine art by painting, sculpting, or illustrating
- Design graphics for businesses and advertising firms
- Draw buildings, products, or models

# ARTS, A/V TECHNOLOGY & COMMUNICATIONS

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Floral Designer  
Food Stylist  
Musician

Proofreader  
Signs Designer/Painter  
Stained Glass

Mural Painter  
Photographer

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Animator  
Bookbinder  
Broadcast Technician  
Craft Artist

Prepress Technician  
Printing Press Operator  
Recording Technician  
Sign Painter

Potter  
Graphic Designer  
Music Repair Technician  
Public Relations Manager

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Animator  
Artist  
Architect  
Interior Decorator  
Art Teacher/Professor  
Art Therapist

Illustrator  
Musician  
Music Teacher  
Music Therapist  
Recording Engineer  
Graphic Designer

Journalist  
Cinematographer  
Composer  
Copy Editor  
Photographer  
Videographer

### CAREER CLUSTER KNOWLEDGE & SKILLS

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## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

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Alverno College

Carroll University

Edgewood College

Marian University

Milwaukee School of Engineering

Ripon College

Viterbo University

Beloit College

Carthage College

Lakeland College

Marquette University

Mount Mary University

Silver Lake College

Wisconsin Lutheran College

Cardinal Stritch University

Concordia University Wisconsin

Lawrence University

Milwaukee Institute of Art & Design

Northland College

St. Norbert College





# Business Management & Administration

The Business Management and Administration Cluster prepares learners for careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations. Career opportunities are available in every sector of the economy and require specific skills in organization, time management, customer service, and communication.

## STUDENT ORGANIZATIONS

- FBLA
- Academic Bowl
- French Club
- Spanish Club

## PATHWAYS IN THIS CLUSTER

- Administrative Support
- Business Information Management
- General Management
- Human Resource Management
- Operations Management

## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Perform routine, organized activities but can be flexible
- Work with numbers and detailed information
- Be the leader in a group
- Make business contact with people
- Work with computer programs
- Create reports and communicate ideas
- Plan my work and follow instructions without close supervision

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Organized
- Practical and logical
- Patient
- Tactful
- Responsible

## SUBJECTS THAT I LIKE:

- Computer Applications/Business and Information Technology
- Accounting
- Math
- English
- Economics

## PATHWAY DETAILS

### ADMINISTRATIVE SUPPORT

- Prepare reports, memos, and letters using software
- Document meeting discussion and prepare minutes
- Order supplies and file documents
- Greet and help customers and visitors

### BUSINESS INFORMATION MANAGEMENT

- Develop computer information resources
- Keep up with advances in technology



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- Manage backup, security, and user help systems
- Understand user computing needs and system requirements

### GENERAL MANAGEMENT

- Direct financial and budget activities
- Determine goods and services to be sold
- Plan and direct sales promotions
- Create and apply goals and procedures

### HUMAN RESOURCE MANAGEMENT

- Resolve work problems to assist management and employees
- Establish compensation and benefits policies

- Organize personnel, training, or labor relations activities
- Plan and conduct new employee orientations
- Recruit, interview, and select applicants

### OPERATIONS MANAGEMENT

- Direct production, processing, and distribution activities
- Manage staff, prepare work schedules, and assign duties
- Oversee activities related to making products or providing services
- Analyze information to solve operational problems



# BUSINESS, MANAGEMENT & ADMINISTRATION

## CAREER OPTIONS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Bank Teller	Sales Clerk	Hospital Admitting Clerk
Caterer	Telephone Operator	Data Entry Clerk
File/Mail Clerk	Typist	Human Resource Clerk
Meter Reader	Hotel Clerk	Receptionist

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Accountant	Stenographer	Management Trainee
Administrative Assistant	Tax Preparer	Word Processor
Computer Operator	Funeral Director	Retail Sales Supervisor
Court Reporter	Industrial Clerk	Small Business Owner

### BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Accountant-CPA	Human Resource Manager	Travel Agency Manager
Advertising Manager	Instrument Sales/Marketing	Art Director
Marketing Manager	Event Planner	Health Care Administrator
Theater Manager	Sales Representative	Business and Industry Consultant

### CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

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Silver Lake College	St. Norbert College	Viterbo University
Wisconsin Lutheran College		



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Communicate with different types of people
- Help others with their homework to learn new things
- Go to school
- Direct and plan activities for others
- Handle several responsibilities at once
- Acquire new information
- Help people overcome their challenges

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Friendly
- Decision maker
- Helpful
- Innovative/Inquisitive
- Good listener

## SUBJECTS THAT I LIKE:

- Language Arts
- Social Studies
- Math
- Science
- Psychology

This Career Cluster prepares learners for careers in planning, managing, and providing education training services, and related learning support services such as administration, teaching/training, administrative support, and professional support services.

## STUDENT ORGANIZATIONS

- Student Council
- French Club
- Spanish Club
- NHS

## PATHWAYS IN THIS CLUSTER

- Administration & Administrative Support
- Professional Support Services
- Teaching/Training

## PATHWAY DETAILS

### ADMINISTRATION & ADMINISTRATIVE SUPPORT

- Review and approve educational programs
- Plan and develop training programs
- Organize production and design of curriculum materials
- Direct admissions, registration, and career activities

### PROFESSIONAL SUPPORT SERVICES

- Counsel parents experiencing child-rearing problems
- Maintain case history records and prepare records
- Select, administer, and score psychological tests
- Advise students regarding educational issues

### TEACHING/TRAINING

- Teach basic skills to pre-school children
- Tutor children individually or in small groups
- Prepare classroom activity materials
- Evaluate and grade assignments and papers
- Arrange new employee on-the-job training



# EDUCATION & TRAINING

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Aerobics Instructor  
Dance Teacher

Library Assistant  
Self Enrichment Teacher

Child Care Assistant

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Computer Installation  
Preschool Teacher

