



**Junior  
Achievement™**  
of Greater South Carolina



# JA Inspire Workbook

Prep for Pathways2Possibilities Career Expo



# Welcome!

Welcome to the JA Inspire Workbook! You're about to explore options for your future. You will learn more about yourself and what you might want to choose for a career. Then you'll attend a Career expo to explore businesses in your community. One of them might have a job that's just right for you in the future! After the Career expo, you'll think about what you've learned and your next steps for high school and beyond.

## You are here to learn:

- why career planning is important, even for middle school students.
- why it's important for you to understand your own values, skills, and interests when you explore career choices.
- about the 16 career clusters that organize careers and jobs.
- which career clusters might be the best fit for you at this point in your life.
- how to make a personal plan for the Career Expo.

**Before starting your journey,  
complete the required pre-program survey  
by clicking the link or using the QR code.**

[TAKE THE SURVEY](#)





# Session One: Career Interests and Your Path

*You are a unique blend of values, skills, and interests.*

## Developing a Career Plan

To plan your best career, it's important to understand yourself. Your personal values, skills, and interests should guide your career planning.

The first step is to consider what is important to you. Then think about what you're good at and what you enjoy doing.

What's important to you? What makes you proud and happy? Who inspires you and why? These personal **values** guide your actions and help define you.

Values can include honesty, kindness, courage, and loyalty, as well as social connection, artistic expression, and personal achievement. Maybe you see injustice and want to work to change it. Maybe you value independence and want to run your own business. Or, you value contributing to a group's success and want to be part of a work team. Values are the starting point in defining yourself.

What are you good at? What do you enjoy doing? Everyone has unique abilities as well as weaknesses. No one is great at everything. Knowing your unique combination of strengths and interests can help guide your choices in education, training, extracurricular activities, and employment.

Watch the video **Developing a Career Plan** to learn more.



JA Inspire Virtual

Student Activity Middle School

### Session One: Career Interests and Your Path

Save this document as a PDF to your device. Your teacher will provide instructions for turning in the assignment, if needed.


#### Developing a Career Plan


Why is it important to know what you enjoy doing?

Name an interest you have that you would like to learn more about to use in your career.

Name a school subject you like, and explain how doing well in it might help you in a career.

Think about what's important to you, what you're good at, and what you enjoy doing. They can be personal qualities, volunteer activities, school subjects, athletic or artistic abilities, or whatever you like. Do you like working alone or with others? Do you want to work in an office, outside, or both? What are your interests? List a few ideas.



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- Open your Career Interests and Your Path worksheet and answer the questions for this section.
- Answer the questions for the Developing a Career Plan section.
- Return to this worksheet after completing the Career Interest Inventory to record your results.

Take the Career Interest Inventory to explore your career interests.  
**Just select Take the Inventory.**

Remember: Record your scores on page 2 of the worksheet before closing the results page.

Junior Achievement® **JA HERE to CAREER**  
Formerly JA Digital Career Book

Search

Register

Log in

Career Inventory

Career Explorer

Education Explorer

Employer Explorer

## Career Interest Inventory

Where will your interests lead you in your career? Take this fun and informative assessment to explore the possibilities.

Read each question carefully. Take your time and decide how you would feel doing each type of work. Try not to overthink. There are no right or wrong answers.

There are 6 screens and 60 questions in all. You can change your answers at any time. Use the Back button to return to previous questions.

The Career Interest Inventory uses the established model of Holland codes to help you learn more about your strengths and interests related to career choices. Some recommendations may surprise you! Have fun exploring and discovering your possibilities.

**You must register and log in to save your results.**

Login or Register

**Take the Inventory**

[Already Have a Score?](#)

**No need to create a login or register!  
CLICK "TAKE THE INVENTORY"**



# Session Two: Career Planning and Your Path

Figuring out what you love to do is the first step toward a fulfilling career. The better you know yourself and the more you plan, the more likely you will be to take the right steps toward a fulfilling career that matches your values, skills, and interests.

