



**Human Services Career Cluster  
Consumer Services Pathway  
Knowledge and Skill Statements**

The Pathway Knowledge and Skills Chart describes what all/most learners/workers need to know and be able to do to demonstrate competence within a career pathway. Following the pathway description, there are four sets of knowledge and skill expectations:

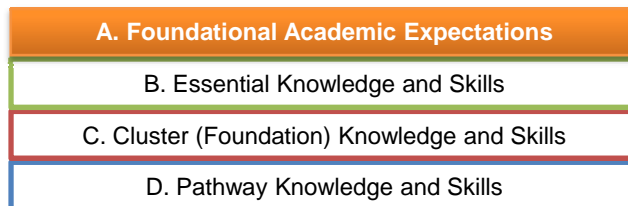


**PATHWAY DESCRIPTION**

*Consumer Services Pathway:* People with careers in consumer services assist individuals with decisions and problems relating to finance, real estate, insurance and consumer goods.

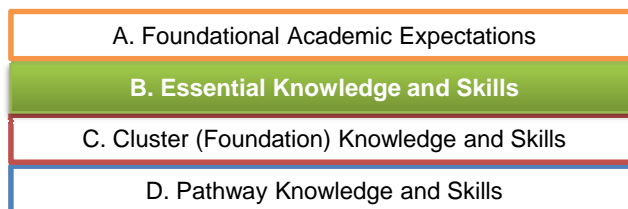
**A. FOUNDATIONAL ACADEMIC EXPECTATIONS**

All secondary students should meet their state's academic standards. All Essential Cluster and Pathway Knowledge and Skills are predicated on the assumption that foundational academic skills have been attained. Some knowledge and skill statements will further define critical linkages and applications of academics in the cluster and/or pathway.



**B. ESSENTIAL KNOWLEDGE AND SKILLS**

The following Essential Knowledge and Skill statements apply to careers in all clusters and pathways. Persons preparing for careers in this pathway should be able to demonstrate these skills in the context of this cluster and pathway.



<b>Essential Topic ESS01</b>	<b>ACADEMIC FOUNDATIONS:</b> <i>Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</i>
<b>ESS01.01</b>	<b>Complete required training, education, and certification to prepare for employment in a particular career field.</b>



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- ESS01.01.01 Identify training, education and certification requirements for occupational choice.
- ESS01.01.02 Participate in career-related training and/or degree programs.
- ESS01.01.03 Pass certification tests to qualify for licensure and/or certification in chosen occupational area.

**ESS01.02 Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.02.01 Model behaviors that demonstrate active listening.
- ESS01.02.02 Adapt language for audience, purpose, situation. (i.e. diction/structure, style).
- ESS01.02.03 Organize oral and written information.
- ESS01.02.04 Compose focused copy for a variety of written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.05 Edit copy to create focused written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.06 Comprehend key elements of oral and written information such as cause/effect, comparisons/contrasts, conclusions, context, purpose, charts/tables/graphs, evaluation/critiques, mood, persuasive text, sequence, summaries, and technical subject matter.
- ESS01.02.07 Evaluate oral and written information for accuracy, adequacy/sufficiency, appropriateness, clarity, conclusions/solutions, fact/opinion, propaganda, relevancy, validity, and relationship of ideas.
- ESS01.02.08 Identify assumptions, purpose, outcomes/solutions, and propaganda techniques.
- ESS01.02.09 Predict potential outcomes and/or solutions based on oral and written information regarding trends.
- ESS01.02.10 Present formal and informal speeches including discussion, information requests, interpretation, and persuasive arguments.

**ESS01.03 Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.03.01 Identify whole numbers, decimals, and fractions.
- ESS01.03.02 Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
- ESS01.03.03 Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.
- ESS01.03.04 Apply data and measurements to solve a problem.
- ESS01.03.05 Analyze Mathematical problem statements for missing and/or irrelevant data.
- ESS01.03.06 Construct charts/tables/graphs from functions and data.
- ESS01.03.07 Analyze data when interpreting operational documents.



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**ESS01.04 Demonstrate science knowledge and skills required to pursue the full range of post-secondary and career education opportunities.**

- ESS01.04.01 Evaluate scientific constructs including conclusions, conflicting data, controls, data, inferences, limitations, questions, sources of errors, and variables.
- ESS01.04.02 Apply scientific methods in qualitative and quantitative analysis, data gathering, direct and indirect observation, predictions, and problem identification.

**Essential Topic  
ESS02 COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.**

**ESS02.01 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.**

- ESS02.01.01 Determine the most appropriate reading strategy for identifying the overarching purpose of a text (i.e. skimming, reading for detail, reading for meaning or critical analysis).
- ESS02.01.02 Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.
- ESS02.01.03 Select the reading strategy or strategies needed to fully comprehend the content within a written document (i.e., skimming, reading for detail, reading for meaning or critical analysis).
- ESS02.01.04 Interpret information, data, and observations to apply information learned from reading to actual practice.
- ESS02.01.05 Transcribe information, data, and observations to apply information learned from reading to actual practice.
- ESS02.01.06 Communicate information, data, and observations to apply information learned from reading to actual practice.

