

SOUTH DAKOTA

MyLife[@]



**Higher Education:
PAY YOUR WAY**

**SD Companies
You'll Love** in each
career
cluster

Reality Check!

**What you need to earn to
have the lifestyle you want**



In-demand careers in
South Dakota's hottest
industries

Insider tips from young
professionals in each
career cluster

Preparing for Success:
Life after high school

Start
YOUR
JOURNEY.

Lake Area Tech offers the most advanced programs in agriculture, business, health, trade and technical areas so you can reach your goals faster.



LAKE AREA
TECH

It's your world.

1-800-657-4344 or (605) 882-LATI
230 11th Street NE • Watertown, SD 57201

Learn in small, interactive classes

Core opportunity with 27 courses of study

Earn your degree using the latest technology

Core than 98% placement rate

TOP 10 Ranked nationally as a top ten, two-year college.
Success begins at www.lakeareatech.edu

SOUTH DAKOTA
MyLife@

My Future. My Network.



digital download

3... DigiTools for Your Success

career clusters 4-35

4-5... Agriculture, Food & Natural Resources

6-7... Architecture & Construction

8-9... Arts, A/V Tech. & Communications

10-11... Business Management & Administration

12-13... Education & Training

14-15... Finance

16-17... Government & Public Administration

18-19... Health Science

earn your degree in SD

46-47... State Supported Postsecondary Institutions

20-21... Hospitality & Tourism

22-23... Human Services

24-25... Information Technology

26-27... Law, Public Safety & Security

28-29... Manufacturing

30-31... Marketing

32-33... Science, Technology, Engineering & Math

34-35... Transportation, Distribution & Logistics

planning for your future

36... Personal Learning Plan: Your Map to Success

37... Career Development Process

39... SD's Fastest Growing Industries

40-41 ... Building Your Future

42... Hands-on Learning

43... Finding Money for Education

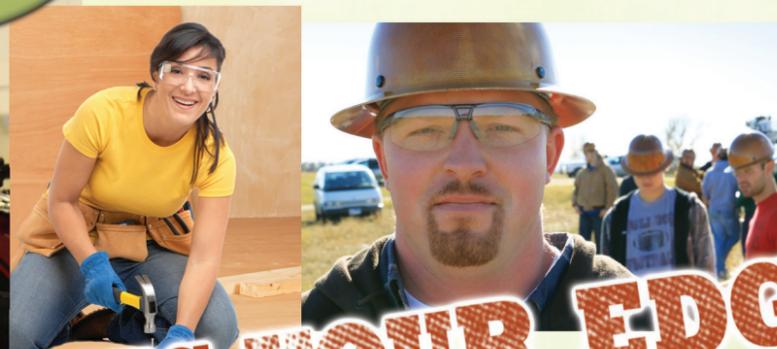
44... Career & Technical Student Organizations

45... Military Opportunities in SD

48... Be Your Own Boss



Mitchell Technical Institute



IT'S YOUR EDGE

If you are looking for an edge to set you apart from the crowd, you'll find it at Mitchell Technical Institute (MTI). MTI's varied programs and divisions will allow you to explore your options, and you'll learn about today's hottest occupations. In two years or less, you'll be living your dream in a career suited just for you.

www.mitchelltech.edu • 1-800-684-1969

*Ranked in the top 10% of America's two-year colleges by the Aspen Institute.



SDMyLife is a publication from the South Dakota Department of Education. Some data courtesy of the South Dakota Department of Labor and Regulation, and the Governor's Office of Economic Development. Writing contributed by South Dakota students and instructors. Cover photo courtesy of the South Dakota School of Mines and Technology. Photo on page 20 courtesy of the South Dakota Department of Tourism. Photo on page 26 courtesy of the American Red Cross. The Career Clusters™ logo and its extensions are the property of the National Career Technical Foundation, as managed by NASDCTEc.

Want more? Go online:

sdMyLife.com

Ask your school counselor or principal for your SDMyLife username and password.

USER NAME: _____

PASSWORD: _____

60,000 copies printed on recycled paper by the SD Department of Education at a cost of \$0.35 per piece.



SO YOU WANT TO BE A PROFESSIONAL SKATEBOARDER...

NICE. AND, IF YOU LOVE SKATEBOARDING BUT DON'T WANT TO GO PRO, CHECK OUT THESE CAREERS.



Graphic Designer

Helmets, boards, clothes...pretty much everything related to skateboarding is a canvas to communicate who you are and what you believe through style and design. A solid understanding of artistic design and branding helps graphic designers create the look everyone wants to wear.

This career is part of the Arts, Audio/Visual Technology and Communications career cluster

Materials Engineer

As skateboarders push the limits of what's possible, greater and greater demands are placed on boards, wheels, pads and helmets. A materials engineer will work with manufacturers to develop materials that are lighter, stronger, more flexible and ultimately more fun for skateboarders.

This career is part of the Science, Technology, Engineering and Mathematics career cluster

Parks and Recreation Director

City skate parks don't just magically appear and take care of themselves. Typically it's the city parks and recreation director that plans, builds and maintains them. Awesome skate parks usually take years of planning, design and fundraising to get built - but are often worth the wait.

This career is part of the Government and Public Administration career cluster

Head Trauma Researcher

Skinned knees and elbows hurt, but when a skateboarder falls and hits their head on concrete, it is far more serious and can leave damage that lasts a lifetime. Head trauma researchers look for new ways that medicine and therapy can treat head injuries so people can get back to what they love.

This career is part of the Health Science career cluster

Brand Manager

Companies that sell products to skateboarders know the customers are demanding. Brand managers work within these companies to ensure that everything the company does - from product design to events to promote the company - all align to the interests and values of their skateboarding customers.

This career is part of the Marketing career cluster

Event Promoter

How do you get hundreds of skateboarding enthusiasts to travel across the state or country to a skateboarding event? Ask the event promoters. They employ tools such as advertising, social media and promotional activities to make sure hosted events are a huge success.

This career is part of the Hospitality and Tourism career cluster

© 2011, Relevant Classroom

They call us the Millennials, Generation Y. We are quick to learn and discover new technologies, so why not use these digital tools to our benefit? Here are a few of our favorites:

- 1 SDMyLife:**
www.sdmylife.com
- 2 KnowHow2Go:**
www.knowhow2go.org
- 3 Student Aid on the Web:**
www.studentaid.ed.gov
- 4 SD Department of Labor & Regulation:**
www.dlr.sd.gov
- 5 Occupational Outlook Handbook:**
www.bls.gov/oco
- 6 Select Dakota**
www.selectdakota.org

DigiTools for Your Success

Mobile Apps: Search for apps to help you manage your life and learn new things. To-do list management? Savings calculators? Checkbook registers? Test preparation? Internship locator? Yep. There's an app for that!

Social Media: "It's not what you know, it's who you know." You may have heard that saying from someone in your family or a teacher. It's the truth! Sites like Facebook and Twitter are a great way to keep up with your friends and find out what's going on around town. Start using your accounts to get news and network with professionals you respect! Using social media as a tool to connect with potential employers, learn from professionals in the field and keep up with what's happening in the industries you're interested in will help you get a foot in the door.

Professional Organization Websites: Interested in a career as a lineman? An engineer? An accountant? A plumber? Search out the organizations that represent the profession you're interested in. Learn what they do and what's new in the industry. If you're looking for advice on where to start, check out the "Other Resources" button in the lower left of any career profile in SDMyLife to link to professional organizations and other useful information.



Find **MyLife** on:  

Agriculture, Food & Natural Resources

The Agriculture, Food and Natural Resources cluster deals with South Dakota's biggest industry – one that impacts everyone on the planet! That's because people working in this cluster are responsible for producing a safe and efficient food supply for the rest of the world. Many people who work in this cluster have never set foot on a farm, but they still serve a vital role in making our food supply available. From food scientists to agricultural lenders, this cluster has a huge variety of career options!



Valley Queen
CHEESE FACTORY www.vqcheese.com



Did you know some of the cheese products we eat are made right here in South Dakota? Next time you grab a slice of cheese, you might be indulging in something more homemade than you thought.

Valley Queen Cheese is a cheese factory located in Milbank, SD and has been making cheese since 1929. The company was founded by two Swiss immigrants and has been growing steadily the last 80 years.

to make Valley Queen Cheese operate. The factory runs 24 hours a day, 365 days a year to keep up with demand.

The specialties of Valley Queen's employees range from milk haulers to lab technicians, floor supervisors to managers, maintenance workers to warehouse managers and customer service specialists.

Each of these jobs requires a high school diploma plus additional education. The required postsecondary education varies widely depending on the position.

An entry level position at Valley Queen Cheese can make up to \$42,000 a year. This also includes benefits such as health insurance and a free health club membership.

Valley Queen processes four million pounds of milk a day; almost all of that milk comes from within 80 miles of the factory.

It takes about 200 employees

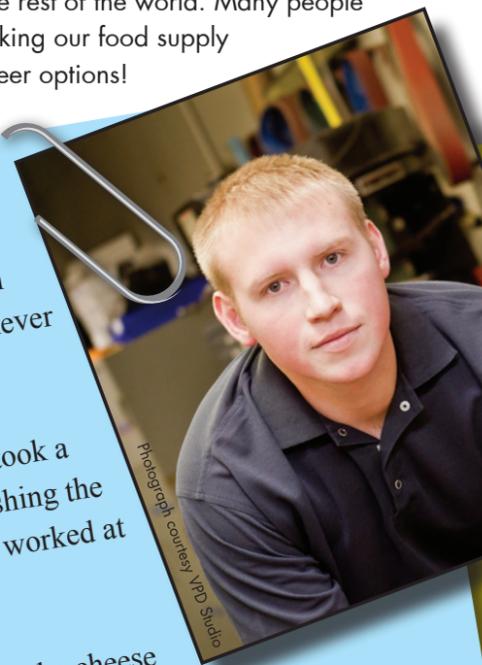
sd MyLife.com
Log on to SDMyLife.com and explore the careers and postsecondary education options in Agriculture, Food and Natural Resources. Connect with South Dakota businesses to receive advice about what it takes to be successful in this cluster.

Jamie Brandt
For Jamie Brandt, a Maintenance Technician at Valley Queen Cheese, studying at Lake Area Technical Institute helped him see great opportunities for employment in his own community. Jamie shares, "I drove past the cheese plant my whole life; I never thought of it as a place to get a job."

In high school, Jamie was undecided about what to do after graduation. Then he took a welding course. He liked it so much he pursued a degree in it at LATI. After finishing the welding program, he continued in Energy Technology. For his internship, Jamie worked at Valley Queen Cheese and was offered a full-time position.

Jamie's position requires that he understand how the entire plant works and how the cheese and other products are made. When a problem arises, he has to use this knowledge to troubleshoot a solution. Jamie can be found working on air cylinders, inspecting equipment, changing oil in gear boxes and replacing pipe. "Every shift is different. I can go in to work with a plan in mind, but I have to be flexible to take care of problems as they come up," Jamie says.

