HENNEPIN WEST CONSORTIUM

CAREER GUIDE

2022-2024

EDITION

EXPLORE!

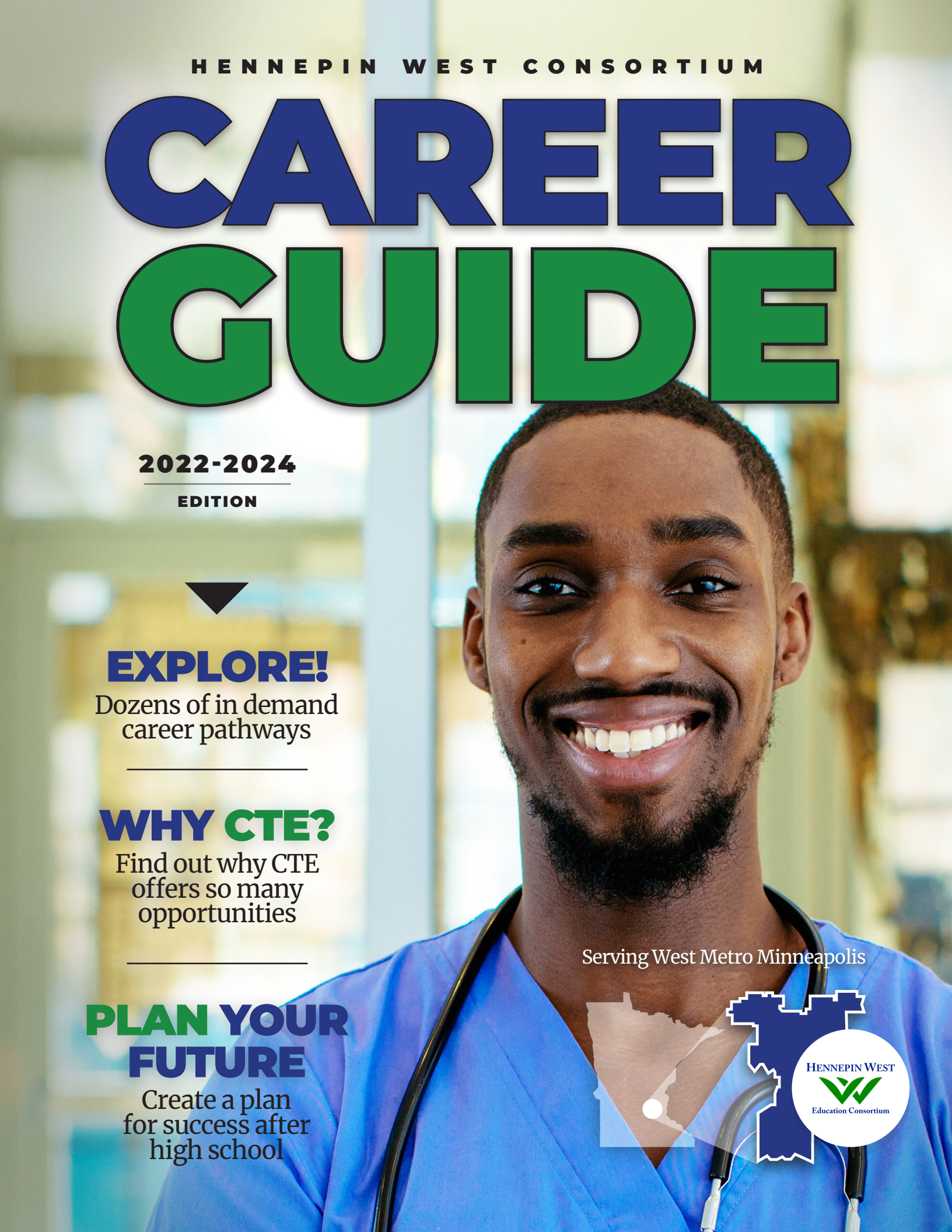
Dozens of in demand career pathways

WHY CTE?

Find out why CTE offers so many opportunities

PLAN YOUR FUTURE

Create a plan for success after high school



Serving West Metro Minneapolis

HOW TO USE



STEP 1

Explore Your Career Options

Take some time to complete the Career Assessment exercise found on pages 10-11. Browse the recommended career paths and ask yourself these questions:

- **Can I see myself doing this job?**
- **Am I the right fit?**
- **What jobs can this lead to?**
- **Does the salary and job growth matter to me?**
- **How much education is needed after high school?**

STEP 2

Talk It Over

If you find a career path that sounds like the right fit for you, talk it over with those closest to you. Share the Career Guide and your career path suggestions with your parents or guardians. Talk to your teachers and counselors who know you best.

STEP 3

Select Your Intro Course

Once you feel comfortable about pursuing a particular career path, make sure you talk with your teachers and counselor and sign-up for the right course(s). Whether you immediately find your calling, or quickly realize it's not the right fit, either way you'll be glad you started early.

Students

Students can explore dozens of career options that lead to in-demand career pathways. The CTE Career Guide can be a great conversation starter with counselors and parents as classes are being chosen. Narrowing down interests is an important step prior to college or the workplace.

Parents

Parents can learn more about the many benefits that CTE offers, including earning certifications, attaining dual credits, and experiencing work-based learning. Explore viable occupations using the employment data provided within each career path.

School Counselors and Teachers

School counselors and teachers can use the information within these pages to guide several conversations. Help your students prepare for their next steps with the information provided within this Career Guide.

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If you are interested in CTE Career Guides for your local CTE organization, please contact sales@careertechmedia.com, or visit www.careertechmedia.com

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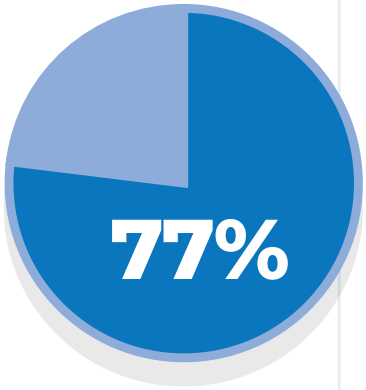
WHAT IS CTE?



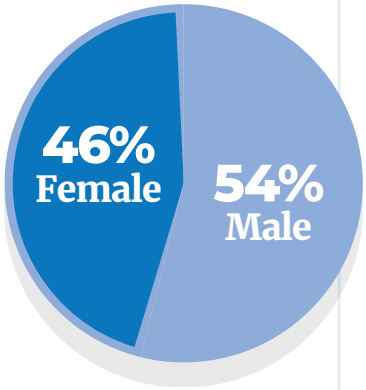
Career and Technical Education (CTE) is a series of courses with hands-on, skills-based education that better prepares students for future education or entering the workforce.

CTE is offered in many middle schools, high schools, and local 2-year community and technical colleges across the Twin Cities.

CTE programs focus on in-demand occupations across a variety of career pathways found on pages 18-47, including Accounting, Therapeutic Services, Information Technology, and Manufacturing.



77% of high school students today participate in CTE.
(earned at least one credit)



Of CTE participants, **46%** are female and **54%** are male.

Source – US Dept. of Education

CTE prepares students for a wide range of high-wage, high-skill and in-demand careers.

Students who study CTE in high school have many options upon graduation:

World of Work
enter the workforce through an Apprenticeship program.

Certifications
earn a Certification aligned with a specific career path.

Associate Degree
earn an Associate Degree leading to more opportunities within a specific career path.

Bachelor's Degree
earn a Bachelor's Degree opening up even more opportunities and earning power.

Taking CTE classes while in high school offers valuable benefits you can earn and experience.

Certifications

CTE offers students the chance to earn certifications while in high school. These are programs that are usually completed in a year or less and provide specialized training within a particular career path.

Earning certifications are important because they show employers that you are "job ready" and well trained within your career field.

Career and Technical Student Organizations

Career and Technical Student Organizations (CTSO's) are CTE organizations found in high schools, colleges, and career technology centers that expose students to career awareness, career exploration and career preparation.

Students learn not only industry-specific skills, but also professional skills such as communications, teamwork and problem solving, which are valued by nearly all employers.

Nontraditional Careers:

Most people still continue to make career decisions based on gender stereotypes without even realizing it.

Defined by gender, nontraditional career fields are composed of 75% or more of members of the opposite gender. For example, a nontraditional career field for a woman employs 3 or more men for every 1 woman. The opposite is true for men.