Sign Language Interpreter  
Library Technician

Teacher Assistant

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Apprenticeship Consultant  
Bilingual Educator  
Educational Administrator  
Instructional Coordinator  
Kindergarten Teacher  
Music Teacher  
Music Therapist

School Psychologist  
Secondary School Teacher  
Teacher of the Blind  
Vocational Education Teacher  
Librarian  
Speech-Language Pathologist

School Counselor  
University Professor  
Training Program Manager  
Elementary School Teacher  
Special Education Teacher  
Adult Literacy Teacher

### CAREER CLUSTER KNOWLEDGE & SKILLS

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Viterbo University

Cardinal Stritch University  
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Lawrence University  
Mount Mary University  
Silver Lake College  
Wisconsin Lutheran College





**INTERESTS AND ABILITIES:  
ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:**

- Work with numbers
- Work to meet a deadline
- Make predictions based on exiting facts
- Have a framework of rules by which to operate
- Analyze financial information and interpret it to others
- Handle money with accuracy and reliability
- Take pride in the way I dress and look

**PERSONAL QUALITIES THAT DESCRIBE ME:**

- Trustworthy
- Orderly
- Self-confident
- Logical
- Methodical or efficient

**SUBJECTS THAT I LIKE:**

- Accounting
- Math
- Economics
- Banking/Financial Services
- Business Law

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**STUDENT ORGANIZATIONS**

- FBLA
- Spanish Club
- French Club
- Academic Bowl

**PATHWAYS IN THIS CLUSTER**

- Accounting
- Banking Services
- Business Finance
- Insurance
- Securities and Investments

**PATHWAY DETAILS**

**ACCOUNTING**

- Prepare records and statements
- Develop, maintain, and analyze budgets
- Provide auditing services
- Project revenue and expenses of business operations
- Review records to prepare tax returns

- Cash checks and pay out money
- Balance money

**BUSINESS FINANCE**

- Create charts and graphs for reports
- Find out security prices for the public
- Supervise accounting and budgeting employees
- Study economic information

- Review records to reveal amount of insurance in place
- Estimate insurance rates
- Sell policies

**SECURITIES AND INVESTMENTS**

- Sell stocks, bonds, and mutual funds
- Prepare tax returns
- Advise the purchase or sale of securities
- Buy and sell securities in investment firms

**BANKING SERVICES**

- Review and update credit and loan files
- Arrange or establish debt repayment

**INSURANCE**

- Investigate, evaluate, and settle claims
- Examine vehicles



# FINANCE

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Bill & Account Collector

Brokerage Clerk

Cashier

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Accountant

Investigator & Adjustor

Loan Officer

Brokerage Clerk

Claim Adjuster

Personal Property Appraiser

Financial Institution Manager

Insurance Agent

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Accountant, CPA

Credit Analyst

Manager

Actuary

Credit Card Operations Manager

Economist

Auditor

Insurance Underwriter

Financial Advisor

Investment Advisor

Stockbroker

Real Estate Appraiser

Controller

School District Business

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College

Chippewa Valley Technical College

Fox Valley Technical College

Gateway Technical College

Lakeshore Technical College

Madison College

Mid-State Technical College

Milwaukee Area Technical College

Moraine Park Technical College

Nicolet Area Technical College

Northcentral Technical College

Northeast WI Technical College

Southwest WI Technical College

Waukesha County Technical College

Western Technical College

Wisconsin Indianhead Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire

UW-Green Bay

UW-La Crosse

UW-Madison

UW-Milwaukee

UW-Oshkosh

UW-Parkside

UW-Platteville

UW-River Falls

UW-Stevens Point

UW-Superior

UW-Whitewater

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Cardinal Stritch University

Carroll University

Carthage College

Concordia University Wisconsin

Edgewood College

Lakeland College

Marian University

Marquette University

Mount Mary University

Northland College

Silver Lake College

St. Norbert College

Viterbo University

Wisconsin Lutheran College



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Be involved in politics
- Negotiate, defend, and debate ideas and topics
- Plan activities and work cooperatively with others
- Work with details
- Perform a variety of duties that may change often
- Analyze information and interpret it to others
- Travel and see things that are new to me

This Career Cluster prepares learners for careers in planning and executing government functions at the local, state, and federal levels, including governance, national security, foreign service, planning, revenue and taxation, and regulations.

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Good communicator
- Competitive
- Service minded
- Well organized
- Problem solver

## STUDENT ORGANIZATIONS

- French Club
- Spanish Club
- Academic Bowl

## PATHWAYS IN THIS CLUSTER

- Foreign Service
- Governance
- National Security
- Planning
- Public Management & Administration
- Regulation
- Revenue and Taxation

## SUBJECTS THAT I LIKE:

- Government
- Language Arts
- History
- Math
- Foreign Language

## PATHWAY DETAILS

### FOREIGN SERVICE

- Help citizens abroad
- Promote relations
- Collect information
- Share national views/policies

### GOVERNANCE

- Study local and national legislation
- Listen to constituents about bills or issues
- Gather information and make policy decisions

### NATIONAL SECURITY

- Operate ground combat operations equipment

- Demolish enemy positions
- Lead military teams
- Predict terrorist activity

### PLANNING

- Design plans affecting land use and zoning
- Work with architects in planning projects
- Assess proposals for projects

### PUBLIC MANAGEMENT & ADMINISTRATION

- Prepare calendars of cases
- Coordinate administration of municipal elections

- Document municipal codes and city charters
- Negotiate municipality contracts with suppliers

### REGULATION

- Testify at administrative proceedings
- Investigate applications for licenses or permits
- Examine immigration passports
- Inspect aircraft mechanic work

### REVENUE AND TAXATION

- Collect taxes
- Resolve tax return problems
- Review tax returns



# GOVERNMENT & PUBLIC ADMINISTRATION

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Mail Carrier  
License Clerk