His advice to middle and high school students? "Education is everything. Finish high school. And definitely go on for some kind of education after that."



DID YOU KNOW?
South Dakota has a great deal of production agriculture. The state also has businesses in food science and food processing and a wealth of natural resources. One of the key industries in South Dakota is bioscience. The biosciences - both medical device manufacturing and biotechnology (for plants and animals) - are a strong fit for South Dakota.

Surveying and Mapping Technicians
Associate's Degree,
\$29,450



Microbiologists
Bachelor's Degree,
\$39,180



Environmental Engineering Technicians
Associate's Degree,
\$34,550



Agriculture Sales and Marketing
Bachelor's Degree,
\$36,910



Food Science Technologists
Associate's Degree,
\$34,230



The careers in this cluster involve everything from making cabinets to designing complex commercial structures, wiring buildings to constructing roads and bridges. This wide variety is in high demand. By 2018, the need for South Dakota workers in this cluster is expected to grow by more than 10 percent! If this hands-on cluster seems to be the right fit for you, you will be on the track for a high demand career.



When we hear the words construction or architecture, we often picture building designers, woodworkers, electricians or plumbers.

While careers like those make up a major piece of the Architecture and Construction cluster, companies and careers in the cluster are much broader in scope.

Meet RESPEC, a consulting and service firm in Rapid City. The employees of RESPEC provide technical services and advice to companies in the areas of Engineering, Water & Natural Resources and Information Technology.

companies and others call on RESPEC to help them understand elements like the ground they hope to build on, how their development plans will impact water resources or how to reclaim an excavated site. RESPEC is known for its expertise in salt mechanics and testing.

A large, well-known project that RESPEC has worked on in the state is the Deep Underground Science and Engineering Laboratory (DUSEL) in Lead. For that project, they performed the geotechnical engineering characterization. The effort included mapping, drilling and testing to better understand rock properties for development.

Mining companies, developers, waste disposal

RESPEC seeks out employees with solid technical skills, a strong focus on customers' needs and a desire to help companies find solutions efficiently. Above all, RESPEC looks for employees with high integrity and a willingness to bring their creative and technical skills to work.

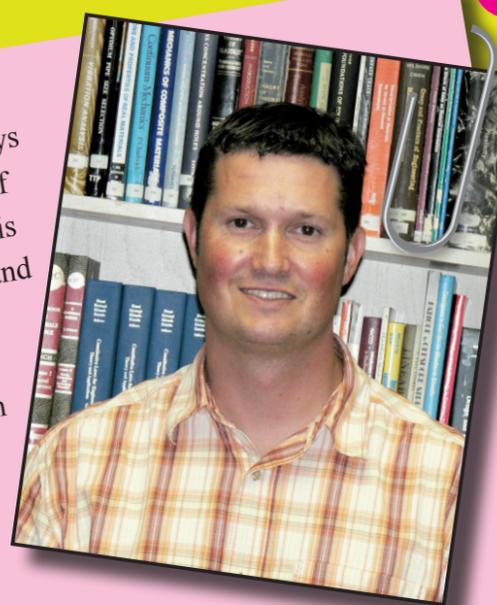
sd MyLife.com

Log on to SDMyLife.com and explore the careers in Architecture and Construction. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools provide a guide on where to start and what to do today to have a successful career in Architecture & Construction tomorrow.

Jason Love

Jason Love didn't always know he was going to be an engineer. He didn't always know he wanted to live in the Rapid City area either. In fact, at the beginning of his college career he was playing baseball at South Dakota State University. His love for his home in the Rapid City area brought him to the School of Mines and Technology, where he graduated with a Master's degree in Civil Engineering.

He has been a professional engineer in California, Iowa, New Mexico, South Dakota and Wyoming. Jason's love for home and the timing of a great opportunity brought him back once again. He is now the Vice President of RESPEC's Water and Natural Resources Division. He works with companies and RESPEC employees in controlling water resources, managing watersheds, handling groundwater and working with environmental factors. Jason's work calls on him to use what he learned in science, technology and engineering courses to solve problems.



DID YOU KNOW?

Renewable energy is one of South Dakota's key industries for growth. In order to get energy production and distribution going, a great deal of design, construction and maintenance has to happen. This will shock you - South Dakota has a lot of wind. World-class wind, in fact! The state ranks among the top when it comes to wind-energy potential. We also have hydroelectric power and 15 ethanol plants with an annual production capacity of one billion gallons!

SD
IN-DEMAND CAREERS



Cost Estimators
Associate's Degree,
\$34,100

Heating, Air Conditioning & Refrigeration Mechanics & Installers
Associate's Degree,
\$33,230



Architects Bachelor's Degree,
\$54,650



Industrial Machinery Mechanics
Associate's Degree,
\$32,530



Concrete Masons
Associate's Degree,
\$25,110

If you have ever been called creative, told you are a great speaker or have a knack for understanding the newest technology, this career cluster may be a great fit for you. This cluster offers a variety of exciting careers including: stage performer, magazine editor, photographer, interior designer and A/V technologist.



When you're on the phone, working with a customer service representative to get to the bottom of a technology issue, have you ever thought about being the one on the other end of the telephone answering people's questions as a software expert?

Eagle Creek Software Services is a successful software consultant company dedicated to Oracle/Siebel Customer Relations Management and Oracle Business Intelligence services. Basically, they help companies have the technology in place to communicate with their customers well.

Eagle Creek hopes to expand to 200 employees at the Pierre site in the next few years!

The quality, on-shore services that Eagle Creek offers to its clients are "solutions that are catching fire," comments Operations Manager of the Pierre Project Center, Rory McKittrick.

The specialists in this building enjoy math and science, have a business and computer science background, and, according to Rory, "The sky is the limit." (meaning there is plenty of room to work up the employment ladder)

At entry level, employees begin as a consultant and work in to managerial positions or as project leaders—just to name a few. Business analysts and software developers are also a part of the Eagle Creek team.

One of the two project centers is located in Pierre and the other is located in Valley City, ND.

sd MyLife.com
Log on to SDMyLife.com and explore the careers in Arts, A/V Technology and Communications. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Tools on SDMyLife.com give you a step-by-step guide on where to start and what to do to have a successful career tomorrow.

Justin Thiesse

Justin Thiesse works for Mitchell Telecom as the Lead Installation & Repair Technician. Mitchell Telecom, a company that started in 2005, delivers telephone, Internet and cable service to the Mitchell area. Justin graduated from the Satellite Communications program at Mitchell Technical Institute and used his knowledge of computers and sophisticated communication systems to work his way up to his current position. He now oversees all of the installation and repairs for the company's customers, ensuring that every technician's work meets the highest quality standards.

Justin recommends that students interested in the communications field take computer and math classes. He also suggests getting experience in construction classes as a way to master the use of hand tools. Justin believes that any work experience during high school will help develop strong work ethic and allow students to learn better. Justin is proud of his career and when he looks back on all of the education options he had, he's glad that he's found such a high level of success through technical education.



DID YOU KNOW?

Work in the Arts, A/V Technology and Communications cluster can range from technical work in communications, safety management in audio/visual technology to artistic work in fields such as film, dance and writing.



A/V Equipment Technicians
Associate's Degree,
\$30,200



Paper Goods Machine Setters/Operators
Associate's Degree,
\$26,550



Graphic Designers
Associate's Degree,
\$29,200



Interior Designers
Bachelor's Degree,
\$33,280



Writers
Bachelor's Degree,
\$32,330

If you enjoy accounting or business classes, or the idea of being your own boss, check out the Business Management & Administration career cluster. Other signs that you may be awesome at a career in this industry include strong organization, time management, evaluation and communication skills. Careers in this industry range from human resources coordinator to marketing director.



Pergroup is an evolutionary company that actually began as a telemarketing business 22 years ago with the goal of bringing employment to the people of Pierre. Today Pergroup has proudly grown into a corporation that acts as a data and call center, medical coding and billing service, project management service and advisory service that can help revamp business processes.

Not only is today's technology making that possible, businesses like Pergroup are taking the initiative to make remote locations a possibility for both their employees and clients.

Pergroup is located in Pierre, but has remote employees across the state.

"We help revise the way others do business to make it more effective," comments Pergroup President Tom Livermont.

Characteristics that are important at Pergroup include:

- Effective communication (especially via email)
- Independence
- Ability to meet deadlines
- Multitasking
- Flexibility

Pergroup is all about innovation and efficiency. In fact, they like to call it "A Refreshing Approach to Change."

sd MyLife.com

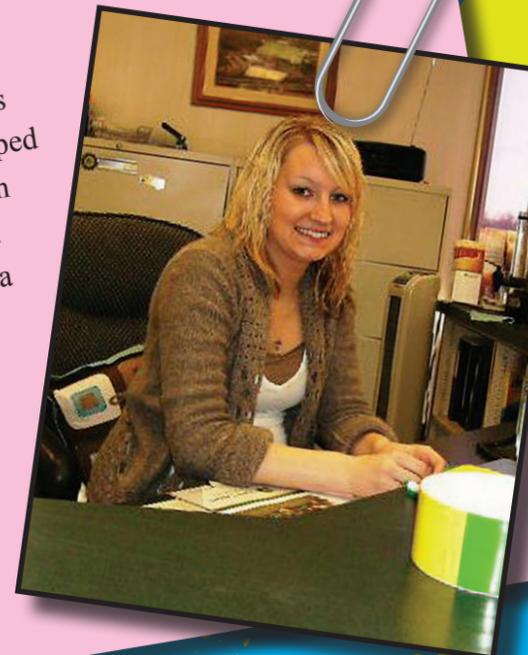
Log on to SDMyLife.com and explore the careers in Business Management & Administration. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career.

Mara Tschetter

Mara Tschetter picked up an interest in business when she had an enthusiastic high school business teacher. She says, "He made it fun and I enjoyed learning." The James Valley Christian graduate took as many business classes as her high school offered and found a great fit in the Accounting/Business Management program at Mitchell Technical Institute.

After graduating from MTI, Mara took a job as an assistant bookkeeper at James River Equipment in Huron. She is responsible for the business's daily deposit, works with accounts payable and performs general office management duties.

Her success stems from what she learned at MTI: "The way our instructors taught is what businesses want. The information was very current and helped me learn what I needed to know." Mara's advice is to job shadow, take an internship or a part-time job to see if the career is for you. "If you're not sure, don't do it," she advises. A love of math and numbers will benefit a future business major.



Do you want to be your own boss?
Check out page 48 to find out what it takes.

DID YOU KNOW?

Study after study ranks South Dakota as one of the best states in the union to do business and as having a high quality of life.

SD
IN-DEMAND CAREERS



Recruitment & Placement Specialists
Bachelor's Degree,
\$35,850



Compensation, Benefits & Job Analysis Specialists
Bachelor's Degree,
\$35,670



Purchasing Managers
Bachelor's Degree,
\$71,600

Meeting & Convention Planners
Bachelor's Degree,
\$27,090



Medical Records Specialists
Associate's Degree,
\$25,570



Imagine you are out on the prairie wandering through a maze of grass searching for dinosaur bones and the next minute you are live in the studio producing your own newscast. Could this actually be your job?

