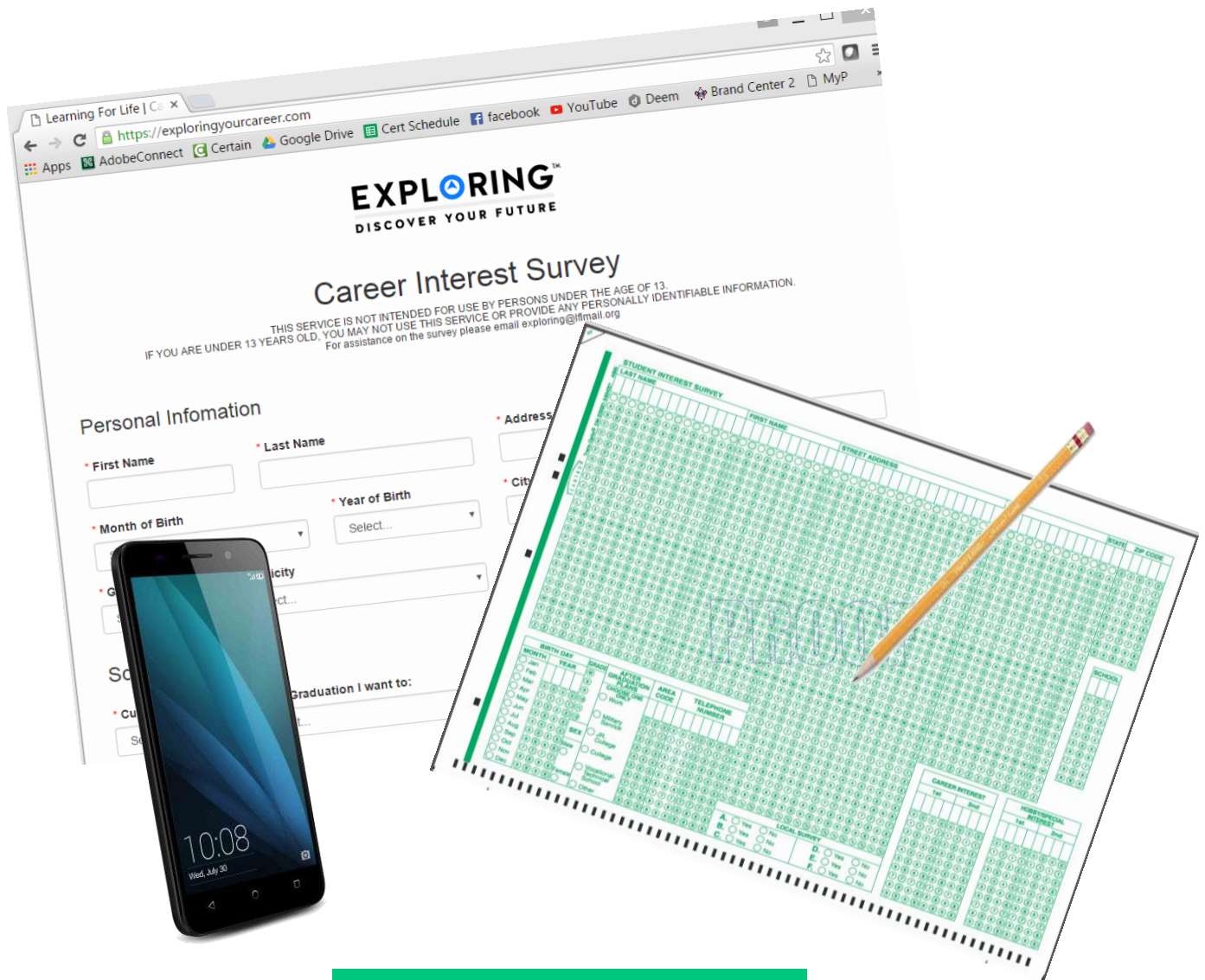


# EXPLORING™

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## Career Interest Survey Guidebook



This guidebook can be  
downloaded in an editable Word  
format from [www.exploring.org](http://www.exploring.org).

Updated February 2018

# Career Interest Survey Guidebook

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## SECTION 1: Preparing for a Sales Conversation

Exploring is a career education program for middle and high school–age young men and women based on a unique and dynamic relationship between youth and the organizations in their communities. Local organizations are matched to the interests of young people in the community using the Career Interest Survey, either in Scantron format or online. The result is a program of activities that helps youth pursue their special interests, grow, and develop. Many times these programs provide a hands-on experience, career preparation, and college endorsement.

Success in organizing Exploring posts/clubs and identifying career seminar topics starts with the ability to identify the "market"; that is, being able to determine the career interests of students. The best method for Learning for Life to achieve this is by conducting an annual survey of all middle and high school students.

The purpose of this survey is twofold: to support school counselors in their work and to grow membership in the Exploring program. Survey results are generated into a variety of reports including the following information: student names, addresses, phone numbers, grades, ages, after graduation plans, and schools. This information is used to invite students to join Exploring posts/clubs in their interest areas. The Career Interest Survey provides the best method for collecting market research. By utilizing the survey in each middle and high school in your area, your local program will have:

- **Purposes for Councils**
  - Provides contact information of students who could be invited to join a Post, a club, or even a crew.
  - Demonstrates to prospective participating organizations just how many high school students could join their program.
  - Builds relationships with participating schools.
- **Purposes for Schools**
  - Helps schools meet their state law to provide a four-year course plan for high school students.
  - Identifies popular career interests that may result in new and relevant career elective classes.
  - Provides data for grant writing.
- **Benefits to Schools That Participate**
  - Survey is conducted at no cost to school.
  - Results are not sold or given away.
  - Scantron or online survey options are available.
  - Survey takes only six to 10 minutes to complete.
  - The Scantron and online surveys both have a place for schools to ask students any six (6) questions requiring a "Yes" or "No" response.
  - The survey results can be very helpful for guidance counselors when meeting with students about career and college planning or planning college and career fairs.
  - The survey will connect most students with real-world career experiences in popular careers through the Exploring program.
  - The survey may help counselors meet state mandated requirements for career planning.

### HOW MANY SURVEYS DO I NEED?

**Membership Goal x 20 = Number of surveys needed**

## SECTION 2: At a Glance

	ONLINE SURVEY	SCANTRON SURVEY
Cost to council	<b>FREE to local councils</b>	Cost of forms (see section 4)
Helps schools meet state law to provide a four-year course plan for high school students	✓	✓
Survey is conducted at no or little cost to school	✓	✓
Results are not sold or given away	✓	✓
Takes six to 10 minutes to complete	✓	✓
Place for schools to ask six (6) Yes/No questions	✓	✓
Council generates its own reports	✓	✓
Reports available: alphabetical roster, roster by hobby, roster by career, school summary, etc.	✓	✓
Scanning (see section 6)		Free through National with 3-5 day turn around
Over 200 career choices	✓	✓
53 hobby choices	✓	✓
Survey accessed over a secure website for safe access	✓	
Student may access survey 24/7 to complete the survey	✓	
Students under 13 years old may take the survey		✓

## SECTION 3: Marketing/Promoting

Learning for Life must build and continue to maintain strong relationships with school officials. All the work that goes into the Career Interest Survey can be endangered if the school refuses to survey or does an incomplete job. The Exploring Committee must continually promote the purpose of the survey as a *service to the school* and to local Exploring posts/clubs to strengthen the school's career education efforts.

For Exploring, the survey provides a "market analysis" to determine what kinds of posts/clubs to organize in the communities surrounding the schools that participate. For example, if 200 students list law as a career choice, then the council's Exploring Committee knows to look for an organization, such as a law firm, bar association, etc., that could organize an Exploring program specializing in law. Similarly, if students express an interest in law, local lawyers might be invited to present at career fairs or other speaking engagements on behalf of the Exploring program or the schools.

The market is determined by tabulating results from the student Career Interest Survey. The names and addresses of students interested in each subject are available during the organization of a post/club or development of a senior high school program so they can be invited to join.

The Exploring Committee may organize a task force to help with the Career Interest Survey. The role of the task force would be:

- To establish the best method for distribution and collection of the surveys
- To develop support material for the school and teachers to assist with the implementation of the survey
- To cultivate relationships with school administrators to ensure the survey's completion
- To review the processing of the survey

The task force should include administrators who have influence in the educational community.

### A. Tips

1. Host an annual meeting (possibly including a meal) where volunteers on the Learning for Life/Exploring committee, teachers using the senior high school program, and leaders of organizations with Exploring posts/clubs demonstrate to school officials their enthusiasm for Exploring's ability to help the schools.
2. Keep good lines of communication open with school administrators. The Exploring committee should plan regular visits to middle and high school principals and counselors. School superintendents and boards should be informed about Learning for Life/Exploring.
3. Emphasize that we are asking for only about 10 minutes of student time each year. In exchange, schools will get information that can help counselors with individual students and can support school curriculum and career education plans.
4. Note that this career interest survey allows students to self-identify with career fields in which they are interested, as opposed to an aptitude test that tells students the areas in which they might excel. For this reason, the career interest survey can supplement an aptitude test that a school might already facilitate with their students.

5. Start the conversation about the career interest survey with a career teacher or career counselor first, before any other school personnel. The people who work in these roles will already have an understanding for career education and will have more to discuss with you about a career interest survey.
6. When you return survey results to schools, consider returning them in both printed and electronic formats. Also add simple charts or graphs that summarize the data by grade, career, hobby, etc.

## **B. Overcoming Career Interest Survey Objections**

1. We don't do surveys ...
  - Is there a particular reason why?
  - How do you collect your students' career interest data?

NOTE: Most states have a career education law that requires schools to collect data on their students' career interests. This helps the school determine the electives and career tracks they offer to their student body.
2. We already do too many surveys ...
  - How much does that cost you each year? Ours is free!
  - Our survey allows students to tell us what their interests are, rather than the survey telling them what they should be interested in.
3. We never received the results last time ...
  - I can't speak to that. I'm new and give you my word I will personally deliver them to you. Would you prefer hard copy or electronic results?
4. We don't release confidential information ...
  - Good, we don't either! The US Dept of Education calls the information we collect "Directory Information". It's the same info that's found in the school's student directory.
  - The privacy of our youth is our top priority as well. In fact, the US Dept of Ed wrote a letter explaining how schools can administer our survey without breaking any of the FERPA and PPRA laws. Here's a copy of the letter.
5. We have our own data ...
  - Great! Would you be willing to share. Share just the numbers, not the names? The numbers will help me identify which businesses I should talk to about starting a hands-on Exploring program for your students to join. Exploring is like an extension of the classroom – hands-on interactive experience in real places of business.
  - When they say "yes", respond: Now to be fair, we're going to go talk with the hospital CEO, fire chief, police chief, and president of the bar association and help them organize career programs for a few hours a month. They are going to want to invite your students and their parents to an open house. ... (pause) If I bring invitations back, would you make sure all the right students receive the invitations? (Wait for answer) I'd even be willing to sit in your office and put name labels on them for you if you print the labels. NOTE: This accomplishes the same intent of finding out how many students are interested in a career and gets an invitation sent to them.

- Ask to review the school's material. It may be that the Learning for Life survey is better. Learning for Life has gained much experience as a national organization in conducting this survey all over the nation.
- Suggest that Learning for Life conduct the survey for the school to save its staff time. Perhaps our survey could replace theirs.
- Ask whether you can get names from their survey for use by organizations using Learning for Life programs. In this case, you may no longer be in control, but this is better than having no names at all.
- Try to persuade the school to conduct the Learning for Life survey because of the merits of involving their students in Learning for Life programs.
- Ask if their survey is costing them money and if so, promote the fact that you can provide the survey at no cost to the school.

6. The principal/board has to approve/already said no....

- If you believe this survey would be beneficial to your school and your students, I'd be happy to visit with your principal. Would you introduce me?
- Why did they say no?
- When is the next school board meeting?

## **C. U.S. Department of Education Support**

Questions pertaining to the Family Educational Rights and Privacy Act (FERPA) or Protection of Pupil Rights Amendment (PPRA) laws.

The U.S. Department of Education, Family Policy Compliance Office supports the Career Interest Surveys. It has provided a letter (see appendix) outlining the methods that councils and schools can use to administer the Career Interest Survey without breaking FERPA (Family Educational Rights and Privacy Act) or PPRA (Protection of Pupil Rights Amendment) laws.

Refer to the appendix for:

- Cover letter to local councils
- Full, 3-page DOE letter of support

More information on FERPA:

<http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

More information on PPRA:

<http://www2.ed.gov/policy/gen/guid/fpco/ppra/parents.html>



## D. Confidentiality statements

National Scantron scanning vendor (SourceHOV) confidentiality statement

### General Overview

#### Compliance Individuals

- ? Chief Security Officer
- ? Chief Compliance Officer

#### Compliance Program

- ? Policies and Procedures
- ? GAP Analysis
- ? Risk Assessments
- ? Security Awareness Training
- ? Supporting Documentation: Evidence of Compliance

#### Compliance Auditing

- ? Internal Pre-Audit Process
- ? On-going Monitoring Process
- ? Internal Compliance Certification
- ? External Customer Audits

### Focal Points

- ✓ ? Business Continuity Planning
- ✓ ? Disaster Recovery Planning
- ✓ ? Network and Data Security
- ✓ ? Intrusion Detection Systems



SourceHOV is a global provider of transaction processing solutions, strategic consulting, and data analytics services that are delivered through innovative technology platforms and offer streamlined workflows based on specific business rules. Widely regarded as the national expert for conversion and data capture solutions, we capture 3.6 billion characters of data, scan 180 million images, and enter data from 8.5 million unique documents every month.

### Security Compliance

SourceHOV falls within the Business Associate category under the Health Insurance Portability and Accountability Act (HIPAA) guideline. As such, we are contractually required to implement safeguards that securely protect the confidentiality, integrity, and availability of all health information received from and processed on behalf of those clients bound to HIPAA provisions. We utilize a multi-tiered security approach for protecting PHI that includes a combination of physical, electronic, and administrative safeguards.

As a major outsourcing firm, SourceHOV's extremely high levels of security routinely outperform our competitors. As dictated by project requirements, we maintain robust industry and governmental security compliant operations (e.g., SSAE 16 Type II, HIPAA, GLBA, SOX, PCI, FISMA, NIST, NARA, FIPS, DIACAP, etc.) that ensure the security of all data and documents received and processed on behalf of our clients.

### *Physical Safeguards*

- Client work is performed in a secured area that is protected by key access reader technology and security camera monitoring.
- Operations secure all wiring closets, communications centers, computer service rooms, and data centers to prevent any unauthorized access.
- All employees are required to wear SourceHOV-issued identification badges at all times.
- SourceHOV's document reconciliation program provides a full lifecycle audit trail
- Servers and communication lines are located in a separate room within the IT Department. They also require individually assigned swipe card clearance –only IT staff that requires access to the server room is granted access.

### *Administrative Safeguards*

- SourceHOV has a designated Security Officer who is responsible for developing and implementing all required policies and procedures, as well as manuals, guidance, and employee training.
- Procedures clearly identify employees or classes of employees who will have access to hardcopy and electronic PHI/PII. Access to PHI/PII is restricted to only those employees who have a need for it to complete their job function.
- Full background employee screenings that cover criminal/civil background checks, drug screening
- Each SourceHOV staff member is required to sign a confidentiality/non-disclosure agreement upon employment, and will sign client-specific confidentiality agreements as indicated.
- Procedures are in place to address and respond to actual or potential security breaches, to include written client notification of any non-permitted use or disclosure of PHI/PII.

### *Technical Safeguards*

- All client processing, management and storage occur on an electronically segregated data repository instance.
- All electronic client files are isolated from any other client data.
- Access to client resources is restricted and based on a 'need to know' and segregated duties basis.
- All user access is monitored and reviewed on a regular basis.
- Breach of security systems are immediately reported in accordance with client requirements and a risk management plan installed to access and prevent further breaches.
- Production workstations are not connected to local or networked printers or CD burners. Further, all workstation floppy drives and USB ports are disabled to prevent copying of data to any external media. Employees are not able to print or copy any documents.
- Symantec antivirus software is deployed, updated, and maintained for all desktops, servers, firewalls.
- SourceHOV regularly conducts vulnerability scans and assessments covering all internal, external, and third-party interconnects.
- SourceHOV maintains firewalls to secure all perimeter entry points over the internet. In addition, networks are monitored 24x7 using intrusion detection systems through a leading managed security services provider.
- All activity is logged and monitored for incident response and handling, and all internet-facing firewalls are logged and monitored on a 24x7 basis.
- Image and data removal are compliant with NIST and FIPS security requirements.

## **How Learning for Life & Exploring Collects and Uses Information from the Online Career Interest Survey**

Learning for Life collects and sorts directory information, career interests and hobby interests from people who are 13 years of age and older. The web-based survey uses both software and server based best practices to provide data security for our users and respondents. We collect the following types of information about respondents:

### **Information respondents provide us through the application:**

We request specific information from respondents such as name, age, address, contact information and other demographic information. We also retain any submissions respondents send through the application. We use this information to operate, maintain, and provide to the National Office, Schools and Associated Internal organizations the information and functionality of the application.

This information is used internally and only shared with organizations officially registered with the Exploring program and with the institutions from which respondents are associated. We abide by the Statutes and Laws of the Federal Government concerning the release of collected information only use the data for analysis and services provided by our organization in relation to its mission.

### **Analytics information:**

We may directly collect analytics data, or use third-party analytics tools and services, to help us measure application traffic and usage trends for the application. These tools collect information sent by respondents' browser or mobile device, including the pages respondents visit and other information that assists us in improving the application. We collect and use this information in aggregate form such that it cannot reasonably be manipulated to identify individual respondents.

