

# EVERYONE SHOULD HAVE A 10-YEAR PLAN

HOW WE ARE EMPOWERING OUR ADULT STUDENTS WITH A SPECIALIZED CURRICULUM

**Geno Malkiewicz**

## Career and Academic Preparation Program (CAPP) *Career Choices and Changes*



ELK GROVE UNIFIED SCHOOL DISTRICT

A photograph of Michelle Obama speaking at a podium. She is wearing a red top and has her hands raised. Several other women are standing behind her, looking on. The background is dark, and the lighting is focused on the speaker. The text "VOA Learning English" is in the top right corner. A semi-transparent black box with white text is at the bottom of the image.

the infusion of new cultures, talents and ideas,  
generation after generation,

# EVERYONE SHOULD HAVE A 10-YEAR PLAN

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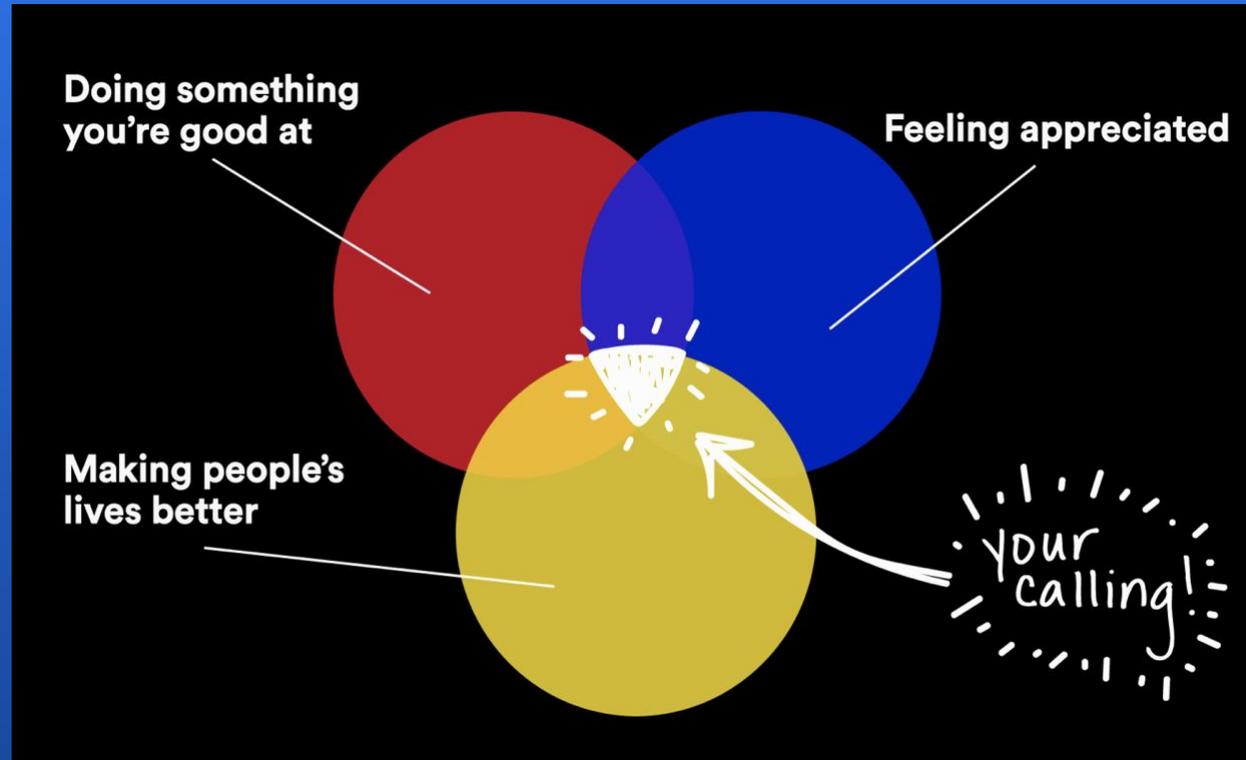
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ELK GROVE UNIFIED SCHOOL DISTRICT

“People who’ve found their calling have a fire about them. They’re the people who are dying to get up in the morning and go do their work.”



“A calling very often starts with taking a stand against a status quo that simply isn’t acceptable, and then dedicating your work to changing it: It’s work ignited by hope, love, or defiance—and stoked by purpose and persistence.”

—Author Dave Isay: [7 lessons about finding the work you were meant to do](#)



# Our 5,200 students are diverse.

- 81 different countries
- 57 native languages:
- Most common: English, Spanish, Chinese, and Vietnamese
- Farsi, Arabic, and Pashto populations are growing.
- Latest influx: Syrian and Afghan refugees



Most have little knowledge of American systems:

- Social Security, Covered California, & social programs
- Credit reports, mortgages, auto loans, LIHEAP
- Education: Foreign diplomas, HSD/HSE, college/training
- Professional Pathways O\*NET, OOH, Career 1 Stop
- Financial aid (e.g. FAFSA, California's Dream Act)
- Government: city, country, state federal
- Finances:
  - What is a living wage in Sacramento, CA?
  - How much money do I need to retire comfortably?
  - Marketing and Behavioral Economics



No cracks about the white pants, please :)

**The result: fear, misconceptions, lack of empowerment, and poor persistence.**



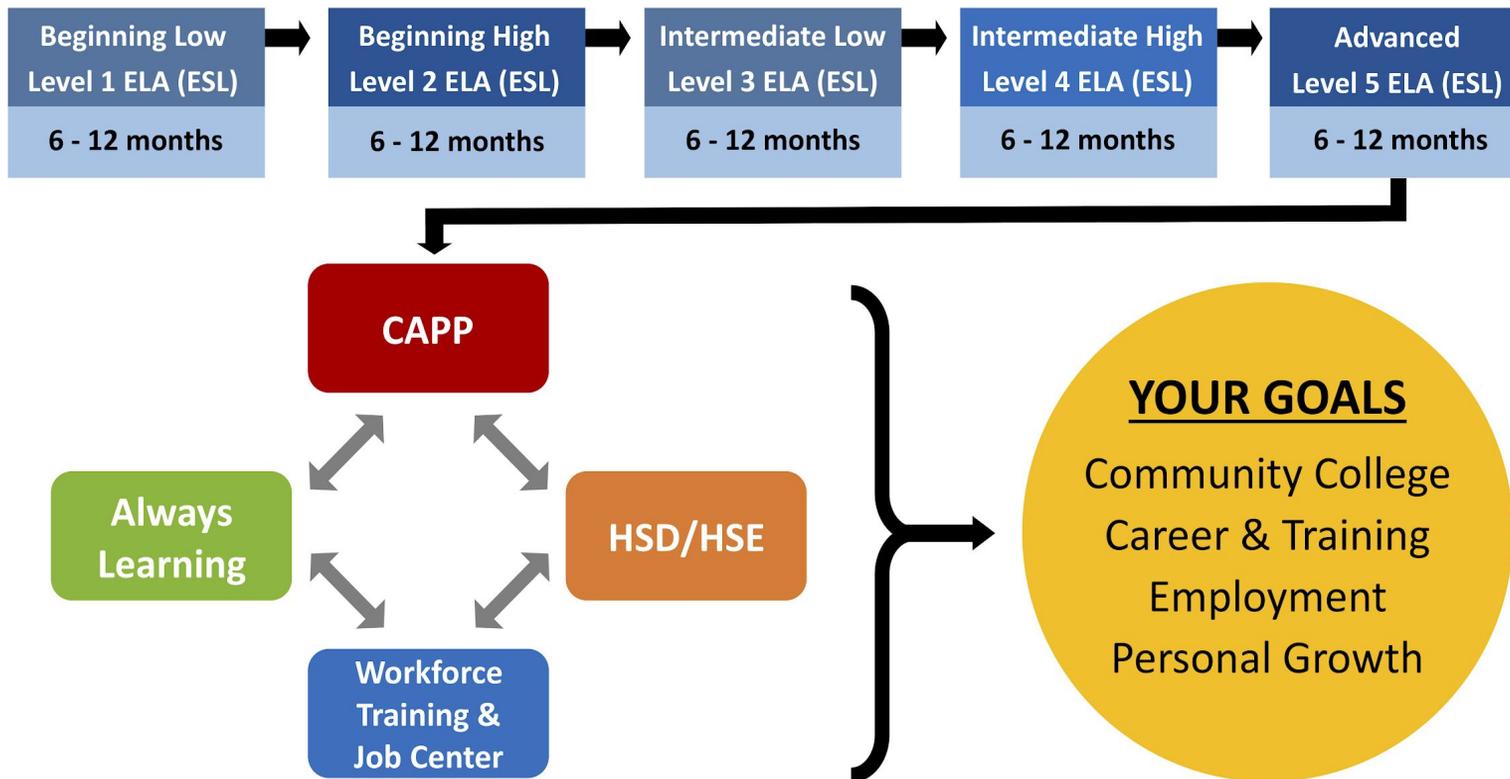
# Our Mission for 2017-2021

EGACE provides adults with dynamic educational programs that lead to **economic independence** and personal growth.

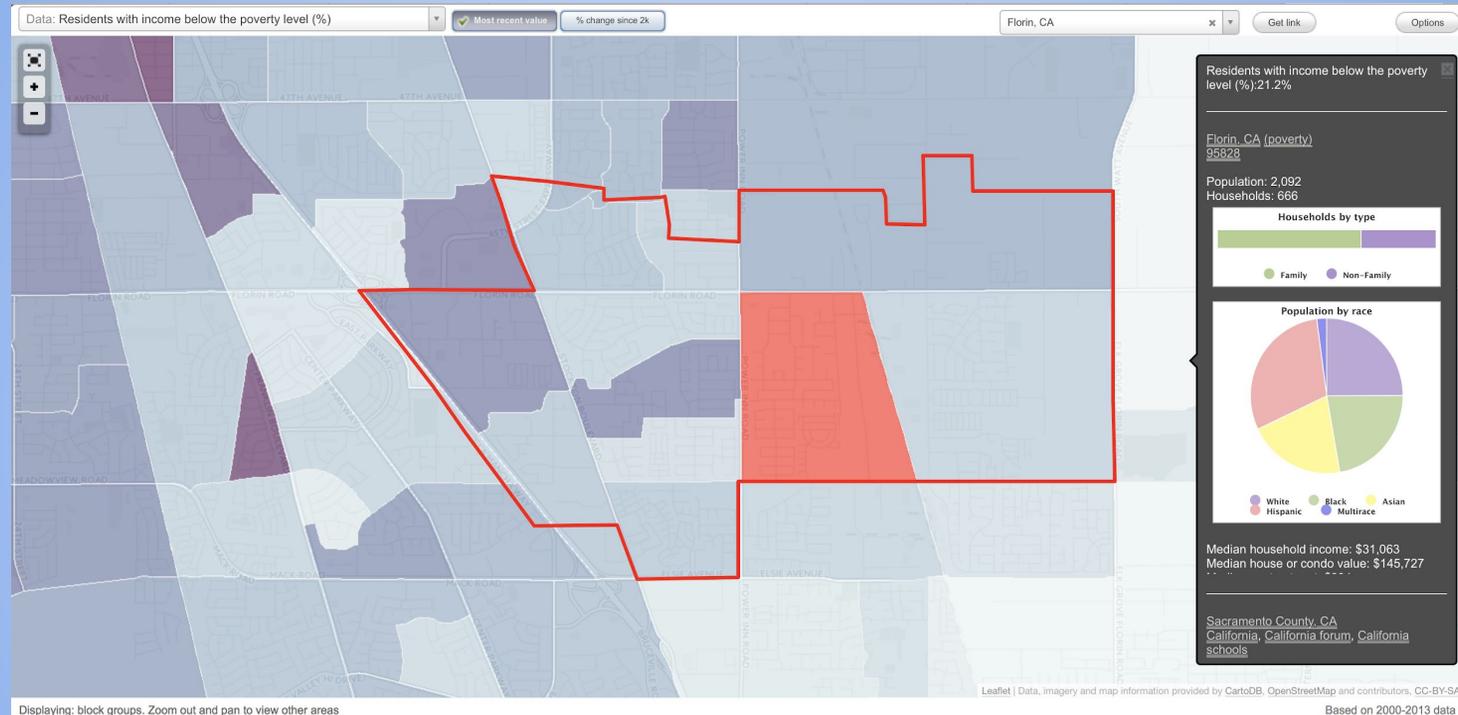
## **Our students will:**

- Gain academic and vocational skills;
- Transition to **postsecondary education, training** and/or a **career**;
- Connect and contribute to family, school, workplace and the larger community.

# Educational Pathways



# One problem: Most of our students live in or near poverty.



We have worked very hard to teach ESL, Adult Basic Ed, and HSD/HSE.