If you like working with people, especially kids, and teaching them new things, you have to check out the Children's Museum of South Dakota in Brookings.

The educators at the Children's Museum explore the creativity in children every day. The purpose of the museum is to promote learning for kids of all ages and abilities.

The museum offers interactive,

hands-on exhibits and demonstrations. The activities kids do at the museum spark learning through imagination, creativity, and discovery.

Exhibits, both inside and outside, include subjects in science, engineering, art, literature, culture, geography, and history. It is a place where children and adults learn through play.

The educators that work at the Children's Museum have degrees in Early Childhood Education, English, Visual & Studio Arts and Elementary Education.

In addition to the educators that work at the Children's Museum, there are also people who work in management, guest services, marketing, building maintenance and food service.

Pat Moller

Although South Dakota's 2012 Teacher of the Year, Pat Moller, was always drawn to the teaching profession, he took a winding road to get there. At Dakota State University in Madison, Mr. Moller studied math because it had always made sense to him.

"I received a work study job as a math tutor. I loved working with the students that came in. They were self-motivated and eager to learn," Moller said.

Moller's first job was as a long-term sub at an alternative high school. "I was enamored by the challenges those kids faced. I fully embraced the challenges of teaching." He also worked for a time as a robotic welding programmer. His passion for education and students soon pulled him back to teaching; he was hired at Mitchell High School. Four years ago, he moved to the middle school to teach 7th grade math.

Volunteer to help out a classroom. Elementary teachers are often willing to let older students give their time in the classroom to help out with tutoring, activities and projects. Sharing your time with young students is a great way to test the waters to see if a career in education and training is a good fit for you!



sdMyLife.com

Log on to SDMyLife.com and explore the careers in Education and Training. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career tomorrow.

SD
IN-DEMAND CAREERS



Health Educators
Bachelor's Degree,
\$34,240

Training & Development Specialists
Bachelor's Degree,
\$32,640



Child & Family Social Workers
Bachelor's Degree,
\$32,270

Education Administrators
Master's Degree,
\$66,750



Librarians
Bachelor's Degree,
\$33,590





Plains

COMMERCE BANK www.plainscommerce.com



More than 75 years ago, the Bank of Hoven opened its doors and continues to thrive today.

With less than 500 people living in Hoven, the bank has grown to include several locations and is now known as Plains Commerce Bank. With branches in Aberdeen, Conde, Hoven, Sioux Falls and Watertown, Plains Commerce Bank has expanded to employ more than 100 individuals.

One giant step for the Bank of Hoven came in 1987 when the bank opened its credit card division. This division offered customers secured and unsecured credit cards.

By 1993, the Bank of Hoven credit card branch had authorized more than 126,000 credit card accounts with only 24 employees.

Today, Plains Commerce Bank impresses customers with that strong work ethic as they link the values of the past with the ideas and technology of the future.

Some of the Finance careers at Plains Commerce Bank include tellers, loan officers, ag lenders, operations assistants and credit analysts.

If you enjoy math or accounting class and find numbers exciting, dive into the possible careers of the Finance cluster. The perfect career for you may be hidden in a small South Dakota community.

If you are a math guru and you pay attention to detail, the Finance career cluster is likely a good place for you to find your future career. South Dakota is a hub for some of the biggest banks in the nation including Citibank, Wells Fargo and Premier Bankcard. Career options for this cluster include titles such as accountant, loan officer, personal banker and auditor.

Rachel Buse-Flaskey

Rachel Buse-Flaskey started her postsecondary education pursuing a health care major, but soon realized the field and the atmosphere weren't for her. With a new career in mind, Rachel enrolled at Southeast Technical Institute in Accounting. "I had enjoyed business classes in high school so that's why I chose to look into accounting."

In addition to her Associate's degree in Accounting, Rachel earned her Bachelor's degree in Public Accounting and Business Administration from the University of Sioux Falls and her Master's in Business Administration from the University of South Dakota.

Today, Rachel holds an elite position with Eide Bailly LLP in Sioux Falls as Manager of Forensic and Valuation Services. Hardly a stuffy desk job, she performs a variety of specialized tasks that keep her constantly challenged including testifying in court, performing valuations and forensic accounting, including litigation, mergers and acquisitions, and tax compliance as well as various networking responsibilities.

She notes, "There are so many specialties within the accounting profession that the field can be as boring or exciting as you make it!"



sdMyLife.com

Log on to SDMyLife.com and explore the careers in Finance. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career.

Join a student organization at your school and keep track of its finances. A position as a treasurer will give you great experience and will help you see if you enjoy working in this field.

Career and Technical Student Organizations like FBLA (Future Business Leaders Association) allow you to put your knowledge of finance and business to the test in competitive and service activities.

SD
IN-DEMAND CAREERS

Financial Advisors
Bachelor's Degree,
\$42,100



Financial Examiners
Bachelor's Degree,
\$55,200



Auditors
Bachelor's Degree,
\$42,990



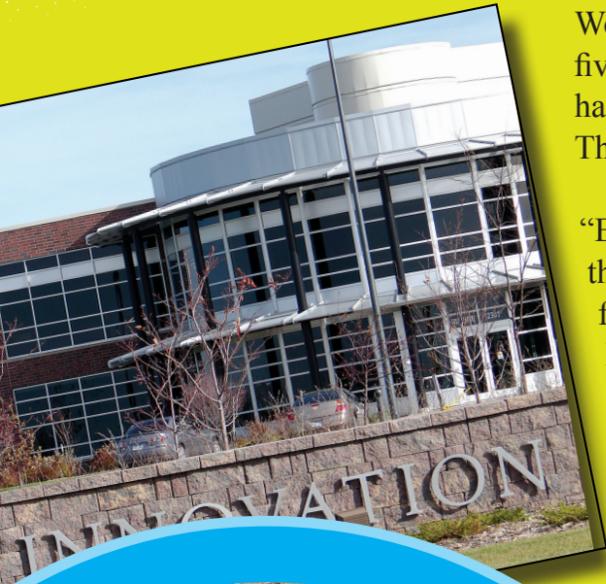
Financial Analysts
Associate's Degree,
\$39,600



Loan Officers
Associate's Degree,
\$40,430



If you have a passion for serving our country and are an organized individual, the Government and Public Administration cluster may be your calling. Government officials and public administrators do everything from representing the local citizens' interests to passing and enforcing laws to defending our nation from foreign aggression. The list of careers in the cluster is huge! Not only are elected officials in this cluster, but also city planners, compliance officers and driver's license examiners.



Would you believe that in the last five years the city of Brookings has added 1,400 housing units? That's a lot of room to grow!

"Even though there are negative things going on economically from our nation's perspective, Brookings has some really positive things happening," said Ryan Brunner, a Project Coordinator at the Brookings Economic Development Corporation.

The purpose of the Brookings Economic Development Corporation, BEDC, is to retain and expand existing companies, recruit new companies to Brookings

and help entrepreneurs start and grow their business.

"We have a vibrant entrepreneurial spirit here in Brookings," Ryan comments. The cool part about economic development is that every community has a need for it.

If you like statistics, planning and organizing, and working with other people, be sure to check out this career cluster!

To get some hands-on experience, run for a class office or for an office in a student organization. See what it takes to be a leader! Serving your school or an organization that is important to you is a great way to see if you have an interest in serving your community, state, or country in the Government and Public Administration cluster.

Ryan Brunner

Ryan Brunner is originally from Newell, but he says he has always been interested in Brookings. Before taking on the job of project coordinator for the Brookings Economic Development Corporation, he was an FFA state officer, the South Dakota State University student association president for a year, on the Brookings city council for two years, a registered lobbyist for two years, and even traveled and studied abroad in far too many countries to list. Wow!

At the young age of 28, Ryan is certainly making tracks in the field of public administration. "Extracurricular activities help differentiate you when you are applying for a job," he said. Ryan advises students to "take opportunities and spend some time abroad. That is important for young people now – it's the way the world is going."

Ryan's extracurricular background has made him passionate about economics and politics. But don't think public administration has always been in Ryan's plans; when he was three he wanted to start a bank in his parent's backyard. "I'm pretty sure it's just because I wanted money," he laughs.



sd MyLife.com

Log on to SDMyLife.com and explore the careers in Government & Public Administration. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career tomorrow.

SD
IN-DEMAND CAREERS



Urban or Regional Planners
Bachelor's Degree,
\$40,410



Building Inspectors
Associate's Degree,
\$36,650



Transportation Inspectors
Associate's Degree,
\$32,940



Budget Analysts
Bachelor's Degree,
\$44,860

Postal Service Mail Carriers
On-the-job training,
\$38,490





“Today’s cutting-edge hospitals stay on top of the latest in technology and the best ways of caring for patients,” says Bill McLean, senior vice president for human resources at Avera McKennan.

“Tomorrow’s healthcare market will demand professionals who can combine their knowledge of science with technological savvy and innovation.”

Avera McKennan Hospital and University Health Center in Sioux Falls designed its new Prairie Center around technology and the needs of its patients.

Inside the Prairie Center are the Avera Surgery Center and Avera Cancer Institute.

Both have state-of-the-art technology.

With the latest technology, staff can virtually care for patients across the miles. Avera eCARE™ includes programs like eICU®, eEmergency, eConsult, eStroke, ePharmacy and ePrescribing. Nurses, doctors and pharmacists use the latest video, sound and computer technology so patients in rural areas don’t have to travel to receive the kind of specialized treatment large hospitals offer.

Avera McKennan’s main hospital has 545 beds. The Avera McKennan network also includes 14 rural hospitals and more than 70 clinics. All together, these locations employ more than 5,600 people. The hospital and clinics are part of a bigger organization known as Avera Health, which has 300 locations in five states, and employs 13,200 people.

Eric Dissing

After earning his degree in Cardiovascular Technology from Southeast Technical Institute in 2000, Eric Dissing now provides specialized medical expertise at Avera McKennan Hospital and University Health Center in Sioux Falls. The road to his career took a few twists and turns. Like many high school graduates, Eric started his postsecondary career at a university. After two years, he realized it wasn’t the right direction for him and made the decision to transfer to Southeast Tech. He says, “I wanted a focused curriculum that was essential to my future career.”

Eric is a Cardiovascular Sonographer and Echocardiography Technical Director. He holds certifications that no one else in the region has! Eric secured a position with the healthcare facility during his clinical internship in 1999. He notes, “I went to my clinical feeling completely confident with the knowledge of the field and the technical hands-on abilities.”

The only sonographer in the region to be registered in Vascular, Adult Echocardiography, Pediatric Echocardiography and Fetal Echocardiography, Eric has definitely excelled in his field. According to Patty Larson, Manager-CVS, Imaging Services with Avera, “Eric has been a great asset to our department since he started. His personal motivation for quality and success are attributes that make him an outstanding role model for others.”



sdMyLife.com

Log on to SDMyLife.com and explore the careers in Health Science. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career.

