Modern Career Clusters: What's Staying the Same, What's Changing

Professional Development Webinar: Session 1

Office of Career Readiness

Wednesday, May 13, 2026

SOUTH CAROLINA
DEPARTMENT OF EDUCATION

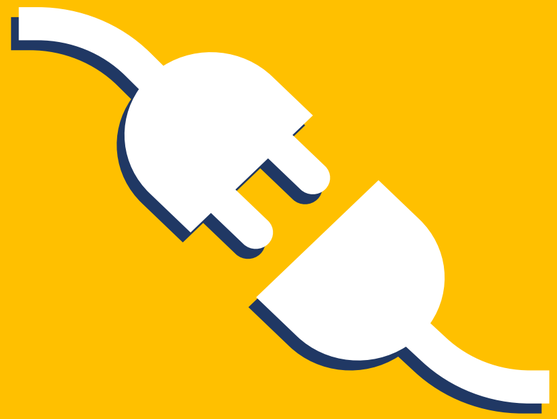
Purpose

The day will be a success if you leave feeling:

INFORMED



CONNECTED



Agenda

History & Changes

- Common language
- What changed and why

Programs & People

- Office of Career Readiness
- Program crosswalks
- Tiered Certifications
- Satchel
- Future Sessions

What’s Next

Landing Page

Access the Landing Page to find all links included in this presentation.

https://bit.ly/4er4FYL

History & Changes

CTE Road Trip to Success



Common Language

- Career Cluster – a broad organization of careers to help students explore interests and make informed education decisions; Aligned with CTE to provide real-world, skills-based learning.
- Career Ready – a student meets one or more of the established criteria approved by the EOC.
- CTE Internship, Work-based credit course – a structured standalone course that is taken in a CTE CIP-coded program under the guidance of the SCDE Office of Career Readiness.
- Certification – an official document showing a student has achieved a specific industry skill.
- Classification of Instructional Program Codes (CIP) – a federal classification system for instructional programs.
- Completer – a student who has completed all requirements (units) for a CTE program.
- Concentrator-a student who has completed 2 identified courses in a single CTE program.

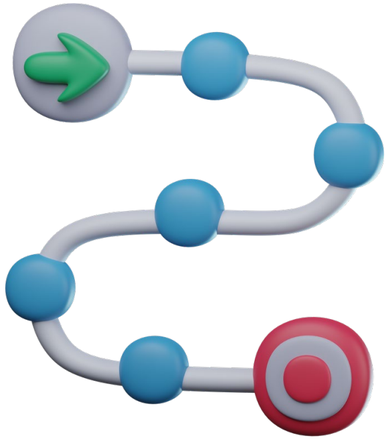
Common Language Continued

- Credential – documentation of a qualification or competence.
- Individual Graduation Plan (IGP) – Annual planning document for students, parents, and counselors.
- Major – District-specific group of related elective courses, CTE or non-CTE, aligned to student interests.
- Participant – A student who has taken one CTE course.
- Pathway – a person's full career journey- from education to certifications to career progression.
- Program/Program of Study – the state-approved sequence of CTE courses tied to a CIP code.
- Participant-complete at least one CTE course, marking their initial engagement with career education.
- Standard Occupation Code (SOC) - is a federal statistical standard used by federal agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data.
- Work-based Learning (WBL) – a school coordinated and sponsored structured, supervised workplace experience that connects classroom. instruction to real-world application.

Quick References

- Advanced CTE
    - Resources and Visuals
- Department of Employment and Workforce (DEW)
- Education and Economic Development Act (EEDA) – SC's 2005 law establishing Personal Pathways to Success
- Palmetto Pathways
- Perkins V – Strengthening Career and Technical Education for the 21st Century Act, the federal law that governs CTE
- Satchel
- Student Reporting Procedures Guide (SRPG)
- Tiered Certification Framework Guide
- CTE Course and Program Guide – Coming Soon!
- School Counseling and Career Guidance Model

South Carolina Modernized Clusters Implementation Roadmap



Summer/Fall 2025

- Train CTE directors, coordinators, and teachers, and other stakeholders on cluster changes.
- Review existing pathways and crosswalks

