



**Industry Spotlight's  
Natural Resources  
DVD and Interactive Website**

**Teacher Guide**

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## **Teacher Guide Summary**

Industry Spotlight is a contemporary series of interactive careers DVD's backed up by an informative website covering a wide range of industries. The navigation of the DVD is very simple and easy to use.

The DVD provides a short introduction which gives a brief rundown of the industry and also points out the benefits of the Industry Spotlight series. In addition, there are four case studies on each DVD showing candidates from various levels of academic achievement, demonstrating the diverse opportunities within the industry. Each case study highlights the opportunities available and the lifestyle afforded to workers in each of the featured industries.

There is also a "Find Out More" section which gives further information about the industry; an animated timeline of possible career paths; links to university, college and technology institute websites and profiles of companies involved in the relevant industry.

The web site is located at [www.industryspotlight.ca](http://www.industryspotlight.ca) and can be used in the classroom or at home with parents.

## **About Industry Spotlight Canada**

Industry Spotlight is a unique and contemporary teaching tool designed to encourage students to consider careers in industries that directly affect the Alberta economy. The Industry Spotlight DVD series is a new resource to Alberta having been first introduced in Calgary in November, 2008 and in Edmonton in April, 2009.

We are always looking to improve upon our guide. Your input for suggestions and evaluation is encouraged. To participate, please contact Kristin Campbell at [Kristin@industryspotlight.ca](mailto:Kristin@industryspotlight.ca) for more information.

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## How the Guide Works

It may be stating the obvious, but the guide is written in such a way that you the teacher is able to determine what activities suit the classrooms and your students best.

The guide has been broken into 5 parts.

### **Part I- Industry Spotlight Introduction**

This section provides a broad overview of the series. This section provides teachers and students with excellent information on the natural resources industry and is a great way to introduce students to the industry.

### **Part II- General Knowledge**

This section allows students to do some basic research on the careers highlighted by watching the interactive DVD and answering some basic questions on what they've just watched. Each company has a worksheet with questions.

### **Part III- Website Activities**

This section is also broken down by the four companies on the DVD. Students visit the company website and do further investigation into the company and the types of careers each company offers.

### **Part IV- Projects**

This section is more interactive for students to take their understanding of the industry to a much deeper level of understanding. Projects can be done on an individual or a group basis.

### **Part V- Career Investigations**

This section, like part I, looks at the industry as a whole and directs students to approach career decision making more seriously. This section is an excellent way to provide students with real case scenarios as if students were or about to enter the workforce.

**Note:** If you have an idea for a project or activity that would work in the classroom, we'd like to hear from you! Please email Kristin at [Kristin@industriyspotlight.ca](mailto:Kristin@industriyspotlight.ca) for more details.

## How the Guide Works Continued

All content in this teacher guide is based on the Natural Resources strand in the CTS curriculum. However, this guide has applications in numerous other classes such as:

CALM  
Environmental Sciences  
Junior High Science Curriculum

You the professional teacher, can use this guide in your classroom to meet several learner outcomes as you see fit.

### Your feedback

Your input is invaluable and if you yourself find ways to meet learner outcomes with the DVD and or the interactive website, we'd like to hear from you.

Please email Kristin at [Kristin@industryspotlight.ca](mailto:Kristin@industryspotlight.ca) with your ideas!

The background is a solid blue color with a white, torn paper effect along the top and bottom edges. The text is centered and has a black, distressed, stencil-like font.

# **PART I**

## **Industry Spotlight**

### **Introduction**





The introduction to the Industry Spotlight website familiarizes students with the website and is a great way to have students start basic research when exploring career choices. The following exercises are quick and simple and will allow students to start thinking about information that is available to them on the Internet and company website when it comes to doing a thorough search on careers and salary information.

1. Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca). The website is meant to be a portal site for students and teachers.

Answer the following:

- a. What are the headings on the Industry Spotlight website and briefly describe the Natural Resources section and what information is found under the this tab.
- b. What types of information can be found on the site. List the categories and offer a brief description on the type of information on the website.
- c. There are 4 platinum sponsors on the Natural Resources DVD and on the website. Name them.
- d. There are 4 silver sponsors on the Natural Resources DVD and on the website. Name them.