Sign up to participate in a  They are held throughout the state and give students a great idea about what a career in the Health Science career cluster is all about. To find a camp near you, go to scrubscamps.sd.gov.

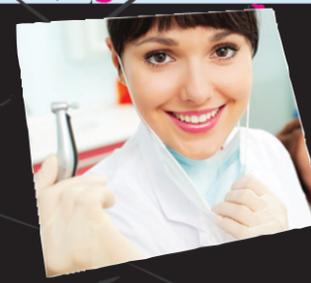
SD
IN-DEMAND CAREERS



Cardiovascular Technicians
Associate’s Degree,
\$34,750



Respiratory Therapists
Bachelor’s Degree,
\$39,990



Dental Hygienists
Bachelor’s Degree,
\$45,000



Registered Nurses
Associate’s Degree,
\$44,190



Pharmacists
Professional Degree,
\$91,270



www.thebrowncountyfair.com

Want to go to work every day to plan concerts, contract with food and product vendors and meet celebrities?

The Brown County Fair employees in Aberdeen do just that! They work 51 weeks each year to reap the rewards of seven exhilarating days of fun.

During fair week, employees experience the excitement of their community coming together to celebrate exhibitors' accomplishments and enjoy the entertainment and acts on the fair schedule. They draw in crowds of more than 230,000 guests each year!

The Brown County Fair employs two

full-time staff members to plan and manage the fair, as well as five employees to maintain the grounds.

If this seems like a small amount of people to make such a large event possible, it's because there are more than 1,400 volunteers who help!

When looking for new staff to help with the fair, BCF searches for people who have administration and office skills, work hard and have an outgoing personality.

Ranee Randall

Ranee Randall followed her passion to become a chef. The Canistota native built on her love of cooking by entering the Culinary Academy at Mitchell Technical Institute. Today, as the Head Chef at Chef Dominique's Catering in Sioux Falls, she oversees special event catering for parties from two to 2,000.

Ranee stresses that being a professional chef is not an easy job with long days and many weekends at work, but it does provide her with the satisfaction of not only cooking a good meal for people, but creating memories for them at events like wedding receptions.

Ranee recommends that students interested in a culinary career take advantage of a job shadow experience. She says, "It's a great opportunity for students to see what goes on in a kitchen." Students should also focus on math and communication. Getting involved with and giving back to your community is also a great way to learn.



sd MyLife.com

Log on to SDMyLife.com and explore the careers in Hospitality and Tourism. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career.

Do you want to be your own boss?
Check out page 48 to find out what it takes.

DID YOU KNOW?

Tourism is South Dakota's second-largest industry, so it's a great field to learn through a summer internship or volunteer experience. You might consider a hotel or campground, retail sales, a restaurant or a South Dakota original attraction like Reptile Gardens, Wall Drug, Storybook Island, Laura Ingalls Wilder Homestead, Falls Park or something in your hometown.

SD
IN-DEMAND CAREERS

Gaming Supervisors
Associate's Degree,
\$30,010



Museum Conservators
Bachelor's Degree,
\$24,440



Recreation Workers
Bachelor's Degree,
\$18,340



Chefs
Associate's Degree,
\$18,580



Lodging Managers
Bachelor's Degree,
\$36,200



Behavior Management

SYSTEMS www.behaviormanagement.org



Behavior Management Systems (BMS) provides mental health care to more than 9,000 people to help them deal with the stresses of life. Services offered include counseling, alcohol and drug treatment, psychological services, and psychiatric services.

BMS also provides safe living environments for recovering adults, family outreach, and treatment and prevention for pregnant women and mothers with alcohol and/or drug problems.

not the takers,” said Corporate Administration member Debbie Siemonsma.

If you are interested in social work, you can do work from community planning (on a large-scale) to individual and case-by-case mental health and crisis intervention counseling (on a smaller-scale).

In addition to the counselors, nutritionists and nurses at BMS, they also offer positions that deal with information technology, management and administration, finance, and marketing.

“Mental health counselors are truly the givers of the world,

Audra Vehe

Audra Vehe is a Community Services Support Coordinator with New Horizons in Watertown. As a 2009 graduate of the Lake Area Technical Institute Human Services Program with an emphasis in Developmental Disabilities and Mental Health, Audra works with approximately 20 people to care for and assist them with their everyday needs.

“I have many responsibilities in my position; most important ... is ensuring the people I support are safe, healthy and happy. It is my responsibility to make sure their homes are safe and their medical needs are met and up-to-date. I assist with financial responsibilities, complete Social Security reviews and assistance forms of all kinds. I provide informal counseling and help people to achieve self-reliance.”

Audra shares the following advice: “If you are interested in helping people better themselves and are looking for a career in which you are able to leave with more than just a paycheck ... the Human Services field is for you. Continue to work hard in school ... and your work will pay off! Take challenges as experiences that make you stronger and keep a positive outlook on life!”



sd MyLife.com

Log on to SDMyLife.com and explore the careers in Human Services. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career.

The Human Services cluster focuses on helping people - from pregnant mothers all the way to supporting family members when someone they love passes away. Most careers in Human Services involve ethics, regulations and reporting.

SD
IN-DEMAND CAREERS



Mental Health Counselors
Bachelor's Degree, **\$30,010**



Social & Human Service Assistants
Associate's Degree, **\$20,510**

Interpreters & Translators
Associate's Degree, **\$31,610**



Marriage & Family Therapists
Master's Degree, **\$34,420**



Funeral Directors
Bachelor's Degree, **\$40,050**

Do you genuinely enjoy helping others? The careers available in Human Services include everything from child care provider to substance abuse counselor to clergy to dietician. Human Services workers encounter all types of people. People who work in this field often describe their work as difficult, but rewarding.



The Current Connection, a technology and electronics business that started in the back of a restaurant in Lemmon, now operates at a Main Street location where it needs the entire building for daily business. Now that's visible growth!

Starting out, owner Jack Anderson could take in just a few computers to service and offered a limited selection of computer accessories and electronics to local clients. Today the company serves commercial clients, like businesses, schools and hospitals; offers retail

electronics, office supplies, and office

furniture; and has expanded its service area across the northwest corner of the state.

They recently expanded into a second technology-based company called Midwest Rodeo Entries. This is a web-based entry system for rodeo contestants that Jack programmed and designed.

The Current Connection's key to success has been their innovative and open-minded approach. They let customer demands shape the business.

Jack says, "It's easy to stay motivated when you enjoy your job and it's different every day. The technology industry is constantly evolving, and there are always new challenges to solve and gadgets to try."

Jack Anderson

Owner and operator of The Current Connection in Lemmon, Jack Anderson has been pulling apart machines and appliances since he was little. In high school, he took every computer and technology class the school offered. Jack's mom would tell you that he was always meant to be in the Information Technology field, but Jack originally started college with a major in education.

"I spent a lot of time repairing computers for fellow students when I was living in the dorms my first two years," he said. Realizing his knack for working with computers and wanting to pursue his interests, Jack switched majors to electronics engineering technology with minors in business and entrepreneurship. Jack has always wanted to own his own business and the opportunity arose when he moved back to Lemmon after college and there was a need for electronic sales and services in the area.

Jack encourages students to keep an open mind about the opportunities that are available to them. "What doesn't seem like a perfect job up front might give you a chance to learn something new and explore different challenges. Work hard and don't expect to learn everything you need to know in college. Be flexible to change – IT will continue to change and that's what makes it exciting."



sd MyLife.com

Log on to SDMyLife.com and explore careers in Information Technology. Connect with South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career tomorrow.

The IT industry in South Dakota employs more than 1,500 people and pays an average wage of \$60,206. Our state has a strong fiber infrastructure in place, plenty of available water and some of the lowest electricity rates in the nation. Our rural environment is beneficial as it shields servers from natural disasters, and our relatively mild climate offers companies 157 days of free cooling per year.

SD
IN-DEMAND CAREERS

Network System and Data Communication Specialists
Bachelor's Degree + Work Experience,
\$42,400

Technical Writers
Bachelor's Degree,
\$37,160

Electronics Engineers
Bachelor's Degree, **\$57,860**

Network and Computer Systems Administrators
Associate's Degree,
\$46,850

Electronic Equipment Assemblers
Associate's Degree,
\$21,210



American Red Cross www.browncountyredcross.org



According to Elizabeth Myers, Executive Director of the Brown County chapter, "The Red Cross is the best kept secret, because you don't know about them until you need them."

Red Cross chapters across the country offer three specific services: Health and Safety Education, Disaster Services and Service to the Armed Forces.

The Brown County chapter of the American Red Cross is composed of more than 100 workers, mostly volunteers.

They prepare first aid packets, offer CPR classes, swimming lessons and disaster education preparedness classes and offer a 24-hour message delivery service to the military.

When natural disaster strikes, the American Red Cross is there to help!

The Brown County chapter of the American Red Cross offers disaster services from providing shelters to tornado victims to providing mass care feedings to helping families whose homes have burned to the ground.

The goal of the Brown County chapter is to help those in need get back on their feet.

Photo courtesy of the American Red Cross

Law, Public Safety, Corrections & Security

If you feel you would enjoy a career where you could "serve and protect," this career cluster may be perfect to dive into. If you do, you will find yourself working as part of a team, enjoying a fast-paced environment and making a difference! This cluster deals with all aspects of the law and includes careers such as: lawyer, emergency manager, probation officer, detective, firefighter or many other careers in which employees are responsible for protecting citizens from harm.

Preston Crissey

For Preston Crissey, law enforcement appealed to him on many different levels. His desire to serve and protect foremost on his list, he also chose his career from a practical standpoint. "When I first started looking into law enforcement, I considered ... job security, getting the opportunity to help people, the excitement of it, getting a chance to meet new people and working with great people."

His career choice has paid off. Shortly following graduation from the Law Enforcement Science program at Southeast Technical Institute, Preston accepted a position as Deputy Sheriff in the Aurora County Sheriff's Office in Plankinton. Originally from Beresford, he enjoys small town living and the relationships that are essential in a small community.

A leader on and off duty, Preston is proud to be an everyday hero. Recently certified to instruct D.A.R.E. for the schools in Aurora County, he takes great pride in impacting his community. "When you become a law enforcement officer, you're always in the public's eye even when you're off duty. Building a healthy foundation with the public not only benefits me as an officer, but also the people I protect as well. Law enforcement is a very rewarding career."



If you're interested in assisting others in their time of need, contact your local American Red Cross chapter to learn about volunteer opportunities in your area. If there isn't an American Red Cross chapter near you, consider sharing your time and talents with others in need at children's homes, domestic abuse shelters or food pantries.

sdMyLife.com

Log on to SDMyLife.com and explore the careers in Law, Public Safety, Corrections & Security. Connect with local South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give students a step-by-step guide on where to start and what to do today to have a successful career.

