

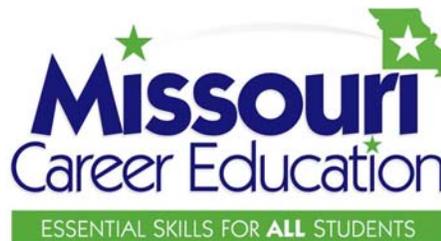
STATEWIDE VALIDATION

of
National Career Cluster Knowledge and Skills Statements
with
Suggestions to Better Prepare the Workforce of Tomorrow

*Responses Received from Online Survey of Missouri Business and Industry
Conducted November 20, 2006 through January 8, 2007*

16 Career Clusters

- *Agriculture, Food and Natural Resources*
- *Architecture and Construction*
- *Arts, Audio-Visual Technology, and Communication*
- ***Business, Management and Administration***
- *Education and Training*
- *Finance*
- *Government and Public Administration*
- *Health*
- *Hospitality and Tourism*
- *Human Services*
- *Information Technology*
- *Law, Public Safety, Corrections and Security*
- *Manufacturing*
- *Marketing, Sales and Service*
- *Science, Technology, Engineering and Mathematics*
- *Transportation, Distribution and Logistics*



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How essential are the following knowledge and skill statements to a FOUNDATION in a career or continuing education in Business, Management and Administration? COMMUNICATION:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Comprehend and use reading strategies to learn meaning, technical concepts, vocabulary and follow directions. | 81% (13) | 12% (2) | 6% (1) | 0% (0) | 0% (0) | 1.25 |
| Compose and prepare written communications to convey technical concepts and company information. | 69% (11) | 31% (5) | 0% (0) | 0% (0) | 0% (0) | 1.31 |
| Interpret verbal and nonverbal messages to enhance communication with co-workers and external customers. | 62% (10) | 38% (6) | 0% (0) | 0% (0) | 0% (0) | 1.38 |
| Develop and deliver formal and informal presentations relating to a broad range of business topics. | 25% (4) | 75% (12) | 0% (0) | 0% (0) | 0% (0) | 1.75 |
| Exhibit people skills to deal positively with a variety of personalities and diverse individuals. | 93% (14) | 7% (1) | 0% (0) | 0% (0) | 0% (0) | 1.07 |
| Apply active listening skills to obtain and clarify information. | 88% (14) | 12% (2) | 0% (0) | 0% (0) | 0% (0) | 1.13 |
| Interpret and use tables, charts and figures to support written and oral communications. | 25% (4) | 69% (11) | 6% (1) | 0% (0) | 0% (0) | 1.81 |
| Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants. | 25% (4) | 69% (11) | 6% (1) | 0% (0) | 0% (0) | 1.81 |
| Total Respondents | | | | | | 16 |

How essential are the following knowledge and skill statements to a FOUNDATION in a career or continuing education in Business, Management and Administration? **PROBLEM SOLVING AND CRITICAL THINKING:**

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Apply accepted problem solving methods to solve business problems. | 69% (11) | 31% (5) | 0% (0) | 0% (0) | 0% (0) | 1.31 |
| Total Respondents | | | | | | 16 |

INFORMATION TECHNOLOGY APPLICATIONS:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Use technology-based tools to accomplish business services and planning. | 56% (9) | 44% (7) | 0% (0) | 0% (0) | 0% (0) | 1.44 |
| Use technology responsibly to apply its functions and understand its impact. | 50% (8) | 44% (7) | 6% (1) | 0% (0) | 0% (0) | 1.56 |
| Use technology to express ideas and exchange business information | 50% (8) | 44% (7) | 6% (1) | 0% (0) | 0% (0) | 1.56 |
| Total Respondents | | | | | | 16 |

SYSTEMS:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Understand roles within teams, work units, departments, and organizations to identify the effect of systems on the activities of a business. | 44% (7) | 56% (9) | 0% (0) | 0% (0) | 0% (0) | 1.56 |
| Use resources to manage and improve organizational systems. | 38% (6) | 56% (9) | 6% (1) | 0% (0) | 0% (0) | 1.69 |
| Total Respondents | | | | | | 16 |

How essential are the following knowledge and skill statements to a FOUNDATION in a career or continuing education in Business, Management and Administration? TECHNICAL SKILLS:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Use effective communication skills for all modes of business. | 88% (14) | 12% (2) | 0% (0) | 0% (0) | 0% (0) | 1.13 |
| Total Respondents | | | | | | 16 |

