



Chalk Talk

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PLEASE SHARE CHALK TALK WITH YOUR COLLEAGUES !!!

Letter from the Editor

Dear Educators,

YOUR CAREER →

When I look back at my career, I realize that it was not so much a carefully crafted plan but an evolution of education, awareness and experience. Like most high school students, I was trying to figure out what I wanted to do with my life. So many choices to be made based on a limited understanding of the possibilities. All along we are told to get a good education and then to secure a job. Summer jobs and part-time jobs are useful in acquainting us about the nature of work. Post-secondary education, be it university, community college or apprenticeship programs contribute to our knowledge and skill set. Still, we approach the building of our careers with apprehension.

My immediate concern upon graduation was to get a full time job to support myself. I had worked hard as a student, worked summers to save for school, and was lucky enough to have part-time jobs during university. While I was learning, I was also building a work ethic – an appreciation, really, of what it meant to work. Often the jobs that I had didn't seem related to my studies or to my career aspirations.

I was so wrong. Slowly, I had developed the skills that would allow me to pursue and persist in my chosen career path. I learned – whatever the job description – to work hard, smart, with discipline and commitment, independently or as a team.

Last year, a recent graduate approached me for a job. Articulate, well presented, and very keen, he spoke to me about his education – a double major. He eagerly assured me that he was very good at learning, to which I answered that his Degree proved that. But what I wanted to know from him was whether he could 'work' – in other words, could he demonstrate that he was willing to use his education and skill set in a productive way, with an open mind to the possibilities, that would contribute to the success of an enterprise.

This week's issue features resources and in-class presentations that will spark discussion in the classroom about choosing a career path and exploring new industries and opportunities. CoEd Communications is dedicated to supporting the important work of teachers by providing classroom resources on a range of topics. Please visit www.4edu.ca to view the many free resources available.

[Your feedback is welcome!](#)

Mary Kovack

Mary Kovack

Students can make the right Career Decisions



Insurance Institute

While insurance careers are not often top of mind and most would say "I don't want a sales job" or "insurance sounds boring" ... the fact is that the majority of roles are not sales jobs and the majority in the industry would say that insurance is far from boring! Just watch one of [our videos](#) of real insurance professionals talking about their careers! It is safe to say that in a world where new products, new frontiers, new risks emerge every day, *nothing* happens without insurance!

Did you know ... that there are currently jobs in the insurance industry going unfilled and that there will be an increasing need for new talent to be hired into the industry in the next 3 to 8 years? The findings from the Insurance Institute's recent [demographic research studies](#) confirm that the industry's retirement projection is 22% of those currently working in the industry. That means that of the 110,000 people currently working in the industry, over 24,000 will likely retire between 2012 and 2022. That's a lot of jobs to fill in an industry that continues to show signs of growth and stability through the recession.

www.career-connections.info

In an effort to help students explore possible career paths – a career prospect that most are not familiar with – the Insurance Institute's **Career Connections** program has developed a variety of resources and tools. Our aim is to (help you) introduce your students to the rewarding and varied careers in the property and casualty (home, auto and business) insurance industry in Canada. And even if their career path doesn't lead them to insurance, understanding how insurance works is an important life skill, and the career pathing tools we have online and for use in the classroom are excellent for the students to apply in all their exploration.

Let's look further at some of those tools ...

Your gateway to the property and casualty insurance industry



CAREERCONNECTIONS™
find your place in insurance

Career Exploration with Online Tools - Take Our Quiz

Our interactive website can help students explore career paths in general and into the insurance industry. Students can explore how their education, interests and experience could add up to a great career in insurance. This great [aptitude quiz](#) will help students get a better understanding of what roles in the industry might be a fit for them.

Five simple questions help visitors assess their aptitude for the different roles in insurance. These quizzes were created to be aligned with common career development assessments (such as Myers Briggs, etc.) and are a great tool for students to be introduced to self-assessment and how it relates to finding a career.

For students, we make a connection with [9 part-time or summer jobs](#). See how being a babysitter or a coffee barista can lead you to a rewarding career in insurance. The quiz guides you through a series of questions based on your aptitudes, interests, and what you are looking for in a career. Students learn about various insurance roles that may suit them based on their answers.

Students can also be led through our website to our **YouTube** Channel where [25 video clips](#) have our insurance professionals talk about their careers. The site offers great information for students as they continue their career exploration journey and gives them insight into a variety of careers that they may not have otherwise considered.



