

# CAREERCHOICES

Changing Attitudes, Changing Lives

"Career Choices received a promising Intervention award from the U.S. Department of Education for its effectiveness in **reducing dropout rates and supporting higher achievement in reading and math.**"

ACTE's  
*Techniques magazine*

## Promoting the development of 10-year education and career plans

Since 1990, Academic Innovations has been helping educators overcome the classroom challenges they face everyday.

The *Career Choices* curriculum and its Internet enhancements promote the development of quantitative and meaningful student-centered 10-year education and career plans as a means of increasing both high school graduation rates and post-secondary matriculation and completion; thereby empowering *all* students to become self-sufficient and productive citizens.

With over 17 years' experience in more than 4,300 schools—and national recognition as an interdisciplinary curriculum that reduces dropout rates while increasing academic

achievement—we know what it takes to make high school meaningful for students.

In an effort to ensure our students have every academic advantage necessary to excel as productive members of the local business community and society at large, schools using *Career Choices* are reaching out to business leaders for help in raising funds to implement a meaningful Freshman Transition program for students. By supporting this program you will help strengthen student success and workforce readiness in your community.

Please take a few moments to review the enclosed information as you consider sponsoring a *Career Choices* program in your area.

# Go With What Works

*Reduces dropout rates/increases academic achievement*

High school and college dropout rates continue to rise because too many students don't understand the long-term benefits of a good education.

However, when schools implement carefully designed programs that help students create a vision of a productive future -- and give them the skills they need to plan for that future -- dropout rates decrease while academic achievement increases.

The *Career Choices* curriculum is different by design -- and that difference is just what many students need to inspire them to recognize their own potential, plan for a self-sufficient future, and achieve their own education/career goals.

*Career Choices* teaches a self-discovery and planning process that culminates with students articulating a **10-year education and career plan** -- outlining how to make high school graduation a reality, plan for and complete college/post secondary education or training, and transition into a productive adulthood.

**"I commend these materials for use in high school and/or community colleges...I particularly like that the curriculum is grounded in a specific academic discipline and that it is competency based."**

**Dale Parnell**  
Author, *The Neglected Majority*  
"The Father of Tech Prep"

**"A cutting edge curriculum...an outstanding and unique example of how core academic subjects work together with vocational/technical education to create a new and exciting synergy in education."**

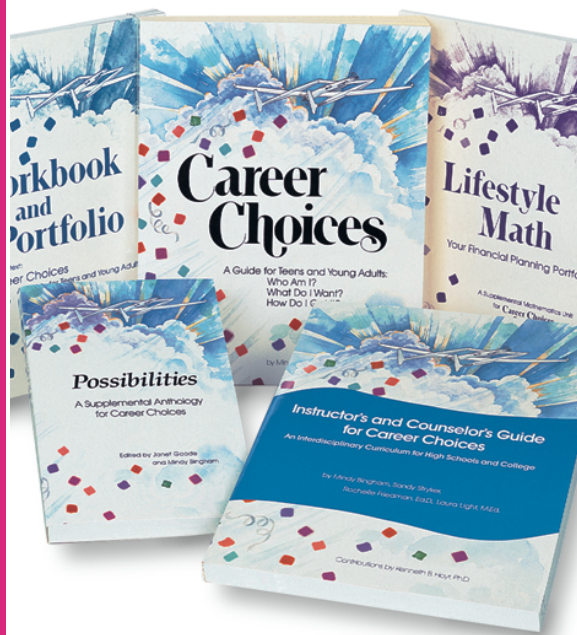
Association of Career and Technical Education

**"Originally we were an underperforming, below average school. After one year [of using *Career Choices*] we moved from a below average school to one of two excellent-rated schools in South Carolina."**

**Bobby Cunningham**  
Principal  
McCormick High School  
McCormick South Carolina

## Quick Fact

Between 2004 and 2008, Silverado High School in Victorville, Calif. has seen a 69% increase in student GPAs and a dramatic drop in suspension rates since requiring its 1,500 freshmen to enroll in a freshman seminar course using Academic Innovations' *Career Choices* curriculum.