NON-TRADITIONAL CAREERS FOR FEMALES

- Information Technology
- Manufacturing Production Process & Development
- Design/ Construction
- Law Enforcement



NON-TRADITIONAL CAREERS FOR MALES

- Administrative Support
- Therapeutic Services - Nursing
- Accounting Technician
- Early Childhood Development

Would any of these careers be a good fit for you? Find out on pages 10-11.

CTE DELIVERS



While concentrating in CTE courses provides a valuable high school experience, the real pay-off comes after graduation:

MORE LIKELY TO GRADUATE HIGH SCHOOL

The graduation rate for students who concentrate in CTE is

95%

compared with 85% for non-CTE students

Source – Dept. of Education



EARN MORE MONEY

Earning a CTE Associate Degree increases earning potential by

45%

Source – Econofact

GET NOTICED BY EMPLOYERS

96%

of employers who have heard about CTE have a favorable view of CTE applicants

Source – Advance CTE

Employees are

2x

as likely to receive a raise or promotion within 6 months of earning a CTE Certification

Source – Business Wire



FOR PARENTS

Parents of CTE students have higher levels of satisfaction towards their student's prospects, compared with parents of non-CTE students.





BETTER PREPARED

91%

of parents of CTE students say their student is better prepared for their career future, compared to 44% of parents of non-CTE students

Source – Advance CTE

INTERNSHIPS

80%

of parents of CTE students say their student has opportunities for internships, compared to 30% of parents of non-CTE students

Source – Advance CTE

REAL-WORLD SKILLS

90%

of parents of CTE students say their student is learning real-world skills, compared to 49% of parents of non-CTE students

Source – Advance CTE





WORK-BASED LEARNING

Work-Based Learning opportunities are a critical component to the Career and Technical Education experience, exposing students to Career Awareness, Career Exploration and Career Preparedness.

WHAT IS WORK-BASED LEARNING?

Hennepin West Consortium and local school districts offer Work-Based Learning programs which provide students the opportunity to apply classroom learning to an authentic on-the-job experience. Students learn first-hand how to be successful in workforce while gaining both an education and valuable technical skills within a chosen career pathway.

Students should check with their school's guidance counselor or career coordinator to explore potential work-based learning programming and course registration.



ELEVATE FUTURES

www.elevatefutures.com

Elevate Futures is a free resource tool for you to gain:

- **Career Awareness**
- **Career Exploration**
- **Career Preparation**
- **Career Training**

CAREER AWARENESS

LEARNING ABOUT WORK

Build awareness about various career paths available and the role of postsecondary education.



EMPLOYABILITY SKILLS

Students learn not only industry-specific technical skills, but also professional skills valued by nearly all employers, including:

- **Communication**
- **Problem Solving**
- **Teamwork**
- **Professionalism**
- **Attendance**
- **Positive Attitude**
- **Ability**
- **Willingness to Learn**

WHY IS THIS IMPORTANT?

Students, more than ever, need to know how their classroom experience translates to the real world. It is essential to teach the "why" in the classroom and how it transitions to the workplace. Students learn best if they are taught skills in the context of how to use those skills.







CAREER EXPLORATION

LEARNING ABOUT WORK

Explore career options in order to make informed decisions about high school planning and postsecondary education.

CAREER PREPARATION

LEARNING THROUGH WORK

Apply learning through practical experiences that develop knowledge and skills necessary for success in postsecondary education and future careers.

CAREER TRAINING

LEARNING FOR WORK

Train for employment and/or postsecondary education within a specific range of occupations.

CAREER ASSESSMENT

STEP 1

Check all activities below that interest you. Count the number of marked activities in each group, and write the total in the box provided.

DOER

- ☐ Fix mechanical things
- ☐ Take a woodworking class
- ☐ Take an auto mechanics class
- ☐ Work outdoors
- ☐ Operate motorized machines or equipment
- ☐ Build things
- ☐ Work alone
- ☐ Tend/train animals
- ☐ Solve mechanical puzzles
- ☐ Plant a garden
- ☐ Read a blueprint
- ☐ Play a sport

☐ TOTAL

CREATOR

- ☐ Sketch, draw or paint by hand or computer
- ☐ Play in a band or orchestra
- ☐ Create photographs
- ☐ Act in a play
- ☐ Design fashions or interiors
- ☐ Read fiction or poetry
- ☐ Attend concerts, theater, or art exhibits
- ☐ Work on crafts
- ☐ Work according to your own rules
- ☐ Use your imagination to do something original
- ☐ Write stories and poetry

☐ TOTAL

PERSUADER

- ☐ Operate own business
- ☐ Serve as a group officer
- ☐ Supervise others work
- ☐ Lead a gropu to accomplish a goal
- ☐ Meet important people
- ☐ Give a talk or speech
- ☐ Promote an idea
- ☐ Take on responsibility
- ☐ Participate in a political campaign
- ☐ Defend your position through social media or debate
- ☐ Read business publications
- ☐ Sell things

☐ TOTAL

STEP 2

Identify your top three scores from above. Find those groups below, and explore the

DOER CAREER PATHS

Ag, Food & Natural Resources
Restaurant and Food / Beverage Services
Information Technology
Construction / Design
Automotive Maintenance
Manufacturing / Production

CREATOR CAREER PATHS

Marketing Management
Early Childhood Development
Information Technology
Visual Arts
Web & Digital Comm
Construction / Design
Engineering Technology

PERSUADER CAREER PATHS

Business Mgmt & Admin
Marketing Management
Restaurant and Food / Beverage Services
Therapeutic Services
Early Childhood Development
Law Enforcement Services / Paralegal
Visual Arts

Discover what you are interested in by taking this simple assessment.

Your personality, interests, abilities, talents, skills and values all make up who you are. This can be a big help in determining what type of career path you'd like to pursue.

ORGANIZER

- ☐ Operate office machines
- ☐ Compute business figures
- ☐ Take an accounting class
- ☐ Work in an office
- ☐ Write a business letter
- ☐ Use a computer
- ☐ Keep accurate records
- ☐ Be responsible for details
- ☐ Type or use word processing software
- ☐ Be very well organized
- ☐ Set up a system for doing something
- ☐ Work with numbers

☐ TOTAL

THINKER

- ☐ Perform scientific projects
- ☐ Study the stars
- ☐ Solve a problem
- ☐ Investigate something
- ☐ Read scientific books or magazines
- ☐ Use logic and analytics
- ☐ Use a microscope
- ☐ Do complicated calculations
- ☐ Understand physics laws and theories
- ☐ Learn about a new subject area
- ☐ Do lab experiments
- ☐ Create software, websites, or videogames

☐ TOTAL

HELPER

- ☐ Work as a volunteer for a charity
- ☐ Help others with their personal problems
- ☐ Care for others
- ☐ Teach someone something
- ☐ Lead a group discussion
- ☐ Play a team sport
- ☐ Help others resolve a dispute
- ☐ Participate in a meeting
- ☐ Enjoy talking to people
- ☐ Work with young people
- ☐ Plan and supervise an activity

☐ TOTAL

various career pathways within that group, located throughout the Career Guide.

ORGANIZER CAREER PATHS

Accounting
Business Mgmt & Admin
Information Technology
Web & Digital Comm
Engineering Technology
Automotive Maintenance
Manufacturing / Production

THINKER CAREER PATHS

Ag, Food & Natural Resources
Accounting
Business Mgmt & Admin
Marketing Management
Information Technology
Web & Digital Comm
Construction / Design
Engineering Technology

HELPER CAREER PATHS

Business Mgmt & Admin
Restaurant and Food / Beverage Services
Therapeutic Services
Early Childhood Development
Law Enforcement Services / Paralegal

JOBS IN DEMAND



On these pages are samples of occupations that are in high demand and are projected to have strong growth over the next 10 years in Minnesota.

As you explore what career fields you might be interested in pursuing, consider the projected job growth, projected job openings, median salary, and education needed for each occupation.

CERTIFICATION

In demand jobs that require a Certification.