**ESS02.02 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.**

- ESS02.02.01 Employ verbal skills when obtaining and conveying information.
- ESS02.02.02 Record information needed to present a report on a given topic or problem.
- ESS02.02.03 Write internal and external business correspondence that conveys and/or obtains information effectively.
- ESS02.02.04 Communicate with other employees to clarify workplace objectives.
- ESS02.02.05 Communicate effectively with customers and employees to foster positive relationships.

**ESS02.03 Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.**



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ESS02.03.01 Locate written information used to communicate with co-workers and customers.

ESS02.03.02 Organize information to use in written and oral communications.

ESS02.03.03 Reference the sources of information.

**ESS02.04 Evaluate and use information resources to accomplish specific occupational tasks.**

ESS02.04.01 Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks.

ESS02.04.02 Evaluate the reliability of information from informational texts, Internet Web sites, and/or technical materials and resources.

**ESS02.05 Use correct grammar, punctuation and terminology to write and edit documents.**

ESS02.05.01 Compose multi-paragraph documents clearly, succinctly, and accurately.

ESS02.05.02 Use descriptions of audience and purpose when preparing and editing written documents.

ESS02.05.03 Use correct grammar, spelling, punctuation, and capitalization when preparing written documents.

**ESS02.06 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.**

ESS02.06.01 Prepare oral presentations to provide information for specific purposes and audiences.

ESS02.06.02 Identify support materials that will enhance an oral presentation.

ESS02.06.03 Prepare support materials that will enhance an oral presentation.

ESS02.06.04 Deliver an oral presentation that sustains listeners' attention and interest.

ESS02.06.05 Align presentation strategies to the intended audience.

ESS02.06.06 Implement multi-media strategies for presentations.

**ESS02.07 Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.**

ESS02.07.01 Interpret verbal behaviors when communicating with clients and co-workers.

ESS02.07.02 Interpret nonverbal behaviors when communicating with clients and co-workers.

**ESS02.08 Apply active listening skills to obtain and clarify information.**

ESS02.08.01 Interpret a given verbal message/information.

ESS02.08.02 Respond with restatement and clarification techniques to clarify information.

**ESS02.09 Develop and interpret tables, charts, and figures to support written and oral communications.**

ESS02.09.01 Create tables, charts, and figures to support written and oral communications.

ESS02.09.02 Interpret tables, charts, and figures used to support written and oral communication.



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- ESS02.10 Listen to and speak with diverse individuals to enhance communication skills.**
- ESS02.10.01 Apply factors and strategies for communicating with a diverse workforce.
  - ESS02.10.02 Demonstrate ability to communicate and resolve conflicts within a diverse workforce.
- ESS02.11 Exhibit public relations skills to increase internal and external customer/client satisfaction.**
- ESS02.11.01 Communicate effectively when developing positive customer/client relationships.

- Essential Topic ESS03** **PROBLEM-SOLVING AND CRITICAL THINKING: *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.***
- ESS03.01 Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).**
- ESS03.01.01 Identify common tasks that require employees to use problem-solving skills.
  - ESS03.01.02 Analyze elements of a problem to develop creative solutions.
  - ESS03.01.03 Describe the value of using problem-solving and critical thinking skills to improve a situation or process.
  - ESS03.01.04 Create ideas, proposals, and solutions to problems.
  - ESS03.01.05 Evaluate ideas, proposals, and solutions to problems.
  - ESS03.01.06 Use structured problem-solving methods when developing proposals and solutions.
  - ESS03.01.07 Generate new and creative ideas to solve problems by brainstorming possible solutions.
  - ESS03.01.08 Critically analyze information to determine value to the problem-solving task.
  - ESS03.01.09 Guide individuals through the process of recognizing concerns and making informed decisions.
  - ESS03.01.10 Identify alternatives using a variety of problem-solving and critical thinking skills.
  - ESS03.01.11 Evaluate alternatives using a variety of problem-solving and critical thinking skills.
- ESS03.02 Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.**
- ESS03.02.01 Analyze situations and behaviors that affect conflict management.
  - ESS03.02.02 Determine best options/outcomes for conflict resolution using critical thinking skills.
  - ESS03.02.03 Identify with others' feelings, needs, and concerns.
  - ESS03.02.04 Implement stress management techniques.
  - ESS03.02.05 Resolve conflicts with/for customers using conflict resolution skills.



