



**SCK LAUNCH** is a collaborative community approach focused on supporting students in launching their careers. **SCK LAUNCH** prepares students by providing opportunities to explore their interests, experience relevant work and connect with the real-world. Student-led leadership will provide students an opportunity to develop soft skills and apply the principles of leadership. Armed with knowledge, along with career and employability skills, students will be on a career pathway leading to nationally portable credentials in high-demand, high-growth sectors throughout our region and beyond. **SCK LAUNCH** empowers all students to leverage their options upon graduation.

# LEARNING ABOUT UNIQUE + NEW CAREERS HERE



**THE FUTURE SUCCESS OF OUR ECONOMY  
RESTS IN THE HANDS OF TODAY'S STUDENTS**

# THE SEVEN HIGH GROWTH HIGH DEMAND SECTORS IN OUR REGION ARE



**BOWLING GREEN IS RANKED #1 NATIONALLY #1 FOR OPEN POSITIONS WITH 7500 MORE THAN 9000 EMPLOYEES WILL BE NEEDED BY 2020**

ACCORDING TO EXPRESS EMPLOYMENT PROFESSIONALS

**88%** OF EMPLOYERS REPORT LIMITED ACCESS TO SKILLED WORKERS AS A BARRIER TO EXPANSION.

**74%** OF EMPLOYERS ARE CONCERNED ABOUT MAINTAINING A SKILLED AND MOTIVATED WORKFORCE.

**63%** OF EMPLOYERS WORRY ABOUT THE EMPLOYABILITY AND WORK ETHIC SKILLS OF AVAILABLE CANDIDATES.

AN URGENT CALL TO ACTION SOURCE: BOWLING GREEN AREA CHAMBER OF COMMERCE

**75%** OF EMPLOYERS REPORT MAJOR PROBLEMS FINDING QUALIFIED PEOPLE TO FILL JOBS

**65%** OF JOBS TODAY REQUIRE SOME FORM OF POST-HIGH SCHOOL EDUCATION

STRONGER NATION: POST SECONDARY LEARNING BUILDS TALENT THAT HELPS US RISE SOURCE: LUMINA FOUNDATION

**45.3%** DEGREE ATTAINMENT OF WORKING AGE POPULATION (AGES 25-64) IN UNITED STATES. (ALL POST-SECONDARY CREDENTIALS)

**42.5%** DEGREE ATTAINMENT OF WORKING AGE POPULATION (AGES 25-64) IN KENTUCKY (ALL POST-SECONDARY CREDENTIALS)

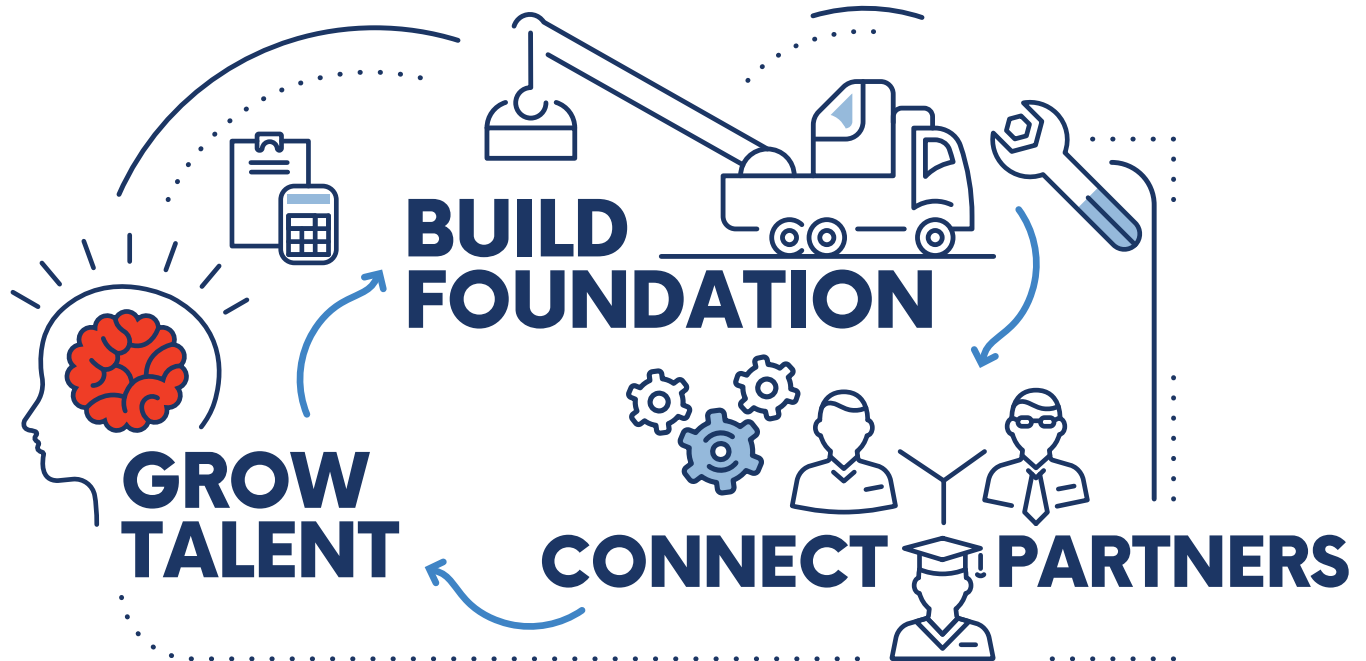
**33.7%** KENTUCKY RESIDENTS (AGES 25-64) HIGHEST DEGREE IS HIGH SCHOOL OR EQUIVALENT.