2. Visit the Industry Spotlight UK website at [www.industryspotlight.org.uk](http://www.industryspotlight.org.uk). Do a compare and contrast of the two sites.

Answer the following:

- a. What industries can be found on the UK website that are not on the Canadian site. Reading up on the history of the company, why do you think that is?
- b. Is any of the career information on the UK version of the site relevant to a career search for you in Canada. Why or why not and state your reasons.

3. Visit the 'Industry Facts' section on the website. Are these facts still true today? Can you update three of these facts?

4. Visit the 'Jobs explained' section on the website. Choose three jobs you'd never heard of before and further research what the job entails. Would you consider any of these jobs as a career- why or why not?

5. Visit the 'Salary matrix' section on the website. Choose three positions based on a salary that you would one day like to earn. Further research that position and determine if that salary is still a plausible salary today.





# **PART II**

# **General Knowledge**





**Instructions: Watch the first case study featuring Stacy and Dan from Talisman. Once you've watched the case study, answer the following questions:**

1. What year was Talisman Energy formed? \_\_\_\_\_
2. Why was the company named Talisman? \_\_\_\_\_  
\_\_\_\_\_
3. What city is home to Talisman's corporate head offices? \_\_\_\_\_
4. Briefly describe Stacy's job. What post-secondary institution did Stacy attend? \_\_\_\_\_  
\_\_\_\_\_
5. Where has Stacy been asked to move? For how long? \_\_\_\_\_
6. Dan Parker lists a series of benefits and why he enjoys working at Talisman. What are they? \_\_\_\_\_  
\_\_\_\_\_
7. What are the responsibilities of Dan's job? \_\_\_\_\_  
\_\_\_\_\_
8. How does Talisman encourage their employees to continue their skills and develop their ideas? \_\_\_\_\_  
\_\_\_\_\_
9. Stacy all sees many benefits to working at Talisman. How does she describe them? \_\_\_\_\_  
\_\_\_\_\_
10. What is Talisman's number one belief about its employees? \_\_\_\_\_  
\_\_\_\_\_



**Instructions: Watch the first case study featuring Monty and Julia from Total E & P. Once you've watched the case study, answer the following questions:**

1. Total E & P is a subsidiary company of which French company? \_\_\_\_\_  
\_\_\_\_\_
2. Where did Monty receive his degree from? What type of engineering does he do? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. What is the main thing that Monty enjoys about his career with Total E & P? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Julia's main role in the company is to ensure that every one is informed. Why would this be an important aspect to the company? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. What does Julia truly enjoy about her job? What does she consider are the benefits of working for Total E & P? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. How many countries does a company operate in? \_\_\_\_\_
7. How does the international aspect of Total E & P appeal to so many of the employees? Why do they consider this to be a draw to potential hard working employees? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. What future developments is Total E & P considering? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. Name some of the rewards that Total E & P offers its employees for hard work. \_\_\_\_\_  
\_\_\_\_\_



**Instructions: Watch the first case study featuring James, Mike and Kevin from Finning. Once you've watched the case study, answer the following questions:**

1. How many years has Finning been in existence? \_\_\_\_\_  
\_\_\_\_\_
2. How did James get his start at Finning? What does he do now? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. How much responsibility is given to an employee? \_\_\_\_\_  
\_\_\_\_\_
4. What is Kevin's career at Finning? How long has been employed by the company? \_\_\_\_\_  
\_\_\_\_\_
5. How has Kevin's job changed since he has started using computers? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
6. Outline Jason's climb form working in the warehouse to his current position in Fort McMurray? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. What does James like most about working for Finning? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Why does Mike enjoy his chosen career so much? \_\_\_\_\_  
\_\_\_\_\_
9. List the advantages that Kevin has experienced while working for Finning? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
10. What is Jason's Motto? \_\_\_\_\_
11. What does Finning looking for in their employees? \_\_\_\_\_  
\_\_\_\_\_



**Instructions: Watch the first case study featuring David and Robyn from Pengrowth Corporation. Once you've watched the case study, answer the following questions:**