LEADERSHIP AND TEAMWORK:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Identify characteristics of the leadership role to perform leadership activities. | 31% (5) | 69% (11) | 0% (0) | 0% (0) | 0% (0) | 1.69 |
| Work as a team to develop and implement company vision and goals. | 75% (12) | 25% (4) | 0% (0) | 0% (0) | 0% (0) | 1.25 |
| Collaborate with others to accomplish business tasks. | 69% (11) | 31% (5) | 0% (0) | 0% (0) | 0% (0) | 1.31 |
| Total Respondents | | | | | | 16 |

EMPLOYABILITY AND CAREER DEVELOPMENT:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Exhibit positive work behaviors and personal qualities to enhance the work environment. | 81% (13) | 12% (2) | 6% (1) | 0% (0) | 0% (0) | 1.25 |
| Identify and explore career opportunities to create a professional growth and development plan. | 38% (6) | 62% (10) | 0% (0) | 0% (0) | 0% (0) | 1.63 |
| Apply job seeking skills to seek, evaluate, apply for and accept employment. | 44% (7) | 44% (7) | 12% (2) | 0% (0) | 0% (0) | 1.69 |
| Exhibit an understanding of written organizational policies, rules and procedures to optimize employee performance. | 44% (7) | 44% (7) | 12% (2) | 0% (0) | 0% (0) | 1.69 |
| Total Respondents | | | | | | 16 |

How essential are the following knowledge and skill statements to a FOUNDATION in a career or continuing education in Business, Management and Administration? SAFETY, HEALTH AND ENVIRONMENTAL:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Assess workplace conditions to maintain safe and healthful working conditions. | 31% (5) | 44% (7) | 19% (3) | 0% (0) | 6% (1) | 1.87 |
| Assess hazards, ergonomics, and surface safety in business environment to follow safety procedures and respond to emergency plan. | 31% (5) | 50% (8) | 12% (2) | 0% (0) | 6% (1) | 1.80 |
| Identify, safeguard and eliminate causes of combustible materials, fires and emergencies to establish a fire-safe working environment. | 44% (7) | 31% (5) | 12% (2) | 0% (0) | 12% (2) | 1.64 |
| Total Respondents | | | | | | 16 |

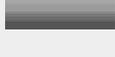
ETHICS AND LEGAL RESPONSIBILITIES:

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Apply business laws and regulations to business situations. | 88% (14) | 6% (1) | 6% (1) | 0% (0) | 0% (0) | 1.19 |
| Exhibit ethical conduct to business negotiations and decisions. | 88% (14) | 6% (1) | 6% (1) | 0% (0) | 0% (0) | 1.19 |
| Total Respondents | | | | | | 16 |

What other skills and knowledge are essential as a foundation for success in an array of careers and educational pursuits in Business, Management and Administration?

| | |
|--------------------------|----------|
| Total Respondents | 1 |
|--------------------------|----------|

Please select a career pathway:

| | | Response Percent | Response Total |
|--|---|-------------------------|-----------------------|
| Management |  | 35.3% | 6 |
| Business Financial Management and Accounting |  | 11.8% | 2 |
| Human Resources |  | 11.8% | 2 |
| Business Analysis |  | 11.8% | 2 |
| Marketing and Communications |  | 11.8% | 2 |
| Administrative and Information Support |  | 17.6% | 3 |
| Total Respondents | | | 17 |

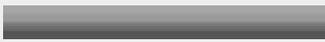
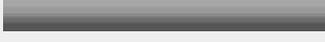
How essential are the following skills for the "Management" career pathway?

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Develop and implement short and long term strategic plans to manage growth, profit and goals within a specific market. | 25% (1) | 75% (3) | 0% (0) | 0% (0) | 0% (0) | 1.75 |
| Evaluate employee performance to provide timely and appropriate responses to personnel issues. | 75% (3) | 25% (1) | 0% (0) | 0% (0) | 0% (0) | 1.25 |
| Organize the various business services to address all company components. | 0% (0) | 100% (4) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Assume appropriate roles to create, deliver, receive and manage business communications in the workplace. | 50% (2) | 25% (1) | 25% (1) | 0% (0) | 0% (0) | 1.75 |
| Motivate and supervise personnel to achieve completion of projects and company goals. | 75% (3) | 25% (1) | 0% (0) | 0% (0) | 0% (0) | 1.25 |
| Direct and supervise personnel to complete company goals and projects. | 25% (1) | 75% (3) | 0% (0) | 0% (0) | 0% (0) | 1.75 |
| Develop and implement plans and standard operating procedures to assure maintenance of facilities, equipment and supplies. | 25% (1) | 75% (3) | 0% (0) | 0% (0) | 0% (0) | 1.75 |
| Utilize performance standards to monitor progress of personnel, finance and other functional areas. | 25% (1) | 75% (3) | 0% (0) | 0% (0) | 0% (0) | 1.75 |
| Evaluate opportunities to determine potential company changes and implement strategies for catalyzing and guiding changes. | 25% (1) | 50% (2) | 25% (1) | 0% (0) | 0% (0) | 2.00 |
| Total Respondents | | | | | | 4 |

