

The TFS Career Tree™ Tools and Materials

EDUCATION WITH PURPOSE™
CAREER TREE™

As a groundbreaking strategy and classroom tool, the TFS Career Tree™ gives us a fresh way to engage students in an ongoing dialogue and communicate the expanded opportunities and competitive advantage that CTE delivers. It's Education with Purpose™ — made simple!

Below you'll find the **Professionally Developed Tools and Services** you need to make the Career Tree come alive in your classrooms. Customized to your brand, these high-color, high-quality materials are designed to resonate with your audience for a lasting impact.

Implementation/Limited Use License

\$1200/year

This implementation fee includes the first year's limited use license at no charge, giving your organization the legal right to use the intellectual property of the Education with Purpose™ philosophy and Career Tree™ tools. For each successive school year, a \$1,200 continuation fee for the limited use license is required.

Curriculum Guide

Included with Limited Use License

Your comprehensive manual for effectively using the Career Tree with students and other audiences. Completely branded to your organization's logo and look.

Wall Graphics

• 6' x 4': \$185/Ea. (recommended) • 4.5' x 3': \$155/Ea.

As the focal point of your ongoing conversations, these dry-erase and repositionable wall graphics remind the students of the Career Tree during every class period. Included with your order is our program worksheet to map out the many career opportunities that we'll place on your customized wall graphic. The larger wall graphic is recommended to accommodate more leaf stickers.

Academic Classroom Wall Graphics

• 3' x 2': \$94/Ea.

These wall graphics, designed specifically for academic classrooms, help teachers integrate the Career Tree philosophy into the dialogue with students by driving home the relevance of both academic and career skills. Instead of showing specific careers, these graphics inspire students by displaying the education needed to reach each level of the Tree. Dry erase and repositionable.

Stickers

■ **Leaf Stickers:** \$2.25/Sheet of 12

These dry-erase, repositionable leaf stickers allow students to write their names and career choices to visually plot their position on the Tree wall graphic. Students are able to change their career choice and position at any time.

■ **Blossom Stickers:** \$2.25/Sheet of 9

Inspire your students with these dry-erase, repositionable blossom stickers that represent the successful careers of program graduates. Ideal for use when connecting your class with alumni.

Banners

35.5"x 83.25": \$345/Ea.

These banners will heighten awareness of the Career Tree at Career Fairs, Showcases, Expos, Parent Nights, College Fairs, Chamber Meetings, and other events, as well as throughout your facilities.

Classroom Worksheets

- \$15/25-Pk.
- \$55/250-Pk.
- \$25/50-Pk.
- \$100/500-Pk.
- \$35/100-Pk.

■ Student Worksheets:

Use these worksheets with students to research careers and start envisioning their branches.

■ Branch Report Worksheets:

These worksheets will enable students to take a deeper dive and structure their class presentations.

Professional Development

Please call for pricing

TFS company founder Mark C. Perna and the TFS team will help your organization craft an overarching culture of excellence.

Implementation Support

Please call for pricing

Through personalized consultation, the TFS team will guide your organization in the set-up and implementation of the Career Tree in your classrooms and culture.

To learn more about our products and services, contact the TFS team at 330.840.2680 or visit TFSresults.com.

The Education with Purpose™ Career Tree™ name, image, philosophy, and strategies are copyrights of Mark C. Perna and TFS.

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Introducing The Career Tree™

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The Career Tree™ Helps Students...

- Discover what they love to do
- Explore their career and college options
- Make the most of their time in school
- Get the competitive skills and experience to succeed

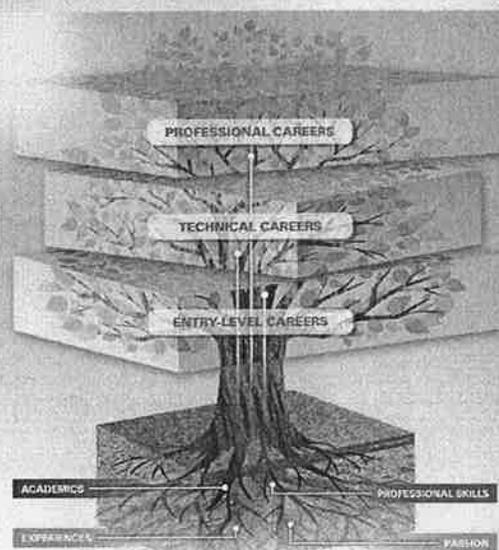


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Here's What It's All About:



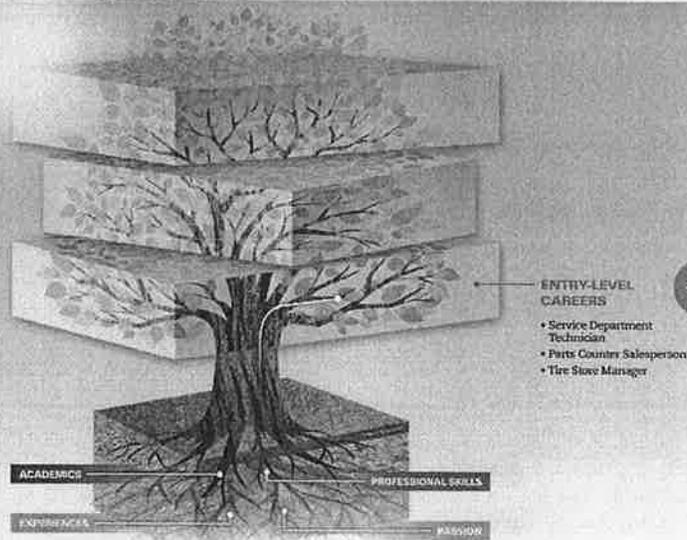
- Every career program is the trunk of a Career Tree
- Every branch represents a career or occupation
- The root system is Academics, Professional Skills, Experiences, and Passion

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Level 1: Entry-Level Careers



AUTOMOTIVE TECHNOLOGIES

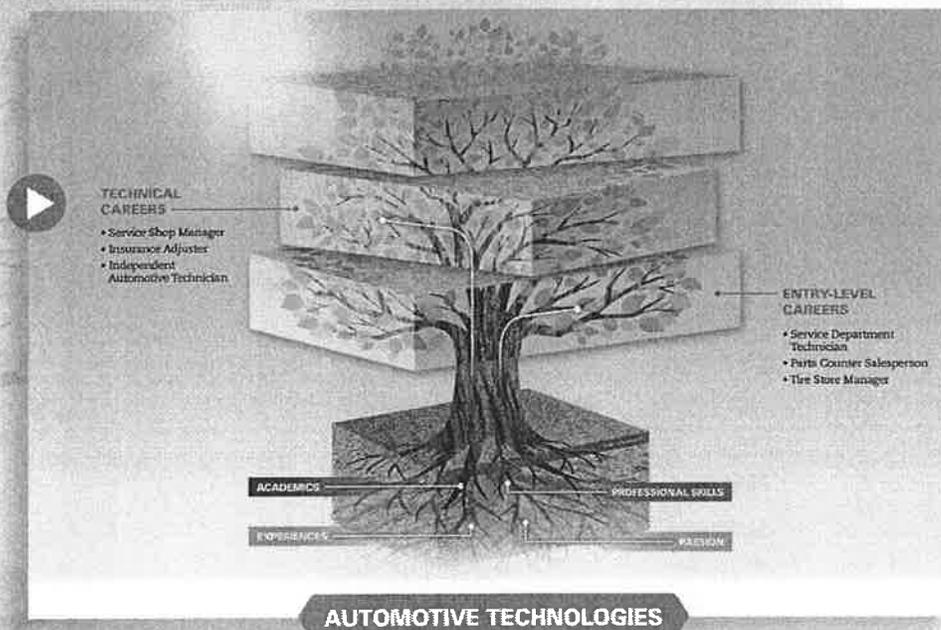
- Example: **Automotive Technologies** Program is the trunk
- First set of branches: **Entry-Level Careers** that students unlock by completing the career program
- Make a great career here or reach for another branch; it's their choice
- They can earn a better wage now to fund further education