Career Talks by trained Industry Professionals

Industry professionals act as career ambassadors, sharing their personal education and career path with students. An ambassador presentation brings your teachings to life and the real world into the classroom. Ambassadors will explain how insurance works, why it is important, and the skills and education needed to pursue a career. Students are introduced to real men and women who work in the property & casualty insurance industry and realize that there is a wide variety of skills and educational backgrounds that they all possess.

Our ambassadors have visited various types of classrooms, including Planning 10, CALM, Careers, Family Studies, Business and more. In addition, many schools have invited us to attend their career fairs or speak at assemblies. Because our ambassadors are trained, they offer entertaining, engaging and educational presentations and know how to talk in front of our younger audiences. Please note that though there are a number of Ambassadors throughout the country, it is possible there may not be an Ambassador in your region.

[Please contact us to find out more information about this free program or to book an Ambassador.](#)



MARK YOUR CALENDARS — Fall/Winter 2014-15 Conferences & Workshops

The **Insurance Institute of Canada** and **Career Connections** will be attending a number of teachers' conferences across Canada this Fall. Educators are invited to stop by the Career Connections/Curriculum Connections booth display to pick up free teacher resources and find out how the lessons fit into the provincial curricula. At some conferences, Career Connections will also be presenting workshops to demonstrate how these resources help explain the important role insurance plays in our everyday lives and the relevance of how learning about insurance can inform students' future career and life decisions. Here are some of the conferences where you can meet **Career Connections** representatives:

• BC School Counsellors' Association (BCSCA)	Oct. 23-24	Delta Airport Hotel, Vancouver, BC
• Ontario Secondary School Teachers' Federation (OSSTF)	Nov. 6-7	Int'l Plaza Hotel, Toronto, ON
• Ontario Family Studies & Home Economics Educators' Association (OFSHEEA)	Nov. 8	Maple H.S., Maple, ON
• Ontario School Counsellors Association (OSCA)	Nov. 9-11	Int'l Plaza Hotel, Toronto, ON
• Science Teachers' Association of Ontario (STAO)	Nov. 13-15	Int'l Plaza Hotel, Toronto, ON
• Calgary City Teachers' Convention Association (CCTCA)	Feb. 12-13	Telus Conv. Ctr., Calgary, AB
• Greater Edmonton Teachers' Convention Association (GETCA)	Feb. 26-27	Shaw Conf. Ctr. Edmonton, AB

Don't forget to visit the Career Connections booth!

To check out future conferences, visit the Teacher's section of our website [on-line](#).

Website of the week



CURRICULUMCONNECTIONS™
understanding how insurance works

Curriculum based Lesson Plans

Curriculum Connections has worked hard to make teaching insurance easy. With our classroom ready resources students will have the opportunity to engage in meaningful activities through lesson plans for teachers, individual and group activities, while learning about insurance and the real world and still meeting curriculum expectations. Because insurance can touch many aspects of our lives our resources were created with that in mind so that they draw lessons from a variety of subject areas including:

- Career Studies/Cooperative Education
- Business Studies/Entrepreneurship
- Law/Legal Studies
- Family Studies/Life Skills
- Geography/Math/Science
- Health/Physical Education



Students can learn about topics such as extreme weather conditions and how a natural disaster can cause devastation to individuals and entire communities. Students are also coming up to some major milestones in their lives: driving a car for the first time, moving away from home, and figuring out who they are going to be in their adult lives. Our free resources help introduce topics that affect every aspect of their real world from **budgetary responsibility**, that comes with owning a car or having your own apartment, to **personal and social responsibility**, that comes with being a good person and friend and making responsible choices. The lesson plans include individual and group activities to teach about financial literacy, decision-making skills, ethical behavior in the workplace, employer expectations surrounding electronic communications, and more. Our lessons are engaging and some resources include a DVD to fully demonstrate real life scenarios.

Please visit the 'Teachers' section for [rubrics](#) by subject and province that will demonstrate how these resources can fit with your curriculum.

To order any of these free resources, visit www.career-connections.info.

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We are the Company for Education Communications. We specialize in developing, producing and evaluating school resources and award programs. Working in conjunction with Departments/Ministries of Education, school district/boards, associations, teachers and subject specialists across the country; we provide free, curriculum-based educational resources to Canadian classrooms.

The opinions, conclusions and other information expressed in the preceding content do not necessarily reflect the views of and are not endorsed by CoEd Communications.

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