Lesson Guide 💏

Identifying 10 Industry Sectors

Students read about the ten major industry sectors in New York State. They read sector descriptions, compare and contrast industry sectors and create a bar graph of class interest in each sector. Teachers can choose from a higher or lower level version of each text, or begin with the lower level version, then progress to reading the higher level version.

PREP

Be prepared to discuss the following terms: **Industry/sector** and any vocabulary from the text that might be difficult for students.

Review the following materials prior to the class:

- Overview of 10 Industry Sectors (Choose higher or lower level version)
- 10 Industry Sector worksheet
- Compare Sectors readings (Choose higher or lower level version)
- Compare Sectors worksheet

Create a graph titled *Student Interest*, using graph paper if you have it, or in the following way if you don't:

- **A.** Divide the graph paper into 20 rows and 10 columns.
- **B.** Write the name of each sector in the bottom row, using the abbreviations below.
- **C.** Label the Y axis, "Number of Students Interested." Label the X axis, "Industry Sector." The class will use this to create a bar graph of student interest.

SECTOR ABBREVIATIONS									
Sector	Abbreviation	Sector	Abbreviation						
Healthcare	HEALTH	Hospitality, Recreation, Arts	HRA						
Technology	TECH	Transportation, Warehousing	TW						
Community and Social Service	CSS	Food Production	FP						
Education and Childcare	EDU	Retail	RET						
Manufacturing	MAN	Construction	CON						





VOCABULARY

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MATERIALS

- Overview of 10 Industry Sectors / Short Sector Overviews
- 10 Sector Writing Assignment
- 10 Industry Sector worksheet
- Compare Sectors / Short Sector Overviews readings
- Comparing Sectors handout
- Chart sized graph paper (preferred) or chart paper and markers
- Sticker dots, 5 dots for each student

DISCUSS

- Have you ever heard the term industry? What does it mean?
 - > A group of related occupations, such as the Healthcare industry or the Construction industry.

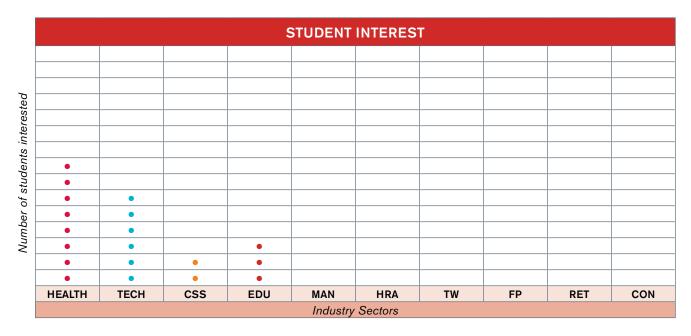
If students have trouble coming up with an answer, ask:

- When people talk about the Music industry or the Entertainment industry, what does that refer to?
 - > It refers to the people who work around the production of music or entertainment.
- What are some of the jobs included in the Music industry?
 - > Singers, composers, instrumentalists, producers, promoters, sound engineers.
- All of these careers belong to the Entertainment industry. What other jobs are part of the Entertainment industry?

- How can we define the term industry?
 - > An industry is a group of organizations that do the same type of work. It is a way of grouping employers. All of the employers in Healthcare, for example, hospitals, nursing homes and physical therapy practices, provide services to keep people healthy. The word "sector" means the same thing as "industry."

EXPLAIN

- 1 Post the blank *Student Interest* graph at the front of the room.
- 2 Distribute the *Overview of 10 Industry Sectors*. Ask students to read it once. There is a simplified version of these profiles called *Short Sector Overviews*, intended for use with lower level classes. These classes may want to read it together, with the teacher asking comprehension questions. Once students have read the lower level version, they may be able to read the higher level version and compare the differences, noting the new vocabulary.
- 3 Distribute the *10 Sector Writing Assignment* and ask students to read the instructions.
- 4 Ask students to read the sector descriptions a second time keeping the writing assignment in mind. Students should mark 3–5 industries that they are interested in learning more about by putting a star next to them.
- 5 Students complete the writing assignment.
- 6 Students discuss which sector they chose and why they chose it.
- Take 5 dots, go to the chart on the wall and post the dots in the column of 5 industries you would like to learn more about. Explain that students will do the same. At the end of the activity, the completed chart will look something like the chart below.