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ESS03.02.06 <b>ESS03.03</b>	Implement conflict resolution skills to address staff issues/problems. <b>Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.</b>
ESS03.03.01 ESS03.03.02 ESS03.03.03	Write realistic performance goals, objectives and action plans. Monitor performance goals and adjust as necessary. Recognize goal achievement using appropriate rewards in the workplace.
ESS03.03.04 <b>ESS03.04</b>	Communicate goal achievement with managers and co-workers. <b>Conduct technical research to gather information necessary for decision-making.</b>
ESS03.04.01 ESS03.04.02 ESS03.04.03 ESS03.04.04	Align the information gathered to the needs of the audience. Gather technical information and data using a variety of resources. Analyze information and data for value to the research objectives. Evaluate information and data to determine value to research objectives.
<b>Essential Topic ESS04</b>	<b>INFORMATION TECHNOLOGY APPLICATIONS: <i>Use information technology tools specific to the career cluster to access, manage, integrate, and create information.</i></b>
<b>ESS04.01</b>	<b>Use Personal Information Management (PIM) applications to increase workplace efficiency.</b>
ESS04.01.01 ESS04.01.02	Manage personal schedules and contact information. Create memos and notes.
<b>ESS04.02</b>	<b>Employ technological tools to expedite workflow.</b>
ESS04.02.01	Use information technology tools to manage and perform work responsibilities.
<b>ESS04.03</b>	<b>Operate electronic mail applications to communicate within a workplace.</b>
ESS04.03.01 ESS04.03.02 ESS04.03.03	Use email to share files and documents. Identify the functions and purpose of email systems. Use email to communicate within and across organizations.
<b>ESS04.04</b>	<b>Operate Internet applications to perform workplace tasks.</b>
ESS04.04.01 ESS04.04.02 ESS04.04.03	Access and navigate Internet (e.g., use a web browser). Search for information and resources. Evaluate Internet resources for reliability and validity.
<b>ESS04.05</b>	<b>Operate writing and publishing applications to prepare business communications.</b>
ESS04.05.01 ESS04.05.02 ESS04.05.03	Prepare simple documents and other business communications. Prepare reports and other business communications by integrating graphics and other non-text elements. Prepare complex multi-media publications.
<b>ESS04.06</b>	<b>Operate presentation applications to prepare presentations.</b>
ESS04.06.01	Prepare presentations for training, sales and information sharing.





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ESS04.06.02	Deliver presentations with supporting materials.
<b>ESS04.07</b>	<b>Employ spreadsheet applications to organize and manipulate data.</b>
ESS04.07.01	Create a spreadsheet.
ESS04.07.02	Perform calculations and analyses on data using a spreadsheet.
<b>ESS04.08</b>	<b>Employ database applications to manage data.</b>
ESS04.08.01	Manipulate data elements.
ESS04.08.02	Manage interrelated data elements.
ESS04.08.03	Analyze interrelated data elements.
ESS04.08.04	Generate reports showing interrelated data elements.
<b>ESS04.09</b>	<b>Employ collaborative/groupware applications to facilitate group work.</b>
ESS04.09.01	Facilitate group work through management of shared schedule and contact information.
ESS04.09.02	Facilitate group work through management of shared files and online information.
ESS04.09.03	Facilitate group work through instant messaging or virtual meetings.
<b>ESS04.10</b>	<b>Employ computer operations applications to manage work tasks.</b>
ESS04.10.01	Manage computer operations.
ESS04.10.02	Manage file storage.
ESS04.10.03	Compress or alter files.
<b>ESS04.11</b>	<b>Use computer-based equipment (containing embedded computers or processors) to control devices.</b>
ESS04.11.01	Operate computer driven equipment and machines.
ESS04.11.02	Use installation and operation manuals.
ESS04.11.03	Troubleshoot computer driven equipment and machines.
ESS04.11.04	Access support as needed to maintain operation of computer driven equipment and machines.

**Essential Topic**  
**ESS05**

**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

<b>ESS05.01</b>	<b>Describe the nature and types of business organizations to build an understanding of the scope of organizations.</b>
ESS05.01.01	List the types and functions of businesses.
ESS05.01.02	Describe the types and functions of businesses.
ESS05.01.03	Explain the functions and interactions of common departments within a business.
<b>ESS05.02</b>	<b>Implement quality control systems and practices to ensure quality products and services.</b>



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ESS05.02.01 Describe quality control standards and practices common to the workplace.

**Essential Topic**  
**ESS06**  
**SAFETY, HEALTH AND ENVIRONMENTAL:** *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

**ESS06.01** **Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.**

- ESS06.01.01 Assess workplace conditions with regard to safety and health.
- ESS06.01.02 Align safety issues with appropriate safety standards to ensure a safe workplace/jobsite.
- ESS06.01.03 Identify safety hazards common to workplaces.
- ESS06.01.04 Identify safety precautions to maintain a safe worksite.
- ESS06.01.05 Select appropriate personal protective equipment as needed for a safe workplace/jobsite.
- ESS06.01.06 Inspect personal protective equipment commonly used for selected career pathway.
- ESS06.01.07 Use personal protective equipment according to manufacturer rules and regulations.
- ESS06.01.08 Employ a safety hierarchy and communication system within the workplace/jobsite.
- ESS06.01.09 Implement safety precautions to maintain a safe worksite.

