



ProLiteracy
New Readers Press®

Trusted print and digital resources for adult education

Career Power!

Contextualized Content for IET Expansion and Real- World Connections

A two-phase series focused on workplace skill-
building for today's CTE/IET learners!

Presented by: Karen Welch,
New Readers Press-October 9, 2023

Today's Objectives

- CTE Background/WIOA Connections to Workplace Contextualization
- Overview of Career Power! Series
- Connecting with Career Power!





CTE: A Brief History

Carl Perkins Vocational Act
1984

Reauthorized
1998

Carl Perkins CTE
2006

National Association of State Boards of Study Group on Promoting Excellence in Career and Technical Education
2008

Reauthorized as Strengthening CTE for the 21st Century Act
2018

YOU ARE HERE





WIOA Funding Connections

Credential
Attainment

Employment
2nd Qtr. after
exit

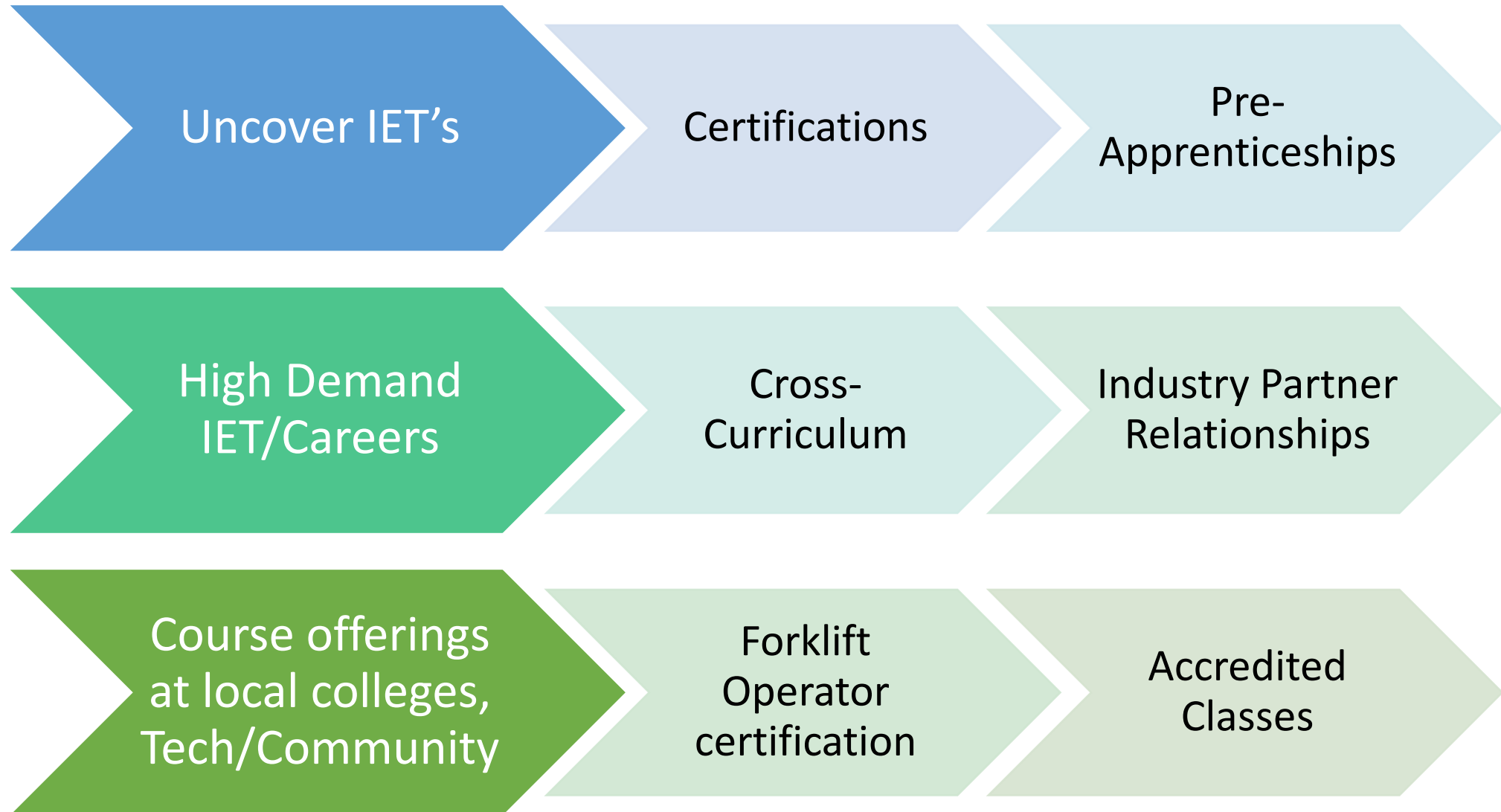
Median
Earnings 2nd
Qtr. after exit

Measurable
Skills Gains

Employment
4th Qtr. after
exit

Effectiveness
in Serving
Employers

Developing IET's for your Program





Focus on CTE | Workforce Preparation



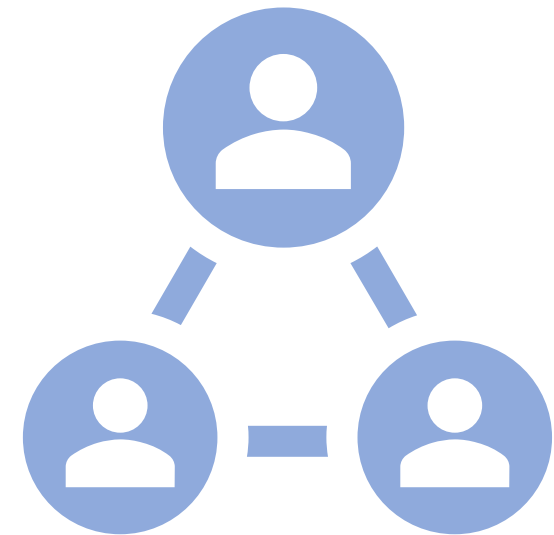
Integrated curricula



Multiple pathways

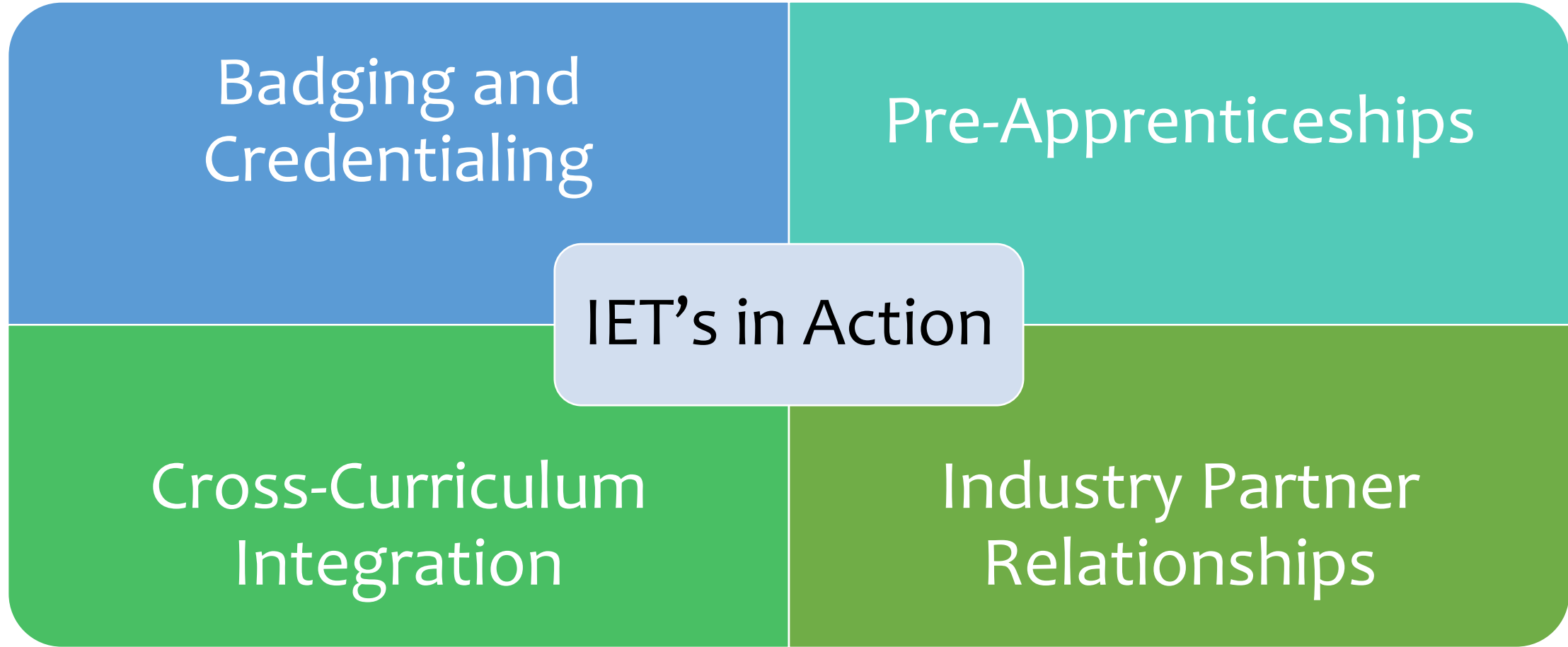


Work-based Learning





What are state's doing to prepare for IET Integration?