BAKING AND PASTRY CHEF

10-Year Job Growth **6%**
10-Year Job Openings **3,991**
Median Salary **$36,537**

MEDICAL ASSISTANT

10-Year Job Growth **16%**
10-Year Job Openings **13,155**
Median Salary **$50,019**

ELECTRICIAN

10-Year Job Growth **8%**
10-Year Job Openings **11,760**
Median Salary **$66,161**

INDUSTRIAL MACHINERY MECHANIC

10-Year Job Growth **19%**
10-Year Job Openings **8,965**
Median Salary **$63,938**

COMPUTER USER SUPPORT SPECIALIST

10-Year Job Growth **5%**
10-Year Job Openings **9,836**
Median Salary **$59,611**



ASSOCIATE DEGREE

In demand jobs that require an Associate Degree.

ENVIRONMENTAL SCIENCE AND PROTECTION TECHNICIAN

10-Year Job Growth **6%**
10-Year Job Openings **553**
Median Salary **$48,661**

PHYSICAL THERAPIST ASSISTANT

10-Year Job Growth **21%**
10-Year Job Openings **2,253**
Median Salary **$64,347**

PARALEGAL AND LEGAL ASSISTANT

10-Year Job Growth **11%**
10-Year Job Openings **6,746**
Median Salary **$62,159**

COMPUTER NETWORK SUPPORT SPECIALIST

10-Year Job Growth **5%**
10-Year Job Openings **4,161**
Median Salary **$64,708**



WEB DEVELOPER

10-Year Job Growth **8%**
10-Year Job Openings **3,568**
Median Salary **$82,455**

BACHELOR'S DEGREE

In demand jobs that require a Bachelor's Degree.



MARKET RESEARCH ANALYST

10-Year Job Growth **19%**
10-Year Job Openings ... **21,560**
Median Salary **$79,212**

REGISTERED NURSE

10-Year Job Growth **7%**
10-Year Job Openings ... **43,201**
Median Salary **$81,947**

SOFTWARE DEVELOPER

10-Year Job Growth **23%**
10-Year Job Openings ... **34,536**
Median Salary **$102,672**

INDUSTRIAL ENGINEER

10-Year Job Growth **11%**
10-Year Job Openings **7,876**
Median Salary **$100,916**

ELEMENTARY SCHOOL TEACHER

10-Year Job Growth **6%**
10-Year Job Openings ... **18,844**
Median Salary **$64,377**

HENNEPIN TECHNICAL COLLEGE

Hennepin Technical College℠

A MEMBER OF MINNESOTA STATE



Yes, THIS is your classroom!



The robot arm is my favorite project. I really like my classes because I am making friends and everyone helps each other.

Walid A.
Student,
Automation Robotics

State-of-the-art equipment

Free tuition programs available

Small class size

It's your turn to say "I Made It" at Hennepin Tech



Ali G. — Graduate, Dental Assistant

In dentistry, there are so many career options. There are endless possibilities for my future. I absolutely love my teachers. They make each day exciting.



Omar L. — Student, Automation Robotics

I wanted more than doing math equations in a book and watching videos of other people working. I'm a visual learner. Now I can touch equipment, fix it and see it working.



Kian H. — HVAC graduate and former PSEO student

I completed my college degree at Hennepin Tech while I was in high school. I'm starting my career without student loan debt.

Career-focused Education

Hands-on training and education in over 40 areas of study.
View the complete program list at HennepinTech.edu

- Audio & Music Business
- Automotive Technician
- Business & Accounting
- Emergency Services
- Dental Assistant & Nursing
- IT & Cybersecurity
- Manufacturing & Engineering CAD
- Peace Officer & Public Safety

Discover Hennepin Tech

HIGH JOB PLACEMENT

AMONG THE LOWEST COLLEGE TUITION IN MINNESOTA

40+
TECHNICAL PROGRAMS

45%
DIVERSE CAMPUS
45% STUDENTS OF COLOR

2
CONVENIENT LOCATIONS
BROOKLYN PARK
EDEN PRAIRIE

EARN DUAL CREDIT WHILE YOU'RE IN HIGH SCHOOL!

Learn about PSEO and Concurrent Enrollment.

Meet with your Career Readiness Counselor or Guidance Counselor to explore options, or visit HennepinTech.edu/pseo

THINKING ABOUT COLLEGE OPTIONS?

Check out Hennepin Tech!

Take a tour or meet with us!
OneStop@hennepintech.edu
Hennepintech.edu/onestop

HennepinTech.edu | 952-995-1300

NORTH HENNEPIN COMMUNITY COLLEGE

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State



PROGRAM SPOTLIGHT: COMPUTER SCIENCE

*Visit **nhcc.edu/computerscience** for more info.*

- The Computer Science AS prepares students to enter the job market in information technology, computer programming, software development, and technical documentation.
- Offers students the opportunity to complete an AS degree with course credits that directly transfer to designated Computer Science bachelor's degree programs at Minnesota State universities.

"There are a wide variety of jobs I can go with this degree: game design, data science, meteorology, programming, the sky is the limit! NHCC is local, affordable, welcoming and inviting. There are so many clubs, organizations and leadership opportunities to get involved with on campus."

Heather Claude, Student



PROGRAM SPOTLIGHT: PRE-ENGINEERING

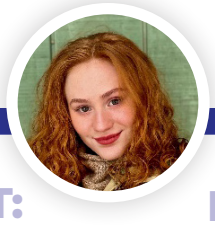
*Visit **nhcc.edu/preengineering** for more info.*

- NHCC has degree options for future engineers that are flexible for transfer to Minnesota State Universities and the University of Minnesota.
- Coming Fall 2022, students can earn a bachelor's degree in Mechanical Engineering from Minnesota State University Mankato on NHCC's campus!



"The Pre-Engineering program is definitely no easy task but at NHCC, the faculty are always willing to help. The programs they offer for women in non-traditional majors helps keep you motivated. What I love about the Pre-Engineering program, is the wide variety in jobs that you can get. You can do almost anything!"

Mee La Khang, Student



PROGRAM SPOTLIGHT: MARKETING

*Visit **nhcc.edu/marketing** for more info.*

- Students experience hands-on class projects such as new product launches, sales presentations, & advertising media plans.
- New Fundamentals of Digital Media course and internship launching Spring 2022! Learn search engine optimization, website analytics, search and display ads, email marketing, social media, and social listening/monitoring.

"The marketing course at NHCC set me up for success! Thanks to the class, I was prepared to deliver my best work and became a valuable asset at my internship at BETA managing social media accounts and running data analytics."

Summer Demos, Student

PROGRAM SPOTLIGHT: BUSINESS

*Visit **nhcc.edu/business** for more info.*

- Choose from finance, marketing, entrepreneurship, management and more.
- Transfer credits to pursue a bachelor's degree.
- Recognized by the Accreditation Council for Business Schools & Programs.



"I was a PSEO Student at North Hennepin before enrolling as a Business Transfer Pathway student. I fell in love with business when I was the Business Captain of my robotics team. I'm not sure which area of business I want to go into, but NHCC is the best stepping stone for me because from here I can go on to whatever I want."

Raveena Singh, Student

NHCC FAST FACTS:

9,100+
STUDENTS ATTEND EACH YEAR

21
AVERAGE CLASS SIZE

49%
STUDENTS OF COLOR

55%
ELIGIBLE STUDENTS RECEIVE FINANCIAL AID

FOR MORE INFORMATION ABOUT NHCC:

Visit: www.nhcc.edu/admissions-aid **or Call:** 763-424-0724

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

AGRICULTURE, FOOD AND NATURAL RESOURCES

IS THIS FOR *ME*?

Do you like using science to solve real world problems?

Do you like to work with plants and animals?

Do you like working with data and technology to help people?



WHAT IS IT?

Agriculture, Food and Natural Resources workers produce and sell a variety of products ranging from food to raw materials, and also help manage our environment. Agribusinesses produce livestock, field crops, and fruit and vegetable produce, along with processing these products and marketing them for consumers to purchase.

WHAT WILL I DO?

Careers can range from working in an innovative scientific laboratory to being outdoors raising plants and animals. Greenhouse workers grow plants, flowers, trees and shrubs for residential or commercial use. Environmental scientists study and analyze our land and water to maintain a balance between industry growth and sustainability.

LEADS TO THESE JOBS

- **Agribusiness Manager**
- **Biotechnology Researcher**
- **Environmental Scientist**
- **Environmental Technician**
- **Food Scientist**
- **Greenhouse Worker**
- **Solar Panel Installer**
- **Conservation Agent**
- **Wind Turbine Technician**

EMPLOYER SPOTLIGHT

Xcel Energy℠

XCEL ENERGY
www.xcelenergy.com

Xcel Energy is a utility holding company serving approximately 4 million electric customers and over 2 million gas customers throughout MN, MI, WI, ND, SD, CO, TX and NM.