**ESS06.02** **Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.**

- ESS06.02.01 Identify rules and laws designed to promote safety and health in the workplace.
- ESS06.02.02 State the rationale of rules and laws designed to promote safety and health.

**ESS06.03** **Employ emergency procedures as necessary to provide aid in workplace accidents.**

- ESS06.03.01 Use knowledge of First Aid procedures as necessary.
- ESS06.03.02 Use knowledge of CPR procedures as necessary.
- ESS06.03.03 Use safety equipment as necessary.

**ESS06.04** **Employ knowledge of response techniques to create a disaster and/or emergency response plan.**

- ESS06.04.01 Complete an assessment of an emergency and/or disaster situation.
- ESS06.04.02 Create an emergency and/or disaster plan.





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**Essential Topic  
ESS07**

**LEADERSHIP AND TEAMWORK:** *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.*

**ESS07.01**

**Employ leadership skills to accomplish organizational goals and objectives.**

- ESS07.01.01 Analyze the various roles of leaders within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).
- ESS07.01.02 Exhibit traits such as empowerment, risk, communication, focusing on results, decision-making, problem solution, and investment in individuals when leading a group in solving a problem.
- ESS07.01.03 Exhibit traits such as compassion, service, listening, coaching, developing others, team development, and understanding and appreciating others when acting as a manager of others in the workplace.
- ESS07.01.04 Exhibit traits such as enthusiasm, creativity, conviction, mission, courage, concept, focus, principle-centered living, and change when interacting with others in general.
- ESS07.01.05 Consider issues related to self, team, community, diversity, environment, and global awareness when leading others.
- ESS07.01.06 Exhibit traits such as innovation, intuition, adaptation, life-long learning and coachability to develop leadership potential over time.
- ESS07.01.07 Analyze leadership in relation to trust, positive attitude, integrity, and willingness to accept key responsibilities in a work situation.
- ESS07.01.08 Describe observations of outstanding leaders using effective management styles.
- ESS07.01.09 Participate in civic and community leadership and teamwork opportunities to enhance skills.

**ESS07.02**

**Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.**

- ESS07.02.01 Implement organizational skills when facilitating others' work efforts.
- ESS07.02.02 Explain how to manage a staff that satisfies work demands while adhering to budget constraints.
- ESS07.02.03 Describe how staff growth and development to increase productivity and employee satisfaction.
- ESS07.02.04 Organize team involvement within a group environment.
- ESS07.02.05 Work with others to develop and gain commitment to team goals.
- ESS07.02.06 Distribute responsibility and work load fairly.
- ESS07.02.07 Model leadership and teamwork qualities to aid in employee morale.
- ESS07.02.08 Identify best practices for successful team functioning.
- ESS07.02.09 Explain best practices for successful team functioning.



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<b>ESS07.03</b>	<b>Employ teamwork skills to achieve collective goals and use team members' talents effectively.</b>
ESS07.03.01	Work with others to achieve objectives in a timely manner.
ESS07.03.02	Promote the full involvement and use of team members' individual talents and skills.
ESS07.03.03	Employ conflict-management skills to facilitate solutions.
ESS07.03.04	Demonstrate teamwork skills through working cooperatively with co-workers, supervisory staff, and others, both in and out of the organization, to achieve particular tasks.
ESS07.03.05	Demonstrate teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.
ESS07.03.06	Develop plans to improve team performance.
ESS07.03.07	Demonstrate commitment to and a positive attitude toward team goals.
ESS07.03.08	Take responsibility for shared group and individual work tasks.
ESS07.03.09	Assist team members in completing their work.
ESS07.03.10	Adapt effectively to changes in projects and work activities.
ESS07.03.11	Negotiate effectively to arrive at decisions.
<b>ESS07.04</b>	<b>Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.</b>
ESS07.04.01	Build effective working relationships using interpersonal skills.
ESS07.04.02	Use positive interpersonal skills to work cooperatively with co-workers representing different cultures, genders and backgrounds.
ESS07.04.03	Manage personal skills to accomplish assignments.
ESS07.04.04	Treat people with respect.
ESS07.04.05	Provide constructive praise and criticism.
ESS07.04.06	Demonstrate sensitivity to and value for diversity.
ESS07.04.07	Manage stress and control emotions.
<b>ESS07.05</b>	<b>Conduct and participate in meetings to accomplish work tasks.</b>
ESS07.05.01	Develop meeting goals, objectives and agenda.
ESS07.05.02	Assign responsibilities for preparing materials and leading discussions.
ESS07.05.03	Prepare materials for leading discussion.
ESS07.05.04	Assemble and distribute meeting materials.
ESS07.05.05	Conduct meeting to achieve objectives within scheduled time.
ESS07.05.06	Demonstrate effective communication skills in meetings.
ESS07.05.07	Produce meeting minutes including decisions and next steps.
ESS07.05.08	Use parliamentary procedure, as needed, to conduct meetings.
<b>ESS07.06</b>	<b>Employ mentoring skills to inspire and teach others.</b>
ESS07.06.01	Use motivational techniques to enhance performance in others.
ESS07.06.02	Provide guidance to enhance performance in others.

