



Many students are college bound, but all students are career bound.

Preparing for the future is a challenging journey. But it can be made easier if students have the support necessary to navigate today's constantly changing careerscape.

When Career Communications was founded in 1990, it was with a simple goal in mind – to promote career-technical education and to create high-quality, standards-based programs that are fun for students and ready for educators to incorporate into the curriculum. That mission hasn't changed. What has changed are the needs of students and educators.

Each year we produce contemporary, contextual curriculum resources and guidance materials that are rigorous, relevant and meet the needs of today's students and the dedicated professionals making a difference in their lives.

Our programs:

- Promote 21st century literacy by integrating reading, writing, listening, observing, speaking, researching and multimedia use in all curriculum areas
- Support the 16 career clusters and postsecondary pathways
- Integrate the Common Core State Standards in language arts and mathematics, science and social studies standards, school counseling standards and career guidance goals, and the National Career Clusters Knowledge and Skills statements
- Bring an industry-related context to academic classrooms, giving students direct experience with how academic subjects can be used to think critically and solve workplace problems
- Promote career-technical education, postsecondary planning, gender equity and diversity

- Encourage potential dropouts to stay in school
- Bridge the gap between life in the classroom and life in the rest of the world

As education, the economy and the workplace evolve, we continue to create new programs and materials to meet the needs of students, educators and the community.

In addition to our award-winning classroom programs, we offer:

- *STEM It Up!* featuring interdisciplinary student projects – 58 in all – that promote interest in science, technology, engineering and mathematics
- Curriculum resources for *Health Sciences, Business Management & Administration, Manufacturing and Law, Public Safety, Corrections & Security*
- The *American Careers Parent Resource Guide* with information about career development, nontraditional occupations, STEM careers for women and girls and future planning
- A *New Directions Career Guide* for adults
- State-specific *Career Cluster Guides* with information about workforce needs and related educational programs
- Custom state programs
- The *American Careers Interest Inventory*
- Teacher training and professional development

To discuss new ways to meet the challenges of change — contact us about customized programs for your state.

 **career communications, inc.**

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