8 Divide the students into groups. Give each student five stickers and explain, you will create a bar graph of student interest using the stickers by putting a sticker on 3–5 industries that you want to learn more about. Make sure there is only one sticker per box.

Write on the board:

Review the sectors you put stars on.

Pick 3-5 sectors you are interested in.

Write 3 questions about each sector that will help you learn what you need to know if you want to pursue them as a career.

While students are working on the task on the board, have small groups of students, one group at a time, take their five stickers to the Student Interest chart at the front of the room and place one sticker on up to five industries that they want to learn more about. Only one sticker should be placed in each box of the grid so that it ultimately resembles a bar graph.

While one group is putting their stickers on the graph, the other groups should be discussing and writing questions about their sectors of interest for class discussion.

(**TEACHER'S NOTE**: You may use the information in the bar graph to determine which industries you may want to examine in more depth with your class using the sector-based Careerkits.)

- 10 As students finish posting dots on the chart, have them rotate back to their seats, and redirect them to the instructions on the board.
- 11 Rotate already seated students to post their dots on the board, even if they are not yet finished writing their questions. They can complete them later. Repeat the rotations until all students have posted their dots on the chart. As students finish, redirect them to work more on writing questions about their sectors of interest.

12 Discuss the bar graph with the class. You may ask questions such as:

- Which sectors are most popular with the class?
- Which sectors are the least popular?
- Ask for a few volunteers to say which fields they are interested in and why.
- Ask if students marked sectors of interest that they currently work in, or new ones.

13 If you are thinking about working in this sector, what are important things to know about the sector? What are some of the questions you wrote? Students may have questions such as:

- What tasks do people working in this sector perform?
- Where do they work? What are the work settings?
- What skills are needed? What are employers looking for?
- What education, training or certification is needed?
- 14 Divide the class into five groups. Each group should have a different reading about a pair of sectors. Teachers can choose the higher or lower level version. Each student should get a copy of the *Compare Sectors* reading passage for their group. Each group should get one *Comparing Sectors* worksheet.
- 13 Have each group pick a recorder who will write down the responses on the worksheet and a reporter who will report back to the whole class. The other group members will be collaborators/contributors. Have each group read the passage. They should discuss the similarities and differences between the two sectors in the reading. Distribute the *Comparing Sectors* chart and ask students to read the instructions at the top of the page, then complete the table on the worksheet.
- **16** Have each group report back to the class.

Ask: Why would someone want to work in one sector versus the other?

> Students may discuss differences such as working with hands or heavy lifting versus an emphasis on more intellectual or emotional work; the educational requirements, for example the prevalence of jobs that require college degrees or the availability of on-the-job-training.

Overview of 10 Industry Sectors

HEALTHCARE

The **HEALTHCARE** sector provides medical services in hospitals, nursing homes and through doctor's offices and care centers. Jobs range from entry-level positions, such as Home Health Aide or Occupational Therapy Aide, to positions that require further education and advanced skills, such as Nurse, Physical Therapist or Dietician. There are many non-clinical jobs in Healthcare such as Medical Records and Health Information Technicians. People who are satisfied and successful working in this field usually like to help others. They are concerned about the welfare of patients and can deal with people of diverse backgrounds in stressful situations. People who are caregivers must be patient and comfortable with sickness and bodily functions. Almost all positions require attention to detail and good communication skills.

Adapted from New York City Labor Market Information Service, City University of New York Labor Market Information Service, Mapping Your Future Health Care: Beyond Hospitals and Nursing Homes, https://www.gc.cuny.edu/CUNY_GC/media/365-Images/Uploads%20 for%20LMIS/Information%20Tools/LTW/Health-Care-8-5x11-rearranged.pdf



Photo: Minerva Studio/ Bigstock

TECHNOLOGY

People who work in the **TECHNOLOGY** sector focus on developing and maintaining computer hardware, software and networks. Hardware includes the physical parts of a computer, such as the microchips, screen, keyboard and mouse. Software includes the operating systems, such as Microsoft Windows, and the applications, such as Microsoft Word. Networks are groups of devices, such as computers and printers, which are connected to each other and to the Internet. Jobs generally fall into the following settings: jobs inside technology companies such as hardware engineers who work for Apple and jobs outside of technology companies, such as running a database for a hospital. Technology jobs require people who are flexible and quick learners. While there are entry-level Technology jobs that may only require basic training or a professional certification, most Technology jobs require at least a college degree.