### **Cookies information:**

When respondents visit the application, we may transmit one or more cookies — a small text file containing a string of alphanumeric characters — to respondents' computer that uniquely identifies respondents browser and lets us help respondents log in faster and improve respondents' navigation of the website. A cookie may also convey information to us about how respondents use the application (e.g., the pages respondents view, the links respondents' click and other actions respondents take on the Service), and allow us to track respondents usage of the Application over time. A persistent cookie remains on respondents' hard drive after respondents close respondents' browser. Persistent cookies may be used by respondents' browser on subsequent visits to the site.

### **Use of certain service type information we collect about respondents:**

We use or may use cookies, device identifiers, location data and clear gifs information to: (a) remember information so that respondents will not have to re-enter it during respondents visit or the next time respondents visit the site; (b) provide custom, personalized content and information; (c) to provide and monitor the effectiveness of our Service; (d) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (e) diagnose or fix technology problems; (f) help respondents efficiently access respondents information after respondents' sign in.

## **Sharing of Respondents Information**

We will not rent, sell or share respondents' information with third parties outside the purposes and mission of the Learning for Life and Exploring. We may share respondents' information with organizations officially registered with the Exploring program and with education institutions from which the data was collected as noted below:

- *Who we may share respondents' information with:* We may share respondents' information with school districts through local exploring representatives for the purpose of providing the information as is reasonably necessary to deliver the Application, and we will require that such School districts comply with this Privacy Policy, or operate under a similar privacy policy.
- *Who can see submitted content:* Any information that respondents voluntarily disclose for posting to the Application becomes available to the Learning for Life organization and information may not be removable, as copies may remain viewable in cached and archived pages of the Application, or if other exploring representatives have copied or saved the information. If respondents do not wish respondents information to be available to the Learning for Life organization, please do not use the Application.

*Instances where we are required to share respondents' information:*

Learning for Life will disclose respondents' information where required to do so by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Use or to protect the security, quality or integrity of our Application, and/or (c) to exercise or protect the rights, property, or personal safety of Learning for Life Users, or others.

## **How We Store and Protect Respondents Information**

*Keeping respondents information safe:*

Learning for Life & Exploring cares about the security of respondents' information, and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Application. To protect respondents' privacy and security, we take steps to verify the identity of persons before granting administrator access to the Application or its reports. Learning for Life cannot ensure or warrant the security of any information respondents transmit to Learning for Life or guarantee that information on the Application may not be accessed, disclosed, altered, or destroyed. Learning for Life is not responsible for the functionality or security measures of any third party.

*Compromise of information:*

In the event that any information under our control is compromised as a result of a breach of security, Learning for Life will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

## **User Choices about Account Information**

We make every effort to promptly process all account information or security requests. If users have any questions about reviewing or modifying user account information, users can contact us directly at [exploring@lflmail.org](mailto:exploring@lflmail.org).

*How long we keep user private profile information:*

Following termination of a user's account, Learning for Life may retain users private profile information for a commercially reasonable time for backup, archival, or audit purposes. For the avoidance of doubt, any information that user choose to make public on the service may not be removable.

## SECTION 4: Cost to Council

### A. Online Career Interest Survey

The annual fee for a council to have access to its online survey data is based on the council's classification:

Council Classification	Annual Fee
Any council that commits to participate in the <i>2018 Exploring Explosion*</i>	FREE (Jan. 1 – Dec. 31, 2018)
500	\$600
400	\$700
300	\$800
200	\$900
100	\$1,000

\*For more information go to [www.exploringexplosion.org](http://www.exploringexplosion.org).

### B. Scantron Career Interest Survey

The cost to councils for the Scantron survey forms could include:

1. Purchase of the forms from the National Distribution Center using the LFL Supply Order Form (download from the FORMS section of the LFL internal site in MyBSA). Pricing as of January 2018:

SKU	Item	Qty	Cost
618833	Scantron, 30/pk	1	\$3.49 ea
618833	Scantron, 30/pk	10-19	\$2.99 ea
618833	Scantron, 30/pk	20+	\$2.49 ea
629090	Scantron, 500/pk	1	\$41.29 ea
629090	Scantron, 500/pk	10-19	\$40.99 ea
629090	Scantron, 500/pk	20+	\$37.19 ea

2. Shipping fees to send Scantron survey forms to the national scanning vendor (a 3-5 business day turn around).
3. Free scanning is offered through a vendor secured by the national office but if you would like to purchase a Scantron scanner and the ScanTools software you may contact Scantron at [scantronhelp@scantron.com](mailto:scantronhelp@scantron.com) for a pricing quote.

## SECTION 5: Online Career Interest Survey Process

*“Since 2010, our school district has implemented a bold vision we call Going GLOBAL (Growing Learning Opportunities Beyond All Limits). Providing adequate technology tools and resources is essential to fulfilling this vision. In grades 6-12, all Rutherford County Schools' students are provided a laptop computer for use at school and at home. Because this 1:1 access to technology allowed our students to easily and quickly participate in the career interest survey, additional career Exploring programs are being created by the Boy Scouts of America to help our students determine career paths that most closely align to their interests and talents. I appreciate local Scouting Professional, Travis Walker, our teachers, and our administrative staff for their efforts in creating new learning opportunities for our students.”*

*Janet H. Mason, Ed. D.  
Superintendent  
Rutherford County Schools - North Carolina*

### A. Step-by-Step Summary

1. Be sure schools are capable and willing to facilitate an Online Career Interest Survey with their students. Work with schools to develop a structured delivery method on the school campus to be sure you capture as many students as possible. (School Counselor “Warm-Up” letter in Appendix.)
2. Submit the Online Career Interest Survey Agreement (see Appendix) to the national office at [exploring@lflmail.org](mailto:exploring@lflmail.org). Each council can register for up to 5 user accounts at [www.exploringyourcareer.com/signup](http://www.exploringyourcareer.com/signup). Users must be approved by the Scout Executive. **DO NOT SHARE LOGIN INFORMATION WITH NON-EMPLOYEES.**
3. Have each school district check to be sure that all their school campus name(s) are listed in the drop down menu on the survey. If any additions or changes need to be made email the SCHOOL NAME, SCHOOL CITY, ST & ZIP to [exploring@lflmail.org](mailto:exploring@lflmail.org).
4. Also add the optional Yes/No questions and/or sponsor logos.
5. Generate reports for school use. We recommend the following reports be delivered to the school:
  - Alphabetical roster
  - Roster by career
  - Roster by hobby

Evaluate results on each campus and determine the students’ top career interests using the “school summary” report. Identify business leaders within these industries in the community and visit with them about starting an Exploring program.

To access the online career interest survey, scan the QR code or go to [www.exploringyourcareer.com](http://www.exploringyourcareer.com).



## Career Interest Survey

THIS SERVICE IS NOT INTENDED FOR USE BY PERSONS UNDER THE AGE OF 13.  
IF YOU ARE UNDER 13 YEARS OLD, YOU MAY NOT USE THIS SERVICE OR PROVIDE ANY PERSONALLY IDENTIFIABLE INFORMATION.  
For assistance on the survey please email [exploring@ifmail.org](mailto:exploring@ifmail.org)

### Personal Information

* First Name	* Last Name	* Address		
<input type="text"/>	<input type="text"/>	<input type="text"/>		
* Month of Birth	* Year of Birth	* City	* State	* Zip
<input type="text" value="Select..."/>	<input type="text" value="Select..."/>	<input type="text"/>	<input type="text" value="Select..."/>	<input type="text"/>
* Gender	* Ethnicity	* Phone	Email	
<input type="text" value="Select..."/>	<input type="text" value="Select..."/>	<input type="text"/>	<input type="text"/>	

### School Information

* Current Grade	* After Graduation I want to:	* Current School State
<input type="text" value="Select..."/>	<input type="text" value="Select..."/>	<input type="text" value="Select..."/>
		* Current School City
		<input type="text" value="Please Select a City"/>
		* Current School Name
		<input type="text" value="Please Select a State and City"/>

## TIP #1

Make sure all of the schools in your community are listed on the “Current School Name” drop down menu. If a school is missing or incorrect, email the school NAME, CITY, ST, ZIP to [exploring@ifmail.org](mailto:exploring@ifmail.org) and give us 5 business days to make the change.

## TIP #2

If a school wishes for its students to NOT enter their names, addresses or phone numbers, simply instruct the teacher (via the teacher instruction sheet – see appendix) to instruct students to enter “n/a” OR a student ID# instead.

## B. Step-by-Step Detailed Explanation

### 1. School Buy-In and Structured Delivery Methods

Discuss structured delivery methods with the school contact person in an effort to capture data on as many students as possible. Be sure you both agree on the timeline and method. Here are a few suggestions for setting a date and time to facilitate the surveys. ***No online data may be collected from students younger than 13 years old. They must use the Scantron paper surveys.***

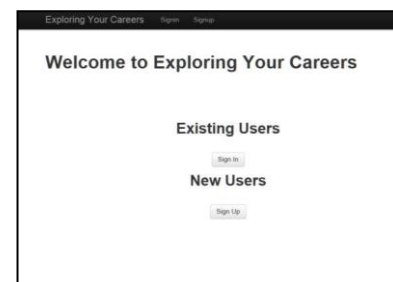
- Some campuses have an advisory/homeroom/study period that every student has on his or her schedule. This is a perfect time to capture the entire student body.
- The school counselor will announce on the PA system at 11 a.m. (for example) that it's time to stop for 10 minutes all over campus to complete the survey.
- No matter the grade level, every student has either an English class or a history class. The school contact person might decide that every history teacher facilitates the survey with all of his or her students.
- No matter the delivery method, provide a Teacher Instruction Sheet describing the steps that should be taken in each classroom (see appendix).

### 2. Accessing Council Administration Site

Council users access the council administration site at [www.exploringyourcareer.com/signup](http://www.exploringyourcareer.com/signup). Council log-in information is provided via email after payment is received at the National Learning for Life office.

#### a) Setting up a Council User Account

- Click on the **New Users** link, fill in your name, council name, and email address. Users create their own password. User accounts will be activated and remain active for one (1) year. For security reasons, users MUST use a [scouting.org](http://scouting.org), [bsamail.org](http://bsamail.org), or [lflmail.org](http://lflmail.org) email address. To set up an [lflmail.org](http://lflmail.org) account, contact the Member Care Contact Center at 855-707-2644.
- Complete the form. You MUST use your [scouting.org](http://scouting.org), [bsamail.org](http://bsamail.org), or [lflmail.org](http://lflmail.org) email account.

A screenshot of the 'Exploring SignUp' form. The title is 'Exploring SignUp'. Below the title, it says 'All fields are required'. There are five input fields: 'First Name', 'Last Name', 'Local Office' (with a dropdown menu), 'Email', and 'Password'. Below the 'Email' field, there is a note: 'Note: Please use your scouting.org, bsamail.org or lflmail.org email address'. At the bottom, there are two buttons: 'Reset' and 'Submit'.

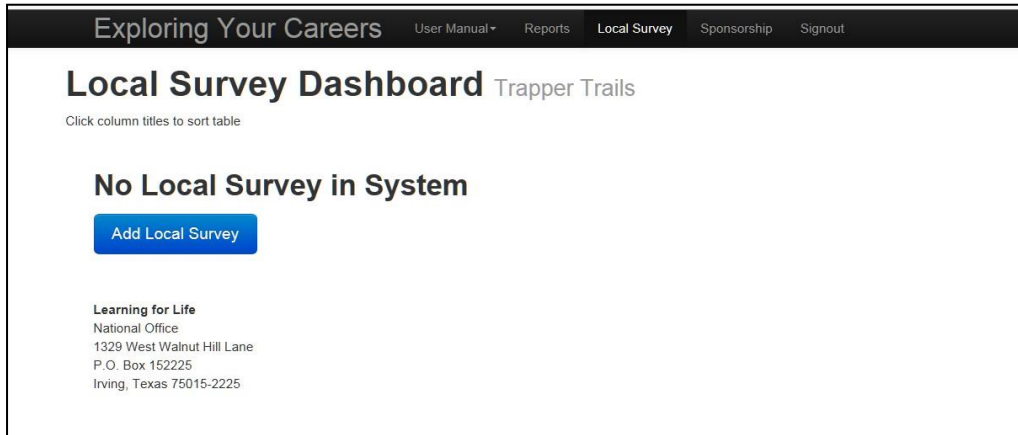


- Select your council from the alphabetical drop-down list.

- If you do not receive an email after three (3) days, contact 972-580-2433 for account activation.

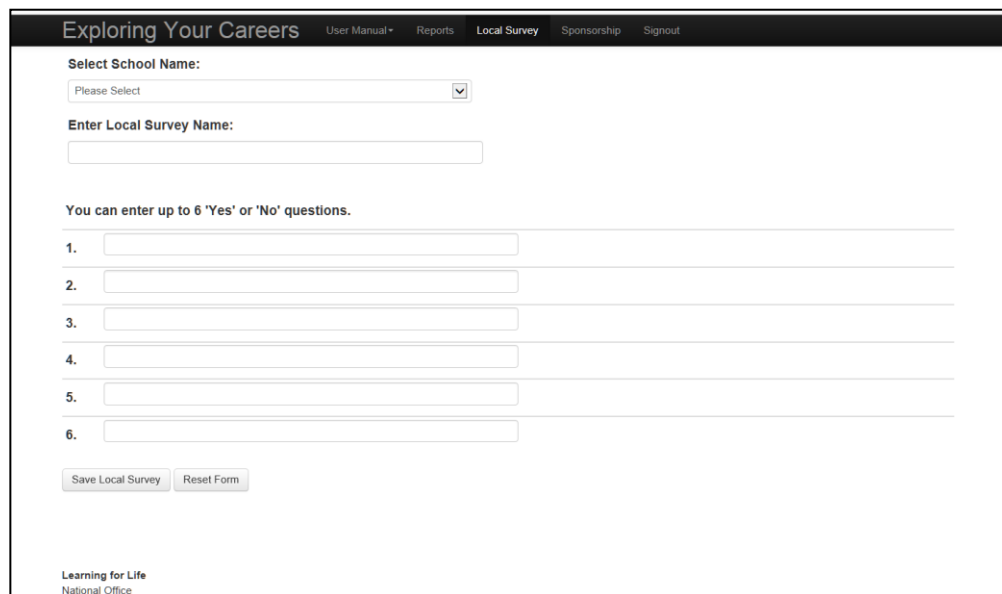
b) Adding Yes/No Questions

- Click on Local Survey in the toolbar at the top of the page.
- Click on Add Local Survey to begin.



The screenshot shows the 'Exploring Your Careers' dashboard. The top navigation bar includes 'User Manual', 'Reports', 'Local Survey' (highlighted), 'Sponsorship', and 'Signout'. The main heading is 'Local Survey Dashboard' with a sub-heading 'Trapper Trails'. Below this, it says 'Click column titles to sort table'. The central message is 'No Local Survey in System' with a blue 'Add Local Survey' button. At the bottom left, contact information for 'Learning for Life National Office' is provided.

- Select the school name from the drop-down menu.
- Name the survey.
- Enter up to six (6) questions.
- Save the survey or reset the form.



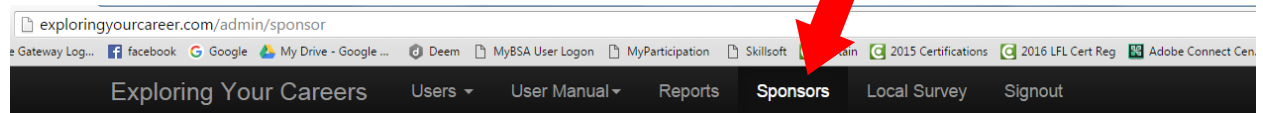
The screenshot shows the 'Exploring Your Careers' dashboard with the 'Local Survey' tab selected. The form includes a 'Select School Name:' dropdown menu with 'Please Select' and a dropdown arrow. Below it is an 'Enter Local Survey Name:' text input field. A message states 'You can enter up to 6 'Yes' or 'No' questions.' followed by six numbered text input fields (1. through 6.). At the bottom of the form are 'Save Local Survey' and 'Reset Form' buttons. The footer shows 'Learning for Life National Office'.

c) Creating, adding, and deleting sponsor logos

Each council that purchases and is set up for the Learning for Life Online Career Interest Survey will have the ability to create, add, and delete sponsors for their council area survey. The sponsors will appear on the thank you page once the student completes the survey. Placement is in both the upper right and left corners. Up to two sponsor logos can be added. Each can be clickable to a designated link such as a website for the student to learn more about the sponsor. If no sponsors are scheduled to appear on the thank you page, a blank white space will appear.



- Click on **Sponsors** at the top of the page.
- Click on **Add a Sponsor Image**.



## Sponsorship Dashboard All sponsorship images shown

Click column titles to sort table

Remove	Council	Image File Name	URL linked to image	Display	On/Off
Delete Image	0	New Exploring Logo FINAL.jpg		On	Display Off
Delete Image	326	AIM Logo 3-13.png	www.aiminstitute.org	On	Display Off
Delete Image	326	careerlink.com logo_.jpg	www.careerlink.com	On	Display Off
Delete Image	576	harris county sheriffs office exploring program.jpg	http://hcssoexplorers.com/blog/	On	Display Off
Delete Image	576	sam houston area council.jpg		On	Display Off

Add a Sponsor Image to any council

- Click on **Browse** to locate the image you want to add or type in the URL.
- Click on **Upload Sponsor Image** to add the image to the survey.

Exploring Your Careers Home Sponsorship Reports User Manual Signout

## Add a Sponsor Logo to the Survey Thank You Page

1. Add as many Sponsor images as you wish
2. Only 2 images will be visible on the survey thank you page
3. Images must be in JPG or PNG format
4. Images must be 100px in Height, 275px in Width
5. Add the full Sponsor URL including 'http://'

H:\My Documents\car

Sponsor URL:

- Once you have selected your logo image and inserted a URL link, you simply click on the **Turn On** or **Turn Off** buttons to make the logo image live on the Online Career Interest Survey thank you page.