AMERICAN COMMUNITY SURVEY SOURCE: U.S. CENSUS BUREAU

# GROWING OUR OWN

## ENHANCING TALENT AND WORKFORCE PIPELINE THROUGH INDUSTRY INVOLVEMENT

We believe education is taking the smart approach. Our districts rank high in Kentucky and the U.S. because of our region’s commitment to strong community values, supportive business leaders and parent involvement. **SCK LAUNCH** will provide our young people a wealth of knowledge about engaging careers here. Through the application of the Franklin-Covey principles of leadership, students will build the work ethic foundation employers are seeking. Education lays the foundation for a prosperous community by developing young people who are career-wise and lifelong learners.



# EVERY STUDENT WILL GRADUATE WITH CAREER-RELATED EXPERIENCE

## STRATEGY

SCK LAUNCH GUIDING PRINCIPLES PROVIDE THE TOUCHSTONE FOR PRACTICES THAT EFFECT THE VISION FOR EVERY GRADUATE

### PROVIDE MEANINGFUL OPPORTUNITIES

EXPLORE, EXPERIENCE AND CONNECT TO BUILD CAREER SKILLS AND KNOWLEDGE

#### TACTICS

SCK LAUNCH EXPERIENCE  
CAREER SHADOWING  
EDUCATOR EXTERNSHIP  
JOB FAIR

### SUPPORT CONTINUING EDUCATION

SUPPORT ATTAINMENT OF NATIONALLY-PORTABLE CREDENTIALS AND POST SECONDARY COURSES

#### TACTICS

CAREER PATHWAYS  
CAREER-FOCUSED MODELS

### SUPPORT STUDENT-DRIVEN LEADERSHIP

BUILDS SELF-AWARENESS, EMPOWERMENT AND A CAREER-WISE GRADUATE

#### TACTICS

LEADER IN ME (K-8)  
STUDENT AMBASSADORS  
EMPLOYABILITY SKILLS  
WORK ETHIC CERTIFICATION

## SUCCESS MEASURES

### SHORT TERM

NUMBER OF EDUCATORS PARTICIPATING IN EXTERNSHIP

NUMBER OF STUDENTS PARTICIPATING IN CAREER SHADOWING

NUMBER OF STUDENTS PARTICIPATING IN SCK LAUNCH EXPERIENCE

NUMBER OF BUSINESSES PARTICIPATING IN CAREER SHADOWING & EDUCATOR EXTERNSHIPS

### LONG TERM

STUDENTS GRADUATING PREPARATORY IN A CAREER PATHWAY

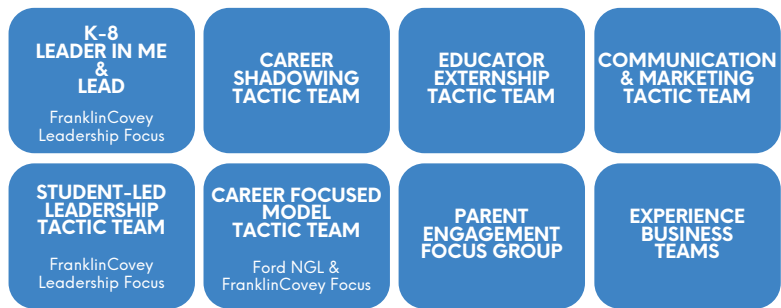
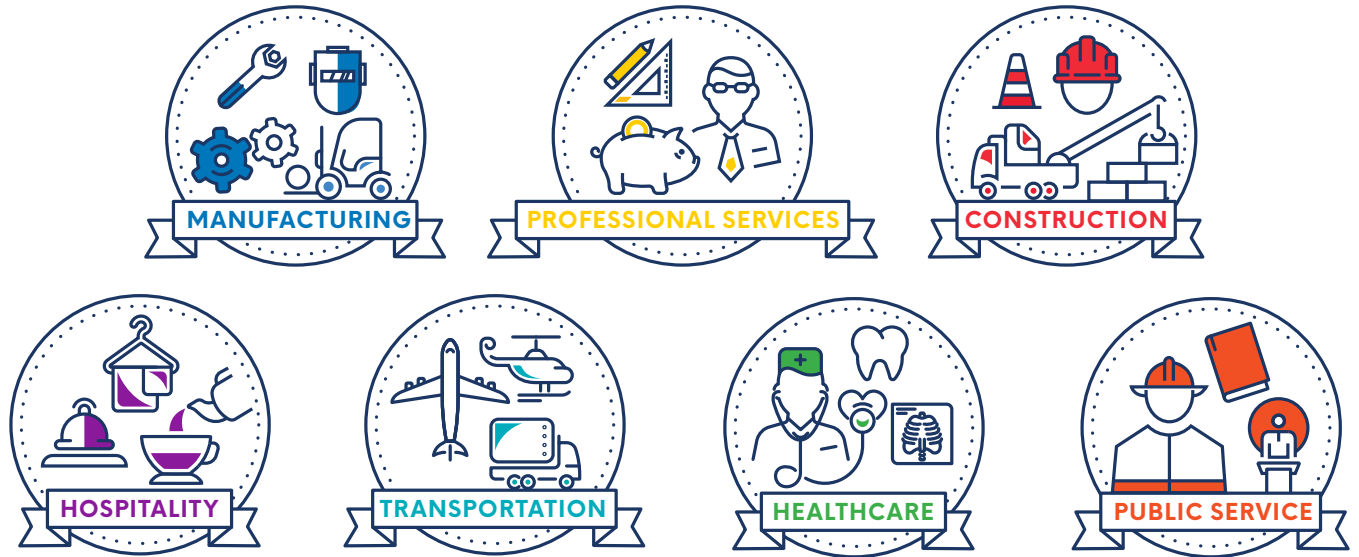
STUDENTS GRADUATING WITH INDUSTRY CREDENTIALS

