



Cross-Cutting Clusters

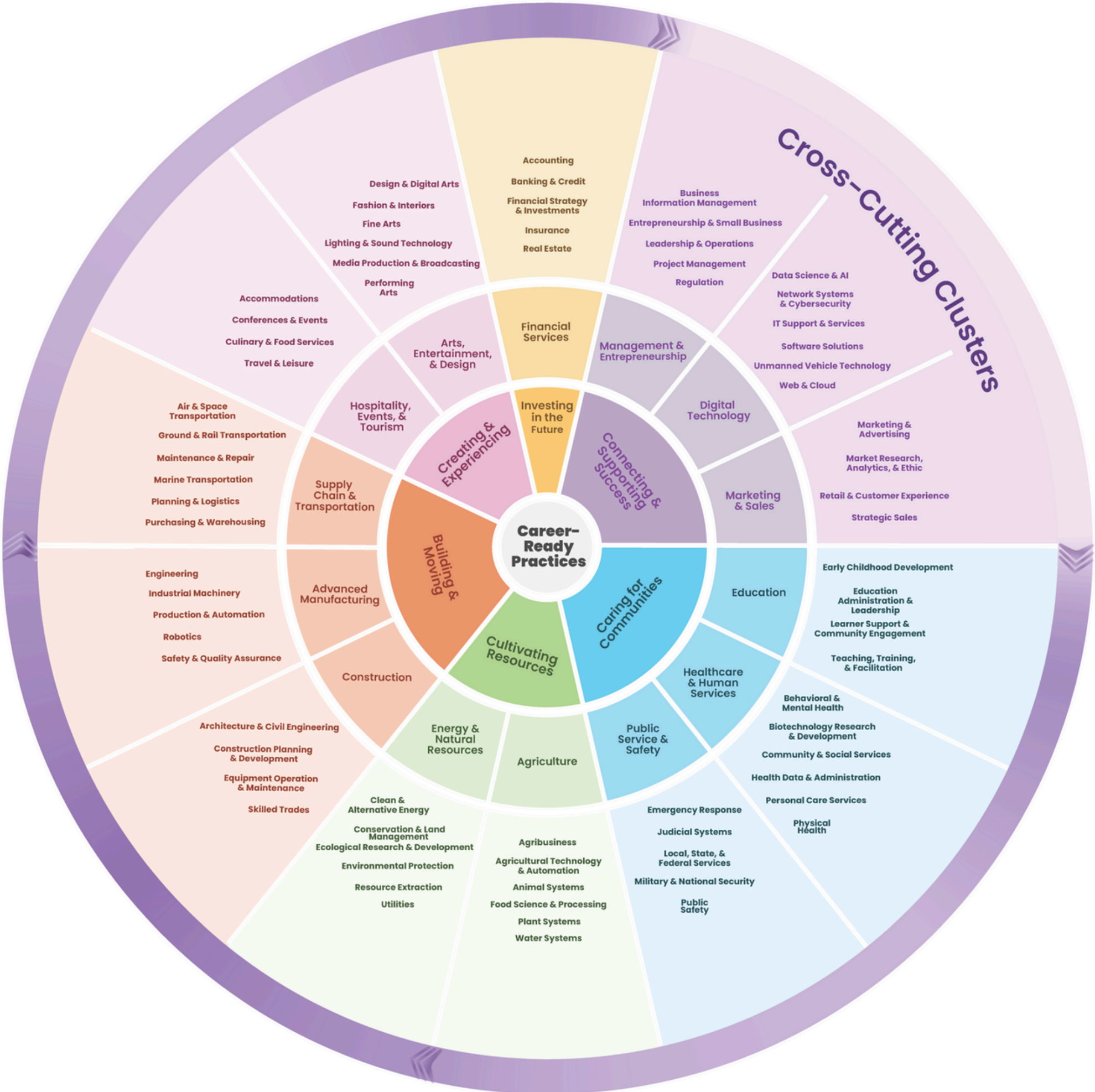
Future-Ready Pathways

The National Career Clusters® Framework Wheel

All learners deserve to participate in meaningful career exploration and preparation experiences through Career Technical Education (CTE) that prepare them for the changing and interconnected world of work.

This resource takes a look at how embedding the Cross-Cutting Clusters increases the impact and relevancy of the other Clusters, resulting in future-ready skills and careers.

To learn more about the framework, visit careertech.org or scan the QR code below.





Building & Moving

Advanced Manufacturing | Construction |
Supply Chain & Transportation

Advanced Manufacturing



Digital Technology

A learner develops a simplified predictive maintenance system for a small-scale manufacturing process, such as a school's 3D printer or a CNC machine at a local makerspace. They start by manually recording instances of print failures, machine errors, or tool wear in a spreadsheet. Using basic data analysis, they create a maintenance schedule that predicts when certain components may need cleaning or replacement. The final project includes them teaching their classmates the best way to take care of the machines.