Exploring Your Careers Home Sponsorship Reports User Manual Signout

## Sponsor Image Dashboard Images will appear on survey thank you page

1. Use the delete button to remove images from the dashboard (permanent)
2. Use the 'Turn On/Off' button to display images on thank you page
3. Only two images will be visible at any time
4. Tip: Name your images after the sponsor followed by a number
5. Click the 'Add a Sponsor Image' button to upload images

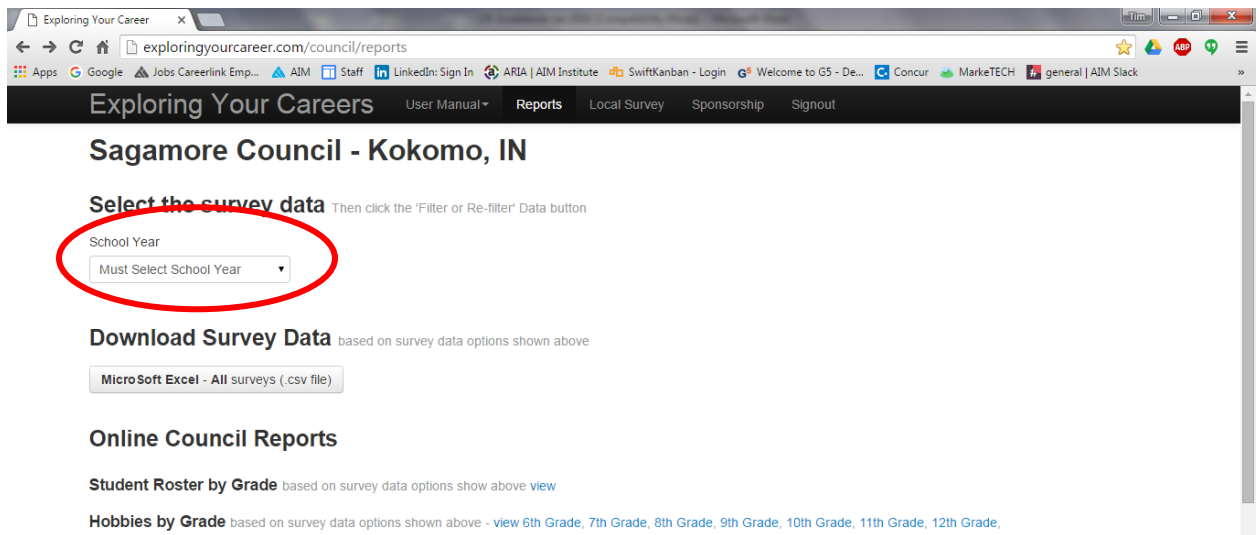
	Council #	Image Name	Image URL	Display Image	
<input type="button" value="Delete"/>	326	AIM Logo 3-13.png	www.aiminstitute.org	On	<input type="button" value="Turn Off"/>
<input type="button" value="Delete"/>	326	careerlink.com logo_.jpg	www.careerlink.com	On	<input type="button" value="Turn Off"/>

### 3. Generating Reports (Online Career Interest Survey)

The “reports” section of the administration site has undergone some major updates! One of the biggest changes from the previous report page is the ability to get reports from an online reports tool. It is accessible from the “Reports” page in the administration tool of the page. It can be found at the following address: <http://exploringyourcareer.com/council/reports/>

To access the page, the site does require the sign-in information that was previously provided to you. The reports section now contains the ability to access the main reports online. You will find them prominently displayed on the bottom half of the page. In order to get the information that you are looking to obtain, we have added some filters that will allow you to specify the information by School year, School name, Career and Hobby.

1. First, you must select the year of data that you are looking to see.



Exploring Your Career x

exploringyourcareer.com/council/reports

Apps Google Jobs Careerlink Emp... AIM Staff LinkedIn: Sign In ARIA | AIM Institute SwiftKanban - Login Welcome to G5 - De... Concur MarkeTECH general | AIM Slack

Exploring Your Careers User Manual Reports Local Survey Sponsorship Signout

**Sagamore Council - Kokomo, IN**

**Select the survey data** Then click the 'Filter or Re-filter' Data button

School Year  
Must Select School Year

**Download Survey Data** based on survey data options shown above

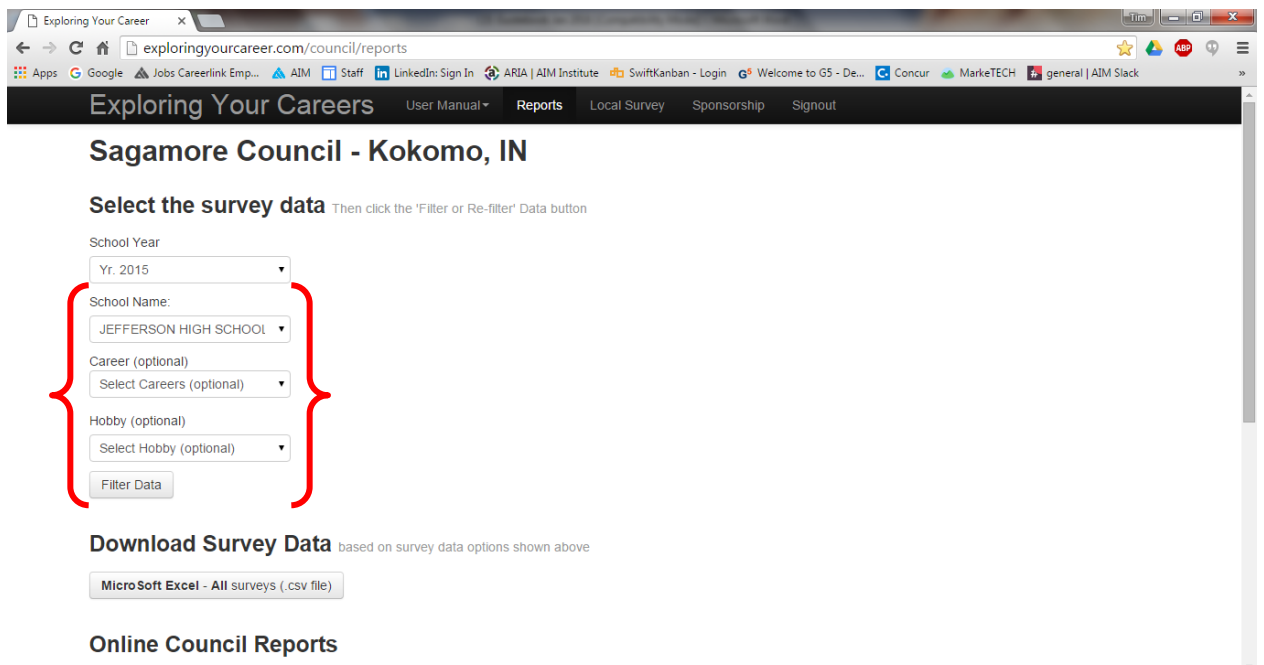
Microsoft Excel - All surveys (.csv file)

**Online Council Reports**

**Student Roster by Grade** based on survey data options show above [view](#)

**Hobbies by Grade** based on survey data options shown above - [view 6th Grade](#), [7th Grade](#), [8th Grade](#), [9th Grade](#), [10th Grade](#), [11th Grade](#), [12th Grade](#).

2. Once you have selected the year, you will see the other options appear on the screen.



Exploring Your Career x

exploringyourcareer.com/council/reports

Apps Google Jobs Careerlink Emp... AIM Staff LinkedIn: Sign In ARIA | AIM Institute SwiftKanban - Login Welcome to G5 - De... Concur MarkeTECH general | AIM Slack

Exploring Your Careers User Manual Reports Local Survey Sponsorship Signout

**Sagamore Council - Kokomo, IN**

**Select the survey data** Then click the 'Filter or Re-filter' Data button

School Year  
Yr. 2015

School Name:  
JEFFERSON HIGH SCHOOL

Career (optional)  
Select Careers (optional)

Hobby (optional)  
Select Hobby (optional)

Filter Data

**Download Survey Data** based on survey data options shown above

Microsoft Excel - All surveys (.csv file)

**Online Council Reports**

**To Download the survey data:**

Each category provides a dropdown that allows you to limit the data that is needed for you to be get to the data you desire. Once you have the correct categories selected, you can press the “Filter Data” button and it will set the search for a download to occur. Then, press the “Microsoft Excel – All surveys (csv file)” button and it will download the survey data requested in an Excel spreadsheet. Each time that you change any of the categories you will see the “Filter Data” button change to a “Re-filter Data” button. You must press this in order for the new categories to be set. Any mailing labels needed can then be done through the Microsoft Excel program for now. A mailing label feature will be added to the this reports page soon.

**To view online reports:**

On the bottom half of the page, you will also see links to Online Council Reports that are available as well. The process for this is very much the same. You will be able to set the categories that you would like to see data. Once that is set, you can click the “Filter Data” button and it will set the parameters for your search. Then click the report that you would like to see and the data will populate into a webpage that is available for you to view. To change the categories for your search simply go back to the parameters on the reports page, change the parameters and click the “Re-Filter Data” button. You can then click on the “view” link on the report that you are interested in and the data will populate a web page with the results.

*The Access databases are currently not available and have been replaced with this online resource. The Excel spreadsheets will remain available for you to use on a regular basis.*

## SECTION 6: Scantron Career Interest Survey Process

### A. Step-by-Step Summary

1. Be sure schools are capable and willing to facilitate a Scantron survey with their students. Work with schools to develop a structured delivery method on the school campus to be sure you capture as many students as possible.
2. Order your surveys (30-pk SKU 618833, 500-pk SKU 629090) from the National Distribution Center (order form found at MyBSA > Resources > Learning for Life > Exploring > Misc). ***Fujitsu survey forms were discontinued January 1, 2015.***
3. Your office assigns each school a three-digit school code. It is your responsibility to save and keep track of your own school code assignments. **Keep a master list.** **Each student form must have the correct code number in order to produce reports using the report generator.** The school code will be necessary later in the report generation process. School codes are pre-assigned for the Online Career Interest Survey.
4. Determine whether you will be scanning the survey forms locally or sending the surveys to National for free scanning.
5. Proofread your Scantron forms BEFORE scanning them. Make sure:
  - a) Students used **No. 2 pencil**, NOT PEN.
  - b) All applicable bubbles are filled in. Proofread your surveys **before** you ship them. **Fill in missing bubbles.**
  - c) The three-digit school code is bubbled in.
  - d) Discard forms without student names OR career/hobby options completed.
  - e) Complete the **Free Scanning Forms** (see appendix) and place in box to be shipped.
6. The report generator and ScanTools application files are compatible only with the forms ordered from the National Distribution Center.

**COPIES OF THE FORMS OR CUSTOM FORMS WILL NOT SCAN  
& WILL RESULT IN NULL DATA.**

7. Generate Selective Reports for school use. We recommend the following reports be delivered to the school:
  - Alphabetical Roster
  - Career Interest Roster
  - Hobby Interest Roster
8. Reports useful to the council:
  - Career/Hobby Summary by School – This will tell you how many students are interested in particular careers, which will guide you in approaching businesses about starting an Exploring program.
  - Mailing labels for open house invitation letters.

- Evaluate results on each campus and determine the students' top career interests. Identify business leaders within these industries in the community and visit with them about starting an Exploring program.

The image displays two versions of the 'STUDENT CAREER INTEREST SURVEY' form. The left form is a blank template with a header section for student information (Last Name, First Name, Street Address, City, State, Zip Code) and a large grid of bubbles for marking interests. The right form is a completed version, showing a list of career categories and specific job titles with corresponding bubbles marked with an 'X' to indicate interest. The categories include Arts & Humanities, Communications, Aviation, Business, Engineering, Health Careers, Law, Government & Public Service, Social Services, Law Enforcement, Emergency Services, and Hobbies/Recreational Interest.

## B. Step-by-Step Detailed Explanation

### 1. School Buy-in and Structured Delivery Methods

In an effort to capture data on as many students as possible, it is necessary to discuss survey facilitation options with the school contact person. Be sure you both agree on the timeline and method. Here are a few suggestions for setting a date and time to facilitate the surveys:

Some campuses have an advisory/homeroom/study period that every student has on his or her schedule. This is a perfect time to capture the entire student body.

- The school counselor will announce on the PA system at 11 a.m. (for example) that it's time to stop for 10 minutes all over campus to complete the survey.
- No matter the grade level, every student has either an English class or a history class. The school contact person might decide that every history teacher facilitates the survey with all of his or her students.
- Distribute your forms to the schools. Remember to include the Teacher Instruction Sheet (see appendix) with each classroom set of surveys.

### 2. Scanning Options

#### a) National Scanning:

If you do not have access to a Scantron/NCS scanner, you can take advantage of the scanning service provided by the national vendor. Here's how:

- Complete the Scantron Scanning Council Form and Scantron Scanning School Form, see appendix.
- Proofread all Scantrons. Fill in empty/skipped bubbles with a No. 2 pencil.
- Arrange all Scantrons so they are all face up and facing the same direction.** If you do not arrange your Scantrons as directed, we cannot guarantee a quick turn around time.
- Ship your Scantrons **with a tracking number** and the forms mentioned in #1 directly to the vendor at: SourceHOV, ATTN: BSA/Learning for Life, 2701 East Grauwlyer Road, Irving, TX 75061.
- Within five business days you will receive an email with one .dlm file for each school.



b) Local Scanning:

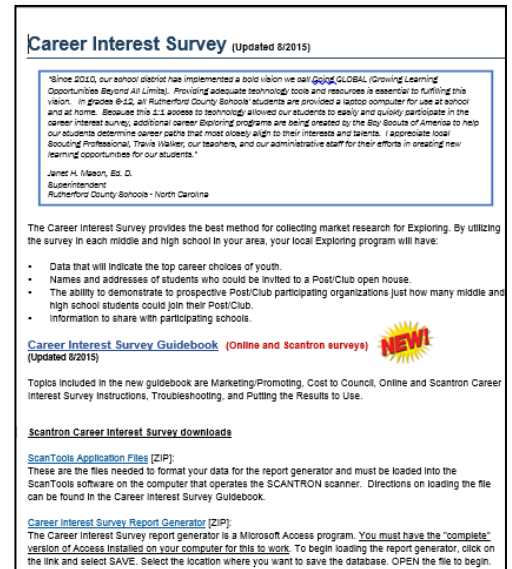
For councils who own their own scanner or use a local junior college/college scanner

Requirements:

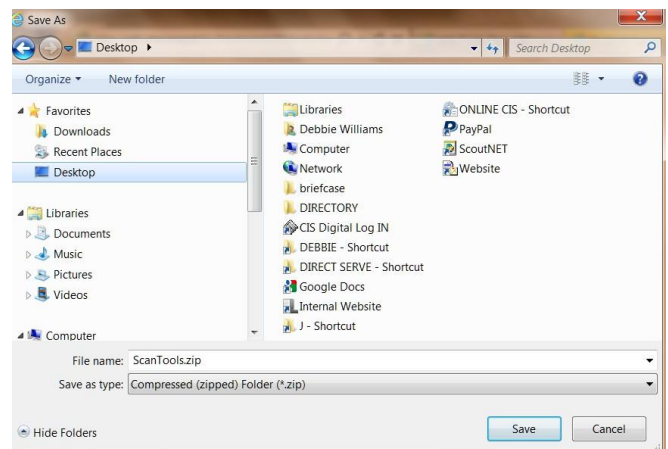
- Scantron scanner (purchased from Scantron, OpScan 4ES model)
- ScanTools software (purchased from Scantron)
- ScanTools application files (free at MyBSA>Resources>Learning for Life>Exploring> Career Interest Survey)
- Scantron form SKU 618833 (30 pk), SKU 629090 (500 pk) purchased from National Distribution Center

(1) Downloading ScanTools Application files to your computer –

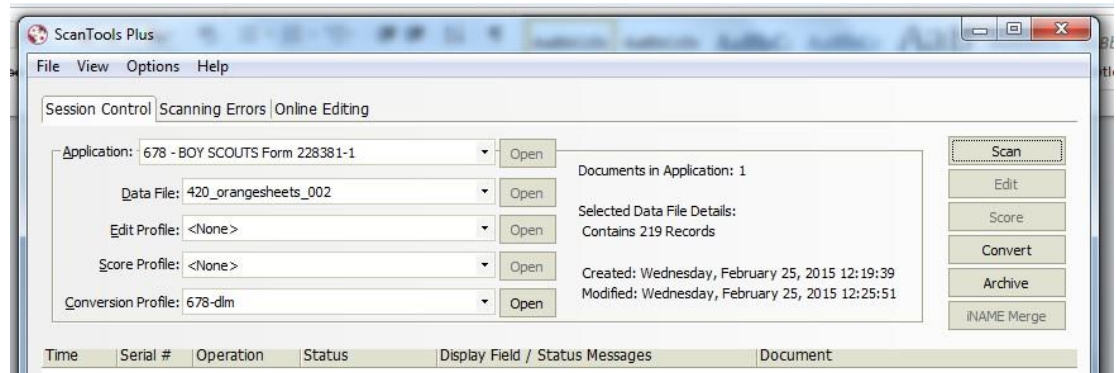
- The computer that works with the Scantron scanner MUST have ScanTools software installed and the ScanTools Application files loaded. The ScanTools Application files will communicate to the computer that works with the Scantron scanner how to format the Career Interest Survey data to be compatible with the Career Interest Survey report generator.
- Go to MyBSA>Resources>Learning for Life>Exploring>Program>Career Interest Surveys to download the ScanTools Application Files.



