



# THE COUNSELOR PLAYBOOK

A GUIDE TO CAREER  
EXPLORATION IN THE CENTRAL  
AND MOTHER LODE REGIONS

FIND YOUR CAREER AT  
**FINDITBEIT.ORG**



**Career  
Education**  
COLLEGE YOUR WAY



California  
Community  
Colleges  
CAREER EDUCATION



## INTRODUCTION

You juggle a number of responsibilities as a community college counselor, including helping students explore careers and plan for their futures. This playbook is designed to help make that part of your job easier. Read on to learn how you can use the newly launched Find It. Be It. website to match students to career programs in the Central and Mother Lode regions.



FIND IT  
BE IT

# IN THIS PLAYBOOK

1. Find It. Be It. Website
2. Career Quiz
3. Quiz Results
4. Search by Career Cluster
5. Career Videos
6. Wrap-up





# 1

## SECTION 1 FIND IT. BE IT. WEBSITE

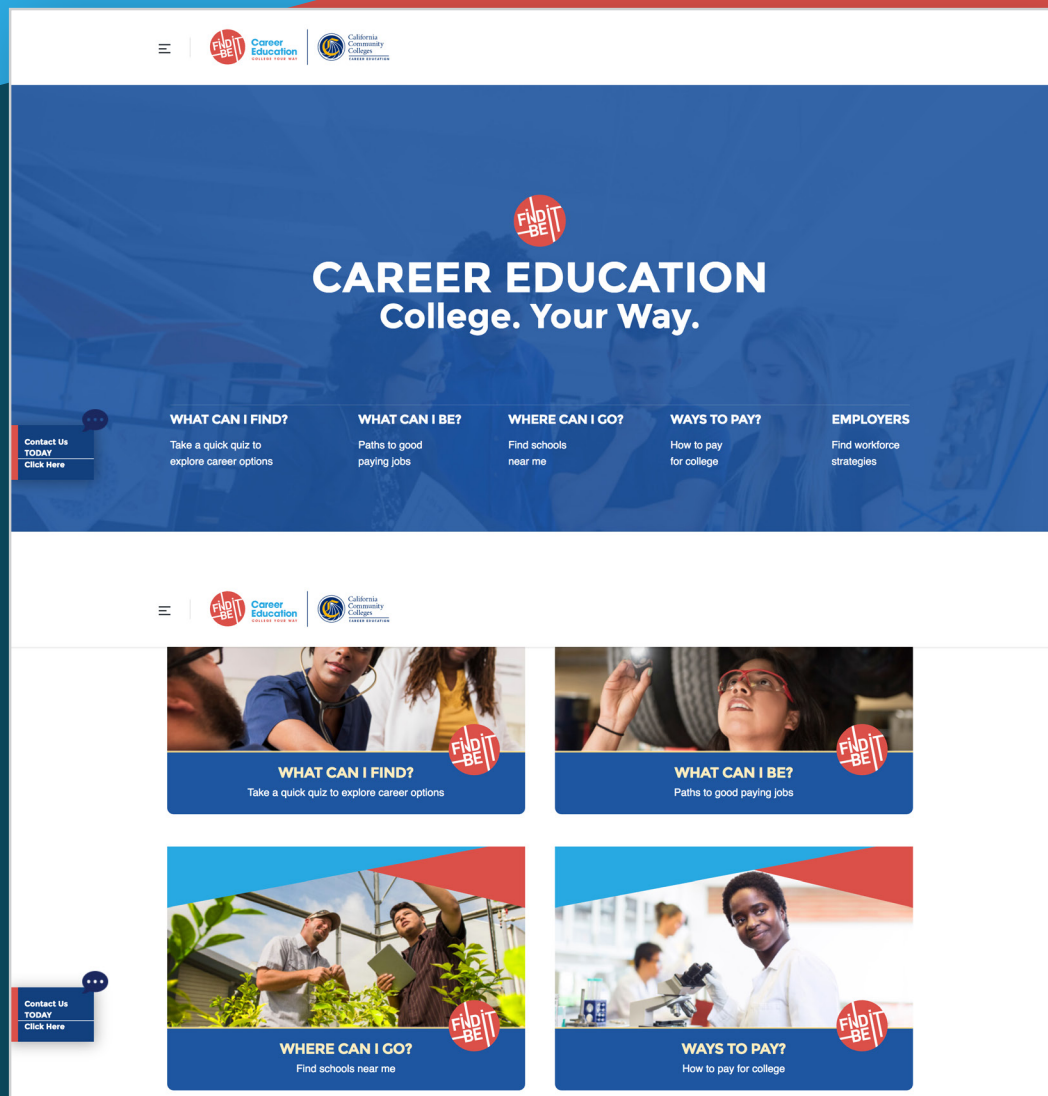
# FIND IT. BE IT. WEBSITE

**Find It. Be It.** is a regional campaign of the Central Mother Lode Regional Consortium to raise awareness about diverse career education options at community colleges in those two regions.

The campaign centerpiece is a region-specific website for prospective students and employers that also serves as a beneficial tool for career counseling. Let the Find It. Be It. website do the heavy lifting for you!



**TRY IT NOW!**



**“We value our partnership with Clovis Community College. Businesses are always expanding, and they really enjoy having a local, strong workforce that’s being educated here at the college. Career education is a great business investment.”**

CHAMBER OF COMMERCE EXECUTIVE DIRECTOR  
**FOUND IT. SKILLED WORKFORCE**



# FIND IT. BE IT. WEBSITE

Find the career information you need to advise students, including:



Career quizzes that match interests to potential careers and colleges in your area



More than 100 short career videos featuring student success stories from the Central and Mother Lode regions



