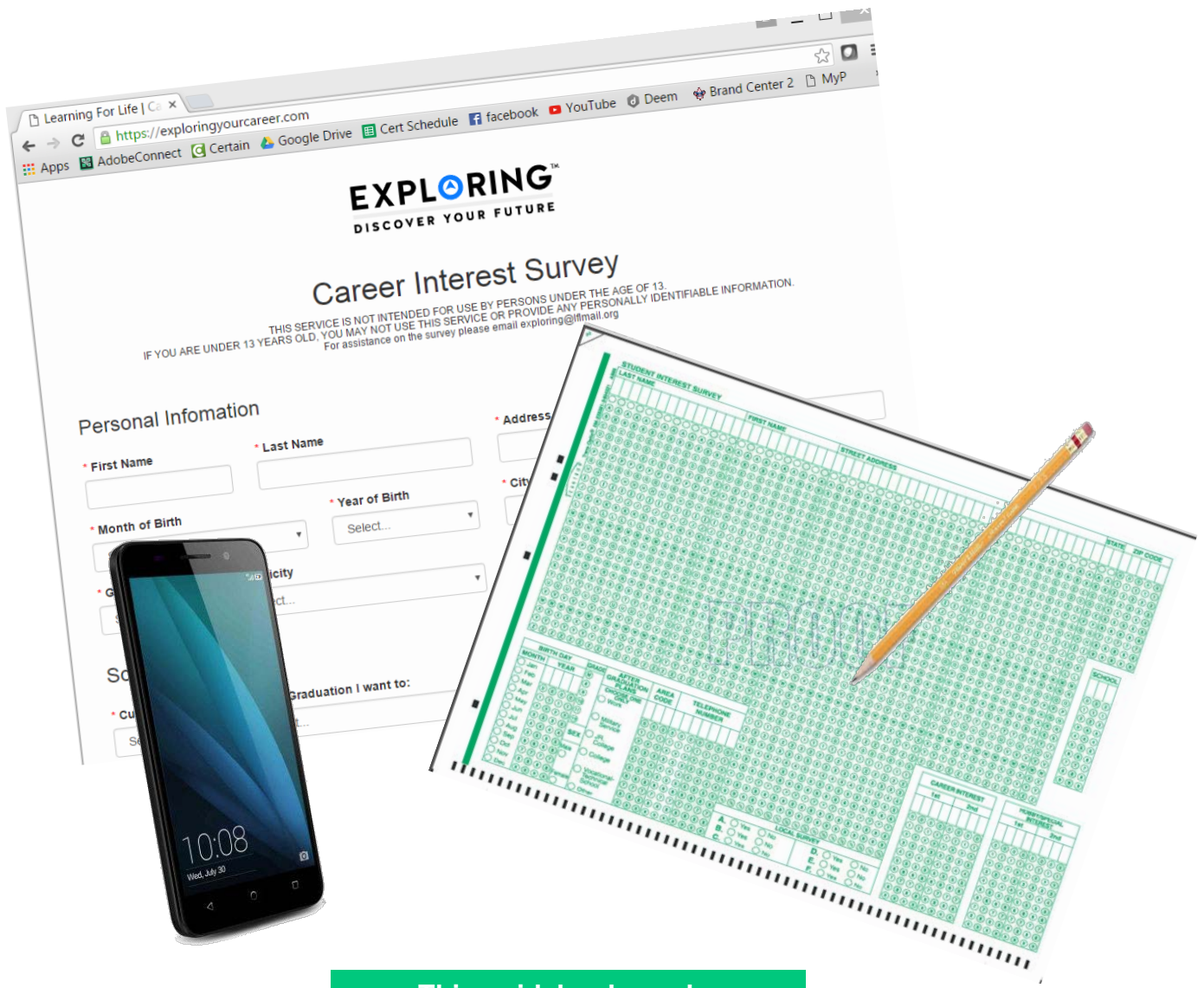# EXPLORING™
DISCOVER YOUR FUTURE

Career Interest Survey Guidebook

This guidebook can be downloaded in an editable Word format from www.exploring.org.

Updated June 2020

EXPLORING™
DISCOVER YOUR FUTURE

Career Interest Survey Guidebook

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SECTION 1: Preparing for a Sales Conversation

Exploring is a career education program for middle and high school–age young men and women based on a unique and dynamic relationship between youth and the organizations in their communities. Local organizations are matched to the interests of young people in the community using the Career Interest Survey, either in Scantron format or online. The result is a program of activities that helps youth pursue their special interests, grow, and develop. Many times these programs provide a hands-on experience, career preparation, and college endorsement.

Success in organizing Exploring posts/clubs and identifying career seminar topics starts with the ability to identify the "market"; that is, being able to determine the career interests of students. The best method for Learning for Life to achieve this is by conducting an annual survey of all middle and high school students.

The purpose of this survey is twofold: to support school counselors in their work and to grow membership in the Exploring program. Survey results are generated into a variety of reports including the following information: student names, addresses, phone numbers, grades, ages, after graduation plans, and schools. This information is used to invite students to join Exploring posts/clubs in their interest areas. The Career Interest Survey provides the best method for collecting market research. By utilizing the survey in each middle and high school in your area, your local program will have:

- **Purposes for Councils**
  - Provides contact information of students who could be invited to join a post, a club, or even a crew.
  - Demonstrates to prospective participating organizations just how many high school students could join their program.
  - Builds relationships with participating schools.

- **Purposes for Schools**
  - Helps schools meet their state law to provide a four-year course plan for high school students.
  - Identifies popular career interests that may result in new and relevant career elective classes.
  - Provides data for grant writing.

- **Benefits to Schools That Participate**
  - Survey is conducted at no cost to school.
  - Results are not sold or given away.
  - Scantron or online survey options are available.
  - Survey takes only six to 10 minutes to complete.
  - The Scantron and online surveys both have a place for schools to ask students any six (6) questions requiring a "Yes" or "No" response.
  - The survey results can be very helpful for guidance counselors when meeting with students about career and college planning or planning college and career fairs.
  - The survey will connect most students with real-world career experiences in popular careers through the Exploring program.
  - The survey may help counselors meet state mandated requirements for career planning.

> ### HOW MANY SURVEYS DO I NEED?
>
> **Membership Goal x 20 = Number of surveys needed**

SECTION 2: At-a-Glance

	ONLINE SURVEY	SCANTRON SURVEY
Cost to council	FREE to local councils	Cost of forms (see section 4)
Helps schools meet state law to provide a four-year course plan for high school students	✓	✓
Survey is conducted at no or little cost to school	✓	✓
Results are not sold or given away	✓	✓
Takes six to 10 minutes to complete	✓	✓
Place for schools to ask six (6) Yes/No questions	✓	✓
Council generates its own reports	✓	✓
Reports available: alphabetical roster, roster by hobby, roster by career, school summary, etc.	✓	✓
Scanning (see section 6)		Free through national with 10 business day turn around
Over 200 career choices	✓	✓
53 hobby choices	✓	✓
Survey accessed over a secure website for safe access	✓	
Student may access survey 24/7 to complete the survey	✓	
Students under 13 years old may take the survey		✓

SECTION 3: Marketing/Promoting

Learning for Life must build and continue to maintain strong relationships with school officials. All the work that goes into the Career Interest Survey can be endangered if the school refuses to survey or does an incomplete job. The Exploring Committee must continually promote the purpose of the survey as a *service to the school* and to local Exploring posts/clubs to strengthen the school's career education efforts.

For Exploring, the survey provides a "market analysis" to determine what kinds of posts/clubs to organize in the communities surrounding the schools that participate. For example, if 200 students list law as a career choice, then the council's Exploring Committee knows to look for an organization, such as a law firm, bar association, etc., that could organize an Exploring program specializing in law. Similarly, if students express an interest in law, local lawyers might be invited to present at career fairs or other speaking engagements on behalf of the Exploring program or the schools.

The market is determined by tabulating results from the student Career Interest Survey. The names and addresses of students interested in each subject are available during the organization of a post/club or development of a senior high school program so they can be invited to join.

The Exploring Committee may organize a task force to help with the Career Interest Survey. The role of the task force would be:
- To establish the best method for distribution and collection of the surveys
- To develop support material for the school and teachers to assist with the implementation of the survey
- To cultivate relationships with school administrators to ensure the survey's completion
- To review the processing of the survey

The task force should include administrators who have influence in the educational community.

A. Tips

1. Host an annual meeting (possibly including a meal) where volunteers on the Learning for Life/Exploring committee, teachers using the senior high school program, and leaders of organizations with Exploring posts/clubs demonstrate to school officials their enthusiasm for Exploring's ability to help the schools.

2. Keep good lines of communication open with school administrators. The Exploring committee should plan regular visits to middle and high school principals and counselors. School superintendents and boards should be informed about Learning for Life/Exploring.

3. Emphasize that we are asking for only about 10 minutes of student time each year. In exchange, schools will get information that can help counselors with individual students and can support school curriculum and career education plans.

4. Note that this career interest survey allows students to self-identify with career fields in which they are interested, as opposed to an aptitude test that tells students the areas in which they might excel. For this reason, the career interest survey can supplement an aptitude test that a school might already facilitate with their students.

5. Start the conversation about the career interest survey with a career teacher or career counselor first, before any other school personnel. The people who work in these roles will already have an understanding for career education and will have more to discuss with you about a career interest survey.

6. When you return survey results to schools, consider returning them in both printed and electronic formats. Also add simple charts or graphs that summarize the data by grade, career, hobby, etc.

B. Overcoming Career Interest Survey Objections

1. We don't do surveys …
   • Is there a particular reason why?
   • How do you collect your students' career interest data?
   NOTE: Most states have a career education law that requires schools to collect data on their students' career interests. This helps the school determine the electives and career tracks they offer to their student body.

2. We already do too many surveys …
   • How much does that cost you each year? Ours is free!
   • Our survey allows students to tell us what their interests are, rather than the survey telling them what they should be interested in.

3. We never received the results last time …
   • I can't speak to that. I'm new and give you my word I will personally deliver them to you. Would you prefer hard copy or electronic results?

4. We don't release confidential information …
   • Good, we don't either! The US Dept of Education calls the information we collect "Directory Information". It's the same info that's found in the school's student directory.
   • The privacy of our youth is our top priority as well. In fact, the US Dept of Ed wrote a letter explaining how schools can administer our survey without breaking any of the FERPA and PPRA laws. Here's a copy of the letter.

5. We have our own data …
   • Great! Would you be willing to share. Share just the numbers, not the names? The numbers will help me identify which businesses I should talk to about starting a hands-on Exploring program for your students to join. Exploring is like an extension of the classroom – hands-on interactive experience in real places of business.
   • When they say "yes", respond: Now to be fair, we're going to go talk with the hospital CEO, fire chief, police chief, and president of the bar association and help them organize career programs for a few hours a month. They are going to want to invite your students and their parents to an open house. … (pause) If I bring invitations back, would you make sure all the right students receive the invitations? (Wait for answer) I'd even be willing to sit in your office and put name labels on them for you if you print the labels. NOTE: This accomplishes the same intent of finding out how many students are interested in a career and gets an invitation sent to them.

- Ask to review the school's material. It may be that the Learning for Life survey is better. Learning for Life has gained much experience as a national organization in conducting this survey all over the nation.
- Suggest that Learning for Life conduct the survey for the school to save its staff time. Perhaps our survey could replace theirs.
- Ask whether you can get names from their survey for use by organizations using Learning for Life programs. In this case, you may no longer be in control, but this is better than having no names at all.
- Try to persuade the school to conduct the Learning for Life survey because of the merits of involving their students in Learning for Life programs.
- Ask if their survey is costing them money and if so, promote the fact that you can provide the survey at no cost to the school.

