Lesson overview

Career demand

11   Recommended
11th grade

  Length:
105 minutes

About this lesson

To introduce a variety of trends related to work and employment, students will learn about job projections and outlook to understand how their career plans may be shaped by factors beyond their control.

Learning objectives

By the end of this lesson, students will:

- learn about job projections and outlook
- analyze factors that impact job demand, such as changes in technology, demographics, business practices or production methods, consumer preferences, and workplace restructuring
- explore how their career plans may be shaped by demand for a career that interests them

Driving question

How will job trends influence my own career decisions?

Future-ready skills

Analyzing   Career awareness   Research skills

Lesson breakdown

20 minutes

Activity 1: Compare career demand

In this activity, students will review their saved careers to determine the job outlook and reflect on how they feel about the career and why the demand for it may influence their decision to pursue it.

65 minutes

Activity 2: Xello lesson: Career demand

Direct students to complete the Xello lesson titled **Career demand** where they'll learn about 5 common career demand factors that have the biggest impact on a career they like.

20 minutes

Activity 3: Filter by demand

In this activity, students will explore more career matches based on career demand.

Xello entry point

Students will need to save 3 careers before starting this lesson. It's also recommended that students complete the **Matchmaker** assessment (phase 1) and the **Explore career matches** lesson.

Vocabulary

- Career demand
- Technological trends
- Economical trends
- Social trends
- Demographic trends
- Business practices
- Consumer behavior
- Workplace restructuring
- Projections
- Job outlook
- Factors

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Activity 1: Compare career demand

11 Recommended
11th grade

Length:
20 minutes

Inquiry prompts

- Are jobs that interest me in demand?

Before you begin

- Ensure students have saved 3 careers before starting this lesson. It's also recommended that students complete the Matchmaker assessment (phase 1) and the Explore career matches lesson.

Teaching strategies

In this activity, students will review their saved careers to determine the job outlook and reflect on how they feel about the career and why the demand for it may influence their decision to pursue it.

1. Provide the [instructions](#) on the next page to your students.

2. Optional: Ask students to contribute the career demand status for 3 careers of interest in an online form or visual tally chart. Lead a discussion around job projections based on the class data.

Materials required

- [Student instructions](#) (also available in [Spanish](#))
- Computers or tablets with internet access

Artifacts

For 3 career profiles, students will update how they feel about the career and add a short reflection about the career demand status.

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Compare career demand

Student instructions

1 Navigate to your saved careers in Xello and complete the following for 3 careers:

- Review the career profile.
- Identify the career demand (stable, increasing, high or decreasing).
- At the top of the profile, choose an emoji to indicate how you feel about this career.
- Within **My notes**, add a short reflection in regards to the identified career demand. How might this factor influence your decision to pursue this career? How might your level of effort in the early stages of the career choice differ based on the demand? If a career you love is in low demand, what would make you a stronger competitor for the job?

2 After reviewing 3 careers, proceed to the Xello Lesson called **Career demand** to gain a better understanding of trends that impact job outlook.

Comparar la demanda de profesiones

Instrucciones para estudiantes

1 Dirígete a tus profesiones guardadas en Xello y completa lo siguiente para 3 profesiones:
- Revisa el perfil de profesiones.
- Identifica la demanda de profesiones (estable, en aumento, alta o en disminución).
- En la parte superior del perfil, elige un emoji para indicar las sensaciones que esta profesión te genera.
- En **Mis notas**, agrega una reflexión breve relacionada con la demanda de la profesión identificada. ¿Cómo podría influir este factor sobre tu decisión de hacer esta profesión? ¿En qué se podría diferenciar tu nivel de esfuerzo en las primeras etapas de la profesión elegida según la demanda? Si la demanda de una profesión que te gusta mucho es baja, ¿qué te daría más competitividad para el trabajo?

2 Después de revisar 3 profesiones, continúa con la lección de Xello titulada **Demanda de carreras** para comprender mejor las tendencias que influyen sobre el panorama laboral.

Activity 2 - Xello Lesson: Career demand

11 Recommended:
11th grade

Length:
65 minutes

About this activity

In the first activity, students reviewed their saved careers to determine the job outlook and reflect on the impact this could have on whether or not they decide to pursue them.

In this activity, students will complete the **Career demand** lesson in Xello to learn about 5 common career demand factors that have the biggest impact on a career they like.

Inquiry prompts

- What does career demand mean? What are employment projections?
- What careers are in demand in your area? Why?
- How will changes in career demand affect your career choices?
- What jobs do you think will be hot in the future? What jobs do you think won't exist in the future?
- What factors and forces influence the demand for careers (e.g. demographics, automation)?
- What skills or knowledge do you think you will need to be prepared for the jobs of the future?

Before you begin

Before diving in with your students:

1. Create a copy or download the Career demand slide presentation (also available in Spanish) to use as a helpful teaching aid before and after the Xello lesson.
2. Review the slides (including the speaker notes section) for suggested discussion strategies and prompts.
3. Update slide 5 of the presentation with your students' Xello sign in format. If you don't know your students' Xello login format check out Sign in to Xello for support.