Postal Clerk  
Driver's License Examiner

Infantry Forcers  
Mail Handling Machine Operator

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Coroner  
City Planning Aid  
Title Examiner  
Accountant

Association Executive  
Postmaster  
Building Inspector

Infantry Forces  
Special Forces  
transportation Inspector

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Accountant  
Public Utilities Manager  
Music Administrator  
Special Operations Officer  
Dean of Students  
Lawyer

Legislator  
Apprenticeship Consultant  
Aviation Security Specialist  
Peach Corps Volunteer  
Infantry Officer  
Urban Planner

Emergency Management Specialist  
Occ. Health & Safety Specialist  
Equal Opportunity Specialist  
City Manager  
Social Services Administrator  
Translator/Interpreter

## CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER WISCONSIN TECHNICAL COLLEGES

Madison College

## UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire  
UW-Madison  
UW-Parkside  
UW-Stevens Point

UW-Green Bay  
UW-Milwaukee  
UW-Platteville  
UW-Superior

UW-La Crosse  
UW-Oshkosh  
UW-River Falls  
UW-Whitewater

## WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Alverno  
Carroll University  
Edgewood College  
Marian University  
Mount Mary University  
Silver Lake College  
Wisconsin Lutheran College

Beloit College  
Carthage College  
Lakeland College  
Marquette University  
Northland College  
St. Norbert College

Cardinal Stritch University  
Concordia University Wisconsin  
Lawrence University  
Milwaukee School of Engineering  
Ripon College  
Viterbo University





## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

The Health Science Career Cluster connects individuals to a large variety of health care areas that are characterized by diversity and changing technologies. This area allows students to investigate and observe a large variety of health care areas. Health Science includes planning, managing, and providing therapeutic services, diagnostic services, health informatics, support services, and biotechnology research and development.

- Work under pressure
- Help sick people and animals
- Make decisions based on logic and information
- Participate in health and science classes
- Respond quickly and calmly in emergencies
- Work as a member of a team
- Follow guidelines precisely and meet strict standards of accuracy

## STUDENT ORGANIZATIONS

- Science Club
- Academic Bowl
- Spanish Club
- French Club

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Compassionate and caring
- Good at following directions
- Conscientious and careful
- Patient
- Good listener

## PATHWAYS IN THIS CLUSTER

- Biotechnology Research and Development
- Diagnostic Services
- Health Informatics
- Support Services
- Therapeutic Services

## SUBJECTS THAT I LIKE:

- Biological Sciences
- Chemistry
- Math
- Occupational Health classes
- Language Arts

## PATHWAY DETAILS

### BIOTECHNOLOGY RESEARCH AND DEVELOPMENT

- Research large molecular datasets
- Investigate organism and disease relationships
- Do research to improve testing of diseases
- Assess medication strength and purity
- Maintain database of clinical results analysis

- Administer radiation intravenously
- Examine microscopic samples for abnormalities
- Oversee magnetic imaging equipment operation

- Calibrate microscopes and test instruments
- Perform preventive maintenance on medical buildings' systems

### HEALTH INFORMATICS

- Schedule diagnostic appointments and surgeries
- Maintain medical records
- Direct hospital personnel activities
- Process admission and discharge documents

### THERAPEUTIC SERVICES

- Treat people to prevent illness, disease, or injury
- Examine gums for signs of disease
- Review prescriptions for accuracy
- Set up and operate ventilators
- Maintain sterile area during surgery

### DIAGNOSTIC SERVICES

- Evaluate diseases for genetic links
- Analyze laboratory findings

### SUPPORT SERVICES

- Evaluate biomedical equipment effectiveness
- Observe food intake and report patient progress



# HEALTH SCIENCE

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Certified Nursing Assistant  
Hospital Admitting

Clerk

Food Service Worker

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Emergency Medical Technician  
Home Health Aide  
Massage Therapist  
Physical Therapy Aide  
Radiology Technologist

Surgical Technician  
Translator and Interpreter  
Ultrasound Technician  
Medical Assistant  
Registered Nurse

Dental Assistant  
Dental hygienist  
Dialysis Technician  
Occupational Therapy Assistant

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Athletic Trainer  
Chiropractor  
Dentist  
Dietician  
Occupational Therapist  
Music Therapist

Pharmacist  
Primary Care Physician  
Psychiatrist  
Surgeon  
Geneticist  
Statistician

Podiatrist  
Oral Surgeon  
Registered Nurse  
Nurse Practitioner  
Anesthesiologist  
Hemotherapist

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College

Chippewa Valley Technical College

Lakeshore Technical College

Madison College

Milwaukee Area Technical College

Mid-State Technical College

Moraine Park Technical College

Nicolet Area Technical College

Northcentral Technical College

Northeast WI Technical College

Southwest WI Technical College

Western Technical College

Waukesha County Technical College Wisconsin Indianhead Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire

UW-Green Bay

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UW-Madison

UW-Milwaukee

UW-Oshkosh

UW-Parkside

UW-River Falls

UW-Stevens Point

UW-Stout

UW-Superior

UW-Whitewater

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Alverno College

Beloit College

Cardinal Stritch University

Carroll University

Carthage College

Concordia University Wisconsin

Edgewood College

Lakeland College

Lawrence University

Marian University

Marquette University

Milwaukee School of Engineering

Mount Mary University

Northland College

Ripon College

Silver Lake College

St. Norbert College

Viterbo University

Wisconsin Lutheran College



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Investigate new places and activities
- Work with all ages and types of people
- Organize activities in which other people enjoy themselves
- Have a flexible schedule
- Help people make up their minds
- Communicate easily, tactfully, and courteously

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Tactful
- Self-motivated
- Works well with others
- Outgoing
- Slow to anger

## SUBJECTS THAT I LIKE:

- Language Arts/Speech
- Foreign Language
- Social Sciences
- Marketing
- Food Services

The Hospitality and Tourism Cluster prepares learners for careers in the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services. Hospitality operations are located in communities throughout the world.