Xcel Energy is committed to delivering the cleanest energy in the most economical way, as reflected in our goal of providing completely carbon free electricity by 2050.

We are regularly named one of the best and most equitable companies to work for, offering a wide range of positions that accept various qualifications, certifications, skills, and degrees.

FEATURED CAREER PATHWAYS



AGRIBUSINESS

Agribusiness involves the production, protection, sales and marketing of agricultural products. It includes animal breeding, crop production, distribution, farm machinery, food processing, and seed supply, as well as marketing and sales.



ENVIRONMENTAL SERVICE SYSTEMS

Environmental Service Systems includes occupations involved in water and air pollution control, recycling, waste disposal and public health issues. Work includes hazardous-waste management, environmental research, and quality control.

OFFERED AT THESE LOCATIONS: Hennepin Technical College

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Associate Degree	Agricultural and Food Science Technician	$46,521	3%	1,463
	Environmental Science and Protection Technician	$48,661	6%	553
	Forest and Conservation Technician	$50,795	3%	1,216
	Environmental Engineering Technician	$63,206	4%	403
Bachelor's Degree	Conservation Scientist	$81,356	3%	841
	Environmental Scientist	$83,573	5%	1,906
	Food Scientist and Technologist	$97,984	3%	783
	Environmental Engineer	$99,020	1%	507

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN AGRICULTURE, FOOD AND NATURAL RESOURCES talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

BUSINESS SERVICES AND FINANCE

ACCOUNTING

IS THIS FOR *ME*?

Do you like to make and save your money?

Are you good at math and are detail-oriented?

Have you always wanted to work on Wall Street?



WHAT IS IT?

Finance is in the business of money. Banks loan money to individuals and businesses, and offer a place for you to keep your money safe and earn interest. Financial service companies help you manage and grow your money. The insurance industry provides families and companies with financial protection in case of accidents or emergencies.

WHAT WILL I DO?

Bankers loan money to individuals wanting to buy a house or car, or to businesses wanting to expand their facilities. Financial planners create investment plans for families wanting to retire comfortably. Insurance agents set up auto, home, and life insurance policies to financially protect individuals.

LEADS TO THESE JOBS

- **Accountant**
- **Bank Teller**
- **Credit Analyst**
- **Financial Planner**
- **Insurance Claims Clerk**
- **Loan Officer**
- **Stock Broker**
- **Tax Specialist**

EMPLOYER SPOTLIGHT

EISNERAMPER

EISNERAMPER
careers.eisneramper.com

EisnerAmper is one of the largest accounting, tax and business advisory firms in the U.S., with more than 3,0000 employees and over 300 partners across the country. We combine responsiveness with a long-range perspective; to help clients meet the pressing issues they face today, and position them for success tomorrow.

Our clients are enterprises as diverse as sophisticated financial institutions and start-ups, global public firms and middle-market companies, as well as high net worth individuals, family offices, not-for-profit organizations, and entrepreneurial ventures across a variety of industries.

FEATURED CAREER PATHWAYS



ACCOUNTING

Accounting involves the recording of financial transactions pertaining to a business or organization, including revenue and payments. Financial statements are prepared to deliver an accurate summary of an organization's financial position and operations.



BOOKKEEPING

Bookkeeping is the recording of financial transactions, and is part of the process of accounting in business and other organizations. Bookkeepers track receipts and expenses, issue invoices and record payments, and create balance sheets to track the overall health of a business.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

North Hennepin Community College — A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Loan Officer	$81,004	2%	6,834
Certification	Bookkeeper and Accounting Clerk	$49,400	-4%	29,343
Bachelor's Degree	Credit Counselor	$49,513	6%	226
	Accountant and Auditor	$78,728	4%	24,461
	Personal Financial Advisor	$82,219	5%	4,711
	Financial and Investment Analyst	$90,876	5%	8,358
	Purchasing Manager	$131,093	5%	1,629
	Financial Manager	$131,155	16%	14,674

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN ACCOUNTING
talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

BUSINESS SERVICES AND FINANCE

BUSINESS MANAGEMENT AND ADMINISTRATION

IS THIS FOR *ME*?

Do you like to organize things and make decisions?

Are you good with numbers and like analyzing data?

Are you a strong motivator and leader?



WHAT IS IT?

Business, Management and Administration is responsible for managing the day-to-day operations of business organizations, whether managing the company as an owner, executive or general manager, overseeing administration as an operations manager, or helping to support the business as an administrative assistant or receptionist.

WHAT WILL I DO?

Managers and owners oversee the business day-to-day, decide what products to make, and how to run the business better. As an accountant or bookkeeper, you keep track of invoices, payments, and revenue. Human resource and training professionals make sure employees are working to their fullest potential. Administrative assistants take on administrative tasks that free-up time and make a company more efficient.

LEADS TO THESE JOBS

- **Administrative Support**
- **Bookkeeper**
- **Business Intelligence Management**
- **Executive / Owner**
- **General Manager**
- **Human Resources Specialist**
- **Operations Management**
- **Training Supervisor**

EMPLOYER SPOTLIGHT

MRA
Where HR Means Business.

MRA
www.mranet.org

Founded 120 years ago, MRA is a nonprofit employer association that serves more than 4,000 employers, covering more than one million employees worldwide.

As one of the largest employer associations in the nation, MRA helps its member organizations thrive by offering the most comprehensive assortment of HR services, talent management, learning and organization development opportunities, and total rewards planning to help members build a successful workplace and powerful workforce.

FEATURED CAREER PATHWAYS



BUSINESS INFORMATION MANAGEMENT

Business Information Management involves gathering, analyzing, and providing data and information to businesses and organizations to make better business decisions. Includes the use of data and technology to help sales, finance, and general operations to become more efficient.



HUMAN RESOURCE MANAGEMENT

Human Resource Management focuses on staffing activities for a company or organization, including planning, recruitment, selection, training, performance, compensation, and safety of an organization's employees.

OFFERED AT THESE LOCATIONS: Hennepin Technical College; North Hennepin Community College, A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Bachelor's Degree	Human Resources Specialist	$65,361	8%	14,307
	Project Management Specialist	$75,953	5%	26,037
	Training and Development Specialist	$75,979	7%	7,026
	Compensation, Benefits, and Job Analysis Specialist	$79,583	8%	2,206
	Operations Research Analyst	$83,107	24%	3,019
	General and Operations Manager	$88,130	7%	38,082
	Management Analyst	$98,737	11%	21,719
	Human Resources Manager	$129,992	7%	4,031

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN BUSINESS MANAGEMENT talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

BUSINESS SERVICES AND FINANCE

MARKETING MANAGEMENT

IS THIS FOR *ME*?

Are you persuasive with strong people skills?

Are you a creative, analytical problem solver?

Do you like to set and achieve goals for yourself?



WHAT IS IT?

Careers in Marketing, Sales and Service help businesses of all types help market and sell their products or services. If companies develop a product or service and don't sell it, they will go out of business quickly. Through effective advertising, powerful sales teams, and superior customer service, businesses are able to generate revenue and make a profit.

WHAT WILL I DO?

Marketing professionals create demand for their company's products or services, persuading potential customers that their service will fulfill the customer's needs. Sales people build relationships with potential customers, understand their problems, and present solutions to produce sales. Service workers make sure customers' needs are met and their problems are solved.

LEADS TO THESE JOBS

- **Advertising Manager**
- **Cashier / Retail Sales**
- **Customer Support**
- **Digital Marketing Specialist**
- **Inside Sales / Telemarketer**
- **Market Research Analyst**
- **Merchandiser**
- **Social Media Specialist**

EMPLOYER SPOTLIGHT

nemerfieger

NEMER FIEGER
www.nemerfieger.com

Nemer Fieger is a Twin Cities-based, woman-owned full-service advertising and communications agency.

We provide traditional and digital media planning and placement, public relations, event planning and production, sponsorships negotiation and activations, and creative services. Proudly serving clients in a wide array of industries including: medical, insurance, hospitality, entertainment, events, professional organizations, retail, franchise groups and non-profit organizations.

FEATURED CAREER PATHWAYS



MARKETING

Marketing focuses on the generation of creative ideas, research, data and information to help develop marketing strategies to sell more products and services to targeted audiences, including how to promote products and for what price.