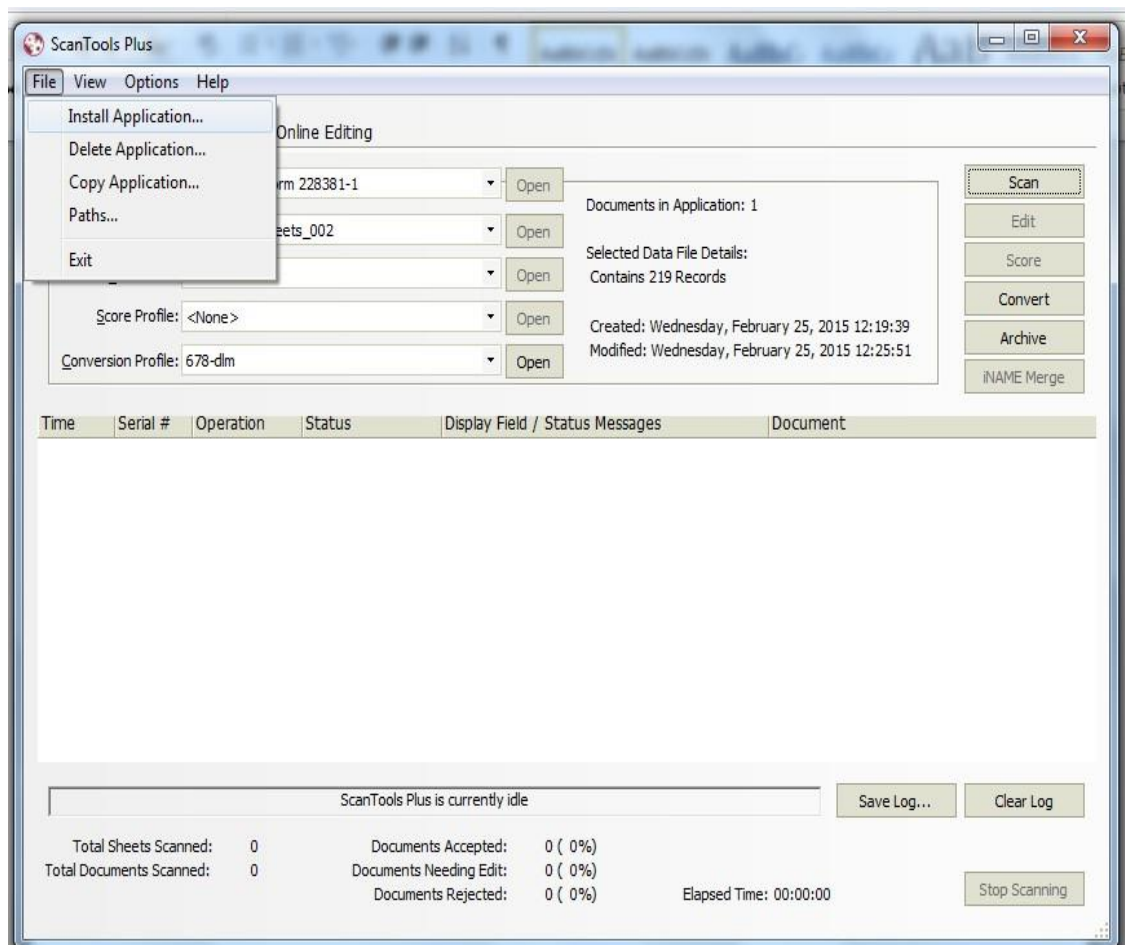
- To copy the files to your computer double-click the file name. The window on the left will appear. Select **Save as** and then the location you would like to save your files to. The files will save as a .zip file and you will have to use WinZip to open them. You will not be able to open and read the application files; only the scanner can read them.



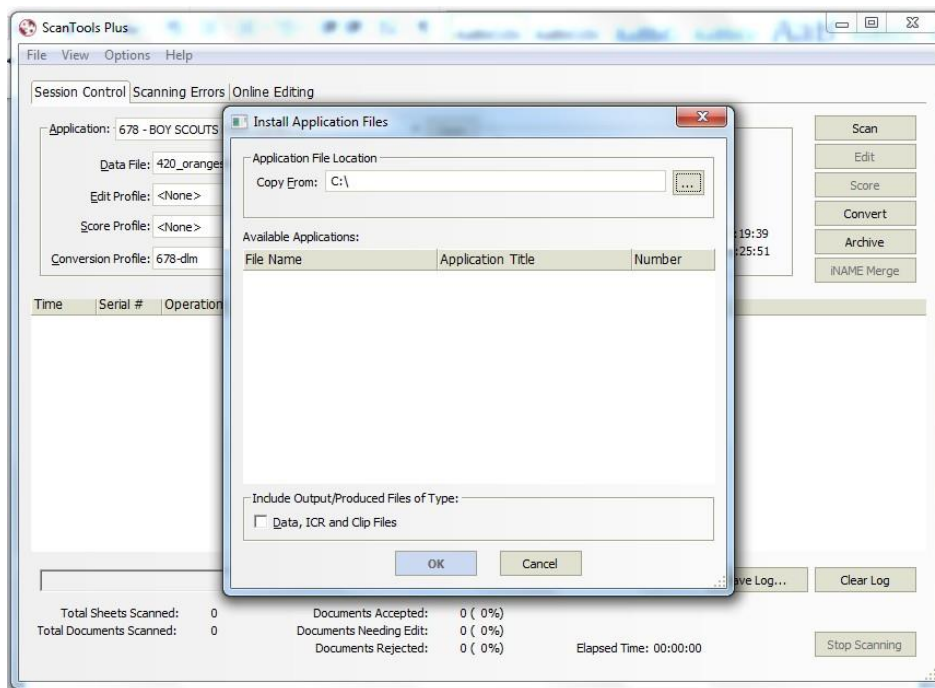
- Open your ScanTools software. The window looks different depending on what version of ScanTools software you are using. They will all work very similarly.
- Click **File**.



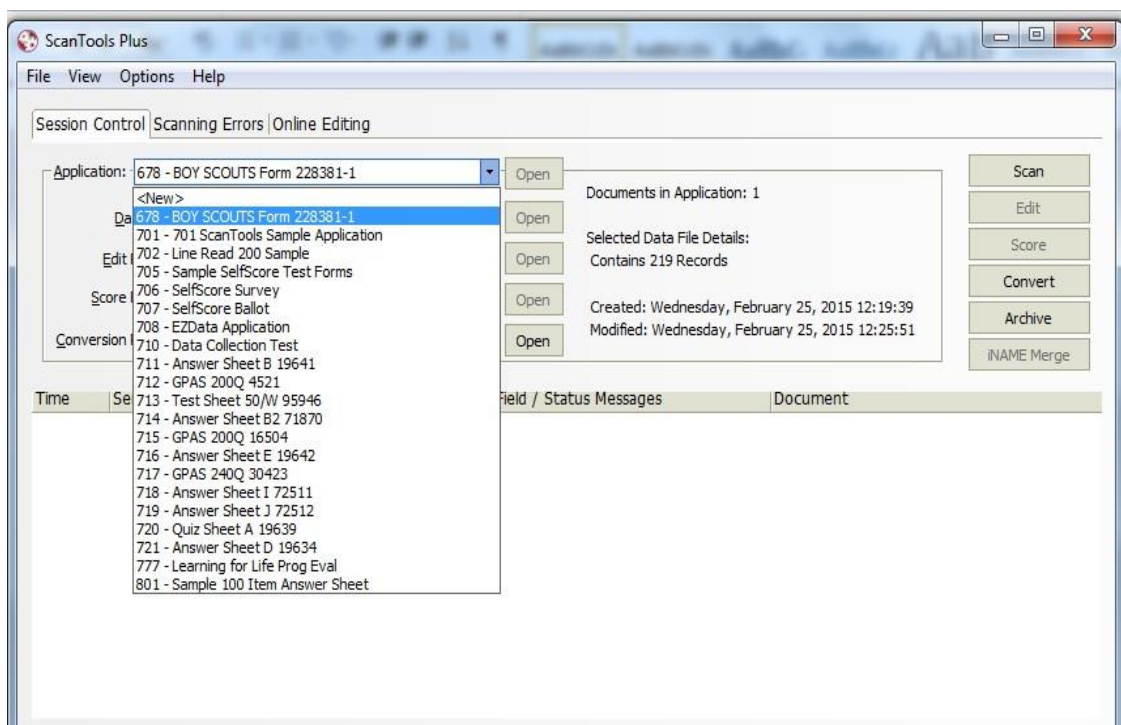
- Select **Install Application**.



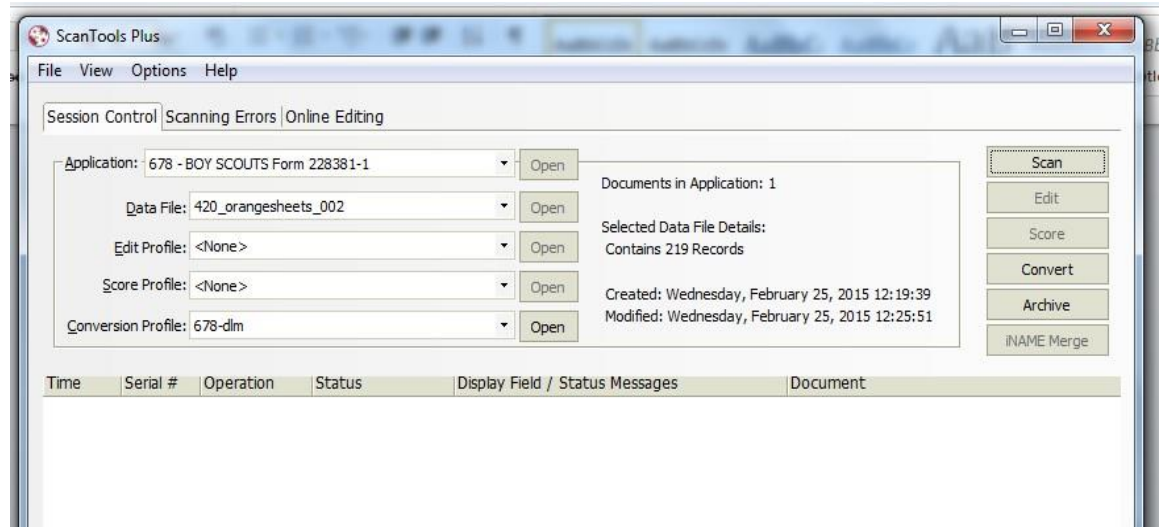
- Select the location on your computer where you saved the ScanTools Application files copied from MyBSA>Resources>Learning for Life>Exploring>Career Interest Surveys. There will be three (3) files: 678.\$ep, 678-dlm.\$cp, and Z678.SDS. You will not be able to open and view these files because they are strictly for formatting.



- The Application file **678 – BOY SCOUTS Form 228381-1** is now available for use when scanning the Scantron Career Interest Survey forms.

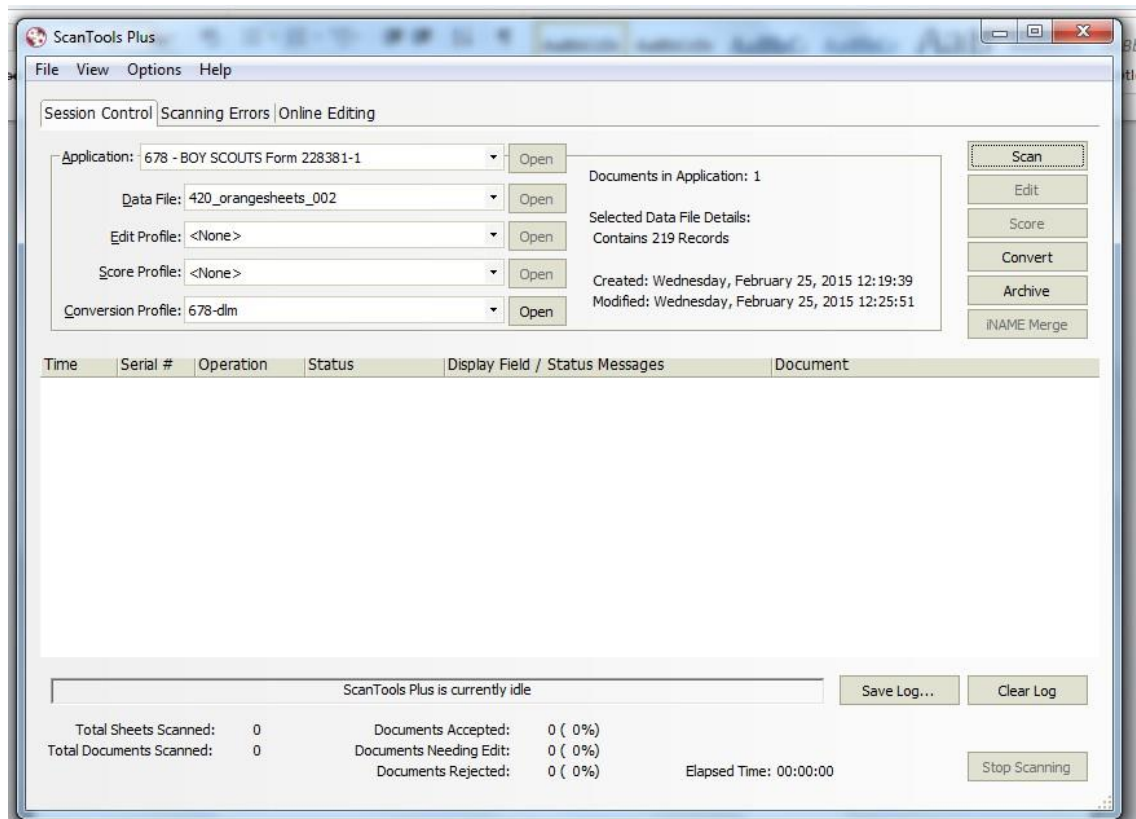


- The profile settings should be as follows:
  - Edit Profile: **<None>**
  - Score Profile: **<None>**
  - Conversion Profile: **678-dlm**

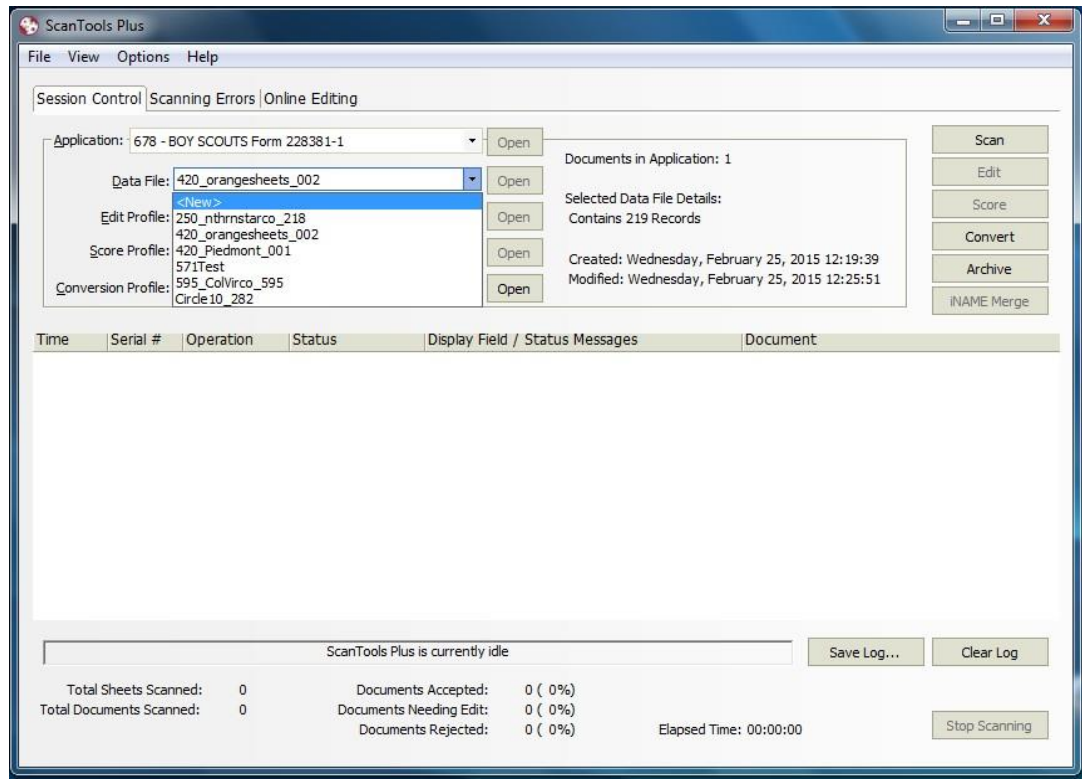


## (2) Scanning the Surveys

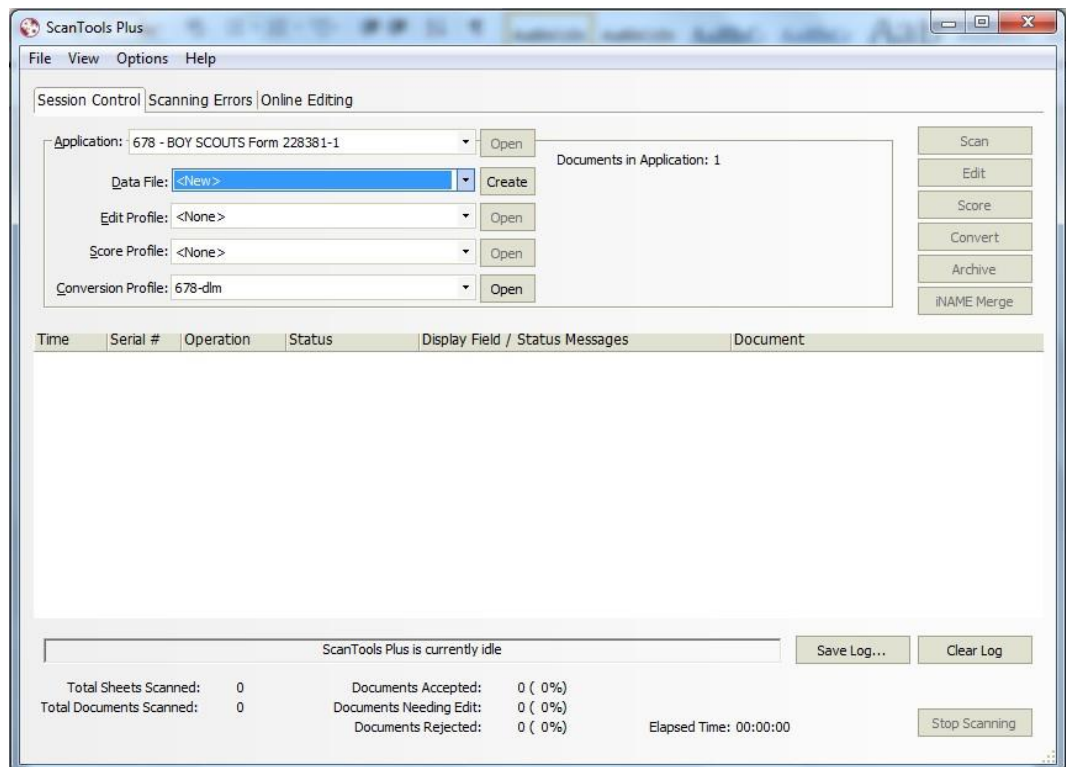
- Click on the **Open** button to the right of Data File.