## STUDENT ORGANIZATIONS

- Forensics
- Spanish Club
- French Club
- Academic Bowl

## PATHWAYS IN THIS CLUSTER

- Lodging
- Recreation, Amusements & Attractions
- Restaurants and Food/Beverage Services
- Travel and Tourism

## PATHWAY DETAILS

### LODGING

- Greet, register, and assign hotel rooms
- Coordinate front-office activities
- Select cleaning materials for linens and furniture
- Supply directions and travel information



### RECREATION, AMUSEMENTS & ATTRACTIONS

- Provide facility and entertainment information
- Monitor game operations
- Plan promotional campaigns
- Conduct tours of museum exhibits

### RESTAURANTS AND FOOD/ BEVERAGE SERVICES

- Ensure proper food preparation
- Take food and beverage orders
- Clean, cut, and cook meat, fish, or poultry
- Mix beverage ingredients



### TRAVEL AND TOURISM

- Plan events
- Arrange audio-visual equipment and displays
- Provide tours
- Sell vacation packages
- Make reservations for transportation and lodging



# HOSPITALITY & TOURISM

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Baggage Porter & Bellhop	Booth Cashier	Janitor
Cake Decorator	Hotel Clerk	Concierge
Guide	Waiter/Waitress	Short Order Cook
Restaurant Host/Hostess	Hotel/Motel Cleaner	Usher
Day Worker	Food Attendant	Wardrobe/Dressing Room Attendant
Furniture Refinisher		

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Club Manager	Taxidermist	Translator (Interpreter)
Caterer	Concierge	Restaurant Cook/Chef
Conference Planner	Food Service Director	Household Manager
Motel/Hotel Manager	Recreation Director	Restaurant Manager

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Archivist	Musicians Agent	Theatre Manager
Coach	Park Ranger	Translator (Interpreter)
Conservation Technician	Recreation Director	Zookeeper
Curator	Resort Manager	Historian

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College	Fox Valley Technical College	Gateway Technical College
Lakeshore Technical College	Milwaukee Area Technical College	Madison College
Moraine Park Technical College	Nicolet Area Technical College	Northeast WI Technical College
Southwest WI Technical College	Waukesha County Technical College	Western Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Stout

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Lakeland College





**INTERESTS AND ABILITIES:  
ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:**

- Care about people, their needs, and their problems
- Participate in community services and/or volunteering
- Listen to other people's viewpoints
- Help people be at their best
- Work with people from preschool age to old age
- Think of new ways to do things
- Make friends with different kinds of people

**PERSONAL QUALITIES THAT DESCRIBE ME:**

- Good communicator/good listener
- Caring
- Non-materialistic
- Uses intuition and logic
- Non-judgmental

**SUBJECTS THAT I LIKE:**

- Language Arts
- Psychology/Sociology
- Family and Consumer Sciences
- Finance
- Foreign Language

This Career Cluster prepares individuals for employment in career pathways related to families and human needs. This includes preparing individuals for employment in career pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer care.

**STUDENT ORGANIZATIONS**

- Student Council
- GSA
- Student Outreach
- Forensics
- Mentor Program

**PATHWAYS IN THIS CLUSTER**

- Consumer Services
- Counseling & Mental Health Services
- Early Childhood Development & Services
- Family & Community Services
- Personal Care Services

**PATHWAY DETAILS**

**CONSUMER SERVICES**

- Recommend plans to achieve financial goals
- Measure customer and employee satisfaction
- Review employee benefit programs
- Provide information about products to customers

- Help clients overcome dependencies
- Counsel students regarding education

- Train or retrain the unemployed or underemployed
- Care for the elderly or disabled
- Help people in need obtain financial assistance
- Solicit contributions for social service organizations

**COUNSELING & MENTAL HEALTH SERVICES**

- Advise clients on counseling benefits
- Counsel individuals, groups, or families
- Guide clients in developing problem-solving skills

**EARLY CHILDHOOD DEVELOPMENT & SERVICES**

- Teach basic skills
- Confer with parents to discuss activities and policies
- Support children's emotional and social development
- Regulate children's rest periods

**PERSONAL CARE SERVICES**

- Shampoo, cut, color, and style hair
- Give manicures, pedicures, and facial treatments
- Provide personal fitness training
- Oversee the care of the remains of the deceased

**FAMILY & COMMUNITY SERVICES**

- Help the homeless, housebound, and infirm to cope



# HUMAN SERVICES

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Aerobics Instructor  
Nanny

Crossing Guard

Household Cook

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Cosmetologist  
Nail Technician  
Skin Care Specialist

Funeral Director  
Preschool Teacher  
Child Care Assistant

Institutional Cook  
Shoe Repairer  
Embalmer

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Dietician  
Investment Advisor  
Clergy  
Placement Counselor  
Social Worker  
Financial Counselor

Psychologist  
School Counselor  
Sociologist  
Placement Counselor  
Vocational Rehab Counselor  
Personal Counselor

Alcohol & Drug Abuse Counselor  
Liturgical Minister  
Music Therapy  
Psychiatrist  
Career Counselor  
Religious Worker

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College  
Gateway Technical College  
Milwaukee Area Technical College  
Nicolet Area Technical College  
Southwest WI Technical College  
Wisconsin Indianhead Technical College

Chippewa Valley Technical College  
Lakeshore Technical College  
Mid-State Technical College  
Northcentral Technical College  
Waukesha County Technical College

Fox Valley Technical College  
Madison College  
Moraine Park Technical College  
Northeast WI Technical College  
Western Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire  
UW-Madison  
UW-Platteville  
UW-Stout

UW-Green Bay  
UW-Milwaukee  
UW-River Falls  
UW-Superior

UW-La Crosse  
UW-Oshkosh  
UW-Stevens Point  
UW-Whitewater

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Alverno College  
Carroll University  
Edgewood College  
Marian University  
Mount Mary University  
Silver Lake College  
Wisconsin Lutheran College

Beloit College  
Carthage College  
Lakeland College  
Marquette University  
Northland College  
St. Norbert College

Cardinal Stritch University  
Concordia University Wisconsin  
Lawrence University  
Milwaukee School of Engineering  
Ripon College  
Viterbo University



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Read and follow blueprints and/or instructions
- Picture in my mind what a finished product looks like

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Curious
- Good at following directions
- Attentive to detail
- Good at visualizing possibilities
- Patient and persistent

The Information Technology Cluster involves the design, development, support, and management of hardware, software, multimedia, and systems integration services. In addition to careers in the IT industry, IT careers are available in every sector of the economy. Anyone preparing for an IT career should have a solid grounding in math and science.