FOR HIGH SCHOOL

CURRENT CAREERS



CNC MACHINIST



INDUSTRIAL
MAINTENANCE
TECHNICIAN



AUTOMATION
TECHNICIAN

EMERGING CAREERS



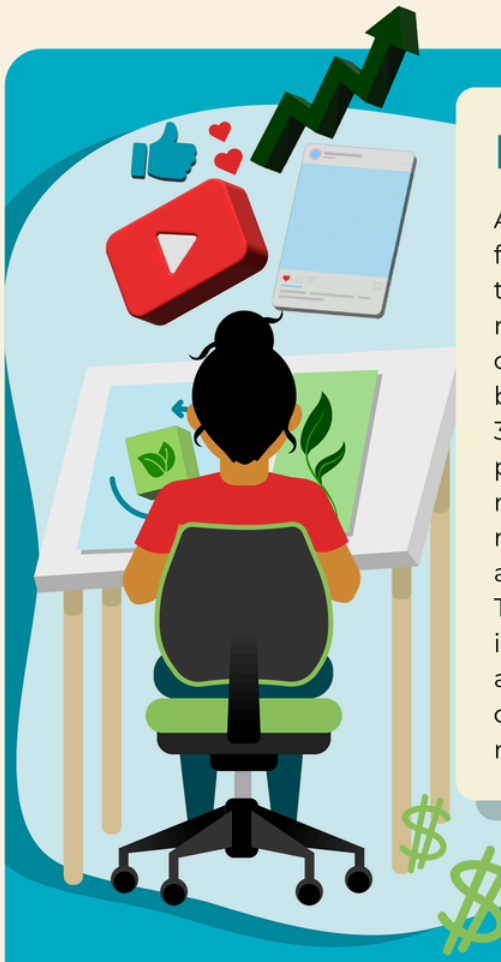
ADDITIVE
MANUFACTURING
ENGINEER



SMART FACTORY
SYSTEMS ANALYST



DIGITAL TWIN
ENGINEER



Marketing & Sales

A learner develops a marketing campaign for a school or community-based product that highlights sustainable manufacturing methods. For example, they could collaborate with a local eco-friendly brand that uses recycled plastics for 3D printing or bio-based materials in production. The learner creates digital marketing materials, including social media posts, a short promotional video, and a simple website or online store. They analyze engagement and customer interest using built-in social media analytics and present their findings to demonstrate the effectiveness of their marketing strategy.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



B2B MARKETING
SPECIALIST FOR
INDUSTRIAL PRODUCTS



MANUFACTURING
PRODUCT MANAGER



TECHNICAL SALES
ENGINEER

EMERGING CAREERS



ECO-PRODUCT
MARKETING
STRATEGIST



SUSTAINABILITY
BRAND AMBASSADOR



DIGITAL AUTOMATION
MARKETING SPECIALIST



Management & Entrepreneurship

A learner creates a small business prototype offering customized 3D-printed keychains, phone stands, or school spirit merchandise for their classmates. They conduct a survey to identify popular product designs, calculate costs for materials and production, and establish pricing to make a small profit. Using free or low-cost design software, they prototype designs, market their products through social media or a school website, and develop a pitch for potential expansion, including ideas for a pop-up store and partnerships with local businesses or community organizations.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



MANUFACTURING
OPERATIONS
MANAGER



PRODUCT
DEVELOPMENT
MANAGER



SMALL-SCALE
MANUFACTURING
BUSINESS OWNER

EMERGING CAREERS



3D PRINTING
BUSINESS STRATEGIST



LEAN
MANUFACTURING
CONSULTANT



INDUSTRIAL AI &
AUTOMATION
CONSULTANT



Digital Technology

A team of learners studies the required infrastructure to create smart housing. Through incentives and partnership with local businesses, they are provided with the necessary supplies and tools to build a "smart house of the future." To do this, they must learn about emerging technologies like heat pumps and geothermal, as well as the integration of the Internet of Things in a home. They then construct a tiny home physically (or digitally through an online module) that is engineered to be a home of the future. The business partnerships that make this project possible may lead to an apprenticeship for some of the participating learners, etc.

FOR HIGH SCHOOL

CURRENT CAREERS



DRONE OPERATOR
FOR CONSTRUCTION



CONSTRUCTION
TECHNOLOGY
MANAGER



BUILDING INFORMATION
MODELING (BIM)
SPECIALIST

EMERGING CAREERS



SMART BUILDING
SYSTEMS ENGINEER



AUTONOMOUS
CONSTRUCTION
EQUIPMENT OPERATOR



SMART
INFRASTRUCTURE
DESIGNER



Marketing & Sales

Learners take on the role of a construction sales estimator, working in teams to scope a small-scale construction service—like building raised garden beds, assembling storage sheds, or painting rooms. They gather measurements, price materials and labor, and create a formal bid or estimate to present to a mock client. Students practice negotiation, proposal writing, and cost breakdowns, developing skills in pricing strategy, upselling, and client relationship management.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



CONSTRUCTION SALES
REPRESENTATIVE



CONSTRUCTION
MARKETING MANAGER



DEVELOPER
MARKETING

EMERGING CAREERS



SUSTAINABLE
CONSTRUCTION
MARKETING STRATEGIST



PREDICTIVE
SALES ANALYST
(CONSTRUCTION MARKETS)



SMART INFRASTRUCTURE
SALES CONSULTANT



Management & Entrepreneurship

Learners develop a business plan for a sustainable tiny home company, focusing on affordable, eco-friendly housing solutions for urban areas, disaster relief, or minimalist living. They research and propose cost-effective materials such as reclaimed wood, solar panels, and rainwater collection systems. As part of the project, they design blueprints, estimate construction costs, identify target markets, and outline a marketing strategy aimed at potential buyers like young professionals, retirees, or eco-conscious consumers.