SD
IN-DEMAND CAREERS



Private Detectives
Associate's Degree + Work Experience,
\$27,760



Compliance Officers
Bachelor's Degree,
\$36,540



Security Guards
Associate's Degree,
\$19,540



Firefighters
Associate's Degree,
\$31,990



Police, Fire & Ambulance Dispatchers
Associate's Degree,
\$25,830



www.appliedeng.com

If you enjoy figuring out how things work or piecing together equipment, chances are you may enjoy manufacturing. This cluster is a good fit for people who like to build and improve things, pay close attention to details and enjoy solving technical problems. Possible careers in this cluster range from industrial machinery mechanic to process control programmer and from welder to machinist.



When registering for high school courses, you may have seen courses such as Computer Aided Drafting, Machine Tool Technology or Robotics listed.

Employees at South Dakota's Applied Engineering, Inc. in Yankton put skills learned in classes like those to good use.

Applied Engineering specializes in the precision machining of aluminum components for use in military, commercial,

and aerospace defense and medical applications. Their products can be

found in airplane cockpits, radars, lighting, emergency power, and missile launch systems, to name just a few.

"Take a look at what we do here," says Rick Duimstra, Applied Engineering's Human Resource Manager. "This work is not dirty; and it is not dangerous," which is a stereotype of manufacturing careers.

The company is booming with spirited people and advanced equipment. "Our biggest constraint right now is skilled labor," says Rick. "Growth is inevitable here at Applied Engineering." With the globalization of air travel and the increase of fuel prices, aerospace companies are looking for more efficient means of air travel; companies like Applied Engineering are the key to that efficiency.

"We are looking for employees with the three A's—Attitude, Aptitude and Appetite." Rick means that anyone with the right desire can do well at Applied Engineering, Inc.

Justin Ploof
Justin Ploof is a graduate of Lake Area Technical Institute with an Associate's Degree in Precision Machining. He became interested in machine tool work after taking courses at the Lake Area Multi-District in high school. Justin didn't think he would ever be working with such highly advanced technology. "It's great; I can control almost everything from my desk."
In his role with Applied Engineering, Justin sets up and operates the machine tools that produce the aluminum components. Justin relies on Computer Numerical Control machines and understands the working properties of metals.



sd MyLife.com
Log on to SDMyLife.com and explore careers in Manufacturing. Connect with South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career tomorrow.

DID YOU KNOW?

South Dakota has a large demand for workers in the Manufacturing industry, especially in the area running north to south from Aberdeen to Yankton. For people with postsecondary degrees and skills specific to manufacturing, challenging jobs with good wages await in South Dakota.

SD
IN-DEMAND CAREERS



Boilermakers Associate's Degree,
\$35,410



Woodworkers Associate's Degree,
\$21,590



Machinery Maintenance Workers Associate's Degree,
\$23,440



Machinists Associate's Degree,
\$30,630



Welders, Cutters, Solderers & Brazers Associate's Degree,
\$28,840

THE ORIGINAL KIMBALL POPCORN BALL

JUST TRY ONE... YOU 'LL WANT ANOTHER

www.kimballpopcornball.com

Kimball, South Dakota

www.kimballpopcornball.com



Those yummy Original Kimball Popcorn Balls that you may have seen at convenience or grocery stores have a great story behind them.

They started in a local gas station. Employees at the gas station, often students, couldn't keep up with the demand for the tasty treat. People from across the country were asking for the Original Kimball Popcorn Ball. So, owners

Eric and Lee Pulse put their heads together and decided that they needed to grow.

David Olson and Scott Handle jumped on board and now the Original

Kimball Popcorn Ball factory has been in operation for two years. In that short amount of time, this company has made a huge impact across our state and the surrounding region.

They work hard, joking as they go. David assures us that it hasn't always been an easy ride.

"We're young and we're facing the challenges like everyone else in this economically challenging time. But we will survive and we will grow." It's attitudes like this that can take a great product and grow it. The Original Kimball Popcorn Ball is a SD example.

The Marketing career cluster is a good fit for anyone who works well with others, has strong communication skills, loves to solve problems and could sell ice cubes in Alaska! This career cluster prepares you for careers in advertising, public relations, sales, event planning and more. Possible careers include: graphic designer, sales manager, and public relations specialist.

Julie Jones-Whitcher

Julie Jones-Whitcher graduated from Midland High School and earned a Business Management & Marketing degree from Western Dakota Tech. Julie is the Tourism Sales Manager for the Rapid City Convention and Visitors Bureau, a division of the Rapid City Area Chamber of Commerce. The Convention and Visitors Bureau serves as the tourism marketing and promotion organization for the community.

Her responsibilities include promoting Rapid City to visitors, tour companies, group travel leaders, travel agents and travel writers. She could be helping a tour company coordinate a bus tour to the Black Hills one day and the next she might be assisting a travel writer with an article about Rapid City. Additional duties include maintaining the event calendar at VisitRapidCity.com and making sure everyone who requests visitor information about Rapid City receives the information they need.

Julie's career advice? "Become involved in as much as you can while maintaining a feasible schedule between school, studying, work and family," she says. "The more involved you are, the more connections you will make, allowing doors to open and opportunities to present themselves."



sd MyLife.com

Log on to SDMyLife.com and explore the careers in Marketing. Connect with South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career tomorrow.

Do you want to be your own boss?
Check out page 48 to find out what it takes.

DID YOU KNOW?

Careers in marketing rely on skills in math, communications and problem solving, combined with creativity and charisma. Marketing is needed in all 16 career clusters. So if you love the idea of sales or advertising and like a certain industry, consider combining the two with a specialized career in marketing!

SD IN-DEMAND CAREERS



Real Estate Agents
Associate's Degree, + Licensor
\$27,400

Market Research Analysts
Bachelor's Degree,
\$41,840



Customer Service Representatives
Associate's Degree, **\$22,150**



Public Relations Specialists
Bachelor's Degree,
\$34,560



Marketing Managers
Bachelor's Degree + Work Experience,
\$80,900



Workers in the Science, Technology, Engineering & Math (STEM) career cluster provide solutions to technical problems across many industries. They think creatively, wonder how to make things better and can apply what they learned in math and science classes to solve real-world problems. If you are a science whiz or a math guru, check out some of the possible careers in this cluster such as chemist, industrial engineer, mathematician or biological technician.



Sanford Research has made significant contributions over the years to the areas of cardiovascular health, women's health, cancer biology, disparities, pediatrics, metabolism/nutrition and genomics.

One of their latest projects, Sanford PROMISE, is a program giving students across the Midwest opportunities to tap into and develop their researching techniques.

Sanford PROMISE is made up of a team of scientists who are trained to work with students and educators. They

can turn a complex research project into a digestible,

hands-on project for those who would like to dip their feet into the shoes of an actual scientist.

One of the coolest parts about PROMISE is its shadowing program. Students no longer have to wonder what it's like working in a real research lab—you get to spend part of the day in one of Sanford's!

Students 16 or older can shadow a scientist in the areas of cancer biology, cardiovascular health, children's health and diabetes.

The PROMISE excitement doesn't end after high school graduation; there are undergraduate benefits as well.

Find out more at www.sanfordresearch.org/careers/highschoolstudents/

Jill Weimer

Jill Weimer is co-director of the Sanford PROMISE and a Developmental Neuroscientist at Sanford Research Center in Sioux Falls. She has been working in the Children's Health Research Center since 2009. She attended school at the University of North Carolina and graduated with her PhD from the University of Rochester in upstate New York.

"I had a great high school science teacher and I wanted to provide that experience to others," she said. Jill claims she never dreamed she would live in South Dakota but is thankful for the opportunities she has been able to experience because of moving here. "I wouldn't get the actual patient interaction and committee involvement if I was at a larger center."

In her research at Sanford Research, Jill's primary focus is to understand the mechanisms underlying the mammalian central nervous system development.



sd MyLife.com

Log on to SDMyLife.com and explore the careers in Science, Technology, Engineering & Math. Connect with South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a guide on where to start and what to do today to have a successful career tomorrow.

DID YOU KNOW?

One of South Dakota's workforce priorities is careers in STEM. Think of the great opportunities in the state! Engineers, lab technicians, medical scientists, or educators in math, science and technology.

Do you want to be your own boss? Check out page 48 to find out what it takes.

Medical Scientists
Doctoral Degree,
\$48,550

Industrial Engineering Technicians
Associate's Degree,
\$36,540

Mechanical Engineering Technicians
Associate's Degree,
\$31,940

Civil Engineers
Bachelor's Degree,
\$55,560

Electrical Engineers
Bachelor's Degree,
\$59,030

If you are someone who is always on the go, here is a career path for you! With career options such as truck driver and cargo/freight agent, this career path offers workers the chance to plan, manage and move everything from people to cargo. A career in this cluster is a good fit for people who like detail, can troubleshoot problems and like a fast-paced environment.



Have you ever considered working with parts and services for heavy-duty trucks? Maybe you are interested in selling these big rigs.

Eddie's Truck Center of Rapid City specializes in Freightliner and Volvo products and offers parts, services and sales. They are a tight-knit group, and the type of office where President Craig Uhre can be found on-location (unlike other larger corporations).

Eddie's also has an office in Fort Pierre.

"We look for employees who are quick learners and have problem solving skills," says Uhre.

"Many in our service department are approaching the \$60,000 annual pay mark," adds Uhre. Service technicians have training in body shop and parts and services. Technicians receive specialized training through Freightliner and advanced training after they become employed by Eddie's.

sdMyLife.com

Log on to SDMyLife.com and explore the careers in Transportation, Distribution, and Logistics. Connect with South Dakota businesses to receive advice about what it takes to be successful in this cluster. Interactive tools on SDMyLife.com give a step-by-step guide on where to start and what to do today to have a successful career.

DID YOU KNOW?

Careers in Transportation, Distribution and Logistics aren't just about driving, flying and fixing. Careers that focus on distributing products, controlling electromechanical devices or Geographic Information Systems applications all need strong critical thinking, problem solving, risk management and communication skills.

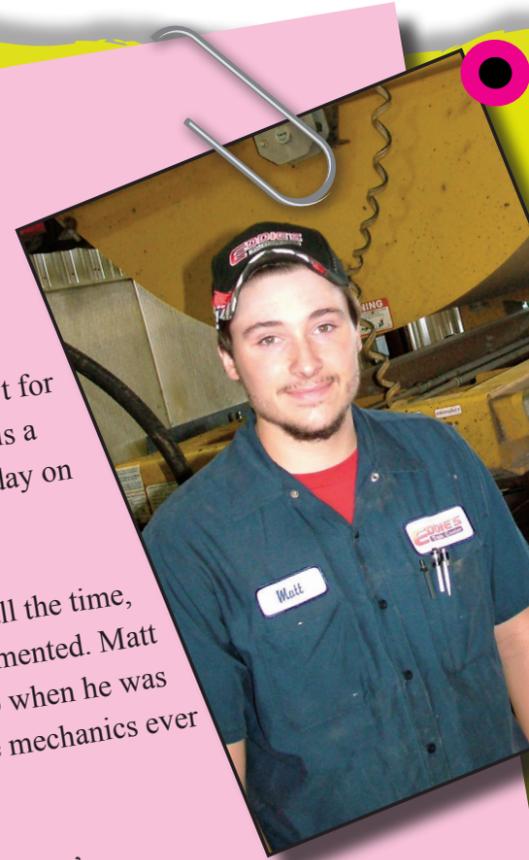
Matt Schmitt

Eddie's Truck Center employee Matt Schmitt graduated from Rapid City Central High School in 2007 and got his degree in diesel mechanics from Western Dakota Technical Institute in 2009.