## STUDENT ORGANIZATIONS

- FBLA
- Spanish Club
- French Club
- Academic Bowl

## SUBJECTS THAT I LIKE:

- Math
- Drafting
- Physical Sciences
- Construction Trades
- Electrical Trades/Heat, Air Conditioning and Refrigeration/Technology Education

## PATHWAYS IN THIS CLUSTER

- Information Support & Services
- Network Systems
- Programming & Software Development
- Web & Digital Communications

## PATHWAY DETAILS

### INFORMATION SUPPORT & SERVICES

- Test databases and software and correct errors
- Review project plans to coordinate project activities
- Oversee the performance of computer systems
- Answer user questions about hardware

- Perform data backups and disaster recovery operations
- Test hardware and software for efficiency, reliability, and compatibility
- Design network systems and architecture

### PROGRAMMING & SOFTWARE DEVELOPMENT

- Engineer and develop software
- Update and maintain programs or software
- Perform systems analysis and programming tasks

### WEB & DIGITAL COMMUNICATIONS

- Design, build, or maintain Websites and applications
- Write, design, or edit content
- Implement computer security measures
- Design graphics and animations
- Develop design layouts

### NETWORK SYSTEMS

- Maintain and administer networks



# INFORMATION TECHNOLOGY

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Careers in this field require more than minimal experience or on-the-job training

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Computer Support Specialist  
Tool Programmer

Sound Manager  
Recording Engineer

Computer Systems Analyst  
Webmaster

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Animator  
Database Administrator  
Software Engineer  
Computer Systems Analyst  
Computer Security Specialist

Computer Engineer  
Illustrator  
Webmaster  
Computer Programmer  
Information Scientist

Computer Network Coordinator  
Scientific & Engineering Programmer  
Video Game Designer  
Medical & Scientific Illustrator

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College

Chippewa Valley Technical College

Fox Valley Technical College

Gateway Technical College

Lakeshore Technical College

Madison College

Milwaukee Area Technical College

Mid-State Technical College

Moraine Park Technical College

Nicolet Area Technical College

Northcentral Technical College

Northeast WI Technical College

Southwest WI Technical College

Waukesha County Technical College

Western Technical College

Wisconsin Indianhead Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire

UW-Green Bay

UW-La Crosse

UW-Madison

UW-Milwaukee

UW-Oshkosh

UW-Parkside

UW-Platteville

UW-River Falls

UW-Stevens Point

UW-Stout

UW-Superior

UW-Whitewater

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Alverno College

Beloit College

Cardinal Stritch University

Carroll University

Carthage College

Concordia University Wisconsin

Edgewood College

Lakeland College

Lawrence University

Marian University

Marquette University

Milwaukee School of Engineering

Mount Mary University

Northland College

Ripon College

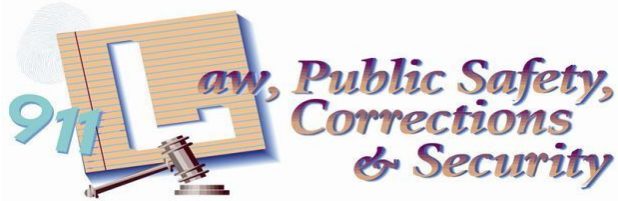
Silver Lake College

St. Norbert College

Viterbo University

Wisconsin Lutheran College





**INTERESTS AND ABILITIES:  
ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:**

- Work under pressure or in the face of danger
- Make decisions based on my own observations
- Interact with other people
- Be in positions of authority
- Respect rules and regulations
- Debate and win arguments
- Observe and analyze people's behavior

**PERSONAL QUALITIES THAT DESCRIBE ME:**

- Adventurous
- Dependable
- Community-minded
- Decisive
- Optimistic

**SUBJECTS THAT I LIKE:**

- Language Arts
- Psychology/Sociology
- Government/History
- Law Enforcement
- First Aid/First Responder

The Law, Public Safety, Corrections, and Security Cluster helps prepare students for careers in planning, managing, and providing legal, public safety, protective services and homeland security, including professional and technical support services.

**STUDENT ORGANIZATIONS**

- French Club
- Spanish Club
- Academic Bowl

**PATHWAYS IN THIS CLUSTER**

- Correction Services
- Emergency & Fire Management Services
- Law Enforcement Services
- Legal Services
- Security & Protective Services

**PATHWAY DETAILS**

**CORRECTION SERVICES**

- Direct the work of correctional officers
- Restrain, secure, and control offenders
- Guard facility entrances
- Develop rehabilitation programs
- Help inmates re-enter society

**EMERGENCY & FIRE MANAGEMENT SERVICES**

- Administer first-aid treatment
- Prepare materials for emergency plans
- Rescue victims from burning buildings and accident sites
- Dig trenches to create fire lines
- Drive fire fighting vehicles

**LAW ENFORCEMENT SERVICES**

- Obtain evidence by interviewing witnesses
- Examine immigration applications, visas, and passports
- Provide testimony in court
- Receive incoming emergency service calls
- Maintain order, protect people, and enforce laws