FOR HIGH SCHOOL

CURRENT CAREERS



GENERAL
CONTRACTOR



CONSTRUCTION
PROJECT MANAGER



OPERATIONS
MANAGER FOR
CONSTRUCTION FIRMS

EMERGING CAREERS



MODULAR &
PREFABRICATED
HOUSING DEVELOPER

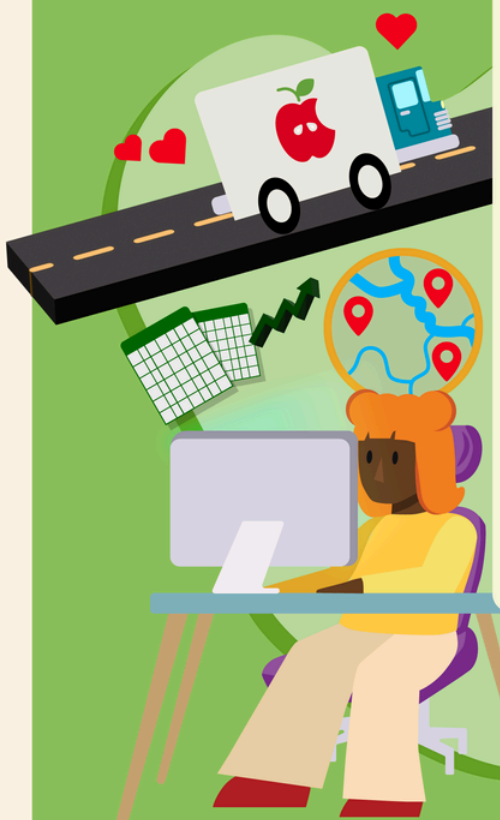


3D-PRINTED
HOUSING
ENTREPRENEUR



CONSTRUCTION
WASTE MANAGER

Supply Chain & Transportation



Digital Technology

A learner creates a simple digital tracking system for a school or community food pantry to improve inventory management and distribution. Using a spreadsheet or free logistics tools like Google Forms and QR codes, they track donations and deliveries to ensure food items are distributed efficiently. The learner explores route optimization using free mapping software like Google Maps to find the most efficient delivery paths, reducing waste and fuel usage.

FOR MIDDLE SCHOOL
HIGH SCHOOL

CURRENT CAREERS



DIGITAL SUPPLY
CHAIN ANALYST



TRANSPORTATION
SYSTEMS DEVELOPER



LOGISTICS
TECHNOLOGY
MANAGER

EMERGING CAREERS



AUTONOMOUS
FLEET OPERATIONS
PROVIDER



PREDICTIVE
MAINTENANCE PLATFORM
FOR LOGISTICS



BLOCKCHAIN-BASED
SUPPLY CHAIN
TRANSPARENCY
SPECIALIST



Marketing & Sales

A learner designs a crisis response communication plan for a local business or school cafeteria to address supply chain disruptions, such as food shortages or delayed shipments. They research how businesses and organizations communicate delays to customers, prevent panic, and manage expectations. Using their findings, they develop digital marketing materials, including social media updates, infographics, and a short video explaining alternative solutions, such as sourcing from local suppliers or adjusting menus. They then conduct focus groups to assess customer trust and understanding.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



SALES & OPERATIONS
PLANNING (S&OP)
MANAGER



CUSTOMER RELATIONSHIP
MANAGER IN LOGISTICS



PRODUCT LIFECYCLE
MANAGER

EMERGING CAREERS



SUSTAINABLE LOGISTICS
MARKETING STRATEGIST



CIRCULAR ECONOMY
CONSULTANT



BIOMATERIALS
PRODUCT DESIGNER



Management & Entrepreneurship

Learners act as project managers to design and run a small-scale delivery service for a school or community event, such as distributing snacks, books, or supplies. They create a timeline, assign roles, and use digital tools to manage orders and logistics. Learners apply project management skills including goal setting, resource allocation, problem-solving, and risk assessment. They conclude the project with a retrospective that evaluates efficiency and offers future recommendations.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



CHIEF SUPPLY
CHAIN OFFICER (CSCO)



WAREHOUSE
OPERATIONS MANAGER



PROCUREMENT
MANAGER

EMERGING CAREERS



SUPPLY CHAIN
RESILIENCE & RISK
MANAGEMENT
CONSULTANT



URBAN MOBILITY &
SMART TRANSPORTATION
CONSULTANT



AUTONOMOUS
FLEET OPERATIONS
MANAGER



Caring for Communities

Education, Healthcare & Human Services |
Public Service & Safety



Digital Technology

Learners will imagine and design a futuristic AI tutor or digital assistant that enhances personalized learning. First, this will involve thinking of their ideal personalized tutor. Using accessible tools like ChatGPT, Scratch, or Canva, they will develop a concept for an AI-powered chatbot, voice assistant, or interactive website that helps learners study, stay organized, or learn a new skill. They will create a prototype, storyboard user interactions, and present their AI's unique features in a simulated investor pitch, explaining how it could revolutionize education, lifelong learning and reskilling the workforce.


FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS

- IT SUPPORT SPECIALIST IN SCHOOLS
- E-LEARNING DEVELOPER
- INSTRUCTIONAL TECHNOLOGIST

EMERGING CAREERS

- AI-POWERED LEARNING DESIGNER
- IMMERSIVE LEARNING SPECIALIST
- PERSONALIZED LEARNING UX DESIGNER



Marketing & Sales

Learners will produce and market their own educational podcast focused on a subject of interest, such as "Science Mysteries Explained," "History's Hidden Stories," or "Math in Real Life." Teams will research topics, script episodes, record audio using free tools like Audacity or Anchor, and develop a launch strategy that includes branding, social media promotion, and potential sponsorships. The final step will be a public launch, where they track engagement and reflect on marketing strategies that worked best.


FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS

- EDUCATION MARKETING COORDINATOR
- DIGITAL COMMUNICATIONS COORDINATOR
- SCHOOL DISTRICT RELATIONS OFFICER

EMERGING CAREERS

- GAMIFICATION SPECIALIST
- LEARNING MARKETPLACE PROMOTER
- LEARNING EXPERIENCE MARKETING CONSULTANT



Management & Entrepreneurship

Learners will create an educational escape room experience that teaches a key concept of their choice. This concept could be about anything, from math to cooking to recording music. Acting as both entrepreneurs and instructional designers, they will develop puzzles, craft a storyline, and map out the game flow. They must also consider business logistics—pricing models, marketing strategies, and user experience design. The final event will be a live test run where classmates attempt to "escape" while learning in the process!

FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS

- SCHOOL ADMINISTRATOR
- EDUCATIONAL CONSULTANT
- TUTORING CENTER OWNER/MANAGER

EMERGING CAREERS

- MICROSCHOOL FOUNDER
- LEARNING EXPERIENCE DESIGNER
- IMPACT INVESTOR

C Healthcare & Human Services

Digital Technology

Learners will act as health innovators by designing a Virtual Wellness Hub—an interactive digital platform offering accessible healthcare and human services. Features may include AI mental health check-ins, first-aid tutorials, nutrition tracking, or a local services chatbot. Using digital tools, learners will create a user-friendly prototype for diverse populations. They'll research community health needs, interview professionals, and explore digital health trends.

FOR HIGH SCHOOL

CURRENT CAREERS



TELEHEALTH
COORDINATOR



MEDICAL DEVICE
TECHNICIAN



HEALTH INFORMATICS
SPECIALIST

EMERGING CAREERS



BIOMEDICAL
DATA SCIENTIST



AI PATIENT
CARE DEVELOPER



CLINICAL DATA
ANALYST

Marketing & Sales

Learners will launch a social media challenge to educate peers on health topics like mental health, nutrition, or disease prevention. Using digital community platforms, they'll create short videos with interactive elements like quizzes, duets, AI visuals, and myth-busting. Participants will be encouraged to respond, share verified info, and tag friends. Learners will track engagement, analyze impact, and present findings while exploring strategies to combat health misinformation online.

FOR HIGH SCHOOL

CURRENT CAREERS



HEALTHCARE
MARKETING
MANAGER



MEDICAL SALES
REPRESENTATIVE



COMMUNITY
HEALTH OUTREACH
COORDINATOR

EMERGING CAREERS



PERSONALIZED HEALTH
AND WELLNESS COACH



PATIENT ENGAGEMENT
MARKETING SPECIALIST



PUBLIC HEALTH
INFLUENCER & ADVOCATE

Management & Entrepreneurship

Learners will create a business plan for a mobile health clinic offering services like mental health check-ins and wellness screenings. Using GIS tools, they'll identify underserved areas and analyze health disparities. To ensure sustainability, they'll propose funding via local sponsorships, crowdfunding, and grants. Learners will also design a mobile app for scheduling and updates. The project ends with a formal pitch to educators or health professionals.

FOR HIGH SCHOOL

CURRENT CAREERS



HEALTHCARE
ADMINISTRATOR



NURSING HOME
DIRECTOR



MEDICAL OFFICE
MANAGER

EMERGING CAREERS



HEALTH & WELLNESS
STARTUP FOUNDER



MEDICAL INNOVATION
CONSULTANT



PERSONALIZED
HEALTHCARE
SUBSCRIPTION
MANAGER

Public Service & Safety

Digital Technology

Learners will take on the role of civic innovators to develop a digital tool that enhances public safety and community well-being. They will design a Smart Community Safety App or website that provides real-time alerts, emergency response guides, and digital resources for local residents. Features may include an AI-powered chatbot for non-emergency questions, a crowdsourced hazard reporting system, or an interactive safety map highlighting important locations like fire stations, hospitals, and emergency shelters.