NUMBER OF AP TEST TAKERS

NUMBER OF STUDENTS WHO GRADUATED WITH SIX OR MORE POST-SECONDARY CREDITS

GRADUATION & ATTENDANCE RATES

**SECTOR ALLIANCES: TALENT PIPELINE MANAGEMENT**





**GLOBAL-MINDED**

- Possesses the skills to function productively in a global, interdependent work environment
- Appreciates and is able to learn and work with varying social and cultural backgrounds
- Is a responsible team member and contributes to the prosperity of the community and workplace
- Leverages others' perspectives and insights to increase engagement and contribution to develop solutions

**EMPLOYABILITY SKILLS**

TEAMWORK, INTEGRITY, RESPECT, DECISION MAKING, CONFLICT RESOLUTION, CULTURAL PROFICIENCY



**EMOTIONAL INTELLIGENCE**

- Understands own talents, strengths, challenges and aspirations to navigate and self-advocate for career mobility
- Develops a sense of initiative and entrepreneurial skills to adapt and bring innovation to an organization
- Possesses the initiative to manage fluid goals and time; work independently; and leverage others' strengths to work creatively and collaboratively toward a goal
- Communicates thoughts, ideas and plans with clarity and purpose using written, verbal, nonverbal and visual skills or methods

**EMPLOYABILITY SKILLS**

SELF-AWARENESS, INITIATIVE, SELF-ADVOCATE, DEPENDABILITY, RELIABILITY, PROFESSIONALISM, PLANNING & ORGANIZING, RELATIONSHIP BUILDING



**LIFELONG LEARNER**

- Possesses self-motivated pursuit of knowledge that enhances inclusion, citizenship, development and employability
- Navigates a changing employment landscape that requires ongoing learning to build on knowledge and develop new skills
- Readily accesses, adapts and applies knowledge and skills to be productive and innovatively solve problems
- Can continuously adapt to accelerating technologies to maximize performance and collaboration across digital networks