**Essential Topic ESS08 ETHICS AND LEGAL RESPONSIBILITIES: *Know and understand the importance of professional ethics and legal responsibilities.***



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- ESS08.01 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.**
- ESS08.01.01 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
  - ESS08.01.02 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities.
  - ESS08.01.03 Identify personal and long-term workplace consequences of unethical or illegal behaviors.
  - ESS08.01.04 Explain personal and long-term workplace consequences of unethical or illegal behaviors.
  - ESS08.01.05 Determine the most appropriate response to workplace situations based on legal and ethical considerations.
  - ESS08.01.06 Explain the most appropriate response to workplace situations based on legal and ethical considerations.
- ESS08.02 Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.**
- ESS08.02.01 Locate information on organizational policies in handbooks and manuals.
  - ESS08.02.02 Discuss how specific organizational policies and procedures influence a specific work situation.

**Essential Topic  
ESS09 EMPLOYABILITY AND CAREER DEVELOPMENT: *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.***

- ESS09.01 Identify and demonstrate positive work behaviors and personal qualities needed to be employable.**
- ESS09.01.01 Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation.
  - ESS09.01.02 Demonstrate flexibility and willingness to learn new knowledge and skills.
  - ESS09.01.03 Exhibit commitment to the organization.
  - ESS09.01.04 Identify how work varies with regard to site, from indoor confined spaces to outdoor areas, including aerial space and a variety of climatic and physical conditions.
  - ESS09.01.05 Apply communication strategies when adapting to a culturally diverse environment.
  - ESS09.01.06 Manage resources in relation to the position (i.e. budget, supplies, computer, etc).
  - ESS09.01.07 Identify positive work-qualities typically desired in each of the career cluster's pathways.
  - ESS09.01.08 Manage work roles and responsibilities to balance them with other life roles and responsibilities.



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- ESS09.02      Develop a personal career plan to meet career goals and objectives.**
- ESS09.02.01      Develop career goals and objectives as part of a plan for future career direction.
  - ESS09.02.02      Develop strategies to reach career objectives.
- ESS09.03      Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.**
- ESS09.03.01      Use multiple resources to locate job opportunities.
  - ESS09.03.02      Prepare a résumé.
  - ESS09.03.03      Prepare a letter of application.
  - ESS09.03.04      Complete an employment application.
  - ESS09.03.05      Interview for employment.
  - ESS09.03.06      List the standards and qualifications that must be met in order to enter a given industry.
  - ESS09.03.07      Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer.
- ESS09.04      Maintain a career portfolio to document knowledge, skills and experience in a career field.**
- ESS09.04.01      Select educational and work history highlights to include in a career portfolio.
  - ESS09.04.02      Produce a record of work experiences, licenses, certifications and products.
  - ESS09.04.03      Organize electronic or physical portfolio for use in demonstrating knowledge, skills and experiences.
- ESS09.05      Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.**
- ESS09.05.01      Compare employment opportunities to individual needs and career plan objectives.
  - ESS09.05.02      Evaluate employment opportunities based upon individual needs and career plan objectives.
  - ESS09.05.03      Demonstrate appropriate methods for accepting or rejecting employment offers.
- ESS09.06      Identify and exhibit traits for retaining employment to maintain employment once secured.**
- ESS09.06.01      Model behaviors that demonstrate reliability and dependability.
  - ESS09.06.02      Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/jobsite.
  - ESS09.06.03      Complete required employment forms and documentation such as I-9 form, work visa, W-4 and licensures to meet employment requirements.
  - ESS09.06.04      Summarize key activities necessary to retain a job in the industry.
  - ESS09.06.05      Identify positive work behaviors and personal qualities necessary to retain employment.



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**ESS09.07 Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.**

ESS09.07.01 Locate and identify career opportunities that appeal to personal career goals.

ESS09.07.02 Match personal interest and aptitudes to selected careers.

**ESS09.08 Recognize and act upon requirements for career advancement to plan for continuing education and training.**

ESS09.08.01 Identify opportunities for career advancement.

ESS09.08.02 Pursue education and training opportunities to acquire skills necessary for career advancement.

ESS09.08.03 Examine the organization and structure of various segments of the industry to prepare for career advancement.

ESS09.08.04 Research local and regional labor (workforce) market and job growth information to project potential for advancement.

ESS09.08.05 Manage employment relations to make career advancements.

**ESS09.09 Continue professional development to keep current on relevant trends and information within the industry.**

ESS09.09.01 Use self assessment, organizational priorities, journals, Internet sites, professional associations, peers and other resources to develop goals that address training, education and self-improvement issues.