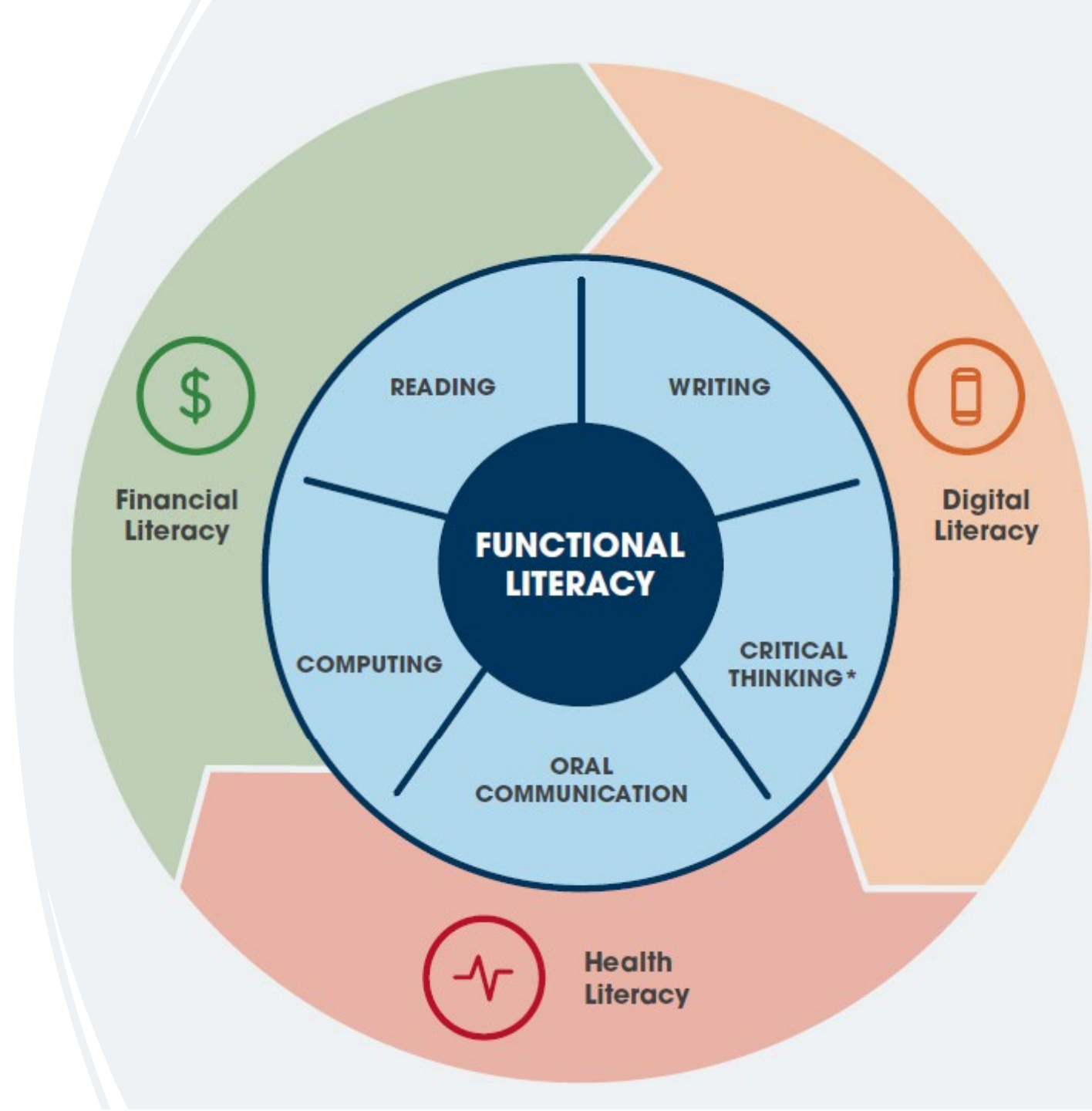


A photograph of two women wearing yellow hard hats and safety vests, high-fiving each other on a construction site. The woman on the left is wearing a red and black plaid shirt and a yellow safety vest. The woman on the right is wearing a blue and green plaid shirt and an orange safety vest. The background shows a blurred steel structure of a building under construction.

Talent Pool Developer and Agent of Change Your New Role!

What is Functional Literacy?

- Social inequity is created when these needs are NOT met





What is Career Power?



Career Power – For CTE/IET and beyond!

- New print series designed for students at NRS levels 3 and 4
- Developed to reduce planning time for educators and connect to workplace, contextualized content
- Explores soft skills and academic skills in the context of career and specific occupations
- Will expand to include academic skills in specific market sectors
- Uses technology to teach connections to the workplace

Product Release in Two Phases:

Phase 1

©2023

Workplace
Skills (separate
companion TG)

Academic Skills
(1 combined
TG)

Phase 2

©2024-2025

Top Career
Clusters

Other Career
Clusters



Phase 2 (part 1) – Available 2024 – NRS Level 4



Phase 2, part 2 – Available 2025 – NRS Level 4




More Career Clusters

- 
- Agriculture, Food & Natural Resources
 - Business Management & Administration (Finance)
 - Education/Training and Human Services
 - Hospitality & Tourism

Phase 2, part 3– Available Late 2025 – NRS Level 4



More
Career
Clusters

- 
- Information Technology
 - Law, Public Safety, Corrections and Security
 - Marketing Sales and Service
 - Science, Technology, Engineering and Mathematics



Career Power a Look Inside!

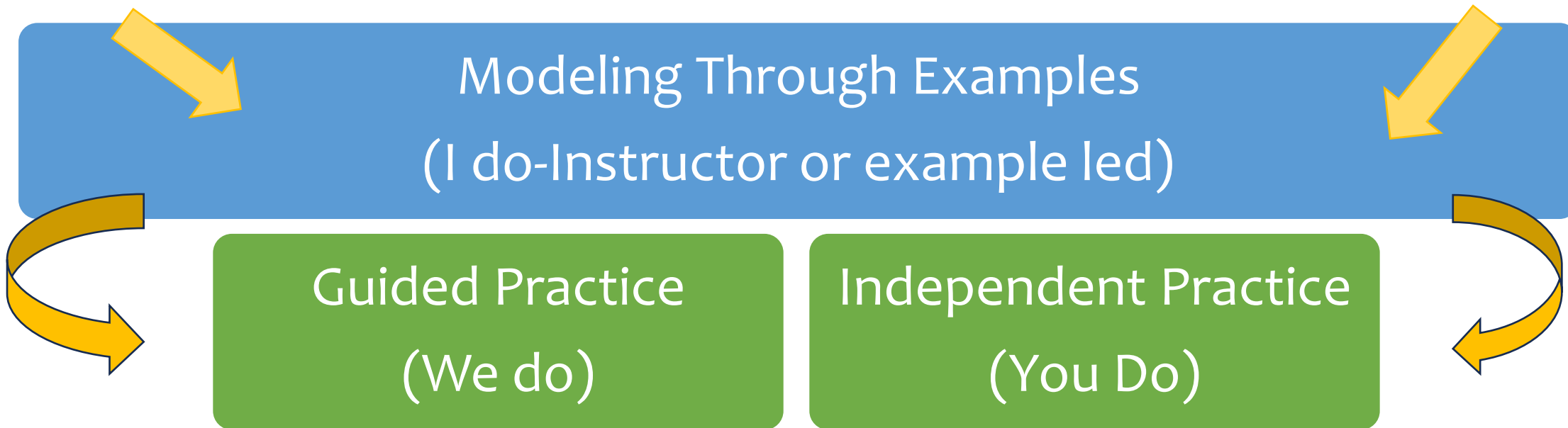
Instructional Pedagogy for the Series:

Gradual Release of Responsibility Instructional Framework

Modeling Through Examples
(I do-Instructor or example led)

Guided Practice
(We do)

Independent Practice
(You Do)





OBJECTIVES

- Student-friendly
- Task-based



STANDARDS

- CCRS
- ELPS
- CASAS



LESSON PLAN FLEXIBILITY

- Detailed lesson plans
- Activities
- Differentiated Instruction



TIMESAVER

- Background knowledge
- Prerequisite skills
- Vocabulary lists



CONTEXTUALIZED

- Workplace examples authenticate the skills
- Increase learner engagement

Career Power Teacher Guide Framework



OBJECTIVES

- Student-friendly
- Task-based



MODELED EXAMPLE

- Examples introduce the skill
- Connect it to the objectives



GUIDED PRACTICE

- Examples with answers help students understand the skill and practice it with the teacher



INDEPENDENT PRACTICE

- Students work to master the skill on their own



CONTEXTUALIZED

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Career Power Student Book Framework



Workplace Skills

CAREER POWER
Workplace Skills



Student Book

CAREER POWER
Workplace Skills

TEACHER'S GUIDE



Teacher Guide



Workplace Skills Student Book Features

- 6 Units with unit reviews
- 28 Lessons
- 1-Post-test (no pre-test)
- Answer Key
- Glossary