**Watch the video [Why is Career Planning Important?](#)**





# Career Clusters

A career cluster is a group of careers that share common features. If you like one job or career in a cluster, you might find others in that cluster that interest you.

Career cluster icons are used throughout JA Inspire Virtual. Refer to the following chart as necessary.

	Agriculture, Food, & Natural Resources		Hospitality & Tourism
	Architecture & Construction		Human Services
	Arts, A/V Technology, & Communications		Information Technology
	Business, Management, & Administration		Law, Public Safety, & Security
	Education & Training		Manufacturing
	Finance		Marketing, Sales, & Service
	Government & Public Administration		Science, Technology, Engineering, & Mathematics
	Health Science		Transportation, Distribution, & Logistics

## **\*\* Three additional Career Clusters supported by P2P:**

1. Aerospace
2. Marine Science
3. Energy

# Explore Career Clusters

Explore the career clusters using **Career Explorer** on **JA Here to Career™**.

- Navigate to Career Explorer in the **JA Here to Career™**.
- On the Career Explorer page, select a cluster's icon to see careers that fall into it.
- This page also shows you the jobs' income range and the general level of education and experience needed. Select specific jobs to learn more about them.

**Set your area** Don't Ask Me Again

Set your area to see career salary information, schools and employers relevant to your area.

Search

Search by zipcode, area name, or JA area code.

LOCATION NAME	JA AREA CODE
Alabama	100803
Alaska	117604
Arizona	108204
Arkansas	102503
Bluegrass	105203
Brazoria County	101004
Central Carolinas	101501
Central Florida	107601
Central Illinois	108003
Central Indiana	104603

Set Your Area

Because you are not logged in, you will be asked to **Set Your Area**. Please enter the JA Area Code **101301**.



# Discover Jobs

1. Select a career to learn more information.
2. The box shows the outlook for that job, education needed, and related careers. The tabs (Video, Skills, Knowledge, Ability, Personality, Technology) provide more detail. Look at different jobs to learn about the skills and training needed. Explore as many jobs and career clusters as you want!

**Note: In the Quick Info section, be sure you are clicked on National**

The screenshot shows the 'Brickmasons and Blockmasons' career page. The page includes a search bar at the top, a sidebar with navigation links (Register, Log in, Career Inventory, Career Explorer, Education Explorer, Employer Explorer), and a main content area. The main content area has a 'Back' link, the career title 'Brickmasons and Blockmasons', and a list of alternative names. Below this, there are sections for 'What they do', 'Work Expectations', and 'On the job, you would'. A video player is visible at the bottom of the main content area. On the right side, there is a 'Quick Info' section. A red arrow points to the 'National' salary tab in the 'Quick Info' section. The salary data shows a range from \$37,100 to \$96,750, with a peak of \$59,340. The 'Education or Training Needed' section indicates that a high school diploma/GED or no high school diploma/GED is usually needed. The 'Related careers' section lists: Carpenters, Floor Layers, Helpers-Brickmasons, Blockmasons, Stonemasons, & Tile & Marble Setters, and Refractory Materials Repairers.

**Quick Info**

**Salary**

Local National

\$59,340

\$37,100 \$96,750

**Education or Training Needed**

high school diploma/GED or no high school diploma/GED usually needed

**Related careers**

- Carpenters
- Floor Layers
- Helpers-Brickmasons, Blockmasons, Stonemasons, & Tile & Marble Setters
- Refractory Materials Repairers

## TAKE NOTE!

Businesses have jobs in multiple clusters. For example, banks are in the Finance career cluster but may also have jobs in Communications, Marketing, Information Technology, and others. Don't disqualify a business because you don't think it falls within your preferred cluster. Keep your eyes open for ways to combine your multiple interests and skills into a single job!

## Open your Career Planning and Your Path worksheet.

1. Answer the questions about the **Why Is Career Planning Important?** video.
2. Explore Career Clusters and complete that section of the worksheet.



### Session Two: Career Planning and Your Path

Save this document as a PDF to your device. Your teacher will provide instructions for turning in the assignment, if needed.