What additional skills and knowledge are essential for careers in this pathway?

| | |
|--------------------------|----------|
| Total Respondents | 0 |
| | |

How would you characterize your relationship to the workforce in the career pathway of Management? Answer as many as applicable.

| | | Response Percent | Response Total |
|---|---|-------------------------|-----------------------|
| I make hiring decisions |  | 25% | 1 |
| I supervise people who are in this career field |  | 50% | 2 |
| I work in this career field |  | 100% | 4 |
| I have a friend or relative who works in this career field |  | 50% | 2 |
| I have an interest in improving the quality of the workforce in this area |  | 50% | 2 |
| I have an interest in attracting more people to this career field |  | 25% | 1 |
| I have no professional connection with this career field | | 0% | 0 |
| Other (please specify) | | 0% | 0 |
| Total Respondents | | | 4 |
| | | | |

Thank you for your responses. Please indicate what you would like to do next.

| | | Response Percent | Response Total |
|---|--|-------------------------|-----------------------|
| Continue to the final wrap-up questions of this survey |  | 100% | 4 |
| Return to the Business, Management and Administration list to select another pathway. | | 0% | 0 |
| Total Respondents | | | 4 |
| | | | |

How essential are the following skills for the "Business Financial Management and Accounting" pathway?

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Apply computational skills in written documents. | 0% (0) | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Apply computational skills to computerized financial documents. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Utilize organizational skills to perform accounting and financial operations. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Apply federal, state and local laws, rules and regulations to guide storage and retention of financial records. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Identify, apply and keep current with laws and regulations that affect financial and accounting practices. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Analyze and interpret financial data to produce accurate reports. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Examine elements of an accounting system to acquire skills in applying good accounting practices. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Record business transactions to track business activities. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Collect financial data to report required financial information. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Total Respondents | | | | | | 3 |

What other skills and knowledge are essential for this career pathway?

| | | | | | | |
|--------------------------|--|--|--|--|--|----------|
| Total Respondents | | | | | | 0 |
|--------------------------|--|--|--|--|--|----------|

How would you characterize your relationship to the workforce in the career pathway of Business Financial Management and Accounting? Answer as many as applicable.

| | | Response Percent | Response Total |
|---|--|-------------------------|-----------------------|
| I make hiring decisions |  | 50% | 1 |
| I supervise people who are in this career field |  | 50% | 1 |
| I work in this career field |  | 100% | 2 |
| I have a friend or relative who works in this career field |  | 50% | 1 |
| I have an interest in improving the quality of the workforce in this area |  | 50% | 1 |
| I have an interest in attracting more people to this career field | | 0% | 0 |
| I have no professional connection with this career field | | 0% | 0 |
| Other (please specify) | | 0% | 0 |
| Total Respondents | | | 2 |

Thank you for your responses. Please indicate what you would like to do next.

| | | Response Percent | Response Total |
|--|--|-------------------------|-----------------------|
| Continue to the final wrap-up questions of this survey |  | 100% | 2 |
| Return to the Business, Management and Administration career cluster list to select another pathway. | | 0% | 0 |
| Total Respondents | | | 2 |

How essential are the following skills for the "Human Resources" pathway?

| | Very important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Manage an organization's benefits program to service employees with options and benefits. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Coordinate and administer a wage and salary program for the company. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Plan, develop and conduct training programs for a company. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Identify, develop and plan training materials to use in training and developing employees in a company. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Develop recruitment plan to obtain qualified employees. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Analyze company assessment of personnel needs to select qualified employees for current openings. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Develop separation, termination and transition procedures for processing employee personnel actions. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Identify key elements to develop and implement a performance appraisal system. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Organize and maintain an organization's personnel policies and procedures documents to assure consistency. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Establish and implement programs, practices and procedures to protect workers and the workplace. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Formulate human resources objectives, practices and policies to contribute to organizational effectiveness. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |

| | | | | | | |
|---|---------|---------|--------|--------|--------|----------|
| Recognize the importance of union-management relationships and contracts to ensure business continuity. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Total Respondents | | | | | | 2 |