**However**

When our students leave us, many are not on a clear path to economic independence.

# In Sacramento County

Annual Wages	1 adult 1 child	1 adult 2 children	2 adults (1 working) 2 children	2 adults 1 child	2 adults 2 children	2 adults 3 children
Living Wage	\$52,233	\$62,417	\$55,945 No daycare	\$29,659 Each	\$44,506 Each	\$40,585 Each
<b>The Working Poor</b>						
Poverty Line	\$14,851	\$19,094	\$23,337 Even with no daycare	\$8,486 Each	\$10,608 Each	\$12,729 Each
Minimum Wage \$11.50/hr	\$23,000	\$23,000	\$23,000	\$23,000 Each	\$23,000 Each	\$23,000 Each

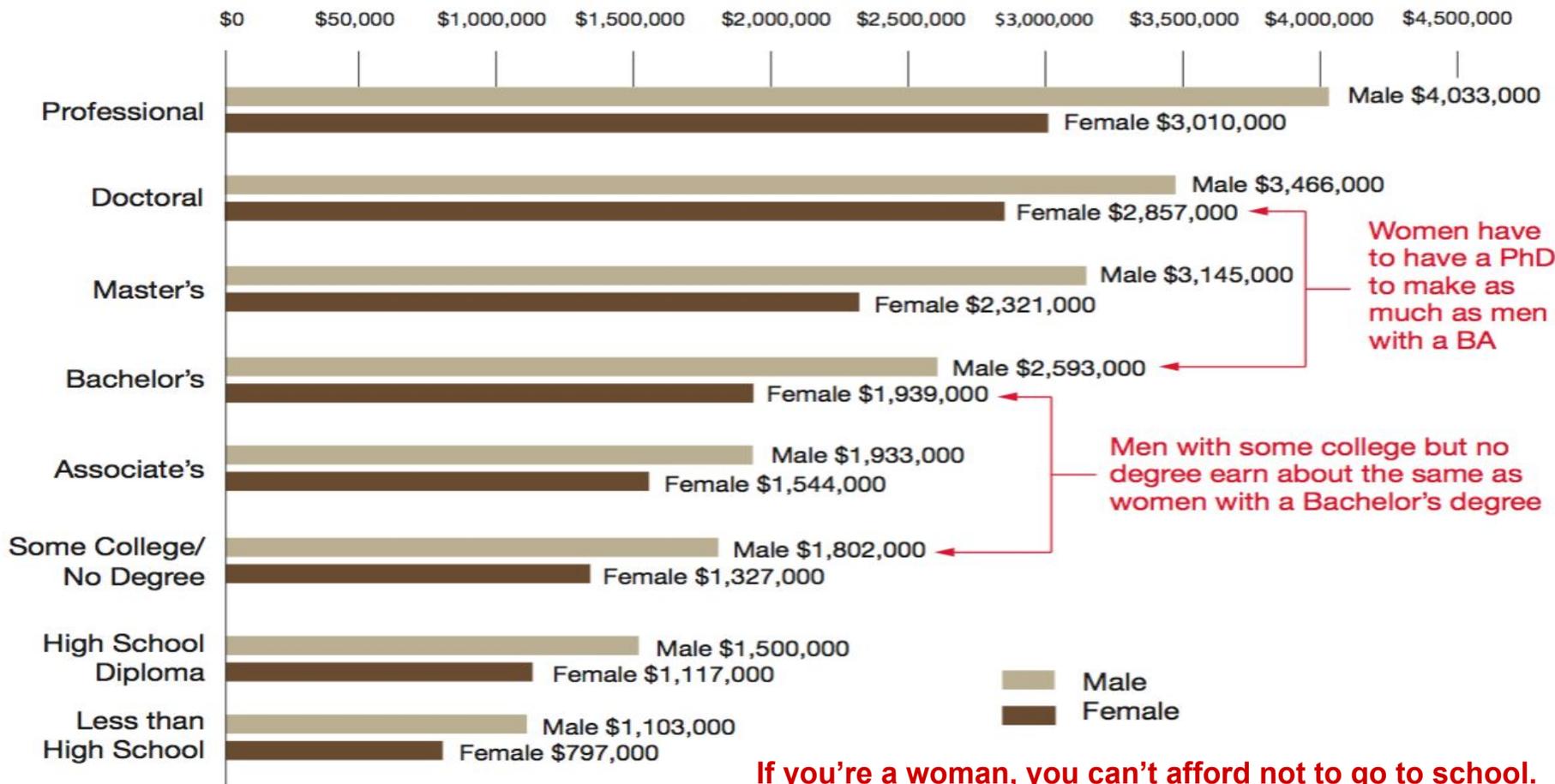
The working poor: people who live paycheck to paycheck and have little or nothing to save.

**They are one crisis away from falling below the poverty line.**

# At all levels of educational attainment, women earn about 25% less than men.

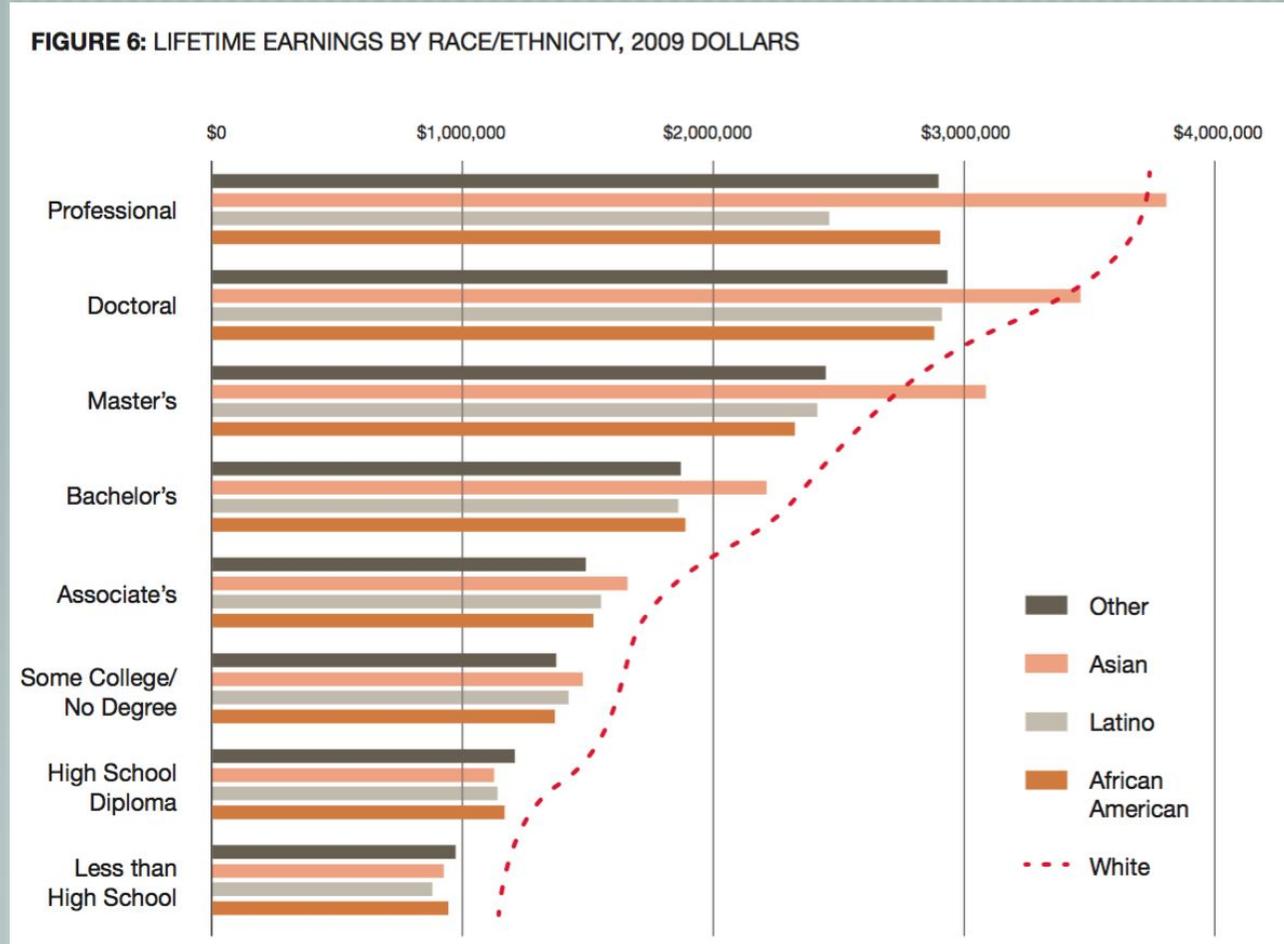
**Figure 5: MALE AND FEMALE EARNINGS BY EDUCATIONAL ATTAINMENT**

["The College Payoff"](#) Georgetown University's Center on Education and the Workforce



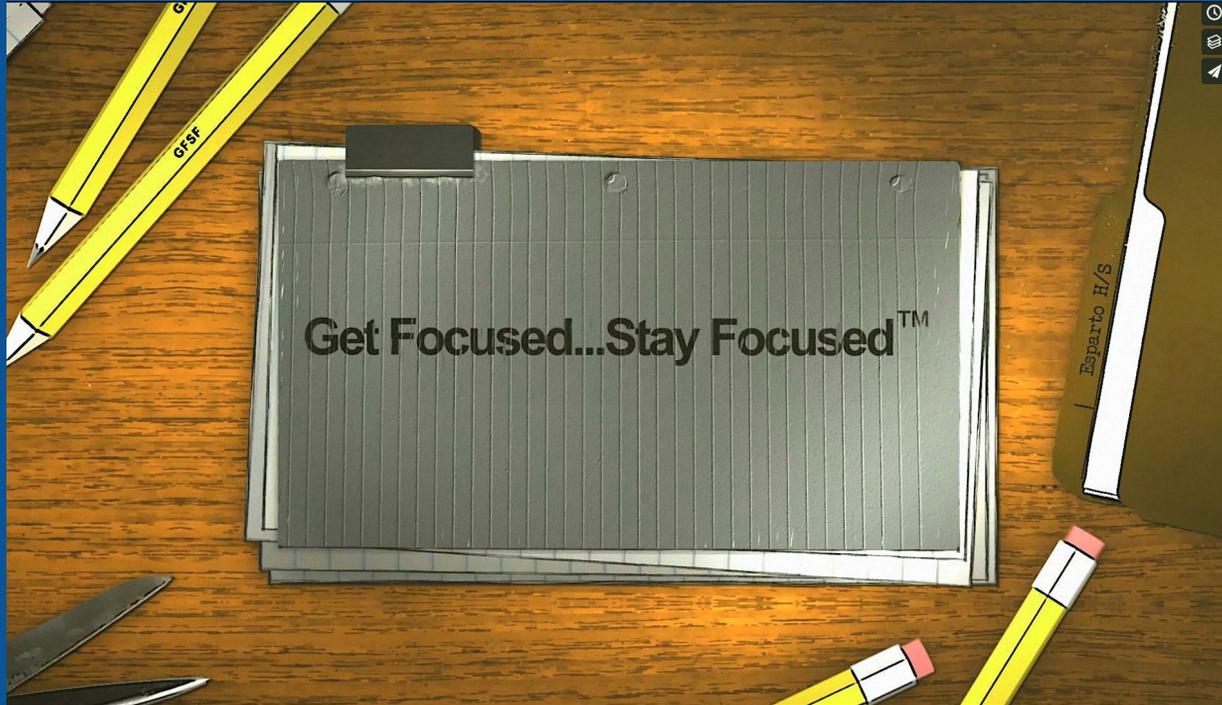
**If you're a woman, you can't afford not to go to school.**

**At most levels of educational attainment, people of color earn significantly less than caucasians.**



**If you're a person of color, you can't afford not to go to school.**

# HERE'S AN EXCELLENT SOLUTION



Get Focused...Stay Focused = **CAPP 10Year Plan**

**High School = Adult Ed**

Freshman/kids = **Students/Clients**

**Parents = Families**

College = **Any post-secondary education or training**

Since 2015, we have helped about 90 students transform their lives. About 95% of students who finished the course have implemented their plans and are persevering.

# Hannah Yuan



Hannah is finishing her last semester at Sacramento City College. Next Semester, she will continue her accounting major at Sacramento State University. She is also working part-time as a student assistant in the accounting division at CalTrans. She was selected as one of two assistants from a field of twelve interviewees.

“Finally, my determination is working out,” she said.