Answer the questions about the video **Why Is Career Planning Important?**

What is career planning?

What is the key to satisfaction and success when choosing a career?

Why is it important to start career planning now?

### Career Clusters

List your top three career clusters of interest from Session One.

1.

2.

3.

Use the [JA Career Explorer](#) to identify jobs in these clusters that look interesting to you.



# Session Three: Preparing for P2P

It's time to get ready for the in-person JA Inspire event where you'll find careers in action. Preparation is key to a productive event.

At the event, you'll have a chance to:

- Learn about a variety of local career opportunities.
- Interact with business representatives.
- Participate in hands-on activities from businesses in our region
- See work equipment.

In this session, you'll prepare to make a good impression on volunteers from local businesses. You may one day be hired at one of these businesses! After attending the event, you'll have a chance to reflect on the experience and identify next steps in your career-planning journey.

**Prepare to be inspired!**

# Elevator Pitch Guide

It's important to think about what you want to say before delivering your elevator pitch. Answer the following questions to help prepare some ideas for your pitch. Then, using your responses, craft an elevator pitch that you can use at the Career Expo.

## **Prepare ideas for your elevator pitch.**

What matters to you?

What are you good at?

What do you have to offer a potential employer?

What interests you?

What do you want to be remembered for doing?

If you asked a friend, how would that friend describe you?

What is one thing people should know about you?

# Compile the basic information for your pitch.

1.
  - Your Name
  - The dream job you would like to have:
  - Skills or interests that you have that could contribute to that job:
  - Something about yourself that would make a positive and memorable impression:

2. Using the information above, write your pitch.

3. Be sure to practice your pitch before the Career Expo to put your best foot forward.

# JA INSPIRE QUESTION GUIDE

You need to be prepared to ask the exhibitors good questions and have meaningful conversations at the Career Expo. Think about what you would like to know, and then try to write questions that aren't what everyone else might ask. People in business appreciate questions that are unique and thoughtful.

## About the Business

Example: What type of person is successful in your business?

Example: How many hours do you work each week?

Example: What types of opportunities for raises and promotions are at your business?

Example: How do most people work, alone or in teams?

Example: What type of on-the-job training does your business offer?

## About the Job

Example: What types of education or skills are required for your job?

Example: What can I do today to begin preparing for a job like yours?

Example: How do you use time-management skills in your job?

## About the Business Representative

Example: Why did you choose this career? How did you get started?

Example: What is the coolest thing you have ever done at work?

Example: What do you like most about your job?

Example: What daily tasks do you perform at your job?

Example: Where do you generally do your work, in an office, remotely, or somewhere else?

Example: How much travel does your job require, if at all?

Student Name:\_\_\_\_\_

## Sample Questions

- What do you do at your job?
- Why did you choose this career?
- How did you get started?
- What kind of education did you need for your job?
- What is a typical day like in your job?
- What skills are needed for your job?
- How many hours do you work each week?
- What’s the coolest thing you do for work?

#1 Company\_\_\_\_\_

Responses to questions asked:

1. \_\_\_\_\_  
\_\_\_\_\_  
2. \_\_\_\_\_  
\_\_\_\_\_

#2 Company\_\_\_\_\_

Responses to questions asked:

1. \_\_\_\_\_  
\_\_\_\_\_  
2. \_\_\_\_\_  
\_\_\_\_\_

#3 Company\_\_\_\_\_

Responses to questions asked:

1. \_\_\_\_\_  
\_\_\_\_\_  
2. \_\_\_\_\_  
\_\_\_\_\_



# 2026 P2P Participating Businesses by Career Cluster

## **AEROSPACE**

- Boeing South Carolina
- Celebrate Freedom Foundation
- Pittsburgh Institute of Aeronautics

## **AGRICULTURE, FOOD AND NATURAL RESOURCES**

- Belle W. Baruch Foundation (Hobcaw Barony)
- Brookgreen Gardens
- Clemson Cooperative Extension
- Clemson University Belle W. Baruch Institute of Coastal Ecology & Forest Science
- Enviva Biomass
- Horry Georgetown Technical College
- Kidogo Farms
- South Carolina Governor's School of Agriculture
- South Carolina State Park Service
- South Carolina State University 1890 Research and Extension
- Winyah Rivers Alliance