PROFESSIONAL SALES

Professional Sales involves identifying and cultivating relationships with prospective buyers of a product or service, understanding their business needs and budget, and persuading them to purchase from you while delivering excellent follow-up customer service.

OFFERED AT THESE LOCATIONS: NORTH HENNEPIN COMMUNITY COLLEGE — A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Real Estate Sales Agent	$38,749	3%	5,259
	Insurance Sales Agent	$64,665	3%	10,877
	Sales Representative, Services	$66,227	7%	25,514
	Financial Services Sales Agent	$81,123	7%	9,034
Bachelor's Degree	Public Relations Specialist	$65,112	6%	5,997
	Market Research Analyst and Marketing Specialist	$79,212	19%	21,560
	Sales Manager	$130,403	4%	9,198
	Marketing Manager	$156,890	6%	7,644

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN MARKETING MANAGEMENT talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

BUSINESS SERVICES AND FINANCE

RESTAURANT AND FOOD / BEVERAGE SERVICES

IS THIS FOR *ME*?

Are you passionate about making people happy?

Do you love to cook for other people?

Would you like to work in a fast-paced environment?



WHAT IS IT?

Culinary Arts is the preparation, cooking, and presentation of food and meals. You will usually work in restaurants, most likely as a cook or chef in the kitchen, but also in "front of the house" roles like servers, greeters, or maître d's. Catering is a big business that involves preparing food for large events like weddings, conventions or meetings.

WHAT WILL I DO?

As a cook or chef, you will plan menus, prepare food to be used, cook and bake as well as prepare the final presentation for the customer. Waiters and hosts greet customers, take their orders, serve their food and deliver great customer service. You might purchase food, manage inventory or maintain equipment.

LEADS TO THESE JOBS

- **Caterer**
- **Chef**
- **Cook**
- **Food Purchaser**
- **Maitre D'**
- **Nutritionist**
- **Pastry Artist**
- **Personal Cook**
- **Restaurant Manager**

EMPLOYER SPOTLIGHT

ROCK ELM

ROCK ELM
www.rockelmtavern.com

Rock Elm is an American tavern-inspired restaurant with a craft bar, outdoor patio, and scratch-made food. With 3 locations and 1 food truck, our locally-owned restaurants offer classic tavern food with a modern twist to set our dishes apart and make them even more delicious.

Restaurant management is a great step into the world of hospitality. You're able to enhance your leadership skills while working, building relationships within tight knit communities. It takes a lot to run a small business, but it's an experience you won't get anywhere else.

FEATURED CAREER PATHWAYS



CULINARY ARTS

Culinary Arts is the preparation, cooking and presentation of food and meals. Chefs and cooks usually work in restaurants, planning menus, purchasing and preparing food to be used, and cooking and baking meals to be served to customers.



HOSPITALITY AND TOURISM

Hospitality and Tourism focuses on lodging, recreation and entertainment for people traveling on vacation or business travel. Hospitality workers greet guests, attend to their needs, and make them feel comfortable away from home.

OFFERED AT THESE LOCATIONS: Hennepin Technical College

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Food Server and Caterer	$31,374	5%	17,907
	Baker	$36,537	6%	3,991
	Cook, Restaurant	$37,035	46%	48,448
	Cook, Institution and Cafeteria	$38,293	8%	11,006
	Food Preparation Supervisor	$41,171	18%	26,222
	Chef and Head Cook	$47,503	21%	2,048
	Food Service Manager	$61,252	15%	4,884
	Meeting, Convention, and Event Planner	$61,922	13%	3,043

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN RESTAURANT AND FOOD / BEVERAGE SERVICES talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

HEALTH SCIENCES AND TECHNOLOGY

THERAPEUTIC SERVICES

IS THIS FOR *ME*?

Are you interested in exploring the field of medicine?

Are you empathetic and like to help people?

Do you enjoy math, science, and the human anatomy?



WHAT IS IT?

Healthcare careers focus on the health and well-being of patients, and advancing the cause of medicine. Work is performed generally in hospitals or clinics, but can also be found in offices, nursing facilities, and increasingly, people's homes. Technology has been transforming healthcare in recent years, allowing patients to receive better care and live longer, more productive lives.

WHAT WILL I DO?

Physicians, nurses, and therapists work directly with patients to diagnose, treat, and comfort their patients. Researchers, biomedical engineers, and technicians work in the laboratory developing new cures for disease. You might also work as a medical assistant or health information specialist that keeps history of medical records for insurance or future use.

LEADS TO THESE JOBS

- **Certified Nursing Assistant**
- **Dietician**
- **Health Information Technician**
- **Home Health Aide**
- **Medical Billing Coder**
- **Pharmacy Technician**
- **Physician**
- **Registered Nurse**
- **Therapist**

EMPLOYER SPOTLIGHT

SILVERCREST
PROMOTING WELLNESS FOR A VIBRANT LIFE

SILVERCREST
silvercrestproperties.com

SilverCrest develops and manages senior living centers, including 9 housing communities located throughout the Metro, as well as Rochester, MN and Texas.

We are committed to creating senior communities of excellence through an engaging lifestyle of wellness, independence, dignity and care for seniors.

We offer growth opportunities and a variety of career paths for our team members including healthcare, culinary, environmental services, life enrichment and administration.

FEATURED CAREER PATHWAYS



NURSING / THERAPEUTIC SERVICES

Nursing careers are on the front-line of patient care, interacting with patients most frequently. Becoming a Certified Nursing Assistant is the first step in the nursing career path. They monitor patient vital signs, temperature, blood pressure, and check medicine levels.



MEDICAL ASSISTANT / SUPPORT SERVICES

Medical Assistants support physicians with patient care, such as administering medications, drawing blood, and performing laboratory tests. They also might help with administrative office tasks such as updating patient charts or answering medical phone calls.

OFFERED AT THESE LOCATIONS: Hennepin Technical College; North Hennepin Community College, A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Certification	Nursing Assistant	$39,199	4%	37,189
	Licensed Practical and Licensed Vocational Nurse	$49,697	7%	12,178
	Medical Assistant	$50,019	16%	13,155
Associate Degree	Physical Therapist Assistant	$64,347	21%	2,253
	Radiologic Technician	$74,343	7%	3,630
	Respiratory Therapist	$77,699	21%	1,336
	Dental Hygienist	$80,611	7%	3,152
	Registered Nurse	$81,947	7%	43,201

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN THERAPEUTIC SERVICES talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

HUMAN AND PUBLIC SERVICES

EARLY CHILDHOOD DEVELOPMENT AND SERVICES

IS THIS FOR *ME*?

- Do you enjoy teaching and helping children?
- Are you a compassionate, life-long learner?
- Are you a strong yet adaptive communicator?



WHAT IS IT?

Early childhood educators teach and guide preschool children, helping them to adjust socially and interact with other children, and giving them the building blocks to be curious and learn. Exposing young children to art, music, language, math and social settings will improve their development.

WHAT WILL I DO?

Teachers educate children, guiding them through their early years and serving as mentors. They teach students traditional skills like writing, math and science, as well as personal skills like time management, personal responsibility and respecting others. A background in education can also lead to becoming a counselor, librarian, coach and even a principal.

LEADS TO THESE JOBS

- **Center Director**
- **Coach**
- **Early Childhood Educator**
- **Librarian**
- **Occupational Therapy**
- **Principal**
- **School Counselor**
- **Speech and Language Therapy**
- **Teacher**

EMPLOYER SPOTLIGHT

NEW HORIZON ACADEMY

NEW HORIZON ACADEMY
newhorizonacademy.net

New Horizon Academy, a Minnesota family-owned and operated company, has been serving young children for over 45 years. We are devoted to a commitment to excellence and the development of a healthy sense of self in every child enrolled in our programs.

Because of our dedication to children, we have flourished and become one of the nation's most successful and respected providers of early care and education.

As New Horizon Academy continues to grow and serve more families each year, we will always have family roots, a warm atmosphere, an open door, and a commitment to excellence.

FEATURED CAREER PATHWAYS



EARLY CHILDHOOD EDUCATION

Early Childhood Education focuses on teaching and guiding pre-school children, giving them the building blocks to learn and be curious, while helping them adjust socially and interact with others. Exposing young children to art, music, language, math and social settings helps to improve their development.