# WHY A 10-YEAR PLAN?

# Kevin Fleming Videos

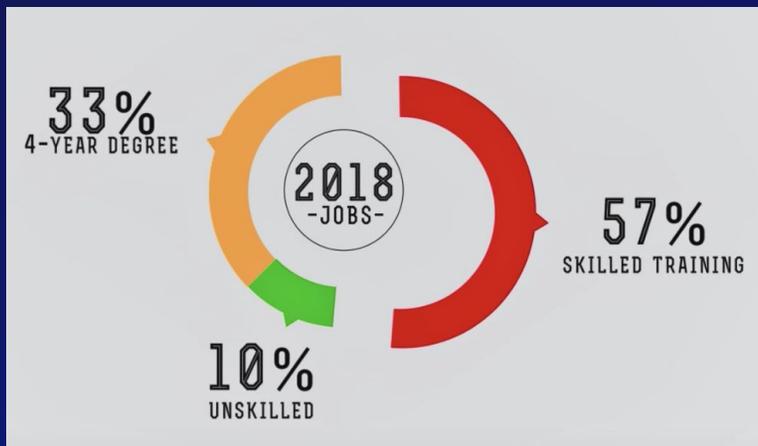
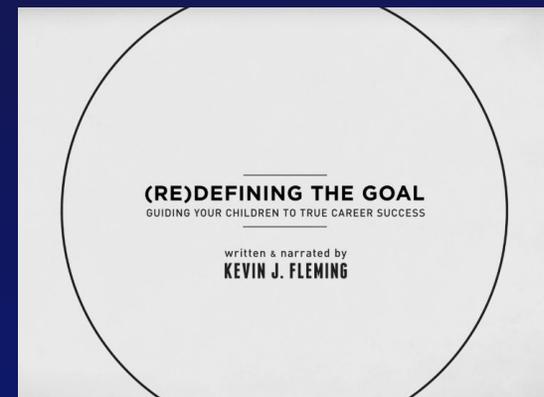
## 4 steps to a successful Career



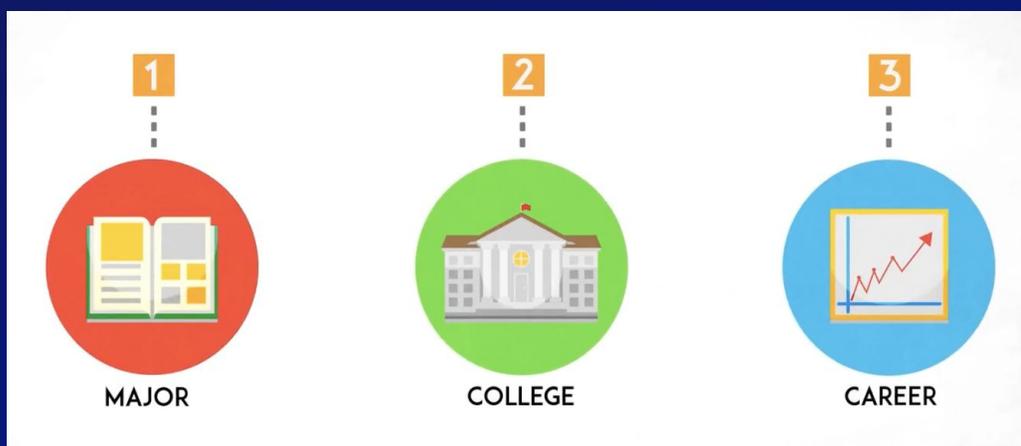
## The Insufficient Degree



## (Re)Defining the Goal



## Success in the New Economy



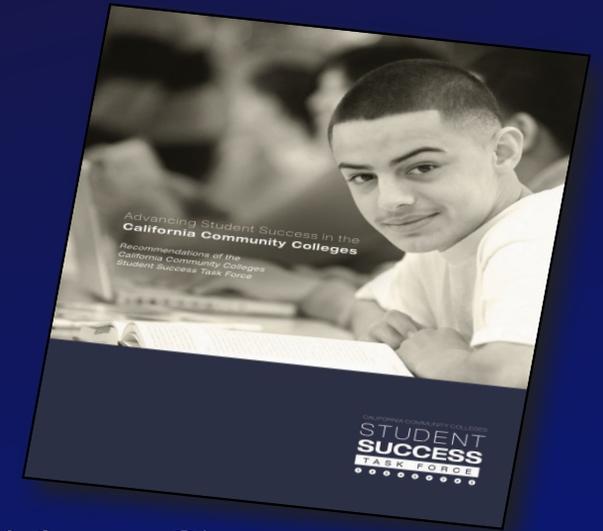
## Career Decision Making

For all of our students hoping for a better life:

# What Research Tells Us About Student Success:



*Research from the Institute for Higher Education Leadership and Policy shows that the sooner students enter a bridge program like Career Choices and Changes, the more likely they are to earn a community-college certificate or degree, or to transfer to university.*



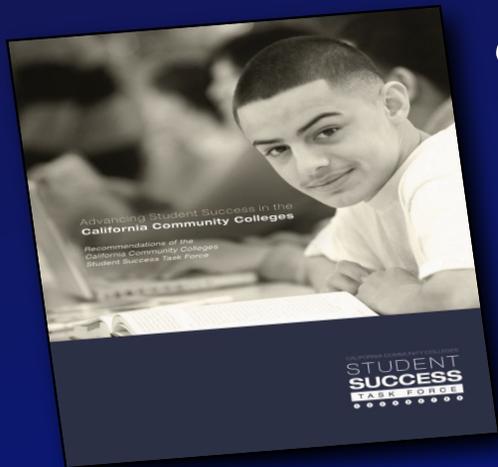
*“...There is a difference between systematic exploration and the blind trial and error experienced by too many students....”*

*“Helping students make **informed** choices about their education is a critical strategy to help increase student success in the California Community Colleges.”*



# All Students Should Have an Education Plan

*“Every student who enrolls to pursue a certificate, degree, or transfer objective, and in many cases even those seeking career advancement, needs a **Student Education Plan** that represents the sequence of courses that can get them from their starting point to attainment of their educational goal....*



*“Expanded resources for career exploration are essential.”*

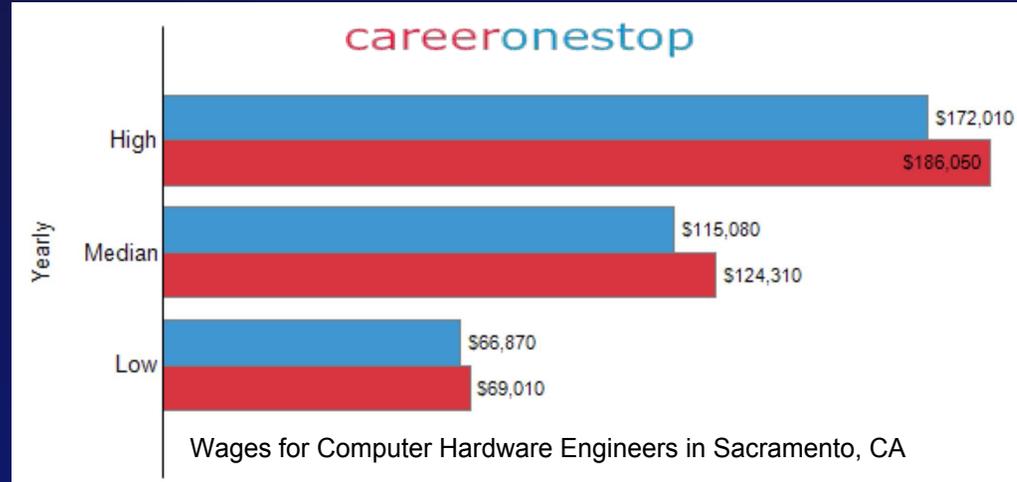
# *Career Choices and Changes*

helps students make **informed** choices about their ideal career, education, and lifestyle.

This is a critical strategy to help increase student success in post-secondary education and training.



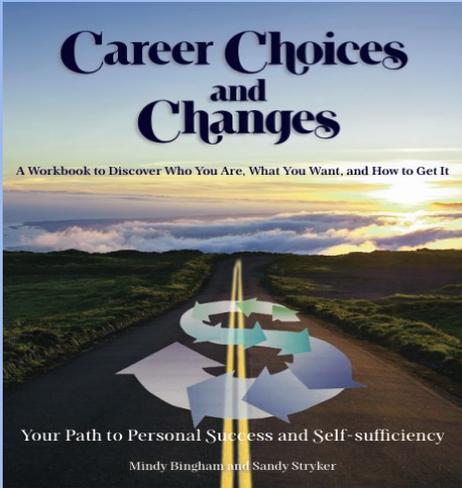
# Bhupinder Mehton



Single with no children, Bhupinder is in his first semester at Cosumnes River College and is majoring in Web Development. This semester he is taking classes in English, Math, and Computer Science. He plans to work as an intern in two years and to transfer to UC Davis in three years. His ten-year goal is to work in Europe as a software engineer.



# Get Focused: Career Choices and Changes...



My Progress    My Portfolio Documents    My Badges    My Textbooks

You're doing great, Geno!

It looks like you were last working on:  
**Chapter 12 Writing Your 10 Year Plan | Activity: Career Choices Post Survey p.**

**PROGRESS SHEET**

IN PROGRESS     FINISHED     TEACHER REVIEWED     REVISE     100 GRADED

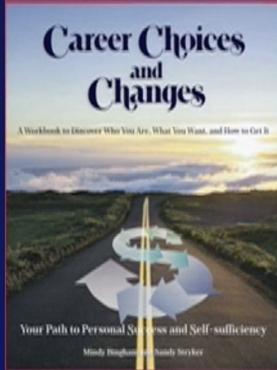
Career Choices Essentials Change Textbook

Click on any of the chapter numbers to see your progress details.

ALL CHAPTERS    1    2    3    4    5    6    7    8    9    10    11    12



**...You are about to embark on something very different.**



Synthesizing  
Analyzing  
Evaluating





8:01

+ QUEUE

DOWNLOAD

EMBED

TRANSCRIPT

EDUCATION

# The Future Of Learning? Well, It's Personal

November 16, 2018 · 5:00 AM ET

Heard on [All Things Considered](#)



ANYA KAMENETZ



ROBBIE FEINBERG

KYLA CALVERT MASON



Drew Lytle for NPR



# Our Career and Academic Preparation Program

## 10 Year Plan Course:

This comprehensive program set in a seminar format culminates in the development of a researched, realistic, and actionable 10-year plan for each student's education, career, and lifestyle.

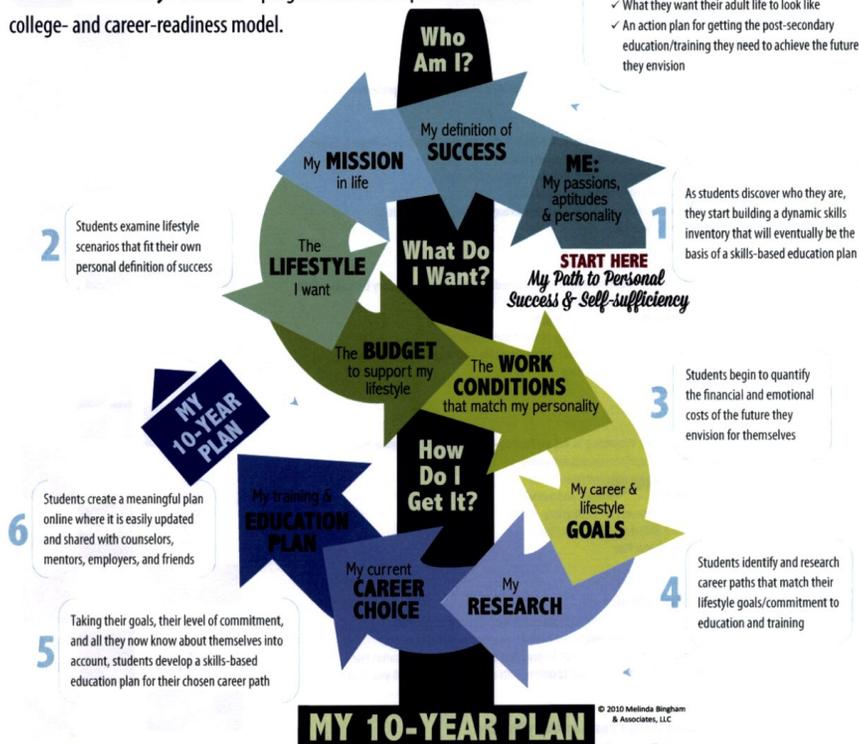
### What is a 10-year Plan?

- a career plan?
- an action plan?
- an education plan?
- a life plan?

**Yes!** And the process behind the 10-year Plan is what makes the **Get Focused... Stay Focused!**™ program such a unique and effective college- and career-readiness model.

