

Modern Career Clusters: Best Practices

Professional Development Webinar: Session 3

Office of Career Readiness

Wednesday, August 26, 2026



**SOUTH CAROLINA
DEPARTMENT OF EDUCATION**



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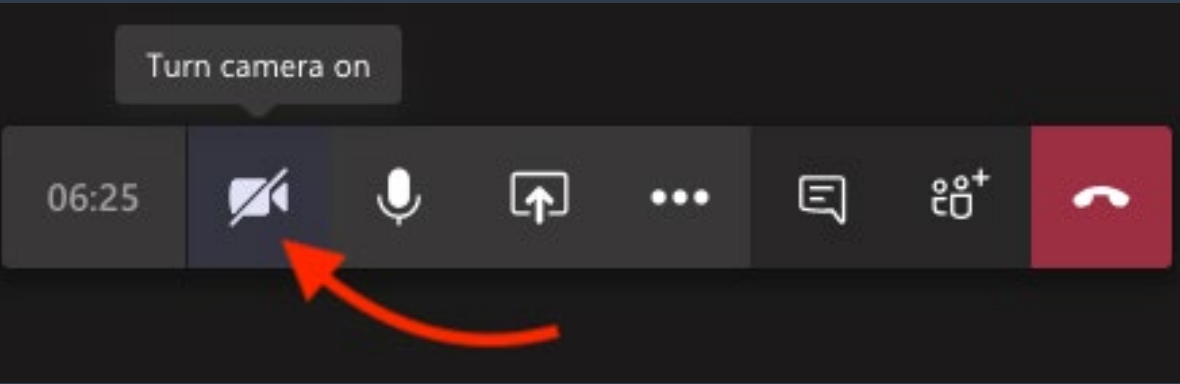
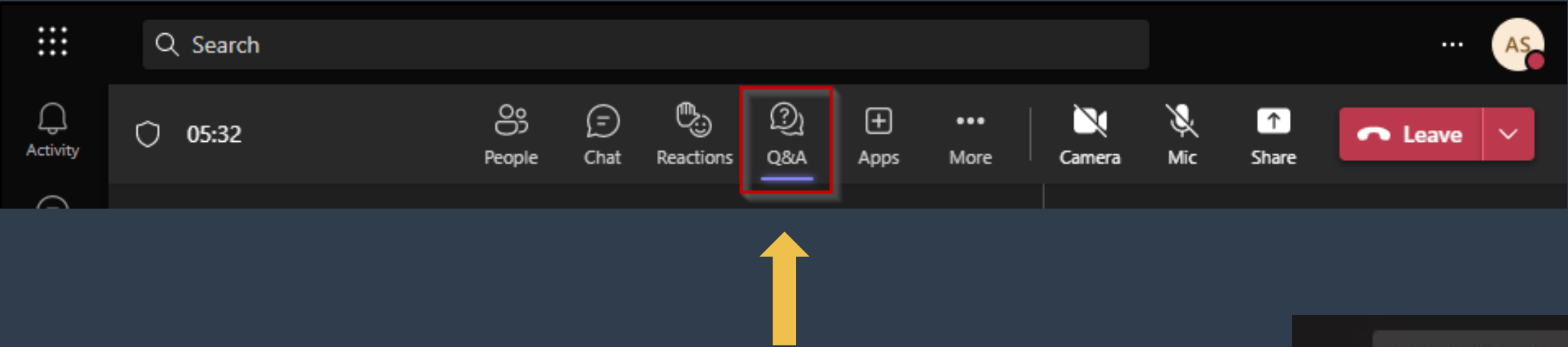
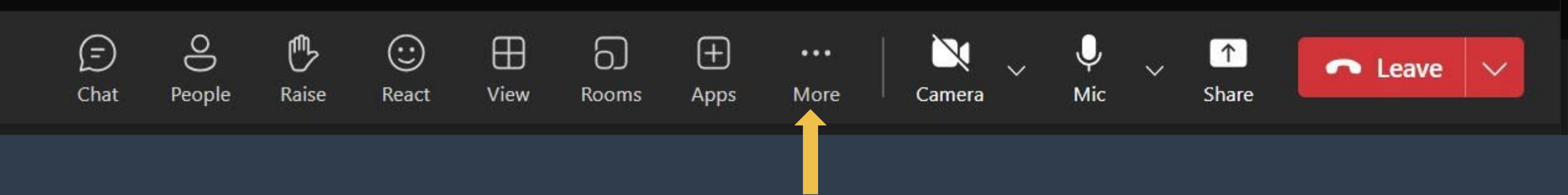


Lisa Call

*Midlands Regional Career Specialist, Senior Director Business and Education
Engagement Midlands Education and Business Alliance (MEBA)*