ESS09.09.02 Read trade magazines and journals, manufacturers' catalogues, industry publications and Internet sites to keep current on industry trends.

ESS09.09.03 Participate in relevant conferences, workshops, mentoring activities and in-service training to stay current with recent changes in the field.

**ESS09.10 Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements.**

ESS09.10.01 Examine continuing education requirements related to licensing, certification, and credentialing requirements at the local, state and national levels for chosen occupation.

ESS09.10.02 Examine the procedures and paperwork involved in maintaining and updating licensure, certification and credentials for chosen occupation.

ESS09.10.03 Align ongoing licensing, certification and credentialing requirements to career plans and goals.

**ESS09.11 Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning.**

ESS09.11.01 Describe the opportunities for entrepreneurship in a given industry.

**Essential Topic  
ESS10**

**TECHNICAL SKILLS:** *Use of technical knowledge and skills required to pursue careers in all career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*



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- ESS10.01      Employ information management techniques and strategies in the workplace to assist in decision-making.**
- ESS10.01.01      Use information literacy skills when accessing, evaluating and disseminating information.
  - ESS10.01.02      Describe the nature and scope of information management.
  - ESS10.01.03      Maintain records to facilitate ongoing business operations.
- ESS10.02      Employ planning and time management skills and tools to enhance results and complete work tasks.**
- ESS10.02.01      Develop goals and objectives.
  - ESS10.02.02      Prioritize tasks to be completed.
  - ESS10.02.03      Develop timelines using time management knowledge and skills.
  - ESS10.02.04      Use project-management skills to improve workflow and minimize costs.

**C. CLUSTER (FOUNDATION) KNOWLEDGE AND SKILLS**

The following Cluster (Foundation) Knowledge and Skill statements apply to all careers in the Human Services Cluster. Persons preparing for careers in the Human Services Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart.



**Cluster Topic HMC01      ACADEMIC FOUNDATIONS: *Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.***  
*No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic HMC02      COMMUNICATIONS: *Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.***  
*No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic HMC03      PROBLEM-SOLVING AND CRITICAL THINKING: *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.***  
*No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.*





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<b>Cluster Topic HMC04</b>	<b>INFORMATION TECHNOLOGY APPLICATIONS:</b> <i>Use information technology tools specific to the career cluster to access, manage, integrate, and create information.</i> <i>No additional statements in this topic beyond those found in the Essential Knowledge and Skills Chart.</i>
<b>Cluster Topic HMC05</b>	<b>SYSTEMS:</b> <i>Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.</i>
<b>HMC05.01</b>	<b>Apply principles of planning, design, development, and evaluation when creating professional programs to accomplish long-range goals.</b>
HMC05.01.01	Design programs or activities to meet specific organizational and professional development needs.
<i>Sample Indicators</i>	Document that programs and activities effectively address needs.
<b>HMC05.02</b>	<b>Select and employ available human resources to accomplish team objectives in the human services setting.</b>
HMC05.02.01	Accomplish team objectives using available human resources.
<i>Sample Indicators</i>	Document that team objectives have been met. Provide professional development opportunities for improvement.
<b>Cluster Topic HMC06</b>	<b>SAFETY, HEALTH AND ENVIRONMENTAL:</b> <i>Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.</i>
<b>HMC06.01</b>	<b>Describe, assess, and demonstrate rules and laws which should be followed in a human services setting to promote occupational safety and health.</b>
HMC06.01.01	Demonstrate knowledge of rules and laws designed to promote safety and health and their rationale.
<i>Sample Indicators</i>	Identify key rights of employees related to occupational safety and health.  Identify the responsibilities of employers related to occupational safety and health. Explain the role of government agencies in providing a safe workplace.
HMC06.01.02	Demonstrate methods to correct common hazards.
HMC06.01.03	Demonstrate personal and group health and safety practices.
HMC06.01.04	Implement procedures to protect the health and safety of all individuals.
HMC06.01.05	Manage the physical and social environment to reduce conflict and promote safety.
HMC06.01.06	Follow regulations and organizational policies and procedures to assure a safe and healthy environment.