**EMPLOYABILITY SKILLS**

ADAPTABILITY, COMMUNICATION, APPLIED KNOWLEDGE, CRITICAL THINKING, PROBLEM SOLVING, PROFESSIONAL GROWTH



# HIGH SCHOOL

## CAREER

FOCUSED MODELS & PATHWAYS



CAREER SHADOWING

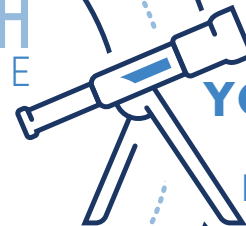


YOUSCIENCE  
CAREER INVENTORY

SCK LAUNCH  
STUDENT AMBASSADORS

# MIDDLE SCHOOL

FRANKLIN COVEY  
LEADER  
IN ME



YOUSCIENCE  
CAREER  
INVENTORY

# ELEMENTARY SCHOOL

LEADER  
IN ME



# WORKING DEFINITIONS

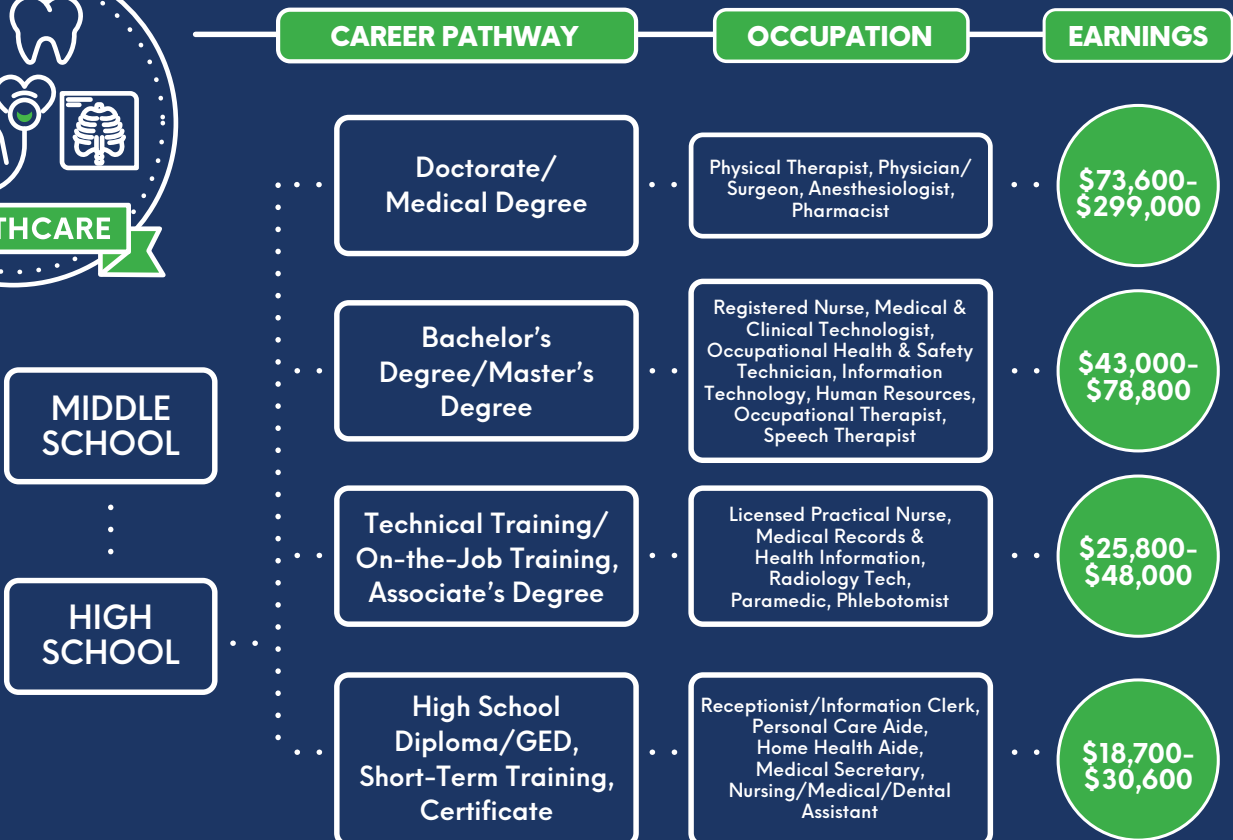
MODEL COMPONENTS	OVERVIEW	POPULATION SERVED	CORE PURPOSES
STUDENT-LED LEADERSHIP	Building upon The Leader in Me and the principles of leadership, student-led leadership is a process through which students strive to become career-wise, contributing members of the community. Students develop leadership skills necessary to drive their future.	MIDDLE SCHOOL & HIGH SCHOOL STUDENTS	Support students in developing and applying essential employability soft skills
SCK LAUNCH EXPERIENCE	SCK LAUNCH Experience is a hands-on, day-long, energetic career expo for eighth-grade students that takes place following a custom, eight-lesson curriculum.	8TH GRADERS	Expose students to careers and the world of work.
CAREER-FOCUSED MODEL	A Career-Focused Model is a small, personalized, learning community within a high school that links academics and real-world relevance to a specific career pathway and business sector.	HIGH SCHOOL STUDENTS	Develop deeper learning through career-relevant content.
CAREER SHADOWING	Career shadowing is a job-related experience where students spend time observing professionals on the job.	SMALL GROUPS OF 11TH & 12TH GRADERS	Expose students to how academic and leadership studies translate into workplace relevance
CAREER INTERNSHIP; CO-OP	Internships/co-ops are a type of experiential learning, allowing students to expand classroom learning, gain new skills and acquire knowledge in the world of work.	STUDENTS SEEKING EXPERIENCE IN A SPECIFIC FIELD	Expose students to a career field and develop professional skills
LAUNCH JOB FAIR	Provides employers and recruiters an opportunity to share information with potential employees. High school students connect with local businesses to find employment and co-op/internship opportunities. High school seniors may apply for entry-level positions.	11TH & 12TH GRADERS	Connect high school students to employers and organizations
CAREER READY LESSONS	Students learn specific employability skills and receive tips from people working in the field.	HIGH SCHOOL STUDENTS	Develop employability skills
WORK ETHIC CERTIFICATION	The Work Ethic Certification is awarded to seniors who complete a series of defined accomplishments and engage in activities that foster career readiness.	12TH GRADERS	Support student transition
FRANKLIN COVEY LEADER IN ME & LEAD	Teaches 21st century leadership and life skills to students and creates a culture of student empowerment based on the idea that every student is a leader of their own life.	ELEMENTARY SCHOOL & MIDDLE SCHOOL STUDENTS	Teaches leadership skills
EDUCATOR EXTERNSHIP	Educator Externships allow educators to immerse themselves in local businesses to gain a deep understanding of what their students need to succeed in those environments.	MIDDLE SCHOOL & HIGH SCHOOL TEACHERS	Inform about current and emerging career opportunities and business demands



# THE TOP 10 HIGHEST DEMAND POSITIONS IN SOUTH CENTRAL KENTUCKY

OCCUPATION/POSITION DESCRIPTION	MINIMUM REQUIRED EDUCATION	AVERAGE ANNUAL SALARY
Personal Care/Home Health Aide	PSE/Certificate	\$20,000
Nursing Assistant	HSD/GED/SST*	\$22,000
Receptionist and Information Clerk	HSD/GED/OJT	\$23,600
Medical Assistant	HSD/GED/SST*	\$26,500
Medical Secretary	HSD/GED/SST	\$26,900
Licensed Practical and Licensed Vocational Nurse	PSE/Certificate*	\$36,200
Registered Nurse	Associate's Degree*	\$56,800
Occupation/Speech Therapist	Master's Degree	\$73,000
Physical Therapist	Doctorate	\$86,700
Physician and Surgeon	Medical Degree	\$233,000