Webinar Norms



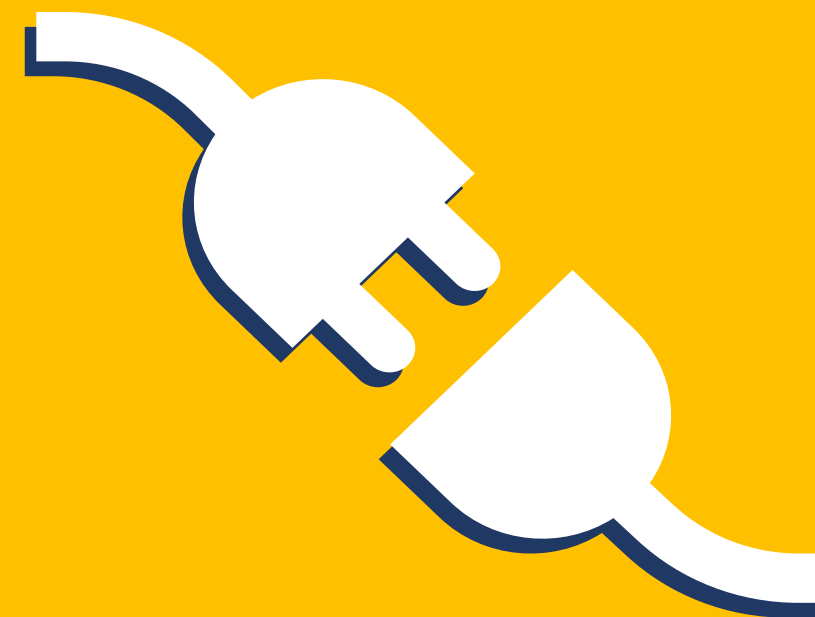
Purpose

The webinar will be a success if you leave feeling:

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to find all links included
in this presentation.

<https://bit.ly/4c3oXpe>



Recertification Credit



**Live
attendance and
participation**



**Remain in
attendance for
the duration**



**Complete
attendance and
feedback form**

Career Clusters Webinar Series Recap

Webinar 1

14 Modern Career Clusters
Office of Career Readiness
Tiered Credentials

Webinar 2

IGP Best Practices
Career Advising Collaboration

[OCR Webinar Hub Link](#)

Career Readiness Webinars

Welcome to the Office of Career Readiness Webinar Hub

The Office of Career Readiness is committed to supporting educators, students, and partners with timely resources and practical guidance that prepare learners for success beyond the classroom. This page serves as a central location for accessing recordings and presentation materials from our webinars, making it easy to revisit key ideas or explore sessions you may have missed.

Here, you will find a growing collection of webinar videos and slide decks focused on key initiatives and priority topics, including the Modernized Career Cluster Framework, updates to the South Carolina Standards Satchel, the Tiered Certification Framework, and other important areas related to career readiness. These sessions are designed to provide clear guidance, share updates, and highlight effective practices that support implementation across the state.

We encourage you to explore, share, and return often as new content is added.

Upcoming Webinars

- [Modernized Career Clusters Best Practices: Bridging Education & Work](#) (RESCHEDULED – 8/26/2026 – 11:00 am)

Webinar Recordings and Resources

- [South Carolina Standards Satchel Introduction](#) (8/6/2026)
 - [Satchel Introduction Slides](#)
- [Modernized Career Cluster Transition for School Counselors, Career Guidance Personnel & Teachers](#) (6/23/2026)
 - [Career Cluster Transition Cluster Slides](#)
- [Modernized Career Cluster Transition: What is and is not Changing](#) (5/13/2026)
 - [What Is and Is Not Changing Slides](#)



Agenda

Best Practices in CTE

Advisory Councils
Recruitment
Communication

Work-Based Learning

Regional Career Specialists

Feedback Requests





Best Practices in CTE



Best Practices for CTE: Advisory Council - Teacher

Teacher

- Participate in two Advisory Council meetings per year
- Select students to represent programs
- Learn about local industry and training trends to guide instructional emphasis
- Maximize opportunities to connect with shareholders
- Foster Chamber of Commerce connections



Best Practices for CTE: Advisory Council - Director

Director/Administrator

- Include administration and counselors from feeder/comprehensive high schools
- Include academic teachers
- Include representatives of special populations
- Use content and connections from the Advisory Council to build the Comprehensive Local Needs Assessment (CLNA)



Best Practices for CTE: Advisory Council - Counselors

School Counselor/Career Guidance Personnel

- Use attendance to understand and grow programs
- Connect with CTE Career Centers and business partners
- Provide opportunities to build CTE representation in School Counseling Advisory Councils



Best Practices for CTE: Recruitment - Teacher

Teacher

- The teacher is the biggest recruiter for a program
- Use student influencers
- Highlight program retention- as this is a key to successful program growth
- Promote your program with community demographics in mind
- Highlight student participation in CTSOs



Best Practices for CTE: Recruitment - Director

Director/Administrator

- Hire and retain the best teachers
- Plan recruiting events before course requests
- Budget and plan for statewide/regional events
- Align data and master schedule to program needs
- Ensure PD needs are met for teachers