1. Which major sports centre is sponsored by Pengrowth? \_\_\_\_\_

2. What is David's job at Pengrowth? \_\_\_\_\_  
\_\_\_\_\_

3. How many other companies has David worked for since he graduated university? \_\_\_\_\_

4. What does David liken his job to? Would this be an accurate description of his job and why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. What is Larry Strong's position with Pengrowth and what reason does he give for pursuing a geology degree? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. As a reservoir engineer, what is Robyn's major role? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Which course has Robyn found invaluable in her career? \_\_\_\_\_

8. Name some of the rewards that both Robyn and David have gotten for their hard work at Pengrowth. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. List the values that Pengrowth wants in their employees. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# **PART III**

# **Website Activities**





**Instructions:** Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca).

1. Under the *Natural Resources* heading, click on the company profiles.
2. Click on the Talisman logo to read a brief company description. If you've haven't watched the short film, take a moment now to do so.
3. Once you've read the company description, you are ready to head to their website under the **Useful Links** section and do the website activities.

~~~~~

1. Who is the President and CEO of Talisman Energy? \_\_\_\_\_

2. Briefly describe what the President message is detailing. What date was it written? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. There are three major areas that Talisman is working in right now. They are \_\_\_\_\_  
, \_\_\_\_\_ and \_\_\_\_\_.

Choose one area and focus in on one specific location.

List the details of how many acres Talisman owns, how many wells were drilled and overall output of each well.

Location chosen: \_\_\_\_\_

Acres: \_\_\_\_\_

Wells Drilled: \_\_\_\_\_

Overall Output: \_\_\_\_\_

4. There are NINE responsibilities of the Board of Directors. List them and write a short descriptor for each responsibility.

RESPONSIBILITY

DESCRIPTION

| RESPONSIBILITY | DESCRIPTION |
|----------------|-------------|
|                |             |
|                |             |
|                |             |
|                |             |
|                |             |
|                |             |
|                |             |
|                |             |
|                |             |
|                |             |

5. Read Talismans stance on human rights. Do you agree with what they are saying? What would you change about the company's views? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Instructions:** Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca).

1. Under the *Natural Resources* heading, click on the company profiles.
2. Click on the Total E & P logo to read a brief company description. If you've haven't watched the short film, take a moment now to do so.
3. Once you've read the company description, you are ready to head to their website under the **Useful Links** section and do the website activities.

- 
1. Under the *About Us* click on the link for the Oil Sands. Read the overview.

Outline the two ways that oil is extracted out of the ground. Make sure to list the pros and cons of each source.

Source 1: \_\_\_\_\_

**Pros:**

**Cons:**

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Source 2: \_\_\_\_\_

**Pros:**

**Cons:**

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2. Read Total E & P's policy on Corporate Social Responsibility. There are 6 main parts to this policy – Safety, Ethics, Health, Human Resources, Environment and Community Involvement. Go to their press section and find three examples of how Total is following its own Social Responsibility Policy.

EXAMPLE and DETAILS

|  |
|--|
|  |
|  |
|  |

3. Go to the Careers section of Total. Read the processes that are involved in securing a position at Total. Download the application form and fill it out.



**Instructions:** Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca).

1. Under the *Natural Resources* heading, click on the company profiles.
2. Click on the Finning logo to read a brief company description. If you've haven't watched the short film, take a moment now to do so.
3. Once you've read the company description, you are ready to head to their website under the **Useful Links** section and do the website activities.

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1. Find the nearest location of a Finning branch to you. Write down the information and phone them ask them what type of branch they are (Full sales, Parts & Service facilities.)

What are they? \_\_\_\_\_

2. Read the Corporate Overview of Finning Canada. Go to the Finning Vision, Mission and Values tab.

What is the employee commitment slogan? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What type of values do you think a Finning employee would need to possess in order to maintain this slogan? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





**Instructions:** Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca).

1. Under the *Natural Resources* heading, click on the company profiles.
2. Click on the Pengrowth logo to read a brief company description. If you've haven't watched the short film, take a moment now to do so.
3. Once you've read the company description, you are ready to head to their website under the **Useful Links** section and do the website activities.

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1. Go to the Corporate File and read the overview. There are seven reasons stating how Pengrowth stands apart from other companies. List each reason and in your words how this sets them apart from other companies.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_

How does this set Pengrowth apart? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you agree that these reasons set them apart? Why or why not? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Read Pengrowth's Environmental Policy. How much money was spent last year on active well management and site storage. \_\_\_\_\_

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3. Go to Operations and read the Overview and Strategies. How many project areas does Pengrowth have interest in? Why do they try to have a diversified asset base? \_\_\_\_\_