The Freshman Transition Standards (FTS) from George Washington University support national counseling standards in the areas of personal/social development, career planning, and academic achievement. In a class delivering the FTS, students **get focused** as they work through a process that helps them articulate:

- ✓ Who they are
- ✓ What they want their adult life to look like
- ✓ An action plan for getting the post-secondary education/training they need to achieve the future they envision



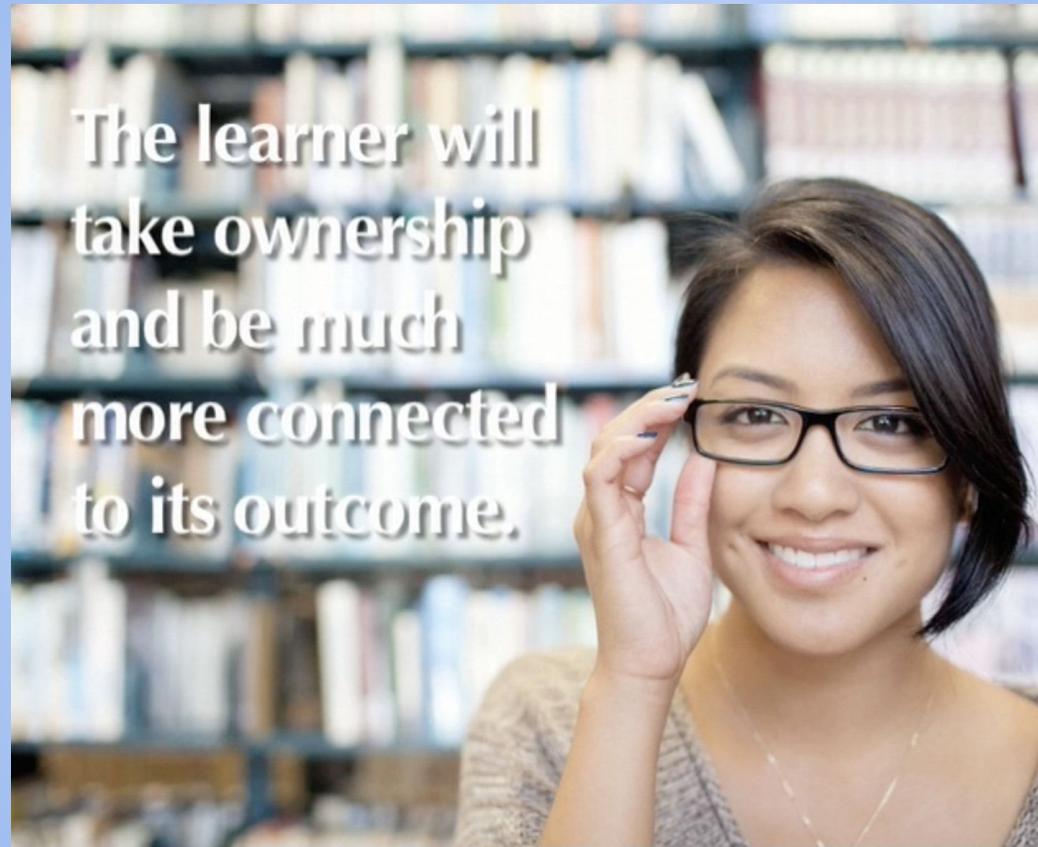
**Career Choices and Changes:** Using the Socratic method, this carefully formulated, sequential curriculum gently guides students through the active-learning and critical-thinking processes involved in making some of life's most important decisions.



The 10-year Plan helps students **get focused** and provides a vehicle to **stay focused** on their articulated career and life goals. The process of planning, refining, and updating their vision of the future over the course of several years equips students with critical skills as they meet the challenges of their "decade of transition"

- ✓ from middle school student
- ✓ to high school graduate
- ✓ to post-secondary learner and completer
- ✓ to productive, working adult

**Because each learner's plans are personalized...**



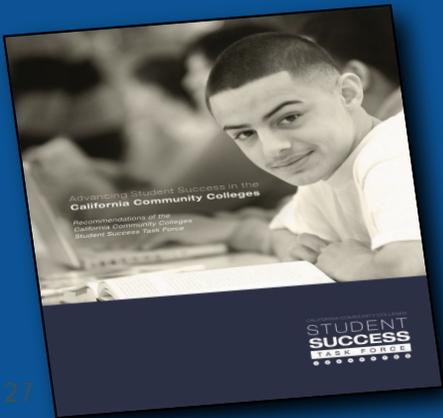
**...Only A few of my students so far have donated their completed books.**

The course also solves another problem:

## Guidance Is Key to Student Success

*“The current matriculation model assumes that students will clarify their educational objectives in the course of meeting with a counselor.*

*“However, many students never see a counselor....Student-to-counselor ratios range from 800 to 1 to 1,800 to 1 in the community colleges.”*



Advancing Student Success in the California Community Colleges

Recommendations of the California Community Colleges Student Success Task Force, pp. 22-23

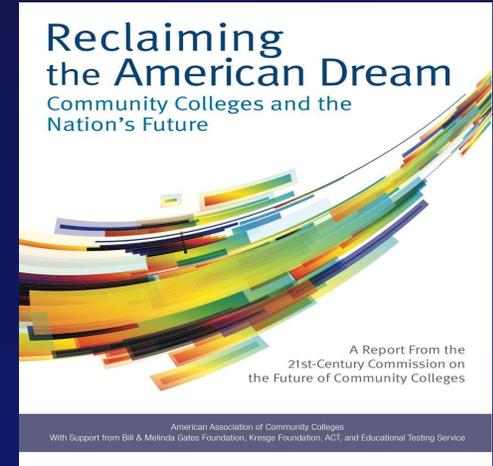
**In EGACE's CAPP Program, students get at least 180 hours of guidance + time with our Academic Resources Team and/or Career Center.**



**With our support, students get registered for community college and complete their FAFSA application.**

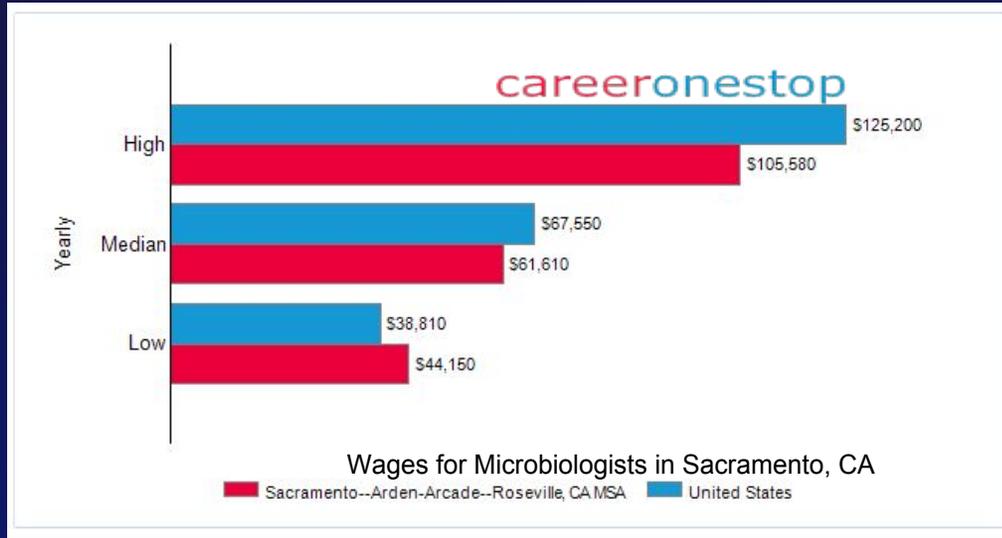
In this reimagined Adult Basic Education program:

When students complete Career Choices and Changes, they Continue their positive inertia by entering a structured program of study within days or weeks.



*American Association of Community Colleges. (2012, April).  
Reclaiming the American Dream: A report from the 21st-Century Commission on the Future of Community Colleges.*

# Mai Xiong



**Single with one child, Mai faced her fears and found the courage to leave a stable job she didn't like. She studied phlebotomy and is now working as a lab technician for Idexx Laboratory for Specimen Processing in West Sacramento and plans on resuming her education in January. She said, "I have discovered microbiology, and I want to pursue it next. Learning about the war inside our bodies against pathogens excites me like a little girl watching Disney movies."**

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For more info on the details, [watch this video.](#)

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## Green highlighting is good!

MINDSET → ATTITUDE  
PATH → GOALS

### Your Definition of Success <sup>12/10!</sup>

Write your own definition of success here:

me  
FOR MY SUCCESS IS HAPPINESS, AND I AM GOING TO FEEL HAPPY  
IF I reach MY GOALS HAVE A SIMPLE BUT HAPPY LIFE, PRACTICE SPORTS  
AND KNOW THAT MY FAMILY MEMBERS ARE WELL. I FEEL AS A  
SUCCESS PERSON NOW BECAUSE I HAVE ACHIEVED THE MOST OF THINGS THAT I HAVE  
ADDRESSED AND MY NEW GOALS NOW IS TO FINISH A PROFESSIONAL CAREER  
IN THE U.S.

NATALIA ALEJANDRA ESTAY RODRIGUEZ  
your name

Throughout this book we will be talking about success. As you read about and ponder this concept, make sure to keep your own definition in mind.

*Accept no one's definition of  
your life; define yourself.*

—Harvey Fierstein

## There Are Jobs . . . and There Are Careers

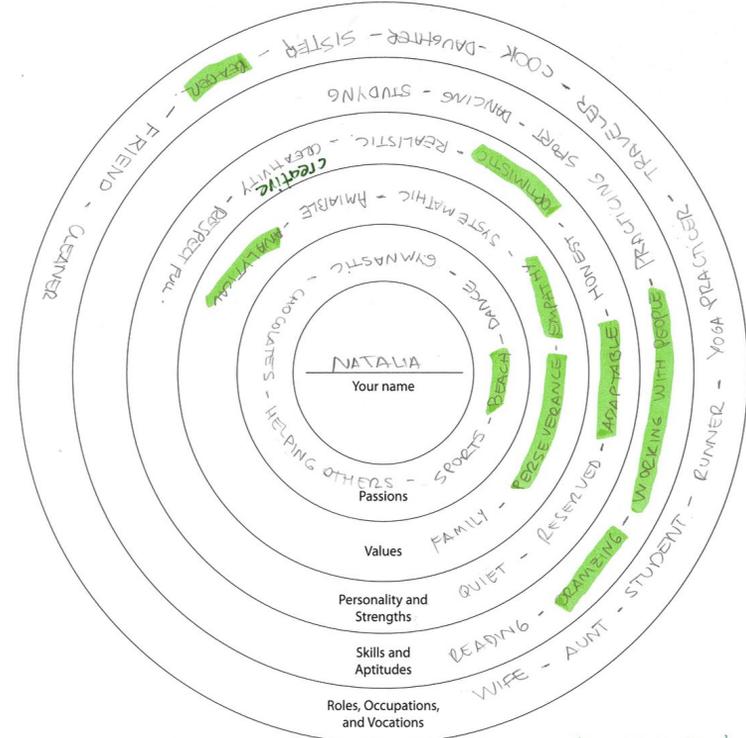
Although we often use the terms interchangeably, there is a difference between a *job* and a *career*. A job is a particular task or undertaking. It may be paid or unpaid. You will, undoubtedly, have many jobs during your lifetime.

However, you will only have one career. Your career encompasses *all* of your life's work. You have already begun your career. The work you have done so far will help determine where you go from here. Future occupations grow out of past experiences. That is why people speak of *career development*. The path may not always be obvious, but the connections are there, so the choices you make now are important.

MAKING CHOICES THAT ARE RIGHT FOR YOU IS WHAT THIS BOOK IS ALL ABOUT. BEFORE YOU CHOOSE WHAT YOU WANT, HOWEVER, YOU NEED TO KNOW WHO YOU ARE. THAT IS A SUBJECT WE WILL TACKLE IN THE NEXT CHAPTER.