Best Practices for CTE: Recruitment - Counselor

School Counselor/Career Guidance Personnel

- Promote early exploration
- Use interest survey data to guide planning and scheduling
- Plan tours of CTE facilities
- Consider timing of course selection
- Ensure opportunities are available to all students



Best Practices for CTE: Communication - Teachers

Teachers

- **Join the OCR Listserv**
- **Communicate with your SCDE Pathway Specialist**
- **Participate in state advisory boards/committees, mentor new CTE teachers**
- **Stay connected with current workforce trends and post-secondary alignment**
- **Understand the traits, skills, and academic prerequisites that will enhance success**



Best Practices for CTE: Communication - Directors

Directors/Administrator

- **Join the OCR Listserv**
- **Disseminate information to shareholders**
- **Invite SCDE Pathway Specialists and other CTE shareholders to showcase events**
- **Highlight results and successes of CTE programs**



Best Practices for CTE: Communication - Counselors

School Counselor/Career Guidance Personnel

- Work with students and families to align schedules
- Discuss additional needs for participation in specific programs or levels
- Understand the traits, skills, academic prerequisites that will enhance success
- Intentional placement





Work-Based Learning



SC Work-Based Learning

SC Work- Based Learning (WBL) is a **school-coordinated, sponsored, sustained interaction** serving students, K-12, with business/industry in a real worksite environment. The experiences or placements allow firsthand exposure and observation for the student while applying academic learning and exploring career goals and interests.

Each WBL coordinated experience maintains the credibility and integrity of the placement. This cultivation and development of a skilled workforce helps meet the needs of business and industry leading to sustainable growth, economic prosperity, and global competitiveness for South Carolina.

The SC Regional Career Specialist Team through SC Proviso 1A.5 serves as a liaison to each district to build business/industry partnerships for effective WBL implementation.



SC 10 STATE APPROVE WBL EXPERIENCES





SC TEN STATE APPROVED WORK-BASED LEARNING EXPERIENCES

 APPRENTICESHIP An earn-while-you-learn training model that combines on-the-job training, job-related education, and a scalable wage progression. This can be a USDOL registered or youth (non-registered) apprenticeship. <i>*Career Ready Qualifier</i>	 COOPERATIVE EDUCATION A Co-Op usually refers to a multi-work term agreement with one employer; traditionally with three or more work term placements alternating school terms. Co-ops are typically placements for post-secondary students with full-time paid positions. However, a structured training program for high school students enrolled in a post-secondary institution's dual enrollment course may qualify. <i>*Career Ready Qualifier</i>	 CTE INTERNSHIP WORK-BASED CREDIT BEARING COURSE An internship that is a structured, work-based credit bearing course that occurs at the end of a federal CTE Classification of Instructional Programs (CIP)-coded program for a CTE completer student. The CTE completer student is supervised by the content-specific, certified teacher completing a minimum of 120 practical experience hours or the highest number of hours required by the industry-defined competencies within the career pathway. To be career ready, it must directly align to the student's IGP career goal. <i>*Career Ready Qualifier</i>	 INTERNSHIP A progressive, school-sponsored experience that places students in a real worksite environment to develop and practice career-related knowledge and skills needed for a specific level job role. An internship provides hands-on experience in a particular industry or occupation related to a student's career interests, abilities, and goals. <i>*Career Ready Qualifier</i>	 JOB SHADOWING (ON-SITE) A method of short-term, school-coordinated career exploration in which the student is introduced to a particular job role or career by being paired, one-on-one, with an employee at the worksite. The student "shadows" (follows) the employee for a specified time to better understand and observe work expectations and requirements of a variety of job tasks.
 JOB SHADOWING (VIRTUAL) A virtual job shadowing experience is assessed for components that constitute quality virtual shadowing, including but not limited to the following: virtual tour of worksite with content provided, the capability to conduct question/answer exchanges, the overall quality of the site's features, and the length of the experience	 MENTORING An experience that engages a student with a particular worksite employee who possesses workplace skills and knowledge to be mastered by the student. The mentor instructs the student, critiques the performance of the student, challenges the student, and works in consultation with classroom teachers and the employer of the student	 SCHOOL-BASED ENTERPRISE A program focused on the development of a simulated business created, managed, and operated by students in a school setting. Students operate the business top to bottom – business plan, role, vendor research, bidding, buying power, stocking, marketing, billing, etc. It involves goods or services produced by the students as a part of their educational program.	 SERVICE LEARNING A method in which the student engages in community-service work for a specified number of hours to gain developmental experience. Students and teachers cooperate with local leaders to address community problems and issues, resulting in student service to the community and development of personal, workplace-readiness, academic, and citizenship skills.	 STRUCTURED FIELD STUDY An experience sponsored by a school representative providing opportunities for students to explore different workplaces. The field study is hosted by a representative at the worksite. During the field study, students observe, ask questions, and learn from the experience of being on an actual worksite pertaining to employability skills, labor market demand, job roles, etc.