HSD: High School Diploma | OJT: On-the-Job Training | PSE: Post-Secondary Education | SST: Short-Term Training | GED: General Education Development  
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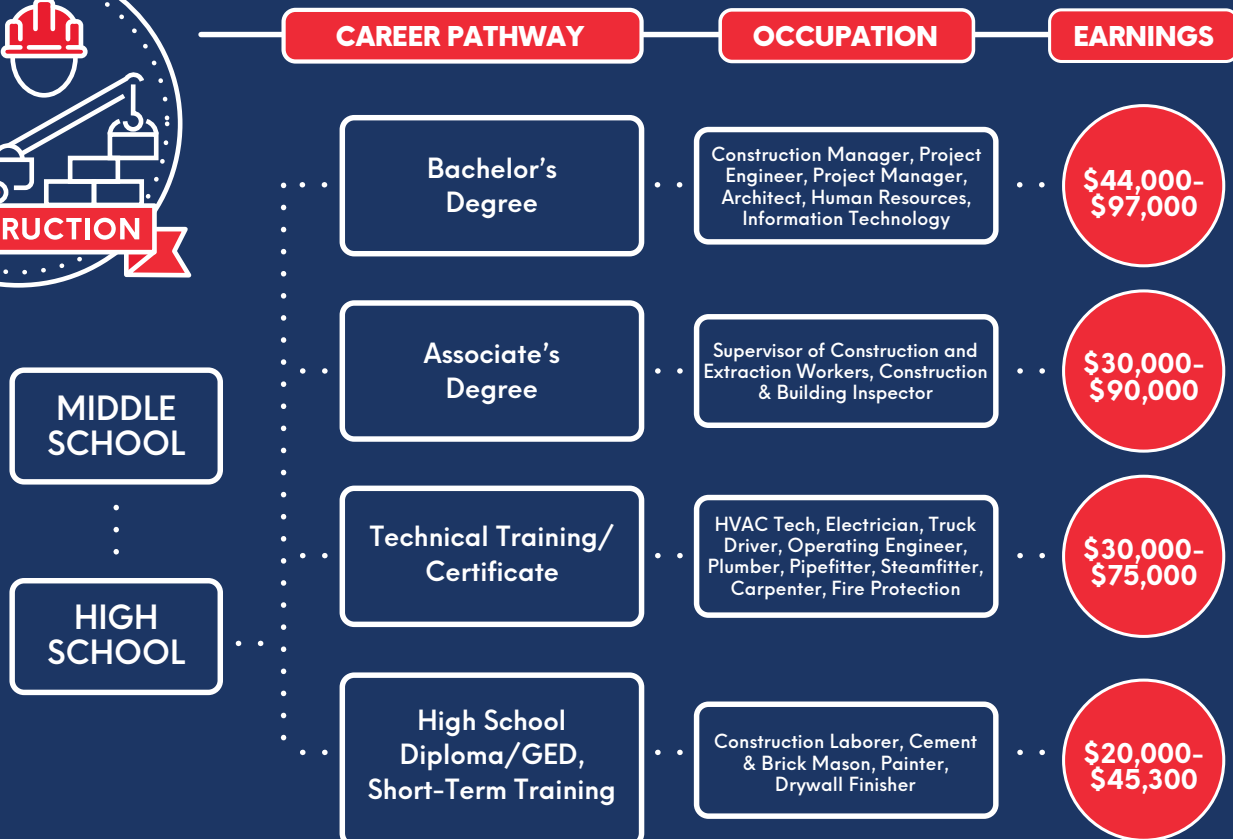




# THE TOP 10 HIGHEST DEMAND POSITIONS IN SOUTH CENTRAL KENTUCKY

OCCUPATION/POSITION DESCRIPTION	MINIMUM REQUIRED EDUCATION	AVERAGE ANNUAL SALARY
Construction Laborer	HSD/GED/SST	\$29,300
Painter (Construction & Maintenance)	HSD/GED/OJT	\$29,800
Cement Mason & Concrete Finisher	HSD/GED/OJT	\$35,800
Heating, Air Conditioning, Refrigeration Mechanic/Installer	HSD/GED/SST*	\$38,300
Carpenter	HSD/GED/OJT	\$40,700
Plumber/Pipefitter/Steamfitter	HSD/GED/OJT	\$41,100
Operating Engineer/Other Construction Equipment Operator	HSD/GED/OJT	\$41,300
Electrician	HSD/GED/OJT	\$44,800
Supervisor of Construction & Extraction Worker	OJT/PSE/Certificate*	\$53,500
Construction Manager	Bachelor's Degree	\$75,300

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# THE TOP 10 HIGHEST DEMAND POSITIONS IN SOUTH CENTRAL KENTUCKY

## OCCUPATION/POSITION DESCRIPTION

## MINIMUM REQUIRED EDUCATION

## AVERAGE ANNUAL SALARY

Laborer & Freight/Stock/Material Movers (Hand)

HSD/GED/OJT

\$25,800

Production Worker

HSD/GED/OJT\*

\$26,600

Helper (Production Worker)

HSD/GED/STT/OJT

\$26,700

Cutting/Punching/Press Machine Setter, Operator & Tender (Metal & Plastic)

HSD/GED/OJT

\$32,500

Molding/Coremaking/Casting Machine Setter, Operator & Tender (Metal & Plastic)