## **ARCHITECTURE & CONSTRUCTION**

- At Your Service Plumbing + Heating + Air
- Horry Georgetown Technical College
- Manning Masonry, Inc.
- Thompson Construction Group
- United Roofing

## **ARTS, AV & COMMUNICATIONS**

- Brookgreen Gardens
- Coastal Carolina University - Edwards College of Humanities and Fine Arts
- Franklin G. Burroughs - Simeon B. Chapin Art Museum
- Horry County Museum
- Long Bay Symphony
- Myrtle Beach Art Museum - Lineta Pritchard Pottery Studio
- South Carolina Arts Commission
- South Carolina Educational Television (SCETV) and SC Public Radio

## **BUSINESS MANAGEMENT & ADMINISTRATION**

- Coastal Carolina Association of Realtors
- Coastal Carolina University Wall College of Business

## **EDUCATION & TRAINING**

- Chapin Memorial Library
- Coastal Carolina University - Spadoni College of Education and Social Services
- Coastal Carolina - Admissions
- Dillon County Library System
- Florence County Library
- Florence-Darlington Technical College
- Georgetown County Library
- Georgetown County School District
- Ground Zero
- Horry County Memorial Library
- Horry Georgetown Technical College
- Marian Wright Edelman Public Library (Marlboro County)
- Williamsburg Technical College

## **ENERGY**

- Carolina Energy Conservation
- Horry Georgetown Technical College
- Santee Cooper

## **ENGINEERING**

- Coastal Carolina University
- Earthworks Group
- Horry Georgetown Technical College
- Horry Telephone Cooperative
- Simpson Strong-Tie
- Terracon
- University of South Carolina Molinaroli College of Engineering and Computing

# 2026 P2P Participating Businesses by Career Cluster

## **FINANCE**

- Anderson Brothers Bank
- Jamesha Gore-Coggin State Farm Insurance
- Pinnacle Financial Partners
- United Bank

## **GOVERNMENT & PUBLIC ADMINISTRATION**

- City of Myrtle Beach Public Works
- Georgetown County Department of Public Services Stormwater & Mosquito Control
- Georgetown County Environmental Services
- Georgetown County Facility Services
- Georgetown County Public Services
- Georgetown County Public Works
- Georgetown County Water and Sewer District
- Grand Strand Water & Sewer Authority
- Horry County Public Works

## **HEALTH SCIENCE**

- CareSouth Carolina
- Coastal Carolina University
- Galen College of Nursing
- Grand Strand Medical Center
- Horry Georgetown Technical College
- McLeod Health
- Pee Dee AHEC
- Tidelands Health
- Coastal Carolina University
- Williamsburg Technical College
- Y.M.C.A of Coastal Carolina

## **HOSPITALITY & TOURISM**

- Brittain Resorts & Hotels
- CWB Events & Design
- Elliott Beach Rentals
- Horry Georgetown Technical College
- Ripley's Aquarium of Myrtle Beach
- SC Dept. of Parks, Recreation and Tourism
- SC Restaurant and Lodging Foundation (MBHA)
- Sky Zone

## **HUMAN SERVICES**

- Black River Counseling
- Brightwater
- Children's Recovery Center
- Engaging Minds Services
- Family Justice Center of Georgetown and Horry Counties
- Habitat for Humanity for Georgetown Counties
- Mayer-Ethridge Funeral Home
- PFLAG of Pawleys Island
- Rape Crisis Center of Horry & Georgetown Counties
- Waccamaw Economic Opportunity Council, Inc.