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Adapted from Labor Market Information Service, May 2016

COMMUNITY AND SOCIAL SERVICES

Individuals who work in the **COMMUNITY AND SOCIAL SERVICES** (CSS) sector help people improve their lives by providing a wide range of services such as Substance Abuse Counseling, Health Education and Mental Health Services. CSS occupations such as Police Officer, Firefighter and Sanitation Worker help keep communities clean and safe. Many CSS workers help people who are experiencing hardship or recovering from trauma. Some focus on different age groups such as children or the elderly. CSS workers also include those who help people look and feel their best, such as Barbers, Hairstylists, and Personal Trainers. Most CSS employees work directly with clients so good communication skills are important. There are many different types of CSS jobs. These jobs require different levels of education, ranging from a high school diploma or equivalent to a Bachelor's degree or higher, and have widely varying responsibilities. Many CSS jobs are in non-profit and government agencies, but they can also be in group homes, residential care facilities, senior centers, community health centers, religious organizations or outdoors in local neighborhoods.

Photo from from http://www. beautyschool.com/articles/ cosmetology-apprentice

Adapted from https://www.gc.cuny.edu/CUNY_GC/media/365-Images/Uploads%20for%20 LMIS/Information%20Tools/LTW/Community-Soc-Serv-8-5x11.pdf

EDUCATION AND CHILDCARE

The **EDUCATION AND CHILDCARE** sector provides education and training to adults and children in K-12 schools, colleges, and training centers and provides day care services for infants and young children. Most jobs in this industry involve teaching or caring for students who are children or young adults. People in this industry must enjoy working with young people. They also need to have good communication, writing and planning skills. They need to be organized and able to work with other people. While some jobs are available to people without degrees, a Bachelor's or Master's degree is required for many full-time teaching and related positions.

Written by the Labor Market Information Service (LMIS) and Ellen Baxt



Photo © goodluz /123RF Stock Photo

MANUFACTURING

The **MANUFACTURING** industry uses raw materials or parts to produce a wide variety of finished goods, such as clothing, electronics and cars, in factories and mills. Manufacturing occupations include 1) Working as part of a team that assembles finished products or finished parts; 2) Inspecting, testing, sampling, or weighing raw materials, parts or products to see if they are in good condition; 3) Operating machines to produce specific metal parts, instruments and tools; 4) Coordinating the production process and supervising workers; and 5) Selling products to businesses or groups of individuals. Most entry-level jobs in Manufacturing require a high school diploma or equivalent and/or on-the-job or certificate training. Many Manufacturing companies provide additional training. Promotions within a company are common.

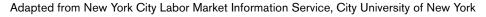




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HOSPITALITY, RECREATION AND THE ARTS

The **HOSPITALITY, RECREATION AND THE ARTS** industry includes hotels and lodging, restaurants, bars and other food and beverage providers, and sports, entertainment, cultural amusements and attractions. Settings in this sector vary from restaurants to sports arenas to bowling alleys, hotels, museums, clubs, Broadway and movie theatres. The range of jobs in this sector is equally broad. People who thrive in this industry like working at a fast pace, working with their hands, being creative, and serving people. Good customer service and communication skills are essential. Many entry-level jobs in the industry do not have minimum education requirements and emphasize hands-on training, which makes the industry a good career path for individuals looking to improve their economic prospects. This sector is also attractive to people with barriers to employment, including those with difficult pasts. Mid-level and upper-level jobs generally require an Associate's or Bachelor's degree and/ or certificate training.

Adapted from Office of the New York State Comptroller, The Hotel Industry in New York City, http://www.osc.state.ny.us/osdc/hotel_industry_nyc_rpt2_2017.pdf Labor Market Information Service, Mapping Your Future Culinary & Food Services, https:// www.gc.cuny.edu/CUNY_GC/media/365-Images/Uploads%20for%20LMIS/Information%20 Tools/LTW/Culinary-Food-Services-8-5x11-rearranged.pdf https://www2.careercruising.com/careers/clusters/0/ht/usnational



From http://blog.leonardo. com/wp-content/ uploads/2014/06/86543839.jpg

TRANSPORTATION AND WAREHOUSING

The **TRANSPORTATION AND WAREHOUSING** sector moves people and things from one place to another. This includes airlines, trains, buses, taxis, cargo ships and companies that deliver packages. Warehousing is the storage of items for people and businesses. Some jobs are in Customer Service and others are Technical. People in Customer Service have patience and like to help people. People in Technical jobs like to build and fix things and work with their hands. Employers look for good problem solving and communication skills. Safety and security is a high priority, so many jobs require background checks and drug testing. Many jobs are unionized. A high school diploma or equivalent is required for most entry-level jobs, but some have no minimum education requirement. Many transportation jobs require a "clean" driver's license, even if the job doesn't involve driving.