At first, Matt wanted to be an on-the-road trucker. He decided this job wasn't for him when he realized how often he would have to be away from home. He is a family person and loves the Rapid City area. Matt drove by Eddie's every day on his way to high school and one day decided to stop in and check it out.

"Working here, I don't have to be on the road all the time, but I still get to work with trucks," Matt commented. Matt helped his dad rebuild a 1975 Chevy pick-up when he was younger and has had a knack for automotive mechanics ever since.

He now works in the service department at Eddie's Truck Center and does everything from oil changes to suspension work and overhauls on big rigs.



Do you want to be your own boss?

Check out page 48 to find out what it takes.

Commercial Pilots
Bachelor's Degree,
\$48,390



Recreational Vehicle Service Technicians
Associate's Degree,
\$24,780



Cargo & Freight Agents
Associate's Degree,
\$28,130



Diesel Mechanics
Associate's Degree,
\$30,300



Industrial Truck & Tractor Operators
Associate's Degree,
\$24,390

Personal Learning Plan: Your Map to Success!

When considering your future career, there is much more to consider than how long you want to go to school or how much money you want to make. When you identify the career cluster or the specific career you're interested in pursuing, you can make plans to hone your knowledge and skills as early as 8th grade!

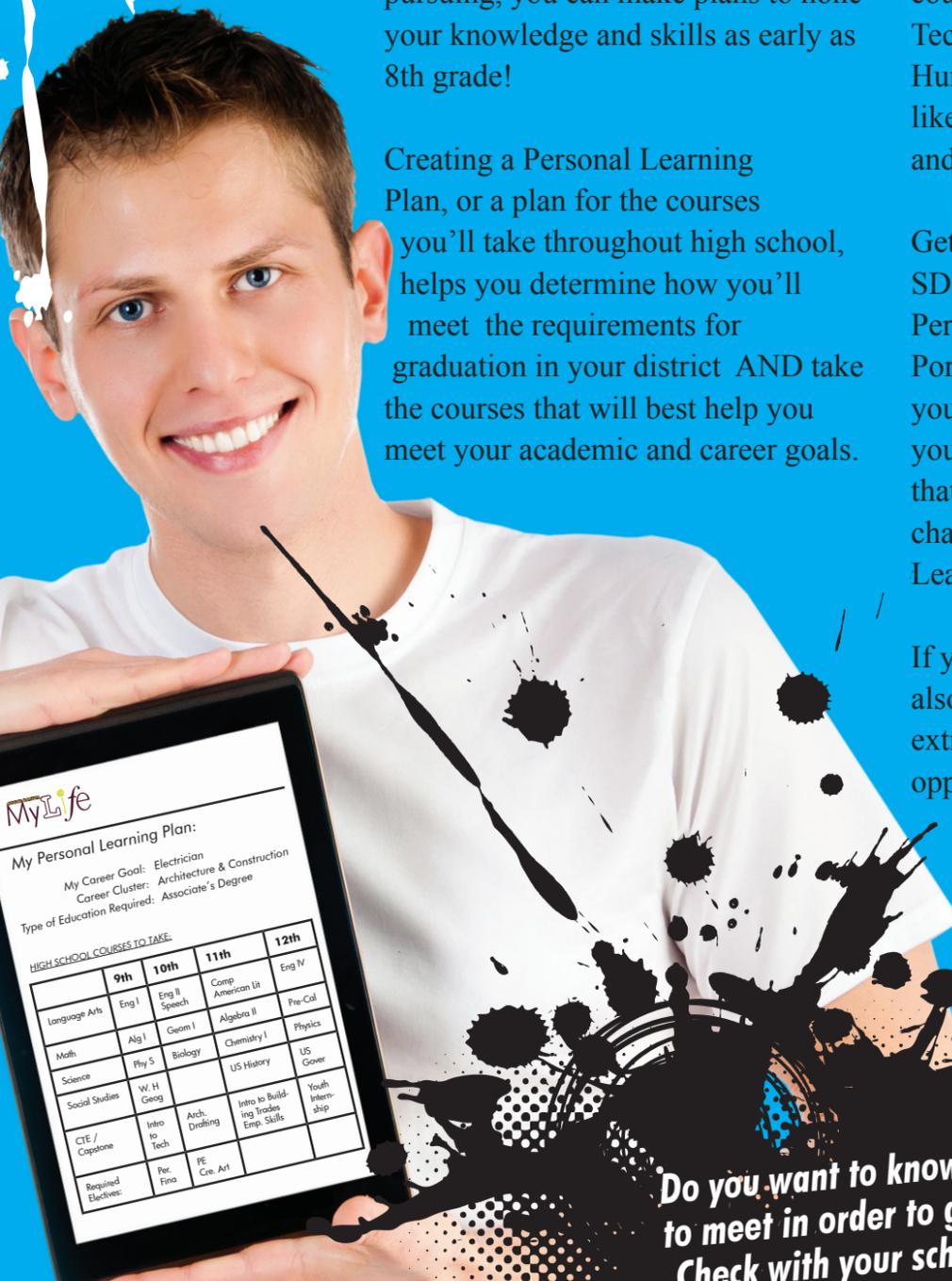
Creating a Personal Learning Plan, or a plan for the courses you'll take throughout high school, helps you determine how you'll meet the requirements for graduation in your district AND take the courses that will best help you meet your academic and career goals.

If you're interested in a career in healthcare, you might include extra coursework in the life sciences like advanced Biology, Anatomy, Medical Terminology or Genetics. If you're planning a career in Manufacturing, courses like Trigonometry, Robotics or Technical Drafting would be a good fit. Human Services? Think about options like Sociology, Nutrition & Wellness and Human Development.

Get started today! Log into your SDMyLife account and build your Personal Learning Plan (in the Portfolio tab). Review it often. As you continue through high school, your interests and goals may shift; that's okay. If your career interests do change, be sure to edit your Personal Learning Plan.

If you want to be really proactive, also identify the student organizations, extracurricular activities, volunteer opportunities and work experiences you can take advantage of from now through graduation. Learning doesn't only happen inside classroom walls!

Do you want to know what requirements you have to meet in order to graduate from high school? Check with your school counselor or principal.



My Personal Learning Plan:

My Career Goal: Electrician
 Career Cluster: Architecture & Construction
 Type of Education Required: Associate's Degree

HIGH SCHOOL COURSES TO TAKE				
	9th	10th	11th	12th
Language Arts	Eng I	Eng II Speech	Comp American Lit	Eng IV
Math	Alg I	Geom I	Algebra II	
Science	Phy S	Biology	Chemistry I	Physics
Social Studies	W. H Geog		US History	US Govner
CTE / Capstone	Intro to Tech	Arch. Drafting	Intro to Building Trades Emp. Skills	Youth Internship
Required Electives:	PE, Fine Arts	PE, Cre. Art		

Career Development: Where do you start?

The career development process focuses on helping you understand how your interests, skills and knowledge connect to all the academic and career opportunities that are waiting for you! When you know your career cluster of interest, you can take high school courses in those areas, explore the world a bit, and prepare for postsecondary work.



Explore & Experience:

By trying new experiences like joining a student organization, completing a class you wouldn't normally take or touring a local company, you may find a career interest you really love and are good at! If you have the guts to try something new, you may just find your future career. So go ahead. Try something new! We dare you!

Seek Guidance:

School counselors, teachers, principals and parents are here to help. They have been in your situation before, and they understand that it can be hard to plan for your future without a little help. Ask questions. Seek guidance. Never be afraid to reach out for a little help, because let's be honest ... If you don't plan for your future, who will?

Plan:

When you recognize your interests, skills and knowledge, you can more easily identify career options you'll enjoy. Now is the time to think about what the best option for you is after high school. What career or industry do you find the most interesting? Will you go into the military to get training and serve your country? Will you go to a university? A technical institute? What courses will you take while you're in high school that will allow you to get the skills and knowledge for your career? Be sure your Personal Learning Plan helps you meet your requirements for graduation AND helps you get a jump start on your future!

Make it Happen:

Even with a great plan in place and some fun experiences under your belt, no one but you is responsible for your success. It's up to you to make your life happen the way you dream it! Make a plan, set timelines to accomplish it and get to work. No one can promise that it will be easy. We can promise, though, that when you have a clear plan of action, are determined to succeed and work hard, you'll accomplish much more than anyone who sits and waits for life to happen.

SO YOU WANT TO BE A ROCK STAR...

VERY COOL. AND, IF YOU LOVE MUSIC BUT CAN'T CARRY A TUNE, CHECK OUT THESE RELATED CAREERS.



Makeup Artist

Musicians have to sound great to make it to the big stage, but sometimes they need a little help to look great. A makeup artist will study the conditions of the event (indoor vs. outdoor, types of spotlights, etc.) and the intended artistic effect to help musicians look as good as they sound for every performance.



This career is part of the Human Services career cluster

Concessions Coordinator

What happens when you pack 15,000 people in a building for three hours or more? Lot of things, but mostly they get hungry and thirsty. A concessions coordinator brings the right food and drink to the right locations with the right people to make sure the concert is a completely satisfying event.



This career is part of the Hospitality and Tourism career cluster

Event Security Officer

Don't even think about rushing the stage. The event security officer will develop security plans weeks in advance, coordinate with local law enforcement officials, and prepare security teams for all kinds of situations...hoping most never happen.



This career is part of the Law, Public Safety, Corrections and Security career cluster

Online Ticket Sales Portal Developer

In olden days, people used to walk up and buy paper tickets at the box office. Now, tickets go on sale online, and people around the world compete to get the best seats. Sites have to be easy-to-use, reliable and able to handle huge traffic. Not a problem for a great portal developer.



This career is part of the Marketing career cluster

Logistics Coordinator

Two busloads of people. Five truckloads of equipment. Dozens of cities on the tour schedule. Someone has to make sure that everything shows up in the right place at the right time affordably. That someone is the tour's logistics coordinator. And nearly every night, they pack up and do it all over again.



This career is part of the Transportation, Distribution and Logistics career cluster

Manufacturing Production Quality Manager

Concerts rely on dozens, if not hundreds, of pieces of audio equipment to get the sound of a few people out to thousands. The companies that manufacture these pieces of equipment know that if they fail, lots of people will be unhappy. The production quality manager makes sure every piece works as it should.



This career is part of the Manufacturing career cluster

© 2011, Relevant Classroom

fastest growing industries in South Dakota

Knowing where your skills and interests lie is a good first step to selecting a career path, but you want to be sure that you'll have a job in your field when you enter the workforce too. That's why it's so important to read up on the latest industry projections whenever they are released.