WORK BASED LEARNING VS. CAREER COUNSELING ACTIVITIES

WORK BASED LEARNING EXPERIENCES

WBL data is entered into
PowerSchool



Internships

Cooperative Education



Apprenticeships

School Based Enterprise



Service Learning

Job Shadowing



Structured Field Study

Mentoring



CAREER COUNSELING ACTIVITIES

Career counseling data is reported
on the **CSAR**

Career Classroom Lessons



Schoolwide Career Events

Career
Newsletters/Websites



College and/or Career Fairs

Pre-IGP Activities



Conducting Career Assessments

Using a College and Career
Ready Platform



Specific Information for WBL is Available
[HERE](#)

Information on Career Counseling Activity
Reporting is Available [HERE](#)

Is it a Work-Based Learning experience?
Is it a Career Counseling Activity?
Where do I report what?

PowerSchool vs. CSAR

Great additional resources located:
[SC Work-Based Learning Page](#)



Levels

Elementary Level

Job Shadowing
(On-Site or Virtual)
Mentoring
Structured Field Study

Middle Level

Job Shadowing
(On-Site or Virtual)
Mentoring
Service Learning
Structured Field Study

High School Level

Apprenticeship
Co Op
Internship
Job Shadowing
(On-Site or Virtual)
Mentoring
School-Based Enterprise
Service Learning
Structured Field Study
CTE Work-Based
Internship Credit Bearing
Courses



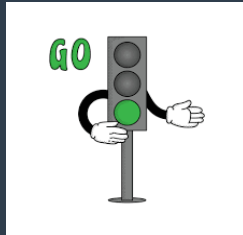
When, Where, and How

When can students participate?

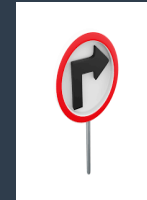
This is a district/school specific decision. Based on your **liability and certificate of insurance coverage**, it is to your discretion if the student participates before or after school, weekends, holidays, school break , or a specified block scheduling time.



Work-Based Learning Career Ready Qualifier Roadmap



Student is placed at worksite!
Apprenticeship, internship, or co-op are a career ready qualifier



Student must have earned a minimum 1 unit of credit in pathway related to WBL placement



Industry evaluation plan is created from training agreement on a scale 1-5, aligned to Profile of SC Graduate.
Evaluation score average of 3,4, or 5 for career ready qualifier



Report WBL placement in PowerSchool on the WBL page in the RED box for career ready!



WBL placement must be aligned to student's IGP/Career Goals



SC Career Ready WBL Training Agreement/Evaluation Plan is created with worksite supervisor outlining objectives and skills to be mastered during WBL placement. *Min. 40 hrs to qualify*



Student successfully completes the WBL placement in its' entirety

Data Is IMPORTANT!

Reporting the data is ALSO IMPORTANT!

Questions to Consider:

- Who is responsible for WBL data entry?
- How do I provide my WBL data to them?
- Why is reporting the data important/How will the data be used?

Data Drives Decisions and Demonstrates Impact!



Deadline to Enter All WBL Experiences

**All Work-Based Learning experiences for the 2026-2027 academic year should be entered on the Work-Based Learning page in PowerSchool by
Friday, May 28, 2027**