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Cluster Topic HMC07	<b>LEADERSHIP AND TEAMWORK:</b> <i>Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</i>
<b>HMC07.01</b>	<b>Model behaviors that demonstrate support for the organization's mission and ensure quality service in order to provide quality human services to clients.</b>
HMC07.01.01	Develop organizational priorities that reflect the organization's mission. <i>Sample Indicators</i> Assist in setting organizational priorities to ensure quality.
HMC07.01.02	Establish working relationships with all levels of personnel. <i>Sample Indicators</i> Use interpersonal skills to build effective working relationships.
HMC07.01.03	Develop culturally competent practices that are sensitive to cultural, religious, disability, and gender issues. <i>Sample Indicators</i> Set up and/or participate in workshops relating to cultural, religious, disability, and gender issues specific to human services careers. Develop service guidelines with other co-workers .
HMC07.01.04	Maintain working relationships with all levels of personnel.
Cluster Topic HMC08	<b>ETHICS AND LEGAL RESPONSIBILITIES:</b> <i>Know and understand the importance of professional ethics and legal responsibilities.</i>
<b>HMC08.01</b>	<b>Model ethical and legal conduct while working in the human services industry.</b>
HMC08.01.01	Comply with legal requirements to assure appropriate conduct. <i>Sample Indicators</i> Assess and document legal compliance.
HMC08.01.02	Adhere to recognized ethical standards to inspire confidence. <i>Sample Indicators</i> Assess and document adherence to ethical standards.
HMC08.01.03	Maintain compliance by seeking ethical and legal guidance from appropriate sources. <i>Sample Indicators</i> Document, review, and resolve ethical and legal conflicts.
<b>HMC08.02</b>	<b>Demonstrate actions that comply with legal requirements for personal liability to guide personal conduct in the human services setting.</b>
HMC08.02.01	Prevent personal liability by following legal requirements. <i>Sample Indicators</i> Assess adherence to appropriate personal liability requirements.
Cluster Topic HMC09	<b>EMPLOYABILITY AND CAREER DEVELOPMENT:</b> <i>Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.</i>
<b>HMC09.01</b>	<b>Explain written organizational policies, rules and procedures to help employees perform their jobs.</b>
HMC09.01.01	Locate appropriate information on organizational policies in handbooks and manuals. <i>Sample Indicators</i> Identify the contents of various organizational publications. Select the appropriate document(s) as reference for the situation.





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HMPE01.01.02 *Sample Indicators* Pass examinations for licensures and maintain licensures with continuing education credits.  
Complete continuing education requirements.  
Document completion of continuing education classes.  
Maintain current and marketable business skills.

### **HMPE01.02 Apply knowledge of consumer products and industry equipment when demonstrating product/equipment features and uses to inform client and consumers.**

HMPE01.02.01 *Sample Indicators* Demonstrate product/equipment features to clients and consumers.  
Confirm clients'/consumers' understanding of product/equipment features.

### **HMPE01.03 Locate and synthesize current research on products and services to enhance presentations with clients and consumers.**

HMPE01.03.01 *Sample Indicators* Discuss research findings in everyday language keeping instruction at an appropriate level.  
Answer client and consumer questions confidently and accurately.

## **Pathway Topic HMPE02 COMMUNICATIONS**

### **HMPE02.01 Employ strategies that motivate clients/consumers to follow through with recommendations in order to serve the clients'/consumers' best interests.**

HMPE02.01.01 *Sample Indicators* Use client/consumer service skills, including ability to empathize, to motivate clients.  
Listen attentively.  
Speak courteously and respectfully.  
Include clients/consumers in planning.  
Defuse client's/consumer's anger or skepticism.  
Resolve conflicting interests.  
Respond to client/consumer objections or complaints so that client/consumer shows satisfaction.

### **HMPE02.02 Explain consumer services offered, using appropriate language, to complete transactions.**

HMPE02.02.01 *Sample Indicators* Apply client/consumer service techniques to complete transactions.  
Manage objections with courtesy and defuse them.  
Persuade the client /consumer to agree with an acceptable transaction.  
Facilitate client's/consumer's follow through with the transaction.  
Maintain client/consumer relationship as client /consumer returns for services and refers others.

HMPE02.02.02 *Sample Indicators* Elicit financial information and preferences through interviews with clients/consumers.  
Obtain all necessary information.  
Identify client /consumer preferences.

## **Pathway Topic HMPE03 PROBLEM-SOLVING AND CRITICAL THINKING**



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- HMPE03.01      Employ critical thinking skills when solving financial/economic problems to deliver appropriate recommendations to clients.**
- HMPE03.01.01      Evaluate client/consumer resources versus product costs and client risk tolerance level.
- Sample Indicators*      Evaluate client/consumer resources versus cost.  
    Educate client/consumer about most beneficial choices.  
    Recommend best products, plans or services for client/consumer.
- HMPE03.01.02      Synthesize economic principles, client/consumer data, and math skills to produce comprehensive budgets, purchasing plans, and/or financial plans.
- Sample Indicators*      Produce attainable and manageable plans.  
    Produce plans showing benefits for clients/consumers.
- HMPE03.01.03      Create plan to balance purchases, budgets, businesses, real estate investments or portfolio investments.
- Sample Indicators*      Produce balanced plan, explaining to client/consumer how the plan provides balance.
- HMPE03.01.04      Consult with co-workers or those knowledgeable in a field of expertise when needed to expedite solutions to problems.
- Sample Indicators*      Refer client/consumer to others if client /consumer will be better served.
- HMPE03.01.05      Develop client/consumer recommendations using the appropriate investing or purchasing strategy.
- Sample Indicators*      Analyze client's/consumer's assets and purchasing power.  
    Evaluate options and choose options for maximum return and minimum risk.  
    Synthesize elements to produce purchase or investment recommendations that satisfy clients/consumers.