Workplace Skills Teacher Guide Features:

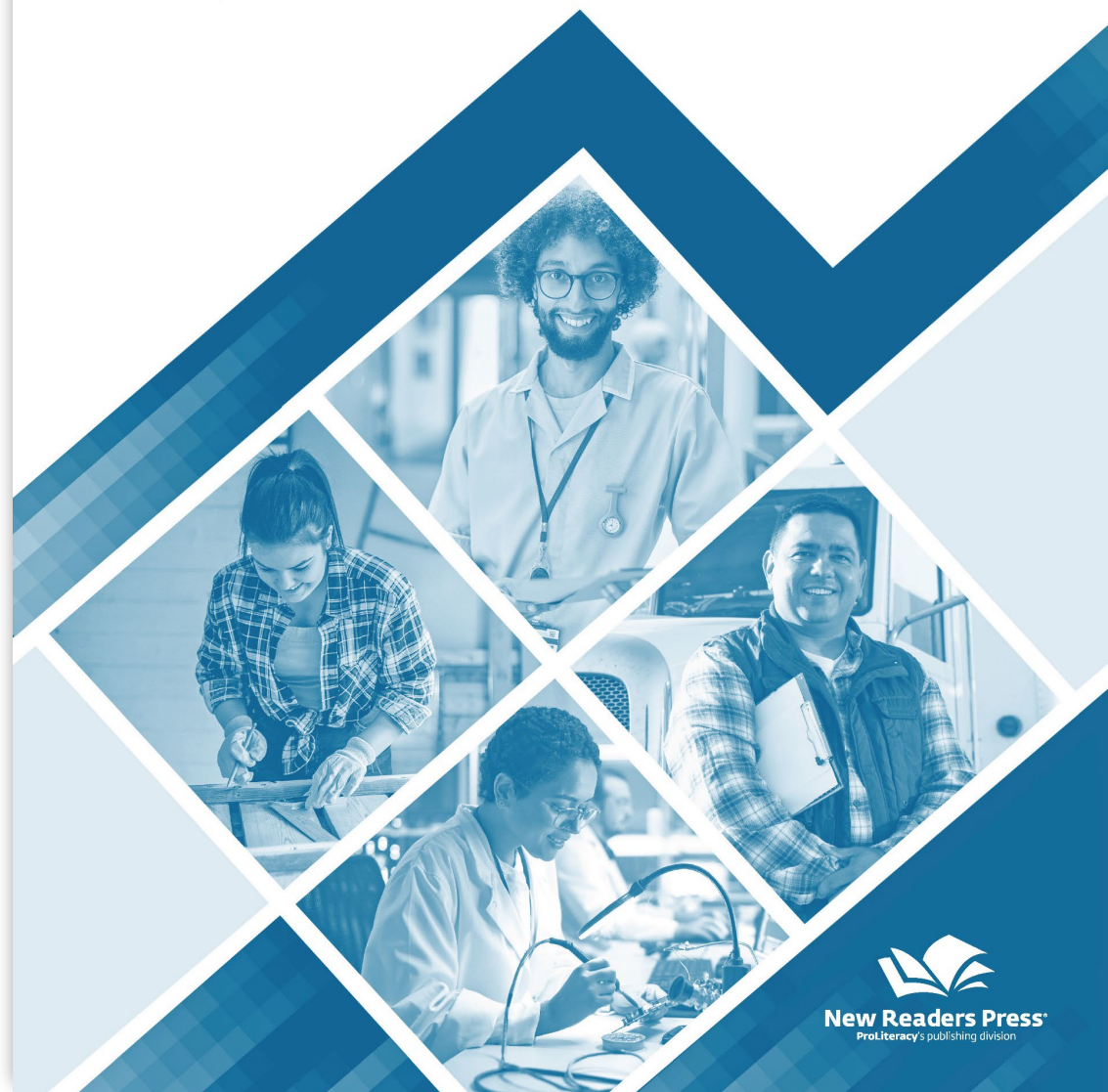
- Targeted to NRS Level 3/CCR C/reading level 4-5
- Contextualized lessons on employability skills
- Sited examples use current and relevant job occupations to connect to the workplace (E.g. front desk agent)

CAREER POWER

TEACHER'S GUIDE



Workplace Skills





Soft Skill Topics

- Communication skills
- Interpersonal skills
- Teamwork and Collaboration
- Problem Solving and Critical Thinking
- Work Ethic
- Using Technology at Work



Workplace Skills Student Book Features:

LESSON OBJECTIVES: Describes the skill being taught

UNIT 1 COMMUNICATION SKILLS

LESSON 1 LISTEN EFFECTIVELY

Objectives

In this lesson, you will learn to strengthen your listening skills to communicate more effectively and avoid misunderstandings.

Learn the Skill

Listening effectively means listening to understand and show you understand. Effective listeners are active. They pay attention to what the speaker is saying and how it is being said. They use questions and body language to show that they are listening. In this lesson, you will learn tools to help you listen effectively.

When you listen actively, you show your supervisors, co-workers, and customers that you hear what they are saying. This allows them to communicate better with you. Using effective listening tools helps everyone avoid misunderstandings that could lead to problems at work.

Effective Listening Toolbox

- Ask questions.
- Paraphrase the speaker's words and summarize concerns.
- Pay attention to tone and body language.
- Use your body language to show you understand.



Asking Questions

One important tool for effective listening is to ask questions. Sometimes people do not say exactly what they mean. Or they may not include all the information you need. You can ask questions to make sure you understand.

Example

Nyla works at the front desk of a hotel. Read what a hotel guest says to her. Think about how asking questions could help Nyla understand the guest's point of view.

"We went on the tour you told us about. It wasn't quite what we expected. It was still fun, though."