**LEGAL SERVICES**

- Sentence defendants in criminal cases
- Prepare written opinions and decisions
- Represent clients in court or before government agencies

- Prepare affidavits and other legal documents
- Provide word-for-word reports of legal proceedings

**SECURITY & PROTECTIVE SERVICES**

- Create security standards, policies, and procedures
- Install security systems
- Warn of violations and apprehend violators
- Protect computer codes and defense secrets
- Check credentials for military base security



# LAW, PUBLIC SAFETY, CORRECTIONS & SAFETY

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Correctional Officer  
Security Guard

Crossing Guard  
Dispatcher

Parking Enforcement Officer

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Bailiff  
Copyright Law  
Court Reporter  
Firefighter

Legal Secretary  
Musician Law  
Paralegal Assistant  
Park Ranger

Police Officer  
Fire Inspector  
Police Canine Trainer  
Emergency Medical Technician

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Adjudicator  
Arbitrator  
FBI Agent  
Forensic Science Technician  
Judge  
Lawyer

Park Ranger  
Probation & Parole Officer  
Fingerprint Examiner  
Correctional Officer Supervisor  
Judicial Law Clerk

State Patrol Officer  
Police Officer  
Conservation Warden  
Emergency Management Specialist  
Privation Detective

## CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College

Chippewa Valley Technical College

Fox Valley Technical College

Gateway Technical College

Lakeshore Technical College

Madison College

Milwaukee Area Technical College

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Moraine Park Technical College

Nicolet Area Technical College

Northcentral Technical College

Northeast WI Technical College

Southwest WI Technical College

Waukesha County Technical College

Western Technical College

Wisconsin Indianhead Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire

UW-Madison

UW-

UW-Oshkosh

UW-Parkside

Milwaukee

UW-Superior

UW-Platteville

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Carroll University

Carthage College

Concordia University Wisconsin

Edgewood College

Lakeland College

Marian University

Marquette University

Mount Mary University

Ripon College

Viterbo University



## INTERESTS AND ABILITIES: ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:

- Work with my hands and learn that way
- Put things together
- Do routine, organized, and accurate work
- Perform activities that produce tangible results
- Apply math to work out solutions
- Use hand and power tools and operate equipment/machinery
- Visualize objects in three dimensions from flat drawings

## PERSONAL QUALITIES THAT DESCRIBE ME:

- Practical
- Observant
- Physically active
- Step-by-step thinker
- Coordinated

The Manufacturing Career Cluster focuses on planning, managing, and performing the processing of materials into intermediate or final products and related professional and technical support activities such as production planning and control, maintenance and manufacturing/process engineering.

## STUDENT ORGANIZATIONS

- German Club
- Spanish Club
- Academic Bowl

## PATHWAYS IN THIS CLUSTER

- Health, Safety & Environment Assurance
- Logistics & Inventory Control
- Maintenance, Installation & Repair
- Manufacturing Production Process Development
- Production
- Quality Assurance

## SUBJECTS THAT I LIKE:

- Math/Geometry
- Chemistry
- Trade and Industry courses
- Physics
- Language Arts

## PATHWAY DETAILS

### HEALTH, SAFETY & ENVIRONMENT ASSURANCE

- Ensure workplace equipment use for safety
- Plan for safety in new production processes
- Conduct incident and hazard investigations
- Implement health and safety procedures

### LOGISTICS & INVENTORY CONTROL

- Schedule crews and equipment
- Move materials to production areas
- Load and unload delivery vehicles
- Operate industrial trucks, tractors, and loaders
- Communicate with traffic managers

### MAINTENANCE, INSTALLATION & REPAIR

- Repair or replace defective equipment or parts
- Inspect drives, motors, and belts
- Diagnose and correct mechanical problems
- Track repairs through a computerized inventory system

### MANUFACTURING PRODUCTION PROCESS DEVELOPMENT

- Draft layout of equipment, materials, and workspace
- Establish the order of assembling parts
- Develop manufacturing methods
- Research and design mechanical products, and equipment
- Inspect, test, or measure materials and products

### PRODUCTION

- Operate production machinery
- Assemble systems of gears
- Fasten piping, fixtures, and electrical components
- Inspect finished products
- Plan production and schedule requirements

### QUALITY ASSURANCE

- Compile and analyze laboratory test data
- Assure product performance requirements
- Test products to meet customer specifications
- Oversee workers engaged in testing activities





# MANUFACTURING

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Brush Painter  
Hand Worker  
Production Assembler

Engraver  
Oil Well Driller  
Tire Builder

Apparel & Home Furnishing Dyer  
Order Filler  
Production & Planning Clerk

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Apparel Pattern Maker  
Computer Technician  
Musical Instrument Repairer  
Machinist

Locksmith  
Electrical Appliance Servicer  
Quality Control Technician  
Industrial Engineer

Combination Welder  
Electric Motor Technician  
Tool and Die Maker  
Electrical Engineering Technician

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Communications Operator Mgr  
Electrical Engineer  
Environmental Engineer  
Production Supervisor

Mechanical Engineer  
Electronic engineer  
Industrial Engineer  
Production Supervisor

Equipment Manager  
Engineering Manager  
Musical Instrument Designer  
Occupational Health/Safety Inspector

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

### WISCONSIN TECHNICAL COLLEGES

Blackhawk Technical College  
Lakeshore Technical College  
Mid-State Technical College  
Northcentral Technical College  
Waukesha County Technical College  
Wisconsin Indianhead Technical College

Chippewa Valley Technical College  
Milwaukee Area Technical College  
Moraine Park Technical College  
Northeast WI Technical College

Fox Valley Technical College  
Madison College  
Nicolet Area Technical College  
Southwest WI Technical College  
Western Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Madison

UW-Stout

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Beloit College  
Northland College

Marquette University  
Silver Lake College

Milwaukee School of Engineering  
Viterbo University



**INTERESTS AND ABILITIES:  
ACTIVITIES THAT DESCRIBE WHAT I LIKE TO DO:**

This Career Cluster prepares learners for careers in planning, managing, and performing marketing activities to reach organizational objectives. These include areas such as brand management, professional sales, merchandising, marketing communications, and market research.