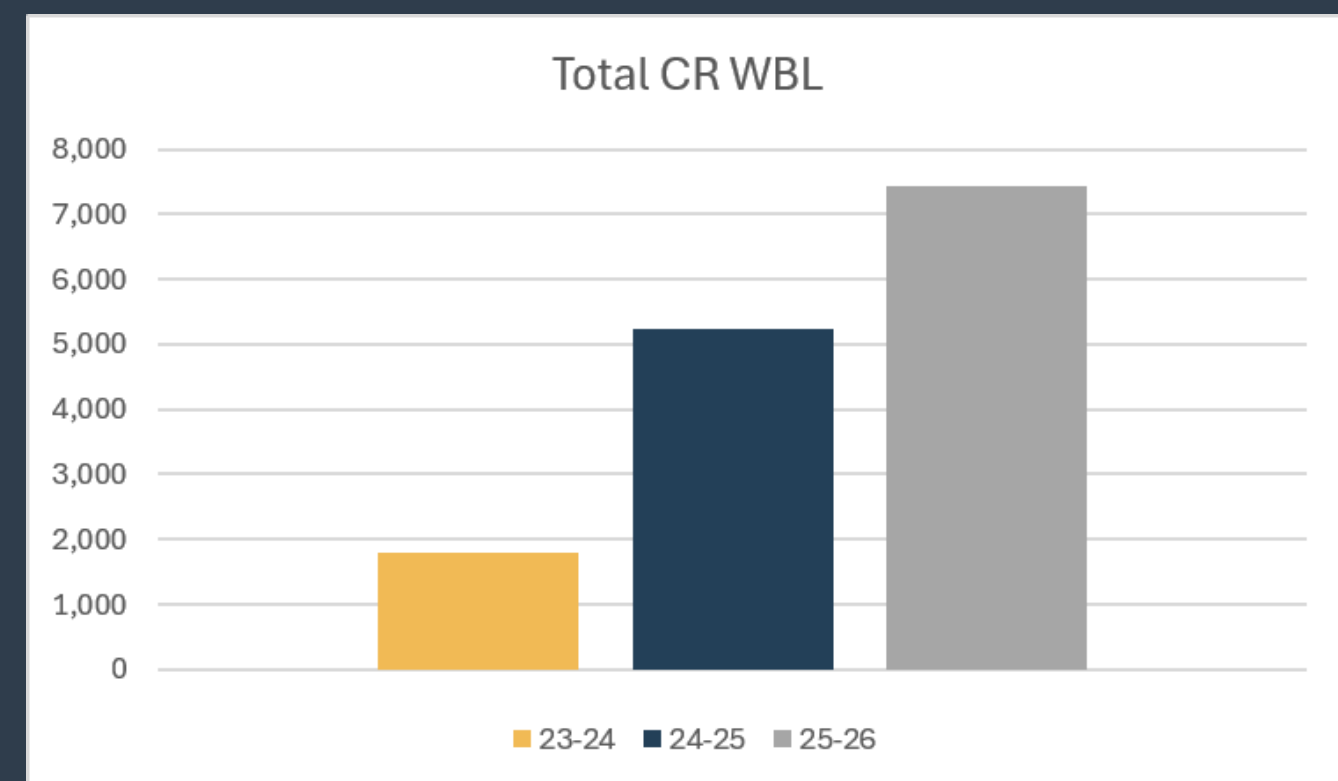
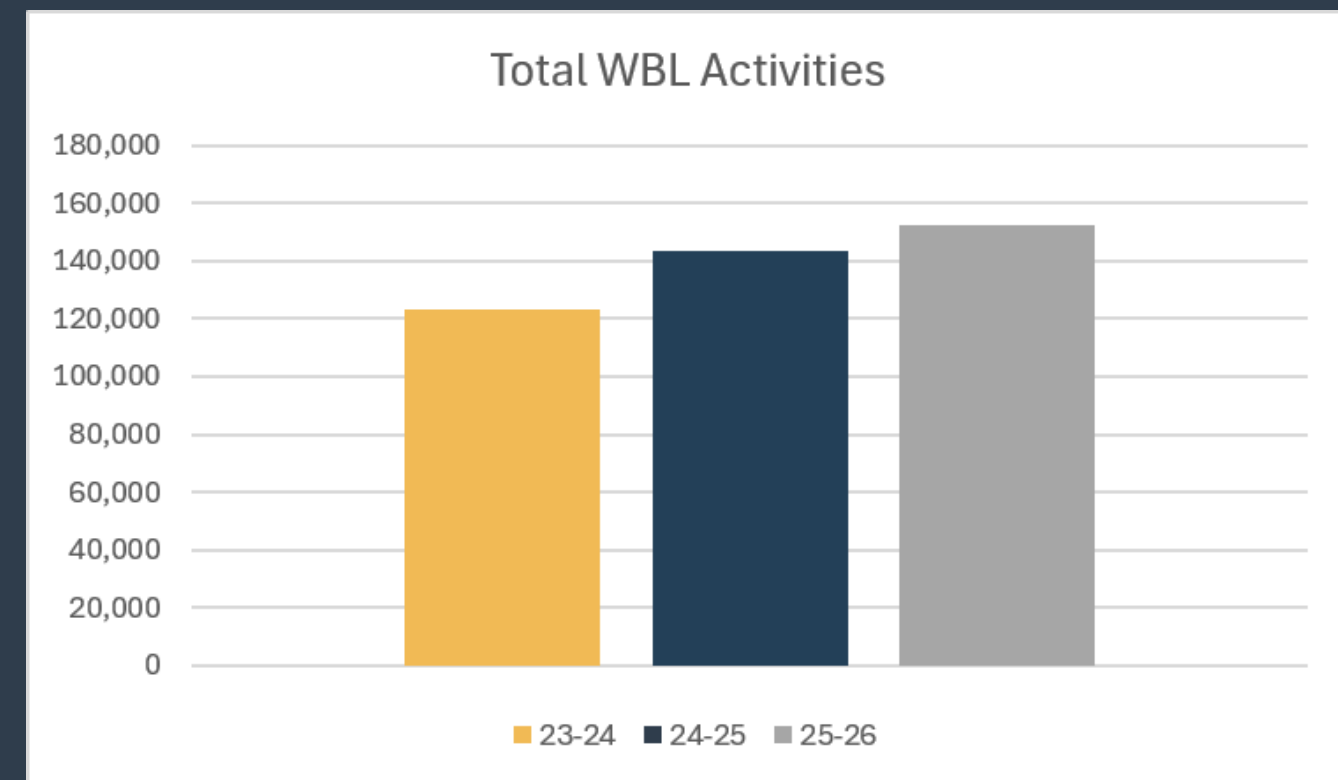
Success and Growth