**JOB DESCRIPTIONS**



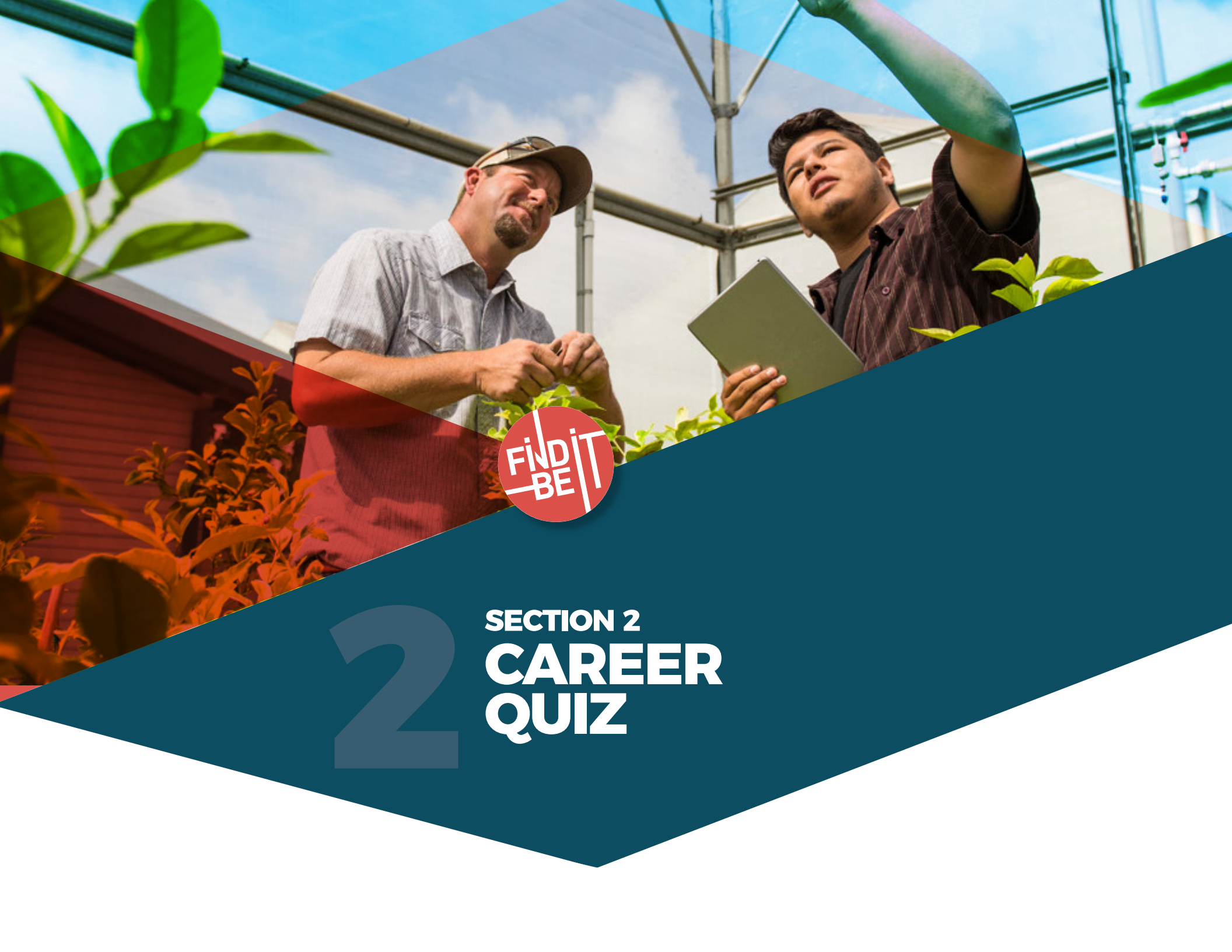
**MEDIAN ANNUAL SALARIES**



**ANNUAL JOB OPENINGS**



**FINANCIAL AID INFORMATION**



# 2

## SECTION 2 CAREER QUIZ



# CAREER QUIZ

Start with Career Quiz for undecided students.

## Career Quiz

What can I find? Take a quiz to find career suggestions based on your interests.

### Take the Quick-Start Quiz

Give us a general sense of your interests, and we'll match them with careers.

6 Question Quiz

### Take the More Detailed Quiz

Let us know how you feel about very specific types of work, and we'll find a career match.

20 Question Quiz

- Students choose between a 6-question quick-start quiz or a more detailed 20-question assessment.
- They receive instant feedback upon completing the quiz.



# THE 6-QUESTION QUIZ

TRY IT NOW!

## Career Quiz

PROGRESS

### You would like to...

- Work hands-on with objects, machines, tools, plants, or animals
- Work and play outside
- Use your physical or athletic abilities

No Way!

No.

Not Sure?

Yes.

Absolutely!

• Short version of the quiz presents broader interest choices, a few at a time.

• Students choose one of five statements, ranging from No Way! to Absolutely!

• Can be completed within a minute.

**GIVE IT A TRY NOW!**

# THE 20-QUESTION QUIZ



## Career Quiz

PROGRESS

You would like to...

- Build kitchen cabinets.

No Way!

No.

Not Sure?

Yes.

Absolutely!

• Presents more specific job interests than the shorter quiz.

• Can be completed within five minutes.



3

SECTION 3  
QUIZ  
RESULTS



# QUIZ RESULTS

## Assessment Results

We are all a mix of characteristics. Your strongest characteristics are:



### Artistic

Artistic people are very creative, original, and individualistic. They like to be different and strive to stand out from the crowd. They like to express their personalities by creating new and different things with words; with music; with materials, ... [More](#)



### Enterprising

Enterprising people are self-confident, outgoing, and optimistic. They like to organize, direct, and control the activities of groups. They are ambitious and like to be in positions of authority. They place a high value on status, power, money, and m... [More](#)



### Social

Social people are friendly and outgoing. They are cooperative and enjoy working with and being around other people. They are understanding and insightful concerning the feelings and problems of others. They like to be helpful to others by serving in ... [More](#)

## YOUR TOP CAREER MATCHES ARE...



100%  
Match

### Education and Training

Planning, managing and providing education and training services, and related learning support services.



[MORE](#)



85%  
Match

### Human Services

Preparing individuals for employment in career pathways that relate to families and human needs.



[MORE](#)



60%  
Match

### Business, Management and Administration

Business Management and Administration careers encompass planning, organizing, directing, and controlling the activities of an organization to efficient and effective use of resources. [More](#)



- Quiz results are displayed by career cluster, with 16 clusters appearing in ranked order.
- 100% represents the closest career match and is displayed at the top of the list.