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Level 2: Technical Careers



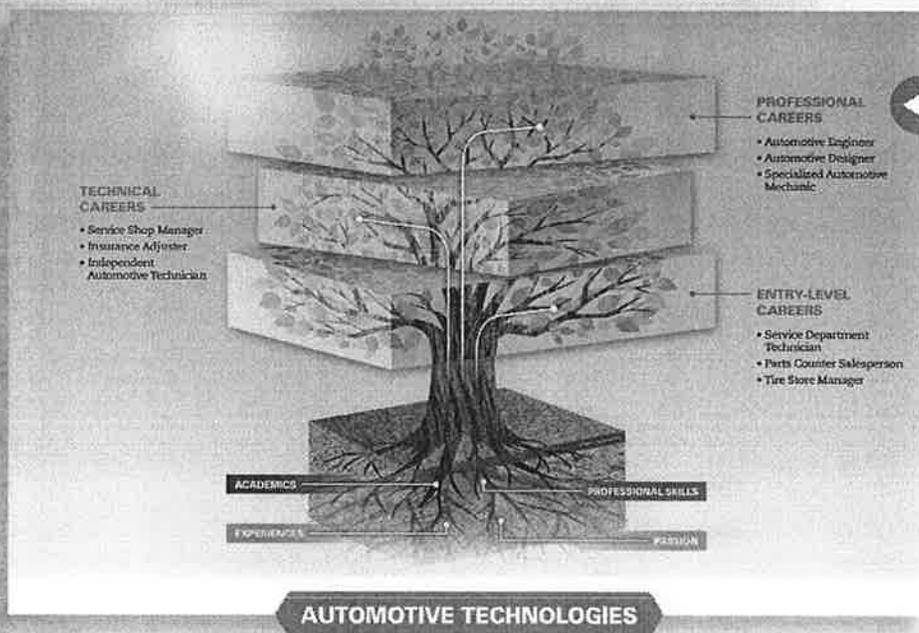
- Second set of branches: **Technical Careers**
- Students unlock the **Technical Careers** by completing an associate's degree, advanced certification, apprenticeship, or by gaining relevant work experience
- Make a great career here or reach for another branch; it's their choice
- Their career program experience gives them an extra edge

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Level 3: Professional Careers



- Third set of branches: **Professional Careers**
- Students unlock the **Professional Careers** by completing a four-year or master's degree, or specialized training
- They can go as high as they want; it's their choice
- It all starts with a strong trunk!

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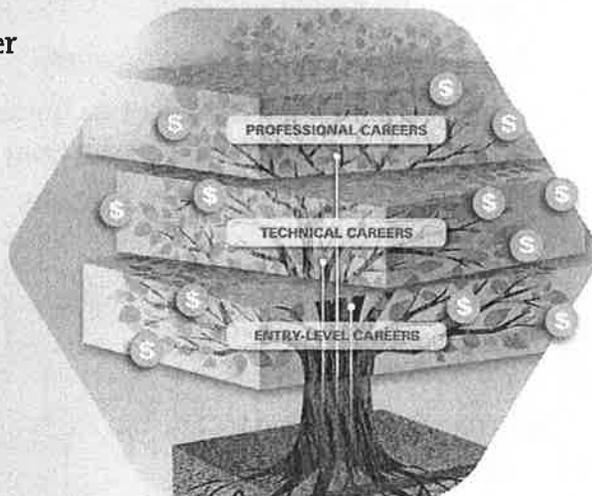


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What's the Difference Between the Levels?

- The only difference between levels is the education it takes to unlock them
- There's no strict correlation between income/lifestyle and branch level
- Example: Electrical Engineer (Professional level) requires more education vs. Electrician (Technical level), but Electrician's salary averages double that of Electrical Engineer, with little to no college debt

Example: Average Salary



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Why is the Career Tree™ Valuable?

