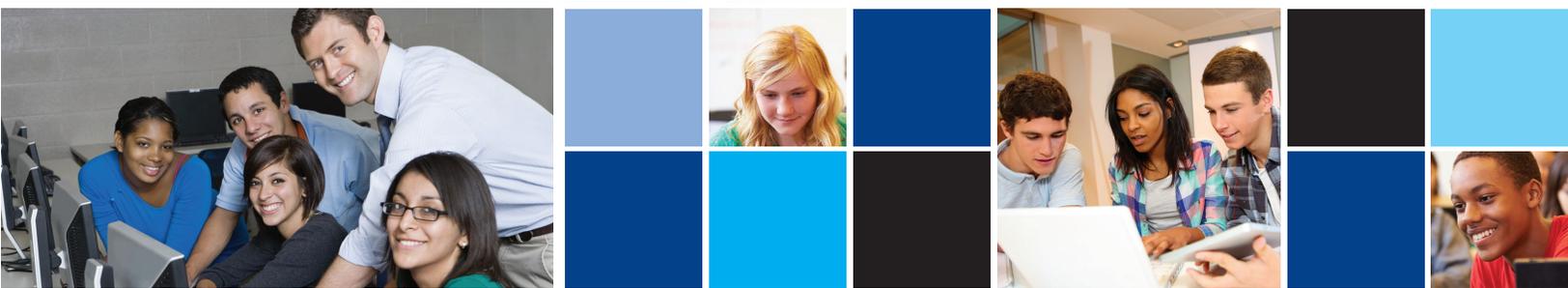
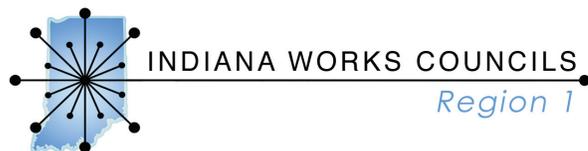




Careers in Trades and Industrial (Union) Instructional Guide



Real People. Real Jobs. Real Opportunity.



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Purpose of READY NWI Video Series and Instructional Guide

The Ready NWI video series offers an opportunity for viewers to look inside a company and find out what their mission, daily operations, and scope of service entails. The videos posted on the Ready NWI webpage have similar, reoccurring advice on how to begin pursuing a career. Employers discuss topics including character traits required for employment, expectation for intern performance, the importance of college education, and what career bests fits you as a potential employee.

Goal Attainment for READY NWI Video Series

Learners are to watch the videos and be able participate in discussion while also retaining pertinent information about the company being viewed. Teachers and Guidance Counselors can incorporate videos and curriculum into regular class activities, use during SRT time, or integrate into the Advisory Time.

Outline for learners, parents, instructors, and classrooms

Topics and Discussion Points (target 9-12th grade students)

1 DEFINITIONS

- A. Hospitality Industry
- B. Marketing
- C. Public Relations

2 QUESTIONS FOR VIDEO COMPREHENSION

- A. This section is to make sure concepts from the video are understood.
- B. Written with pen and paper

3 TEACHING SESSION RECAP

- A. This is the student's specific takeaway
- B. Written with pen and paper

NOTES FOR THE INSTRUCTOR OR FACILITATOR

Here are several values to be used as a possible template for discussion of the NWI Ready Videos.

1. Be Professional
2. Honor the employees who hired you
3. Try to volunteer at a company
4. Ask for a job or new duties at the appropriate time.



About the Company:

The South Shore Convention and Visitors Authority is a sales and marketing organization that leads the hospitality industry and aids its partners through the development and support of attractions throughout the region. The SSCVA markets the South Shore as a centrally located, reasonably priced destination for business and leisure travelers. The organization also draws conventions, meetings, sporting events and group tours from around the nation and has maintained the image of the ideal “weekend getaway” for those traveling within a 250-mile radius.

1 DEFINITIONS

The following section is for discussion with the students after watching the video. First, ask the students to define each of the terms in their own words, and then provide the following definitions from Wikipedia.

Hospitality Industry: This refers to all of the fields within the service industry including lodging, event planning, theme parks, transportation, and tourism.

Marketing: The activity and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Essentially, it is a way of creatively communicating information about products, services, or experiences to potential customers.

Public Relations: The management of information between an organization and the general public.

2 QUESTIONS FOR VIDEO COMPREHENSION

The following section requires a writing utensil and a paper, or a computer. The learner, after viewing the video, should be able to answer these questions to ensure they understood the video.

1. What are some skills and characteristics that would help you be successful in the hospitality industry? What is necessary to be successful at Marketing and Public Relations?
2. Why are Marketing and Public Relations important in the hospitality industry?
3. Why might it be important to pursue a four-year bachelor's degree? In what ways can this type of degree be beneficial?
4. What are some classes that you could take in high school that could help you gain some of the necessary skills and characteristics for this line of work?
5. Why is it important to have strong writing skills in the hospitality industry?
6. Can you name some places or companies that are a part of the hospitality industry?

7. What are some the different activities that that you would be doing with a job in Marketing and Public Relations?

Bonus Question: How does the hospitality industry affect your community?

3 VIDEO RECAP

After the group discussion and video comprehension sessions have been completed, each student should have a pen and paper in order to engage in the next process. The goal of the Recap is to integrate ideas spawned during discussion with comprehension questions administered.

1. What was your favorite segment of the video?
2. What did you learn about this genre of work?
3. Was there a new idea or concept that you now understand?
4. Could you work in this field?
5. If you could ask an employee at South Shore Convention and Visitors' Authority, what would it be?

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This instructional guide was developed by the Center of Workforce Innovations. For further information call 219-462-2940 or visit the READY NWI website at www.readynwi.com.