# QUIZ RESULTS

1. CLICK ON A CAREER CLUSTER FOR A DROP-DOWN OF JOB AREAS

## YOUR TOP CAREER MATCHES ARE...

100%  
Match

### Education and Training

Planning, managing and providing education and training services, and related learning support services.



Teaching and Training

93%  
Match



Education Administration

88%  
Match



Professional Support Services

76%  
Match

LESS ^

85%  
Match

### Human Services

Preparing individuals for employment in career pathways that relate to families and human needs.



MORE v

69%  
Match

### Business, Management and Administration

Business Management and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business Management and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations.



2. CLICK ON A JOB AREA



Teaching and Training



Education Administration



Professional Support Services

# QUIZ RESULTS

Each job includes a summary of the job duties, median annual wage and top entry-level education.

## 3. BROWSE JOB OPTIONS

### Assessment result details

#### Teaching and Training

People with these jobs instruct students in school, sports, and various vocational skills.

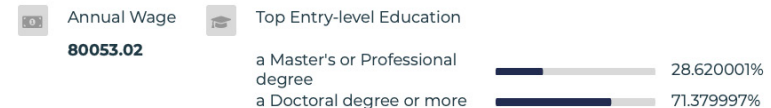
##### Historians

Research, analyze, record, and interpret the past as recorded in sources, such as government and institutional records, newspapers and other periodicals, photographs, interviews, films, electronic media, and unpublished manuscripts, such as personal diaries and letters.



##### Business Teachers, Postsecondary

Teach courses in business administration and management, such as accounting, finance, human resources, labor and industrial relations, marketing, and operations research. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.



##### Computer Science Teachers, Postsecondary

Teach courses in computer science. May specialize in a field of computer science, such as the design and function of computers or operations and research analysis. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.






# QUIZ RESULTS

- A list of colleges that offer programs leading to that job.
- A text link for each college that sends users to a lead-generation form where they provide their contact information and area of interest. Users also can link to the college website from the page with the form.

## 4. CLICK ON A JOB FOR:




**Computer Science Teachers, Postsecondary**  
Learn more about what this program has to offer.

AVAILABLE PROGRAMS

**Computer Science**  
AA Degree, AS-T Degree, Certificate of Achievement

Below are institutions that provide this program.

Modesto Junior College  
San Joaquin Delta College





# 4

## SECTION 4 SEARCH BY CAREER CLUSTERS

 **TRY IT NOW!**

# SEARCH BY CAREER CLUSTER

## What can I Be?

Find about Careers in:



### Agriculture, Food and Natural Resources

The production, processing, marketing, distribution, financing, and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.



MORE ▾

### Architecture and Construction

Careers in designing, planning, managing, building and maintaining the built environment.



- If students already know their area of interest, bypass the quiz and go straight to **Explore Good-Paying Jobs.**
- Jobs are grouped by **16 career clusters.**





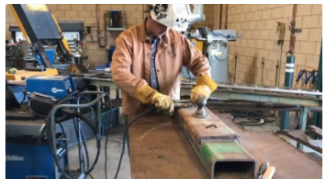
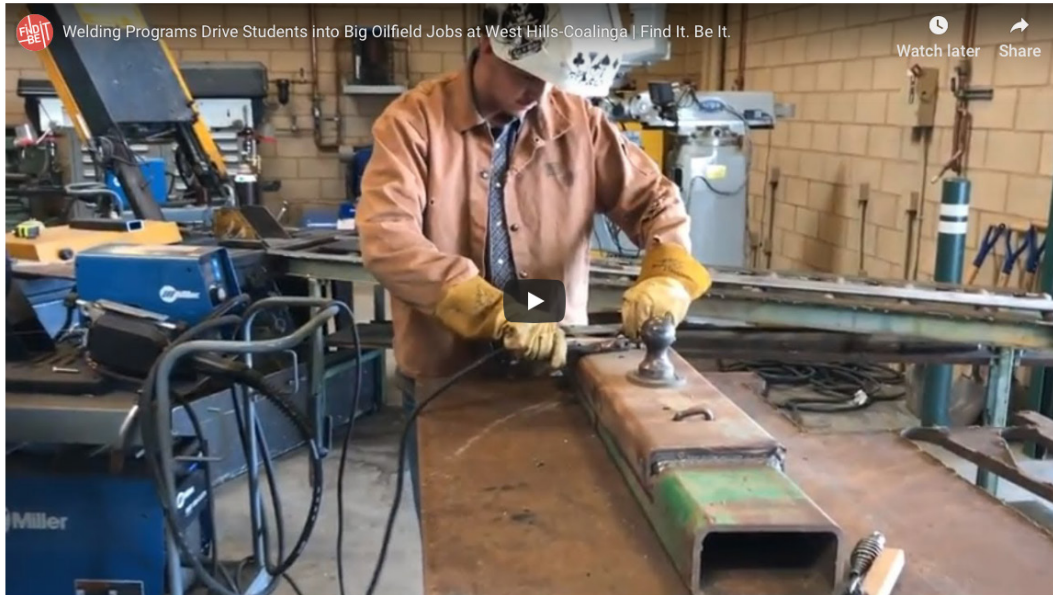
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SECTION 5  
**CAREER  
VIDEOS**