Spring/Summer 2026

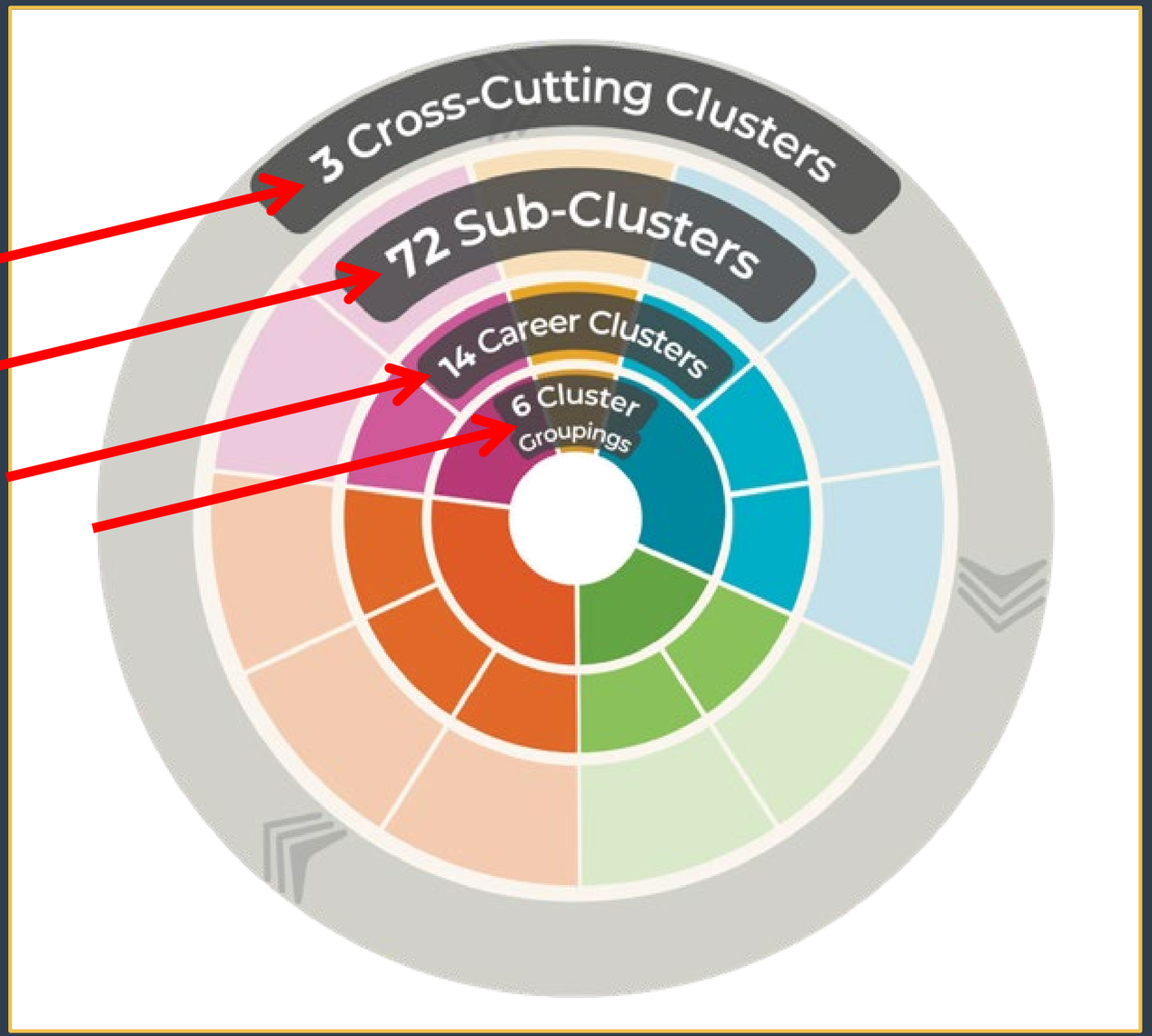
- Update course catalogs, advisement tools, WBL alignment, and program promotional materials.
- Integrate SOC/CIP crosswalk updates from the SC Office of Career Readiness.

2026-2027

- The 14 Modernized Career Clusters will be fully implemented in the following:
  - Perkins Consolidated Annual Report (CAR) reports aligned to the modernized framework.
  - Pathway feedback and adjustment as needed.
  - Individualized Graduation Plan (IGP) data collection.
  - Palmetto Pathways ongoing integration.
  - Work-Based Learning (WBL) data collection.