## **INFORMATION TECHNOLOGY**

- City of Myrtle Beach
- Coastal Carolina University
- Horry-Georgetown Technical College
- HTC (Horry Telephone Cooperative)

# 2026 P2P Participating Businesses by Career Cluster

## **LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY**

- Axelrod & Associates
- Georgetown City Fire Department
- Georgetown County Fire and E.M.S
- Georgetown County Sheriff's Office
- Horry County Fire Rescue
- Horry County Sheriff's Office - J. Reuben Long Detention Center
- Midway Fire Rescue
- Myrtle Beach Fire Department
- United States Coast Guard Academy

## **MANUFACTURING**

- AGRU America, Inc.
- bFive40
- BMW Manufacturing Co., LLC
- Canfor Southern Pine
- Horry Georgetown Technical College - Automotive Technology
- Horry Georgetown Technical College - Advanced Manufacturing
- Horry Georgetown Technical College - Boat Building
- Horry Georgetown Technical College- Outboard Marine Technology Palmetto Synthetics
- Palmetto Synthetics
- South Carolina Future Makers/SC Manufacturers and Commerce
- Thermo Fisher

## **MARINE SCIENCE**

- Coastal Carolina University - Gupta College of Science
- North Inlet- Winyah Bay National Estuarine Research Reserve
- SC Department of Natural Resources

## **MARKETING**

- Big Air Trampoline Park
- Brandon Agency
- Visit Myrtle Beach/Myrtle Beach Chamber of Commer

## **TRANSPORTATION, DISTRIBUTION & LOGISTICS**

- Coast RTA
- Coastal Chevrolet Cadillac Nissan
- Transdev the Mobility Company
- Walmart Transportation

# JA INSPIRE DOS AND DON'TS

## DO

1. Get a good night's sleep.
2. Dress appropriately to make a good first impression.
3. Check your appearance in a mirror.
4. Mute cell phones and other digital devices.
5. Offer a professional greeting.
6. Smile and have a positive attitude.
7. Make eye contact.
8. Stand tall. Sit straight.
9. Be able to show that you know about the business.
10. Get to the point. Express your thoughts clearly and simply.
11. Make sure you answer the question you were asked. Stay on topic.
12. Bring a portfolio with work samples if you have some to share.
13. Follow up with a thank-you note or email.

Use these tips now  
and in future  
interactions with  
businesses!

## DON'T

1. Be late.
2. Use a cell phone or other digital device during the event.
3. Chew gum.
4. Be sarcastic or disrespectful.
5. Ask personal questions, such as how much money someone makes.
6. Mumble.
7. Slouch.
8. Act distracted.
9. Criticize your teachers, fellow students, or former employers.



# Session Four: Career Expo


## Personal Reflection

It takes time to process new information and reassess plans.

The Pathways2Possibilities Career Expo helped you begin a thoughtful process to assist in planning your education and future career. Now it's time to think about everything you learned and how you can use that knowledge in the future.

**Play the video Reflection and Next Steps.**





JA Inspire Virtual

Student Activity Middle School

### Session Seven: JA Inspire Personal Reflection

Save this document as a PDF to your device. Your teacher will provide instructions for turning in the assignment, if needed.


JA Inspire Virtual was just the beginning of a thoughtful process that will help you plan your education and career path. Now it's time to think about everything you learned and how you can use that knowledge in the future.

Complete all three parts of this worksheet. In **Part 1: Event Summary**, you will note what you learned about career clusters that are of interest to you. In **Part 2: My Plan**, you will identify next steps in your career planning journey before reflecting on what you've learned in JA Inspire Virtual in **Part 3: What I Learned**.

#### PART 1: Event Summary

- In the **Career Cluster** column, list the top three career clusters that you explored.
- For each career cluster, complete the next three columns.

Career Cluster	Career	Three Things I Learned About This Cluster	Why This is a Good Match for My Skills and Interests



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- Open your JA Inspire Personal Reflection worksheet.
- Complete the charts and write a paragraph about your next steps.

We hope you've learned about career opportunities that might be right for you and enjoyed exploring businesses in your local community. The goal was to inspire you to focus on your future career as you head towards high school and beyond.

Junior Achievement wishes you great personal success in finding a career that matches your values, skills, and interests.



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Achievement**<sup>TM</sup>  
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