FOR HIGH SCHOOL

CURRENT CAREERS



CYBERSECURITY ANALYST



EMERGENCY MANAGEMENT SPECIALIST



PUBLIC SAFETY GIS ANALYST

EMERGING CAREERS



SMART CITY INFRASTRUCTURE MANAGER



PUBLIC SAFETY & COMMUNITY ENGAGEMENT DIRECTOR



DISASTER COMMUNICATION & PUBLIC ALERT COORDINATOR

Marketing & Sales

Learners will design a marketing campaign to promote a critical public service issue, such as fire safety, digital security, or mental health awareness. They will research target audiences, develop branding and messaging strategies, and create digital content and outreach plans. By incorporating community engagement tactics, learners will gain hands-on experience in public relations, strategic communication, and social impact marketing.

FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS



PUBLIC INFORMATION OFFICER



NONPROFIT MARKETING MANAGER



COMMUNITY OUTREACH COORDINATOR

EMERGING CAREERS



GOVERNMENT & CIVIC ENGAGEMENT STRATEGIST



CRISIS & EMERGENCY COMMUNICATION SPECIALIST



ETHICAL INFLUENCE & MISINFORMATION STRATEGIST

Management & Entrepreneurship

Learners identify a business idea and research local laws, permits, and regulations that could impact its launch or workforce. They then propose a new policy or adjustment—such as zoning changes, licensing reform, or worker protections—that could support ethical entrepreneurship. They present their idea through a policy brief and pitch to peers or local leaders.

FOR HIGH SCHOOL

CURRENT CAREERS



NONPROFIT EXECUTIVE DIRECTOR



PUBLIC SAFETY PROGRAM MANAGER



GOVERNMENT AFFAIRS CONSULTANT

EMERGING CAREERS



COMMUNITY RESILIENCE & CRISIS RESPONSE CONSULTANT



RESTORATIVE JUSTICE & CONFLICT MEDIATION ENTREPRENEUR



CYBERSECURITY FIRM FOUNDER



Cultivating Resources

Agriculture | Energy & Natural Resources

Digital Technology

Learners explore cross-curricularly how drone technology supports food science and production. They investigate how drones help monitor crop conditions that affect nutritional quality, ripeness, or spoilage risks. Students track a local garden, observing plant health, soil conditions, and harvest timing. They collect weekly data and connect their findings to food quality or safety topics, such as when to harvest for peak nutrients. The project culminates in a video and brief report on how to improve food production and quality.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



DATA ANALYST



DIGITAL
PHOTOGRAPHER



AGRICULTURAL
ENGINEER

EMERGING CAREERS



AUTONOMOUS
FARMING SYSTEMS
ENGINEER



AGTECH SOFTWARE
DEVELOPER



DRONE TECH PILOT

Marketing & Sales

Learners research where their school or community food comes from and develop a campaign to promote local agriculture. They interview local farmers, take pictures, or create short videos showcasing their stories. They then design marketing materials such as posters, social media posts, or simple websites to encourage people to support local food businesses. They also explore how food access differs across communities and suggest ways to make fresh food more accessible.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



AGRICULTURAL SALES
REPRESENTATIVE



FARMERS' MARKET
COORDINATOR



FOOD PRODUCT
BRAND MANAGER

EMERGING CAREERS



REGENERATIVE
AGRICULTURE BRAND
STRATEGIST



AGTECH SOLUTIONS
SALES SPECIALIST



CARBON FARMING
DEVELOPMENT
MANAGER

Management & Entrepreneurship

Learners start a small farm stand at school, growing or sourcing fresh produce and selling it at low cost to learners, teachers, and families. They develop a business plan, set pricing, and create outreach materials. They also explore barriers to fresh food access in their community and discuss ways to support food justice. Proceeds from the stand can be reinvested into school gardening projects or donated to local food banks.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



AGRIBUSINESS
MANAGER



SUSTAINABLE
AGRICULTURE CONSULTANT



COMMUNITY
DEVELOPER

EMERGING CAREERS



REGENERATIVE
AGRICULTURE
CONSULTANT




AGRI-TECH STARTUP
FOUNDER



SUSTAINABLE FOOD
SYSTEMS DEVELOPER

Energy & Natural Resources



Digital Technology

Learners explore how drones support the planning of new utility infrastructure, such as pipelines, broadband, or power lines. Using drone footage or mapping tools, they select a nearby site and assess the terrain, access points, and environmental factors. Based on their analysis, they design a basic layout or route, create a site map, and explain their decisions using real-world criteria. The project concludes with a presentation simulating a pitch to a local planning board or community group.


FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS

- RENEWABLE ENERGY TECHNICIAN
- ENVIRONMENTAL DATA ANALYST
- SMART GRID SPECIALIST

EMERGING CAREERS

- ENERGY SYSTEMS CYBERSECURITY SPECIALIST
- SMART WATER SYSTEMS ENGINEER
- SMART FORESTRY AND CONSERVATION TECHNOLOGIST



Marketing & Sales

Learners will create a marketing campaign to promote a U.S. national park, aiming to attract visitors while encouraging conservation. They'll research the park's unique features—wildlife, history, or outdoor activities—and design promotional materials like posters, social media posts, and a short video. They'll also create a mock merchandise line and pitch how profits could support conservation. The project ends with a presentation on branding, storytelling, and public engagement.


FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS

- ENERGY SALES CONSULTANT
- MARKETING SPECIALIST FOR RENEWABLE ENERGY
- ENERGY POLICY ANALYST

EMERGING CAREERS

- GREEN ENERGY BRAND STRATEGIST
- CARBON CREDIT SALES AND MARKETING MANAGER
- DIGITAL ENERGY MARKETPLACE MANAGER



Management & Entrepreneurship

Learners create a small, learner-run "energy efficiency service" where they conduct energy audits for their school, homes, or local businesses and recommend simple, low-cost ways to reduce energy waste. They start by learning how energy is used and wasted (e.g., phantom power, inefficient appliances, poor insulation). Then, they create an Energy Audit Checklist and visit participating locations to collect data. Finally, they present their findings with energy-saving recommendations and explore ways their school or community could implement sustainable changes.

FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS

- ENERGY PROJECT MANAGER
- SUSTAINABLE BUSINESS CONSULTANT
- UTILITY COMPANY MANAGER

EMERGING CAREERS

- RENEWABLE ENERGY STARTUP FOUNDER
- CIRCULAR ECONOMY CONSULTANT FOR ENERGY
- CARBON OFFSET PROGRAM MANAGER



Creating & Experiencing

Arts, Entertainment, & Design |
Hospitality, Events, & Tourism

Arts, Entertainment, & Design

Digital Technology

Learners create a digital mural that combines traditional and digital art techniques to tell the stories of their community. They start by interviewing local residents to collect personal or historical stories. They then design a mural that visually represents these narratives. Using free augmented reality (AR) tools, they add digital elements (audio stories, animations, or interactive visuals) that viewers can access through their smartphones.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



EVENTS MANAGER



MOTION GRAPHICS
ARTIST



MULTIMEDIA
DESIGNER

EMERGING CAREERS



AR/VR EXPERIENCE
DESIGNER



DIGITAL MURAL
ARTIST



INTERACTIVE
MEDIA PRODUCER

Marketing & Sales

Learners will work in teams to design, market, and execute a small-scale event that merges arts, entertainment, and business strategies. The event could be a local art showcase, a themed music night, a fashion show, or a cultural festival. Learners will develop branding materials, digital advertisements, and sales strategies to promote the event while managing ticketing and sponsorships.

FOR HIGH SCHOOL

CURRENT CAREERS



SOCIAL MEDIA
MANAGER



PUBLIC RELATIONS
SPECIALIST



DIGITAL COMMUNITY
MANAGER

EMERGING CAREERS



INFLUENCER
MARKETING
STRATEGIST



AI CUSTOMER
EXPERIENCE SPECIALIST



VIRTUAL SALES
REPRESENTATIVE

Management & Entrepreneurship

Learners will design a business concept in the arts and events industry, like launching a record label, fashion brand, or media company. They'll set milestones, assign tasks, and use project management to track progress. Learners will create a business model with revenue streams, manage resources, and practice leadership through delegation and strategic decision-making. The project ends with a professional pitch and reflection on leadership, project execution, and adaptability.

FOR HIGH SCHOOL

CURRENT CAREERS



ART GALLERY
MANAGER



CREATIVE DIRECTOR



ARTS PROGRAM
COORDINATOR

EMERGING CAREERS



ONLINE EXHIBITION
DEVELOPER



DIGITAL INNOVATION
MANAGER



AI ETHICS SPECIALIST

Hospitality, Events, & Tourism

Digital Technology

A team of learners takes on the role of a tech operations crew for a mock or real cultural festival. They implement digital tools to support the event—using platforms for ticketing, scheduling, interactive maps, and real-time updates. Each team member manages a different system, such as digital signage, guest check-in, or data collection. During the event, they monitor performance, troubleshoot tech issues, and gather attendee feedback. Afterward, they review data to evaluate what worked and how to improve future events.

FOR HIGH SCHOOL

CURRENT CAREERS



HOTEL REVENUE
MANAGER



EVENT TECHNOLOGY
SPECIALIST



HOTEL IT
MANAGER

EMERGING CAREERS



SUSTAINABLE
TOURISM DATA
ANALYST



VIRTUAL & AUGMENTED
REALITY TRAVEL
DESIGNER



CYBERSECURITY
COMPLIANCE OFFICER
(HOSPITALITY SECTOR)

Marketing & Sales

A learner designs the budget and sponsorship plan for a new local tourism or cultural festival. They research potential sponsors—such as restaurants, retailers, or entertainment venues—and create tiered sponsorship packages offering visibility and engagement opportunities. The learner develops a proposed event budget, estimating costs for space, permits, vendors, and programming. The project concludes with a pitch to local stakeholders, showing how the festival can be funded and supported through community partnerships.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



EVENT MARKETING
MANAGER



PUBLIC RELATIONS &
CRISIS COMMUNICATIONS
SPECIALIST



CORPORATE SALES
& PARTNERSHIP
MANAGER

EMERGING CAREERS



METaverse
EXPERIENCE &
HOSPITALITY
STRATEGIST



ECO-TOURISM
CONSULTANT



EVENT TECH &
ENGAGEMENT
SPECIALIST

coffee fix



Management & Entrepreneurship

In this project, a learner is creating a business plan for a pop-up café that operates during community events. The café offers a unique menu with locally sourced ingredients and aims to provide a memorable dining experience. The project includes developing operational strategies, managing supply chains, and exploring marketing tactics to attract customers. By applying entrepreneurial skills, the learner learns how to manage a small business and deliver exceptional service.