What other skills and knowledge are essential for this career pathway?

| | |
|--------------------------|----------|
| Total Respondents | 0 |
|--------------------------|----------|

How would you characterize your relationship to the workforce in the career pathway of Human Resources? Answer as many as applicable.

| | | Response Percent | Response Total |
|---|---|------------------|----------------|
| I make hiring decisions |  | 50% | 1 |
| I work in this career field |  | 100% | 2 |
| I supervise people who are in this career field |  | 50% | 1 |
| I have an interest in improving the quality of the workforce in this area |  | 50% | 1 |
| I have an interest in attracting more people to this career field | | 0% | 0 |
| I have no professional connection with this career field | | 0% | 0 |
| I have a friend or relative who works in this career field |  | 50% | 1 |
| No response | | 0% | 0 |
| Total Respondents | | | 2 |

Thank you for your responses. Please indicate what you would like to do next.

| | | Response Percent | Response Total |
|--|--|-------------------------|-----------------------|
| Continue to the final wrap-up questions of this survey |  | 100% | 2 |
| Return to the Business, Management and Administration career cluster list to select another pathway. | | 0% | 0 |
| Total Respondents | | | 2 |

How essential are the following skills for the "Business Analysis" career pathway?

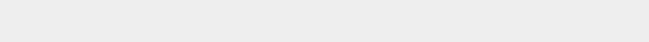
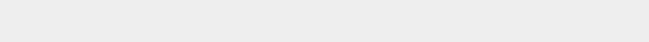
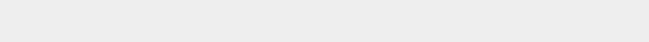
| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|---|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Use reliable information to research the problem. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Form a clear statement of the problem to ensure consistent understanding among all stakeholders. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Formulate assumptions and a hypothesis to facilitate a solution. | 0% (0) | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Compile data to validate assumptions and hypothesis. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Evaluate the data to validate assumptions and hypothesis. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Generate alternatives to facilitate comparisons. | 0% (0) | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Explore possibilities to select the most beneficial solution. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Prepare presentation of solutions to communicate to stakeholders. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Communicate with all stakeholders throughout the process to ensure alignment of energies and resources. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |

| | |
|--------------------------|----------|
| Total Respondents | 2 |
| | |

What other skills and knowledge are essential for this career pathway?

| | |
|--------------------------|----------|
| Total Respondents | 0 |
| | |

How would you characterize your relationship to the workforce in the career pathway of Business Analysis? Answer as many as applicable.

| | | Response Percent | Response Total |
|---|--|-----------------------------|---------------------------|
| I make hiring decisions |  | 100% | 2 |
| I supervise people who are in this career field |  | 0% | 0 |
| I work in this career field |  | 100% | 2 |
| I have a friend or relative who works in this career field |  | 0% | 0 |
| I have an interest in improving the quality of the workforce in this area |  | 50% | 1 |
| I have an interest in attracting more people to this career field |  | 0% | 0 |
| I have no professional connection with this career field |  | 0% | 0 |
| Other (please specify) |  | 0% | 0 |
| Total Respondents | | | 2 |
| | | | |

Thank you for your responses. Please indicate what you would like to do next.

| | | Response Percent | Response Total |
|--|--|-------------------------|-----------------------|
| Continue to the final wrap-up questions of this survey |  | 100% | 2 |
| Return to the Business, Management and Administration career cluster list to select another pathway. | | 0% | 0 |
| Total Respondents | | | 2 |

How essential are the following skills for the "Marketing and Communications" career pathway?

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|-----------------------|------------------|---------------------------|----------------------|-------------------|-------------------------|
| Apply a variety of approaches to determine the appropriate price for a product/service. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Relate factors that influence price to a product's price. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Evaluate customers and their needs to determine pricing of product or service. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Apply pricing strategies to meet competition. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Apply technology to identify a variety of approaches for determining and monitoring pricing. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Apply strategies for determining and adjusting prices to maximize return and meet customer's perceptions of value. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Use strategies necessary to determine appropriate level of customer service. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |

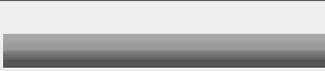
| | | | | | | |
|--|-----------------|-----------------|--------|--------|--------|-------------|
| Take necessary action to determine customer needs and wants and to respond through planned, personalized communication that influences purchase decisions. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Establish selling philosophies to develop customer loyalty and profitability. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Utilize product and company attributes to help the customer understand benefit outcomes. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Analyze client characteristics to facilitate the buying process. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Use accepted processes to complete the buying process. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Utilize standard processes to move, store, locate and/or transfer ownership of goods and services. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Disseminate information about products/services or firm to achieve a desired outcome for a product or service. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Utilize concepts, strategies and systems necessary to interact effectively with others. | 0% (0) | 100% (1) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Develop and deliver the effective customer relations skills to provide good customer service. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Provide ethical, legal and culturally sensitive information to customers and co-workers. | 0% (0) | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Apply the concepts and processes necessary to obtain, develop, maintain and improve a product/service mix. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Apply the product/service management function to a marketing business. | 0% (0) | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 2.00 |

| | | | | | | |
|---|-----------------|-----------------|--------|--------|--------|-------------|
| Apply various types of quality assurance to product service management. | 0% (0) | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 2.00 |
| Create a product mix that meets the needs of customers and produces a profit for the company. | 100% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Apply marketing factors to position products and services in a business. | 50% (1) | 50% (1) | 0% (0) | 0% (0) | 0% (0) | 1.50 |
| Total Respondents | | | | | | 2 |

What other skills and knowledge are essential for this career pathway?

| | |
|--------------------------|----------|
| Total Respondents | 0 |
|--------------------------|----------|

How would you characterize your relationship to the workforce in the career pathway of Marketing and Communications? Answer as many as applicable.

| | | Response Percent | Response Total |
|---|---|-------------------------|-----------------------|
| I make hiring decisions | | 0% | 0 |
| I supervise people who are in this career field |  | 50% | 1 |
| I work in this career field |  | 50% | 1 |
| I have a friend or relative who works in this career field | | 0% | 0 |
| I have an interest in improving the quality of the workforce in this area | | 0% | 0 |
| I have an interest in attracting more people to this career field | | 0% | 0 |
| I have no professional connection with this career field |  | 50% | 1 |
| Other (please specify) | | 0% | 0 |
| Total Respondents | | | 2 |

Thank you for your responses. Please indicate what you would like to do next.

| | | Response Percent | Response Total |
|--|--|-----------------------------|---------------------------|
| Continue to the final wrap-up questions of this survey |  | 100% | 2 |
| Return to the Business, Management and Administration career cluster list to select another pathway. | | 0% | 0 |
| Total Respondents | | | 2 |

How essential are the following skills for the "Administrative and Information Support" career pathway?

| | Very Important | Important | Slightly Important | Not Important | No opinion | Response Average |
|--|---------------------------|------------------|-------------------------------|--------------------------|-----------------------|-----------------------------|
| Use word processing software to produce documents. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Prepare documents for presentation. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Use database software to produce documents. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Use spreadsheet software to produce documents. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Choose appropriate software to enter information. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Establish and follow procedures to manage paper/manual records. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Establish and follow procedures for electronic filing. | 67% (2) | 33% (1) | 0% (0) | 0% (0) | 0% (0) | 1.33 |
| Establish and follow procedures for image processing. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Apply planning and time management principles to accomplish workplace efficiency and achieve company objectives. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |

| | | | | | | |
|---|-----------------|----------------|--------|--------|--------|-------------|
| Plan and participate in meetings. | 67% (2) | 33% (1) | 0% (0) | 0% (0) | 0% (0) | 1.33 |
| Prepare a maintenance schedule to maintain and manage equipment and supplies. | 33% (1) | 67% (2) | 0% (0) | 0% (0) | 0% (0) | 1.67 |
| Prepare travel arrangements. | 33% (1) | 67% (2) | 0% (0) | 0% (0) | 0% (0) | 1.67 |
| Use telephone skills to communicate effectively. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Select appropriate formats to prepare internal and external written documents. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Maintain records and reports to manage cash and banking procedures. | 100% (3) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 1.00 |
| Maintain employee time cards to manage payroll procedures. | 67% (2) | 33% (1) | 0% (0) | 0% (0) | 0% (0) | 1.33 |
| Study component operation to prevent, diagnose, and solve computer operations problems. | 33% (1) | 67% (2) | 0% (0) | 0% (0) | 0% (0) | 1.67 |
| Total Respondents | | | | | | 3 |
| | | | | | | |

What other skills and knowledge are essential for this career pathway?