TEACHING AND EDUCATION

Teaching and Education careers exist in kindergarten, elementary and middle school, high school, college, and beyond. Teachers educate their students in traditional skills like writing, language, math, and science, as well as help develop personal skills like time management, personal responsibility and respect for others.

OFFERED AT THESE LOCATIONS: Hennepin Technical College

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Childcare Workers	$31,374	-2%	34,894
	Teaching Assistant	$38,042	8%	36,287
	Self-Enrichment Teacher	$39,471	18%	13,694
Bachelor's Degree	Preschool Teacher	$37,938	19%	12,439
	Secondary School Teacher	$63,423	7%	14,410
	Kindergarten Teacher	$63,568	7%	3,610
	Middle School Teacher	$63,859	7%	6,792
	Elementary School Teacher	$64,377	6%	18,844

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN EARLY CHILDHOOD DEVELOPMENT AND SERVICES talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

HUMAN AND PUBLIC SERVICES

LAW ENFORCEMENT SERVICES / PARALEGAL

IS THIS FOR *ME*?

Do you have a strong sense of right and wrong?

Are you full of courage, character, and integrity?

Are you compassionate and community-minded?



WHAT IS IT?

Law enforcement serves and protects the public and is on the front lines of finding and apprehending law breakers. The court system interprets the laws, determines guilt or innocence, and delivers punishment. The corrections system administers the punishment and monitors prisoners.

WHAT WILL I DO?

Police officers uphold the laws, keep their communities safe, help people in need and make arrests when people break the law. Detectives investigate crimes by interviewing witnesses and conducting forensic research. Lawyers provide legal services to individuals charged with a crime or who might have broken the law.

LEADS TO THESE JOBS

- **Community Service Officer**
- **Correctional Officer**
- **Detective**
- **Homeland Security Officer**
- **Lawyer or Judge**
- **Paralegal**
- **Police Officer**
- **Probation Officer**
- **Security Guard**

EMPLOYER SPOTLIGHT

Brooklyn Park

BROOKLYN PARK POLICE DEPARTMENT

www.brooklynpark.org/police

The Brooklyn Park Police Department consists of 107 licensed, full-time police officers, and averages approximately 61,000 calls for service per year.

At the Brooklyn Park Police Department, we value employees that hold service, justice, and courage in the highest esteem.

We provide our employees with the most current equipment, cutting edge training, and the best support to keep our officers healthy and well.

FEATURED CAREER PATHWAYS



LAW ENFORCEMENT

Law Enforcement is responsible for serving and protecting the public and is often on the front lines of finding and apprehending law breakers. Police and Sheriff's officers work within their local communities to build relationships and trust with residents.



PARALEGAL

Paralegals and Legal Assistants perform a variety of tasks to support lawyers, including conducting legal research, drafting documents, helping take depositions, and maintaining and organizing files. They help navigate the court systems by filing exhibits, briefs, and appeals, and will help lawyers in court by preparing their client and witnesses.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Security Guard	$39,551	8%	15,495
Associate Degree	Paralegal and Legal Assistant	$62,159	11%	6,746
	Police and Sheriff's Patrol Officer	$82,737	6%	9,114
Bachelor's Degree	Probation Officer and Correctional Treatment Specialist	$79,243	5%	1,899
	Detective and Criminal Investigator	$83,867	5%	1,135
	Police and Detective Supervisor	$106,989	6%	1,042
Professional Degree	Lawyer	$129,043	8%	7,619

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN LAW ENFORCEMENT SERVICES / PARALEGAL talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

ARTS, COMMUNICATIONS AND INFORMATION SYSTEMS

INFORMATION TECHNOLOGY

IS THIS FOR *ME*?

- Do you "get" computers and technology?
- Are you good at math and attention to details?
- Are you focused, patient, and persistent?



WHAT IS IT?

Computers can be found today in almost every home, business, and industry. The demand for people with information technology training is very high. IT careers involve developing and maintaining computer networks and systems for organizations, as well as creating software applications for individuals and businesses to stay productive.

WHAT WILL I DO?

Software developers develop code that creates computer programs, video games, and mobile apps. Network administrators are responsible for setting up and maintaining an organization's computer network system. Business intelligence analysts study data that helps businesses make more strategic decisions.

LEADS TO THESE JOBS

- **Computer Network Support Specialist**
- **Computer Systems Analyst**
- **Database Administrator**
- **Information Security Analyst**
- **Network Administrator**
- **Software Developer**
- **Web Developer**

EMPLOYER SPOTLIGHT

esp
Placing People First

ESP
www.esp.com

For over 50 years people have been at the heart of our business. As the first technology consulting and staffing firm in Minnesota, ESP is committed to continually investing in our team, our clients, and our community. That's what makes Placing People First more than a tag line. It's our mission, and the key to our success.

We are Technology Consulting and Staffing experts committed to our mission of placing people first. We've won multiple awards for company culture and growth. Our 50+ years in the Twin Cities Technology industry has made us the trusted name among Minnesota companies and technology professionals alike.

FEATURED CAREER PATHWAYS



CYBERSECURITY

Cybersecurity is the protection of computer and network systems from digital theft, damage or sabotage. Cyberattacks are external threats, centered around interrupting normal business processes. Cybersecurity focuses its efforts on detecting, identifying and responding to external cyber-threats and how to recover from them.



SOFTWARE DEVELOPMENT

Software Development refers to using computer code to create, design, deploy and support computer software. Examples of computer software applications include productivity software to create documents, gaming software to play video games, and video conferencing software to stay connected with school.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Certification	Computer User Support Specialist	$59,611	5%	9,836
Associate Degree	Computer Network Support Specialist	$64,708	5%	4,161
Bachelor's Degree	Network and Computer Systems Administrator	$89,468	3%	4,367
	Software Developer	$102,672	23%	34,536
	Computer Systems Analyst	$103,692	6%	14,372
	Information Security Analyst	$104,635	29%	2,784
	Computer Network Architect	$112,074	3%	1,696
	Database Administrator and Architect	$113,980	8%	2,410

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN INFORMATION TECHNOLOGY talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

ARTS, COMMUNICATIONS AND INFORMATION SYSTEMS

VISUAL ARTS

IS THIS FOR *ME*?

Are you creative and like to work with technology?

Are you a good communicator and like to tell stories?

Do you have a good sense of design?



WHAT IS IT?

Visual Arts can help you take your creative talent, combine it with skills and technology, and turn you in to an in demand graphic designer or audio/video production specialist. Visual arts involves computers, animation, video production, and design, that can be found in video games, websites, TV and film production, and commercials.

WHAT WILL I DO?

Visual Arts professionals work in broadcast and digital media, entertainment, video game, and advertising and marketing industries. Animators create visual art for computer programs or games. Marketing professionals design materials for advertising promotions. A/V specialists help produce TV and film productions.

LEADS TO THESE JOBS

- **2D & 3D Animator**
- **A/V Equipment Technician**
- **Art Director**
- **Creative Director**
- **Digital Media Designer**
- **Film and Video Editor**
- **Graphic Designer**
- **Multimedia Artist and Animator**
- **Videographer**

EMPLOYER SPOTLIGHT

ROCK WHAT you GOT™

ROCK WHAT YOU GOT™

rockwhatyougotlive.com
rockstoriastudios.com

Rock What You Got™ is a production company that leverages stage and story to drive gender equity. We activate social change by helping others tell their stories on stage at live events and through video production projects.

We are curators, connectors, and change makers. Our all-female crew has backgrounds in broadcasting, entertainment, corporate, government, and nonprofit arenas. Women make up less than 50% of the film, media, and broadcasting industry. We aim to make a footprint in this space for women, BIPOC, non-binary, and transgender employees.

FEATURED CAREER PATHWAYS



MULTIMEDIA ARTIST AND ANIMATOR

Multimedia Artists and Animators work with computers, animations, video, and photography to create digital and online products that engage the user, including websites, online advertising, marketing campaigns, and interactive video games.



AUDIO AND VIDEO PRODUCTION

Audio Production is the process of recording and producing sounds, and can be found in music, film, TV, live entertainment, and video games. Video Production includes camera operation, film editing, and A/V equipment to produce films for TV, streaming, online, or commercials.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Broadcast Technician	$31,142	7%	374
	Photographer	$50,007	11%	2,182
	Audio and Video Technician	$59,683	19%	1,176
Associate Degree	Web Developer and Digital Interface Designer	$82,455	8%	3,568
Bachelor's Degree	Graphic Designer	$62,273	-1%	5,770

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN VISUAL ARTS talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

ARTS, COMMUNICATIONS AND INFORMATION SYSTEMS

WEB AND DIGITAL COMMUNICATIONS

IS THIS FOR *ME*?