## Curriculum Goals

- To demonstrate the **relevance** of education, thus motivating *all* teens to apply themselves to their studies
- To help adolescents establish and consolidate **identity**
- To foster ambitious, yet realistic, **10-year** career and education plans
- To expose young people to the myriad **careers** available in traditional and nontraditional fields
- To teach the **skills and attitudes** necessary for success at home and on the job in the 21st century



**"I would like for teachers, administrators, and stakeholders to understand the rigor that is involved in this course. This is not a 'fluff' course. This is a powerful course that causes students to think critically about themselves--now and in the future."**

**Beverly Strickland**  
**Director of High School Programs**  
**Duval County Schools**  
**Jacksonville, FL**

### Proven

*Career Choices* holds a "Best Practices" citation from the U.S. Department of Labor for its summer youth programs

Three years after it became a required course for all freshmen at Cochella Valley High School in California, the dropout rate decreased from 12.7% to 3.8%

In 1994, the state of Washington presented its "Restructuring Award" to Tumwater High School for its summer youth programs

*Career Choices* was an integral part of Sussex High School's curriculum, honored as one of ten All-American High Schools at a White House ceremony

## Career Choices students

- Learn to **project into the future** and understand the consequences of today's choices and actions
- Understand how to match academic and educational **effort** to lifestyle **expectations**
- Become **identity-achieved** through contemplation and self-discovery
- **Identify and plan** for the challenges and stumbling blocks that are inevitable in today's fast-paced, competitive world
- Analyze quantitatively what **economic self-sufficiency** equals for them
- Become proactive, rather than reactive, in **managing change** in their lives

## Internet Enhancements

**My10yearPlan.com** provides an online planning area where students can store, update, and save -- throughout high school -- the data related to the development of their 10-year plans. With immediate online access to these plans, teachers and counselors are better equipped to advise students on their best educational path and provide support when academic effort doesn't match lifestyle expectations.

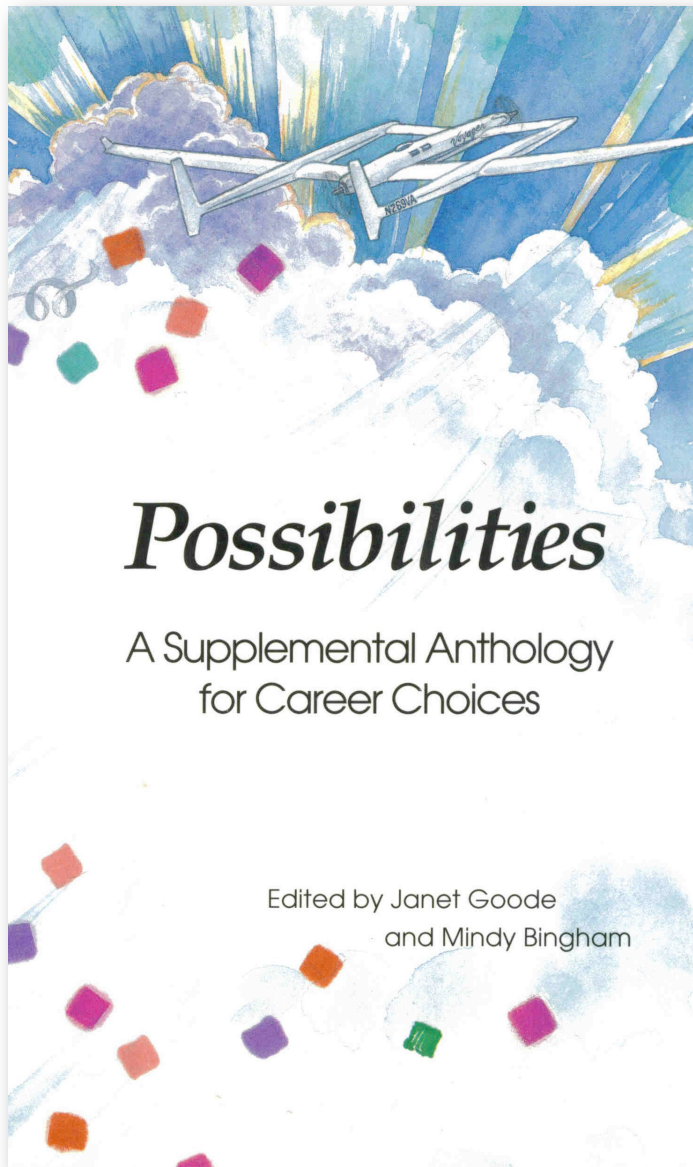
**CareerChoices.com** delivers more than 80 interactive online lessons that enhance the Career Choices activities. Teachers can access complete directions and extension strategies.