Teaching strategies

Use the following strategies to set your students up for success:

1. Before students start the Xello lesson, take 5 minutes to have them review and consider the inquiry prompts from the **Warm up** activity slide of the Career demand slide presentation (also available in Spanish), or choose your own. Advise students to keep these questions in mind as they complete the lesson. You will revisit these questions with them in the **Exit activity** afterwards.

2. Help your students log in to their Xello account. Project your screen as you model how to navigate to the lesson using your demo student account. From the student dashboard, click on a lesson to get started. If the lesson you want isn't visible, access it by selecting **View all lessons** below the lesson shown,

Materials required

- Computers or tablets with internet access
- Whiteboard/projector
- Career demand slide presentation (also available in Spanish)

Prerequisites

- Save 3 careers

Artifacts

Students will complete the Xello lesson: **Career demand**.

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Activity 2 - Xello Lesson: Career demand

11 Recommended:
11th grade

Length:
65 minutes

or **View lessons** on the left of your screen.

3. Students finished early? If students have time after completing the Xello lesson, encourage them to do an online search for 2-3 job postings related to one of their saved careers and add the links to the **Helpful articles** section of the saved career in Xello. Did their search results give them any insight into the potential demand for the career?

4. They can also explore their dashboard feed where they'll find content related to their saved careers.

5. Once students have completed the Xello lesson, return to the Career demand slide presentation (also available in Spanish) to have students revisit the inquiry prompts you posed at the beginning of class.

6. **Classroom discussion strategy: I used to think: Now I think:** Encourage students to rate how important they believe it is for them to understand the demand for a career before pursuing it. Students can use a scale from 1-3 to rate importance. A rating of 1 equals not important, a rating of 2 equals important, and a rating of 3 equals very important.

7. Ask students if their thoughts about the importance of understanding the demand for a career have changed or stayed the same since completing the Xello lesson. Example: I used to think it was not important (a rating of 1) but now I think it's important (a rating of 2).

8. If their rating has changed, what do they think caused this change in thinking? If their rating has stayed the same, why?

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Career demand

Activity 3: Filter by demand

11 Recommended **11th grade**

Length: **20 minutes**

Inquiry prompts
- What does the future career landscape look like?

Before you begin
- Ensure students have saved 3 careers before starting this lesson. It's also recommended that students complete the **Matchmaker** assessment (phase 1) and the **Explore Career Matches** lesson.

Teaching strategies

In this activity, students will explore careers that are increasing in demand within a career cluster that is suggested for them (which is based on their Xello profile). Students will then select 1 new career to save and reflect on.

1. Provide the instructions on the next page to your students.
2. Optional: Share with your students how job demand has or has not influenced your own career path. What was the teacher job market like when you entered the career? What trends impact careers in education?

Materials required
- Student instructions (also available in Spanish)
- Computers or tablets with internet access

Artifacts

Students will save 1 new career profile and identify how they feel about the career. They will add a short reflection about the career demand status.

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Filter by demand

Student instructions

Which careers are projected to be increasing in demand? What factors do you think are influencing the increase? Do any of these careers interest you and why?

1. From **Explore careers** in Xello, click **More filters** and select **Increasing** career demand. Choose 1 or 2 **Career clusters** that are suggested for you, or a cluster that is of interest.

2. Review the results based on the selected filters. Which career surprises you the most? Which career would you consider a possibility for yourself? Review at least 3 career profiles before saving one.

3. At the top of the profile, choose an emoji to indicate how you feel about this career.

4. Within **My notes**, add a short reflection in regards to the increasing career demand:

    -   Which factor do you think is impacting the demand? Why do you think this? (Technological, Economical, Social, Demographic, Business practices, Consumer behavior, or Workplace restructuring).

    -   Consider checking out the *career outlook* details on the U.S. bureau of labor statistics site to support your answers. Navigate the career clusters to find related job titles to find more information about a particular career's projection results.

Filtrar por demanda

Instrucciones para estudiantes

¿Qué profesiones, según se prevé, tendrán una mayor demanda? ¿Qué factores crees que influyen sobre el aumento? ¿Alguna de estas profesiones te interesan? ¿Por qué?

1. En **Explorar profesiones**, en Xello, haz clic en **Más filtros** y selecciona la demanda **En ascenso**. Elige 1 o 2 **Grupos de profesiones** sugeridos, o bien uno que te interese.

2. Revisa los resultados basados en los filtros seleccionados. ¿Qué profesión te sorprende más? ¿Qué profesión considerarías como una posibilidad para ti mismo? Revisa al menos 3 perfiles de profesiones antes de guardar uno.

3. En la parte superior del perfil, elige un emoji para indicar las sensaciones que esta profesión te genera.

4. En **Mis notas**, agrega una reflexión breve relacionada con la demanda creciente de la profesión:

   - ¿Qué factor crees que influye sobre la demanda? ¿Por qué crees que esto sucede? (Tecnología, economía, relaciones sociales, demografía, prácticas empresariales, comportamiento del consumidor o reestructuración de lugares de trabajo).

   - Considera ver los resúmenes de proyección ocupacional en el U.S. bureau of labor statistics. Explora los grupos de profesiones para encontrar títulos de trabajos relacionados y obtener más información sobre los resultados de proyecciones de una profesión en particular.