Check out the corresponding chart to find out which industries are projected to experience the most growth in South Dakota through 2018. Overall, total employment in the state is projected to grow by 8.8%.

1	Administrative and Support Services	35.8%
2	Wholesale Electronic Markets and Agents and Brokers	32.8%
3	Warehousing and Storage	32.0%
4	Support Activities for Transportation	31.2%
5	Air Transportation	30.2%
6	Nonmetallic Mineral Product Manufacturing ..	27.6%
7	Furniture and Home Furnishings Stores	27.3%
8	Beverage and Tobacco Product Manufacturing	27.1%
9	Health and Personal Care Stores	26.6%
10	Spectator Sports Related Industries	25.5%
11	Social Assistance	24.3%
12	Telecommunications	22.1%
13	Machinery Manufacturing	21.7%
14	Ambulatory Health Care Services	21.3%
15	Construction of Buildings	21.2%

Source: Labor Market Information Center, South Dakota Department of Labor, December 2010.

For more info: http://dlr.sd.gov/lmic/menu_projections.aspx

BUILDING your own Future



Career World for Credit

Did you know you can earn credit for completing a Senior Experience, Entrepreneurship Experience, Internship or Service Learning Experience? They're called Capstones, and they're a great way to conclude a successful high school career. They're designed to give you insight and experience in the real world and they look great on a resume! Unlike most classes, you get to drive the focus of your capstone experience. Whether you're interested in a career in healthcare, engineering, financial services or the skilled trades, you can shape your capstone experience to learn more about the career or industry you're working to enter. For more information, visit doe.sd.gov and talk with teachers or counselors who work with capstone experiences in your district!

8TH GRADE

As an 8th grader, you're probably pretty stoked to be starting high school next year, and life after graduation may still seem like it's quite a ways off. But you can start getting ready now just by getting to know yourself and where your interests lie. You know what kinds of things you like to do – and what kinds of things you don't like to do. But did you know that these interests can go a long way toward determining what kind of career you will eventually have? Log on to SDMyLife.com and take the Career Matchmaker interest inventory to find out how. You can even get a jump on your Personal Learning Plan (PLP) – to outline your roadmap to success. If you don't yet have a profile set up on SDMyLife.com, contact your school counselor and he or she can help you get started.

9TH GRADE

High school is here and you've finally arrived at the party! Life after graduation will be less of a shock if you spend some time hitting the books and getting involved in student organizations. While you're registering for classes, be ambitious and map out your entire high school career around those interests you identified when you took the Career Matchmaker. It's called your Personal Learning Plan and you can record all this information and save it in your online profile at SDMyLife.com. By putting your goals down in writing, you're setting yourself up for success and making those goals more attainable. Once you know what it takes to make things happen for yourself, you can formulate a plan of action and track your progress!

10TH GRADE

Although it may not seem like it, graduation is creeping closer every day, and it's a good idea to get serious about your postsecondary plans now. Start checking into opportunities for higher learning. Narrow down your options – university, technical institute, the military or a workforce apprenticeship program – and start prepping for college entrance exams. SDMyLife.com has an assessment tool; the Ability Profiler will help determine if your skill set is well matched for your future career goal. On SDMyLife.com you can also start looking for postsecondary institutions and scholarships available to you, as well as get help with exam prep. Consider joining a Career and Technical Student Organization, volunteering, or extracurricular activities.

11TH GRADE

By making the effort to evaluate your post-high school plans now, you can potentially save yourself time and money down the road. First, review your PLP to make sure you're on track and those goals still apply. Then, research your top careers of interest on SDMyLife.com. Consider everything from how much money you'll make to what kind of environment you'll be working in to the kind of tasks you'll have to perform. Check out different institutions of higher learning, making sure to consider whether they offer programs in your area of interest. Also consider cost, location, size and the overall feel on campus. Find out times and locations of college entrance exams in your area so you can be sure to get registered for those well ahead of the deadline.

12TH GRADE

Senior year is finally upon you, and you've worked hard to get here, so finish strong and resist the temptation to slack when it comes to your studies or activities. If you haven't already done so, study up and take those college entrance exams! The sooner you do, the more chances you have to retake them to improve your score.

Consider a Senior Experience, Internship, Entrepreneurship or Service Learning experience pertaining to your interests to help hone your

skills. These are the sorts of things that will really make your college applications pop! Talk to your school counselor for more information.

And speaking of college applications – make sure you give yourself plenty of time to get your applications submitted. Start getting everything in order now if you haven't already. Transcripts, references, essays and exam scores – you'll want to make sure your schools of interest have access to all your latest and best information, and if possible, well before their deadlines. You can

refer back to SDMyLife.com for help compiling, storing and sharing this information.

The same goes for scholarship applications. Since many of those are awarded through a competitive process, they often require essays, letters of reference, and evidence of academic merit or service. Make sure you have everything you need when you send in your apps, and don't forget that you can search for scholarships specific to your background or program of study on SDMyLife.com.

Finally, don't forget about the Free Application for Federal Student Aid, or FAFSA. This is an absolute essential for anyone who is looking to finance higher education. Find more information at www.fafsa.ed.gov. After all of that work, you can wait for those acceptance letters to roll in and then make real decisions about just how to begin your life after high school.

For more detailed information on what to do at each grade level, check the Planning Timeline under the "Schools" tab in your [SDMyLife](http://SDMyLife.com) account.

Hands-on Learning

Did you know you can earn credit for completing a Senior Experience, Entrepreneurship Experience, Internship or Service Learning Experience?

They're called capstones, and they're a great way to conclude a successful high school career.

They're designed to give you insight and experience in the real world and they look great on a resume!

Unlike most classes, you get to drive the focus of your capstone experience.

Whether you're interested in a career in healthcare, engineering, financial services or the skilled trades, you can shape your capstone experience to learn more about the career or industry you're working to enter.

For more information, visit doe.sd.gov and talk with teachers or counselors who work with capstone experiences in your district!

	Average Annual Salary	Average Amount of Student Debt Incurred	Lifetime Earning Potential (in millions)
High School Dropout	\$10,000	\$0	< \$1
High School Diploma	\$25,100	\$0	\$1.2
Some College Coursework	\$28,200	\$10,100	\$1.3
Associate's Degree	\$35,700	\$10,700	\$1.6
Bachelor's Degree	\$51,900	\$19,200	\$2.1
Master's Degree	\$68,400	\$32,600	\$2.5
PhD	\$118,500	\$53,200	\$3.4
Professional Degree	\$104,000	\$93,200	\$4.4

Source: Great Lakes Higher Education Guaranty Corporation, The College Justificator (8/11)



Finding money for your education

You have probably heard this phrase at least once: "Money doesn't grow on trees!"

As cliché as it sounds, the phrase is true. Money isn't something that is just handed out. As students, though, there are many opportunities to receive funding to help pay for college. Some, like student loans, you have to pay back. Others, such as grants or scholarships, are free resources to help you earn a higher education.

There are tons of financial resources (often referred to as student aid) out there, so start searching early. If you are interested in free money (...OK, who isn't?), there are many places to start looking. The first step to take is researching and understanding the FAFSA, or Free Application for Federal Student Aid. This five letter acronym can make a huge difference on your financial future, so take a second to check out at fafsa.ed.gov!

At SDMyLife.com, you can search for scholarships, learn about scholarship requirements or dig into the possibilities offered through financial aid.

You may think you are too young to start planning your financial future, but you've heard it, "Money doesn't grow on trees!"

Scholarships: exclusive opportunities for South Dakota students

The Opportunity Scholarship – South Dakota's Opportunity Scholarship gives the state's most academically accomplished high school graduates a chance to receive an affordable education at any university, college, or technical institute in South Dakota that is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. Aside from upping your chances of being accepted into your top-choice schools, strong financial aid offers are one of the biggest reasons you should strive to do well in your classes and take rigorous courses today. Find more information at www.sdbor.edu.

The Dakota Corps Scholarship – The Dakota Corps Scholarship is for students who plan to stay in South Dakota and work in a critical need occupation after graduation from an in-state college, university or technical institute. For more information, visit www.sdbor.edu/dakotacorps/welcome.htm.

The Hagen-Harvey Scholarship – The Hagen-Harvey Scholarship is specifically for students who are enrolled members of an American Indian tribe. Qualified students can receive up to \$6,000 over four years for study at a South Dakota postsecondary institution. For more information, check out www.doe.sd.gov/secretary/scholarships.asp.

The Davis-Bahcall Scholarship – While the Davis-Bahcall scholarship doesn't exactly provide you with money for college, it does give South Dakota students, with an expressed interest in science and physics, an all-expense-paid opportunity to explore and study alongside world-renowned experts in the field. For more information, visit www.doe.sd.gov/secretary/scholarships.asp.



Find the CTSO
that's right for

YOU

Career and technical student organizations, or CTSOs, are an integral part of career and technical education. CTSOs prepare you to become a leader in your community, offer service opportunities and build your skills for the workforce.

- 

An association of marketing students. Activities are designed for students with interests in marketing, management and entrepreneurship. DECA helps students to develop skills for business careers, build self-esteem, experience leadership and practice community service. www.deca.org
- 

Future Business Leaders of America, FBLA, is the largest business career student organization in the world. Members are preparing for careers in business and business-related fields by learning in the classroom and participating in activities throughout the school year. www.fbla.dsu.edu/mainFBLA.htm and www.fbla-pbl.org
- 

Family, Career and Community Leaders of America, FCCLA, serves students in Family and Consumer Sciences courses (Human Services, Education & Training and Hospitality & Tourism clusters). Activities focus on youth concerns including teen pregnancy, parenting, family relationships, substance abuse, peer pressure, nutrition and fitness, teen violence and career exploration. www.sdfcla.org and www.fccla.org
- 

An organization of agricultural, food and natural resources students. FFA is part of agricultural and natural resource programs. Members engage in a wide range of activities, leading to 300 careers in the science, business and technology of agriculture. FFA provides members with leadership, academic and career experiences. aged.sdstate.edu and www.ffa.org
- 

Postsecondary Agriculture Students (PAS) is associated with agriculture, agribusiness and natural resources offerings in postsecondary institutions. PAS members have opportunities to develop leadership skills, individual growth and technical knowledge for their future careers. www.nationalpas.org
- 

An association of trade and technology students, SkillsUSA, is a partnership of students, teachers and industry working to ensure that America has a skilled workforce. The organization serves students preparing for careers in trade, technical and skilled service occupations, including the health industry. www.skillsusa.org

For information on Career and Technical Education, check out www.careertech.org. Visit with your teachers or counselors to learn what's offered at your school.

Serving Our Country from South Dakota

Have you ever thought about taking on more responsibility in your community? Can people count on you during hard times? Are you ready to start training for your future job and make money for school on the side? If you answered yes to any of these questions, consider joining those who serve our state and nation in the South Dakota National Guard.