- Are you good at math and technology?
- Do you understand computers?
- Are you creative and detail-oriented?



WHAT IS IT?

Web and Digital Communications involves designing and coding websites and content management systems, including the development of digitally-generated or computer-enhanced media used in entertainment, video games, business, and e-commerce.

WHAT WILL I DO?

Web developers design and produce websites, using programming languages such as HTML, XML, python and other "codes". Web graphic designers determine the layout and user experience of websites, adjusting for layout on laptops, tablets, and mobile devices.

LEADS TO THESE JOBS

- **Animator**
- **E-commerce Developer**
- **Gaming Programmer**
- **Graphic Designer**
- **Mobile Website Builder**
- **Software Developer**
- **User Experience Specialist**
- **Web Designer and Developer**
- **Webmaster**

EMPLOYER SPOTLIGHT

Greater Thought™
Design + Marketing

GREATER THOUGHT DESIGN + MARKETING
greater-thought.com

>Greater Thought came together naturally out of identifying a need to develop a better service level, a better trust, and a relationship between agency and client.

We are able to work with clients anywhere and do our creative magic from where we each are most productive because we operate in a flexible work model. In bringing this team and our talents together, we created a dimensional service that can be scaled to meet the needs of today's clients.

Our specialties include: Website and digital development and content, digital and traditional marketing and strategy, branding and consumer packaging development, and brand storytelling.

FEATURED CAREER PATHWAYS



WEB DEVELOPER

Web Developers design and code websites and online applications, specifying the architectural and technical parameters of the site. They work with web designers on the layout and design of the site, and direct website content creation, enhancement and maintenance.



USER EXPERIENCE DESIGN

User Experience Design is the process of defining the experience a user would go through when interacting with a digital product or website. UX design decisions are driven by research, data analysis, testing, and observing user behavior rather than opinions or preferences.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Associate Degree	Web Developer and Digital Interface Designer	$82,455	8%	3,568
Bachelor's Degree	Graphic Designer	$62,273	-1%	5,770
	Software Developer	$102,672	23%	34,536

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN WEB AND DIGITAL COMMUNICATIONS talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

MANUFACTURING, ENGINEERING, TECHNOLOGY AND TRADES

CONSTRUCTION / DESIGN

IS THIS FOR *ME*?

- Do you enjoy building things with your hands?
- Are you detail-oriented and appreciate quality work?
- Are you comfortable working both inside and outside?



WHAT IS IT?

Construction workers helped build the house you live in, the school you attend, and the buildings where people work. This includes designing the initial blueprints, putting up the framing of a house or building, and proper installation of all the details like plumbing, electrical, heating and air conditioning, roofing, and flooring.

WHAT WILL I DO?

Architects design the blueprints of the house, building, or structure that the construction workers will follow. Carpenters put up the framework of the building, create cabinets, and build out the framing for doors and windows. Skilled workers like electricians, plumbers, and HVAC technicians, each contribute the finishing details to make sure the home or building is ready to move into.

LEADS TO THESE JOBS

- **Architect**
- **Carpenter**
- **Construction Worker**
- **Electrician**
- **HVAC Technician**
- **Pipefitter**
- **Plumber**
- **Roofer**

EMPLOYER SPOTLIGHT

UNGERMAN
Fire | Water | Storm

UNGERMAN
www.ungerman.net

Founded in 1977, Ungerman is a family-owned mitigation and restoration company providing full-service restoration, reconstruction, and renovation from fire, water, or storm damage.

We clean up debris and hazard materials, and perform repair, remodeling, and restoration services. Upon responding to a disaster, our crews will clean and dry out the damaged structure, board up and secure the property, and restore the property back to its pre-loss condition.

We like to have fun and would love to have you on our team!

FEATURED CAREER PATHWAYS



ELECTRICIAN

Electricians are skilled workers who design, install, maintain and repair electrical systems and products used in residential homes, businesses and factories. They might install or repair lighting, wiring, alarm systems, and home entertainment systems.



PLUMBING AND PIPEFITTING

Plumbing is the network of pipes, tanks, and fixtures installed in homes or buildings for the distribution and use of usable water and the removal of used water. Plumbers install and repair pipes that supply and remove water, as well as install plumbing fixtures like sinks, toilets, dishwashers, and washing machines.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

NORTH HENNEPIN COMMUNITY COLLEGE
A member of Minnesota State

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Cabinetmaker and Bench Carpenter	$39,149	8%	2,847
	Carpenter	$59,867	1%	21,414
	Plumber	$81,164	5%	12,082
	Construction Trades Supervisor	$81,979	5%	8,214
Certifcation	HVAC Mechanic and Installer	$63,422	3%	3,988
	Electrician	$66,161	8%	11,760
Bachelor's Degree	Architect	$81,988	7%	1,382
	Construction Manager	$101,713	12%	7,246

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN CONSTRUCTION / DESIGN talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

MANUFACTURING, ENGINEERING, TECHNOLOGY AND TRADES

ENGINEERING TECHNOLOGY

IS THIS FOR *ME*?

Would you like to help solve the world's biggest challenges?

Are you a curious and creative problem solver?

Do you have excellent math and science skills?



WHAT IS IT?

Science, Technology, Engineering and Mathematics careers (commonly known as STEM) heavily draw from math and science. These careers help shape our future, solve our problems, and innovate new products or systems. Technology is rapidly changing almost every industry – from driverless cars and package-delivering drones, to automated bank tellers and cashier-free grocery stores – and STEM workers are driving these advancements.

WHAT WILL I DO?

As a computer scientist, you might develop the latest artificial intelligence (AI) application that changes a new industry. Biochemical engineers are working on new chemical materials, like a plastic that is biodegradable. Mechatronic technicians work on automated, robotic manufacturing systems that make manufacturing more efficient. As a civil engineer, you might design new bridges that last 3 times longer than today's outdated bridges.

LEADS TO THESE JOBS

- **Biochemical Engineer**
- **Civil Engineer**
- **Computer Scientist**
- **Electrical Engineer**
- **Industrial Engineer**
- **Mathematician**
- **Mechatronics Technician**
- **Scientist**
- **Statistician**

EMPLOYER SPOTLIGHT

ISG

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ISG is a nationally recognized multi-disciplinary architecture, engineering, environmental, and planning firm, servicing clients in the public works, commercial, sports and recreation, government and cultural, and education industries, and more.

We are among the 100 fastest growing architecture and engineering firms in the country, and consistently recognized as one of the best places to work since 2017.

FEATURED CAREER PATHWAYS



ENGINEERING

Engineering involves applying math and science to the design and manufacturing of machines, equipment, buildings, medicine, computer software, and almost anything that is man-made. Engineers commonly focus on a specific type of engineering including chemical, structural, computer, electrical, industrial, mechanical, and biomedical.



COMPUTER SCIENCE

Computer Science is the study of computers and computational systems, as well as the design of computer systems hardware, software, and applications. Areas include artificial intelligence, "big data", cybersecurity, computer systems and networks, and programming languages.

OFFERED AT THESE LOCATIONS:

Hennepin Technical College

NORTH HENNEPIN COMMUNITY COLLEGE
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IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Associate Degree	Civil Engineering Technician	$69,929	2%	2,480
Bachelor's Degree	Aerospace Engineer	$81,325	16%	209
	Mechanical Engineer	$82,693	6%	4,971
	Civil Engineer	$99,580	8%	4,437
	Industrial Engineer	$100,916	11%	7,876
	Electrical Engineer	$102,998	4%	2,679
	Bioengineer and Biomedical Engineer	$125,044	4%	699
	Chemical Engineer	$125,044	12%	157

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN ENGINEERING TECHNOLOGY talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

MANUFACTURING, ENGINEERING, TECHNOLOGY AND TRADES

FACILITY AND MOBILE EQUIPMENT MAINTENANCE (AUTOMOTIVE)

IS THIS FOR *ME*?

Do you love cars and like to work on engines?

Are you detail-oriented and like working with your hands?

Do you like to organize things and solve problems?