Total WBL over 3-year span:

25% increase

Total Career Ready WBL over 3- year span:

312% increase





Regional Career Specialists

Lisa Call

**SC Midlands Regional Career Specialist
Midlands Education and Business Alliance**

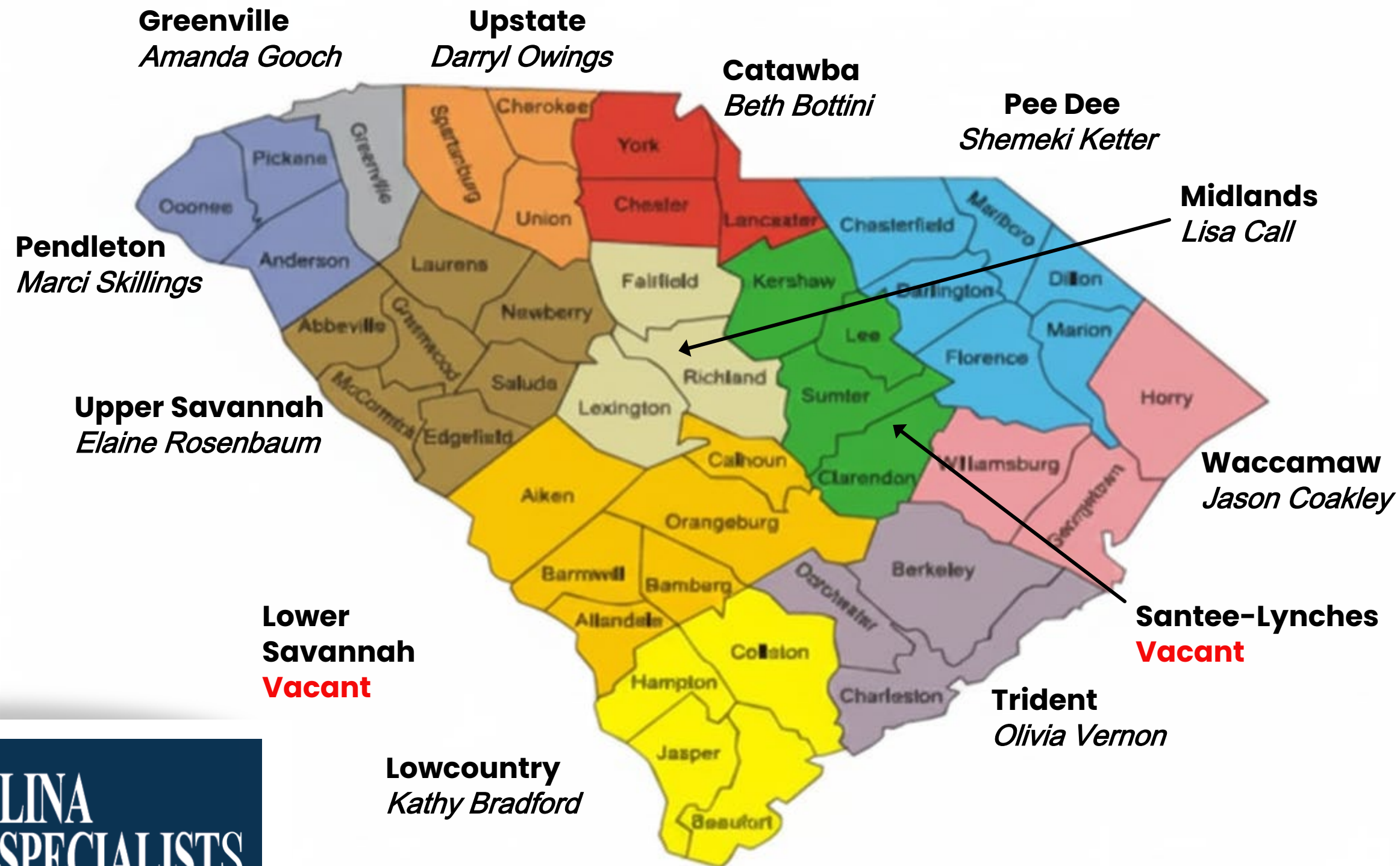


 **SOUTH CAROLINA
REGIONAL CAREER SPECIALISTS**
Creating Career Connections

YOUR #1
SOUTH CAROLINA
RESOURCE IN K-12



12 SC Regional Career Specialists



THE RCS ROLES



Serves as a Liaison

Between the SCDE Office of Career Readiness and the assigned service region's public funded school district to ensure coordination, accountability and delivery of career guidance and work-based learning initiatives.