The Modernized National Career Clusters® Framework

- Provides an updated foundation for how we organize and deliver CTE programs that is industry responsive
- Represents the full range of skilled, living wage jobs
- Helps prepare learners for the jobs of the future
- South Carolina's updated career cluster system aligns seamlessly with the pathways and industry-recognized tiered certifications necessary for students to earn Career Ready designation and CTE Completer status.

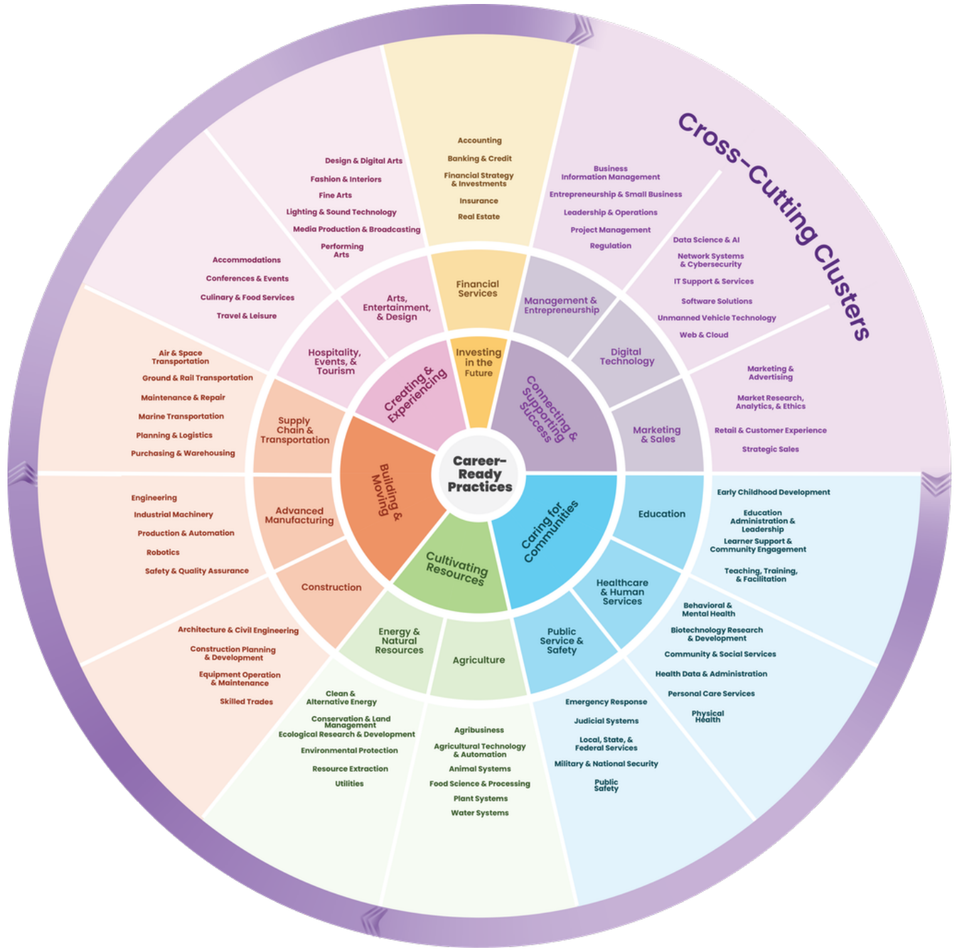


South Carolina's Transition to the Modernized Framework

- South Carolina is integrating the modernized national career clusters into state CTE programs, including updating CIP crosswalks and recategorizing clusters to reflect the new framework.

- Cross-cutting clusters in SC include:
  - Digital Technology
  - Management & Entrepreneurship
  - Marketing & Sales

- South Carolina's updated career cluster system aligns seamlessly with the pathways and industry-recognized tiered certifications necessary for students to earn Career Ready designation and CTE Completer status.