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4. Pengrowth has an excellent reputation of being a very charitable corporation. Read 'Pengrowth in the Community' and state several reason why this statement is true. Explain why Pengrowth does this.

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# **PART IV**

# **Projects**





**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. Create a PowerPoint project based on the history of Talisman. Use the website so that you are ensured accurate information. Make sure to use the timeline that it provided at the bottom of the page as a guide for your presentation. You may use other sources of the information but make sure that you are sourcing the information. If you are using pictures or diagrams from the Talisman website, please use their webpage as your source cited.
2. Create a video or PowerPoint presentation on how you as an employee of Talisman reflect its values. You will find these values listed on their website, under CAREERS. There are 7 VALUES that you need to explain how you embody each one of these.
3. Key Practices- There are three main topics for management systems. Choose one of the subjects from Key Practices and compare them to the values that Talisman believes. You may use any type of media for this comparison. You must make a decision based on your personal belief and the data and information given from the Talisman website whether or not you would work for this company. Give the pros and cons of your decisions.



**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. There are four main projects that Total E & P is working on in Alberta right now. Read about all four of these projects. In any way that you wish to present, answer the following questions:

- A. Projects location and name
- B. Output
- C. Expected reserves
- D. How is the product is recovered

State the similarities of the projects and the differences in the recovery techniques. Also have an explanation of the product being recovered (ex. bitumen, light sweet crude oil) and its pathway to becoming a useful everyday product in society.

2. After reading the Careers Section of Total E&P (all five pages), prepare a letter outlining how you are an ideal fit for Total E&P, based on the values you feel that the company reflects and is looking for. Make sure to include examples of your life and previous job experience that can help you illustrate your desire to become an employee of Total E&P.



**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. Write a letter to the President of Finning and let him know whether you agree or disagree with their Wireless Communication Policy. Use the Health and Safety policy as a supporting document when you state your position.
2. Create a PowerPoint or poster project based on the history of Finning. The website includes a thorough history and timeline. Make sure to include up-to-date numbers when you are doing your presentation.



**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. The Pengrowth Team. Pengrowth states that their team members are their most valuable asset. You have been asked to create a commercial that encourages people to apply and work for Pengrowth. Make sure to give the website and application process in your commercial.
2. You are a driller for Pengrowth. However, you have decided that you would like to become a Reservoir Engineer. Outline a plan for the steps that you will take in order to achieve this goal. Remember to research how Pengrowth will help you develop. Make sure to use the industry spotlight website for hints. You may use any type of media to do this. (Poster, Powerpoint, hypermedia)



# **PART V**

# **Career Investigations**



## Part V - Career Investigations

1. Visit [www.industryspotlight.ca](http://www.industryspotlight.ca). Go to the Natural Resources tab. Find the heading “Jobs Explained”. Choose one of the jobs that is listed. Using any type of media that you like, and using the links that are provided through Industry Spotlight website and research the following:

For this career choice, answer the following questions:

1. What classes do you need to take in high school?
2. What courses do you need to complete in Post Secondary?
3. What is the average salary?
4. What are the opportunities for advancement?
5. Which companies are willing to hire you
6. Roles and responsibility of your choice

2. Visit [www.industryspotlight.ca](http://www.industryspotlight.ca). Choose one of the careers and map out the next 10 years of your life starting now. What are your goals for the future in regards to this career? What possible problems might you encounter? What types of training will you need? Which post-secondary will you have to attend if any?

Once you have completed this portion of the research, Create a PowerPoint project that outlines each step that you will take in order to achieve this goal.

3. Watch the Natural resources DVD, go to Career Investigations. Choose a stage in a Career Path. Using the website [www.industryspotlight.ca](http://www.industryspotlight.ca), research the responsibilities of this stage. Create a poster that explains what the job is, its roles and responsibilities. Make sure to list the prior steps that one needed to go through in order to get to this stage. Make sure to list the opportunities for the future that this stage can bring.

4. Choose a partner. Choose one of the companies that was featured on the Spotlight Industry’s Natural Resources DVD. Using the links provided at [www.industryspotlight.ca](http://www.industryspotlight.ca), you are asked to create a mock interview. One of you will be the interviewer for the company; the other will be the potential employee.

- Interviewer- create a series of 8 questions that reflect the values that your company is looking for. Ask in depth questions about the potential employers work habits, previous schooling and experience. Make sure to ask what the employee knows about the industry and how they acquired this knowledge.
- Employee- be prepared. Also have a set of questions for your employer asking about on-site training, Health and Safety issues and benefits. Make sure that your potential employer knows that you are focused and want to choose the right company for the right reasons.

You will be asked to film this project or perform it in front of the class. Make sure to dress appropriately as this is a job interview. At the end you will both decide whether or not to offer the job to the candidate. The candidate then must decide whether or not they want to take the job.





# Assessments



## HyperStudio/Powerpoint Appearance and Content : PowerPoint Presentation

Teacher Name: \_\_\_\_\_