6. The principal/board has to approve/already said no….
- If you believe this survey would be beneficial to your school and your students, I'd be happy to visit with your principal. Would you introduce me?
- Why did they say no?
- When is the next school board meeting?

C.   U.S. Department of Education Support

Questions pertaining to the Family Educational Rights and Privacy Act (FERPA) or Protection of Pupil Rights Amendment (PPRA) laws.

The U.S. Department of Education, Family Policy Compliance Office supports the Career Interest Surveys. It has provided a letter (see appendix) outlining the methods that councils and schools can use to administer the Career Interest Survey without breaking FERPA (Family Educational Rights and Privacy Act) or PPRA (Protection of Pupil Rights Amendment) laws.

Refer to the appendix for:
- Cover letter to local councils
- Full, 3-page DOE letter of support

More information on FERPA:
http://www2.ed.gov/policy/gen/guid/fpco/ferpa/index.html

More information on PPRA:
http://www2.ed.gov/policy/gen/guid/fpco/ppra/parents.html

D.   Confidentiality Statement

How Learning for Life & Exploring Collects and Uses Information from the Online Career Interest Survey

Learning for Life collects and sorts directory information, career interests and hobby interests from people who are 13 years of age and older. The web-based survey uses both software and server based best practices to provide data security for our users and respondents. We collect the following types of information about respondents:

Information respondents provide us through the application:
We request specific information from respondents such as name, age, address, contact information and other demographic information. We also retain any submissions respondents send through the application. We use this information to operate, maintain, and provide to the National Office, Schools and Associated Internal organizations the information and functionality of the application.

This information is used internally and only shared with organizations officially registered with the Exploring program and with the institutions from which respondents are associated. We abide by the Statutes and Laws of the Federal Government concerning the release of collected information only use the data for analysis and services provided by our organization in relation to its mission.

Analytics information:
We may directly collect analytics data, or use third-party analytics tools and services, to help us measure application traffic and usage trends for the application. These tools collect information sent by respondents' browser or mobile device, including the pages respondents visit and other information that assists us in improving the application. We collect and use this information in aggregate form such that it cannot reasonably be manipulated to identify individual respondents.

Cookies information:
When respondents visit the application, we may transmit one or more cookies — a small text file containing a string of alphanumeric characters — to respondents' computer that uniquely identifies respondents browser and lets us help respondents log in faster and improve respondents' navigation of the website. A cookie may also convey information to us about how respondents use the application (e.g., the pages respondents view, the links respondents' click and other actions respondents take on the service), and allow us to track respondents usage of the application over time. A persistent cookie remains on respondents' hard drive after respondents close respondents' browser. Persistent cookies may be used by respondents' browser on subsequent visits to the site.

Use of certain service type information we collect about respondents:
We use or may use cookies, device identifiers, location data and clear gifs information to: (a) remember information so that respondents will not have to re-enter it during respondents visit or the next time respondents visit the site; (b) provide custom, personalized content and information; (c) to provide and monitor the effectiveness of our service; (d) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (e) diagnose or fix technology problems; (f) help respondents efficiently access respondents information after respondents' sign in.

Sharing of Respondents Information

We will not rent, sell or share respondents' information with third parties outside the purposes and mission of the Learning for Life and Exploring. We may share respondents' information with organizations officially registered with the Exploring program and with education institutions from which the data was collected as noted below:

- *Who we may share respondents' information with*: We may share respondents' information with school districts through local exploring representatives for the purpose of providing the information as is reasonably necessary to deliver the application, and we will require that such school districts comply with this privacy policy, or operate under a similar privacy policy.

- *Who can see submitted content*: Any information that respondents voluntarily disclose for posting to the application becomes available to the Learning for Life organization and information may not be removable, as copies may remain viewable in cached and archived pages of the application, or if other exploring representatives have copied or saved the information. If respondents do not wish respondents information to be available to the Learning for Life organization, please do not use the application.

Instances where we are required to share respondents' information:
Learning for Life will disclose respondents' information where required to do so by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Use or to protect the security, quality or integrity of our application, and/or (c) to exercise or protect the rights, property, or personal safety of Learning for Life Users, or others.

How We Store and Protect Respondents Information

Keeping respondents information safe:
Learning for Life & Exploring cares about the security of respondents' information, and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the application. To protect respondents' privacy and security, we take steps to verify the identity of persons before granting administrator access to the application or its reports. Learning for Life cannot ensure or warrant the security of any information respondents transmit to Learning for Life or guarantee that information on the application may not be accessed, disclosed, altered, or destroyed. Learning for Life is not responsible for the functionality or security measures of any third party.

Compromise of information:
In the event that any information under our control is compromised as a result of a breach of security, Learning for Life will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

User Choices about Account Information

We make every effort to promptly process all account information or security requests. If users have any questions about reviewing or modifying user account information, users can contact us directly at exploring@lflmail.org.

How long we keep user private profile information:
Following termination of a user's account, Learning for Life may retain users private profile information for a commercially reasonable time for backup, archival, or audit purposes. For the avoidance of doubt, any information that user choose to make public on the service may not be removable.

SECTION 4: Cost to Council

A. Online Career Interest Survey

The annual fee for a council to have access to its online survey data is based on the council's classification:

Council Classification	Annual Fee
Any council that commits to participate in *Exploring Explosion**	FREE
500	$0
400	$0
300	$0
200	$0
100	$0

*For more information go to www.exploringexplosion.org.

B. Scantron Career Interest Survey

The cost to councils for the Scantron survey forms could include:

1. Purchase of the forms from the National Distribution Center using the LFL Supply Order Form (download from the FORMS section of the LFL internal site in MyBSA). Current pricing:

SKU	Item	Qty	Cost
618833	Scantron, 30/pk	1	$3.49 ea
618833	Scantron, 30/pk	10-19	$2.99 ea
618833	Scantron, 30/pk	20+	$2.49 ea
629090	Scantron, 500/pk	1	$41.29 ea
629090	Scantron, 500/pk	10-19	$40.99 ea
629090	Scantron, 500/pk	20+	$37.19 ea

2. Shipping fees to send Scantron survey forms to the Learning for Life National Service Center (10 business day turn around).

3. Free scanning is offered through the Learning for Life National Service Center but if you would like to purchase a Scantron scanner and the ScanTools software you may contact Scantron at scantronhelp@scantron.com for a pricing quote.

SECTION 5: Online Career Interest Survey Process

"Since 2010, our school district has implemented a bold vision we call Going GLOBAL (Growing Learning Opportunities Beyond All Limits). Providing adequate technology tools and resources is essential to fulfilling this vision.   In grades 6-12, all Rutherford County Schools' students are provided a laptop computer for use at school and at home. Because this 1:1 access to technology allowed our students to easily and quickly participate in the career interest survey, additional career Exploring programs are being created by the Boy Scouts of America to help our students determine career paths that most closely align to their interests and talents. I appreciate local Scouting professional, Travis Walker, our teachers, and our administrative staff for their efforts in creating new learning opportunities for our students."

Janet H. Mason, Ed. D.
Superintendent
Rutherford County Schools - North Carolina

A.   Step-by-Step Summary

1. Be sure schools are capable and willing to facilitate an Online Career Interest Survey with their students. Work with schools to develop a structured delivery method on the school campus to be sure you capture as many students as possible. (School Counselor "Warm-Up" letter in Appendix.)

2. Submit the Online Career Interest Survey Agreement (see Appendix) to the national office at exploring@lflmail.org . Each council can register for up to 5 user accounts at www.exploringyourcareer.com/signup. Users must be approved by the Scout executive. **DO NOT SHARE LOGIN INFORMATION WITH NON-EMPLOYEES.**

3. Have each school district check to be sure that all their school campus name(s) are listed in the drop down menu on the survey.If any additions or changes need to be made email the SCHOOL NAME, SCHOOL CITY, ST & ZIP to exploring@lflmail.org.

4. Also add the optional Yes/No questions and/or sponsor logos.

5. Generate reports for school use. We recommend the following reports be delivered to the school:
    - Alphabetical roster
    - Roster by career
    - Roster by hobby

    Evaluate results on each campus and determine the students' top career interests using the "school summary" report. Identify business leaders within these industries in the community and visit with them about starting an Exploring program.

    To access the online career interest survey, scan the QR code or

    go to **www.exploringyourcareer.com.**

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Career Interest Survey

THIS SERVICE IS NOT INTENDED FOR USE BY PERSONS UNDER THE AGE OF 13.
IF YOU ARE UNDER 13 YEARS OLD, YOU MAY NOT USE THIS SERVICE OR PROVIDE ANY PERSONALLY IDENTIFIABLE INFORMATION.
For assistance on the survey please email exploring@lflmail.org

Personal Infomation

* First Name

* Last Name

* Address

* Month of Birth
Select...

* Year of Birth
Select...

* City

* State
Select...

* Zip

* Gender
Select...

* Ethnicity
Select...

* Phone

Email

School Information

* Current Grade
Select...

* After Graduation I want to:
Select...

* Current School State
Select...

* Current School City
Please Select a City

* Current School Name
Please Select a State and City

TIP #1

Make sure all of the schools in your community are listed on the "Current School Name" drop down menu. If a school is missing or incorrect, email the school NAME, CITY, ST, ZIP to exploring@lflmail.org and give us 5 business days to make the change.

TIP #2

If a school wishes for its students to NOT enter their names, addresses or phone numbers, simply instruct the teacher (via the teacher instruction sheet – see appendix) to instruct students to enter "n/a" OR a student ID# instead.

B. Step-by-Step Detailed Explanation

1. School Buy-In and Structured Delivery Methods

Discuss structured delivery methods with the school contact person in an effort to capture data on as many students as possible. Be sure you both agree on the timeline and method. Here are a few suggestions for setting a date and time to facilitate the surveys. *No online data may be collected from students younger than 13 years old. They must use the Scantron paper surveys.*
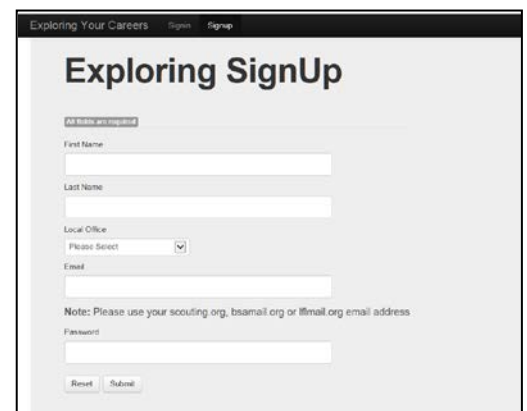
- Some campuses have an advisory/homeroom/study period that every student has on his or her schedule. This is a perfect time to capture the entire student body.

- The school counselor will announce on the PA system at 11 a.m. (for example) that it's time to stop for 10 minutes all over campus to complete the survey.

- No matter the grade level, every student has either an English class or a history class. The school contact person might decide that every history teacher facilitates the survey with all of his or her students.

- No matter the delivery method, provide a Teacher Instruction Sheet describing the steps that should be taken in each classroom (see appendix).