**Keywords:** job versus career

## Your Personal Profile <sup>4/13/35</sup>



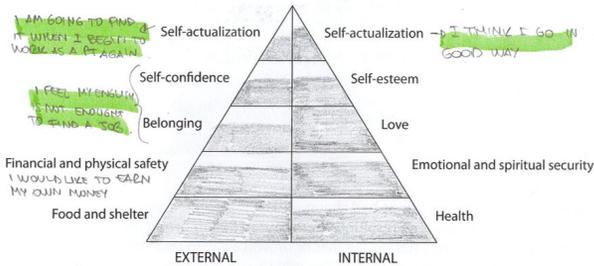
*I respect your values very much.*

# What About Your Life? <sup>4/2/25!</sup>

Describe your life right now:

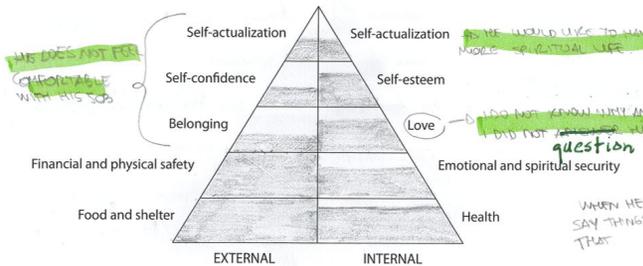
How is your health? Do you get enough to eat? Do you have adequate housing? Do you feel financially secure and physically safe? Do you feel emotionally secure? Are your spiritual needs being met? Do you feel you belong to a group? Do you feel loved? Do you like yourself? Do you feel confident about your abilities and who you are? Are you satisfied and happy?

Shade the triangle below to show the balance in your life right now. Do you need to make any adjustments? What could you do to make your life more satisfying?



Now ask these same questions of one of your parents or older friends and interpret his or her responses.

Shade the triangle below to show his or her balance.



# What Careers Support Your Lifestyle? <sup>24/20!</sup>

Make a list below of at least ten careers with average salaries that match your budget projections. For this activity, assume you are the sole "breadwinner" in your family.

CAREER TITLE AND AVERAGE SALARY	CAREER TITLE AND AVERAGE SALARY
Training and Development Managers \$105,800	Computer Hardware Engineers \$115,100
Mathematicians (I love Math) \$106,800	Sales Managers \$118,000
Software Developers, Systems Software \$106,900	Pharmacists (need to learn at least 6 years) \$122,200
Purchasing Managers \$111,600	Computer and Information Systems Managers \$135,800
Computer and Information Research Scientists \$111,800	Nurse Anesthetists (Masters Degree) \$160,300

## HARD TIMES BUDGET <sup>24/30! Extra credit</sup>

Did the figure for Your Budget Profile seem high or low? What amount do you think you could live on?

Next, determine your net income (line a), if you have a budget, and reallocate your funds. Write that figure on line b below.

I want to adjust my housing and child care.

After about \$50k more money does not make us happier. The building blocks for a happy life are free.

Housing	\$ 221.00
Transportation	\$ 1030.50
Clothing	\$ 189.25
Food	\$ 721.70
Sundries	\$ 160.00
Entertainment	\$ 921.33 x 20% = 184.27
Vacations	\$ 606.75
Child care	\$ 2058.33 x 75% = 1543.75
Health care	\$ 14.416
Furnishings	\$ 17.136
Savings	\$ 7273.396 x 20% = 1454.6792
Miscellaneous	\$ 58
<b>a) Net Income</b>	<b>\$ 7273.396 - 1454.6792 = 5818.7168</b>
<b>b) Gross monthly salary</b>	<b>\$ 5818.7168 ÷ 80% = 7273.396</b>

sub-total: 7273.396  
 for me: 130,921.178 x 40% = 52,368.4712  
 now, I can be a teacher! **Yes!**

Hanzhu

94

96

99

1029.25  
737.64

12  
12395

43  
1 1/3  
3 5/8  
1 7/8

Thanks for sharing!  
+67/60 EC #1

# Career Interest Survey

IT IS ALMOST THE SAME WITH THE GOOGLE DOCS.

Now it's time to choose three careers that appeal to you most so you can begin learning as much about them as you can. Review the careers chosen on page 147. It will be helpful if you can interview people working in these fields. Separate worksheets are provided for each job title.

JOB TITLE PHYSICAL THERAPIST

1. What specific tasks would I perform on this job? (For example, a sales clerk would answer questions, tidy displays, unpack merchandise, ring up sales, make change, and so on.)

HELP OTHERS TO IMPROVE THEIR DISABILITIES, DEVELOPING WORK PROGRAMS FOR EACH ONE DEPENDING ON THEIR REQUIREMENTS, ALSO TEACH THEM HOW TO STAY HEALTHY AND KEEP AN ACTIVE LIFESTYLE

2. What is the job environment likely to be? Is this compatible with the setting I said I wanted on page 126?

MOST OF THE P.T. WORK IN PRIVATE WINGS OF HOSPITALS, THEY CAN ALSO DEVELOP WORK PROGRAMS IN HOME HEALTH SERVICES, SCHOOLS, RETIREMENT HOMES AND OFFICE OF PHYSICIANS

3. What would be the rewards of working at this job? Are they the same as the ones I listed on page 129?

HELPING OTHERS (SPECIFICALLY PEOPLE WITH ILLNESSES AND DISABILITIES), INDEPENDENCE AND FREEDOM (TO BE OWNER OF A OFFICE), RECOGNITION

4. I would find this job particularly satisfying because: (Review your passions, values, interests, and life goals for guidance.) See page 27.

I LIKE TO WORK WITH DIFFERENT PEOPLE, BE IN MOVEMENT AND PERFORM PHYSICAL ACTIVITY, TAKE DECISIONS AND SOLVE PROBLEMS RELATED WITH ILLNESSES

5. Is this job compatible with my work behavioral style? If so, in what ways? STRENGTHS AND PERSONALITY. Review pages 38-43.

I AM VERY ENTHUSIASTIC AND SUPPORTIVE AND VERY RESPECTFUL WITH THE OTHERS PROBLEMS. PERSONS WITH DISABILITIES OR ILLNESSES NEED A LOT OF MORAL SUPPORT TO LEARN TO OVERCOME THEIR SPECIAL SITUATION.

6. How much training or education would I need? Review your options (college, technical school, apprenticeship, work experience, etc.). See pages 268-269. What commitment am I willing to make? Review pages 114-120.

BACHELOR'S DEGREE AND AFTER THAT OBTAIN A DPT, THAT CAN TAKE UNTIL THREE YEARS MORE. (FIVE OR SEVEN YEARS OF STUDY), COLLEGE OR UNIVERSITY (CALIFORNIA STATE UNIVERSITY - SACRAMENTO

7. Does this job require specific physical attributes or abilities (strength or health requirements, 20/20 vision, and so on)? If so, what are they? Do I meet them? KNOWLEDGE, ABILITIES OR TECHNOLOGY

KNOW ABOUT ANATOMY, BIOLOGY, PHYSIOLOGY OF HUMAN BODY, TO BE ALWAYS IN MOVEMENT, USE YOUR WHOLE BODY, KEEP A LOT OF HOURS ON YOUR FEET. KEEP UP TO DATE IN ADVANCED MEDICAL TECHNOLOGY ABOUT NEW THERAPIES  
I MEET THEM, I HAVE SIX YEARS OF EXPERIENCE WORKING AS A P.T.

## DECISION-MAKING RUBRIC

29/05! +10: Thanks for sharing! 30/05!

Complete the chart below for yourself. Identify and evaluate four possible career choices.

Goal: To identify a career that I will find satisfying.

Decision to be made: Which career would I find most satisfying?

My resources: CARDIOVASCULAR KNOWLEDGE - TRAINED IN MEDNATOLOGY AND CANCER PATIENTS - ATHLETIC - ENTHUSIASTIC - GOOD IN SPORT - LOVE OUTDOOR ACTIVITIES, LIKE TO WORK WITH PEOPLE

My wants and needs: WORK 40-50 HOURS PER WEEK, ONLY WEEK DAYS, REALISTIC SPORTS AND YOGA, LIVE NEAR TO THE BEACH, VALUE SECURITY, SUPPORT MY FAMILY ON ONE INCOME IF NECESSARY

Gather information: CAREER INTEREST SURVEY PHYSICAL THERAPIST, RESPIRATORY THERAPIST

Identify your choices	Evaluate your choices		
	Pros	Cons	Probability of success
1. <u>PHYSICAL THERAPIST</u>	<u>WORK 40-50 HOURS FAMILY / MONEY VALUE SECURITY</u>	<u>TIME (VALIDATE BACHELOR DEGREE) LESS EXPERIENCE</u>	<u>HIGH</u>
2. <u>RESPIRATORY THERAPIST</u>	<u>EXPERIENCE SECURITY PASSION</u>	<u>WORK DAY-NIGHT SHIFT / FAMILY \$</u>	<u>HIGH</u>
3. <u>KINESIOLOGY</u>	<u>TIME (AA DEGREE) SPORT / VALUE</u>	<u>\$</u>	<u>HIGH</u>
4. <u>GET A JOB IN ANY WORK</u>	<u>NOT TRAINING EARN MONEY NOW</u>	<u>LESS EXPERIENCE MONEY / SECURITY DO NOT USE MY SKILLS</u>	<u>LOW</u>

Make a choice BETWEEN PHYSICAL THERAPIST AND RESPIRATORY THERAPIST, PHYSICAL THERAPIST ONLY BECAUSE I COULD SUPPORT MY FAMILY, IF NECESSARY

How realistic is this choice? 100% REALISTIC Well done, Natalia!

# An Investment in Education... Yields Dividends for a Lifetime

While it may not seem that \$10,000 or \$20,000 per year earning capacity is a big enough inducement to spend between three and 10 more years in school or in training, let's look at what that extra effort can mean over a lifetime.

The chart below shows more dramatically how each year of education affects future earnings.

How many years do you plan to work between the age of 18 and 65?

39 years in workforce

Multiply the number of years you plan to be in the workforce with each of the annual salaries listed below to find out how much you would earn over the course of your working life.

- High school diploma: \$20,000 x 39 years in workforce = \$ 780,000 lifetime earnings
  - 1 year college: \$30,000 x 39 years in workforce = \$ 1,170,000 lifetime earnings
  - 2 year colleges: \$50,000 x 39 years in workforce = \$ 1,950,000 lifetime earnings
  - 3 years college: \$75,000 x 39 years in workforce = \$ 2,925,000 lifetime earnings
  - 4 years college or more years college: \$100,000 x 39 years in workforce = \$ 3,900,000 lifetime earnings
- What if you invest 15% of each paycheck?

What is the difference between a \$20,000 and \$30,000 annual salary over a lifetime? \$ 390,000

What is the difference between a \$20,000 and \$50,000 annual salary over a lifetime? \$ 1,170,000

What is the difference between a \$20,000 and \$75,000 annual salary over a lifetime? \$ 2,145,000

What is the difference between a \$20,000 and \$100,000 annual salary over a lifetime? \$ 3,120,000

What if you only earned minimum wage?

What is the current minimum wage rate per hour in your state or city? \$ 11

How much can a person earn per year at that hourly rate?  $11 \times 2000 = 22,000$  \$ 22,000

What does that equal over your lifetime?  $22,000 \times 39 = 858,000$  \$ 858,000

Handwritten: Hanzhu

117

SMART GOAL:  
SPECIFIC  
MEASURABLE  
ACHIEVABLE  
RELEVANT  
TIME BOUND

OBJECTIVES ANSWERS THREE QUESTIONS

- 1) WHAT WILL CHANGE?
- 2) BY HOW MUCH OR HOW MANY? (MEASURABLE)
- 3) BY WHAT EXACT DATE?

## YOUR LIFESTYLE GOALS

Now write some goals and objectives of your own. Turn back to page 63 and choose three statements about your desired lifestyle. Write a goal and three objectives for each one. Focus on three goals you can meet in the coming year that would help you achieve a more satisfying future. Diagram the objectives to make sure they include all necessary components.

One of Maria's lifestyle goals was:

To have a career that is flexible enough to accommodate raising a family.

Her objectives:

1. Over the next two months, to interview five professional women who are successfully mixing career and family.
2. By the end of the semester, to research and identify eight careers that are flexible and yet offer the economic security required for a family.
3. By the end of the semester, to visit my counselor and make sure I am taking the necessary courses to prepare me for careers meeting my requirements.

-3

Your lifestyle goal: BUY A NEW HOUSE TO LIVE IN INSTEAD OF RENTING

Objectives:

1. GET A GOOD CREDIT SCORE BY DECEMBER 2017
2. PAY EACH BILL BEFORE THE DEAD LINE TO GET A GOOD SCORE BY DECEMBER 2017
3. SAVE 10% OF THE COST HOUSE FOR THE DOWN PAYMENT BY DECEMBER 2017 (\$500,000)

Your lifestyle goal: VALIDATE MY CHILEAN DEGREE

Objectives:

1. DECIDE IF CERTIFICATE MY DEGREE OF GO TO THE COLLEGE/UNIVERSITY BY JULY 2018
2. SEND MY SS TRANSCRIPTS FROM CHILE AND SEND THEM TO FELCP OR COLLEGE TO BEGIN THE PROCESS BY AUGUST 2018
3. BEGIN COLLEGE OR INTERNSHIP BY JANUARY 2018

+6:  
FELCP  
FOREIGN  
CREDENTIALING  
COMMISSION  
ON PHYSICAL  
THERAPIST

Wow! What a great resource!  
Well done, Natalia.