Adapted from Labor Market Information Service, Mapping Your Future: Travel and Transportation, https://www.gc.cuny.edu/CUNY_GC/media/365-Images/Uploads%20for%20 LMIS/Information%20Tools/LTW/Transportation-8-5x11-rearranged.pdf Bureau of Labor Statistics, Industries at a Glance: Warehousing and Storage: NAICS 493, https://www.bls.gov/iag/tgs/iag493.htm

FOOD PRODUCTION

The FOOD PRODUCTION sector contains two groups, occupations involved with that: 1) Growing crops and raising or catching animals for food and 2) Manufacturing food for sale, such as flour, sugar, cookies, cakes, snack foods and pet food. People that work for establishments that grow crops and raise or catch animals for food usually work outdoors in all kinds of weather. They work in settings such as farms, ranches, dairies, greenhouses, orchards, or hatcheries. Farm labor is physically active, and includes bending, lifting and carrying heavy loads. People that work for establishments that manufacture food for sale usually work indoors in factories or mills. They must be good at following instructions. Many jobs involve lifting and moving heavy loads and spending a lot of time on your feet. Food Production workers must know a lot about and follow safety procedures. Most entry-level careers in Food Production do not require education beyond a high school diploma or equivalent. However, certificate programs are required for some jobs. Mid-level and upper-level jobs generally require an Associate's, Bachelor's, or advanced degrees and/ or certificate training.

Adapted from New York City Labor Market Information Service, City University of New York



From https://sustainability.ncsu. edu/blog/changeyourstate/howhard-is-farming/a



From http://webarchive. wcpss.net/blog/wp-content/ uploads/2013/05/drivers.jpg

RETAIL

The **RETAIL** industry is comprised of individuals and companies engaged in the selling of finished products, such as groceries, cars, furniture and electronics, to consumers. Retailing occurs in physical stores, where purchases are made on site and Non-Store Retailers. Purchases at nonstore retailers are typically made online, and through infomercials, direct mail advertising, catalog sales, in-home demonstrations and vending machines. The major functions of retailing include: buying, store operations including retail sales, sales promotion and advertising, bookkeeping and accounting, and managing personnel. Strong customer service and communication skills are essential. A high school diploma or equivalent is required for most entry-level jobs, but some have no minimum education requirement. Mid-level and upper-level jobs generally require an Associate's or Bachelor's degree and/or certificate training.



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Adapted from New York City Labor Market Information Service, City University of New York Bureau of Labor Statistics, Occupational Outlook Handbook, https://www.bls.gov/ooh/sales/ home.htm

Bureau of Labor Statistics Industries at a Glance: Retail Trade: NAICS 44-45, https://www. bls.gov/iag/tgs/iag44-45.htm

The Balance, https://www.thebalance.com/us-retail-industry-overview-2892699 The Vault, Retail Overview, http://www.vault.com/industries-professions/industries/retail.aspx

CONSTRUCTION

The **CONSTRUCTION** sector builds public infrastructure such as highways, bridges, sewer systems and dams, constructs buildings such as homes and offices and includes workers who have specialty skills such as Carpenters, Electricians and Plumbers. Most Construction jobs require physical fitness, an attention to detail, good communication and math skills. Entry-level positions include Laborers who clean construction sites, load and unload materials, build scaffolding and dig trenches and Helpers who assist skilled trade workers. Although a high school diploma or equivalent is required for some entry-level jobs, most have no minimum education requirement, and emphasize hands-on training, which makes the industry a good career path for individuals looking to improve their economic prospects. This sector is also attractive to people who may have had difficulty finding work in the past. Mid-level positions, such as Electrician, Plumber or Equipment Operator require advanced skills and industry recognized credentials. Many Construction jobs are unionized and require completing an apprenticeship. There are sharp differences in pay and work conditions between unionized and non-unionized jobs.