HSD/GED/OJT

\$33,900

Team Assembler

HSD/GED/STT

\$35,400

Packaging/Filling Machine Operator & Tender

HSD/GED/OJT

\$35,900

Inspector, Tester, Sorter, Sampler & Weigher

HSD/GED/OJT

\$37,600

Industrial Machinery Mechanic

HSD/GED/OJT

\$46,500

First-Line Supervisor of Production & Operating Worker

PSE/Certificate\*

\$50,200

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### CAREER PATHWAY

### OCCUPATION

### EARNINGS

Bachelor's  
Degree

Chemical Engineer, Civil Engineer, Electrical Engineer, Mechanical Engineer, Industrial Engineer, Production Manager, Information Technology, Human Resources

\$58,500-  
\$96,900

Associate's  
Degree

Maintenance Electrician, Maintenance Mechanic, Process Operator, Production Coordinator, Training Manager

\$50,000-  
\$75,000

Technical Training/  
Certificate

Process Control Operator, Industrial Machinery Mechanic

\$20,000-  
\$59,800

High School  
Diploma/GED,  
Short-Term Training

Quality Control, Team Assembler, Production Worker, Laborer/Freight, Stock & Material Handler, Computer Controlled Machine Tool Operator

\$20,000-  
\$45,000

MIDDLE  
SCHOOL

HIGH  
SCHOOL



# THE TOP 10 HIGHEST DEMAND POSITIONS IN SOUTH CENTRAL KENTUCKY

## OCCUPATION/POSITION DESCRIPTION

## MINIMUM REQUIRED EDUCATION

## AVERAGE ANNUAL SALARY

Packers & Packagers (Hand)	HSD/GED/STT	\$23,800
Stock Clerk & Order Filler	HSD/GED/STT/OJT	\$24,300
Laborers & Freight/Stock/Material Movers (Hand)	HSD/GED/STT/OJT	\$25,800
Industrial Truck & Tractor Operator	HSD/GED/STT*	\$30,600
Light Truck or Delivery Services Driver	HSD/GED/OJT/PSE	\$34,400
Bus & Truck Mechanic & Diesel Engine Specialist	Associate's Degree	\$35,000
Heavy & Tractor-Trailer Truck Driver	PSE/Certificate/STT	\$37,900
Postal Service Clerk	HSD/GED/STT/OJT	\$46,000
Postal Service Mail Carrier	HSD/GED/STT/OJT	\$49,800
First-Line Supervisor of Transportation & Material-Moving Machine & Vehicle Operators	HSD/GED/OJT*	\$51,500

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### CAREER PATHWAY

### OCCUPATION

### EARNINGS

MIDDLE  
SCHOOL

HIGH  
SCHOOL

Bachelor's  
Degree

Technical Training/  
On-the-Job Training,  
Certificate

High School Diploma/  
GED, On-the-Job  
Training

High School  
Diploma/GED  
or Less

Airline Pilot, Co-pilot, Flight Engineer, Human Resources, Logistics Manager, Information Technology, Supply Chain Manager, Logistics Analyst, Purchasing Agent

Heavy & Tractor-Trailer Truck Driver, Dispatcher, First-Line Supervisor, Rail Transportation, Transportation, Storage & Distribution Manager

Office Clerk, Shipping & Receiving Clerk, Light Truck/Delivery Service Driver, Industrial Truck/Tractor Operator