You will learn how to

- ask questions to understand the speaker's point of view
- ask questions to gain a fuller understanding of the speaker's points
- repeat what is said to check your understanding
- use body language to show the speaker that you are listening and understand

Vocabulary

- paraphrase
- nonverbal communication
- sarcasm



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LEARN THE SKILL:
Supports the instructor;
connects the skill to
background information

TOOLBOX PROMPTS:
Describes the skill as a
process

VOCABULARY:
Word lists and
found in the
glossary



WORKPLACE CONNECTIONS:
Allow for discussion and application of the skill

LESSON 1 LISTEN EFFECTIVELY

Workplace Connection

If you work in customer service, you may need to speak to an angry customer. You can help the customer feel a lot better just by using the tools to listen effectively. Often, people want to feel understood even more than they want a solution to their problem.

In this example, the speaker is not very specific. He tells Nyla he followed her suggestion to go on the tour. Nyla is not sure whether the guest was just surprised about the tour, or was also disappointed. Did the guest say the tour was fun because it was fun, or just to be nice? To better understand the guest's point of view, Nyla can ask questions.

- "What was your favorite part?"
- "What would have made the tour better?"
- "How was it different from what you expected?"

Paraphrasing the Speaker's Words and Summarizing Their Concerns

A second tool for effective listening is to **paraphrase** the speaker's words. When you paraphrase, you put the speaker's ideas into your own words. Then you repeat those ideas back to the speaker to check that you understood correctly. You don't repeat everything they say. You paraphrase only the important details that you want to make sure you got right. However, you might need to include points they hinted at, but didn't clearly say. You might need to summarize their needs or concerns, not just their words.

Example

Another hotel guest speaks to Nyla. As you read, think about how paraphrasing could help Nyla understand the guest's point of view.

"There were two towels in the bathroom. I had to use one to dry off when I came in out of the rain. Then, I spilled my coffee and had to use the other towel to clean that up. Now, I need to shower but I don't have another towel."

The guest never tells Nyla exactly what she needs. By listening carefully, though, Nyla understands. The guest had two towels. They are both now dirty. The guest wants to take a shower. To check her understanding, Nyla paraphrases:

"I'm sorry. It sounds like you used the two towels in your room and would like another one. Is that correct?"

By summarizing the guest's needs, Nyla steers the guest to a solution. Sometimes, people are stuck thinking about a problem. Paraphrasing can help move them toward a solution.



Vocabulary words defined at the point of use.

WORKPLACE EXAMPLES:
Demonstrate how to use the skill in a workplace setting

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CAREER POWER

Reading Skills for the Workplace



CAREER POWER

Math Skills for the Workplace



CAREER POWER

Writing Skills for the Workplace



Career Power: Academic Skills:
Student Books (168-176 pgs.)
NRS Level 3/CCR Level C/Grade Levels 4 & 5



Career Power: Academic Series Deliverables





- (3) Subject-matter books (reading, writing, math)
- (1) Combined Teacher Guide (reading, writing and math together)
- Pre- and post-tests
- Unit Tests




Career Power Focus on: Reading Skills for the Workplace

6 Units/ 18 lessons

Skills and practice targeted to reading workplace graphics, using technology in the workplace, vocabulary-building, comprehension, fluency, and reading for purpose, understanding and application.

**CAREER
POWER**    

Reading Skills for the Workplace


New Readers Press
Proficiency's publishing division



GRAPHICS FOR WORK

- Recognize and understand a variety of workplace graphics



READING FOR PURPOSE

- Read to understand
- Read with accuracy & fluency



MAIN IDEA & DETAILS

- Identify the main idea and clearly stated details
- Identify important ideas that may not be clearly stated



WORKPLACE VOCABULARY

- Commonly used workplace words
- Use tone and opinion to understand what you read



UNDERSTAND & APPLY INSTRUCTIONS

- Follow a series of steps
- Apply instructions to job tasks and when conditions change

CP Academic Skills Reading Topics

Career Power: Reading Skills

- Understanding graphic literacy in the workplace
- Occupational examples include:
 - Customer service agent
 - Food and beverage server
 - Human resources worker for an office printing company
 - Building security for an IT company
 - Real-estate agent
 - Bed & Breakfast Manager
 - Sales rep for home water delivery company

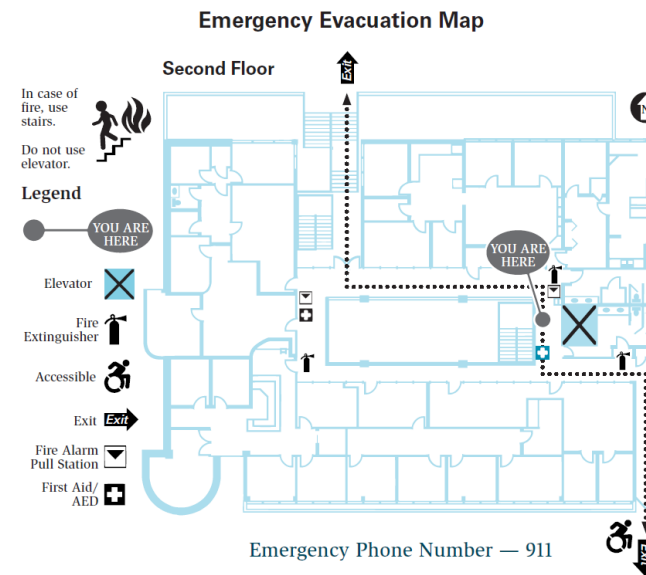
LESSON 1 FIND INFORMATION IN A WORKPLACE GRAPHIC

Example: Diagram

Javier is a building security officer for a technology company. He is using a diagram to do a task. Read how Javier uses the diagram.

Javier has a diagram that shows how people can safely leave the building in case of an emergency. Javier's boss wants him to practice helping people leave the building.

Javier can use the diagram to figure out how to do this task. Javier looks for the Exit symbols on the diagram. He sees two exits. He leads people toward the closest exit. One person is in a wheelchair. Javier is sure to lead this person to the exit with the wheelchair shown on the diagram.





CAREER POWER



Writing Skills for the Workplace



Career Power Focus on: Writing Skills for the Workplace

6 units/31 lessons

Workplace writing skills
demonstrated through practice and
various workplace situations.



