

ROADS to SUCCESS

Grade 9

Ad Apprentices

Family Newsletter

21st Century Skills

Roads to Success is a new program designed to help middle and high school students prepare for their futures. This newsletter will keep you posted on what we're doing in school, and how families can follow through at home.

For more info, visit www.roadstosuccess.org.

Did you know? 85% of jobs created between 2000 and 2015 will require education beyond high school.

What does your teen need to be ready for work? In 2010, executives across America were asked what skills they considered important for young workers.

The Basics

Not surprisingly, employers say new workers need to know the basics: reading, writing, and math. Good jobs go to people with these skills. Want to drive a truck for FedEx? There's a written test to see if you'll be able to sort packages, follow directions, and read a map. Want to drive a truck cross-country? Here are some of the skills you'll need, according to Don Hess, Director of Transportation & Public Safety Programs at John Wood Community College in Quincy, IL:

"Truck drivers must have good math skills. They have

to keep very detailed 'log books,' which keep track of all of the hours in the day, and how many hours the driver has been driving, loading, sleeping, eating, and resting. They have to know how to use fractions and decimals to calculate those hours. Truck drivers also must calculate the weight of their load, figure out how the load should be distributed in the trailer, supervise the loading process, then calculate the weight that is being put on each axle of the truck and the trailer." And so on.

Critical Skills

The list of employers' needs doesn't stop with basic academic skills. Employees also need to think critically, solve problems, innovate, collaborate and

communicate effectively. Examples:

Ability to communicate in writing—Write letters, memos, and business reports.

Creativity and innovation—The ability to see what's NOT there and make something happen.

Critical thinking/ problem solving—Figure out what actions can be taken, and the possible results of each.

Even students who do well in school may need improvement in applied skills. These take practice! Internships, jobshadowing programs, and summer jobs are great places to start.

—AMA 21st Century Skills Survey

Grade by Grade: Ad Apprentices

Ninth grade Roads to Success students will have a chance to apply their skills in a work situation. In the "Ad Apprentices" unit, students work together as part of a four-person advertising team. Their mission: to design a 30-second commercial on a Roads to Success theme.



Producer, storyboard artist, writer, and marketing director combine their talents to create a written proposal

and storyboard. Teams pitch their proposals to their classmates, who choose their favorite entries to go on to a ninth grade competition. The winning commercial in each school will be videotaped and shown to other students — evidence of job skills in action.