FOR MIDDLE SCHOOL
OR HIGH SCHOOL

CURRENT CAREERS



FOOD SERVICE
SUPERVISOR



HOTEL GENERAL
MANAGER



EVENT & CONFERENCE
PLANNER

EMERGING CAREERS



CULTURAL & HERITAGE
TOURISM
ENTREPRENEUR



TRAVEL & ADVENTURE
EXPERIENCE CURATOR



POP-UP DINING
& EXPERIENTIAL
FOOD ENTREPRENEUR



Cross-Cutting Clusters

Digital Technology | Management &
Entrepreneurship | and Marketing & Sales



Digital Technology

Marketing and Sales

Learners design a digital tool to support community health—such as a mental wellness check-in, hydration tracker, or nutrition planner. In teams, they develop a plan to market and distribute the tool through partnerships with schools, clinics, or local nonprofits. They research potential tech partners and draft outreach materials to secure support, such as device donations or software access. The project ends with a simulated pitch to stakeholders, showcasing the tool's impact, value proposition, and path to implementation.



FOR MIDDLE SCHOOL

CURRENT CAREERS



PRODUCT
MANAGER



DIGITAL MARKETING
ANALYST



COMMUNITY
DATA ANALYST

EMERGING CAREERS



CRISIS RESPONSE
SPECIALIST



DIGITAL ACCESSIBILITY
COORDINATOR



ETHICAL DATA
SPECIALIST

Supply Chain & Transportation

Learners will analyze and optimize a school supply chain system, such as cafeteria food deliveries or textbook distribution, by using real-world logistics principles and digital tracking tools. They will collect inventory data, simulate supply delays, and propose efficiency improvements using spreadsheets, RFID tracking research, and predictive modeling techniques.



FOR HIGH SCHOOL

CURRENT CAREERS



SUPPLY CHAIN
DATA ANALYST



E-COMMERCE
LOGISTICS COORDINATOR



WAREHOUSE
AUTOMATION
SPECIALIST

EMERGING CAREERS



AUTONOMOUS
LOGISTICS
COORDINATOR



BLOCKCHAIN
SUPPLY CHAIN
SPECIALIST



CYBERSECURITY &
RESILIENCE
ARCHITECT

Energy & Natural Resources

Learners will design a data-driven system to monitor and optimize water usage in their school or community. Using public water consumption data, GIS mapping, and predictive modeling, they will identify potential inefficiencies, simulate leak detection, and propose sustainability strategies such as automated irrigation schedules or real-time monitoring with sensor-based systems. They will compare historical and simulated data to assess potential water savings and infrastructure improvements.



FOR HIGH SCHOOL

CURRENT CAREERS



RENEWABLE
ENERGY TECHNICIAN



ENVIRONMENTAL
DATA ANALYST



SMART GRID
SPECIALIST

EMERGING CAREERS



ENERGY EQUITY &
ACCESS MANAGER



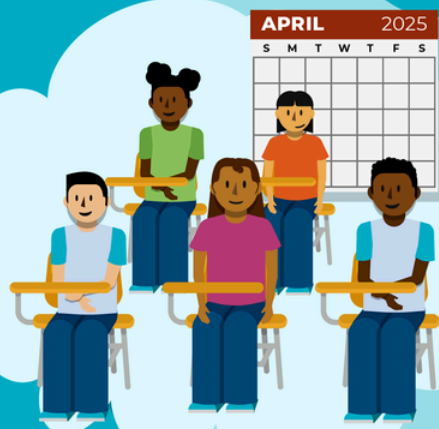
SMART WATER
SYSTEMS ENGINEER



SMART FORESTRY &
CONSERVATION
TECHNOLOGIST

CROSS-CUTTING CLUSTERS

Management & Entrepreneurship



Education

Middle school learners work in teams to redesign school to better meet learner needs. Each student is given discrete roles and oversees tasks delegated to their teammates. They explore models like project-based learning, outdoor education, or tech-driven classrooms, identifying changes to boost engagement and real-world learning. They create a blueprint with a daily schedule, subjects, learning spaces, and teaching methods. Learners also build a brand for their school, including a logo, motto, and promotional tools like a website mockup.

FOR MIDDLE SCHOOL

CURRENT CAREERS



SCHOOL ADMINISTRATOR



EDUCATIONAL CONSULTANT



TUTORING CENTER OWNER/MANAGER

EMERGING CAREERS



MICROSCHOOL FOUNDER



SCHOOL NETWORK LEADER



LEARNING EXPERIENCE DESIGNER



Digital Technology

Learners act as founders of a startup that builds custom micro-itineraries (1–3 day experiences) using AI and real-time data. They research how travel apps and platforms use APIs, crowd-sourced reviews, and digital maps to optimize travel routes, time, and budgets. Students build a prototype itinerary for a specific traveler persona—like a food lover, history buff, or thrill-seeker—using tools like AI itinerary generators, scheduling software, and interactive maps. They manage all logistics, including transit options, booking strategies, and time management, and propose how their service could scale through automation.