Career Clusters Framework: Grid View

Caring for Communities

Education
- Early Childhood Development
- Education Administration & Leadership
- Learner Support & Community Engagement
- Teaching, Training, & Facilitation

Healthcare & Human Services
- Behavioral & Mental Health
- Biotechnology Research & Development
- Community & Social Services
- Health Data & Administration
- Personal Care Services
- Physical Health

Public Service & Safety
- Emergency Response
- Judicial Systems
- Local, State, & Federal Services
- Military & National Security
- Public Safety

Building & Moving

Advanced Manufacturing
- Engineering
- Industrial Machinery
- Production & Automation
- Robotics
- Safety & Quality Assurance

Construction
- Architecture & Civil Engineering
- Construction Planning & Development
- Equipment Operation & Maintenance
- Skilled Trades

Supply Chain & Transportation
- Air & Space Transportation
- Ground & Rail Transportation
- Maintenance & Repair
- Marine Transportation
- Planning & Logistics
- Purchasing & Warehousing

Cross-Cutting Clusters

Digital Technology**
- Data Science & AI
- IT Support & Services
- Network Systems & Cybersecurity
- Software Solutions
- Unmanned Vehicle Technology
- Web & Cloud

Management & Entrepreneurship**
- Business Information Management
- Entrepreneurship & Small Business
- Leadership & Operations
- Project Management
- Regulation

Marketing & Sales**
- Market Research, Analytics, & Ethics
- Marketing & Advertising
- Retail & Customer Experience
- Strategic Sales

Creating & Experiencing

Arts, Entertainment, & Design
- Design & Digital Arts
- Fashion & Interiors
- Fine Arts
- Lighting & Sound Technology
- Media Production & Broadcasting
- Performing Arts

Hospitality, Events, & Tourism
- Accommodations
- Conferences & Events
- Culinary & Food Services
- Travel & Leisure

Cultivating Resources

Agriculture
- Agribusiness
- Agricultural Technology & Automation
- Animal Systems
- Food Science & Processing
- Plant Systems
- Water Systems

Energy & Natural Resources
- Clean & Alternative Energy
- Conservation & Land Management
- Ecological Research & Development
- Environmental Protection
- Resource Extraction
- Utilities

Investing in the Future

Financial Services
- Accounting
- Banking & Credit
- Financial Strategy & Investments
- Insurance
- Real Estate

****Cross-Cutting Clusters**
Denote careers that overlap in **all** industries, highlighting the versatile and interconnected nature of today's workforce. These careers can stand on their own or be contextualized in each Cluster and emphasize the need for adaptability in navigating the modern economy.

Notes:
Clusters are listed in alphabetical order. Clusters and Sub-Clusters represent the entire world of work (see definitions).

Programs of study are simply illustrative and will be determined by state and local frameworks.

[Access the Modernized National Career Clusters® Framework guidebook here]

Career Clusters Framework: SC Grid View

Caring for Communities

Education

- Early Childhood Education
- Family and Consumer Sciences
- Family Systems and Mental Health
- Introduction to Teaching

Healthcare & Human Services

- Barber/Master Hair Care
- Biomedical Sciences
- Cosmetology
- EMS
- Esthetics
- Healthcare Science
- Nail Technology
- Natural Hair Braiding
- Practical Nursing
- Public Health
- Sports Medicine

Public Service & Safety

- Air Force JROTC
- Army JROTC
- Coast Guard JROTC
- Marine Corps JROTC
- Navy JROTC
- Space Force JROTC
- Paralegal Systems Technology
- Law Enforcement Services
- Emergency and Fire Management Services
- Public Management and Administration
- Governance

Building & Moving

Advanced Manufacturing

- Aerospace Engineering
- Core Engineering
- Electronics Technology
- Integrated Production Technology
- Machine Technology
- Mechatronics Integrated Technologies
- Metal Fabrication
- Pre-Engineering
- Siemens Engineering
- Welding technology

Construction

- Building Construction Technology
- Cabinetmaking
- Carpentry
- Electrical Line Worker Technology
- Electricity
- HVAC/R Technology
- Masonry
- Plumbing

Supply Chain & Transportation

- Automotive Collision Repair Technology
- Automotive and Hybrid/BEV
- Commercial Vehicle Operation
- Diesel Engine Technology
- Drone Technology
- Global Logistics & Supply Chain Management
- Power Equipment Technology

Cross-Cutting Clusters

Digital Technology**

- Computer and Information Systems
- Security/Information Assurance
- Computer Science
- Game and Interactive Media Design
- Infomatics
- Information Support and Services
- Networking Systems
- Programming and Software Development
- Web and Digital Design

Management & Entrepreneurship**

- Administrative Services
- Business Information Management
- General Management
- Human Resource Management
- Operations Management