**LifestyleMath.com** makes personalized math possible. As students develop budgets for their desired lifestyles, they'll go online to check their personalized mathematical computations.



### Academic Innovations

59 South 100 East  
 St. George, UT 84770  
 (800) 967.8016 [www.academicinnovations.com](http://www.academicinnovations.com)

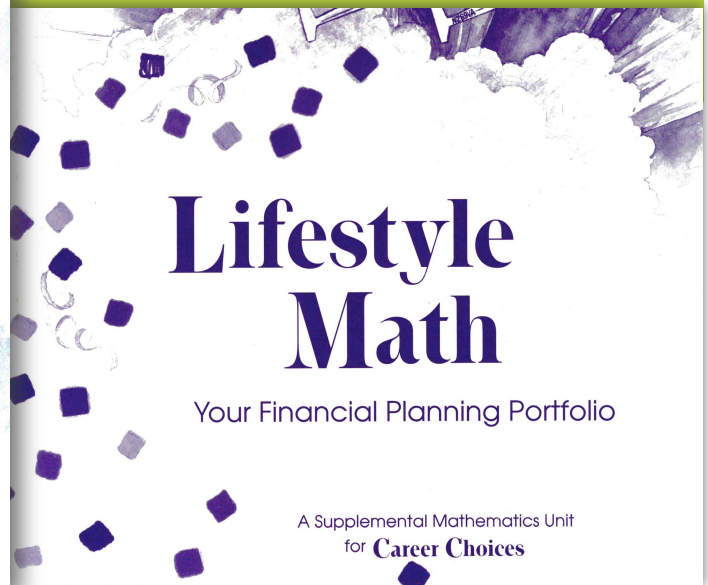


"I've seen other curriculums, but *Career Choices* is the most comprehensive and integrated. The typical response I hear is, 'I'm glad we are doing something real.'"

**Mike Blake**  
English and Business Teacher  
Nevada Union High School, CA

"The curriculum is multifaceted. I like how the students can see how math and language arts related to career goals and problems."

**Barbara Sparks**  
Career Prep Teacher  
Saranac High School, MI



## An Interdisciplinary Curriculum

*Career Choices* has more than 100 student-centered exercises aimed at helping students develop a 10-year plan. This contextual learning curriculum presents life skills and career exploration in a friendly, inviting format. Its motivational activities enliven reading, writing, and math.

*Possibilities*, a literature anthology of 50 poems, short stories, essays, and speeches, integrates thematically with the lessons in *Career Choices*. Students receive career advice from John Updike, inspiration from Emily Dickinson, and life planning tips from Ralph Waldo Emerson.

[www.academicinnovations.com](http://www.academicinnovations.com)

800.967.8016

*Lifestyle Math* complements the *Career Choices* main text as it teaches students real-world math skills they will use almost every day of their lives. Students explore the financial costs of their ideal lifestyle at age 29, discovering not only the need for career planning, but also how essential education is to the achievement of their dreams and goals.

**Workbook and Portfolio** provides a permanent record of each student's career and life-planning goals. This low-cost, consumable workbook replicates each exercise in the *Career Choices* main text. With this portfolio students gain focus, teachers acquire an assessment tool, and guidance counselors can work with a tangible student career plan.