WHAT IS IT?

Automotive service involves inspecting, fixing and maintaining various components that keep a car working properly, including the engine, brakes, steering, suspension, electrical systems, tires and heating and air conditioning. Automotive Service Excellence (ASE) is the national organization that administers the ASE Certification that all auto technicians must pass to work in the industry.

WHAT WILL I DO?

An auto technician performs diagnostics, often using computerized equipment to identify the problem. You will follow a checklist to make sure all related parts are examined to pinpoint if something is not working. Many times, just basic maintenance is required, like replacing tires, worn brake pads or changing the oil. For major issues with the engine, transmission, brakes, or other critical parts, certain parts must be removed and repaired.

LEADS TO THESE JOBS

- **Automotive Diagnostician**
- **Automotive Service Technician**
- **Auto Shop Owner**
- **Mobile Electronics Installer**
- **Service Writer**
- **Tire Changer**

EMPLOYER SPOTLIGHT

Sears Imported Autos

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We could boast of the international awards we've won for customer service or the top national rankings and accreditations our staff has earned. We could even brag about our facility itself, but why when two words say it all: Four Generations.

FEATURED CAREER PATHWAYS



AUTOMOTIVE SERVICE TECHNOLOGY

Automotive Service Technology involves inspecting, repairing and maintaining various automotive components that keep a car working properly, including the engine, brakes, steering, suspension, electrical systems, tires, heating, and cooling.



SUPPLY CHAIN MANAGEMENT

Supply Chain and Logistics involves the transportation of goods and products, including packaging, storage, inventory management and shipping. Technology, GPS tracking, and "internet-of-things" (IOT) are increasingly making supply chain management more efficient and cost-effective.

OFFERED AT THESE LOCATIONS: Hennepin Technical College

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Motorboat Mechanic and Service Technician	$47,881	17%	661
	Automotive Glass Installer and Repairer	$48,656	5%	513
	Automotive Body Repairer	$49,173	1%	2,761
	Bus and Truck Mechanic and Diesel Engine Specialist	$61,221	6%	7,083
Certification	Automotive Service Technician	$49,142	-5%	12,783
	Farm Equipment Mechanic and Service Technician	$49,173	7%	1,928
	Mobile Heavy Equipment Mechanic	$63,938	13%	3,789
	Aircraft Mechanic and Service Technician	$77,546	10%	1,637

Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN FACILITY AND MOBILE EQUIPMENT MAINTENANCE (AUTOMOTIVE) talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

MANUFACTURING, ENGINEERING, TECHNOLOGY AND TRADES

MANUFACTURING PRODUCTION PROCESS DEVELOPMENT / PRODUCTION



IS THIS FOR *ME*?

- Are you curious how products are created?
- Do you enjoy math and science, and are technology-minded?
- Are you detail-oriented and a critical thinker?

WHAT IS IT?

Manufacturing is the process of designing, making, installing and maintaining various products, whether cars or medical devices, furniture or electronics, or even food. Manufacturing has become much more automated today because of advancements in technology. Career paths now require more technology and computer skills, but are in very high-demand.

WHAT WILL I DO?

Manufacturing careers vary depending on the industry and skill level. Automation technicians leverage computers and robotics to create manufacturing efficiencies. Welders and fabricators are more hands-on, assembling metal, plastics, and glass with tools to create components and products. Machine operators set-up equipment, load materials, and operate specialized machinery.

LEADS TO THESE JOBS

- **Assembler**
- **Fabricator**
- **Installer**
- **Machine Operator**
- **Maintenance and Repair**
- **Manufacturing Technician**
- **Tool and Die Maker**
- **Welder**

EMPLOYER SPOTLIGHT

DESIGN READY CONTROLS

DESIGN READY CONTROLS
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Design Ready Controls is an engineering and manufacturing company that builds electrical control panels and wire harnesses, which are the "brains and nervous system" of large machines likes wind towers, solar arrays, oil & gas facilities, and water treatment facilities.

We thrive on a culture of innovation and operational excellence. Our focused core competency is manufacturing the highest quality control panels for manufacturers.

With over 400 employees, Design Ready Controls provides a variety of opportunities for employees to develop and advance their careers ranging from Advanced Panel Building, Engineering, Software and Sales.

FEATURED CAREER PATHWAYS



AUTOMATION AND ROBOTICS

Automation and Robotics are two of the fastest growing career paths today in the manufacturing industry, using computer-aided design, drafting, and robotics systems to produce materials and assemble products more efficiently.



WELDING

Welding is the process of joining or melting two or more pieces of metal, plastic, or glass together as part of the manufacturing or fabrication process of building a larger structure, product, or machine. Welders might work outside building large structures, or in a factory fabricating machinery.

OFFERED AT THESE LOCATIONS: Hennepin Technical College

IN-DEMAND OCCUPATIONS IN MINNESOTA

Education Needed	Occupation	Median Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
High School Diploma	Packaging and Filling Machine Operator	$39,065	5%	9,703
	Welder	$49,771	8%	11,233
Certification	Machinist	$51,186	7%	11,713
	Industrial Machinery Mechanic	$63,938	19%	8,965
	CNC Programmer	$64,367	26%	1,860
Associate Degree	Industrial Engineering Technician	$62,895	4%	3,764
	Mechanical Engineering Technician	$64,138	4%	1,222
Bachelor's Degree	Industrial Production Manager	$103,742	5%	3,867

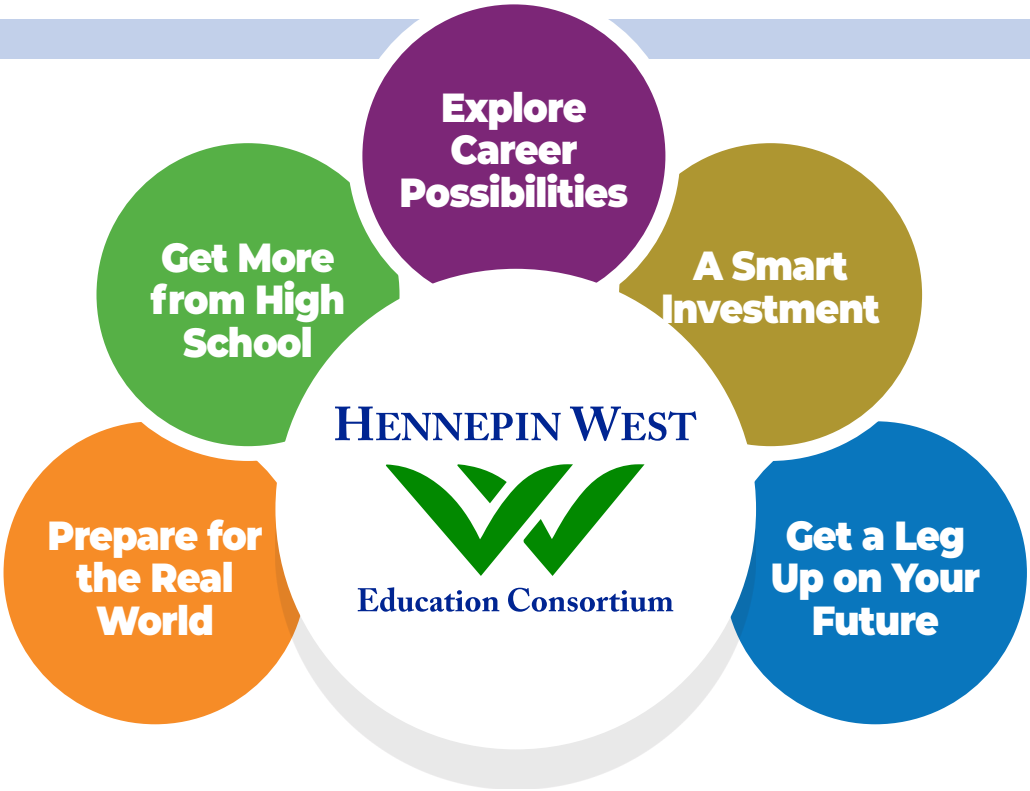
Source – Minnesota Dept. of Employment and Economic Development, 2022

IS THIS FOR ME?

TO PURSUE A CAREER IN MANUFACTURING PRODUCTION PROCESS DEVELOPMENT / PRODUCTION talk with your school counselor, academic advisor, teachers or local college admissions to create a plan.

Career and Technical Education

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