CLASS 3: Career Analysis 100 pts + HW 2 due THURS 9/5  
Exercise: pic and search history: debrief

101 career project indeed.com glassfloor.com

P.A.R.T.S. of a solution/Intro to Analysis

--no warmup quiz today – READ this for THURS QUIZ 1  
(<http://newclassroom.com/101QUIZ1READING.htm> )

HW 1 due today if not already sent

**QUIZ 1 on THURSDAY!**

**The 5 W’s of a Story: Have they Changed in the 21st Century?**

**1)Most people have heard of the 5 W's Basics of a STORY**: Who, What, Where, When, Why  (and sometimes How).

Some argue, that because there is so much 'fake news' or stories made to convince you (marketing) or 'sell you' an idea, opinion, or product,  the new 5W's basics of a STORY for the 21st Century have been changed to:

**'WOW IS I': which stands for: (as listed in Treadstone 71 course)**

1)Who/What,   
2)Outlook (tone, agenda, point of view, what are they trying to do to you, audience?)   
3)Why Now (Timing)   
4)Impact So Far (what does the story change or support/diminishes)   
5)So What    
6)Implications (who and what does story affect)

**Look at the following story from AZ Central about Chandler Gilbert and careers:**  
[https://www.azcentral.com/story/sponsor-story/chandler-gilbert-community-college/2019/04/16/high-paying-jobs-arent-unreachable-community-college/3473443002/ (Links to an external site.)](https://www.azcentral.com/story/sponsor-story/chandler-gilbert-community-college/2019/04/16/high-paying-jobs-arent-unreachable-community-college/3473443002/)

**QUIZ 1 QUESTION SETUP (there will be 3 Q’s based on this and article on quiz)**

**A)On Discussion group 3: Cut and paste the below categories and fill them out BRIEFLY.**

(WOW IS I):

In this article about CGCC, briefly fill out, in your opinion 1-5 below:  
1)Who/What,   
2)Outlook (tone, agenda, point of view)   
3)Why Now (Timing)   
4)Impact So Far (what does the story change or support/diminishes)   
5)So What    
6)Implications (who and what does story affect)@

**B)Did the new 5W's (WOW IS I) help you figure out this article was actually a paid sponsored article (infomercial paid for by CGCC) rather than a newspaper reporting article?** Why or Why not?  
  
***C)If you google the author, TJ Gibson (enter into google: TJ Gibson AZ Central ), what's your impression of the author?  Are they real or a pen name for writing sponsor articles?***

**D)Does B and C change your opinion of the article or CGCC? Or do you think the new 5 W's are too paranoid? Explain briefly**

**E)How, if at all, do you think considering the new 5 W's ('WOW IS I') when you read an article (eg on vaccination, on a company you might work for, etc) might affect your sources for your research paper?@**

**CAREER SERVICES EXTRA CREDIT or OPTION B:   
SELFIE and 10-15 minutes visit at Career Services sent to** [**Miguel.fernandez@cgc.edu**](mailto:Miguel.fernandez@cgc.edu)

**for .   
OR… if at least 20/25 students do this…reduce 200 pt final paper research paper from 8 arguments to 7 arguments if done along with an inclass ‘brainstorm’ activity on**

**BY DUE DATE: THURS 9/5 11 pm**

***ASSESSMENT RESULTS*: \*\*88.3\*\*  
So we need at least an \_\_\_\_ to not have TWO weeks of grammar  
Assessment results (as a group): ???**

2) HW 2 due Tues Sept 3   
and Career Analysis DUE Thurs 9/5 Analysis Breakdown: Career Goals for a SPECIFIC profession

(give handout)

<http://www.newclassroom.com/HW2_ANDCAREER_ESSAY.docx>

**ENG101 HW2 due \_\_\_: Career postings Skills/functions list:**(answer on a separate paper or email..)

1)Imagine a career you find interesting.   
2)Look up a job posting online (indeed.com, monster.com, etc). Can be general or specific (nurse vs pediatric nurse).   
3)**List 5 skills, requirements, functions or qualities** the job posting says are necessary.  
4)for each,translate for yourself what you think each skill/quality means.

**For example CAREER**: Penetration tester:  
**SKILL/Function 1:**: ‘Establish and report on metrics to gauge penetration testing effectiveness’’  
**Meaning 1:** Report back what succeeded and what failed to exploit access into the internal network   
(Do rest of… #2, 3, 4, and 5 SKILLS + MEANING

Analysis Breakdown ESSAY (100pts)   
: Career Goals for a SPECIFIC profession (70pts breakdown quality + 30pts summary of analysis as essay)

This is a tracker sheet for an analysis breakdown related to career. Follow the instructions; enter answers directly in space provided or enter digitally and email back. **If you have completely no idea of a possible career**, choose one after a visit to career services: A)Firefighter B)Locksmith C)stock broker

I. Initial Research: 5 things done by those in this career

1)Go to <https://www.mymajors.com/career-list/>  
2)Click through a career

3) if necessary find something close, from suggested careers.