Laborer & Handler, Motor Vehicle Operator, Material Mover

\$62,000-  
\$143,300

\$20,000-  
\$84,500

\$22,000-  
\$35,200

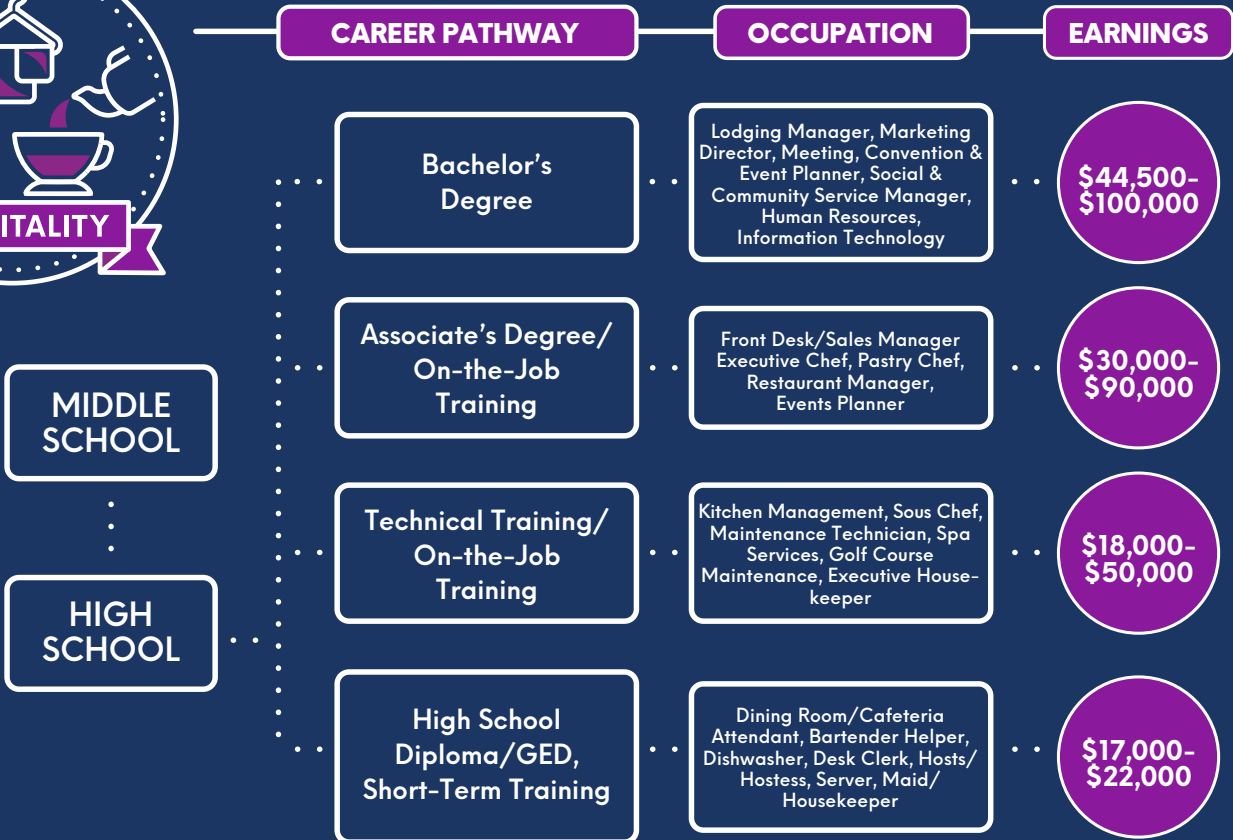
\$20,500-  
\$49,600



# THE TOP 10 HIGHEST DEMAND POSITIONS IN SOUTH CENTRAL KENTUCKY

OCCUPATION/POSITION DESCRIPTION	MINIMUM REQUIRED EDUCATION	AVERAGE ANNUAL SALARY
Maid/Housekeeping Cleaner	HSD/GED/OJT	\$17,500+
Sever	HSD/GED/OJT	\$17,800+
Host/Hostess; Restaurant, Lounge and Coffee Shop	HSD/GED/OJT	\$18,200+
Dishwasher	HSD/GED/OJT	\$18,300
Hotel/Motel/Resort Desk Clerk	HSD/GED/OJT	\$18,600
Dining Room/Cafeteria Attendant and Bartender Helper	HSD/GED/OJT	\$18,800+
Bartender	PSE/Certificate/OJT	\$18,800+
Cook; Restaurant	OJT/PSE/Associate's Degree	\$19,800+
Maintenance/Repair Worker; General Lodging Manager	PSE/Certificate/OJT*	\$28,000
	Bachelor's Degree	\$44,500

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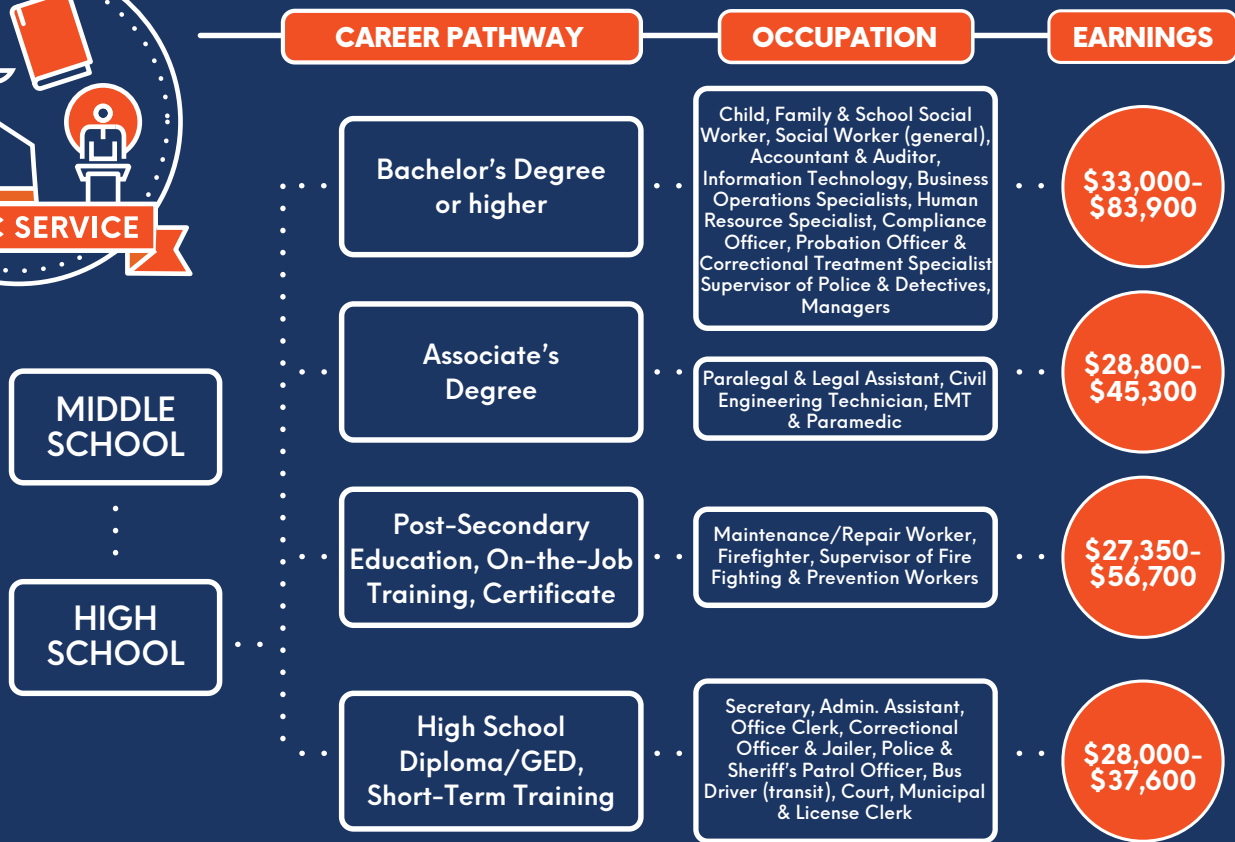