With the Career Tree™, students can:

- Choose where to go on the Tree
- Experience Education with Purpose™ that makes learning relevant to real life
- Try things out before they commit
- Often complete a tuition-free technical program in high school in time for graduation
- Enjoy school and gain confidence in their choices
- Save money by investing wisely and purposefully in additional education
- Expand their college/ career opportunities and get ahead



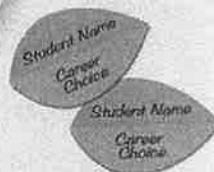
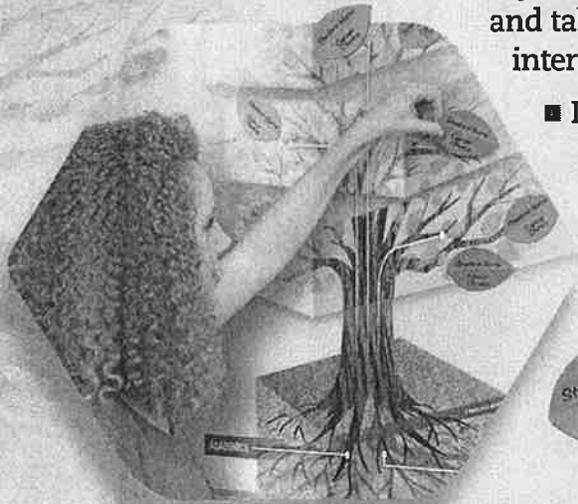
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How Do Students Pick a Branch?

- The class will discuss the Tree together, research careers and lifestyles at each level and report back
- They'll listen, explore, and talk about what interests them
- Leaf Stickers allow them to visually plot their spot on the Tree
- They can change their minds at any time



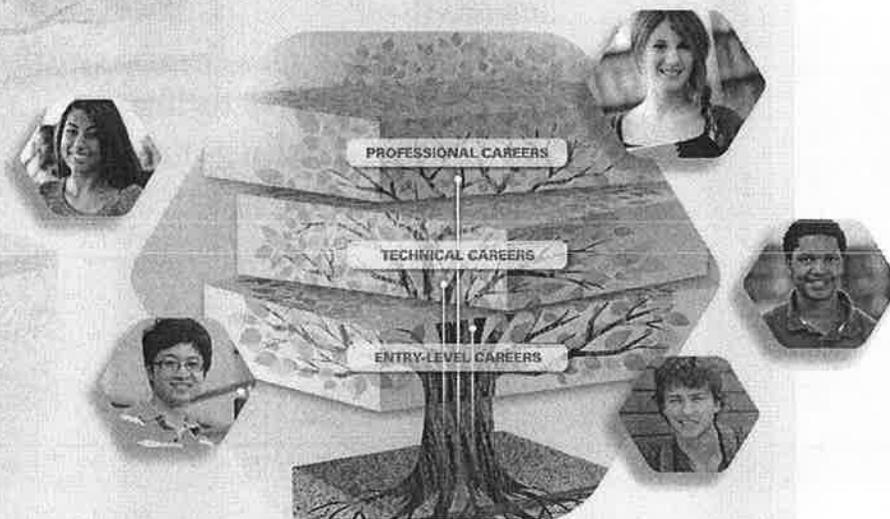
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There's No Wrong Branch

- Every career branch has great possibilities
- It's all about students discovering what they love to do
- They'll find which branch is right for them based on their unique interests, talents, and abilities



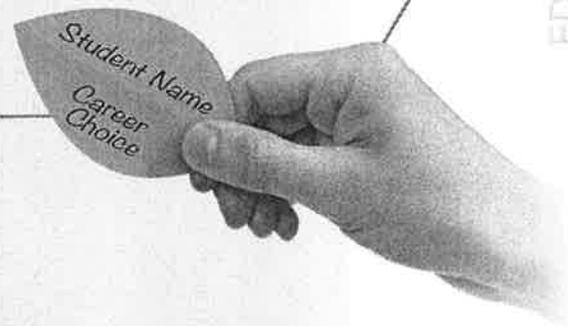
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Help Your Students Experience
the Career Tree™ and Grow Their
Opportunities Today!



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