4)From the results, click on a link/ entry for 'job and career' information

5)Look at the 'what they do, ' JOB DESCRIPTION

6)**Copy 5 ‘what they do’** that strike you as important or that you didn't know.   
For each, translate into plain English that anyone could understand. Ask someone, use google, etc, to find meaning.

**Example:** 0a) What they do: “Implement new or improved supply chain processes”

0b) In plain English “means Find a new way to better connect between business-to-business”

1a)What they do:

1b) In Plain English this means:

2a)What they do:

2b) In Plain English this means:

3a)What they do:

3b) In Plain English this means:

4a)What they do:

4b) In Plain English this means:

5A)What they do:

5b) In Plain English this means:

II. Sample Majors

1)Google majors for this career or <https://www.mymajors.com/college-majors/>

2)List 1-3 majors that usually lead to that career. If there are no majors, list **why** you think this is.

MAJOR: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ MAJOR:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ MAJOR:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

III. Find a job posting

1)FIND A JOB POSTING for your profession that really looks interesting if you were qualified in 3+ years (try indeed.com monster.com, or google "<career name here> wanted ads", or use job search engine of your choice).

1)Choose 5 things from job description requirements of this job post  
2)For EACH REQUIREMENT, list/brainstorm/google what you could do to acquire skills for this requirement.

**1)Requirement 1:**

**How would you meet this?**

2) **Requirement 2**:

**How would you meet this?**

3) **Requirement 3**:

**How would you meet this?**

4) **Requirement 4:**

**How would you meet this?**

5) **Requirement 5**

**How would you meet this?**

IV. WAGES:

1a)List the Median annual wage, 1b)hourly wage, and 1c) total # employed in this field in the U.S.

V. DEEP RESEARCH: Find a Company

1)FIND A COMPANY for your profession that really looks interesting

2)Look up the Company on <http://Glassdoor.com>

**WRITE 5 PROS here:**

**WRITE 5 CONS here:**

VI. Write a Career plan Analysis as a 1-2 page 5 paragraph essay

**On a separate paper or attached as a document…**

Write a 1-2 page 5 paragraph essay following the model of page 7 of this full sample career plan analysis:

<http://www.newclassroom.com/careersample.pdf>

1)First para starts with: "The primary career I hope to have is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. See the example for rest….

2)2nd para: The most important job skills include ..... See the example; list at least 5.

3)3rd para: The things I will need to focus most upon to get to this position are .... See the example; list at least 2-3.

4)4th para: Greatest risks for me becoming a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(list 3). <Tell in 1-2 sentences, for each risk, why you are worried about these issues.5)5th para: <list 5 things> are why I would perfect in this profession, specifically working as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

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**PARTS approach to business situations and ideas**

3)APPLY PARTS approach before you ANSWER or do anything of considerable consequence (why? The fact that in business, it’s one shot / no drafts/ and IT’s ABOUT FIGURE IT OUT (at best) or TRICK QUESTIONS (competition forces))

P(roblem): IDENTIFY What’s the real Problem and subtext

Analysis: take problem apart, ID the potential audience(s), be careful of blind spots (risks)

R(esearch) : research also includes polling market, staff, coworkers, brainstorming etc

T(hesis): Your solution or take on a problem

S(olution): detailed with examples and troubleshooting (counterarguments) + right for specific audience (can be a pitch, a paper, a business plan, a presentation, a youtube video, etc)

**3B)SAMPLE PARTS for APP for V.K.s business:   
SAMPLE Business pitch question: How do you capture and share a once in a lifetime vacation?**

**Your company has envisioned and created a prototype one-stop technology-and-app driven unique multimedia/social media shareable/ repository for memories and experiences created on expensive longer vacations, ready for license by cruise lines, excursions, hotels, etc. You are almost out of venture capital and need to ‘sell’ to a major client.**

**HEY YOU STUDENTS: WHAT ARE THE P.A.R.T.S? to this new business service?**

**3C)Demo the VICTOR presentation**

**4)HW 1: DUE TODAY if not already sent! THURS: 7 steps of WritingProblem:**

**WHAT is the apparent problem and REAL question/problem:** What is the REAL question/the goal/the purpose/what are you try to prove or solve?   
Be aware of SUBTEXT…the motives and ‘side effects’ of the problem…  
eg Hiring Committee mistake…Where do you see yourself in five years? Real purpose was to filter out… example 2: lawyer: ‘how often do you beat children’

***A****. Sample find the Problem*:

**a)Iphone vs Android:** Which should you buy?

Which should you buy for someone with a mac book and Ipad?

Which should you buy your 80 year old relative?

Now what if…\*\*\*You are contracting for your company: ten for executives + 300 for salespeople who’s job function depends on phone access?\*\*\*

What’s the apparent/superficial problem?? What’s the REAL problem?  
What’s the real problem if you are cash strapped?  
What’s the real problem if you hate Iphone but your IT Director loves Iphone?

\*You just exercised analysis ;

\*You just used Critical Thinking