- In the drop-down window, select **<New>**.

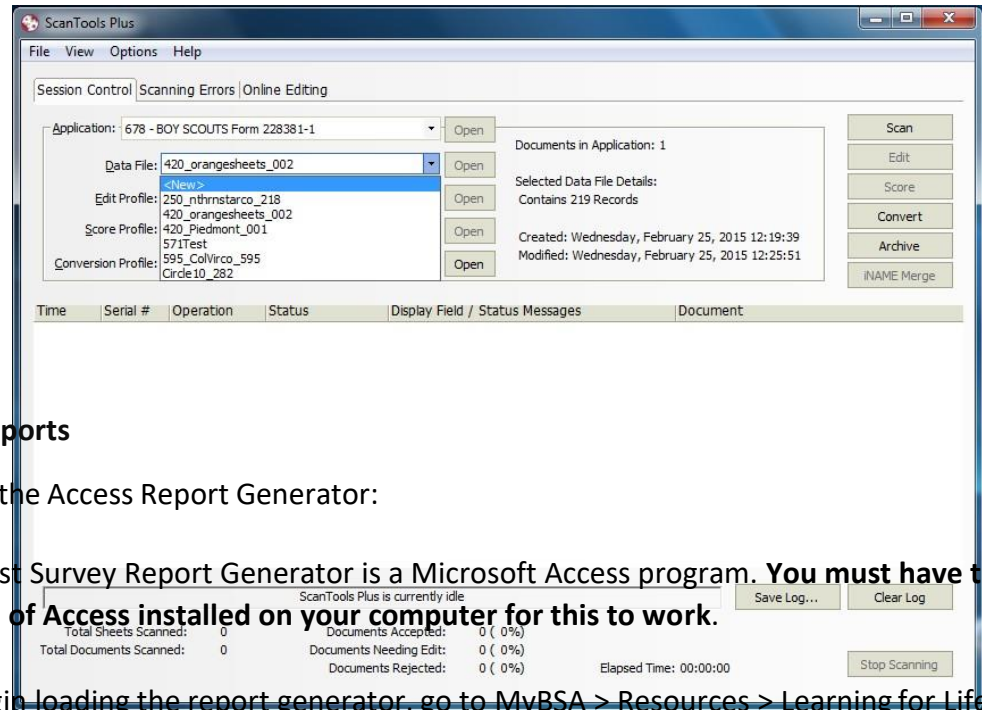


- Name your file and click on **Create**. Select your file name before scanning. Load your scanner with your survey forms and click **Scan** to begin.





- After the survey forms have been scanned, you must convert and save your scanned data as a .dlm or delimited file.



### 3. Generating Reports

#### a) Downloading the Access Report Generator:

The Career Interest Survey Report Generator is a Microsoft Access program. **You must have the complete version of Access installed on your computer for this to work.**

- To begin loading the report generator, go to [MyBSA > Resources > Learning for Life > Exploring > Marketing > Career Interest Surveys](#) and click on the **Career Interest Survey Report Generator** link.

## Career Interest Survey (Updated 8/2015)

"Since 2010, our school district has implemented a bold vision we call [Going GLOBAL](#) (Growing Learning Opportunities Beyond All Limits). Providing adequate technology tools and resources is essential to fulfilling this vision. In grades 6-12, all Rutherford County Schools' students are provided a laptop computer for use at school and at home. Because this 1:1 access to technology allowed our students to easily and quickly participate in the career interest survey, additional career Exploring programs are being created by the Boy Scouts of America to help our students determine career paths that most closely align to their interests and talents. I appreciate local Scouting Professional, Travis Walker, our teachers, and our administrative staff for their efforts in creating new learning opportunities for our students."

Janet H. Mason, Ed. D.  
Superintendent  
Rutherford County Schools - North Carolina

The Career Interest Survey provides the best method for collecting market research for Exploring. By utilizing the survey in each middle and high school in your area, your local Exploring program will have:

- Data that will indicate the top career choices of youth.
- Names and addresses of students who could be invited to a Post/Club open house.
- The ability to demonstrate to prospective Post/Club participating organizations just how many middle and high school students could join their Post/Club.
- Information to share with participating schools.

### Career Interest Survey Guidebook (Online and Scantron surveys) **NEW!**

(Updated 8/2015)

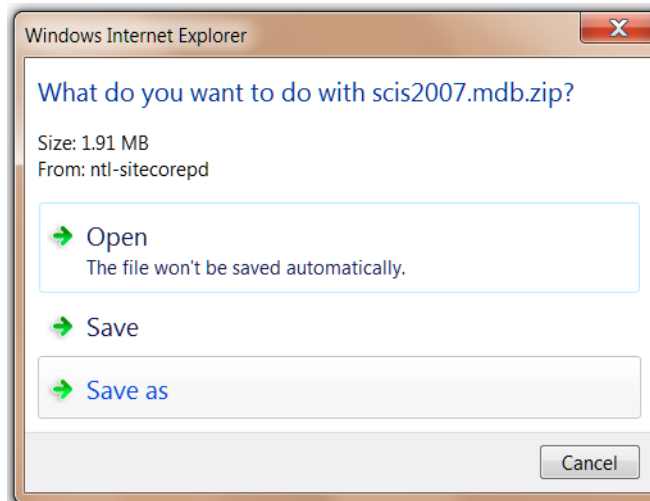
Topics included in the new guidebook are Marketing/Promoting, Cost to Council, Online and Scantron Career Interest Survey Instructions, Troubleshooting, and Putting the Results to Use.

#### Scantron Career Interest Survey downloads

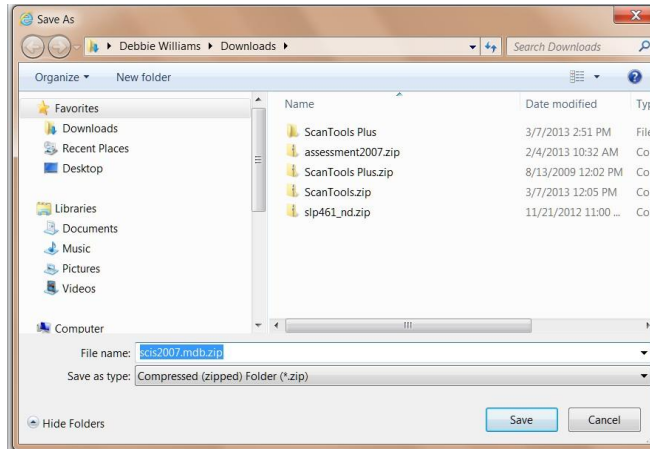
[ScanTools Application Files \[ZIP\]](#):  
These are the files needed to format your data for the report generator and must be loaded into the ScanTools software on the computer that operates the SCANTRON scanner. Directions on loading the file can be found in the Career Interest Survey Guidebook.

[Career Interest Survey Report Generator \[ZIP\]](#):  
The Career Interest Survey report generator is a Microsoft Access program. **You must have the "complete" version of Access installed on your computer for this to work.** To begin loading the report generator, click on the link and select SAVE. Select the location where you want to save the database. OPEN the file to begin.

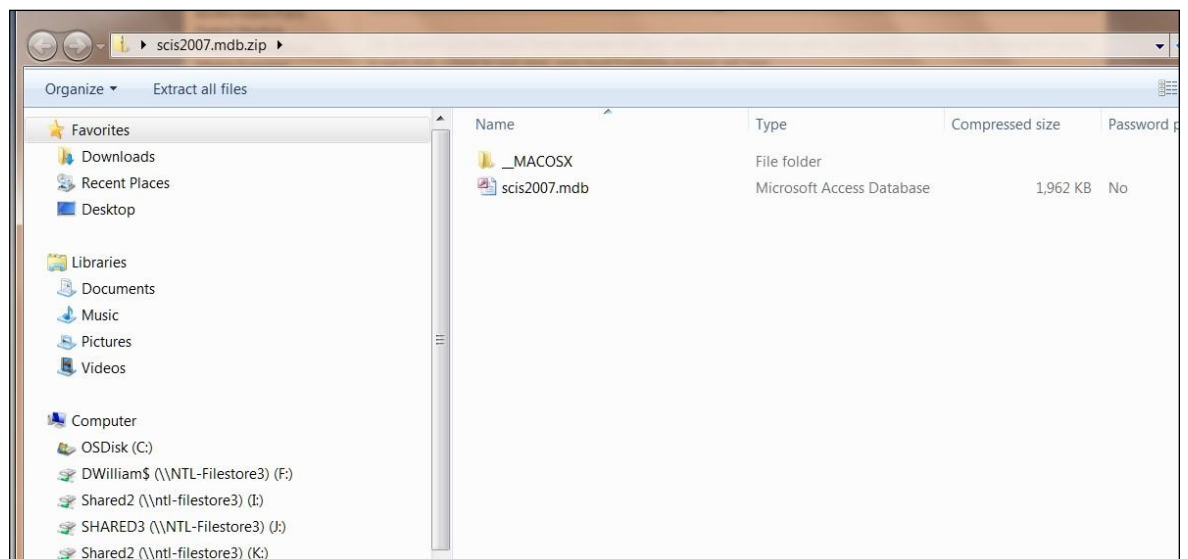
- Click **Save as** to save the file.



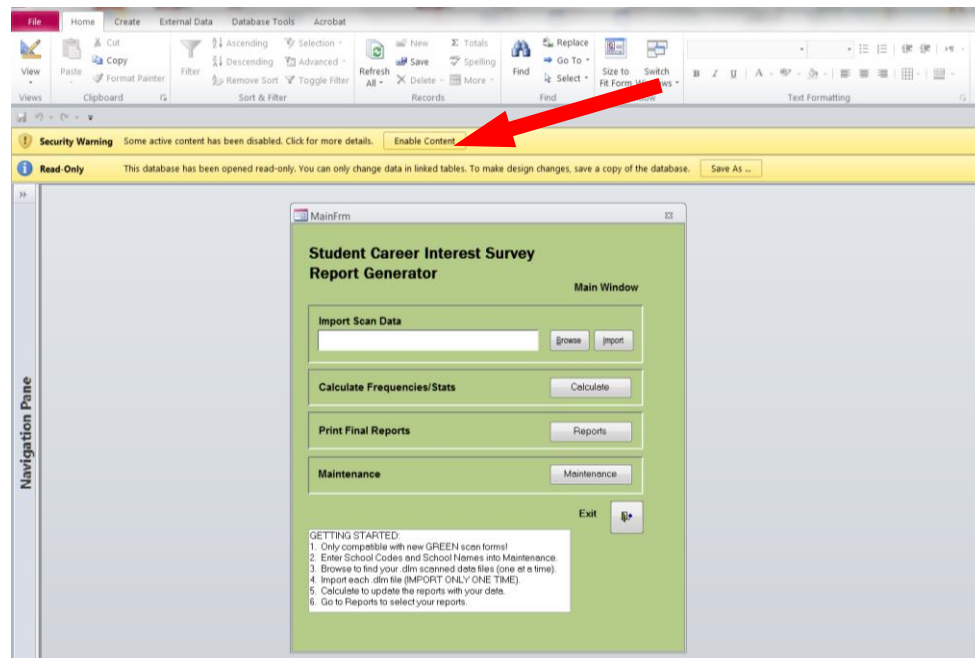
- Select the location where you want to save the database and click **Save**.



- Open the .mdb file to take you to the report generator.



- Depending upon your version of Access, you may need to click on **Enable Content** and/or save the file with another name using **Save As** in order to change the file from read-only.



## b) Report Generation

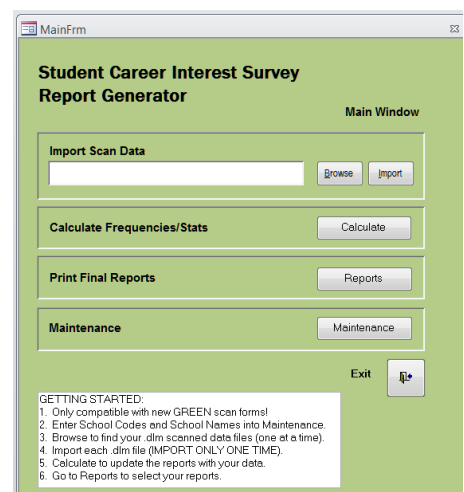
NOTE: Each survey format – online and Scantron – requires a different report generator. The report generators are actually Microsoft Access databases. You will need a computer that already has Microsoft Access installed in order to use this tool.

The report generator works with data from the Scantron scanner. To find the report generator to save to your computer go to MyBSA>Resources>Learning for Life>Exploring>Forms>Career Interest Surveys.

Your computer must have a complete version of Access installed in order for the report generating process to be successful.

### (1) Maintenance (Adding School Codes and “Yes”/”No” Questions)

- Open the Career Interest Survey report generator. In the Main window, click on the **Maintenance** button. In the Maintenance window.





- Click on **Enter/Edit Schools Information** to input your three-digit school codes and school names. Save and exit to the Main window if you don't have survey questions to add.

**Maintenance Frm**

**Maintenance Menu**

**Clear Data Tables**  
☐ Check to clear School Tables Clear

**Enter/Edit Schools Information** Begin

**Enter/Edit School Survey Questions** Enter

Exit

5. Calculate to update the reports with your data.  
 6. Go to Reports to select your reports.

**SchoolEntryFrm**

**School Entry Window**

☐ 000 Hometown High School

☐

Add Delete Save Exit

- Click on **Enter/Edit Survey Questions** to input the school code and six (6) "Yes"/"No" questions. Save and exit to the Main window.

**Maintenance Frm**

**Maintenance Menu**

**Clear Data Tables**  
☐ Check to clear School Tables Clear

**Enter/Edit Schools Information** Begin

**Enter/Edit School Survey Questions** Enter

Exit

5. Calculate to update the reports with your data.  
 6. Go to Reports to select your reports.

**SchSurveyFrm**

**School Survey Questions Window**

School  ⏮ ⏪ ⏩ ⏭

1 Do you have a problem with bullying in your school?

2 Does your school have an after school program?

3 Are drugs a problem in your school?

4

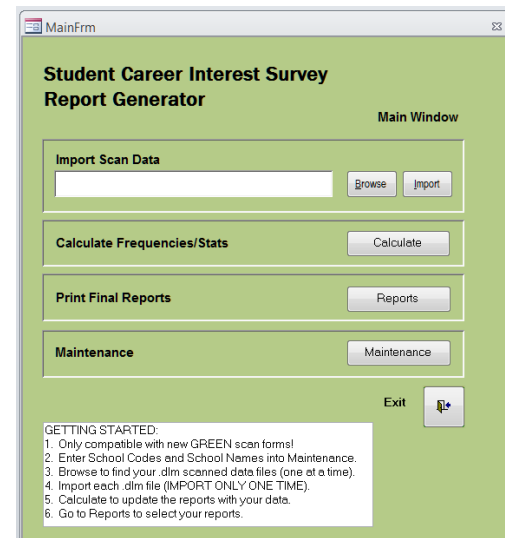
5

6

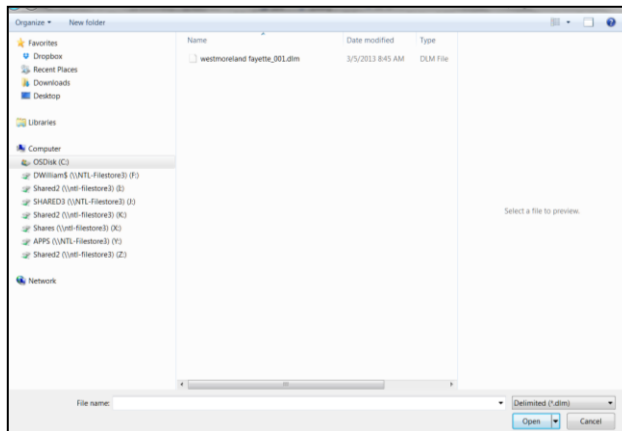
Save Delete Exit

## (2) Browse/Import Data

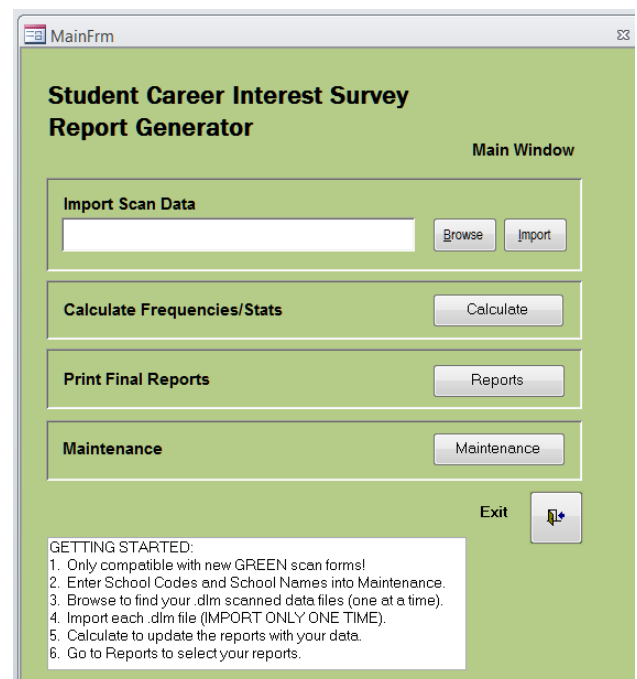
- Locate your data by using the **Browse** button.