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

| CATEGORY                  | 4                                                                                                                                   | 3                                                                                                                                                                | 2                                                                                                      | 1                                                                                                                   |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Content - Accuracy        | All content throughout the presentation is accurate. There are no factual errors.                                                   | Most of the content is accurate but there is one piece of information that might be inaccurate.                                                                  | The content is generally accurate, but one piece of information is clearly flawed or inaccurate.       | Content is typically confusing or contains more than one factual error.                                             |
| Sequencing of Information | Information is organized in a clear, logical way. It is easy to anticipate the type of material that might be on the next card.     | Most information is organized in a clear, logical way. One card or item of information seems out of place.                                                       | Some information is logically sequenced. An occasional card or item of information seems out of place. | There is no clear plan for the organization of information.                                                         |
| Spelling and Grammar      | Presentation has no misspellings or grammatical errors.                                                                             | Presentation has 1-2 misspellings, but no grammatical errors.                                                                                                    | Presentation has 1-2 grammatical errors but no misspellings.                                           | Presentation has more than 2 grammatical and/or spelling errors.                                                    |
| Effectiveness             | Project includes all material needed to gain a comfortable understanding of the topic. It is a highly effective study guide.        | Project includes most material needed to gain a comfortable understanding of the material but is lacking one or two key elements. It is an adequate study guide. | Project is missing more than two key elements. It would make an incomplete study guide.                | Project is lacking several key elements and has inaccuracies that make it a poor study guide.                       |
| Originality               | Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way. | Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.                                                | Presentation shows an attempt at originality and inventiveness on 1-2 cards.                           | Presentation is a rehash of other people's ideas and/or graphics and shows very little attempt at original thought. |

### Interview : Career Investigations

Teacher Name: \_\_\_\_\_

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

| CATEGORY             | 4                                                                                                                                                                    | 3                                                                                                                                                                  | 2                                                                                                                             | 1                                                                                |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Preparation          | Before the interview, the student prepared several in-depth AND factual questions to ask.                                                                            | Before the interview, the student prepared a couple of in-depth questions and several factual questions to ask.                                                    | Before the interview, the student prepared several factual questions to ask.                                                  | The student did not prepare any questions before the interview.                  |
| Formatting & Editing | The student edited and organized the transcript in a way that made the information clear and interesting.                                                            | The student edited and organized the transcript in a way that made the information clear.                                                                          | The student edited and organized the transcript but the information was not as clear or as interesting as it could have been. | The student did NOT edit or organize the transcript.                             |
| Follow-up Questions  | The student listened carefully to the person being interviewed and asked several relevant follow-up questions based on what the person said.                         | The student listened carefully to the person being interviewed and asked a couple of relevant follow-up questions based on what the person said.                   | The student asked a couple of follow-up questions based on what s/he thought the person said.                                 | The student did not ask any follow-up questions based on what the person said.   |
| Knowledge Gained     | Student can accurately answer several questions about the person who was interviewed and can tell how this interview relates to the material being studied in class. | Student can accurately answer a few questions about the person who was interviewed and can tell how this interview relates to the material being studied in class. | Student can accurately answer a few questions about the person who was interviewed.                                           | Student cannot accurately answer questions about the person who was interviewed. |