Provides Leadership & Services

To districts and schools by supporting grade-level, standard-based curricula through the integration of college and career ready initiatives for students in grade K-12.



Supports the “learning to work” state standards

Of the SC Comprehensive Guidance and Counseling Program Model thus enhancing the delivery of career development core curriculum to prepare SC students to be workforce ready.



Coordinates & presents professional development

Supporting career readiness qualifiers, effective work-based learning implementation, best practice in business/industry connection & career guidance for educators, school counseling/career guidance personnel, students & parents.

MORE RCS ROLES



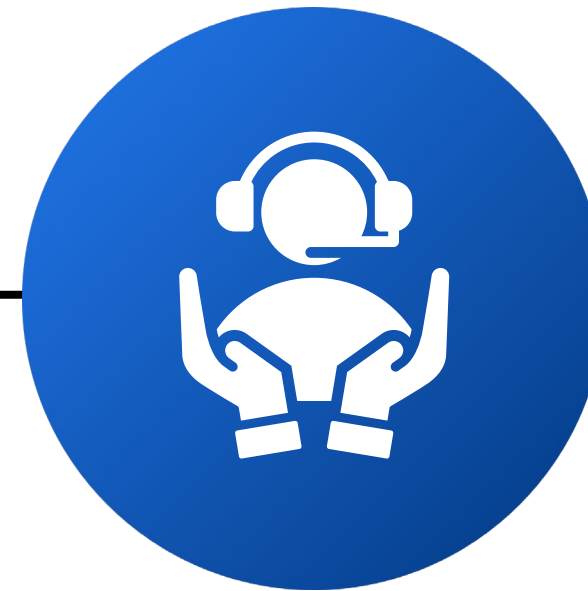
Serves as the "Business/Industry Connector"

For WBL placements and experiences.



Supports PowerSchool data tracking strategies

For accurate work-based learning field entry reporting to include the WBL career ready qualifier for the state's accountability system.



Assists with Career Guidance

Career guidance activities, such as classroom speakers, career fairs, mock interviews, CTSO judges, business/industry panels, lunch & learns, etc..



Can provide

Global Career Development Facilitator training.

YOUR RCS OFFERS

Coordinating and presenting a variety of PD's supporting K-12 educators.

Networking opportunities.

Initiating Educator Field Studies.

Newsletters and shares opportunities throughout the year.

Support for PowerSchool data & tracking strategies for accurate field study entry reporting.

Business/industry connections for WBL placements & experiences.

Career Development opportunities for students:

- Classroom Speakers
- Career Fairs
- Mock Interviews
- Business/Industry Panels
- Lunch & Learns



THE OFFICE OF CAREER READINESS OFFERS STUDENT AWARDS

2026 South Carolina WORK-BASED LEARNING Student of the Year

The 12 Regional Career Specialists Team coordinates within their region the nominations and selection committees for the following awards:

- **Regional Technology Champion of the Year** (each received \$500 scholarship, trophy and video recognition at the Palmetto Education Summit (PES))
- **Regional Work-Based Learning (WBL) Student of the Year**
- **Regional Career Specialist of the Year**
- **Regional School Counselor of the Year**

Nomination forms are released in the **spring** and are returned to the Regional Career Specialist for review by a committee. The committee determines the winner for the region.