- Click on the **.dlm** file and select Open in the bottom right corner of the window to return to the Main window

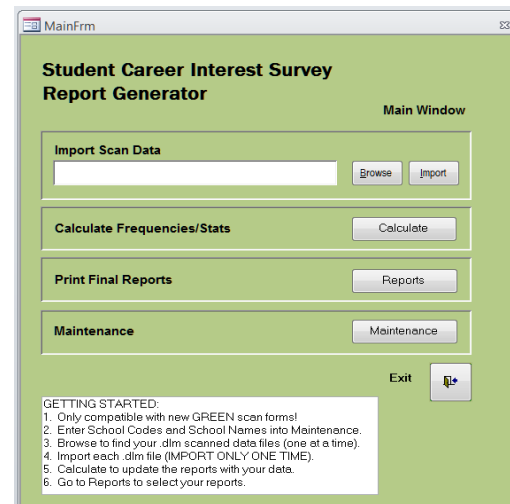


- The file name and path for the file should appear in the Import Scan Data box. Now click the **Import** button and answer **Yes** to the prompt. You may import as many files as necessary, but you will have to import them one at a time.  
**CAUTION: If you import a file more than once, you will have duplicate records in your reports.** The only way to delete the duplicate files is to go into the Maintenance window and use **Clear All Records**. This will also clear all of your school codes and school names. You will be starting over.



### (3) Calculating Data

- After you have imported all of your .dlm files, click on **Calculate** and answer **Yes** to the prompt. When calculations are complete, you are ready to print the results. Any time you make changes to the report generator, click on **Calculate** to refresh or update your data.



### (4) Reports

At the Main window, click on **Reports**, and then click the **Open** button next to the type of report you need.



#### (a) Council Reports

Step 1 – Select the report you want from the list of reports that have been developed for you.


Step 2 –Click the button with the printer icon to go to a Print Preview window where you can either click on the Print icon to print your report or click on Exit (X) to return to the Council Reports menu.

CouncilReportsFrm 23

## Council Reports

**Step 1** Select Reports

- ☐ Alphabetic Roster Report
- ☐ Career/Hobby Roster by Council
- ☐ Career/Hobby Roster by School
- ☐ Career/Hobby Roster by Grade
- ☐ Career/Hobby Roster by Zipcode
- ☐ Career Roster by Cluster
- ☐ Career/Hobby Summary by Council
- ☐ Career/Hobby Summary by School
- ☐ Career/Hobby Summary by School/Grade
- ☐ Cluster Summary

**Step 2** 

**Exit** 

NOTE: Career/Hobby reports in Print Preview are displayed together and you must minimize the report on top to view the other report.

**Hobby/Special Interest Roster by Grade**  
Grade: 11  
School: Number One High School

Name	Address	City	State	Zip	Phone	After Graduation Plans	Grade
Extreme Sports	Smith, John	123 Main	Great City	TX	70000	(555) 555-6555	College
Photography	Brown, Amy	222 First					
Music: Playing / Composing	Smith, John	123 Main					
Modeling	Brown, Amy	222 First					

Monday, August 10, 2015

**Career Interest Roster by Grade**  
Grade: 11  
School: Number One High School

Name	Address	City	State	Zip	Phone	After Graduation Plans	Grade
Business	Smith, John	123 Main	Great City	TX	70000	(555) 555-6555	College
Child Care/Early Ed/Ed	Brown, Amy	222 First	Great City	TX	70000	(555) 555-6111	Work
Communications	Smith, John	123 Main	Great City	TX	70000	(555) 555-6555	College
Fire/Emergency Services	Brown, Amy	222 First	Great City	TX	70000	(555) 555-6111	Work

Monday, August 10, 2015

Page 1 of 1

## (b) Selective Reports

Step 1 – Select a report.

Step 2 – You will have different custom options depending upon your scanned data, maintenance information, and the report selection you made in Step 1. You can make up to five selections under each heading by clicking on the box to the left and then pressing **Ctrl** while clicking on your selections.

Step 3 – When you click on the printer icon (Step 3 in the image below) you will go to the print preview window where you can either click on the print icon to print your report or click on exit to return to the Selective Reports menu.

The screenshot shows the 'SelectRptFrm' window with a green background. The title bar says 'SelectRptFrm'. The main heading is 'Selective Reports'. It is divided into three steps:

- Step 1:** Select Report (Select only one). It has four radio buttons: 'Alphabetic Roster', 'Cluster Interest Roster', 'Career Interest Roster', and 'Hobby Interest Roster'.
- Step 2:** Select Sort Options (Select all that apply - up to 5). There is a large empty box for selections. Below it is a text box: 'To maximize a list, click appropriate button. To minimize a list, click a different button or depress the <TAB> key'. To the right is a 'Clear Choices' button with a left arrow icon.
- Step 3:** Print. It has a printer icon button and an 'Exit' button with a right arrow icon.

## (c) Mailing Labels

Step 1 – Choose the type of label you need.

Step 2 – You will have different custom options depending upon what selection you made in Step 1. You can make multiple selections in each box (school code, zip code, career, cluster, hobby, and grade). You can make up to five selections under each heading.

Step 3 – When you click on the Print icon, you will go to a Print Preview window where you can either click on the Print icon to print your labels or click on Exit (X) to return to the Mailing Labels menu.

The screenshot shows the 'MailingRptFrm' window with a green background. The title bar says 'MailingRptFrm'. The main heading is 'Mailing Labels'. It is divided into three steps:

- Step 1:** Select Label Option (Select only one). It has three radio buttons: 'Mailing Labels', 'Addressed Envelopes', and 'File Folder Labels'.
- Step 2:** Select Sort Options (Select all that apply - up to 5). It has five rows, each with a checkbox and a text box: '000 | Hometown High School' (School Code), '75000' (Zip Code), '11' (Grade), '01 | ARTS and HUMANITIES' (Cluster Code), and '0300 | Business' (Career Code). There is also a 'Hobby Code' field. Below these is a text box: 'To maximize a list, click appropriate button. To minimize a list, click a different button or depress the <TAB> key'. To the right is a 'Clear Choices' button with a left arrow icon.
- Step 3:** Print. It has a 'Create Mail Merge File' checkbox, a printer icon button, and an 'Exit' button with a right arrow icon.

#### (d) Local Survey (yes/no questions) Results Report

Enter your school code and click Print for your survey question results.

LocalSurveyRptFrm

**Local survey Window**

**Step 1:**

☒ School Survey

**Step 2: Select School Code**

000 School Code

**Step 3: Print**

Print Exit

#### (e) Saving Reports

In Print Preview mode, select the **PDF or XPS** option from the Data tab on the toolbar.

AlphaRosterQry

**Individual Cluster Career Interest Summary**

Career	Count
<b>HEALTH CAREERS</b>	
Veterinarian	26
Physician/Surgeon	20
Medicine, Sports	16
Nurse (Registered)	13
Physician/Concise Therapist	10
Health Care (General)	10
Physician/Pediatrician	6
Dentist	6
Anesthesiologist	6
Pharmacist	6
Licensed Practical Nurse	4
Pathologist/Microbiologist	4
Health Care (Specialty)	3
Chiropractor	3
Ophthalmologist/Optomist	3
Medical Technician	2
Physician/Medical Assistant	1
Occupational Therapist/Assistant	1
Dental Hygienist	1
The Speech-Language Pathologist	1
Speech/Healing Therapist	1
Neurologist	1
<b>Total</b>	<b>146</b>

Friday, May 01, 2015 Page 7 of 15

Page: 7 of 15 No Filter

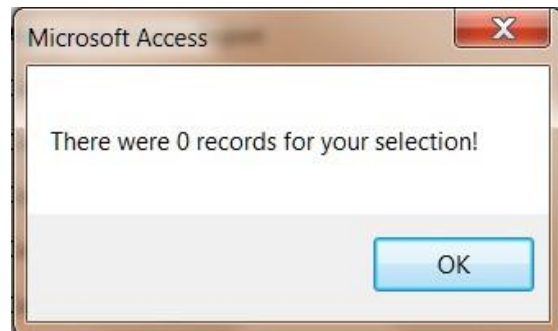
## SECTION 7: Scantron Troubleshooting

### A. No Records Found

Why did I get this message?

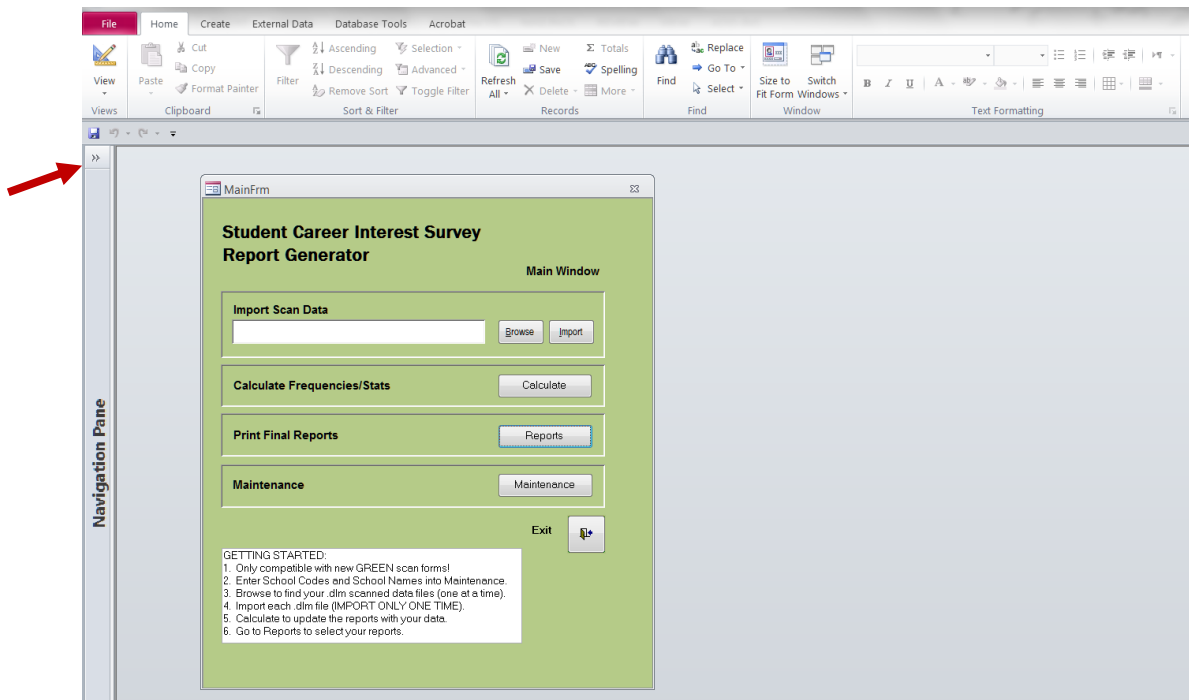
Possible reasons:

- No .dlm file(s) were imported.
- You did not use the Calculate function to update files.
- School codes have not been entered into the Maintenance window.
- School codes in the Maintenance window do not match the codes in the scanned data.
- Scanned data was converted to a .dlm format in Excel instead of using the Scantron scanner.
- Your computer does not have a complete version of Microsoft Access installed.



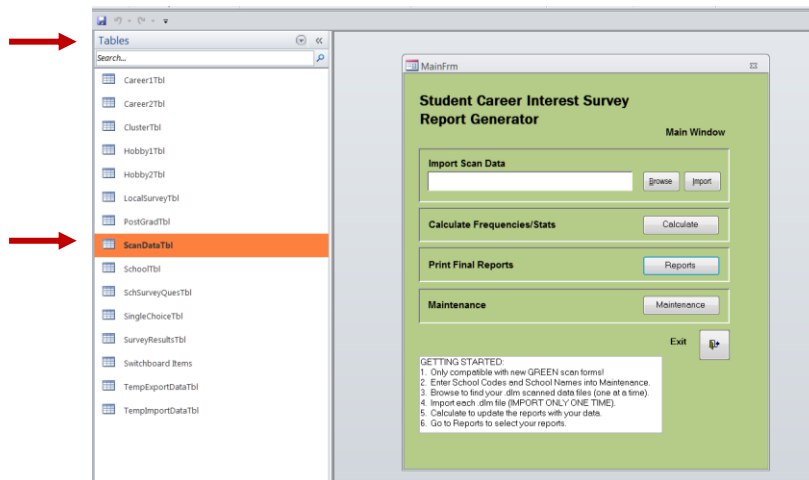
### B. Editing Your Scanned Data

1. Open the Navigation Pane running vertically on the left side of your screen by clicking on the two arrows.



2. Open the Tables tab. If you are not already on the Tables tab, click the down arrow to open the menu and select **Tables**.

- Under the Tables tab, double-click the **ScanDataTbl** file to open and see your data.



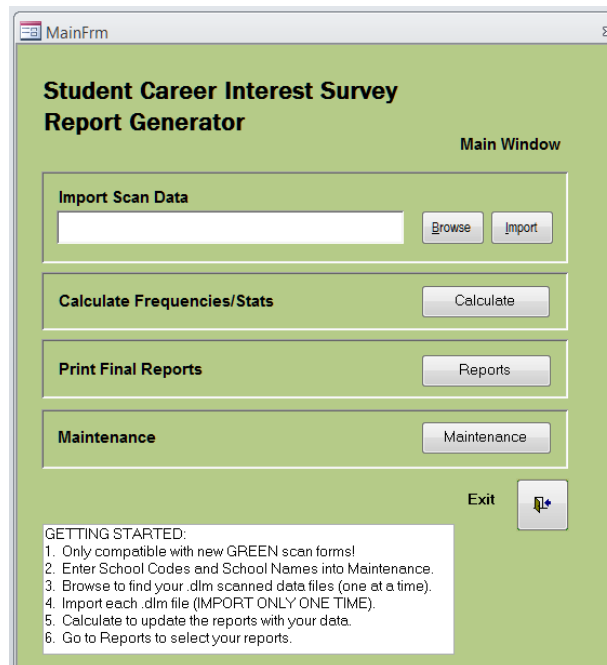
- Any missing or bad data must be edited in order for the record to convert to Excel. Records with missing or bad data in the PostGrad, Career1, Career2, Rec1, or Rec2 fields will NOT convert to Excel. You can clean up your data in the ScanDataTbl table. You must **SAVE** your changes. To return to the Main window, minimize the ScanDataTbl file.

The screenshot shows the 'ScanDataTbl' table in Datasheet view. The table has the following columns: SchoolCode, LastName, FirstName, Address, City, State, Zip, Grade, and Gender. The data is as follows:

SchoolCode	LastName	FirstName	Address	City	State	Zip	Grade	Gender
000	Smith	Josh	123 Main Street	Hometown	TX	76000	12	MALE
000	Johnson	Ed	444 Brown Ave.	Hometown	TX	76000	12	MALE
000	Green	Emma	111 Maple Street	Hometown	TX	76000	11	FEMALE
000	Adams	Tom	9349 Orchard	Hometown	TX	76000	11	MALE
000	Parker	Ava	767 Pecan Park	Hometown	TX	76000	11	FEMALE



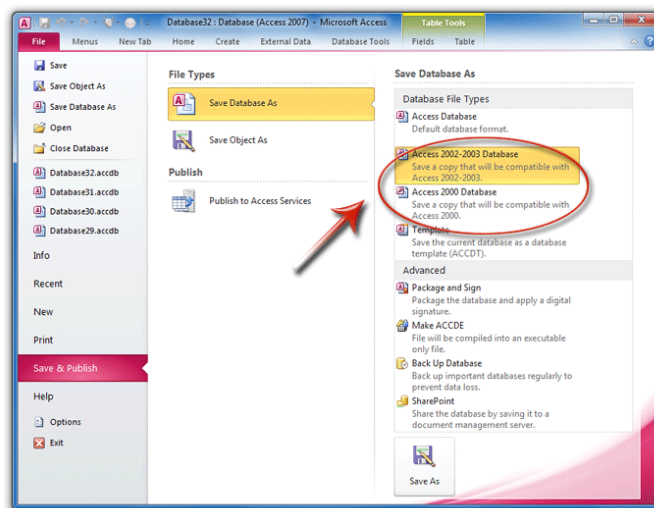
5. Click on the **Calculate** button to update your data and reports.