Adapted from New York City Labor Market Information Service, City University of New York Empire State College, SUNY, What is the Construction Industry, An Economic Fact Book, https://www.esc.edu/media/academic-affairs/harry-vanarsdale/hvacls-publications/ Construction-Industry-Fact-Book.pdf

The Balance, https://www.thebalance.com/construction-skills-list-2062378



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Short Sector Overviews

HEALTHCARE

The **HEALTHCARE** sector provides medical services in hospitals, nursing homes and through doctor's offices and care centers. There are entrylevel jobs such as Home Health Aide or Occupational Therapy Aide (an Occupational Therapy Aide helps people who have been injured learn to do everyday tasks like cooking). Other jobs require more education and advanced skills, such as Nurse, Physical Therapist or Dietician. There are many non-clinical jobs that do not involve touching a patient. Examples are receptionists or people who work in the office to keep track of patient medical records. People who are happy and successful working in this field usually like to help others. They are concerned about patients and help people of different cultures and backgrounds in stressful situations. People who are caregivers must be patient. They must be comfortable with sickness and bodily functions. Almost all positions require attention to detail and communication skills.



Photo: Minerva Studio/ Bigstock

TECHNOLOGY

People who work in the **TECHNOLOGY** sector work with computers. They might work with computer hardware. Hardware includes the physical parts of a computer, such as the microchips, screen, keyboard and mouse. Instead, they might work with software. Software includes the operating systems, such as Microsoft Windows, and the applications, such as Microsoft Word. Finally, they might work with networks. Networks are groups of computers and printers which are connected to each other and to the Internet. If you work in this sector, you will might work inside a technology company—perhaps as a hardware engineers for Apple. Or you might work outside of a technology company, such as fixing computer problems in a hospital. Technology jobs require people who are flexible and quick learners. While there are entry-level Technology jobs that may only require basic training or a professional certification, most Technology jobs require a college degree.



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COMMUNITY AND SOCIAL SERVICES

Those who work in the **COMMUNITY AND SOCIAL SERVICES (CSS)** sector help people improve their lives by providing a wide variety of services. These might include Substance Abuse Counseling, Health Education and Mental Health Services. Police Officers, Firefighters and Sanitation Workers also fall into this group, because they help keep communities clean and safe. Many workers in this field help people who

Short Sector Overviews (continued)

are going through difficult experiences or recovering from trauma. Some focus on different age groups such as children or the elderly. Community and Social Service workers also include those who help people look and feel their best, such as Barbers, Hairstylists, and Personal Trainers. Most CSS employees work directly with people, so good communication skills are important. There are many different types of CSS jobs. These jobs require different levels of education, ranging from a high school diploma or equivalent to a Bachelor's degree or higher. If you work in this field, you might work at a government agency, group home, senior center, community health center, religious organization, or outdoors in local neighborhoods.

EDUCATION AND CHILDCARE

The EDUCATION AND CHILDCARE sector provides education and training to adults and children in K-12 schools, colleges, and training centers and provides day care services for infants and young children. Most jobs in this industry involve teaching or caring for students who are children or young adults. People in this industry must enjoy working with young people. They also need to have good communication, writing and planning skills. They need to be organized and able to work with other people. While some jobs are available to people without degrees, a Bachelor's or Master's degree is required for many full-time teaching and related positions.

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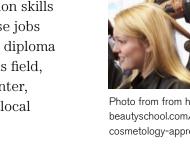
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MANUFACTURING

The **MANUFACTURING** industry uses raw materials like wood, metal, plastic, or glass, or cloth parts to produce a wide variety of goods, such as clothing, electronics and cars, in factories and mills. Because of advances in technology, most products are made using computerized equipment, so Manufacturing workers need to be comfortable using computerized machinery. Manufacturing occupations include 1) Working as part of a team that assembles products or parts; 2) Inspecting, testing, sampling, or weighing materials, parts or products to see if they are in good condition; 3) Operating machines to produce specific metal parts and tools; 4) Making sure the production process moves smoothly and supervising workers; and 5) Selling products to businesses or groups of people. Most entry-level jobs in Manufacturing require a high school diploma or equivalent and/or on-the-job or certificate training. Many Manufacturing companies provide additional training. Promotions within a company are common.