Goal: BEING TO WORK IN MY PROFESSION

Objectives:

1. GET THE CERTIFICATION OR THE CERTIFICATION BY AUGUST 2020
2. LOOK FOR A JOB IN MY PROFESSION BY OCTOBER 2020
3. APPLY FOR AT LEAST 5 OF OPENINGS IN MY PROFESSION BY NOVEMBER 2020.

CAREER BACK-UP PLAN

My16yearPlan.com

Keeping your own career area of interest in mind, map out career alternatives based on the chart below. We've included Amira's chart to use as a guide along with an example for someone interested in teaching\*.

1. First, write your ideal job title in the box that corresponds with the required training a different color pen or all capital letters for that one box.
2. In the starred box \*, write the industry or career cluster with which this career
3. Based on the different commitments to education and training (column 1), job within that career interest area and put that job title in the corresponding 1 annual median salary. *The Occupational Outlook Handbook*, print or online (sc best resource.

You have blanks on your Google Drive.

Show this again w/ a blank sheet

15  
12  
9  
8  
6  
5  
4  
3  
2  
1

ALTERNATIVE CAREER LADDER						
Education/Training Level	Job Title	Median Annual Salary	Job Title	Median Annual Salary	Job Title	Median Annual Salary
HEALTH SERVICES			EDUCATION			
Doctoral or Professional Degree	DOCTOR	\$186,044	District Superintendent	\$159,634	* Education (GenEd) University Prof/Res	83K
Masters Degree	Nurse Practitioner	\$ 82,590	School Principal	\$ 110,000	S.S. Prof.	72K
Bachelor's Work Experience or Certification	Medical Sonographer	\$ 61,980	Special Ed Teacher	\$ 50,020	H.S. Teacher	79K 56K 62K
Bachelor Degree	Registered Nurse	\$ 62,450	SCHOOL TEACHER	\$ 53,150	"	56K
Associate Degree	Medical Assistant	\$ 28,300	Payroll Clerk	\$ 34,810	Preschool Teacher	28K
Postsecondary Vocational Certificate	Medical Transcriber	\$ 32,053	Executive Secretary	\$ 40,030	Teacher Asst	24K
Long-term on-the-job training	Pharmacy Technician	\$ 27,706	Cafeteria Cook	\$ 20,460	School Secretary	41K
Moderate-term on-the-job training	Pharmacy Aide	\$ 20,093	Child Care Worker	\$ 21,902	School Janitor	26K
Short-term on-the-job training	Home Care Aide	\$ 19,178	School Bus Driver	\$ 26,603	Campus Supervisor	min wage
No High School Diploma	Gift Shop Cashier	\$ 17,659	School Janitor	\$ 22,145	Library Aide	40K

EC 5E

Amira

- Do you see alternative careers that you might consider? Which ones and why?
- What if you were going to school, ran out of money, and needed to go to work for a period of time? Would one of the job titles listed below your ideal career make sense for the short-term? Why or why not?
- What other observations can you surmise from this data? Study your chart and discuss your conclusions with friends and mentors.

\* NOTE: The education and training required, as well as the median annual salary levels, will vary from state to state. These are national averages.

# ... Find the Best Learning Tool or Setting

Every time you identify something that you want or need to learn, remember the first task to tackling that subject and building your Learning Plan is to research the best tool or setting that will deliver the knowledge or hands-on skill required. Get in the habit of surveying each one of the

of the I forgot about this resource + have added it to mine! a skill, your Learning Plan will probably include a variety of the 7/1/66!

Look page 269, research the: NETWORKING

Best BEGINNER'S GUIDE, SIXTH EDITION  
title and author

Best course: UDEMY ONLINE COURSES: INTRODUCTION TO NETWORKING FOR COMPLETE BEGINNERS  
title along with location or course provider

Best video: COMPLEX NEWS: SIX TIPS FOR IMPROVING YOUR NETWORKING SKILLS  
title and production company

Best online open-source lecture: WWW.NETACAD.COM NETWORKING ACADEMY COURSES  
title and URL NETWORKING ESSENTIALS

Best source for mentoring/tutoring: AMERICAN PHYSICAL THERAPY ASSOCIATION  
"LICENSURE EXAMINATION PREPARATION" APTA

Best internship or on-the-job training opportunity: \_\_\_\_\_

Other: CREATE A LINKEDIN PROFILE

Other: ASSIST A JOB FAIR.  
Attend (?)

# Your Education and Training 10-Year Plan

List College, Vocational, Post-Graduate, On-The-Job and Special Training

This year: (JUN - DECEMBER 2017)

GET MY CAPP III CERTIFICATE, GET A JOB AS A HCP TO IMPROVE

MY COMMUNICATION SKILLS, TAKE A CPR COURSE IN AMERICAN RED CROSS (1 DAY)

2018 Next year: BACHELORS DEGREE EVALUATION IN ELES.COM OR FCCPT (FOREIGN CREDENTIALING COMMISSION ON PT)

CONTINUE WORKING AS A HCP AND ENROLL IN UC SAN FRANCISCO AND TAKE

FIFTEEN UNITS OF DPT (SUBJECTS THAT IT WASN'T VALIDATE) OR

2019 The three: PASS THE TOEFL AND SUBMIT THE APPLICATION TO BOARD (IF I AM GOING TO GET THE LICENSE)

CONTINUE WORKING AS A HCP, TAKE FIFTEEN UNITS IN UCSF

OR BEGIN (NPTE) NATIONAL PT EXAMINATION (ASSESS THE BASIC ENTRY-LEVEL COMPETENCE OF A PT).

2020 Year four: CONTINUE WORKING AS A HCP AND TAKE FIFTEEN UNITS IN UCSF

OR FIND A CLINICAL SERVICE SITE AND COMPLETE THE CLINICAL SERVICE (9 MONTH) THAT MEAN QUIT THE JOB AS A HCP AND BEGIN TO WORK AS A PT.

Year five:

2021 CONTINUE WORKING AS A HCP AND TAKE FIFTEEN UNITS IN UCSF OR

GET THE LICENSING AS A PHYSICAL THERAPIST AND LOOK FOR A JOB IN MY REPRESSION. GET A JOB AS A PT.

2022 Year six:

WORK AS A CERTIFIED PHYSICAL THERAPIST AND TAKE A REST

WITH THE STUDIES.

2023 Year seven:

WORK AS A CERTIFIED PHYSICAL THERAPIST AND ENROLL IN

USA GYMNASTICS UNIVERSITY AND BEGIN THE FUNDAMENTALS OF GYMNASTICS INSTRUCTION (ONLINE COURSE) SIX UNITS.

2024 Year eight:

WORK AS A CERTIFIED PHYSICAL THERAPIST AND BEGIN THE INSTRUCTOR

CERTIFICATION IN SCHOOL OF COMPETITIVE GYMNASTICS - WOMAN (USA GYMNASTIC UNIVERSITY) (ONLINE COURSE)

2025 Year nine:

2026

WORK AS A CERTIFIED PHYSICAL THERAPIST AND A CERTIFIED

GYMNASTIC INSTRUCTOR AS A HOBBY

Year ten:

I appreciate your excellent research, Natalia.

100 QUESTION EVERY 15-MINUTE HOME EXERCISE SHOULD BE

too: Thanks for sharing! 100/100!

HCP - D HEALTH CARE PROFESSIONAL

# Natalia's Action Plan for the Next 10 Years

Once you have a clear picture of where you'd like to go and how you might get there, write your plans below. Word them as measurable objectives. See pages 186 to 190.

YEAR ONE — (Next Year) Your age 31 JULY 1, 2017 - DEC 2017

Education and training: (AMERICAN RED CROSS) SELF-LEARNING. CPR COURSE / IMPROVE MY COMMUNICATION SKILLS. LEAD 100 QUESTIONS ABOUT THE COMPUTER SKILLS ASSE.

Living arrangements: BUY A HOUSE INSTEAD OF RENTING ONE

Employment: GET A JOB AS A HEALTH CARE PROFESSIONAL

Finances: WE ARE GOING TO HAVE TWO SALARIES IN THE FAMILY. SAVE 20% OF INCOME. BUY A FLY TICKET FOR MY NICE TO COME TO VISIT ME an airline niece

YEAR TWO AGE: 32 (2018) ENROLL IN UCSF AND BEGIN THE DPT OR PASS TOEFL

Education and training: ENROLL IN UCSF AND BEGIN THE DPT OR PASS TOEFL

Living arrangements: CHANGE FLOOR AND BUY NEW FURNITURE

Employment: CONTINUE WORKING AS A HEALTH CARE PROFESSIONAL

Finances: APPLY FOR SCHOLARSHIPS, SAVE 20% OF INCOME, TRAVEL TO CHILE PAT UNIVERSITY OR LICENSING AS A PHYSICAL THERAPIST.

YEAR THREE AGE: 33 (2019)

Education and training: CONTINUE STUDY DPT IN UCSF OR PASS NATIONAL PT EXAMINATION

Living arrangements: SAME, BUY MORE FURNITURES

Employment: CONTINUE WORKING AS A HEALTH CARE PROFESSIONAL

Finances: APPLY FOR SCHOLARSHIPS, SAVE 20% OF INCOME. TRAVEL TO WASHINGTON PAT UNIVERSITY OR LICENSING AS A PHYSICAL THERAPIST AND PHARMACY (COLORADO)

YEAR FOUR AGE: 34 (2020)

Education and training: CONTINUE STUDYING DPT IN UCSF OR BEGIN THE CLINICAL SERVICES

Living arrangements: SAME, PAINT THE EXTERIOR OF THE HOUSE

Employment: CONTINUE WORKING AS A HEALTH CARE PROFESSIONAL

Finances: APPLY FOR SCHOLARSHIPS, SAVE 20% OF INCOME, TRAVEL TO CHILE PAT UNIVERSITY OR LICENSING AS A PHYSICAL THERAPIST.

YEAR FIVE AGE 35 (2021)

Education and training: CONTINUE STUDYING DPT IN UCSF OR FINISH CLINICAL SERVICE

Living arrangements: SAME, REMODEL BATHROOM AND GARDEN

Employment: CONTINUE WORKING AS A HEALTH CARE PROFESSIONAL

Finances: APPLY FOR SCHOLARSHIPS, SAVE 20% OF INCOME, TRAVEL TO HAWAII PAT UNIVERSITY OR LICENSING AS A PHYSICAL THERAPIST

YEAR SIX AGE 36 (2022)

Education and training: SELF-LEARNING AND TRAINING.

Living arrangements: SAME, REPAIR ROOF.

Employment: FIND A JOB AS A CERTIFIED PHYSICAL THERAPIST (HOME HEALTH CARE)

Finances: BUY A NEW CAR, SAVE 20% OF INCOME, TRAVEL TO CHILE.

## Geno's Action Plan for the Next Ten Years

### My Ten-Year Goal:

To live with Karen and Verla near Salem, Oregon on or near the water and to be researching and teaching CAPP 10 Year Plan and English Writing at one of the local community colleges.

### Year 1 (beginning 1/7/2019): My age: 58

**Education and Training:** Continue self-learning and training in CAPP-related issues (e.g. Learn about how the TOEFL applies to my students by July 1).

**Living Arrangements:** Same. Paint the entire exterior of the house by August 1.

#### Employment:

- Begin work at Folsom Cordova Adult School (FCAS).
- Establish CAPP 10YP at FCAS.
- Do outreach to add CAPP 10YP sections for military veterans, Sacramento Food Bank, WEAVE, and other non-profits.
- Consult with Academic Innovations.

#### Finances/Lifestyle:

- Deposit maximum \$6,000 each in our IRAs +20% of Monthly income Into our other investments.
- Convert traditional IRAs to Roth IRAs.
- Vacation to Denmark.

### Year 2 (beginning 2020): My age: 59

**Education and Training:** Continue self-learning and training in CAPP-related issues (e.g. read *Creative Change: Why We Resist It and How We Can Embrace It* by Jennifer Mueller).

**Living Arrangements:** Same. Cut down diseased tree, plant a new oak, and add pots to southside of house to act as a screen.

#### Employment:

- Consult with Academic Innovations.
- Establish articulation with a Los Rios campus so our CAPP10YP Course will be worth college units.

**Finances:** Normal, scheduled raises. Six-months savings, now up to \$80,000 (target). Deposit maximum \$6,000 each in our IRAs +20% of Monthly income Into our other investments. Travel to Bhutan.

### Year 3 (beginning 2021): My age: 60

**Education and Training:** Begin CTE Master's program part-time at Sac State.

**Living Arrangements:** Same. Remodel the kitchen.

#### Employment:

- Consult with Academic Innovations.
- Continue working at EGACE and expanding program on campus and at FCAS.