2. Accessing Council Administration Site

Council users access the council administration site at www.exploringyourcareer.com/signup. Council log-in information is provided via email after payment is received at the National Learning for Life office.

a) Setting up a Council User Account

- Click on the **New Users** link, fill in your name, council name, and email address. Users create their own password. User accounts will be activated and remain active for one (1) year. For security reasons, users MUST use a scouting.org, bsamail.org, or lflmail.org email address. To set up an lflmail.org account, contact the Member Care Contact Center at 855-707-2644.

- Complete the form. You MUST use your scouting.org, bsamail.org, or lflmail.org email account.
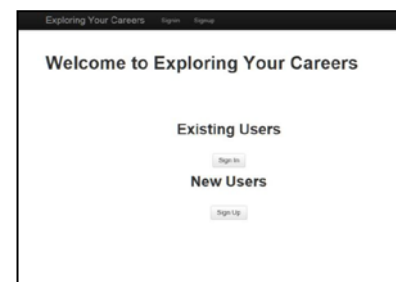
- Select your council from the alphabetical drop-down list.

- If you do not receive an email after three (3) days, contact 972-580-2433 for account activation.

b)   Adding Yes/No Questions

- Click on Local Survey in the toolbar at the top of the page.
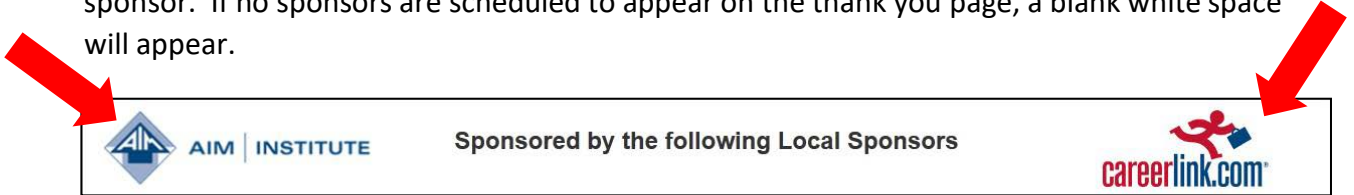
- Click on Add Local Survey to begin.
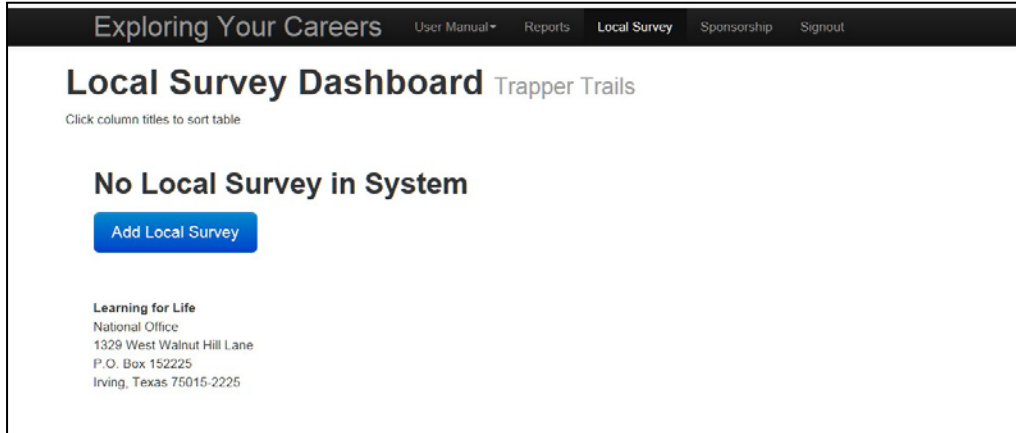
- Select the school name from the drop-down menu.

- Name the survey.

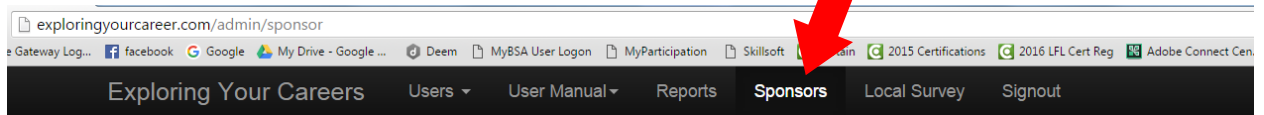- Enter up to six (6) questions.

- Save the survey or reset the form.
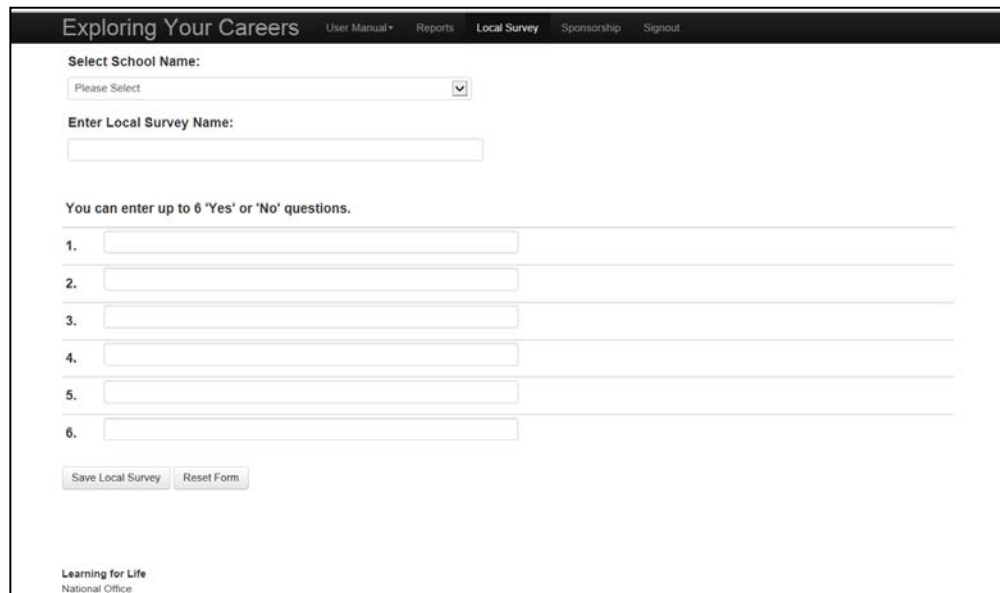
c) Creating, adding, and deleting sponsor logos

Each council that purchases and is set up for the Learning for Life Online Career Interest Survey will have the ability to create, add, and delete sponsors for their council area survey. The sponsors will appear on the thank you page once the student completes the survey. Placement is in both the upper right and left corners. Up to two sponsor logos can be added. Each can be clickable to a designated link such as a website for the student to learn more about the sponsor. If no sponsors are scheduled to appear on the thank you page, a blank white space will appear.

- Click on **Sponsors** at the top of the page.

- Click on **Add a Sponsor Image**.
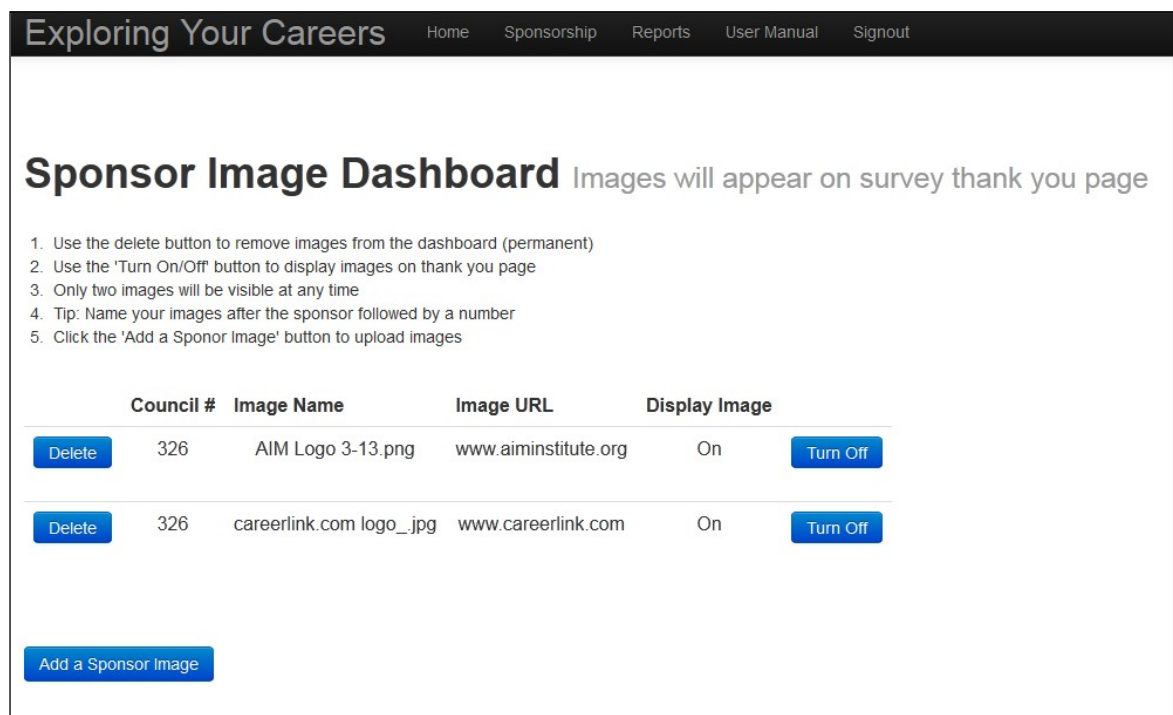
- Click on **Browse** to locate the image you want to add or type in the URL.

- Click on **Upload Sponsor Image** to add the image to the survey.
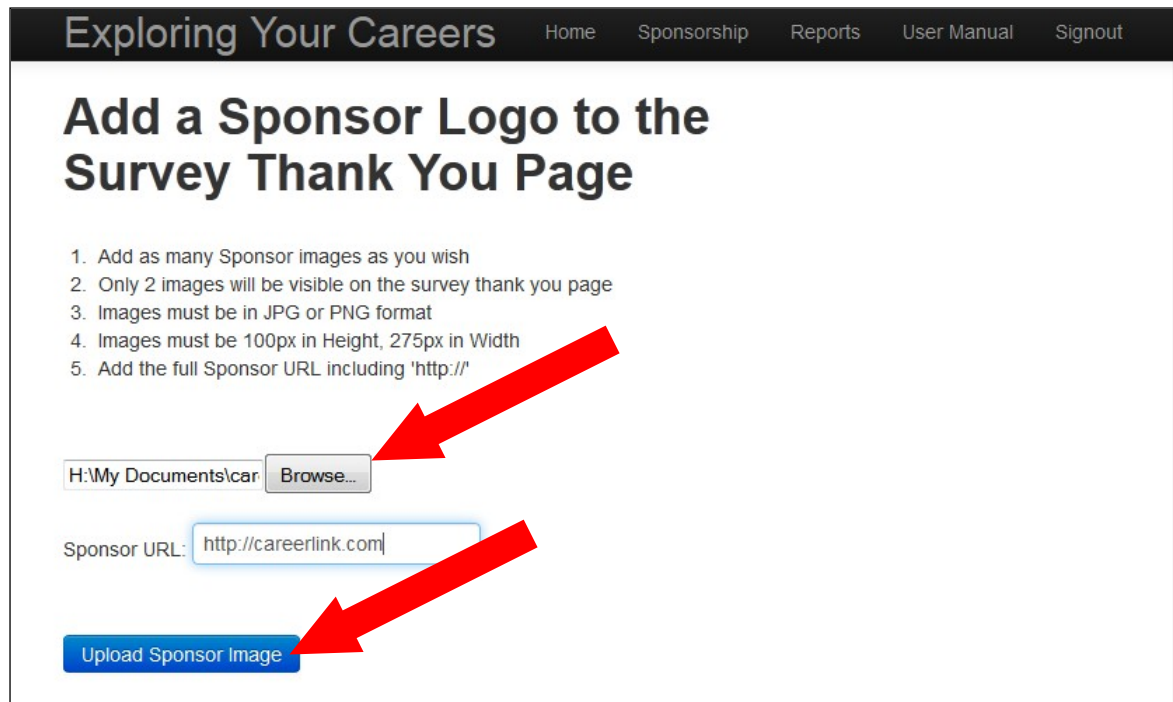
- Once you have selected your logo image and inserted a URL link, you simply click on the **Turn On** or **Turn Off** buttons to make the logo image live on the Online Career Interest Survey thank you page.