Photo © Sasin Tipchai / Bigstock



Short Sector Overviews (continued)

HOSPITALITY, RECREATION AND THE ARTS

The **HOSPITALITY, RECREATION AND THE ARTS** industry includes hotels and lodging, restaurants, bars and other food and drink providers, sports, and entertainment, If you work in this sector, you might work in a restaurant, sports arena, bowling alley, hotel, museum, night club, or theatre. There are many different kinds of jobs in this field. People who do well in this industry like working at a fast pace, working with their hands, being creative, and serving people. Good customer service and communication skills are essential. Many entry-level jobs in the industry do not have minimum education requirements and emphasize learning on the job. This makes the industry a good choice for people looking to increase their incomes. This sector is more welcoming than others to people with barriers to employment, including those who have been in prison or addicted to drugs. Mid-level and upper-level jobs generally require an Associate's or Bachelor's degree and/or certificate training.



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TRANSPORTATION AND WAREHOUSING

The **TRANSPORTATION AND WAREHOUSING** sector moves people and things from one place to another. Nearly all businesses and people use this sector to get to work or appointments, and to receive and deliver packages. It includes airlines, trains, buses, taxis, cargo ships and shipping companies. In New York City, it includes many foot and bike messengers. Warehousing is the storage of items for people and businesses. Some jobs have a lot of customer contact and others involve working with computers and machines. Employers look for good problem solving and communication skills. Safety and security is a high priority, so many jobs require background checks and drug testing. Many jobs are unionized. A high school diploma or equivalent is required for most entry-level jobs, but some have no minimum education requirement. Many transportation jobs require a "clean" driver's license, even if the job doesn't involve driving.



From http://webarchive. wcpss.net/blog/wp-content/ uploads/2013/05/drivers.jpg

FOOD PRODUCTION

The **FOOD PRODUCTION** sector includes two main types of jobs. One involves growing crops and raising or catching animals for food. The other involves manufacturing food for sale, such as flour, sugar, cookies, cakes, snack foods and pet food. People that grow crops and raise or catch animals for food usually work outdoors in all kinds of weather. They work in places such as farms, ranches, dairies, greenhouses, orchards, or hatcheries. Farm work is physically active, and includes bending,



Photo from https://sustainability.ncsu.edu/blog/changeyourstate/how-hard-is-farming/a

Short Sector Overviews (continued)

lifting and carrying heavy loads. People that manufacture food for sale usually work indoors in factories or mills. They must be good at following instructions. Many jobs involve lifting and moving heavy loads and are very physical jobs. Food Production workers must follow safety procedures. Most entry-level careers in Food Production do not require education beyond a high school diploma or equivalent. However, certificate programs are required for some jobs. Mid-level and upper-level jobs generally require an Associate's, Bachelor's, or advanced degrees and/or certificate training.

RETAIL

People who work in the **RETAIL** industry sell products such as groceries, cars, furniture and electronics, to consumers. Retailing occurs in physical store and online—also through TV and direct mail advertising, catalog sales, and vending machines. Retail jobs include: buying and selling products, advertising, accounting, and managing workers. Strong customer service and communication skills are essential. A high school diploma or equivalent is required for most entry-level jobs, but some have no minimum education requirement. Mid-level and upper-level jobs generally require an Associate's or Bachelor's degree and/or certificate training.



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CONSTRUCTION

The **CONSTRUCTION** sector builds highways, bridges, sewer systems and dams, and constructs buildings such as homes and offices. It includes workers who have special skills such as Carpenters, Electricians and Plumbers. Most Construction jobs require physical fitness, an attention to detail, good communication and math skills. Entry-level positions include Laborers who clean construction sites, load and unload materials, build scaffolding and dig trenches and Helpers who assist skilled trade workers such as Carpenters and Electricians. Although a high school diploma or equivalent is required for some entry-level jobs, most have no minimum education requirement, and emphasize on-the-job learning, which makes the industry good for people looking to increase their incomes. This sector is also good for people who may have had a hard time finding work in the past. Mid-level positions, such as Electrician, Plumber or Equipment Operator require advanced skills and training certificates that are approved by the industry. Many Construction jobs are unionized and require completing an apprenticeship. There are significant differences in pay and work conditions between unionized and non-unionized jobs.



From http://www. aztecwindsolarpower.com/wpcontent/uploads/2015/02/ professional-solar-panel-installers-1024x683.jpg

10 Sector Writing Assignment

Pick one industry that interests you the most. Write a paragraph explaining why you are interested in this sector. Include two things you would want to know more about in this industry.

