

# Career Demand

**11** Recommended  
11th Grade

 Length  
90 Minutes

## About this Lesson

To introduce a variety of trends related to work and employment, students will learn about job projections and outlook to understand how their career plans may be shaped by factors beyond their control.

## Learning Objectives

By the end of this lesson, students will:

- learn about job projections and outlook
- analyze factors that impact job demand, such as changes in technology, demographics, business practices or production methods, consumer preferences, and workplace restructuring
- explore how their career plans may be shaped by demand for a career that interests them

## Driving Question

How will job trends influence my own career decisions?

## Future-Ready Skills

Analyzing

Career Awareness

Research Skills

## Lesson Breakdown

20  
minutes

### Activity 1 - Compare Career Demand

In this activity, students will review their saved careers to determine the job outlook and reflect on how they feel about the career and why the demand for it may influence their decision to pursue it.

50  
minutes

### Activity 2 - Xello Lesson: Career Demand

Direct students to complete the Xello lesson titled **Career Demand** where they'll learn about 5 common career demand factors that have the biggest impact on a career they like.

20  
minutes

### Activity 3 - Filter by Demand

In this activity, students will explore more career matches based on career demand.

## Xello Entry Point

Students will need to save 3 careers before starting this lesson. It's also recommended that students complete the **Matchmaker** assessment (phase 1) and the **Explore Career Matches** lesson.

## Vocabulary

- Career Demand
- Technological Trends
- Economical Trends
- Social Trends
- Demographic Trends
- Business Practices
- Consumer Behavior
- Workplace Restructuring
- Projections
- Job Outlook
- Factors

# Activity 1 - Compare Career Demand



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Length  
20 Minutes

## Inquiry Prompts

- Are jobs that interest me in demand?

## Teaching Strategies

In this activity, students will review their saved careers to determine the job outlook and reflect on how they feel about the career and why the demand for it may influence their decision to pursue it.

- 1 Provide the [instructions](#) on the next page to your students.
- 2 Optional: Ask students to contribute the career demand status for three careers of interest in an online form or visual tally chart. Lead a discussion around job projections based on the class data.

## Materials Required

- [Student Instructions](#)
- Computers or tablets with internet access

## Artifacts

For three career profiles, students will update how they feel about the career and add a short reflection about the career demand status.

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# Compare Career Demand

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## Student Instructions

- 1 Navigate to your saved careers in Xello and complete the following for three careers:
  - Review the career profile.
  - Identify the career demand (stable, increasing, or decreasing).
  - At the top of the profile, choose an emoji to indicate how you feel about this career.
  - Within **My Notes**, add a short reflection in regards to the identified career demand. How might this factor influence your decision to pursue it? How might your level of effort in the early stages of the career choice differ based on the demand? If a career you love is experiencing low demand, what would make you a stronger competitor for the job?
- 2 After reviewing three careers, proceed to the Xello Lesson called **Career Demand** to gain a better understanding of trends that impact job outlook.

## Activity 3 - Filter By Demand



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Length  
20 Minutes

### Inquiry Prompts

- What does the future career landscape look like?

### Teaching Strategies

In this activity, students will explore careers that are increasing in demand within a career cluster that is suggested for them (which is based on their Xello profile). Students will then select one new career to save and reflect on.

- 1 Provide the [instructions](#) on the next page to your students.
- 2 Optional: Share with your students how job demand has or has not influenced your own career path. What was the teacher job market like when you entered the career? What trends often impact secondary school teaching positions?

### Materials Required

- [Student Instructions](#)
- Computers or tablets with internet access

### Artifacts

Students will save one new career profile and identify how they feel about the career and add a short reflection about the career demand status.

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## Filter By Demand

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### Student Instructions

Which careers are projected to be increasing in demand? What factors do you think are influencing the increase? Do any of these careers interest you and why?

- 1 From **Explore Careers** in Xello, click **More Filters** and select **Increasing** career demand. Choose one or two Career Clusters that are suggested for you, or one that is of interest.
- 2 Review the results based on the above selected filters. Which career surprises you the most? Which career would you consider a possibility for yourself? Review at least three career profiles before saving one.
- 3 At the top of the profile, choose an emoji to indicate how you feel about this career.
- 4 Within **My Notes**, add a short reflection in regards to the increasing career demand:
  - Which factor do you think is impacting the increasing demand? Why do you think this? (Technological, Economical, Social, Demographic, Business Practices, Consumer Behavior, or Workplace Restructuring).
  - Consider checking out the *career outlook* details on the [U.S. Bureau of Labor Statistics](#) site to support your answers. Navigate the career clusters to find related job titles to find more information about a particular career's projection results.