Total Respondents

0

How would you characterize your relationship to the workforce in the career pathway of Administrative and Information Support? Answer as many as applicable.

| | | Response Percent | Response Total |
|---|--|-----------------------------|---------------------------|
| I make hiring decisions | | 0% | 0 |
| I supervise people who are in this career field |  | 33.3% | 1 |
| I work in this career field |  | 66.7% | 2 |
| I have a friend or relative who works in this career field |  | 33.3% | 1 |
| I have an interest in improving the quality of the workforce in this area |  | 33.3% | 1 |
| I have an interest in attracting more people to this career field | | 0% | 0 |
| I have no professional connection with this career field | | 0% | 0 |
| Other (please specify) |  | 33.3% | 1 |
| Total Respondents | | | 3 |

Thank you for your responses. Please indicate what you would like to do next.

| | | Response Percent | Response Total |
|--|--|-----------------------------|---------------------------|
| Continue to the final wrap-up questions of this survey |  | 100% | 3 |
| Return to the Business, Management and Administration career cluster list to select another pathway. | | 0% | 0 |
| Total Respondents | | | 3 |

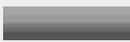
In which state do you live?

| | | Response Percent | Response Total |
|--------------------------|--|-----------------------------|---------------------------|
| Missouri |  | 100% | 15 |
| Other (please specify) | | 0% | 0 |
| Total Respondents | | | 15 |

Please indicate the professional area in which you work:

| | | Response Percent | Response Total |
|--------------------------|---|-----------------------------|---------------------------|
| Business/Industry |  | 66.7% | 10 |
| State Agency |  | 6.7% | 1 |
| Federal Agency | | 0% | 0 |
| Association/Chamber | | 0% | 0 |
| Secondary Education | | 0% | 0 |
| Postsecondary Education | | 0% | 0 |
| Other (please specify) |  | 26.7% | 4 |
| Total Respondents | | | 15 |

Years of work experience:

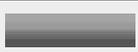
| | | Response Percent | Response Total |
|--------------|---|-----------------------------|---------------------------|
| Student | | 0% | 0 |
| 0-1 | | 0% | 0 |
| 2-5 |  | 13.3% | 2 |
| 6-10 |  | 13.3% | 2 |
| 11-20 |  | 33.3% | 5 |
| 21-30 |  | 20% | 3 |
| 31+ |  | 20% | 3 |

| | |
|--------------------------|-----------|
| Total Respondents | 15 |
| | |

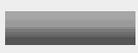
What other comments would you like to add related to career education in Missouri?

| | |
|--------------------------|----------|
| Total Respondents | 0 |
| | |

Would you be willing to participate in future surveys like this related to Missouri Career Education and workforce development?

| | | Response Percent | Response Total |
|--------------------------|--|-------------------------|-----------------------|
| Yes |  | 66.7% | 10 |
| Maybe |  | 20% | 3 |
| No |  | 13.3% | 2 |
| Total Respondents | | | 15 |
| | | | |

Would you be willing to serve on a local or state advisory council for the betterment of career education and workforce preparation in Missouri?

| | | Response Percent | Response Total |
|--------------------------|---|-------------------------|-----------------------|
| Yes |  | 33.3% | 5 |
| Maybe |  | 20% | 3 |
| No |  | 46.7% | 7 |
| Total Respondents | | | 15 |
| | | | |

If you indicated "yes" or "maybe" to either of the two questions above, please provide DESE your contact information (include name, company, address, telephone number, and e-mail address). This information will be used solely for the purposes described.

| | |
|--------------------------|----------|
| Total Respondents | 8 |
| | |

| Through which channel did you receive this survey? | | | |
|--|---|------------------|----------------|
| | | Response Percent | Response Total |
| Trade association or professional society | | 0% | 0 |
| Chamber of Commerce or industry group |  | 6.7% | 1 |
| Business colleague |  | 46.7% | 7 |
| e-mail from Department of Elementary and Secondary Education |  | 40% | 6 |
| Educator | | 0% | 0 |
| Website link | | 0% | 0 |
| Word-of-mouth | | 0% | 0 |
| Other (please specify) |  | 6.7% | 1 |
| Total Respondents | | | 15 |

| Was this survey easy to use? | | | |
|------------------------------|--|------------------|----------------|
| | | Response Percent | Response Total |
| Yes |  | 93.3% | 14 |
| No | | 0% | 0 |
| Somewhat | | 0% | 0 |
| Comments |  | 6.7% | 1 |
| Total Respondents | | | 15 |