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OCCUPATION/POSITION DESCRIPTION	MINIMUM REQUIRED EDUCATION	AVERAGE ANNUAL SALARY
Maintenance and Repair Worker	PSE/Certificate/OJT	\$27,350
Secretary, Administrative Assistant, Office Clerk, General	HSD/GED/OJT*	\$28,000
Correctional Officer/Jailer	HSD/GED/OJT	\$31,500
Firefighter	PSE/Certificate/OJT	\$32,100
Child, Family and School Social Worker	Bachelor's Degree	\$36,800
Police and Sheriff's Patrol Officer	HSD/GED/OJT*	\$37,600
Accountant/Auditor	Bachelor's Degree	\$52,700
First-Line Supervisor or Fire Fighting and Prevention Workers	PSE/Certificate/OJT	\$56,700
First-Line Supervisor of Police and Detectives	Bachelor's Degree	\$58,500
Managers, All Other	Bachelor's Degree	\$83,900

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PROFESSIONAL SERVICES

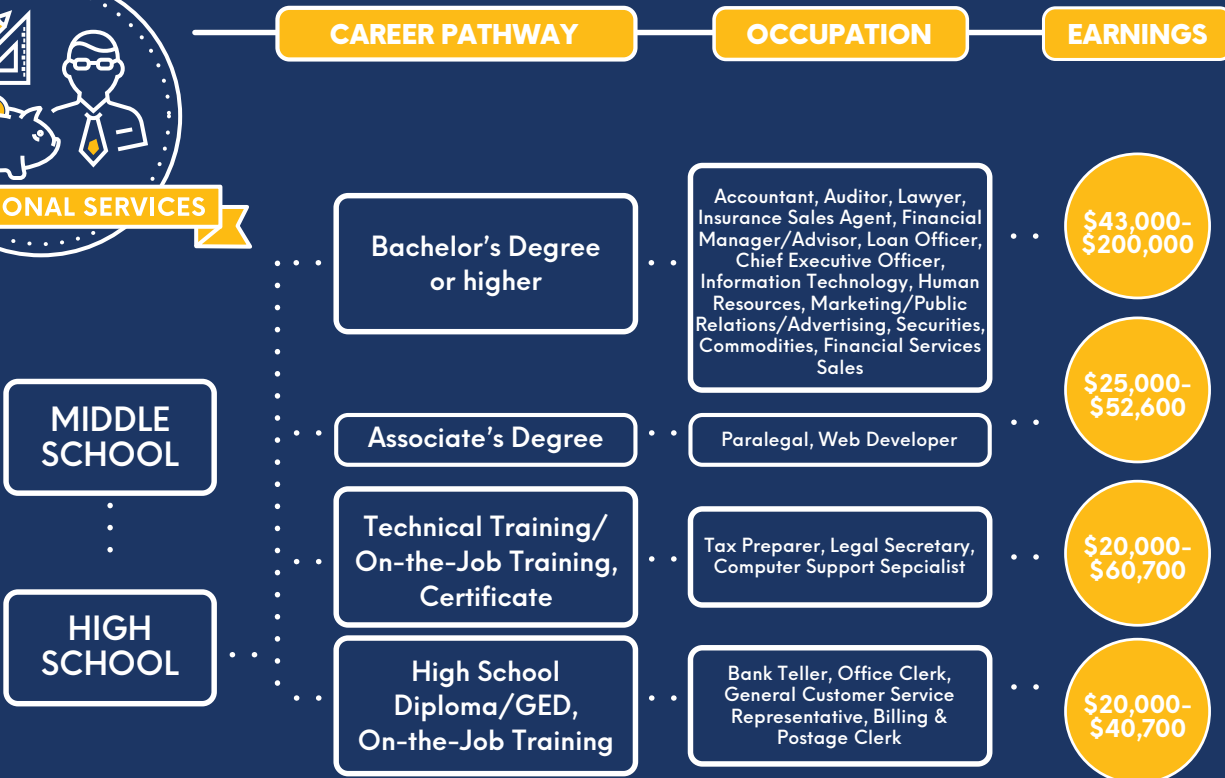
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OCCUPATION/POSITION DESCRIPTION	MINIMUM REQUIRED EDUCATION	AVERAGE ANNUAL SALARY
Bank Teller	HSD/GED/STT	\$25,700
Tax Preparer	HSD/GED/OJT*	\$27,700
Office Clerk/Legal Secretary	HSD/GED/STT/Associate's Degree	\$28,000
Customer Service Representative	HSD/GED/STT*	\$30,800
Paralegal/Legal Assistant	Associate's Degree*	\$42,700
Insurance Sales Agent	Bachelor's Degree	\$48,800
Accountant/Auditor	Bachelor's Degree	\$52,800
Securities, Commodities & Financial Services Sales	Bachelor's Degree	\$59,000
Loan Officer	Bachelor's Degree	\$78,800
Lawyer	Law Degree	\$82,700

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PROFESSIONAL SERVICES



LAUNCHING CAREERS THROUGH  
**LEADERSHIP**