**3. Generating Reports (Online Career Interest Survey)**

The "reports" section of the administration site has undergone some major updates! One of the biggest changes from the previous report page is the ability to get reports from an online reports tool. It is accessible from the "Reports" page in the administration tool of the page. It can be found at the following address: http://exploringyourcareer.com/council/reports/

To access the page, the site does require the sign-in information that was previously provided to you. The reports section now contains the ability to access the main reports online. You will find them prominently displayed on the bottom half of the page. In order to get the information that you are looking to obtain, we have added some filters that will allow you to specify the information by school year, school name, career and hobby.

1. First, you must select the year of data that you are looking to see.
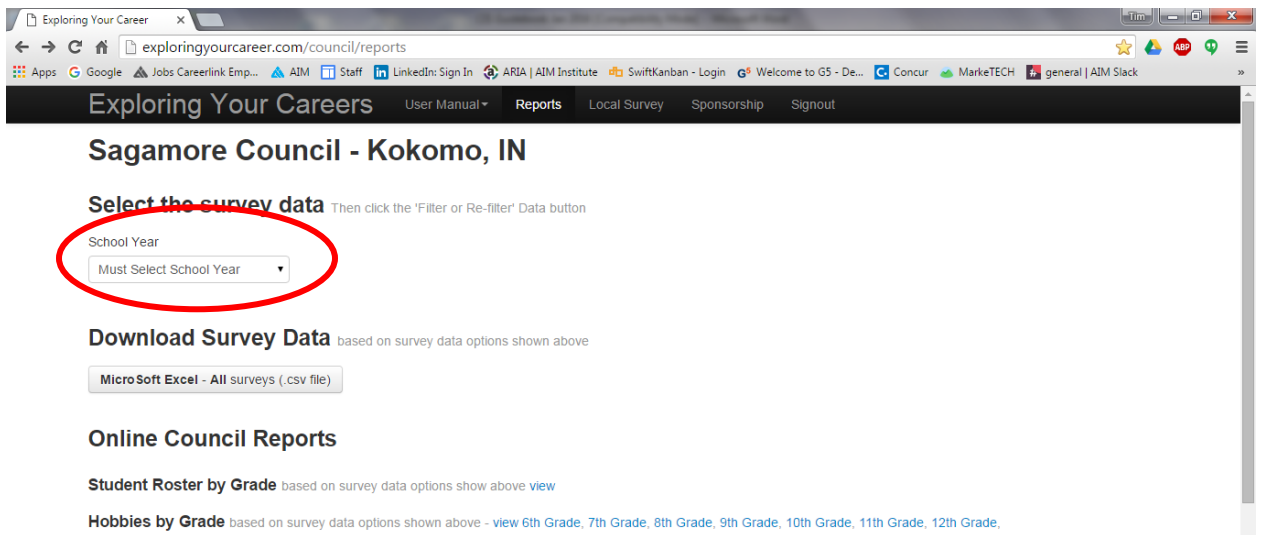
2. Once you have selected the year, you will see the other options appear on the screen.

To Downlod the survey data:
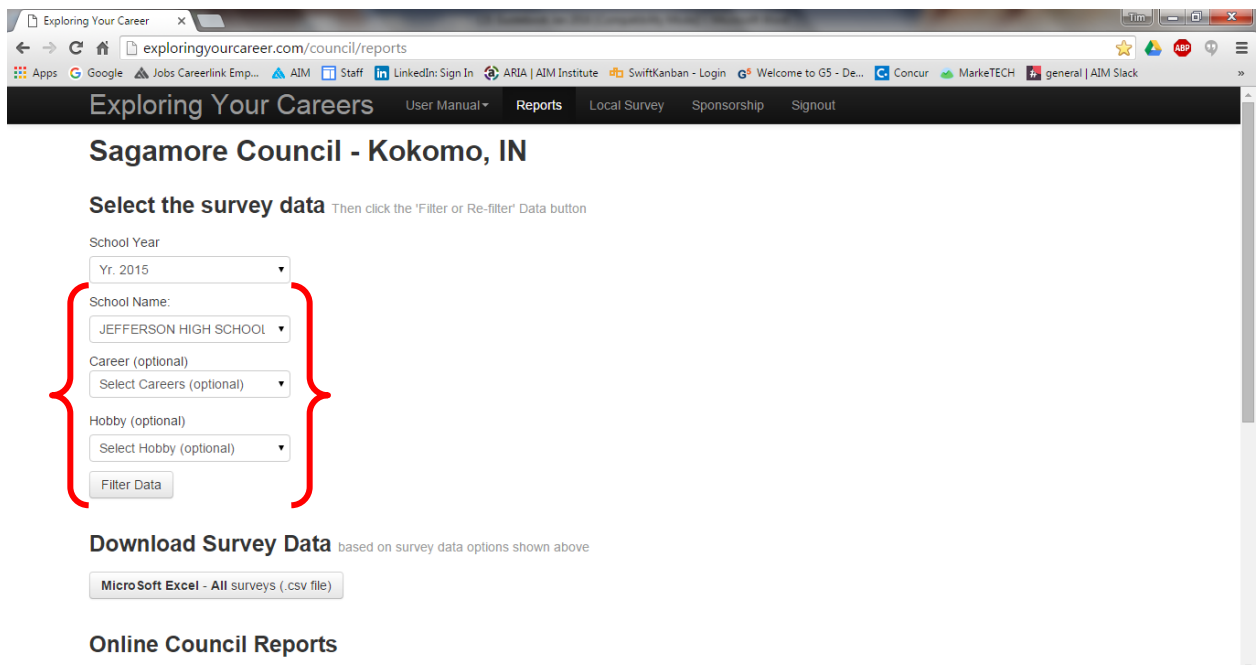
Each category provides a dropdown that allows you to limit the data that is needed for you to be get to the data you desire. Once you have the correct categories selected, you can press the "Filter Data" button and it will set the search for a download to occur. Then, press the "Microsoft Excel – All surveys (csv file)" button and it will download the survey data requested in an Excel spreadsheet. Each time that you change any of the categories you will see the "Filter Data" button change to a "Re-filter Data" button. You must press this in order for the new categories to be set. Any mailing labels needed can then be done through the Microsoft Excel program for now. A mailing label feature will be added to the this reports page soon.

To view online reports:

On the bottom half of the page, you will also see links to online council reports that are available as well. The process for this is very much the same. You will be able to set the categories that you would like to see data. Once that is set, you can click the "Filter Data" button and it will set the parameters for your search. Then click the report that you would like to see and the data will populate into a webpage that is available for you to view. To change the categories for your search simply go back to the parameters on the reports page, change the parameters and click the "Re-Filter Data" button. You can then click on the "view" link on the report that you are interested in and the data will populate a web page with the results.

The Access databases are currently not available and have been replaced with this online resource. The Excel spreadsheets will remain available for you to use on a regular basis.

SECTION 6: Scantron Career Interest Survey Process

A. Step-by-Step Summary

1. Be sure schools are capable and willing to facilitate a Scantron survey with their students. Work with schools to develop a structured delivery method on the school campus to be sure you capture as many students as possible.

2. Order your surveys (30-pk SKU 618833, 500-pk SKU 629090) from the National Distribution Center (order form found at MyBSA > Resources > Learning for Life > Exploring > Misc). *Fujitsu survey forms were discontinued January 1, 2015.*

3. Your office assigns each school a three-digit school code. It is your responsibility to save and keep track of your own school code assignments. **Keep a master list. <u>Each student form must have the correct code number in order to produce reports using the report generator</u>.** The school code will be necessary later in the report generation process. School codes are pre-assigned for the <u>Online</u> Career Interest Survey.

4. Determine whether you will be scanning the survey forms locally or sending the surveys to national for free scanning.

5. Proofread your Scantron forms BEFORE scanning them. Make sure:
   a) Students used **No. 2 pencil**, NOT PEN.
   b) All applicable bubbles are filled in. Proofread your surveys **before** you ship them. **Fill in missing bubbles.**
   c) The three-digit school code is bubbled in.
   d) Discard forms without student names OR career/hobby options completed.
   e) Complete the **Free Scanning Forms** (see appendix) and place in box to be shipped.

6 . The report generator and ScanTools application files are compatible only with the forms ordered from the National Distribution Center.

<div style="background-color:red;color:white;text-align:center;font-weight:bold">

COPIES OF THE FORMS OR CUSTOM FORMS WILL NOT SCAN & WILL RESULT IN NULL DATA.

</div>

7. Generate selective reports for school use. We recommend the following reports be delivered to the school:

   - Alphabetical Roster
   - Career Interest Roster
   - Hobby Interest Roster

8. Reports useful to the council:
   - Career/Hobby Summary by School – This will tell you how many students are interested in particular careers, which will guide you in approaching businesses about starting an Exploring program.
   - Mailing labels for open house invitation letters.

9. Evaluate results on each campus and determine the students' top career interests. Identify business leaders within these industries in the community and visit with them about starting an Exploring program.

B. Step-by-Step Detailed Explanation

1. School Buy-in and Structured Delivery Methods

In an effort to capture data on as many students as possible, it is necessary to discuss survey facilitation options with the school contact person. Be sure you both agree on the timeline and method. Here are a few suggestions for setting a date and time to facilitate the surveys:

Some campuses have an advisory/homeroom/study period that every student has on his or her schedule. This is a perfect time to capture the entire student body.

- The school counselor will announce on the PA system at 11 a.m. (for example) that it's time to stop for 10 minutes all over campus to complete the survey.
- No matter the grade level, every student has either an English class or a history class. The school contact person might decide that every history teacher facilitates the survey with all of his or her students.
- Distribute your forms to the schools. Remember to include the Teacher Instruction Sheet (see appendix) with each classroom set of surveys.

2. Scanning Options

a) National Scanning:
   If you do not have access to a Scantron/NCS scanner, you can take advantage of the scanning service provided by the Learning for Life National Service Center. Here's how:
   1. Complete the Scantron Scanning Council Form and Scantron Scanning School Form, see appendix.
   2. Proofread all Scantrons. Fill in empty/skipped bubbles with a No. 2 pencil.
   3. **Arrange all Scantrons so they are all face up and facing the same direction.** If you do not arrange your Scantrons as directed, we cannot guarantee a quick turn around time.
   4. Ship your Scantrons **with a tracking number** and the forms mentioned in #1 directly to the Learning for Life National Service Center at: 1325 W. Walnut Hill Lane, Irving, TX 75038.
   5. Within ten (10) business days you will receive an email with one .dlm file for each school.

b) Local Scanning:
    For councils who own their own scanner or use a local junior college/college scanner

    Requirements:
    - Scantron scanner (purchased from Scantron, OpScan 4ES model)
    - ScanTools software (purchased from Scantron)
    - ScanTools application files (free at MyBSA>Resources>Learning for Life>Exploring> Career Interest Survey)
    - Scantron form SKU 618833 (30 pk), SKU 629090 (500 pk) purchased from National Distribution Center

    (1) Downloading ScanTools Application files to your computer –
    - The computer that works with the Scantron scanner MUST have ScanTools software installed and the ScanTools Application files loaded. The ScanTools Application files will communicate to the computer that works with the Scantron scanner how to format the Career Interest Survey data to be compatible with the Career Interest Survey report generator.