### C. Converting a Database for Office 2013

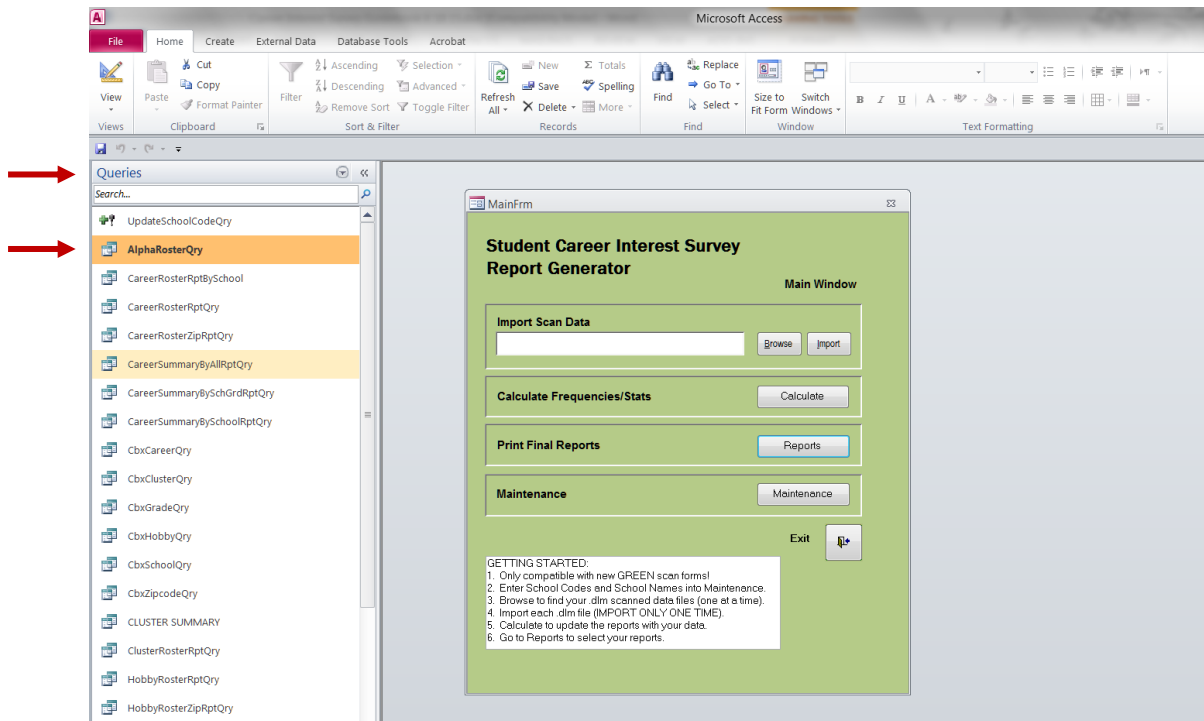
The functionality to convert a database can be found in the File tab:

- Click the File tab in Access.
- Then click the Save & Publish button in the left bar.
- In the middle area, click the Save Database As button under File Types.
- In the right pane, select the format that you want to convert your database into, such as Access 2000 Database, Access 2002–2003 Database, etc.



## D. Converting Career Interest Survey Data to an Excel Format

- Go to the Queries option in your Navigation Pane
- Double Click on AlphaRosterQty (your data with the career codes converted)



- Click on upper left-hand box of spreadsheet to select all of your data
- COPY
- Open Excel spreadsheet
- PASTE data
- Save file

The screenshot shows an Excel spreadsheet with the following data:

SchoolCode	Grade	Gender	PostGrad	LastName	FirstName	Address	City	State	Zip	Phone	Career1
000	12	MALE		4 Smith	Josh	123 Main Street	Hometown	TX	75000		0130
000	12	MALE		1 Johnson	Ed	444 Brown Ave.	Hometown	TX	75000		1443
000	11	FEMALE		4 Green	Emma	111 Maple Street	Hometown	TX	75000		0725
000	11	MALE		Adams	Tom	9349 Orchard	Hometown	TX	75000		0145
000	11	FEMALE		4 Parker	Ava	757 Pecan Park	Hometown	TX	75000		1739

*If you need additional troubleshooting assistance, you may get technical support by entering an incident report in MyBSA using the Online Support Center located in the support gadget on the home page or call the Member Care Center at 1-855-707-2644.*

## SECTION 8: Suggested Annual Work Schedule

JAN-FEB	MAR-MAY	JUNE-AUG	SEPT-NOV
Facilitate career interest surveys on campus	Analyze survey data for top student interests	Schedule and Facilitate All In One Program Planning Meetings	Support Open Houses
Obtain schools' own career interest data	Visit local businesses that match top interests		Confirm school commitments for next Jan-Feb

Once you have conducted a career interest survey and know the interest of the students in your community, how do you find businesses and organizations to organize Exploring programs related to those interests and needs? Start with the following:

- Chamber of Commerce listings
- Information from public libraries
- Advice from district/Learning for Life office volunteers
- Professional organizations
- Listing of all educational programs, including public and private schools
- Council board members' career fields

### What to look for in a participating organization

- The business or organization is civic-minded and interested in youth.
- The business or organization has ample employees or members to provide leadership.
- The business or organization has sufficient program resources to support the students' interest areas.
- You have sufficient survey names to recruit post or club participants. (On average, about 10 percent of those invited come to a first meeting.)
- The business or organizations has a need for a training program.
- The business or organization has an interest in starting an internship program.
- The business or organization would like to save money on employee training and turnover.

Large corporations and organizations might have potential for organizing several Exploring programs, possibly in different career areas. For example, the corporation might have an employee accounting club, flying club, etc., in addition to career programs.

## THE MAGIC NUMBER!

**Membership Goal x 20 = Number of surveys needed**

## Career Interest Survey Suggested Backdater

BY DATE		DATE COMPLETED
	Secure permission from public schools from top administration –120 days	
	Survey chairman recruited by Exploring Committee –90 days	
	Survey task force members recruited –80 days	
	Survey task force orientation –70 days	
	Set target dates for survey completion –70 days	
	Secure permission from private/parochial/charter schools from top administration –60 days	
	Scan forms ordered (30-pk SKU 618833, 500-pk SKU 629090) –60 days	
	Determine how you will have the forms scanned; council's Scantron scanner, local college, or national vendor –60 days	
	Identify guidance counselors in school district –50 days	
	Meet with selected guidance counselors for their information needs from the results of survey –35 days	
	Confirm all school campuses are correctly listed on the online survey -35 days	
	Report generation program reviewed –30 days	
	Print/copy teacher instruction sheet –20 days	
	Create a master list of all your schools and assign each a unique three-digit school code –10 days	
	Deliver Scantrons to schools	
	Pick up Scantrons from schools +5 days	
	If shipping your surveys to the national vendor for scanning, print both of the order forms (see appendix) and following shipping instructions outlined in this guide +6 days	
	Download Scantron report generator from MyBSA > Resources > Learning for Life > Exploring > Career Interest Surveys	
	Deliver reports to school superintendents, principals, and counselors +30 days	
	Exploring committee after-action meeting to recognize people, evaluate, and plan next year's process +45 days	

SECTION 9: Appendix

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- Teacher instruction sheet - SCANTRON..... 54
- Sample open house invitation letter to students ..... 55



## STUDENT INTEREST SURVEY

[illegible]

**BSA National Distribution Center**  
**SKU 618833 – 30 pk**  
**SKU 629090 – 500 pk**



## STUDENT CAREER INTEREST SURVEY

### 0100 ARTS & HUMANITIES

0101 Actor / Actress  
0102 Artist  
0103 Author / Poet  
0104 Dancer / Choreographer  
0105 Fashion Designer / Model  
0106 Interior Designer / Decorator  
0107 Jeweler / Watchmaker  
0108 Movie Producer / Director  
0109 Music Composer / Conductor  
0110 Musician / Singer  
0111 Photographer  
0112 Professional Athlete

### 0200 AVIATION

0201 Aerospace Engineer  
0202 Air Traffic Controller  
0203 Airport Operations Director  
0204 Aviation Technician  
0205 Avionics Equipment Technician  
0206 Flight Attendant  
0207 Pilot / Flight Engineer  
0208 Space Flight / Astronaut

### 0300 BUSINESS

0301 Accountant / CPA  
0302 Administrative Assistant  
0303 Banking / Finance  
0304 Business Management Analyst  
0305 Compliance Officer  
0306 Computer Engineer / Technician  
0307 Computer Programmer  
0308 Computer Support Specialist  
0309 Computer Systems Designer / Analyst

0310 Entrepreneur / Self-employed  
0311 Event / Meeting Planner  
0312 Fashion / Merchandise Buyer  
0313 Financial Analyst  
0314 Food Service / Restaurant Mgmt  
0315 Hotel Management  
0316 Human Resource Manager  
0317 Information Security Analyst  
0318 Insurance Agent / Underwriter  
0319 Personal Financial Advisor  
0320 Project Manager  
0321 Real Estate Agent

### 0322 Sales - Wholesale / Retail

0323 Small Business Owner / Manager  
0324 Software Developer  
0325 Stock Broker / Investment Dealer  
0326 Travel / Recreation Agent

### 0500 COMMUNICATIONS

0501 Advertising / Marketing Manager  
0502 Broadcaster - Radio / TV  
0503 Editor / Newspaper & Magazines  
0504 Graphic Designer  
0505 Information Systems Manager  
0506 Journalist / Reporter / Newswoman / Mags  
0507 Producer - Radio / TV  
0508 Public Relations / Crisis Comm Mgr  
0509 Web Designer / Developer

### 1300 ENGINEERING

1301 Aerospace Engineer  
1302 Architect  
1303 Biomedical Engineer  
1304 Chemical Engineer  
1305 Civil Engineer / Technician  
1306 Computer Engineer  
1307 Design Engineer  
1308 Electrical Engineer  
1309 Electronics Engineer  
1310 Environmental Engineer / Planner  
1311 Industrial Engineer  
1312 Landscape Architect  
1313 Mechanical Engineer  
1314 Metallurgical Engineer  
1315 Petroleum Engineer / Tech  
1316 Renewable Energy Analyst / Manager  
1317 Robotics Engineer / Technician  
1318 Surveyor

### 0600 FIRE/EMERGENCY SERVICES

0601 Emergency Management Specialist  
0602 Fire Fighter / Rescue Service  
0603 Fire Inspector / Investigator  
0604 Lifeguard  
0605 Paramedic / EMT  
0606 Search & Rescue  
0607 Ski Patrol

### 0700 HEALTH CAREERS

0701 Anesthetist  
0702 Athletic Trainer / Sports Medicine  
0703 Audiologist  
0704 Chiropractor  
0705 Dental Asst / Lab Technician  
0706 Dental Hygienist  
0707 Dentist  
0708 Dermatologist / Skin Care Specialist  
0709 Epidemiologist / Disease study  
0710 Home Health Care Aide  
0711 Hospital Administrator  
0712 Laboratory / Medical Technician  
0713 Licensed Practical / Vocational Nurse

0714 Medical Assistant  
0715 Mental Health Counselor / Therapist

0716 Nurse, Registered / Practitioner  
0717 Occupational Therapist  
0718 Ophthalmologist / Optometrist  
0719 Pathologist / Microbiologist  
0720 Pharmacist / Pharmacy Technician  
0721 Physical / Corrective Therapist  
0722 Physician / Surgeon  
0723 Physician's Assistant  
0724 Psychologist / Psychiatrist  
0725 Radiologist / X-ray Technician  
0726 Respiratory Therapist  
0727 Speech / Language Pathologist  
0728 Veterinarian / Veterinary Technician

### 0800 LAW ENFORCEMENT

0801 Border Patrol Agent  
0802 Correctional Officer  
0803 Crime Scene Investigator (CSI)  
0804 Federal Law Agent  
0805 Game Warden  
0806 Military Police  
0807 Park Police  
0808 Police Officer  
0809 Private Detective / Investigator  
0810 Probation / Parole Officer  
0811 Security Guard  
0812 Sheriff / Deputy  
0813 State Police / Hwy Patrol

### 0900 LAW, GOVERNMENT & PUBLIC SERVICE

0901 Air Force  
0902 Army  
0903 Attorney / Lawyer  
0904 City Manager  
0905 Coast Guard  
0906 Court Reporter  
0907 Judge / Magistrate  
0908 Marine Corps  
0909 Military Career  
0910 National Guard  
0911 Navy  
0912 Paralegal  
0913 Politician

### 1700 SCIENCE

1701 Anthropologist  
1702 Archaeologist  
1703 Astronaut / Mission Specialist  
1704 Astronomer  
1705 Biochemist  
1706 Biologist  
1707 Chemist  
1708 Computer Programmer  
1709 Ecologist  
1710 Farmer / Rancher / Livestock  
1711 Forensic Scientist  
1712 Geneticist  
1713 Hydrologist  
1714 Marine Biologist / Oceanographer  
1715 Mathematician / Statistician  
1716 Meteorologist / Weather Scientist  
1717 Nuclear Technician  
1718 Physicist / Nuclear Scientist  
1719 Wildlife / Fish Manager  
1720 Zoologist / Zoo Director

### 1400 SKILLED TRADES

1401 Animal Control Officer  
1402 Appliance Repair / Service  
1403 Auto Body Repair  
1404 Automotive Technician  
1405 Brick / Cement / Stone Mason

1406 Building Contractor  
1407 Carpenter  
1408 Chef / Baker  
1409 Construction Worker  
1410 Cosmetologist / Barber  
1411 Drafter / CAD Operator  
1412 Driver - Truck / Bus  
1413 Electrician  
1414 Energy Lineworkers  
1415 Energy Technicians  
1416 Farmer / Rancher  
1417 Forester / Lumberjack  
1418 Heating, Ventilation, Air Conditioning Technician  
1419 Heavy Equipment Operator  
1420 Homemaker / Stay-at-home  
1421 Landscaper / Gardener  
1422 Logistician  
1423 Machinist / Tool & Die Maker  
1424 Natural Gas Technician  
1425 Plumber / Pipe Fitter  
1426 Water Treatment Operator  
1427 Welder

### 1500 SOCIAL SERVICES

1501 Adult Care Attendant  
1502 Adult Education Teacher  
1503 Child Care Worker  
1504 Clergyman / Missionary  
1505 Dietician / Nutritionist  
1506 Drug / Alcohol Counselor  
1507 Education / College Faculty  
1508 Family / Marriage Counselor  
1509 Funeral Director  
1510 Librarian  
1511 Museum Director / Curator / Historian  
1512 Personal Fitness Trainer  
1513 Rehabilitation Counselor  
1514 School Guidance Counselor  
1515 School Principal / Administrator  
1516 Social / Welfare Worker  
1517 Teacher  
1518 Teacher / Special Education  
1519 Youth Organization Professional

## HOBBY/RECREATIONAL INTEREST

0001 Aerobics / Pilates / Yoga  
0002 Amature / Ham Radio  
0003 Archery  
0004 Art / Painting / Sculpting  
0005 Astronomy  
0006 Baseball / Softball  
0007 Basketball  
0008 BMX / Mountain Biking  
0009 Board games / Chess  
0010 Bowling  
0011 Camping / Backpacking / Hiking

0012 Canoeing / Rafting / Kayaking  
0013 Cave Exploring / Speleunking  
0014 Cheerleading / Dance squad  
0015 Collecting, Card / Coin / Stamp  
0016 Cooking  
0017 Creative Writing  
0018 Cycling  
0019 Dance / Tap / Ballet / Jazz  
0020 Extreme Sports  
0021 Fishing / Fly Tying  
0022 Football  
0023 Gaming / Online Gaming

0024 Genealogy  
0025 Geocaching / Orienteering  
0026 Golf  
0027 Gymnastics  
0028 Horseback Riding  
0029 Hunting  
0030 Ice Skating / Hockey  
0031 Languages  
0032 Magic  
0033 Model Building  
0034 Music, Playing / Composing  
0035 Photography

0036 Racquet Sports  
0037 Reading / Writing  
0038 Robotics  
0039 Rock Climbing / Rappeling  
0040 Roller Skating / Inline Skating / Skateboarding  
0041 Rowing / Sculling  
0042 Running / Cross Country  
0043 Sailing / Boating  
0044 Scrapbooking  
0045 Scuba / Skin Diving

0054 Volleyball  
0055 Volunteering / Community Service  
0056 Water Skiing / Wakeboarding  
0057 Weight Lifting  
0058 Wilderness Survival  
0059 Woodworking / Carving  
0060 Wrestling



TO: Local council professionals

FROM: National Learning for Life and Exploring Office

RE: Career Interest Surveys  
What to do with the attached letter from the U.S. Department of Education

---

We are excited to share the newest letter of support of the Career Interest Surveys from the U.S. Department of Education, Family Policy Compliance Office. The letter addresses the methods that councils and schools can use to administer the Career Interest Survey without breaking FERPA (Family Educational Rights and Privacy Act) or PPRA (Protection of Pupil Rights Amendment) laws.

So what should you do with this letter?

1. Read it! Become familiar with the lingo, the laws, and the survey administration methods outlined within the letter.
2. Become confident in explaining the different survey administration methods allowed.
3. Provide a copy of the letter (without this cover sheet) to school administrators during your “sales pitch.” Whether or not they decide to utilize Learning for Life’s Career Interest Survey, the letter will allow you to build a transparent relationship with your local schools.

Keywords and phrases with which you should become familiar from reading the letter:

Disclosure of PII	FERPA	PPRA
LEA	SEA	Parents’ rights policy
Education record	DOE	Eight protected areas

It’s also important to note that federal laws do not allow students under the age of 13 to take the online career interest survey. If they do, the data they enter will not be saved.





## UNITED STATES DEPARTMENT OF EDUCATION

### OFFICE OF MANAGEMENT

December 23, 2013

Dear Superintendents, Principals, and Guidance Counselors:

This is in response to a request from Learning for Life, a non-profit organization, to provide guidance to public schools involved in the Learning for Life Exploring program on the applicability of the Protection of Pupil Rights Amendment (PPRA) and the Family Educational Rights and Privacy Act (FERPA) when administering the Learning for Life Exploring (Exploring) Career Interest Survey (Exploring Survey) to students. Specifically, this letter discusses the applicability of PPRA and FERPA to the paper Exploring Survey utilized by many of Exploring's associates around the country, as well as the Exploring Survey which students complete online.