**Finances:** Normal, scheduled raises. Deposit maximum \$6,000 each in our IRAs +20% of Monthly income Into our other investments. Travel to Switzerland.

### Year 5 (beginning 2023): My age: 62

**Education and Training:** Begin third year of master's program.

**Living Arrangements:** Same. Replace flooring in the rest of downstairs.

#### Employment:

- Consult with Academic Innovations.
- Continue At EGACE, FCAS, & Los Rios.

**Finances:** Normal, scheduled raises. Bump savings to 45%, and (automatically) adjust risk tolerance toward Karen's retirement. Deposit maximum \$6,000 each in our IRAs. Travel to Norway.

### Year 6 (beginning 2024): My age: 63

**Education and Training:** Begin life-cycle learning lit reviews.

**Living Arrangements:** Same. Refurbish the pool.

#### Employment:

- Consult with Academic Innovations.
- Continue At EGACE, FCAS, & Los Rios.
- Contact Eastern Oregon University And other schools using 10YP in Oregon.

**Finances:** Normal, scheduled raises. Bump savings to 50%, and adjust risk tolerance toward Karen's retirement. Deposit maximum \$6,000 each in our IRAs. Karen meets with her STRS counselor to plan retirement. Travel to Finland.

### Year 7 (beginning 2025): My age: 64

**Education and Training:** Conduct life-cycle learning study at EGACE and/or Los Rios.

**Living Arrangements:** Move to Salem, Oregon with Verla and Karen.

**Employment:** Karen retires, while I apply to local colleges and adult schools.

**Finances:** Meet with Karen, Verla, and Michael to decide on a budget for our merger and Karen's retirement. Travel to Hawaii .

### Year 8 (beginning 2026): My age: 65

**Education and Training:** Publish first paper on life-cycle learning

**Living Arrangements:** Same house in Salem. Plan for renovations.

**Employment:** Community college and/or adult schools

**Finances:** Annual downward adjustment of our budget. Begin drawing on the principal in our IRAs. Travel to Second happiest state, Utah (RV rental, road trip).

### Year 9 (beginning 2027): My age: 66

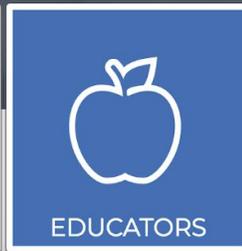
**Education and Training:** Learn to play my drum set.

**Living Arrangements:** Same house in Salem. Plan for renovations.

**Employment:** community college and/or adult school.

**Finances:** Annual downward adjustment of our budget. Continue drawing on the principal in our IRAs. Travel to

# A Small Sampling of the Online Piece



## Your Budget Profile

Enter your personal data from page 42 of your *Workbook and Portfolio for Career Choices*. For more information, review page 92 of *Career Choices*.

Today I am  years old. In  years, when I am

years old, this is how I would like my life to look.

YOUR BUDGET PROFILE - MONTHLY EXPENSES (page 92 in Career Choices).

Housing	\$2,340	 Adjust Value
Transportation	\$830	 Adjust Value
Clothing	\$250	 Adjust Value
Food	\$600	 Adjust Value
Sundries	\$80	 Adjust Value
Entertainment	\$780	 Adjust Value
Vacations	\$200	 Adjust Value
Child care	\$0	 Adjust Value
Health care	\$400	 Adjust Value
Furnishings	\$180	 Adjust Value
Savings	\$1,740	 Adjust Value
Miscellaneous	\$140	 Adjust Value
<b>MONTHLY</b>	<b>TOTAL</b>	<b>\$7,540</b>

## What Salary Will Support This Lifestyle?

Enter your personal data from page 42 of your *Workbook and Portfolio for Career Choices*. For more information, review page 93 of *Career Choices*.

WHAT SALARY WILL SUPPORT THIS LIFESTYLE?

ESTIMATING TAKE HOME SALARY:

To find the monthly salary you will need to cover your expenses, divide your monthly expenses by 80 percent\*.

Expenses (or net pay) divided by 80% = Gross pay

÷ 80% =

Total from page 92 your required monthly salary

Multiply this figure by 12 (months) to get the annual salary figure required.

× 12 =

your required monthly salary your required annual salary

**Therefore we need to earn the following salaries:**

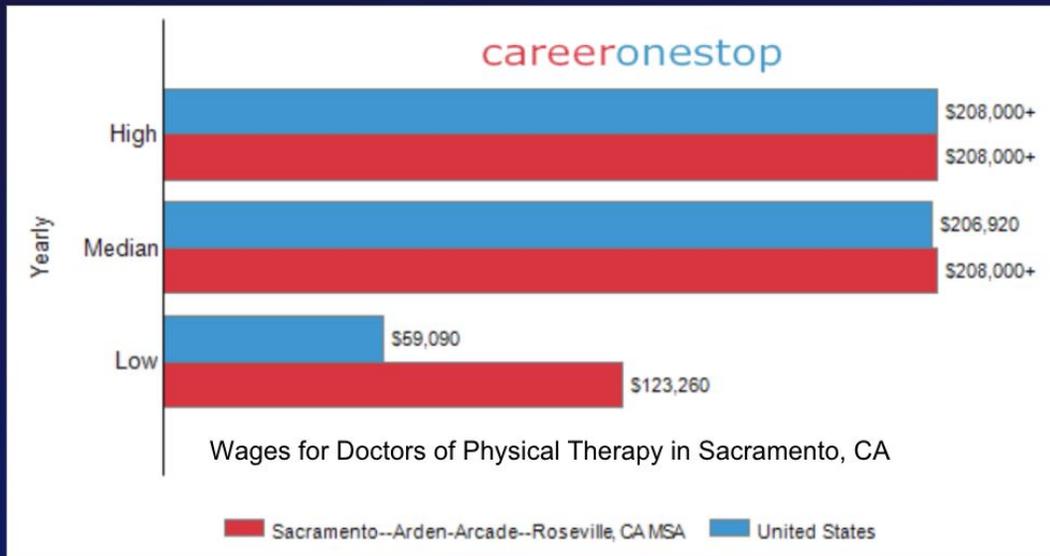
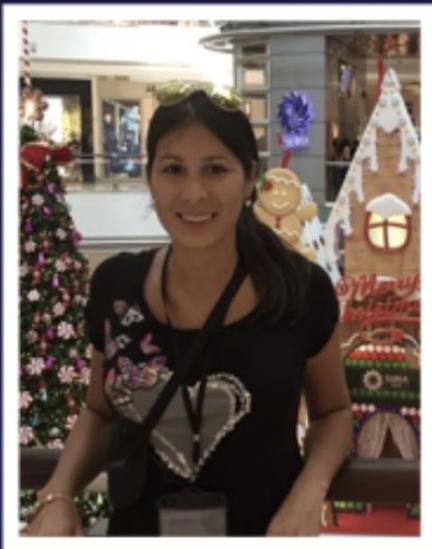
**One Income Earner**

I need to earn at least  per year, to support the lifestyle described in my budget narrative. (figure above)

**Two Income Earners**

If I am married and we both work, on average we each need to earn at least  (50% of figure above) per year to support the lifestyle described in my budget narrative.

# Natalia Estay



**Married with no children, Natalia recently validated her Chilean bachelor's degree in Physical Therapy. Presently she is a Child Care Provider Coordinator for the Children's Council of San Francisco for an annual income of about \$45k. She said, "I am helping low income families to find childcare that meets their needs. I like what I do because I continue helping others." Natalia and her husband have also just made a down payment on their first home. Her long term goals are to work in a hospital as a Doctor of Physical Therapy and to help her two nieces come to study in the United States.**

**but how might we enroll more students?**

**“Why are they here?” asked a visiting counselor.**

**Post-ESL students just want to continue learning English.**

**ABE and ASE students just want their diploma or GED.**

**Some staff and most students don't know or care  
about what a 10 Year Plan is.**

At our August 2016 staff meeting, I was granted five minutes and used it to pour my heart out while I caressed the book. Then I convinced one staff member and department at a time.



Melinda Rasul,  
Transitions Specialist

in 2016, I had dragged her to a Get Focused conference, and she exited a believer. I convinced her to enroll pre-ASE students into the course.



Instructional Support  
Office Staff

I set up a workspace in their office and fed them regularly (including Jagroop Kaur).



Adult Secondary  
Education Department

I convinced Department Chair Lori Altman and them to offer fifteen electives credits to high school diploma students.



ESL Department

I wormed my way into the department department via dept head Carla Slowiczek to market the course to staff and their classes.

# Marketing to Students by Students



Why do I need a 10-Year Plan?

Isn't my current level of education and experience enough?



Clearly I needed a tripod...

and better videography skills.

# Persistence

## How we cope with the drop-in/drop-out issue

- Knowledge and passion: adults need buy-in and details.
- Seminar seating in an open computer lab.
- Modeling of active/empathic listening
- Potlucks, celebrations, awards, & hand-written greeting cards
- Wall of Fame in class and on campus
- Daily ritual to engender trust and bonding: Video, QFTD, Agenda, CREDIT slips.
- Interview & Survey Results
- Third annual CAPP 10 Year Plan Reunion on July 4



# Second Annual CAPP 10 Year Plan Reunion



# The Result: Bonding & Persistence



# Baiza Bahadury



**Married with four children, Baiza is a Pediatrician in her home country of Afghanistan who recently won asylum here in the United States after four years of persevering. This semester she has begun studying to become a sonographer and is taking Business Technology and ESL-Reading classes. Her long-term goals are to work as a pediatrician here.**

# Who Benefits from students taking the *Career Choices and Changes* course?

**Students**

**Families**

**Schools & educational organizations**

**Social organizations**

**Employers**

**Colleges**

**The Economy**

**The Fabric of Society**

# Thematic Ancillary Resources for Adult Education

For nearly every page in *Career Choices and Changes*.  
Nearly all with English subtitles, about 1,800 and counting



Motivational videos



Music videos



Feature Films

## Invisibilia: Is Your Personality Fixed, Or Can You Change Who You Are?

June 24, 2016, 3:00 AM ET

ALEX SPIEGEL



© 2016 NPR

*Editor's note: This is an excerpt from the latest episode of the Invisibilia podcast and program, which is broadcast on participating public radio stations. This story contains language that some may find offensive.*

NPR Articles

## Buying a home? Learn the lingo

Buying a home for the first time? You may discover that one of the biggest obstacles is learning the lingo. Homebuying can be overwhelming and perhaps a bit intimidating if you aren't familiar with the terminology.

To help aspiring homeowners gain confidence in the homebuying process, the experts at Freddie Mac are sharing a guide with some top terms you'll hear.

**Pre-approval letter.** A letter from your lender telling you how much home you can afford and the maximum amount you are qualified to borrow. Having a pre-approval letter while shopping can help you move faster, and with greater confidence in competitive markets.

**Appraisal.** After you make an offer on a home, your lender will order an appraisal to get a professional opinion on its value. This is a necessary step in getting financing secured, as it validates the worth to you and your lender.

**Closing costs.** In addition to a home's price, a buyer must pay "closing costs." This is the cost to complete the real estate transaction. This includes points, taxes, title insurance, financing costs, items that must be prepaid or escrowed and other costs. Closing costs are generally two to five percent of your home purchase price.

**Escrow.** The holding of money or documents by a neutral third party before closing, escrow can also refer to an account held by the lender or servicer into which a homeowner pays taxes and insurance.

**Mortgage rate.** The interest rate you pay to borrow money for your house. The lower, the better.

**Fixed-rate mortgages.** A mortgage with an interest rate that doesn't change during the term of the loan, and is typically 15 or 30 years.

**APR.** The annual percentage rate, commonly referred to as "APR," is a broader measure of your cost for borrowing money and includes the interest rate points, broker fees and other credit charges you'll be required to pay. Because these costs are rolled in, the APR is usually higher than your interest rate.

**Credit Score.** A number ranging from 350 to 850 based on an analysis of your credit files. Your score plays a significant role when securing a mortgage as it helps lenders determine the likelihood that you'll repay future debts. The higher your score, the more options that may be available to you, including



SacBee & Other News



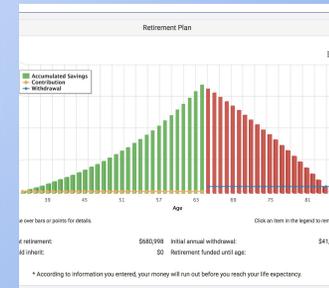
Before I die I want to ...

TED Talks



Federal Student Aid is the best place to turn for assistance.

