



[PTA Goes To Work]

Leader's Guide

In partnership with the U.S. Department of Labor,
Employment & Training Administration

PTA[®]
everychild.one voice.[®]

Dear PTA Leader,

The importance of parent involvement in a child's career development has always been vital to the overall success of that child. A parent's influence can range from helping children understand their strengths and talents to later providing advice and support in making the most out of high school and to matching interests to career choices or choosing between college or other career development options.

A recent study by ACT®, an organization that provides resources and services that support education and workplace success, found that high school students planning to enter the workforce after they graduated needed academic skills similar to those of students planning to enter college. The key is making sure that every young person has the best career information available and the skills necessary to make good decisions, as they prepare for their future. These skills will open up new opportunities never imagined and give them the confidence to succeed in school and in life.

PTA, in partnership with the U.S. Department of Labor, Employment & Training Administration has developed **PTA Goes To Work**, a career information campaign designed to help families and schools make the connections between education and career planning. As part of this campaign, we developed a career planning toolkit for you to provide parents and students with the latest planning tools and resources to help them make the best choices in preparing our children for the world of work in the 21st century.

Sincerely,

Jan Harp Domene
PTA National President

Emily Stover DeRocco
Assistant Secretary,
Employment & Training Administration

Help Them See Their Future

As a PTA leader, you are in a unique position to help ensure that students in your school community have the information they need to make sound decisions about their education and career pathways. You are also well-positioned to work in collaboration with others, including parents, teachers, guidance counselors, school administrators, local businesses, community leaders, One-Stop Career Centers, community colleges and universities, chambers of commerce, and faith-based and community organizations, to develop strategies that promote the importance of helping children at every age connect their learning to the world of work through career exploration and planning.

PTA Goes To Work is a national effort to raise awareness about career opportunities in the 21st century. PTA, in partnership with the U.S. Department of Labor (DOL), Employment & Training Administration developed a career planning toolkit containing information and resources that will help parents and students successfully navigate the vast amounts of available career planning information. The *PTA Goes To Work Career Planning Toolkit* (CD-ROM) consists of many reproducible materials including:



- **Leader's Guide/ Guía de Líderes** (English/Spanish combined)



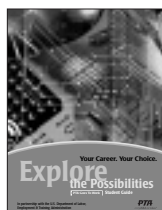
- Downloadable copies of **InDemand Magazine**, connecting today's students with the careers of tomorrow (English)



- **Parent Guide** (English) and **Guía de Padres** (Spanish)



- **Registered Apprenticeship Trends in Seven Industries** brochure (English)



- **Student Guide** (English) and **Guía de Estudiante** (Spanish)



- **We'll Show You the Road to Your Professional Success/ Te mostramos el camino a tu éxito profesional** brochure (English/Spanish combined)



- **Career Voyages** flier (English)



- **What is Job Corps?** flier (English) and **¿Que es Job Corps?** (Spanish)

How to Share These Resources

As a first step, we encourage you to make enough copies of the Parent Guide and Student Guide for each family in your school. The guides should also be given to your principal and guidance/school counselor. Your principal may even be interested in making the copies for you. Be sure to add a customized cover to the guides that includes the name of your school, your PTA unit logo, or even the school mascot or logo. There may even be a local business or community organization interested and willing to help with the printing costs. You may want to consider putting an electronic copy of each guide and other resources on the computers in your school's library or media center.

Here are other ideas for sharing the resources in the toolkit with your school community:

- Choose one of the topics in the Parent Guide or Student Guide for discussion at PTA meetings throughout the year.
- Encourage parents, teachers, students, and guidance counselors to use the resources during parent-teacher conferences, discussions about course selections, and while exploring options for summer jobs or internships.
- Make copies of the resources available at college and job fairs for youth.
- Ask school staff to display posters and other information in highly visible locations throughout the school, including hallways, the cafeteria, counseling centers, and career preparation classrooms.

One-Stop Career Center

We also encourage you to contact your local One-Stop Career Center through the DOL's toll-free helpline at (877) US2-JOBS (872-5627) or TTY (877) 889-5627 to find a Center nearest you. The Centers are available to assist with:

- Presenting information to parents and/or students about career trends in your state or local community,
- Linking students to community employment and internship opportunities, and
- Informing parents and students about other important training opportunities.

PTA and DOL believe that all parents want their children to grow up to be successful, happy adults. But, speaking for parents who have "lived and learned," we also know that simply *wanting* good things for our children isn't enough. We have to help them find their way. We hope this toolkit will be helpful to you and the families in your school. Now, let's get started!