COMMUNICATE CLEARLY

- Grammar
- Writing with purpose



WORKPLACE WRITING

- Forms, news and emails
- Summarize information
- Writing rules and instructions



WRITING TO SUPERVISORS

- Express an opinion, make a request, propose an idea
- Respond to criticism, problems and write a report



WRITE TO CUSTOMERS


- Inform, say Thank-you
- Request payment
- Handles complaints



WRITE TO OTHERS/GET A JOB

- Ask for information or a meeting
- Write a resume, cover letter
- Complete a job application

CP Academic Skills Writing Topics

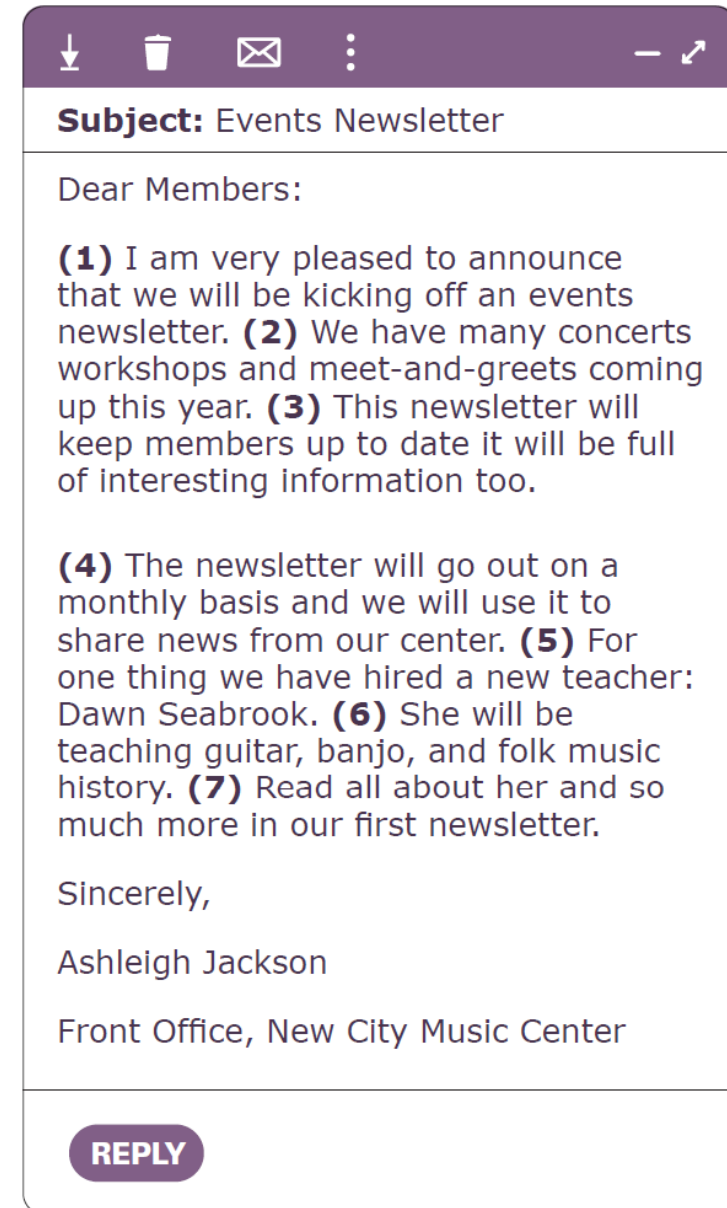


Career Power: Writing Skills for the Workplace

Occupational examples include:

- Elementary school teacher
- A team coach
- Summer school instructor
- Office assistant at a music center

Read the email from an office assistant at a music center. Then answer the questions.



The image shows a mobile email interface. At the top is a purple header bar with icons for download, delete, email, and a menu, along with a close and share icon. Below the header, the subject line reads "Subject: Events Newsletter". The main body of the email contains the following text:

Dear Members:

(1) I am very pleased to announce that we will be kicking off an events newsletter. **(2)** We have many concerts workshops and meet-and-greets coming up this year. **(3)** This newsletter will keep members up to date it will be full of interesting information too.

(4) The newsletter will go out on a monthly basis and we will use it to share news from our center. **(5)** For one thing we have hired a new teacher: Dawn Seabrook. **(6)** She will be teaching guitar, banjo, and folk music history. **(7)** Read all about her and so much more in our first newsletter.

Sincerely,

Ashleigh Jackson

Front Office, New City Music Center

At the bottom of the email interface is a purple button with the word "REPLY" in white capital letters.

Career Power: Math Skills for the Workplace

8 Units/ 21 lessons

Workplace situations provide clear examples of how basic math skills play an important role in a variety of occupations, and how understanding personal money management can create positive relationships with money.

CAREER POWER



Math Skills for the Workplace





BASIC MATH SKILLS

- Understanding place value
- Solve basic operational problems



CONVERTING NUMBERS

- Convert various unit of money and time
- Convert numbers to fractions, decimals or percents



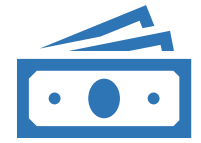
SOLVING PROBLEMS

- Solving problems with various types of numbers
- Solving multistep problems



FINDING NUMBERS

- Calculate averages and rates
- Use ratios and proportions to compare amounts



MONEY SKILLS

- Handling money at work
- Manage a budget and your paycheck

CP Academic Skills Math Topics

Career Power: Math Skills for the Workplace

- **Occupational examples include:**
 - Childcare center workers
 - Forensic assistant
 - IT worker in a department store
 - Owner of a cleaning business
 - Waiter on a cruise ship
 - IT support worker
 - Textile worker at a warehouse
 - Carpenter & solar panel installer
 - Server at a restaurant

Rasheed is an IT support person. He records the number and type of service tickets completed in a day.