| Videography          | Video does not rock/shake and the focus is excellent throughout.                                                                                                     | Video does not rock/shake and the focus is adequate throughout.                                                                                                    | Video has a little rocking or shaking, but the focus is excellent throughout.                                                 | The video rocks/shakes often OR the focus is not adequate.                       |

### Letter-Writing : Career Investigations

Teacher Name: \_\_\_\_\_

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

| CATEGORY                         | 4                                                                                                           | 3                                                                                                                | 2                                                                                                                              | 1                                                                                                                           |
|----------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Content Accuracy                 | The letter contains at least 5 accurate facts about the topic.                                              | The letter contains 3-4 accurate facts about the topic.                                                          | The letter contains 1-2 accurate facts about the topic.                                                                        | The letter contains no accurate facts about the topic.                                                                      |
| Grammar & spelling (conventions) | Writer makes no errors in grammar or spelling.                                                              | Writer makes 1-2 errors in grammar and/or spelling.                                                              | Writer makes 3-4 errors in grammar and/or spelling                                                                             | Writer makes more than 4 errors in grammar and/or spelling.                                                                 |
| Ideas                            | Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about. | Ideas were expressed in a pretty clear manner, but the organization could have been better.                      | Ideas were somewhat organized, but were not very clear. It took more than one reading to figure out what the letter was about. | The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about. |
| Format                           | Complies with all the requirements for a friendly letter.                                                   | Complies with almost all the requirements for a friendly letter.                                                 | Complies with several of the requirements for a friendly letter.                                                               | Complies with less than 75% of the requirements for a friendly letter.                                                      |
| Sentences & Paragraphs           | Sentences and paragraphs are complete, well-constructed and of varied structure.                            | All sentences are complete and well-constructed (no fragments, no run-ons). Paragraphing is generally done well. | Most sentences are complete and well-constructed. Paragraphing needs some work.                                                | Many sentence fragments or run-on sentences OR paragraphing needs lots of work.                                             |

### Making A Poster : Career Investigations

Teacher Name: \_\_\_\_\_

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

| CATEGORY               | 4                                                                                                                               | 3                                                                                                                          | 2                                                                                                                            | 1                                                                                               |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Knowledge Gained       | Student can accurately answer all questions related to facts in the poster and processes used to create the poster.             | Student can accurately answer most questions related to facts in the poster and processes used to create the poster.       | Student can accurately answer about 75% of questions related to facts in the poster and processes used to create the poster. | Student appears to have insufficient knowledge about the facts or processes used in the poster. |
| Required Elements      | The poster includes all required elements as well as additional information.                                                    | All required elements are included on the poster.                                                                          | All but 1 of the required elements are included on the poster.                                                               | Several required elements were missing.                                                         |
| Content - Accuracy     | At least 7 accurate facts are displayed on the poster.                                                                          | 5-6 accurate facts are displayed on the poster.                                                                            | 3-4 accurate facts are displayed on the poster.                                                                              | Less than 3 accurate facts are displayed on the poster.                                         |
| Graphics - Relevance   | All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.           | All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation. | All graphics relate to the topic. Most borrowed graphics have a source citation.                                             | Graphics do not relate to the topic OR several borrowed graphics do not have a source citation. |
| Graphics - Originality | Several of the graphics used on the poster reflect a exceptional degree of student creativity in their creation and/or display. | One or two of the graphics used on the poster reflect student creativity in their creation and/or display.                 | The graphics are made by the student, but are based on the designs or ideas of others.                                       | No graphics made by the student are included.                                                   |