Being a member of the National Guard gives you something that can set you apart from all other job-seeking candidates: experience. Experience that gives you specific skills for your future career. The Guard offers job training in over 150 occupations and in career fields such as technology, healthcare, aviation, engineering, communications and more.

Whether you want to go on to postsecondary education or straight to work, the South Dakota National Guard provides benefits that include:

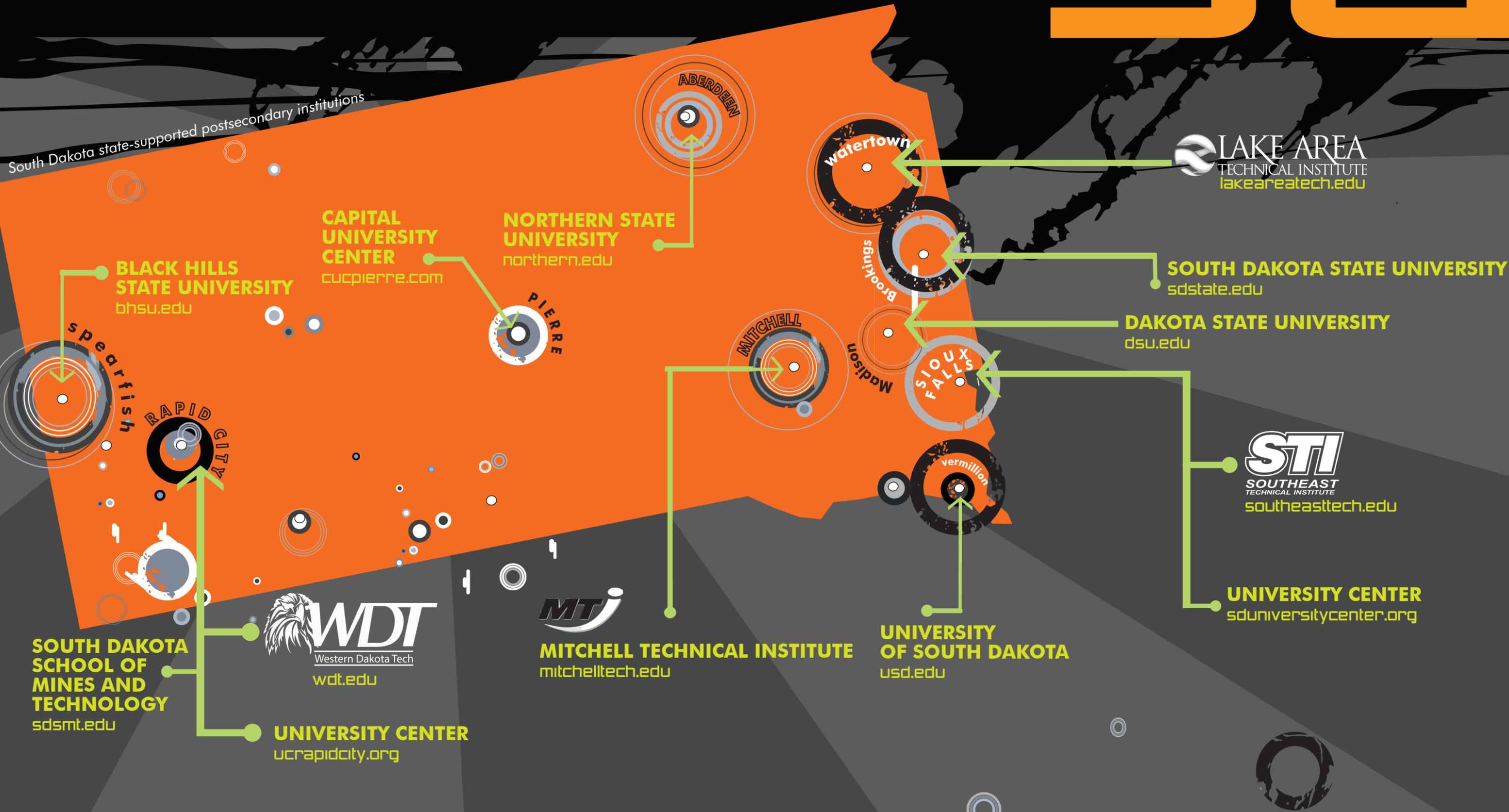
- College tuition & fees up to \$4,500 per year (Oct. – Sept.)
- Career training
- Enlistment bonuses for critical-skilled positions. Ask a recruiter for details.
- Monthly paycheck
- Health and life insurance
- Training that builds discipline, confidence and leadership skills

For more information check out sdguard.com. If you're interested in other military experiences, visit todaysmilitary.com to learn more.



EARN YOUR DEGREE IN SD

South Dakota state-supported postsecondary institutions



en • tre • pre • neur (noun):
The dictionary defines... OK, forget that!

What does it take to start your own business? You have a great idea, but it takes much more than an idea to get a business off the ground – it's a big commitment! Design a business plan, consider risks such as finances and location and research the regulations and requirements to run a business. For more information, visit sd.gov and click on the "Business" tab or go to www.sba.gov.

What does it take to be your own boss? It takes a confident and courageous person who is ready to work hard and put in long hours. In addition to getting the business idea ironed out, consider yourself. Do you have the characteristics of successful business people? Is the business idea something you will enjoy? Are you serious about running the business? Have you planned every detail? Can you manage money well? Are you able to sell your product or service? Do you know what your customers want and need?

Ready to Work South Dakota (www.sdreadytowork.com) and organizations like the South Dakota Small Business Development Center (www.usd.edu/business/small-business-development-center/) can help in getting a business off the ground.



GIVE YOUR FUTURE WINGS AT

**Western
Dakota
Tech**



800 Mickelson Dr
Rapid City, SD

Learn about the power of a WDT education at www.wdt.edu
(800) 544-8765
(605) 718-2565
admissions@wdt.edu

Business & Computers
Construction Trades
Health Services
Legal & Public Services
Manufacturing/
Mechanical Trades
Science & Technology
Online Programs



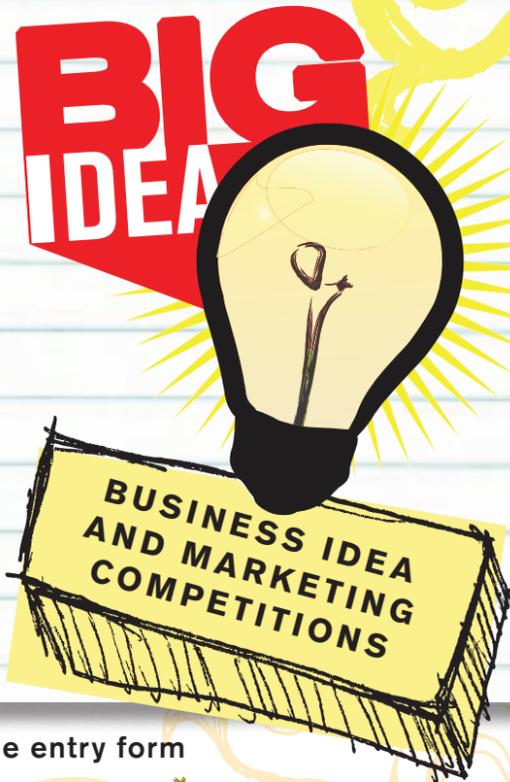
High school students



Tell us your best business idea and compete for cash and scholarships. What type of business would you start?
Apply online today.

- 1st ~ \$1000
- 2nd ~ \$500
- 3rd ~ \$250

BONUS
Marketing Competition
Create a logo and ad to promote your idea and
Win \$500!



VISIT BigIdeaSD.com for rules and online entry form



©2011 Absolutely! Aberdeen and South Dakota Small Business Development Center.

SOUTH EAST

TECH **STI**
IT'S

TIME
TO MAKE

over **50**
programs!

YOUR MOVE!

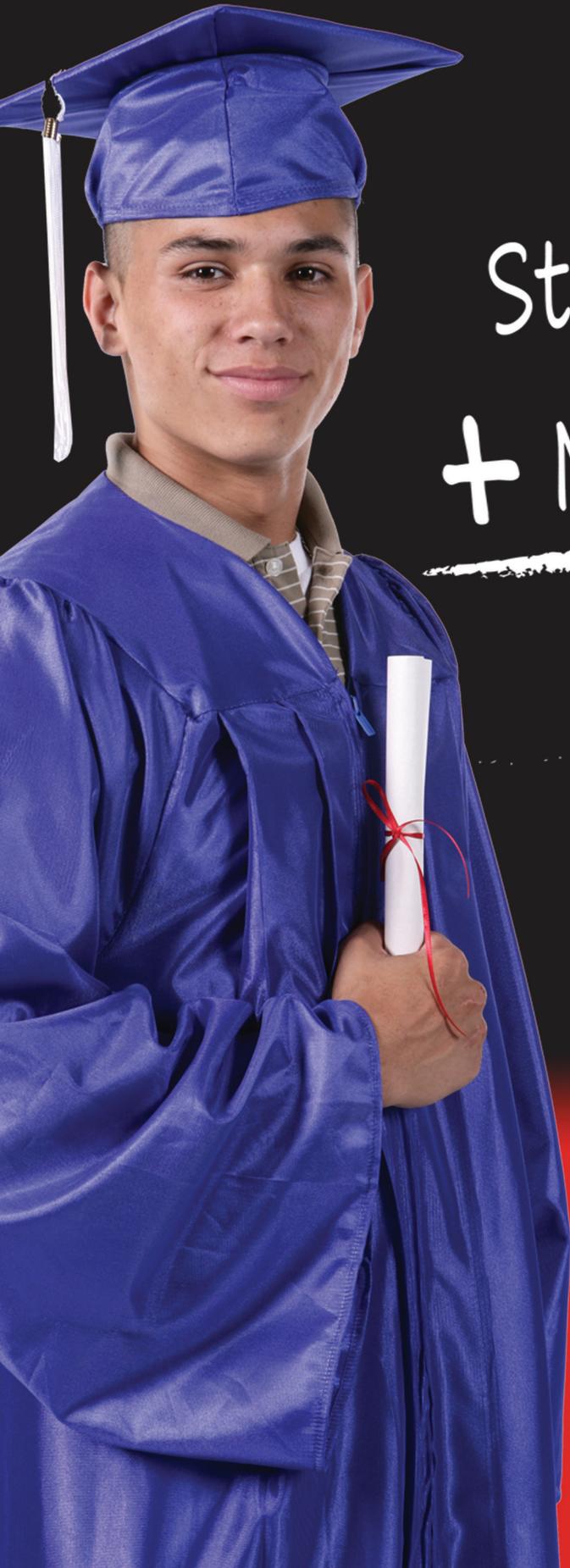


FIND US!
YouTube



southeasttech.edu • 605.367.6040 • Sioux Falls, SD

LET THE GUARD HELP PAY YOUR WAY.



100% Tuition
Student Loan Repay
+ Montgomery GI Bill

Cash For
College!

South Dakota



www.sdguard.com

1-800-SD GUARD



Like us @
www.facebook.com/SDArmyNG