The U.S. Department of Education (Department) is familiar with Exploring and its career education program designed to help young men and women from the 6th grade through 20 years old make more informed future career decisions by providing students with real-life career experiences. In order to find out in what careers students are interested, the Exploring Survey, which is voluntary, is administered to students. The Exploring Survey captures personally identifiable information (PII) such as name, address, email, gender, date of birth, phone number, school, grade, ethnicity, and career interests. The Department understands that the Exploring Survey is provided to students in one of three ways: (1) a Web site in which students provide direct response to the Exploring Survey and submit to Exploring through the Web site; (2) Exploring associates ("local executives") around the country come into the schools, administer the Exploring Surveys, and take the completed Exploring Surveys with them; and (3) the local Exploring executives drop off the Exploring Surveys with guidance counselors or other school officials, who then give the Exploring Surveys, take them up, and return them to Exploring. The Exploring Survey results are provided to the schools for use by guidance counselors and Exploring programs in schools to assist students in making career decisions.

Local educational agencies (LEAs) and individual schools that receive funding under any program administered by the Department are obligated to be compliant with the requirements under PPRA and FERPA. Thus, schools must assure that the Exploring Survey is administered in a manner that is compliant with these laws. Below we discuss the provisions in PPRA and FERPA that may be applicable to the administering of the Exploring Survey.

#### Protection of Pupil Rights Amendment

The PPRA applies to the programs and activities of an LEA, or other recipient of funds under any program funded by the Department. The PPRA statute is found at 20 U.S.C. § 1232h. It governs the administration to students of a survey, analysis, or evaluation that concerns one or more of the following eight protected areas:

400 MARYLAND AVE. S.W., WASHINGTON, DC 20202-4500 [www.ed.gov](http://www.ed.gov)

*The Department of Education's mission is to promote student achievement and preparation for global competitiveness by fostering national educational excellence and ensuring equal access.*

1. political affiliations or beliefs of the student or the student's parent;
2. mental or psychological problems of the student or the student's family;
3. sex behavior or attitudes;
4. illegal, anti-social, self-incriminating, or demeaning behavior;
5. critical appraisals of other individuals with whom respondents have close family relationships;
6. legally recognized privileged or analogous relationships, such as those of lawyers, physicians, and ministers;
7. religious practices, affiliations, or beliefs of the student or student's parent; or
8. income (other than that required by law to determine eligibility for participation in a program or for receiving financial assistance under such program).

We have been assured that none of these types of questions are being asked in the Exploring Survey. If that is the case, the right for parents to opt out of surveys that contain one or more of the eight protected areas would not apply to the Exploring Survey. However, you should be aware of another provision of PPRA that would relate to the Exploring Survey.

The PPRA requires LEAs to work with parents to develop and adopt policies on certain items, unless the LEA or State educational agency (SEA) established comparable policies on or before January 8, 2002. In relevant part, the LEA must adopt a policy that addresses the right of parents to inspect, upon request, a survey created by a third party before the survey is administered or distributed by a school to students and the procedure for granting a request by a parent for such access. (The survey does not have to include any of the eight protected areas of information listed above.) Accordingly, if the school administers the Exploring Survey, parents have a right to inspect, upon request, the survey before it is administered to students. Additionally, if a school does not have a policy in place about surveys, including third party surveys, then the school cannot issue the Exploring Survey until such a policy is implemented. See 20 U.S.C. § 1232h(c)(1)(A)(i). Depending on the school policy, parents may or may not have an opportunity to opt their children out of participation in the Exploring Survey.

#### Family Educational Rights and Privacy Act

FERPA is a Federal law that affords parents the right to have access to their children's education records, the right to seek to have the records amended, and the right to have some control over the disclosure of information from the records. These rights transfer to the student when he or she turns 18 years of age or enters a postsecondary educational institution at any age ("eligible student"). Education records are those records that are directly related to a student and that are maintained by the school or LEA or a party acting for the school or LEA. Parents or eligible students must provide written consent prior to the disclosure of PII from education records to third parties, unless one of the exceptions to FERPA's general consent requirement applies. The FERPA regulations are found at 34 CFR Part 99, which you can find on our Web site:

<http://www2.ed.gov/policy/gen/reg/ferpa/index.html>.

While FERPA does not address whether or not a school may administer a survey to students, it does address whether a school can disclose completed surveys that include personally identifiable information to a third party. In the case of the Exploring Survey, there are two ways in which the completed Exploring Surveys may be shared with the Exploring executives. One way is to have parents and eligible students provide consent before disclosing the Exploring Survey to Exploring or any other party. A second way is to have local Exploring executives come into the schools,

administer the Exploring Surveys, and take the completed Exploring Surveys with them. The Exploring Surveys administered in this scenario are not at any time maintained by the school or LEA or a party acting for the school or LEA, and thus would generally not meet the definition of an “education record” under FERPA.

Similarly, if students choose to take the Exploring Survey online at the Exploring Web site, FERPA would not generally apply as the Exploring Survey is not maintained by the school. However, the results of the students’ Exploring Surveys that include PII from student education records and are provided to and maintained by the school would meet the definition of an education record under FERPA. Thus, the PII in the Exploring Survey results maintained by the school can only be disclosed to a third party with the written consent of the parent or eligible student, unless an exception to the written consent provision applies. School officials should ensure that parents and students are informed of the purpose of the Exploring Survey, that it is being conducted by Exploring and not the school, and that their participation is completely voluntary. Further, if this is the case, school officials should also ensure parents and students that the completed Exploring Surveys are not going to be maintained by the school or become part of their education records.

For a more complete explanation of an LEA’s responsibility under both FERPA and PPRA, please see “Notices to LEAs and SEAs Regarding Responsibilities under FERPA & PPRA” on our Web site: <http://www2.ed.gov/policy/gen/guid/fpco/hottopicindex.html> . Additionally, if you have any questions about these laws in general or this letter in particular, please do not hesitate to contact us at [FERPA@ed.gov](mailto:FERPA@ed.gov) or by calling (202) 260-3887.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dale King", with a stylized flourish at the end.

Dale King  
Director  
Family Policy Compliance Office



## Scantron<sup>®</sup> Scanning

### Council Contact Information Form

Please fill in the below information so that we may email the data files to you after scanning.

Council Number: \_\_\_\_\_

Council Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact email: \_\_\_\_\_

**Please include one copy of this form in  
each box of forms sent for processing.**

Box \_\_\_\_\_ of \_\_\_\_\_.



## Scantron<sup>®</sup> Scanning

### School Cover Sheet

Please fill out and place one of these sheets on top of each batch of Scantron forms per school.

Council Number: \_\_\_\_\_

School Name: \_\_\_\_\_

School Code: \_\_\_\_\_



## Online Career Interest Survey AGREEMENT

To align with school districts across the country that are shifting to online and digital formats, the Online Career Interest Survey has been developed.

**Access:** The survey is accessed over a secure website at [www.exploringyourcareer.com](http://www.exploringyourcareer.com) so that anyone with Internet access and a computer or smartphone may complete the survey, including home-school students.

**Data:** Data will be available only to councils that have completed this application and submitted their payment. Online data is connected to an individual council based on student zip codes. The data is sent to a secure website that is accessed by password. Passwords to access data will be council assigned to a maximum of five council staff members. Raw data will be available to councils in an Excel spreadsheet or a delimited (.dln) format. The delimited file is used in the Access Online Career Interest Survey Report Generator provided along with instructions. Schools will not have direct access to their results, but must obtain them from their local council.

**Custom Survey Questions:** The survey has a feature for adding six questions requiring a "Yes" or "No" response that can be customized for each school.

**Sponsors:** Each council will have the ability to create, add, and delete sponsors for their council area survey. The sponsors will appear on the thank you page once the student completes the survey. Placement is in both the upper right and left corners. Up to two sponsor logos can be added. Each can be clickable to a designated link such as a website for the student to learn more about the sponsor.

**Price:** The online career interest survey cost is an annual flat rate based on council classification and includes an unlimited number of schools and surveys.

Council Classification	Annual Fee
Any council that commits to participate in the 2018 Exploring Explosion *	<b>FREE</b> (Jan. 1, 2016 – Dec. 31, 2018)
500	\$600
400	\$700
300	\$800
200	\$900
100	\$1,000

\*For more information go to [www.exploringexplosion.org](http://www.exploringexplosion.org).

**School Names:** School names are provided on a drop-down menu based on the state and city where the student attends school. All councils will have two generic options: "Home school" and "Other \_\_\_\_\_" in the event a school name is omitted. To update or correct school names email the school NAME, CITY, STATE & ZIP to [exploring@lflmail.org](mailto:exploring@lflmail.org).

**Questions:** Please contact us at [exploring@lflmail.org](mailto:exploring@lflmail.org) or 972-580-2433.



# Online Career Interest Survey

## AGREEMENT

Council Name: \_\_\_\_\_ Council No. \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Upon receipt of this information at the Learning for Life national office, you will receive a confirmation notification and account activation instructions for setting up individual usernames and passwords at [www.exploringyourcareer.com/signup](http://www.exploringyourcareer.com/signup).

This Agreement and payment, if applicable, allows access to our council's Online Career Interest Survey data for a 12-month period starting from our account activation date. Our council classification is \_\_\_\_\_.

\_\_\_\_\_  
Scout Executive Printed Name

\_\_\_\_\_  
Scout Executive Signature

\_\_\_\_\_  
Date

**Please make checks payable and mail to:**  
**Learning for Life, 1325 West Walnut Hill Lane, Irving, Texas 75038**

Council Classification	Annual Fee
Any council that commits to participate in the 2018 Exploring Explosion*	<b>FREE</b> (Jan. 1, 2016 – Dec. 31, 2018)
500	\$600
400	\$700
300	\$800
200	\$900
100	\$1,000

\*For more information regarding the 2018 Exploring Explosion go to [www.exploringexplosion.org](http://www.exploringexplosion.org).



## EXPLORING EXECUTIVE INSTRUCTIONS

### School Counselor “Warm-Up” Letter

*The purpose of the school counselor “warm-up” letter is to introduce the Exploring program, which will lead into a discussion about career interest surveys.*

1. Review the letter template on the next page and fill in the spaces with your own, local information.
2. Include an Exploring sales kit (BIN SKU 622999) with the letter in the folder pocket inside the back cover.
3. Aim to mail letters **before spring break** every year.
4. OPTIONAL: Attach a list of current clubs/posts with contact information for each post Advisor if you have an impressive list for your area.
5. Follow up the letter with a phone call **no more than two weeks after** the letter is mailed. This is your chance to create credibility; don’t pass it up!
6. Use the phone call to 1) schedule a face-to-face meeting, and 2) answer ONLY their initial questions about the Exploring program.
7. Use the face-to-face meeting to “sell” the Exploring program. When they express their approval of the program, suggest the career interest surveys either online or in Scantron form as a tool to match their students with your Exploring programs.

#### TIP!

Before calling or meeting the counselor review the “Overcoming Career Interest Survey Objections” on page 7 in this guidebook.



*(Date)*

*(School Counselor)*

*Dear (Name):*

In light of the recent emphasis from the Department of Education on career education, I want to be sure that you are aware of the hands-on career Exploring programs in your community. Exploring is a unique career exploration program for young men and women in sixth grade and up. Our program provides an ideal link between the academic environment and the real world.

Students not only gain valuable experience to include on their college, job, and scholarship applications, but also develop a mentoring relationship with business professionals from the career field of their choice. You've heard the phrase "it takes a village to raise a child." Exploring is that village! Adult volunteers are subject matter experts in their fields and are trained in age-appropriate program delivery. Consequently, the students gain knowledge in a specific career field as well as ethics, professionalism, and leadership skills, all of which will prepare them for their upcoming transition from school to career or work.

In our area, we have Exploring programs available to your students in the areas of:

- *(Career Field)*
- *(Career Field)*
- *(Career Field)*

These Exploring programs act as an extension of classroom content and after-school club experiences (i.e., FFA, HOSA, etc.).

I will contact you soon to evaluate the options in possibly matching your students with the Exploring programs in our community. In the meantime, please feel free to contact me using the information below.

Sincerely,

*(LFL Professional)*



## Teacher Instruction Sheet Online Career Survey

[www.exploringyourcareer.com](http://www.exploringyourcareer.com)

Exploring is a career education program for high school-age young men and women based on a unique and dynamic connection between youth and the businesses in their communities. Local organizations are matched to the interests of young people in the community using the career interest survey. The result is a program of activities that helps youth pursue their special interests, grow, and develop. Many times these programs provide a hands-on experience, which could enhance financial success, career preparation, and college endorsements. Please ask the students to complete the five- to ten-minute online career interest survey.

### Instructions to students:

1. Go to [www.exploringyourcareer.com](http://www.exploringyourcareer.com). If you are on a mobile device, consider tilting your device to a landscape position so you can view content more easily.
2. Choose your top two (2) career choices and top two (2) hobby choices by selecting "1st choice" and "2nd choice" next to your selections.
3. Click "Submit" at the very bottom of the page after making your four (4) selections.
4. Your response on the survey may result in an invitation by a local company, business, or organization for you to participate in a hands-on career program in a field in which you have selected as one of your interests. Your personal information WILL NOT be shared with others.



### Career Interest Survey

THIS SERVICE IS NOT INTENDED FOR USE BY PERSONS UNDER THE AGE OF 13.  
IF YOU ARE UNDER 13 YEARS OLD, YOU MAY NOT USE THIS SERVICE OR PROVIDE ANY PERSONALLY IDENTIFIABLE INFORMATION.  
For assistance on the survey please email [exploring@tffmail.org](mailto:exploring@tffmail.org)

#### Personal Information

* First Name	* Last Name	* Address		
<input type="text"/>	<input type="text"/>	<input type="text"/>		
* Month of Birth	* Year of Birth	* City	* State	* Zip
<input type="text" value="Select..."/>	<input type="text" value="Select..."/>	<input type="text"/>	<input type="text" value="Select..."/>	<input type="text"/>
* Gender	* Ethnicity	* Phone	Email	
<input type="text" value="Select..."/>	<input type="text" value="Select..."/>	<input type="text"/>	<input type="text"/>	

#### School Information

* Current Grade	* After Graduation I want to:	* Current School State
<input type="text" value="Select..."/>	<input type="text" value="Select..."/>	<input type="text" value="Select..."/>
		* Current School City
		<input type="text" value="Please Select a City"/>
		* Current School Name
		<input type="text" value="Please Select a State and City"/>

# EXPLORING™

## DISCOVER YOUR FUTURE

### Teacher Instruction Sheet | Scantron Career Survey

School Name: \_\_\_\_\_ 3-Digit School Code: \* \_\_\_\_\_

#### PLEASE READ THE FOLLOWING TO STUDENTS PRIOR TO FILLING OUT SURVEY:

- ❑ Your responses to this survey may result in an invitation by a company, business, or organization to participate in a program in a career interest you have chosen."
- ❑ "Please choose your responses carefully"
- ❑ "Using a #2 pencil (**NO PEN**), fill in your name, address, date of birth, and phone number."
- ❑ "Leave space between your house number and street name for address. Please fill in the blank circles for the spaces between your house number and the name of your street. If you do not fill in the blank circles, the computer cannot read your address correctly."
- ❑ "Fill in each circle completely under your name and address using heavy, dark marks."
- ❑ "Fill in the 3-digit Career Interest Survey code (assigned by Exploring representative), which is \_\_\_\_\_"
- ❑ "Do not make stray marks on the form and do not fold the form."
- ❑ "Please erase cleanly any mark you want to change."
- ❑ "From the codes on the back, select your top 2 career choices, and top 2 hobby choices, and place those code numbers where indicated on the lower right front of the form."
- ❑ **If your school elects to utilize the 'yes/no' questions:** "Please answer YES or NO to the attached six questions." Each school determines the questions to be asked, but all students must answer the same six questions. Questions must be presented to the students in the order they are listed on the page.

**STUDENT INTEREST SURVEY**

LAST NAME: SMITH FIRST NAME: BOB STREET ADDRESS: 123 MAIN CITY: IRVING STATE: TX ZIP CODE: 75038

BIRTH DAY: 1995 MONTH: 01 YEAR: 95

AFTER GRADUATION PLANS: CHOOSE ONE: ☒ Work ☐ Military Service ☐ Coll. ☐ Collage ☐ Vocational-Technical School ☐ Other

AREA CODE: 555 TELEPHONE NUMBER: 1234567

CAREER INTEREST: 1st: 0200 2nd: 0800

HOBBY/SPECIAL INTEREST: 1st: 0023 2nd: 0043

LOCAL SURVEY: A. Yes ☐ No ☐ B. Yes ☐ No ☐ C. Yes ☐ No ☐ D. Yes ☐ No ☐ E. Yes ☐ No ☐ F. Yes ☐ No ☐

**SCHOOL: 001** (Indicated by a red arrow)

Enter 3-digit school code

# EXPLORING™

## DISCOVER YOUR FUTURE

### SAMPLE

Dear Student,

We are pleased to invite you to take an opportunity to learn more about potential careers in **Engineering and Technology**. Through a partnership between the **Penn State Behrend School of Engineering** and **American Institute of Architects**, we have developed a program specifically for high school students. We will be diving into several career paths including Mechanical Engineering, Plastics, Industrial Engineering, Computer Science, Electrical Engineering, Manufacturing, and Software Engineering.

There will be an open house held on **Wednesday, November 19<sup>th</sup> from 6:00 pm to 7:30 pm** in the **Samuel Black Conference Center at the Burke Center** located on the campus of Penn State Behrend. Parking is located in the adjacent parking garage. This session will provide you with an orientation for the Explorer Program and more details about the program. You'll have the opportunity to experience a wide variety of engineering careers, explore top engineering facilities, and most importantly start down the path to a rewarding career!

This program is the first of its kind here in Erie and we hope you'll join us for a great year. Our meetings will typically be once each month from December through May. If you decide to join the Engineering Explorers there is a registration fee of \$24 which may be paid at the open house. Checks may be made payable to "French Creek Council."

If you have any questions or cannot attend the open house please contact Jared Magoon at 123-456-7890 or [first.last@scouting.org](mailto:first.last@scouting.org). Please feel free to bring your friends who may have similar career interests.

Sincerely,

Exploring Executive  
Learning for Life™