FOR MIDDLE SCHOOL OR HIGH SCHOOL

CURRENT CAREERS



HOTEL GENERAL MANAGER



EVENT & CONFERENCE PLANNER



BOUTIQUE TRAVEL AGENCY OWNER

EMERGING CAREERS



CULTURAL & HERITAGE TOURISM ENTREPRENEUR



TRAVEL & ADVENTURE EXPERIENCE CURATOR



POP-UP DINING & EXPERIENTIAL FOOD ENTREPRENEUR



Healthcare & Human Services

Middle school learners become young entrepreneurs by launching a pop-up health and wellness business for their school or community. Ideas may include a “Stress-Free Zone,” a smoothie cart, or a family fitness challenge. With one student filling the role of project manager, they work efficiently in teams, create a business plan with pricing, location, and marketing strategies. Learners design a logo, posters, and social media ads, pitch their idea, and run a mini event. They collect feedback and refine their concept based on real-world responses.

FOR MIDDLE SCHOOL

CURRENT CAREERS



HEALTHCARE ADMINISTRATOR



NURSING HOME DIRECTOR



MEDICAL OFFICE MANAGER

EMERGING CAREERS



HEALTH & WELLNESS STARTUP FOUNDER



MEDICAL INNOVATION CONSULTANT



PERSONALIZED HEALTHCARE SUBSCRIPTION MANAGER

CROSS-CUTTING CLUSTERS

Marketing & Sales



Financial Services

Learners rebrand a local wealth management firm to appeal to younger clients. They research Gen Z and Millennial financial habits and barriers to engaging with traditional advisors. Based on insights, they design a new logo, tagline, and social media strategy, plus sample content like TikToks, Instagram reels, and a user-friendly website. They test the brand with peers through surveys or focus groups, then present mockups, engagement data, and recommendations to reach younger investors.

FOR HIGH SCHOOL

CURRENT CAREERS



FINANCIAL
MARKETING MANAGER



WEALTH MANAGEMENT
CONTENT STRATEGIST



INVESTOR RELATIONS
SPECIALIST

EMERGING CAREERS



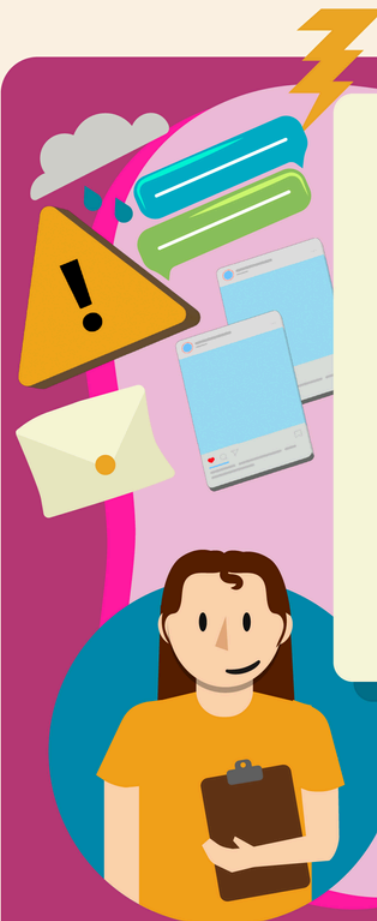
CRYPTO & BLOCKCHAIN
COMMUNICATIONS
SPECIALIST



FINANCIAL CRISIS
COMMUNICATIONS
SPECIALIST



REPUTATION RISK
ANALYST



Digital Technology

A learner creates a crisis communication strategy for a hospitality company responding to a digital technology crisis, such as a data breach, system outage, or app failure during a major event. They research industry best practices for handling tech disruptions that impact guest experience and operations. Then they build a crisis playbook with prewritten alerts, social posts, and internal updates. They simulate a real-time response, track communication effectiveness, and present data-driven strategies to rebuild trust and strengthen future digital resilience.

FOR HIGH SCHOOL

CURRENT CAREERS



DIGITAL PRODUCT
SALES REPRESENTATIVE



PUBLIC RELATIONS &
CRISIS COMMUNICATIONS
SPECIALIST



CORPORATE
SALES & PARTNERSHIP
MANAGER

EMERGING CAREERS



E-COMMERCE
OPERATIONS ANALYST



COMMUNITY MANAGER



TECH & ENGAGEMENT
SPECIALIST



Construction

Learners become construction journalists by exploring the history, design, and impact of a local construction project—such as a landmark, sustainable development, or renovation. They research materials and cultural significance, interviewing architects, workers, or community leaders. Their findings are presented in a multimedia piece like a mini-documentary, podcast, or photo essay, highlighting the craftsmanship, engineering, and community influence of the project.

FOR HIGH SCHOOL

CURRENT CAREERS



CONSTRUCTION SALES
REPRESENTATIVE



CONSTRUCTION
MARKETING MANAGER



DEVELOPER
MARKETING

EMERGING CAREERS



SUSTAINABLE
CONSTRUCTION
MARKETING STRATEGIST



PREDICTIVE
SALES ANALYST



SMART INFRASTRUCTURE
SALES CONSULTANT

CROSS-CUTTING CLUSTERS