**Pathway Topic      INFORMATION TECHNOLOGY APPLICATIONS**  
**HMPE04**

- HMPE04.01      Use standard business tools or procedures to create consumer service information and facilitate client interactions.**
- HMPE04.01.01      Manage numerical information using a calculator.
- Sample Indicators*      Add, subtract, multiply, divide accurately.  
    Perform complex transactions accurately.
- HMPE04.01.02      Use appropriate computer applications.
- Sample Indicators*      Use Internet to access current information.  
    Use Microsoft Word, Power Point and Excel.  
    Write, send and receive e-mail.  
    Use specialized software to prepare needed documents, accurately representing market analyses, contracts, projected outcomes, amortization, etc.  
    Publish with Desktop Software to produce advertising materials.  
    Create documents for client/consumer and office use.  
    Create website for Internet advertising.
- HMPE04.01.03      Manage product information using computer technology.
- HMPE04.01.04      Integrate product information using computer technology.
- HMPE04.01.05      Create product information using computer technology.
- HMPE04.02      Create and communicate accurate public service information to educate various audiences about consumer services.**



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HMPE04.02.01 Present comprehensive subject or product information.

*Sample Indicators* Provide customized oral presentations and visual materials to specific audiences.

**HMPE04.03 Select and use key information to advertise consumer services.**

HMPE04.03.01 Use the concept of 3-4 primary “info bites” when designing TV advertising.

*Sample Indicators* Follow through with presenting “info bites” as required.

**Pathway Topic  
HMPE05 SYSTEMS**

*No additional statements in the topic beyond those found in the Cluster or Essential Knowledge and Skills Charts.*

**Pathway Topic  
HMPE06 SAFETY, HEALTH AND ENVIRONMENT**

**HMPE06.01 Establish a physically and psychologically healthy environment to inspire client confidence in consumer services provided.**

HMPE06.01.01 Select a location suitable to offer consumer services safely.

*Sample Indicators*

Evaluate accessibility to transportation.

Evaluate safety and security of the location.

Incorporate a functional work environment, equipment needs and required utilities for offering consumer services.

HMPE06.01.02 Create a psychologically suitable environment.

*Sample Indicators*

Implement elements of a non-threatening environment.

Use social skills needed for a diverse population.

Use strategies to protect the privacy, autonomy and dignity of clients/consumers from diverse backgrounds.

**Pathway Topic  
HMPE07 LEADERSHIP AND TEAMWORK**

*No additional statements in the topic beyond those found in the Cluster or Essential Knowledge and Skills Charts.*

**Pathway Topic  
HMPE08 ETHICS AND LEGAL RESPONSIBILITIES**

**HMPE08.01 Describe and observe ethical and legal responsibilities associated with providing consumer services to assure the best interests of clients and consumers.**

HMPE08.01.01 Model behaviors that demonstrate stewardship of client/consumer assets.

*Sample Indicators*

Provide beneficial help and suggestions to client/consumer.

Evaluate when client/consumer needs an advocate and follow through with meeting these needs.

HMPE08.01.02 Model ethical behaviors in the relationship with consumer services client/consumer.

*Sample Indicators*

Offer prompt, honest and efficient services.





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- Protect client/consumer from fraud, deceit or misrepresentation.  
Immediately disclose any conflicts of interest.  
Make recommendations for service based on the preferences and needs of the client/consumer.
- HMPE08.01.03 Comply with the letter and spirit of laws and regulations related to retail, governmental or private services.
- HMPE08.01.04 Inform clients and customers about protection agencies and their rights related to fraudulent practices.

### Pathway Topic HMPE09

## EMPLOYABILITY AND CAREER DEVELOPMENT

*No additional statements in the topic beyond those found in the Cluster or Essential Knowledge and Skills Charts.*

### Pathway Topic HMPE10

## TECHNICAL SKILLS

### HMPE10.01 **Select and use appropriate business procedures and equipment to produce satisfying client outcomes and business success.**

- HMPE10.01.01 Manage funds using appropriate business machines.  
*Sample Indicators* Provide accurate change or refunds.  
Balance drawer at the end of a shift.
- HMPE10.01.02 Place orders for customers and supplies using sound business practices.  
*Sample Indicators* Complete paperwork with accuracy.  
Provide desired product to consumer.
- HMPE10.01.03 Respond to questions appropriately.  
*Sample Indicators* Advise consumer to make suitable personal and/or business decisions, whether purchasing or investing.  
Recommend options regarding investments, insurances, tax guidelines, retirement planning, estate planning, purchasing, real estate ventures or accounting procedures.  
Evaluate risk/reward relationships of consumer's preferences.  
Create financial plan or purchasing plan and present to client.  
Follow up with client/consumer on outcome of plan implementation.
- HMPE10.01.04 Advise customers using appropriate and relevant information.