    - Go to MyBSA>Resources>Learning for Life>Exploring>Program>Career Interest Surveys to download the ScanTools Application Files.
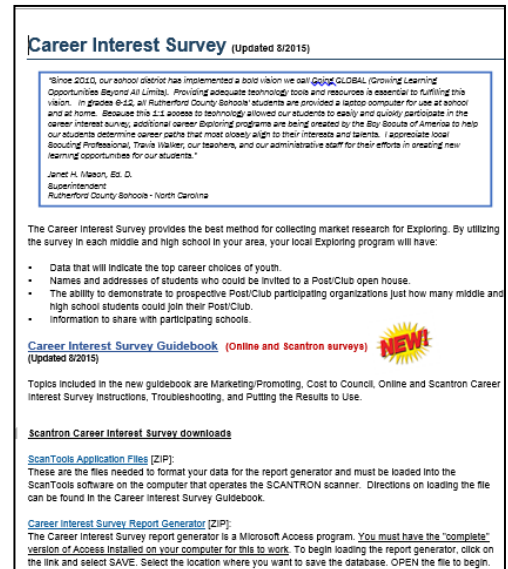

    - To copy the files to your computer double-click the file name. The window on the left will appear. Select **Save as** and then the location you would like to save your files to. The files will save as a .zip file and you will have to use WinZip to open them. You will not be able to open and read the application files; only the scanner can read them.


23
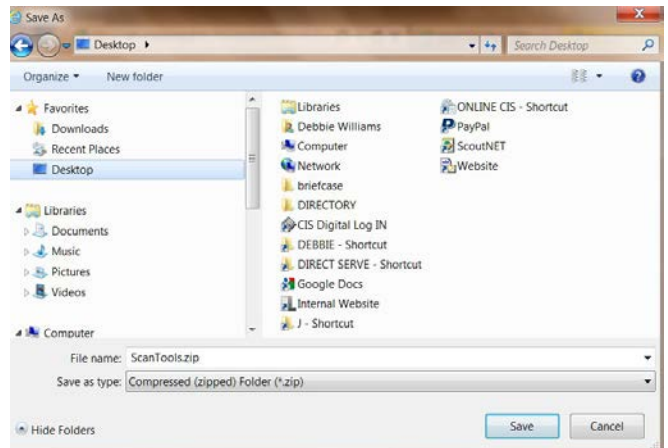
- Open your ScanTools software. The window looks different depending on what version of ScanTools software you are using. They will all work very similarly.

- Click **File**.
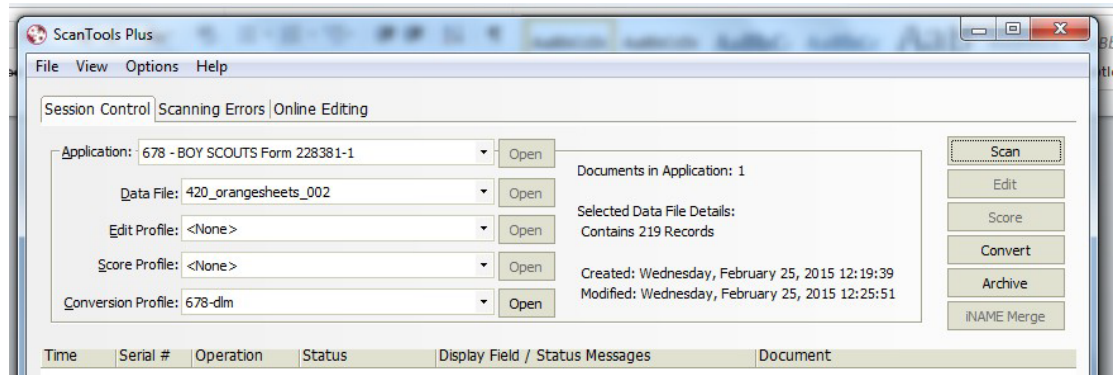
- Select **Install Application**.
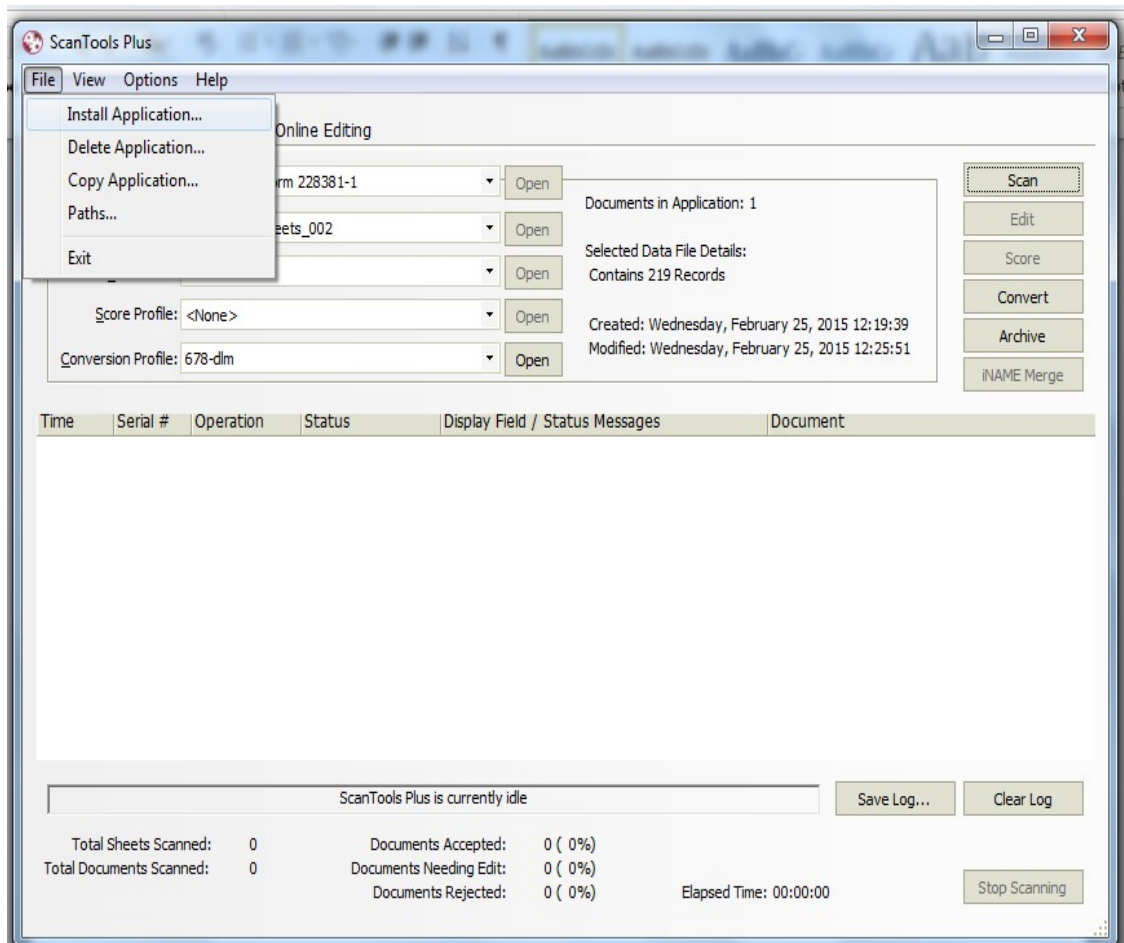
- Select the location on your computer where you saved the ScanTools Application files copied from MyBSA>Resources>Learning for Life>Exploring>Career Interest Surveys. There will be three (3) files: 678.$ep, 678-dlm.$cp, and Z678.SDS. You will not be able to open and view these files because they are strictly for formatting.
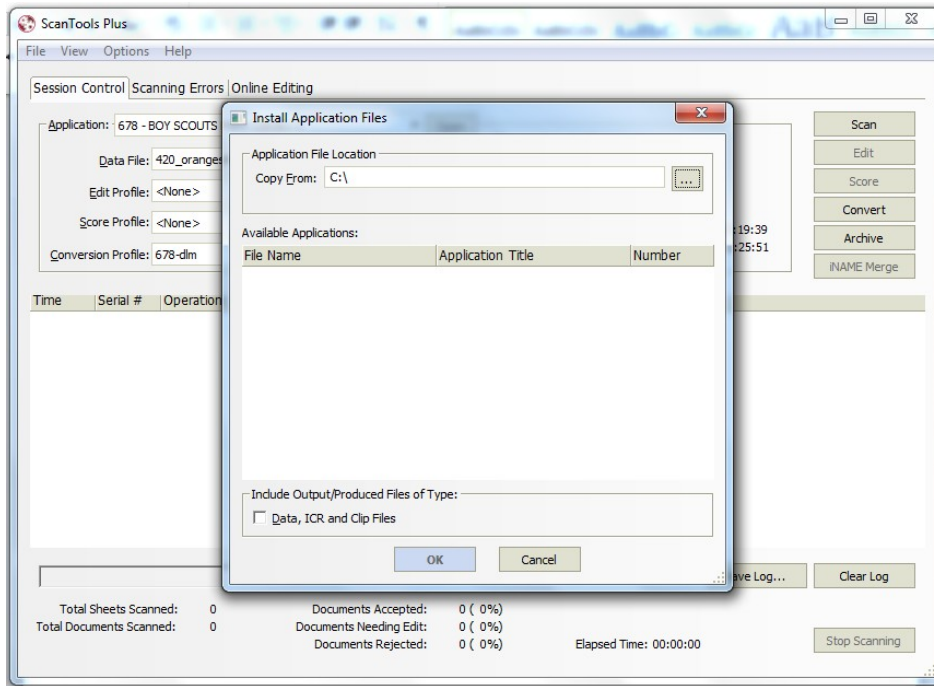
- The Application file **678 – BOY SCOUTS Form 228381-1** is now available for use when scanning the Scantron Career Interest Survey forms.
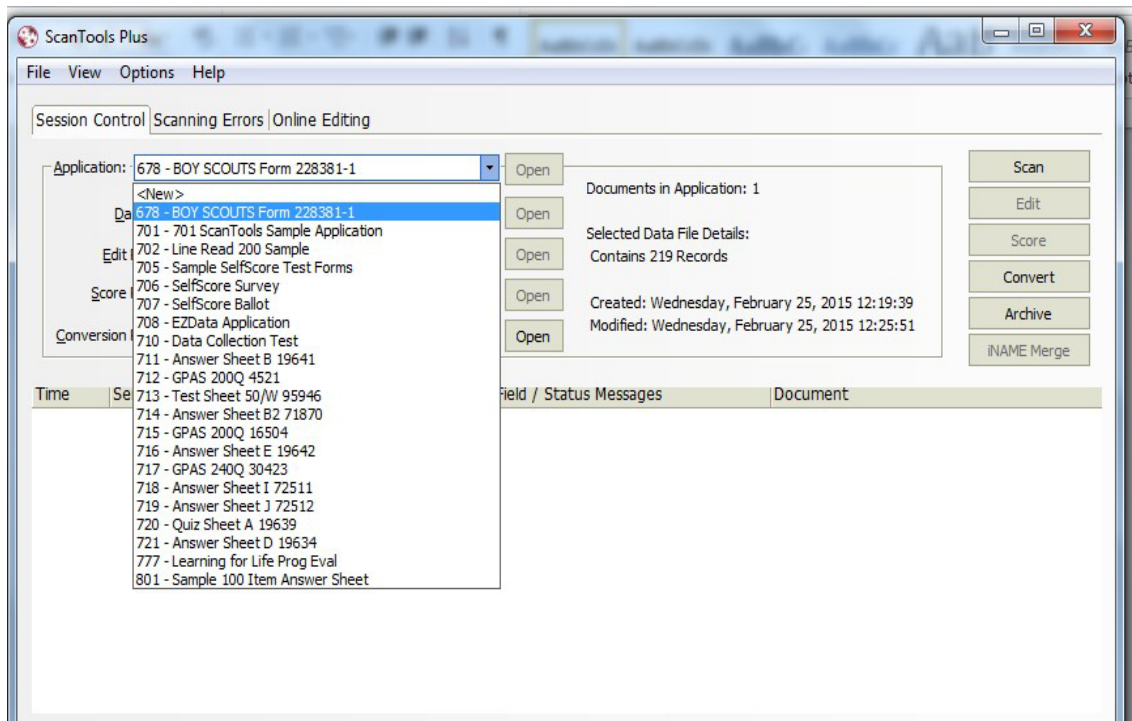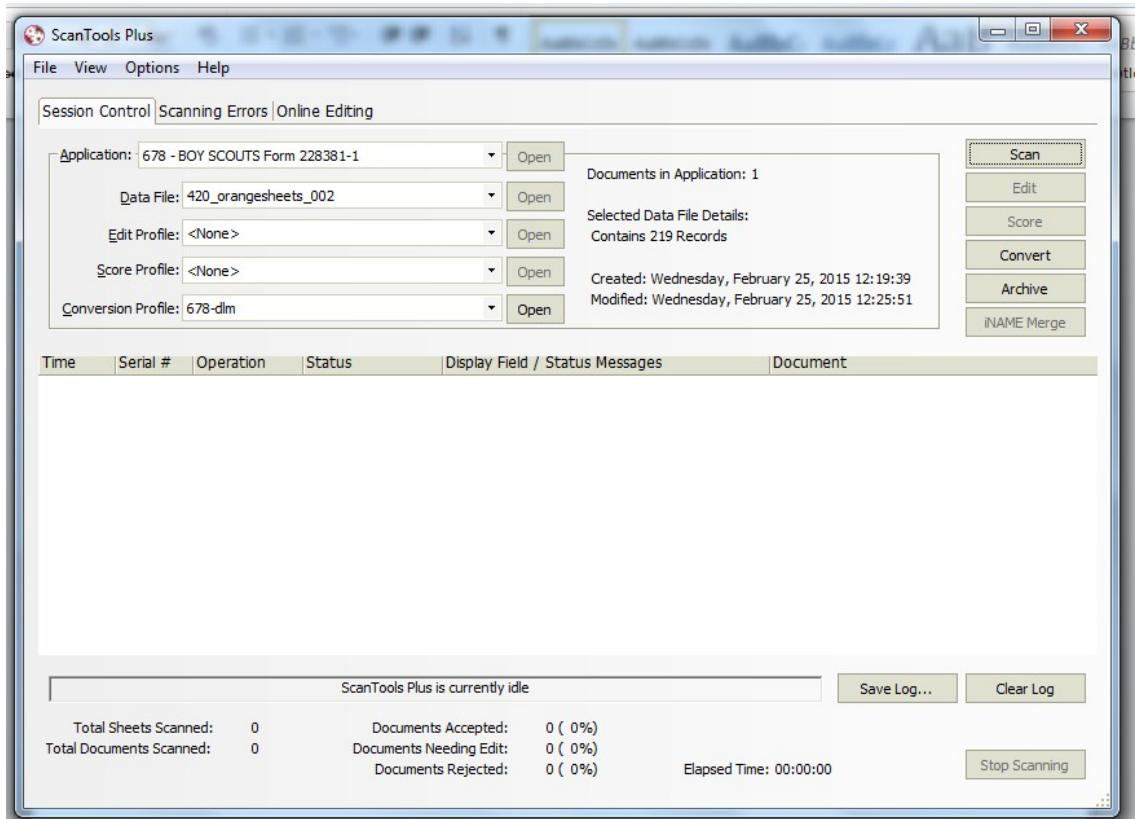
- The profile settings should be as follows:

    - Edit Profile: **<None>**
    - Score Profile: **<None>**
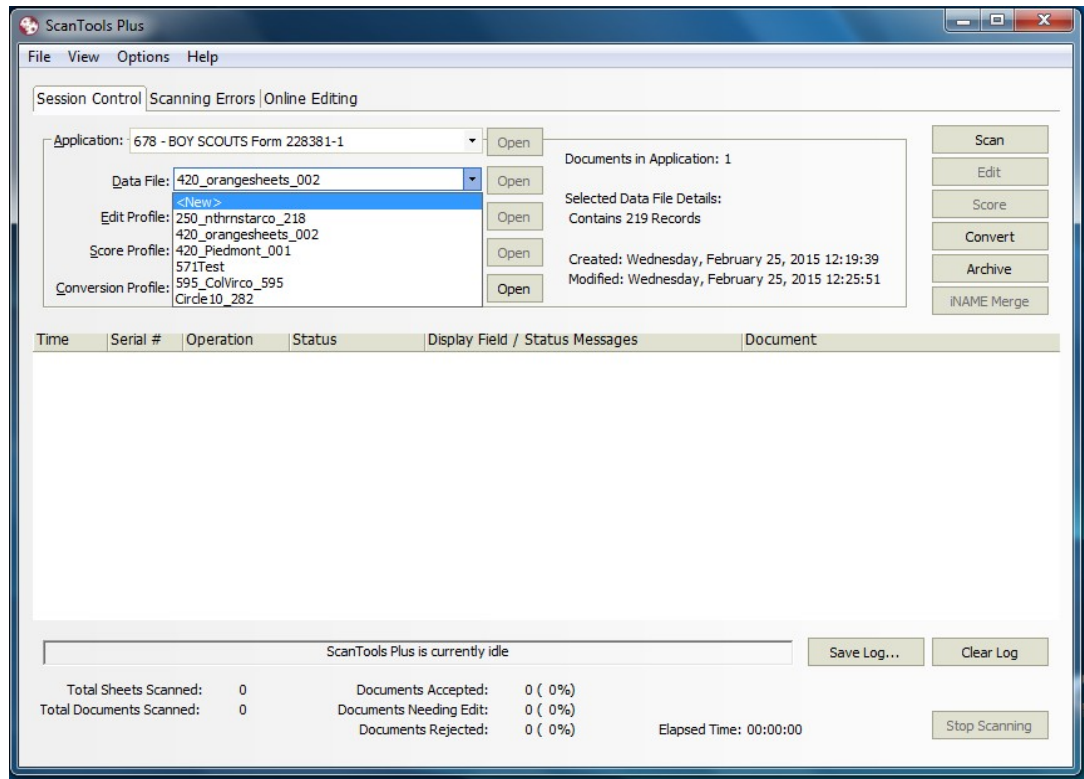   - Conversion Profile: **678-dlm**
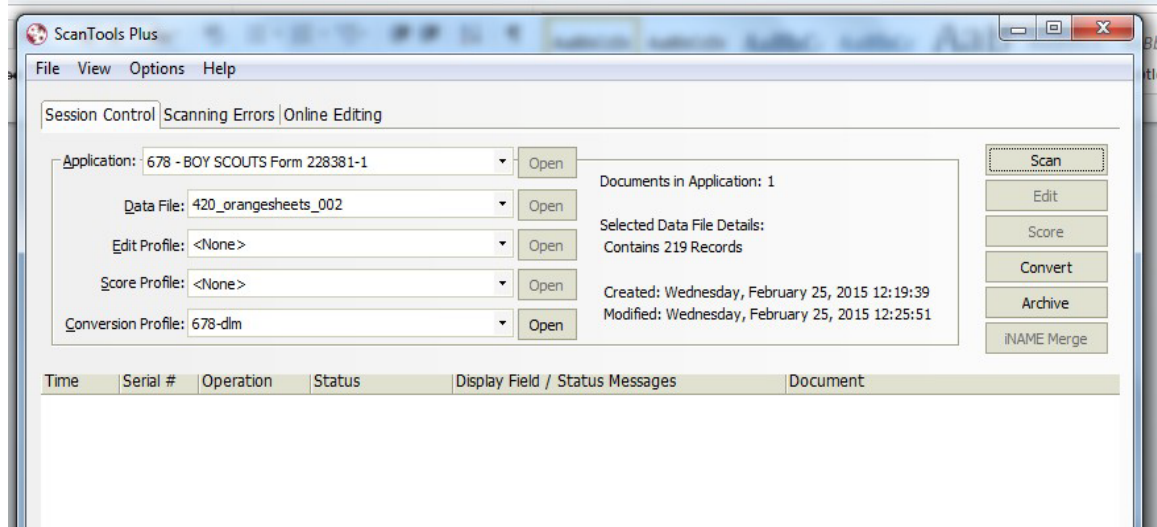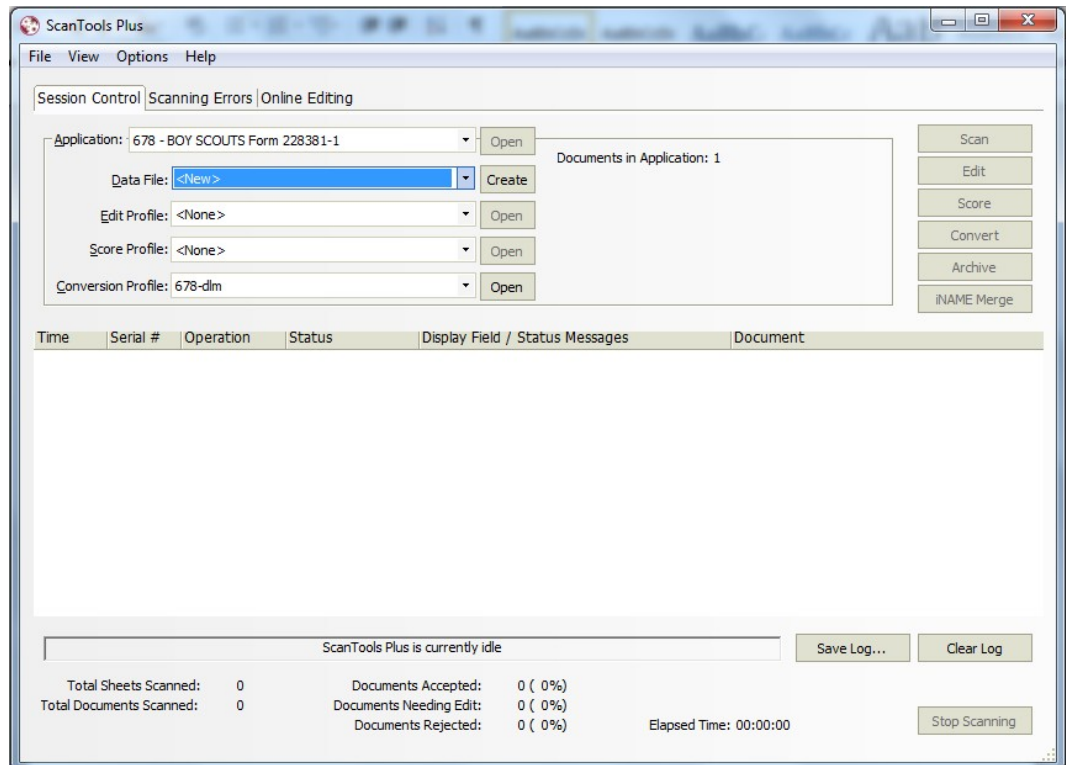

(2) Scanning the Surveys

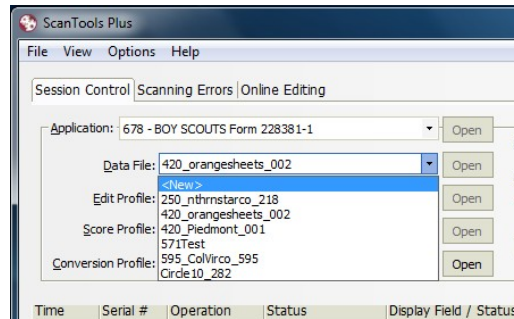- Click on the **Open** button to the right of Data File.