Marketing & Sales**

- Marketing Analytics
- Marketing Communications
- Marketing Management
- Merchandising
- Real Estate

Creating & Experiencing

Arts, Entertainment, & Design

- Architecture/Mechanical Design
- Digital Art and Design
- Fashion Design & Apparel Construction
- Graphic Communication
- Interior Design
- Media Technology

Hospitality, Events, & Tourism

- Baking and Pastry
- Culinary Arts Management
- Hospitality and Tourism Management

Cultivating Resources

Agriculture

- Agricultural Mechanics & Technology
- Biosystems Engineering Technology
- Horticulture
- Plant and Animal Systems

Energy & Natural Resources

- Clean Energy
- Environmental and Natural Resource Management
- Innovations in Science and Technology

Investing in the Future

Financial Services

- Academy of Finance
- Accounting
- Banking Services
- Business Finance
- Insurance
- Securities and Investments

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Denote careers that overlap in **all** industries, highlighting the versatile and interconnected nature of today's workforce. These careers can stand on their own or be contextualized in each Cluster and emphasize the need for adaptability in navigating the modern economy.

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Programs & People

Pathways Team



Anna Duvall
Team Lead, Career Pathways & Educator Development



Jamee Stewart
Career Pathways Specialist:
Arts, Entertainment & Design
Marketing & Sales



Anna Snipes
Career Pathways Specialist:
Healthcare and Human Services



Andrew Cook
Career Pathways Specialist:
Digital Technology
Management & Entrepreneurship



Heather Harmon
Career Pathways Specialist:
Education
Hospitality, Events, & Tourism



B. T. Martin
Career Pathways Specialist:
Supply Chain & Transportation
Advanced Manufacturing - Engineering
Energy & Natural Resources



Steven Watterson
Career Pathways Specialist:
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Advanced Manufacturing
Construction

R. Troy Helms
State Director for Agriculture
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Anne Reamer
Innovative Career Pathways Specialist



Keri Beach
Professional Learning Coordinator

OCR Contact Information

Career Cluster Assignments

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Advanced Manufacturing	Agriculture	Arts, Entertainment & Design	Construction	Digital Technology
Engineering- B.T. Martin Manufacturing- Steven Watterson	Troy Helms rthelms@clemson.edu 803.896.8873	Jamee Stewart jstewart@ed.sc.gov 803.734.8349	Steven Waterson swatterson@ed.sc.gov 803.734.8267	Andrew Cook acook@ed.sc.gov 803.734.7168
Education	**Energy & Natural Resources**	**Financial Services**	**Healthcare and Human Services**	**Hospitality, Events, & Tourism**
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Management & Entrepreneurship	**Marketing & Sales**	**Public Safety & Security**	**Supply Chain & Transportation**	
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OCR Contact Information

CTE Cluster Framework/Crosswalk

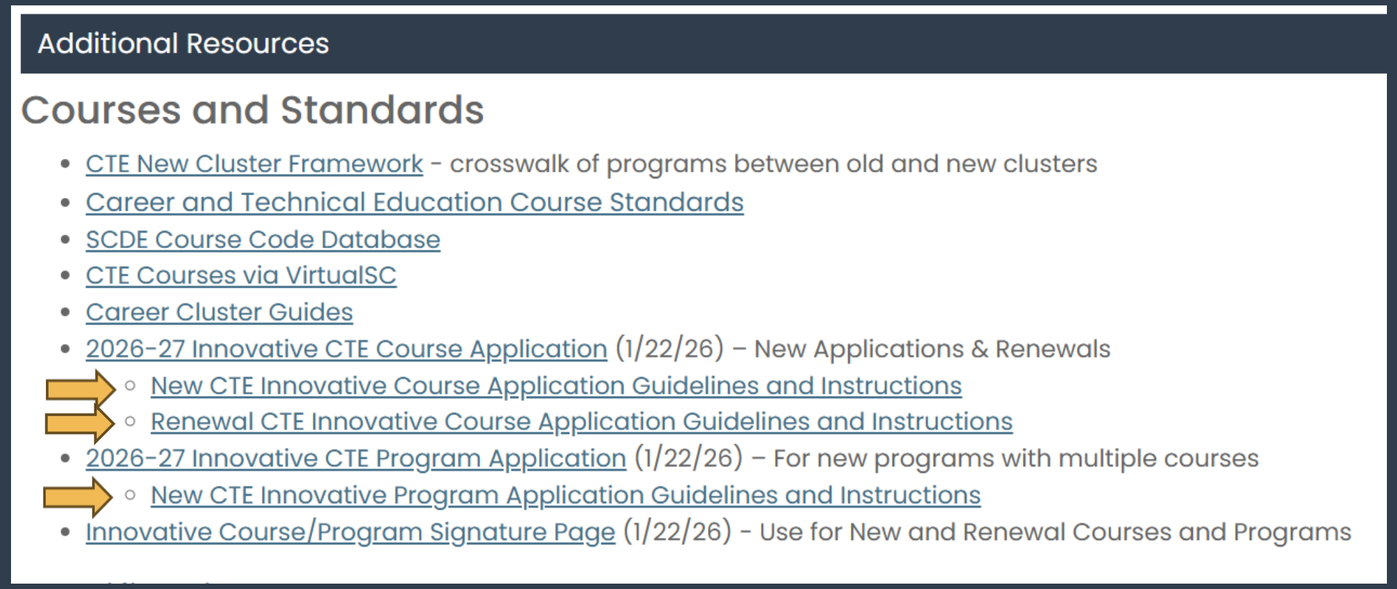
1. SCDE Website
2. Educators
3. Career & Technical Education
4. CTE Program & Courses
5. Programs
6. CTE New Cluster Framework