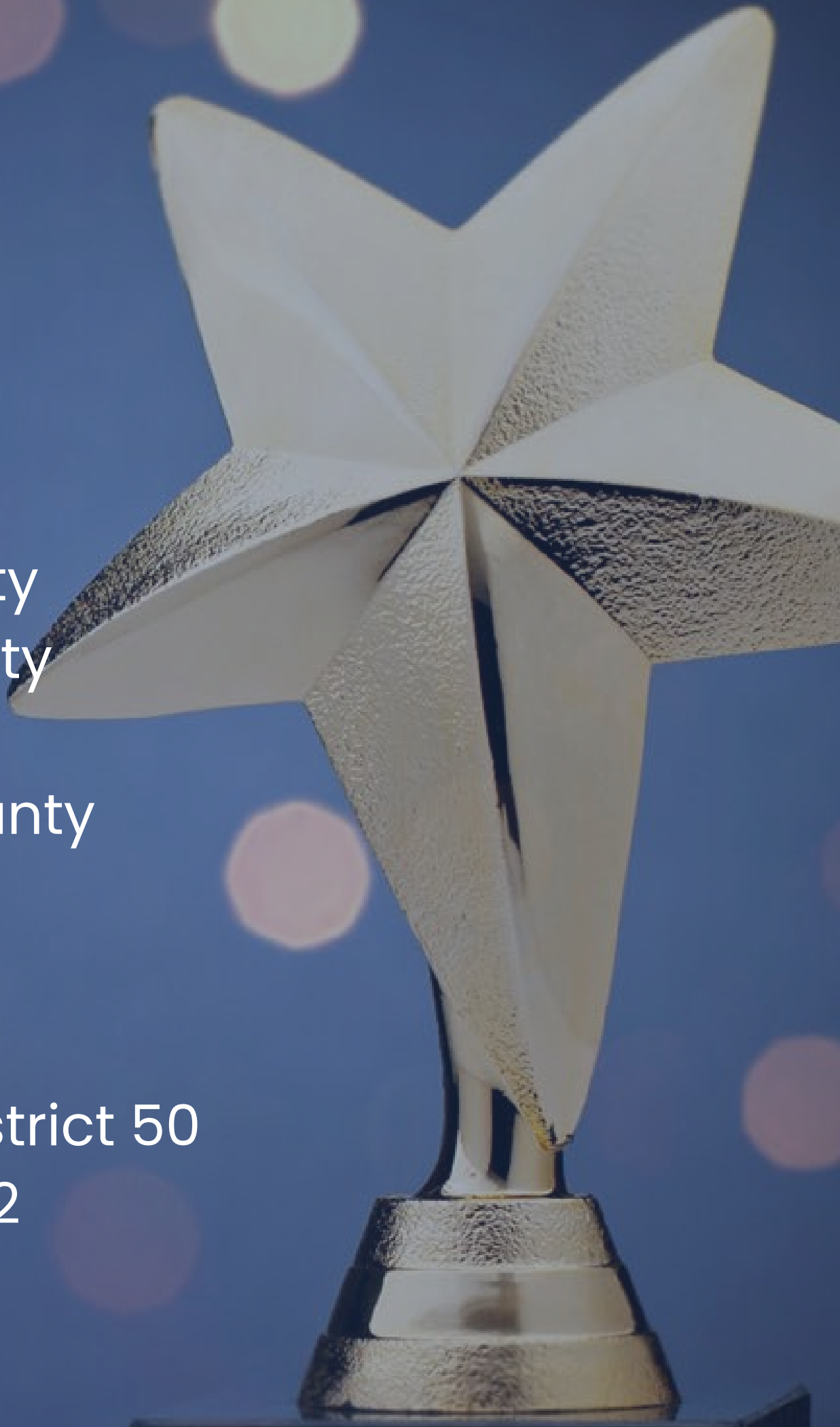
AURORA RIECK

Beaufort County
May River High School

2025–2026 AWARD WINNERS

TECHNOLOGY CHAMPIONS

Region	Student	School District
• Catawba	Hannah Belk	Lancaster
• Greenville	Matilda Barriga	Greenville
• Lowcountry	Joseph Linder	Colleton County
• Lower Savannah	Abigail Corley	Barnwell County
• Midlands	Addison Longo	Lexington 1
• Pee Dee	Rodney Spears	Darlington County
• Pendleton	Gavin Duncan	Pickens
• Santee Lynches	Natalia Hannibal	Lee County
• Trident	Susan Boyere	Berkeley
• Upper Savannah	Kemora Middleton	Greenwood District 50
• Upstate	Matthew Bicknell	Spartanburg 82
• Waccamaw	Isabelle Blanton	Horry County



2026 AWARD HIGHLIGHTS



CAREER GUIDANCE K-12

Career Guidance by Grade Levels



K – 5

Career Awareness



6 – 8

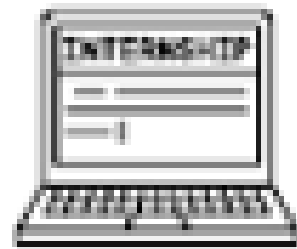
Career Exploration



9 – 12

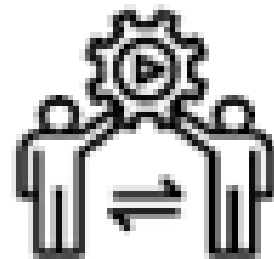
Career Preparation

WBL is K-12!



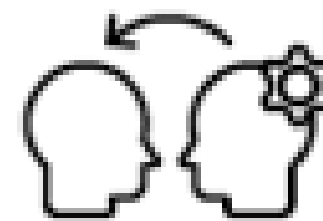
Internships

Cooperative Education

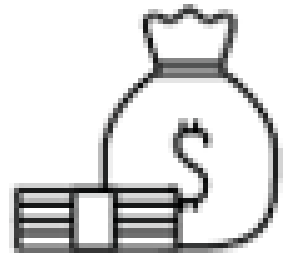


Structured Field Study

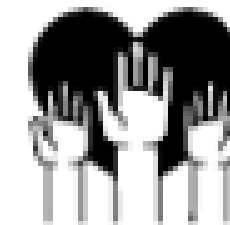
Mentoring



School Based Enterprise



Service Learning



Job Shadowing





Thank You

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What's Next?

Feedback Request



Feedback Survey



Presenters:

Heather Harmon

Clayton Henke

Dr. Erin Clarke

Lisa Call

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





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