- In the drop-down window, select **\<New\>**.

- Name your file and click on **Create**. Select your file name before scanning. Load your scanner with your survey forms and click **Scan** to begin.

- After the survey forms have been scanned, you must convert and save your scanned data as a .dlm or delimited file.

3. Generating Reports

a) Downloading the Access Report Generator:

The Career Interest Survey Report Generator is a Microsoft Access program. **You must have the complete version of Access installed on your computer for this to work**.

- To begin loading the report generator, go to MyBSA > Resources > Learning for Life > Exploring > Marketing > Career Interest Surveys and click on the **Career Interest Survey Report Generator** link.

- Click **Save as** to save the file.
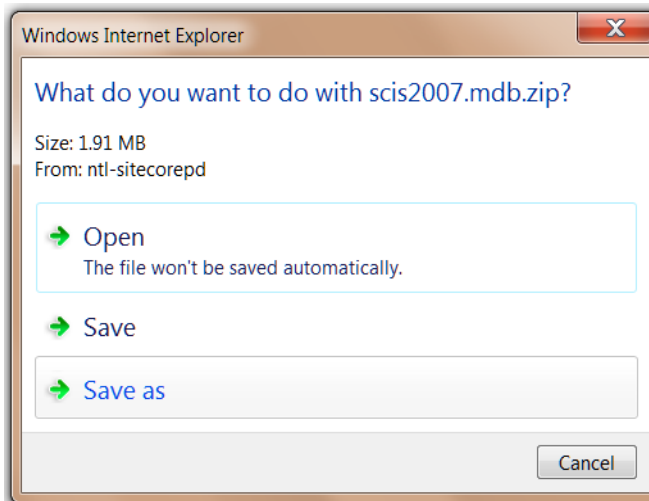
- Select the location where you want to save the database and click **Save**.
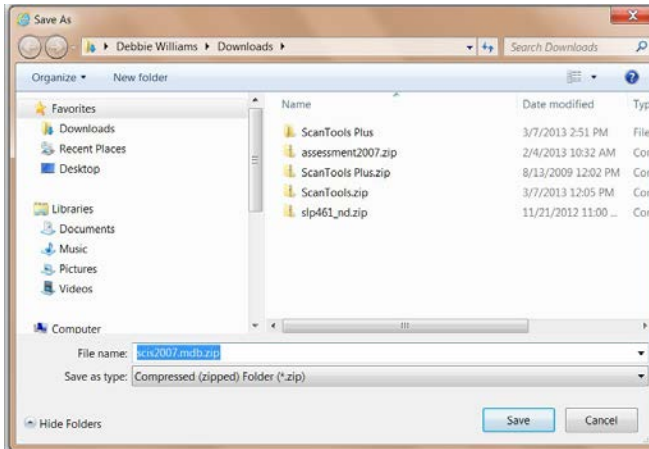
- Open the .mdb file to take you to the report generator.
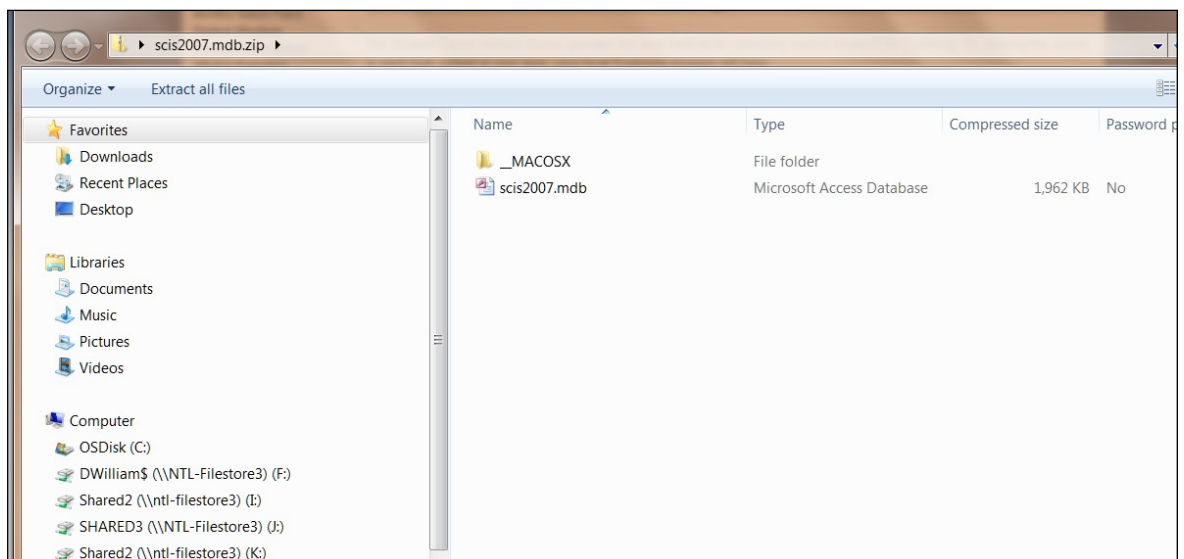
- Depending upon your version of Access, you may need to click on **Enable Content** and/or save the file with another name using **Save As** in order to change the file from read-only.
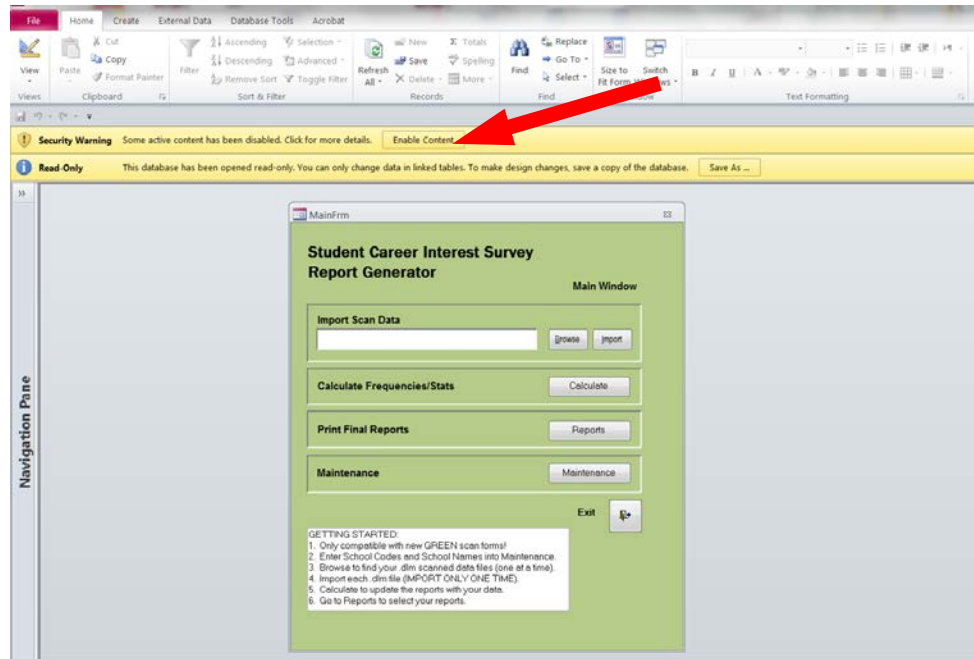
b) Report Generation

NOTE: Each survey format – online and Scantron – requires a _different_ report generator. The report generators are actually Microsoft Access databases. You will need a computer that already has Microsoft Access installed in order to use this tool.

The report generator works with data from the Scantron scanner. To find the report generator to save to your computer go to MyBSA>Resources>Learning for Life>Exploring>Forms>Career Interest Surveys.

Your computer must have a complete version of Access installed in order for the report generating process to be successful.

(1) Maintenance (Adding School Codes and "Yes"/"No" Questions)

- Open the Career Interest Survey report generator. In the main window, click on the **Maintenance** button. In the Maintenance window.
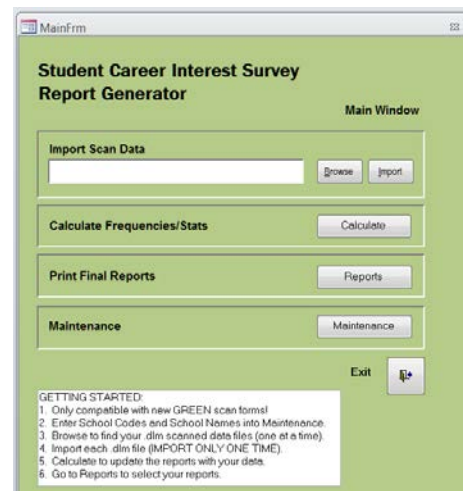
- Click on **Enter/Edit Schools Information** to input your three-digit school codes and school names. Save and exit to the main window if you don't have survey questions to add.
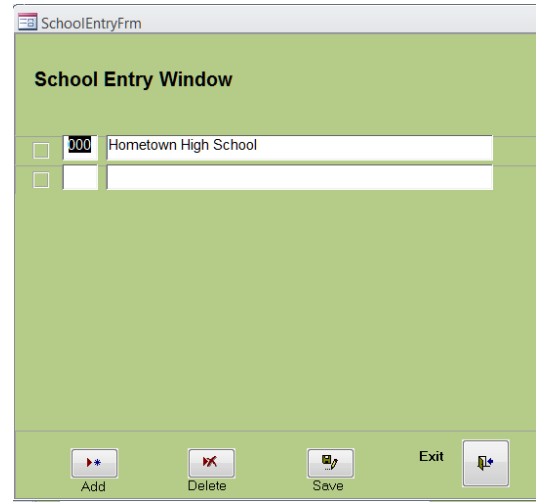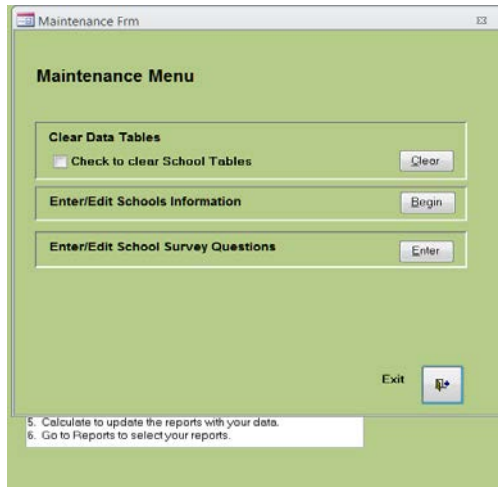
- Click on **Enter/Edit Survey Questions** to input the school code and six (6) "Yes"/"No" questions. Save and exit to the main window.
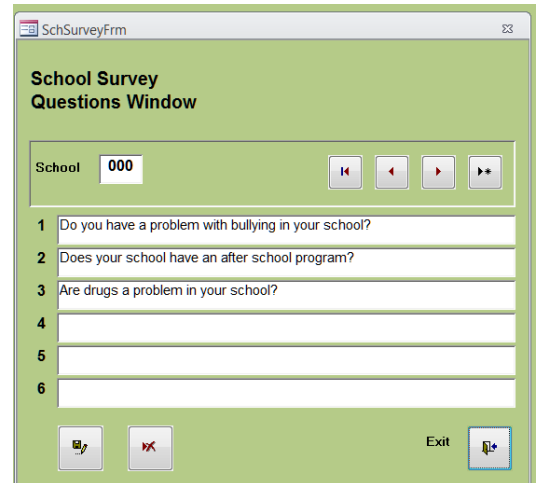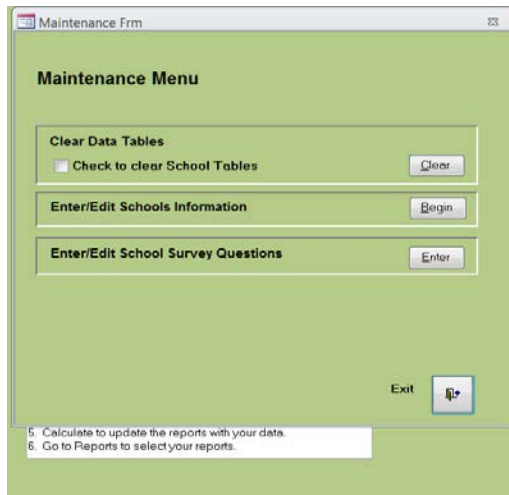
(2) Browse/Import Data