SCED	Original Cluster	New Cluster	CIP Coded Programs
Cross-Cutting Cluster Digital Technology: *Modernizing Industries and Connecting Communities*			
10 Information Technology	Information Technology	Digital Technology	Computer & Info Systems Security/Info Assurance (111003)
			Computer Science (PLTW) (110701)
			Game and Interactive Media Design (500411)
			Informatics (110104)
			Information Support and Services (151202)
			Networking Systems (110901)
			Programming and Software Development (110201)
			Web and Digital Communications (110801)
Cross-Cutting Cluster Management & Entrepreneurship: *Driving Business Success Across All Industries*			
12 Business Management and Administration	Business Management & Administration	Management & Entrepreneurship	Administrative Services (520401)
			Business Information Management (520208) ***NEW CIP Code***
			General Management (520201)
			Human Resources Management (521001)
			Operations Management (520204)
Cross-Cutting Cluster Marketing & Sales: *Improving Communication and Connections*			
12 Business Management and Administration	Marketing	Marketing & Sales	Marketing Analytics (521402)
			Marketing Communications (090903)
			Marketing Management (521401)

Innovative Programs & Courses

Directions to Program Page

1. SCDE Website
2. Educators
3. Career & Technical Education
4. CTE Program & Courses
5. Programs
6. **Renewal** CTE Innovative Course Application Guidelines & Instructions
7. New **CTE Innovative Program** Application Guidelines & Instructions
8. New **CTE Innovative Course** Application Guidelines & Instructions



CTE Programs Page

Purpose of the Tiered Certification Framework

South Carolina is transitioning to a Tiered Certification Framework for students entering 9th grade during the 2024-25 (9GR25) school year or later. This framework will:

- Provide a transparent process linking student certifications to workforce priorities in the State.
- Align with Perkins V and the Career Opportunity Act.
- Support preparing students for high-skill, high-wage, and high-demand careers.

Tiered Certification One-Pager

Detailed Tier Descriptions

Taken from the Tiered Certification Framework Guide Published on the SCDE Website

Tier 1

Foundational Skills: Validates basic competencies for further education or training.

Regionally Recognized: Accepted by local industries but not statewide hiring requirement.

Early Career Pathway: Earned in the first stages of a CTE program, leading to higher-level certifications.

E.g. OSHA 10, Microburst EmployABILITY Soft Skills Certification, Stop the Bleed, etc.

Tier 2

Industry-Aligned: Valued by employers but not always required for hiring.

Supports Career Pathways: Provides an employment advantage and job readiness.

Enhances Workforce Participation: Increases employability, but additional training may be needed for advancement.

E.g. SC Boater Education Certificate, Adobe Certified Associate – Visual Design using Adobe Photoshop, Red Cross First Aid/CPR/AED, etc.

Tier 3

High-Demand Careers: Required for employment in priority, high-wage occupations.

Clear Economic Benefits: Leads to significant wage gains, promotions, or job retention.