- Shop and go to the mall
- Be in charge
- Make displays and promote ideas
- Give presentations and enjoy public speaking
- Persuade people to buy products or to participate in activities
- Communicate my ideas to other people
- Take advantage of opportunities to make extra money

**STUDENT ORGANIZATIONS**

- FBLA
- Photo Club
- German Club
- Spanish Club
- Academic Bowl

**PERSONAL QUALITIES THAT DESCRIBE ME:**

- Enthusiastic
- Competitive
- Creative
- Self-motivated
- Persuasive

**PATHWAYS IN THIS CLUSTER SUBJECTS THAT I LIKE:**

- Marketing Communications
- Marketing Management
- Marketing Research
- Merchandising
- Professional Sales

- Language Arts
- Math
- Business Education/Marketing
- Economics
- Computer Applications

**PATHWAY DETAILS**

**MARKETING COMMUNICATIONS**

- Prepare advertising and promotional material
- Plan advertising campaigns
- Write interesting and effective press releases
- Maintain the corporate image
- Draft speeches for executives

**MARKETING MANAGEMENT**

- Coordinate product promotional activities

- Participate in trade shows
- Develop pricing strategies
- Conduct market research
- Project sales for profitability

**MARKETING RESEARCH**

- Study competitors' data and marketing methods
- Measure and assess customer satisfaction
- Forecast and track marketing and sales trends
- Develop pricing strategies

**MERCHANDISING**

- Develop merchandise displays
- Change window and interior displays
- Advise customers on merchandise selection
- Purchase merchandise at a favorable price
- Work with vendors to obtain products

**PROFESSIONAL SALES**

- Build new customer base
- Answer questions about products, services, and prices
- Recommend products based on needs



# MARKETING

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Antique/Collectible Dealer

Cashier

Classified Ad Clerk

Counter Clerk

Telemarketer

News Vendor

Street Vendor

Customer Service Representative

Wedding Planner

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Advertising Layout Designer

Advertising Sales Representative

Instrument Sales

Auto Salesperson

Auctioneer

Real Estate Agent

Buyer

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Advertising Account Executive

Advertising Manager

Business Agent

Marketing Manager

Public Relations Manager

Purchasing Agent

Research Analyst

Public Relations Practitioner

Insurance Agent

Purchasing Manager

Market Research Analyst

Real Estate Broker

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

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Blackhawk Technical College

Gateway Technical College

Milwaukee Area Technical College

Nicolet Area Technical College

Southwest WI Technical College

Wisconsin Indianhead Technical College

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Lakeshore Technical College

Mid-State Technical College

Northcentral Technical College

Waukesha County Technical College

Fox Valley Technical College

Madison College

Moraine Park Technical College

Northeast WI Technical College

Western Technical College

### UNIVERSITY OF WISCONSIN SYSTEM CAMPUSES

UW-Eau Claire

UW-Milwaukee

UW-Stout

UW-La Crosse

UW-Oshkosh

UW-Whitewater

UW-Madison

UW-River Falls

### WISCONSIN PRIVATE COLLEGES & UNIVERSITIES

Alverno College

Carroll University

Edgewood College

Marian University

Milwaukee School of Engineering

Ripon College

Viterbo University

Beloit College

Carthage College

Lakeland College

Marquette University

Mount Mary University

Silver Lake College

Wisconsin Lutheran College

Cardinal Stritch University

Concordia University Wisconsin

Lawrence University

Milwaukee Institute of Art & Design

Northland College

St. Norbert College



## INTERESTS AND ABILITIES:

### Activities that describe what I like to do:

- Interpret formulas
- Find answers to questions
- Work in a laboratory
- Figure out how things work and investigate new things
- Explore new technology
- Experiment to find the best way to do something
- Pay attention to details and help things be precise

### Personal qualities that describe me:

- Detail oriented
- Inquisitive
- Objective
- Methodical
- Mechanically inclined

### Subjects that I like:

- Math
- Science
- Drafting/Computer Aided Drafting
- Electronics/Computer Networking
- Technical Classes/Technology Education

This Career Cluster prepares learners for careers in preparing, managing, and providing scientific research and professional and technical services (e.g., physical science, social science, engineering) including laboratory and testing services, and research and development services.

## STUDENT ORGANIZATIONS

- Math Team
- Science Club
- German Club
- Spanish Club
- Academic Bowl

## PATHWAYS IN THIS CLUSTER

- Engineering & Technology
- Science & Math

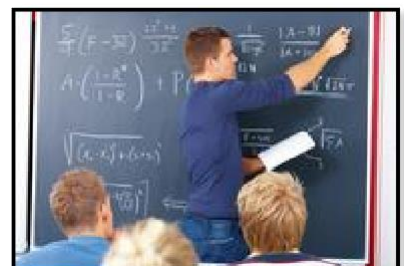
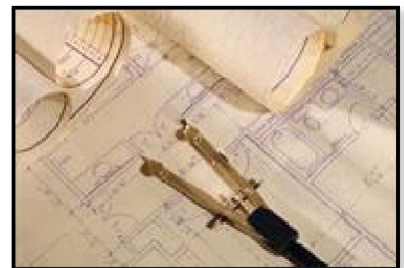
## PATHWAY DETAILS

### ENGINEERING & TECHNOLOGY

- Design aeronautical or aerospace products
- Provide technical advice regarding design and construction of structures
- Design and develop medical diagnostic equipment
- Read and interpret blueprints and technical drawings
- Collect and analyze air and ground water samples

### SCIENCE & MATH

- Study plants and animals
- Analyze organic and inorganic compounds
- Devise methods for altering inherited traits
- Apply mathematical theories and techniques to business
- Report results of statistical analyses





# SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Statistical Clerk

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Biological Technician  
Environmental Technician  
Veterinary Technician  
Petroleum Technician

Chemical Technician  
Mathematical Technician  
Nuclear Technician  
Electronics Engineering Technician

Civil Engineering Technician  
Industrial Engineering Technician  
Mechanical Engineering Technician

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Aerospace Engineer  
Astronomer  
Chemical Engineer  
Geologist  
Mechanical Engineer  
Nuclear Engineer  
Statistician

Anthropologist  
Biomedical Engineer  
Computer Engineer  
Industrial Engineer  
Metallurgist  
Physicist

Archaeologist  
Civil engineer  
Electrical Engineer  
Mathematician  
Mining Engineer  
Solar Engineer

### CAREER CLUSTER KNOWLEDGE & SKILLS

Academic Foundations, Communication, Problem Solving & Critical Thinking, Information Technology Systems, Safety-Health-Environment, Leadership & Teamwork, Ethics & Legal Responsibilities, Employability & Career Development, Technical Skills

## COLLEGES WITH SPECIALIZED COURSEWORK IN THIS CAREER CLUSTER

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Blackhawk Technical College

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Milwaukee Area Technical College

Nicolet Area Technical College

Southwest WI Technical College

Wisconsin Indianhead Technical College

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Mid-State Technical College

Northcentral Technical College

Waukesha County Technical College

Fox Valley Technical College

Madison College

Moraine Park Technical College

Northeast WI Technical College

Western Technical College

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UW-Madison

UW-Parkside

UW-Stevens Point

UW-Whitewater

UW-Green Bay

UW-Milwaukee

UW-Platteville

UW-Stout

UW-La Crosse

UW-Oshkosh

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Mount Mary University

Silver Lake College

Wisconsin Lutheran College

Beloit College

Carthage College

Lakeland College

Marquette University

Northland College

St. Norbert College

Cardinal Stritch University

Concordia University Wisconsin

Lawrence University

Milwaukee School of Engineering

Ripon College

Viterbo University



## INTERESTS AND ABILITIES:

Activities that describe what I like to do:

- Travel
- See well and have quick reflexes
- Solve mechanical problems
- Design efficient processes
- Anticipate needs and prepare to meet them
- Drive or ride
- Move things from one place to another

Personal qualities that describe me:

- Realistic
- Mechanical
- Coordinated
- Observant
- Planner

Subjects that I like:

- Math
- Trade and Industry Courses
- Physical Sciences
- Economics
- Foreign Language

This Career Cluster exposes student to careers and businesses involved in the planning, management, and movement of people, materials, and products by road, air, rail, and water. It also includes related professional and technical support services such as infrastructure planning and management, logistic services, and the maintenance of mobile equipment and facilities.

## STUDENT ORGANIZATIONS

- German Club
- Spanish Club
- Academic Bowl

## PATHWAYS IN THIS CLUSTER

- Facility & Mobile Equipment Maintenance
- Health, Safety & Environmental Management
- Logistics Planning & Management Services
- Sales & Service
- Transportation Operations
- Transportation Systems/Infrastructure Planning, Management & Regulation
- Warehousing & Distribution Center Operations

## PATHWAY DETAILS

### FACILITY & MOBILE EQUIPMENT MAINTENANCE

- Replace broken components
- Reassemble repaired electric motors
- Rewire and repair electrical systems and accessories
- Supervise repairs and installations
- Monitor tool and part inventories

### HEALTH, SAFETY & ENVIRONMENTAL MANAGEMENT

- Enforce health and safety laws
- Inspect workplace environments
- Coordinate safety programs

### LOGISTICS PLANNING & MANAGEMENT SERVICES

- Manage route activity
- Control operations by gathering logistics data
- Maintain logistics databases
- Examine delivery for improvements

### SALES & SERVICE

- Oversee regional and local sales managers and staff
- Resolve customer complaints
- Negotiate price and terms of sales and service

### TRANSPORTATION OPERATIONS

- Study expenses to increase profits
- Pilot airplanes
- Operate locomotives
- Drive trucks or buses

### TRANSPORTATION SYSTEMS/INFRASTRUCTURE PLANNING, MANAGEMENT & REGULATION

- Study traffic conditions
- Design transportation policies
- Oversee construction of roads, airports, and bridges
- Examine transportation vehicles to detect damage
- Inspect sources of pollution

### WAREHOUSING & DISTRIBUTION CENTER OPERATIONS

- Supervise workers storing and shipping products
- Implement safety and security programs
- Coordinate delivery times
- Stock warehouses

# TRANSPORTATION, DISTRIBUTION & LOGISTICS

## CAREER IDEAS

### CAREERS WITH HIGH SCHOOL DEGREE

*On-the-job training and/or minimal experience*

Bus Driver  
Deckhand  
Taxicab Driver  
Light Truck Driver

Shipping & Receiving Clerk  
Traffic Clerk  
Delivery Driver

Highway Maintenance Worker  
Reservation and Ticket Clerk  
Service Station Attendant

### CAREERS WITH CERTIFICATION/ASSOCIATE DEGREE

*Community college, technical college, apprenticeship experience*

Aircraft Mechanic  
Security Consultant  
Cartographic Technician  
Motorcycle Technician

Railroad Conductor  
Automobile Painter  
Flight Attendant

Auto Body Technician  
Travel Agent  
Diesel Technician

### CAREERS WITH BACHELORS, PRE-PROFESSIONAL OR HIGHER DEGREE

*Colleges/Universities*

Airline Pilot  
Mining Manager  
Environmentalist

Mechanical Engineer  
Astronaut  
Travel Agency Manager

Air Traffic Controller  
Public Health Sanitarian  
Locomotive Engineer

### CAREER CLUSTER KNOWLEDGE & SKILLS

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