Type of Service Ticket	Average Time in Minutes for Resolution	Number Complete
Password Reset	$1\frac{1}{2}$	11
Permissions Error	$3\frac{1}{2}$	5
Network Error	$8\frac{1}{4}$	3
Hardware Issue	$10\frac{3}{4}$	7

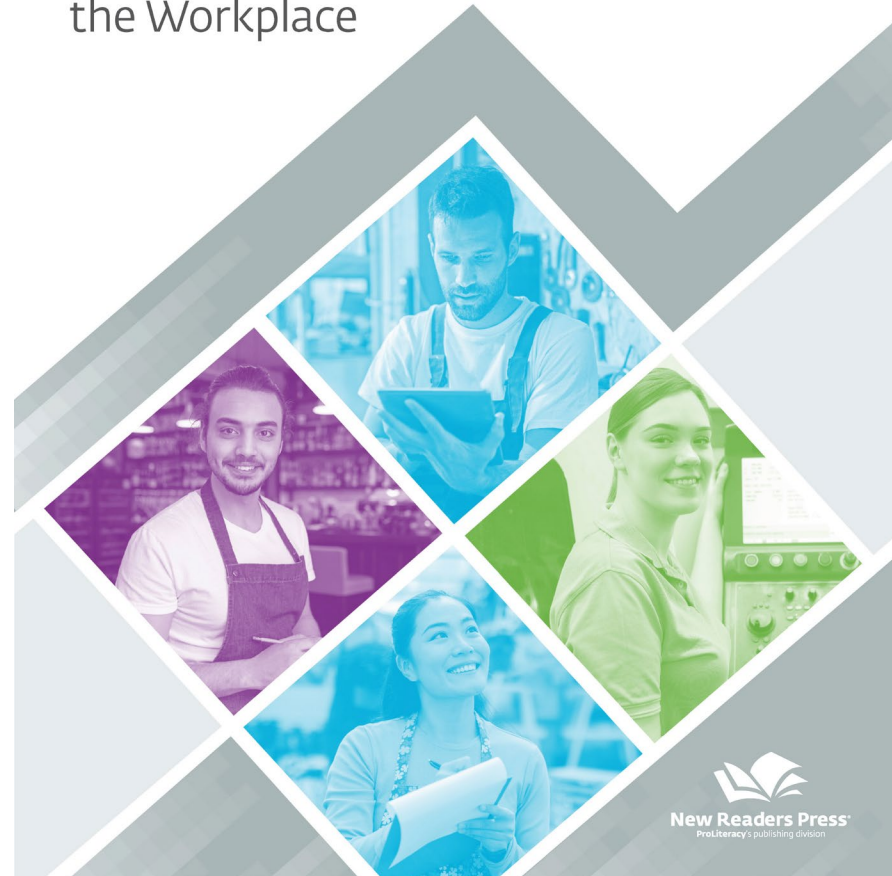


CAREER POWER

TEACHER'S GUIDE



Reading, Writing, and Math Skills for
the Workplace

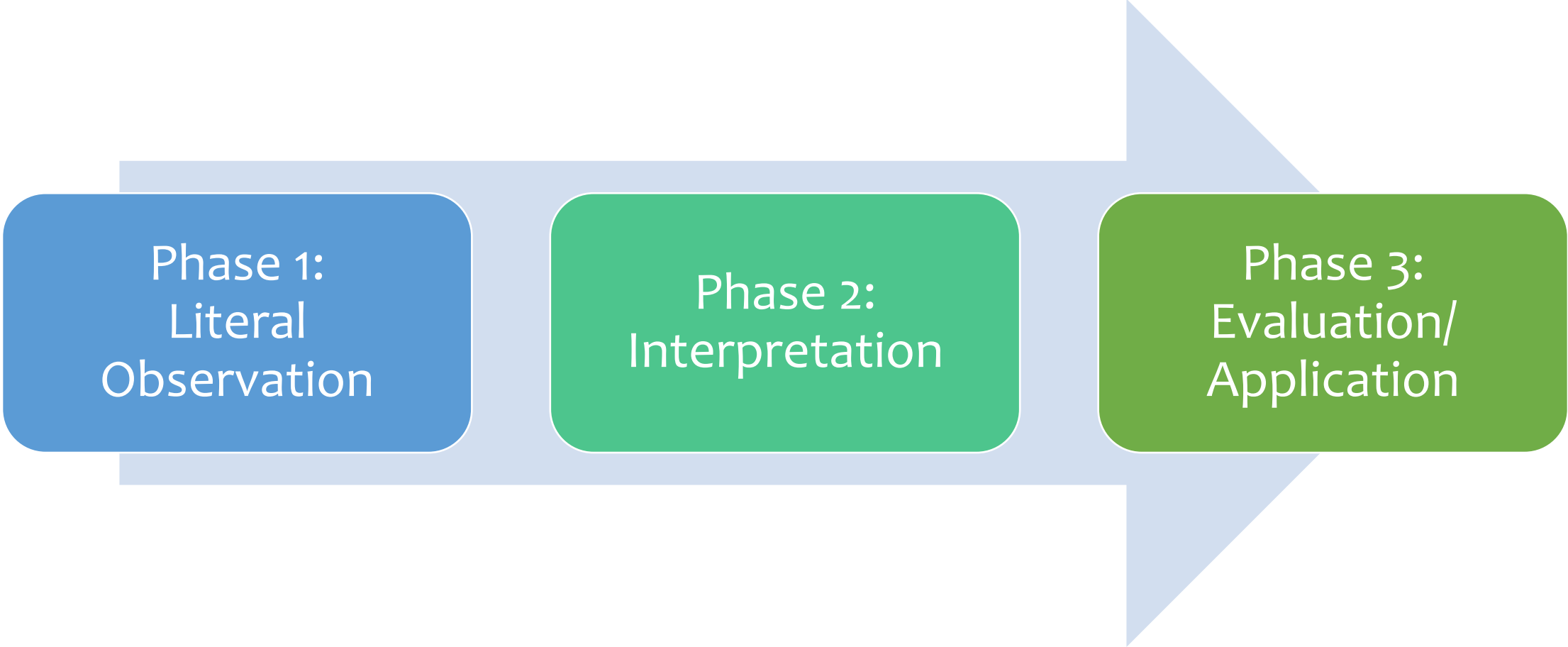


Career Power: Academic Skills 1 Combined Teacher Guide!

Guided lessons and information in a flexible format target workplace-related academic skills taught using specific occupational examples.



Working with Images that Matter





Understand Workplace Graphics – A Lesson Review

- Break into groups of 2-4
- Vote on a recorder-someone who will take notes
- Vote on your interpreter-an actor who will act out the image



Forklift Operator

Example: Reading Graphics



Workplace Graphics

Discuss these questions:

1. What types of graphics do you think you would read if you were a forklift operator?
2. What type of academic skills would you need to be a forklift operator?
3. What type of soft skills would you need to be a forklift operator?