Career Advancement: Recognized entry point into further education, training, and certifications.

E.g. South Carolina Cosmetology License, Certified Nurse Aid, National Incident Management System Certification

Tiered Certifications Point System

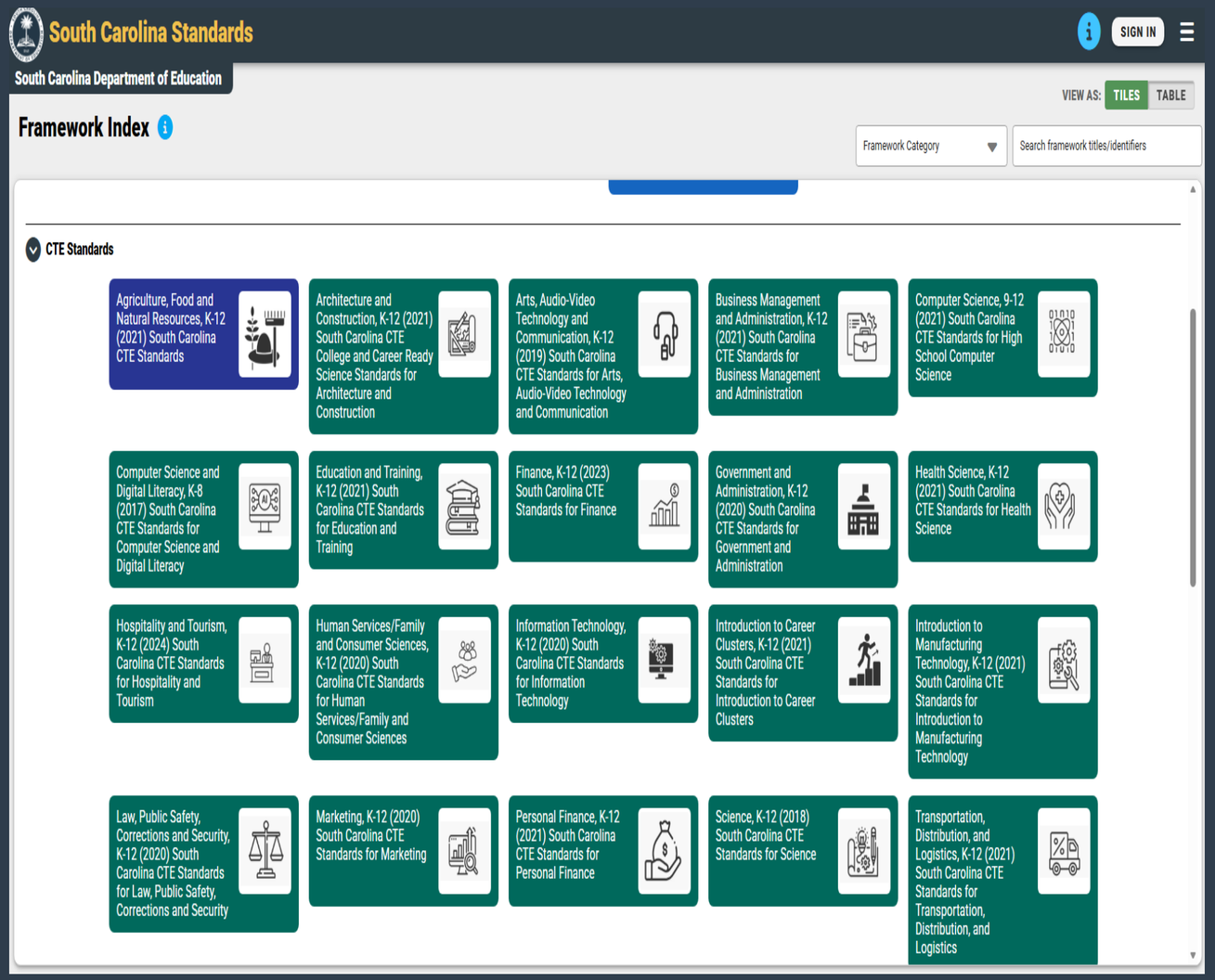
Program completer students must earn a minimum of 3 points to be considered "Career Ready." Students can earn the minimum 3 points in one of the following ways:

- Earn one Tier 3 certification aligned to their chosen career program or cluster.
- Earn a combination of two Tier 2 certifications or a Tier 2 and a Tier 1 certification aligned to their chosen career program or cluster.
- Earn a combination of a Universal certification and a Tier 2 certification aligned to their chosen career program or cluster.