# CAREER VIDEOS

## STUDENTS: FIND YOUR STORY HERE

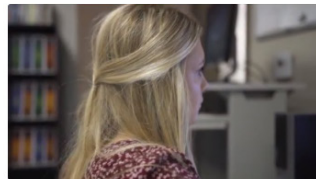
Career Education – Find It. Be It. College Your Way



Welding Programs Drive Students into Big Oilfield Jobs at West Hills-Coalinga | Find It. Be It.



Maker Adds to Blacksmith Skills with Welding Technology Program at Taft College | Find It. Be It.

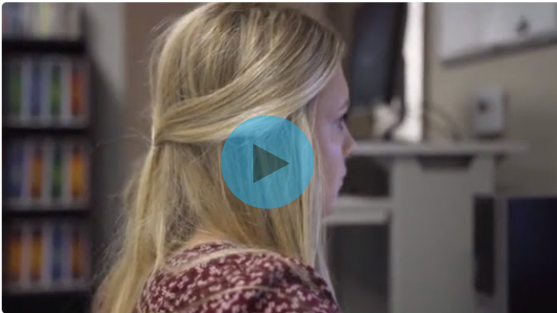


Women in IT, Cyber Security Programs Are One Step Ahead at Porterville College | Find It. Be It.

- Once students have identified an area of interest, lead them to Find It. Be It.'s robust video library.

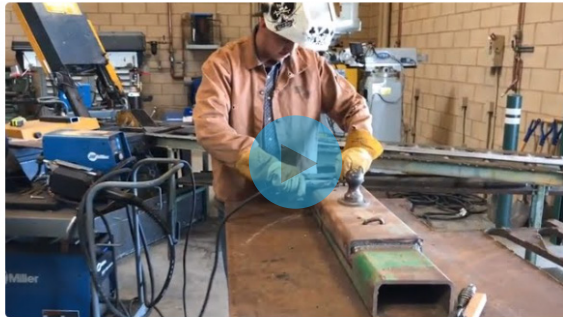
More than 100 short career videos are available on the site and feature students, alumni and faculty from Central and Mother Lode community colleges. Your students can find motivation and encouragement in the success stories shared by other area students and alumni in these videos.

# SAMPLE VIDEOS



Women in IT, Cyber Security Programs Are One Step Ahead at Porterville College | Find It. Be It.

[WATCH VIDEO](#)



Welding Programs Drive Students into Big Oilfield Jobs at West Hills-Coalinga | Find It. Be It.

[WATCH VIDEO](#)



Industrial Automation Inspires Bakersfield College Student to End Global Poverty | Find It. Be It.

[WATCH VIDEO](#)





6

SECTION 6  
**WRAP-UP**



## **WRAP-UP**

We want to make it easy for you to help students find their career fit. Make the Find It. Be It. website your go-to tool during counseling sessions or when providing students with resource referrals so they can explore on their own. The path to good-paying jobs for more Central and Mother Lode residents starts with good career information that leads them to the regional community colleges that offer the programs they need.