Career Power

Reading: Understanding Workplace Graphics

You will learn how to

- recognize different types of graphics
- find specific information in a graphic
- understand the information in a graphic



Forklift Hand Signals: What Time is it? Quiz



1. Review the Forklift Hand signals.
2. Discuss the images with your group.
3. Match the image with the signal.
4. Explain your interpretation by using the hand signal.



RAISE LOAD SLOWLY

LOWER LOAD SLOWLY



Forklift Operator:



Weights and Pallets

HOW MUCH WEIGHT CAN A PALLET HOLD?

Capacity may vary by manufacturer, pallet material, and how the pallet is stored.
The standard pallet size in North America is 48x40 inches.

Pallet Size (Width x Length in Inches)	Maximum Capacity (Pounds)
40x40	3,544
36x36	3,544
48x42	4,333
42x42	4,445
48x40	4,592
40x48	4,600
48x48	4,673
48x36	5,261
42x31	6,585

Data based on pallets manufactured by Greenway Products & Services, LLC

Assess & Discuss

- List one soft skill you think is essential to be a forklift operator
- List one academic skill you think is essential to be a forklift operator
- List one way these two skills would work together on the job

Hotel Employees by Occupation

CHART IMAGE

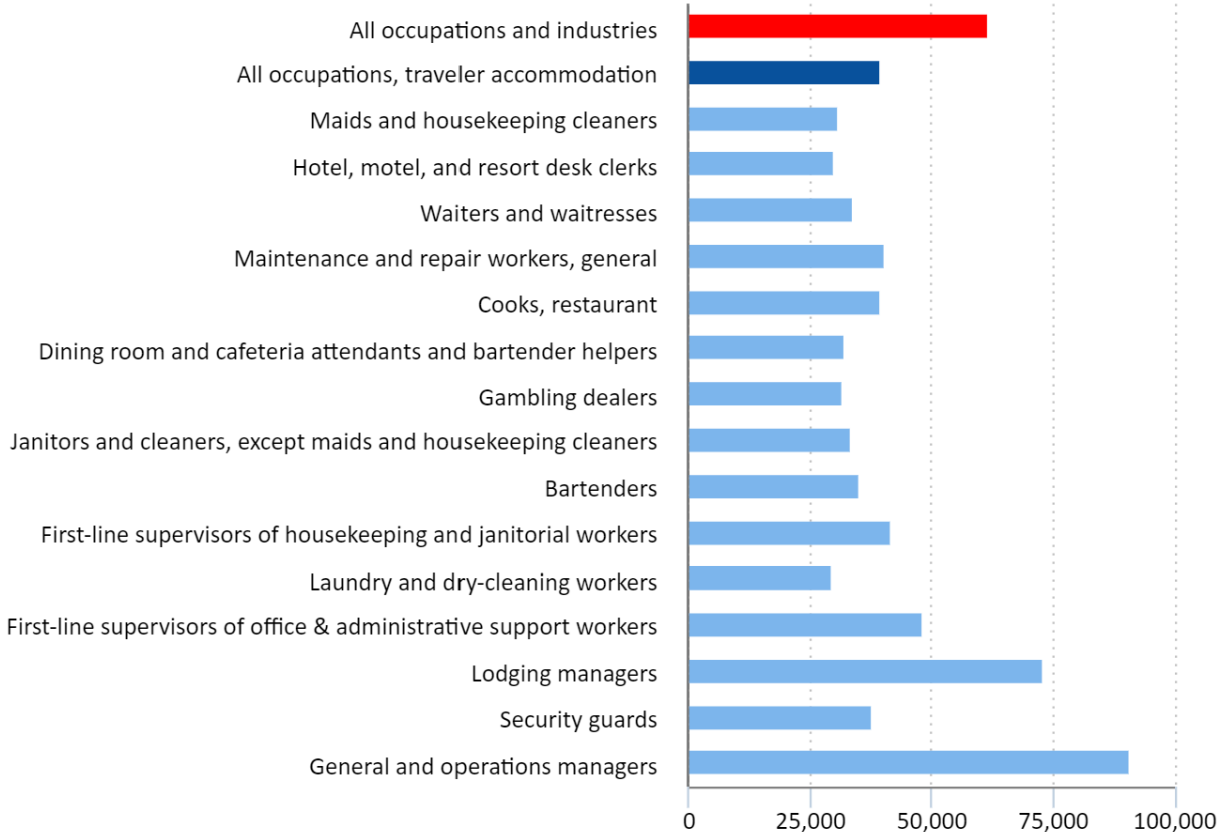
CHART DATA

Occupation	Employment
Maids and housekeeping cleaners	364,990
Hotel, motel, and resort desk clerks	223,840
Waiters and waitresses	107,530
Maintenance and repair workers, general	86,730
Cooks, restaurant	62,060
Dining room and cafeteria attendants and bartender helpers	43,140
Gambling dealers	39,600
Janitors and cleaners, except maids and housekeeping cleaners	38,190
Bartenders	36,700
First-line supervisors of housekeeping and janitorial workers	36,350
Laundry and dry-cleaning workers	35,430
First-line supervisors of office and administrative support workers	34,680
Lodging managers	33,430



Average Wages for Hotel Occupations

Annual average wages for the largest occupations in the traveler accommodation industry, May 2022



Hover over chart to view data.
Source: U.S. Bureau of Labor Statistics.





Where to find Handouts and Resources:

- Forklift hand signals:
<https://www.bigrentz.com/blog/forklift-hand-signals>
- Download the pdf at the bottom of the page for all the signals.
- Safety tips for forklift operators:
<https://www.bigrentz.com/blog/pallet-stacking>
- Bureau of Labor www.bls.gov for other workplace graphics related to occupations, salaries, industry labor information, etc.
- CareerOne Stop for industry occupation information and building academic tracks:
<https://www.careeronestop.org/ExploreCareers/explore-careers.aspx>



January Availability

- Employability skills and Academic Skills
- Teacher Guides for both
- 10% off all workplace materials.
Promo runs 1/1-1/31/24





Questions



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