The 3-point requirement ensures that students are earning certifications that are relevant and will prepare them for success in their future career pathway.

Note: Students cannot combine multiple Tier 1 or Universal certifications to meet the 3-point requirement.

Satchel – https://standards.ed.sc.gov



New "Source of Truth" for State Standards

- Satchel will serve as the sole source for course standards information.
  - Provides a shared language between humans and machines.
- Satchel is also the location for the South Carolina Course Code Database.

- NOTE: Satchel is in the process of being updated. You will be notified when the updates are complete and Satchel is the official "Source of Truth" for CTE standards.

Tiered Certifications and Satchel – Summary

Approved Tiered Certification List: bit.ly/sctieredcertifications

Tiered Certification Application: bit.ly/sccertificationapplication

If you have additional questions:

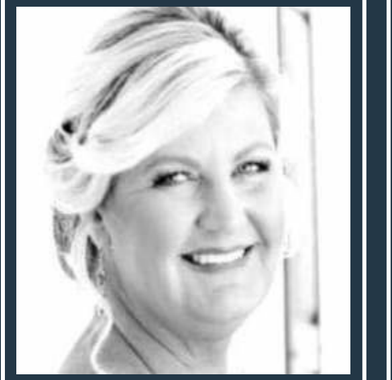
Dr. Herb Bocchino

CTE Instructional Standards & Certifications Coordinator

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OCR Team



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Team Lead
Work Based Learning Regional Career Specialists

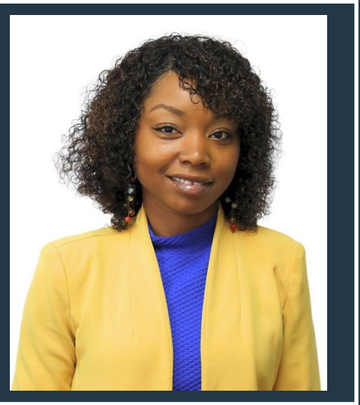
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Kevin Staggers

Career Counseling Specialist
SCOIS Program Director

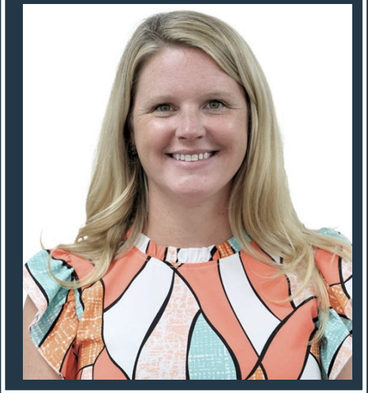
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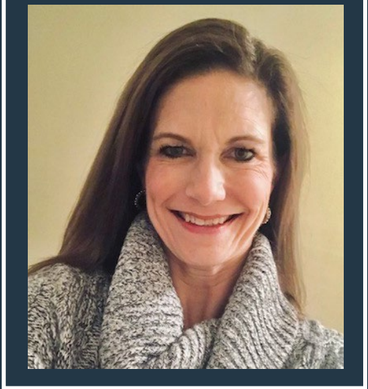
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OCR Contact Information

What’s Next

Future Webinars

- Transition for School Counselors, Career Guidance Personnel and Teachers – June 23, 2026 @ 1PM
- Modernized Career Cluster Best Practices: Bridging Education & Work – July 15, 2026 @ 11AM
- PowerSchool and Reporting Updates – Fall 2026

Next Webinar

Modernized Career Cluster Transition for School Counselors, Career Guidance Personnel & Teachers

- Tuesday, June 23, 2026
- 1:00 pm – 2:00 pm

July Webinar

Modernized Career Cluster Best Practices: Bridging Education & Work

- Wednesday, July 15, 2026
- 11:00 am –12:00 pm

Palmetto Education Summit

THE PALMETTO EDUCATION SUMMIT

NORTH CHARLESTON, SOUTH CAROLINA | June 15 - 17, 2026

https://palmettoeducationsummit.com/

Feedback Survey



Presenters:

- Heather Harmon
- Dr. Herb Bocchino

https://scde.formstack.com/forms/ocr_pd_feedback_survey



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