Informational Videos



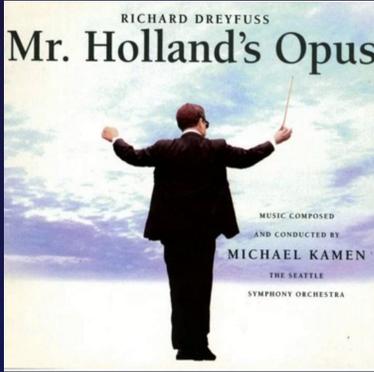
Tools



Fun Stuff



Chapter 1



Chapters 2-3



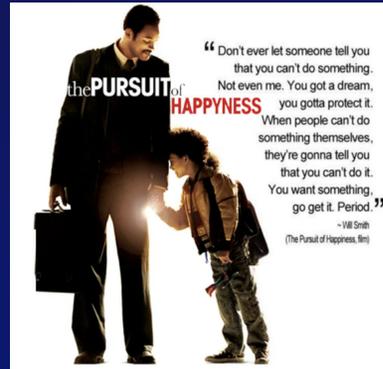
Chapters 7-9



Chapters 7-9



Chapter 4



Chapters 11-15

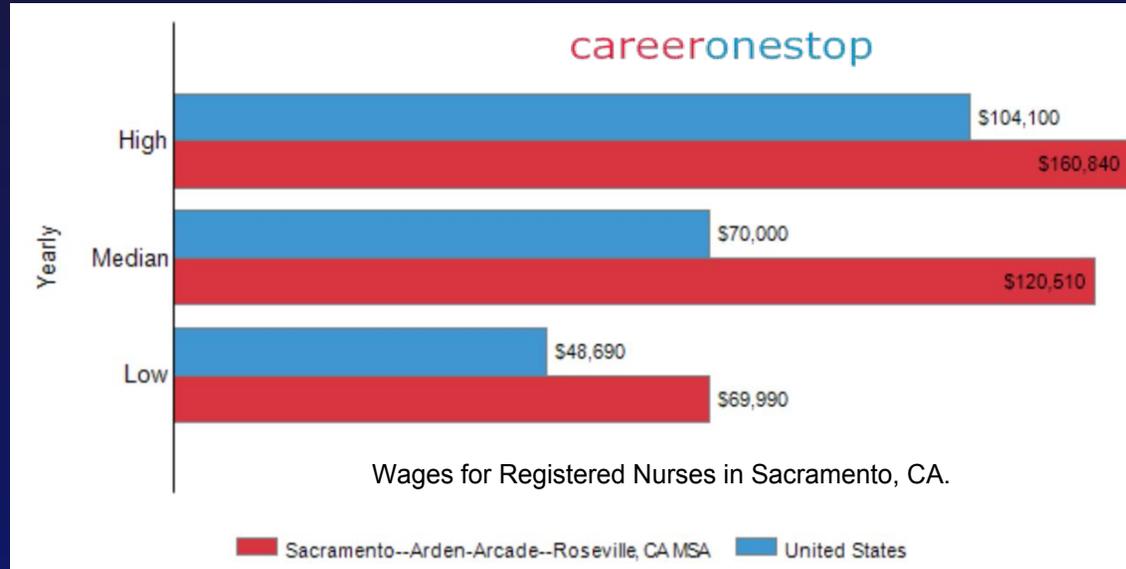
**Prescreened:**  
An Unfinished Life  
(Ch1)  
Lion (?)  
Steel Magnolias  
(Ch 7-9)  
Pay it Forward (Ch 2-3)

**Not yet prescreened:**  
Beaches  
Fried green tomatoes  
Signs  
Whale Rider  
Step

**Prescreened and Rejected:**

Mulan, Elephant Man, Cast Away, Simon Birch, To Kill a Mockingbird, October Sky, Karate Kid, North Country, Men of Honor, Erin Brokovich, Bucket List, Working Girl, The Truman Show, Big Fish, Finding Neverland, Juno, Babe, Life of Pi, Hachi: A Dog's Tale, Empire of the Sun,

# Thi Hoang



Married with no children, Thi is in her first semester at Sacramento City College studying to become a registered nurse. “My experience in our course has given me the confidence to move forward with my ten year plan,” She said. “I want to share with the most people I can because my life is a lot better after I studied in 10 Year Plan class. This course should also be taught in community colleges....Students should learn how to define their life goals and contribute to the good of the country rather than wasting their time and effort in classes that are not appropriate for them.

# About 1,800 Ancillary Resources by Page

## **Course Intro**

[VOA.Michelle Obama: Last Official Speech as First Lady - YouTube](#)

[Michelle Obama Final Speech as First Lady - English subtitle - YouTube](#)

[Michelle Obama Final Speech as First Lady | ABC News - YouTube \(22:43\)](#)

[Course Intro.Dream - Motivational Video - YouTube](#)

[JJ Heller - This Year - YouTube](#)

[Angela Lee Duckworth: Grit: The power of passion and perseverance | TED Talk | TED.com](#)

[Abbreviated.Steve Jobs Stanford Commencement Speech 2005 - YouTube](#)

[BeforeSample10-YearPlan..Steve Jobs: How to live before you die | TED Talk | TED.com](#)

[I Was Here by Lady Antebellum - YouTube](#)

[THE MINDSET BEHIND SUCCESS - Motivational Video - YouTube](#)

[Intro or p9-14.Somewhere over the rainbow - Susan Boyle - Lyrics - \(HD scenic\) - YouTube](#)

[Because We Believe - Andrea Bocelli - Lyrics- \(HD scenic\) - YouTube](#)

[For HSD/HSE Students.NOT LIKE THE REST - Motivation for 2017 - YouTube](#)

[Ch 1 Intro.Born To Succeed ► Motivational Video - YouTube](#)

[p1.Chris Brown - Dreamer \(Lyrics\) - YouTube](#)

[Apolo Ohno | Great Moments In Team USA History - YouTube](#)

[Sally Ride - Mini Biography - YouTube](#)

[Oprah Winfrey - Mini Bio - YouTube](#)

[Mini BIO - Barack Obama - YouTube](#)

[p8.Christina Perri - I Believe \[Fan Instagram Lyric Video\] - YouTube](#)

[9.The Power Of The Dream ~ Celine Dion \[Lyrics\] - YouTube](#)

[9.Nick Vujicic | Impossible is Nothing <sup>HD</sup> | Motivational Video - YouTube](#)

[10.The Architect - Motivational Video - YouTube](#)

[10.Be Hungry \(Fight For It\) - Motivational Short Story <sup>HD</sup> - YouTube](#)

[p10.The ride of your life - John Gregory - YouTube](#)

[p10.The Script ft. Will.I.Am - Hall of Fame \(lyrics\) HD - YouTube](#)

[p12.Vision - Motivational Speech V2.0 - What Is Your Why? - YouTube](#)

[10.Energy.How Being Busy Affects Our Motivation : NPR](#)

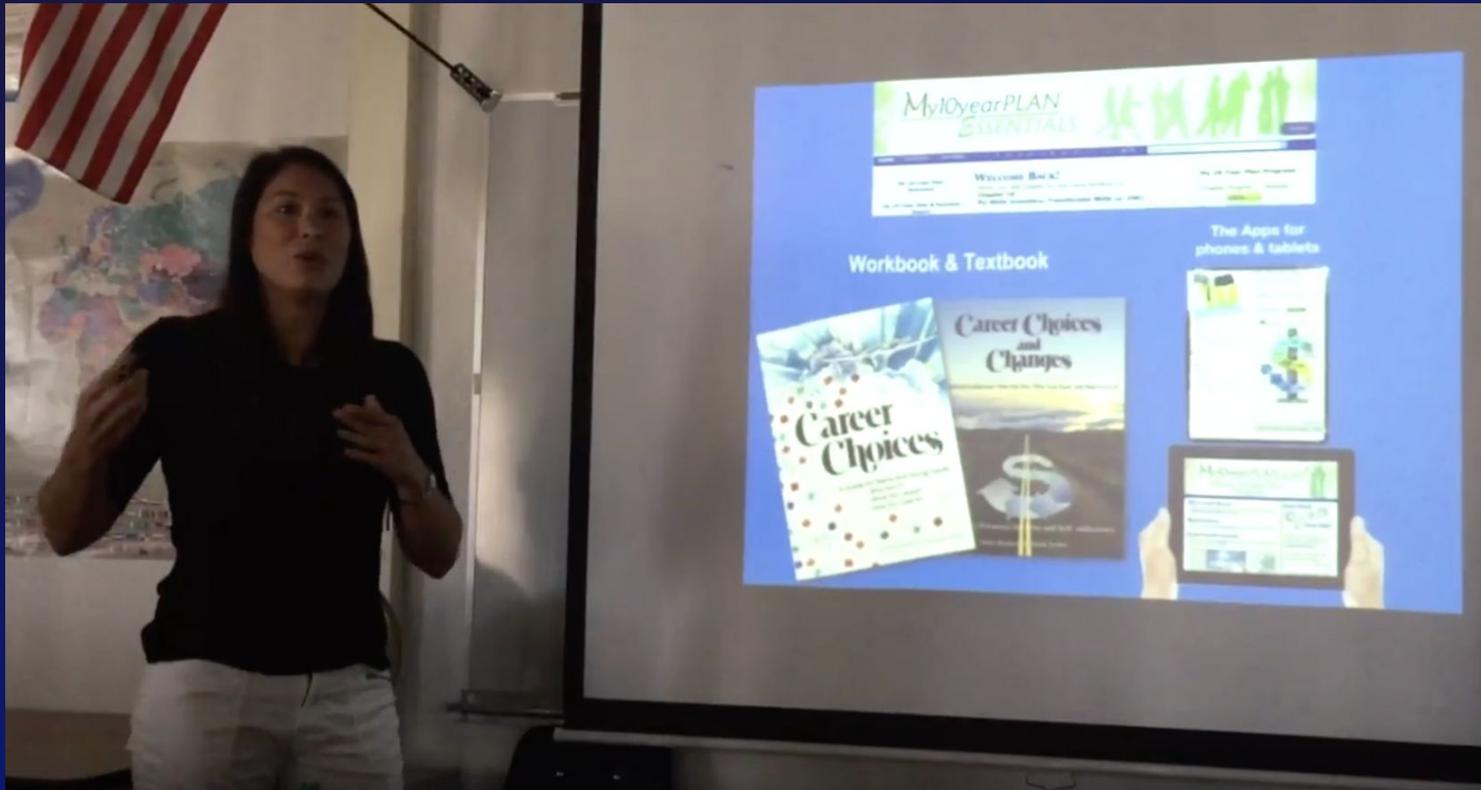
[10-14.Shout Out your dream! | The Success Series - YouTube](#)

[012.Richard St. John: 8 secrets of success | TED Talk | TED.com](#)

[14.Free Guided Meditations - UCLA Mindful Awareness Research Center - Los Angeles, CA](#)

[14.Meditation helps, but keep in mind its limits](#)

# Marketing and Testimonials



*Clearly I need a tripod and videography skills.*

# To learn more about Get Focused Stay Focused go to Academic Innovations

<http://www.academicinnovations.com>

The screenshot shows the homepage of the Academic Innovations website. At the top, the logo "Academic Innovations" is displayed in a serif font. To the right of the logo is a search bar with a "Go" button and social media icons for Facebook and Twitter. Below the logo is a dark blue navigation menu with the following items: Home, About, Career Choices Series, Get Focused...Stay Focused Series, Technology Integration, Career Choices & Changes, Professional Development, and Curriculum Support. The main content area is a grid of six featured images, each with a caption below it: 1. "NEW 6th EDITION RELEASE" showing a woman holding a book titled "Career Choices", captioned "About Career Choices". 2. A bar chart with an upward-pointing arrow, captioned "Data & Success Stories". 3. A person sitting at a computer workstation, captioned "Technology Integration". 4. A large conference room with round tables and chairs, captioned "Professional Development Workshops". 5. A large audience seated in an auditorium, captioned "Get Focused...Stay Focused™ Conference". 6. An open book with a review set, captioned "Request a Review Set". Below the grid is a testimonial section with a quote: "This program is a roadmap to reaching our students who are most at risk." attributed to "Mary Exum, 9th Grade Teacher, Pensacola, FL". To the right of the testimonial is a vintage-style microphone on a stand, captioned "Media Center". At the bottom of the testimonial section is a row of seven dots, with the second dot from the left filled in, indicating the current slide in a sequence.

**Would you like to visit EGACE and watch us in action?**

**Would you like for us to make a presentation to your staff?**

**Would you like our help piloting the course at your site?**

**Would you like a copy of the links to the ancillary resources?**

**Questions?**

**Concerns?**

**Doubts?**

**Fears?**

**Let's talk!**

**Geno Malkiewicz:**

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**Cell: 916-502-2168**