- Locate your data by using the **Browse** button.
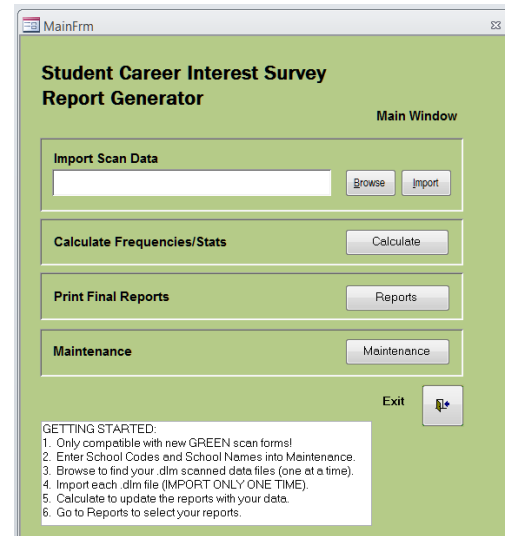
- Click on the **.dlm** file and select Open in the bottom right corner of the window to return to the Main window
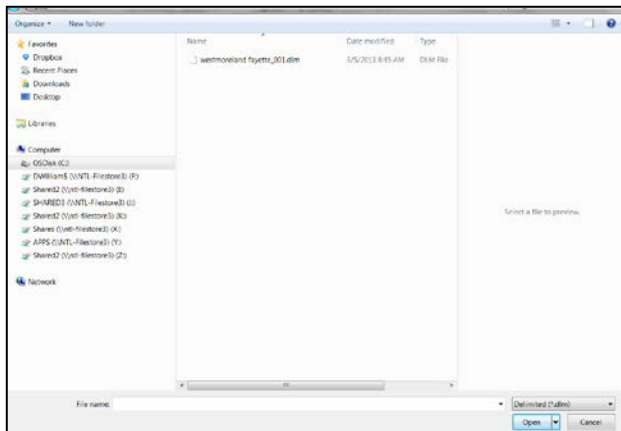
- The file name and path for the file should appear in the Import Scan Data box. Now click the **Import** button and answer **Yes** to the prompt. You may import as many files as necessary, but you will have to import them one at a time. **CAUTION: If you import a file more than once, you will have duplicate records in your reports.** The only way to delete the duplicate files is to go into the Maintenance window and use **Clear All Records**. This will also clear all of your school codes and school names. You will be starting over.
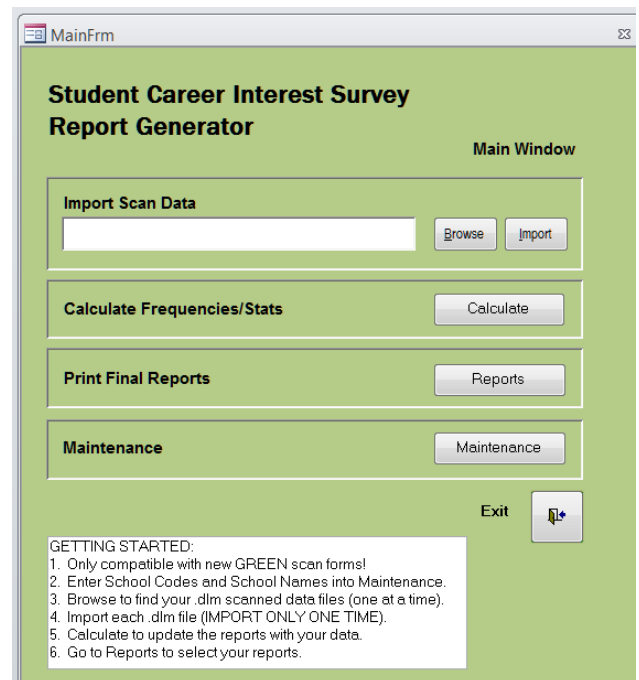
(3)   Calculating Data
- After you have imported all of your .dlm files, click on **Calculate** and answer **Yes** to the prompt. When calculations are complete, you are ready to print the results. Any time you make changes to the report generator, click on **Calculate** to refresh or update your data.
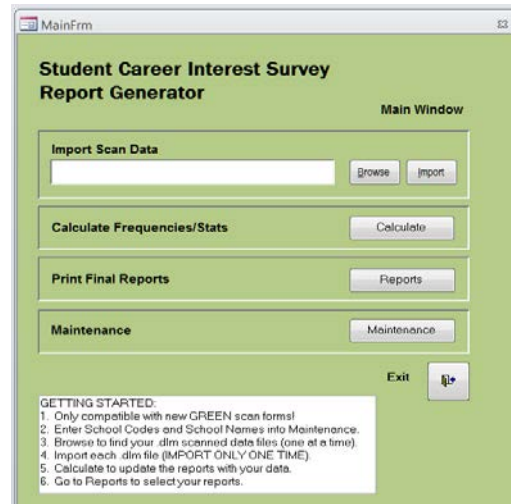
(4) Reports

At the Main window, click on **Reports**, and then click the **Open** button next to the type of report you need.

(a) Council Reports

Step 1 – Select the report you want from the list of reports that have been developed for you.

Step 2 –Click the button with the printer icon to go to a Print Preview window where you can either click on the Print icon to print your report or click on Exit (X) to return to the Council Reports menu.

NOTE: Career/Hobby reports in Print Preview are displayed together and you must minimize the report on top to view the other report.
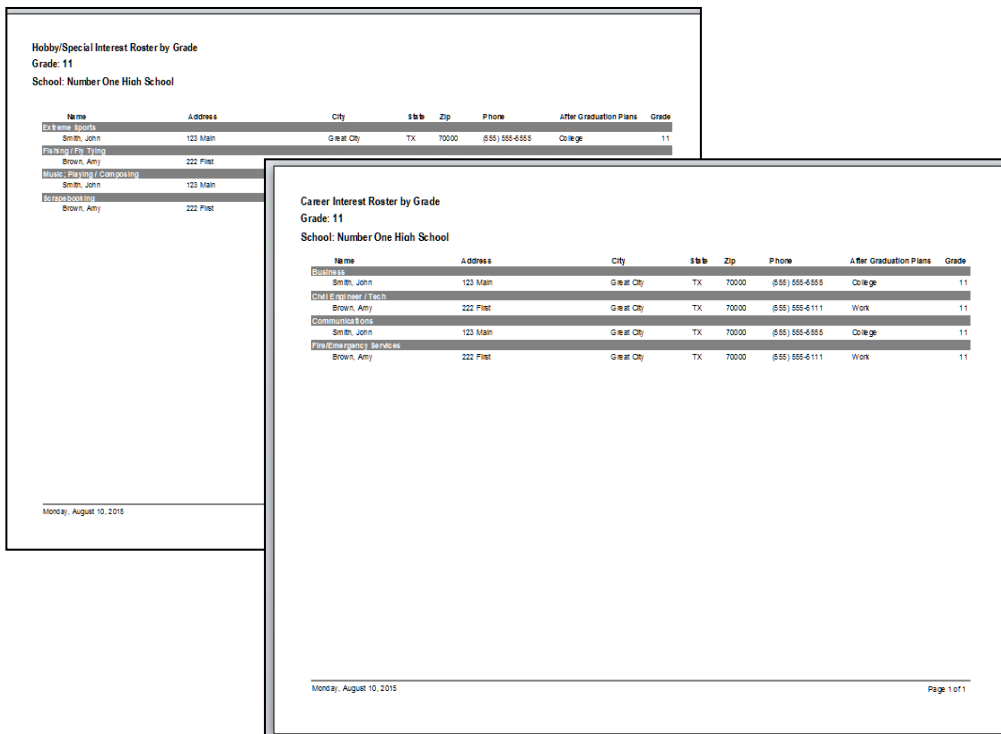
(b) Selective Reports

Step 1 – Select a report.

Step 2 – You will have different custom options depending upon your scanned data, maintenance information, and the report selection you made in Step 1. You can make up to five selections under each heading by clicking on the box to the left and then pressing **Ctrl** while clicking on your selections.

Step 3 –When you click on the printer icon (Step 3 in the image below) you will go to the print preview window where you can either click on the print icon to print your report or click on exit to return to the Selective Reports menu.

(c) Mailing Labels

Step 1 – Choose the type of label you need.
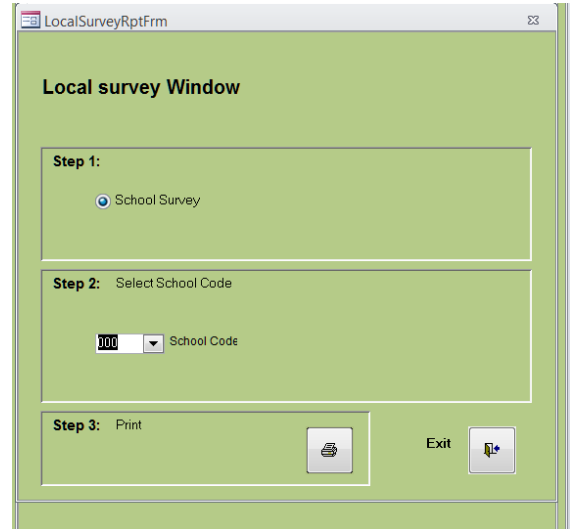
Step 2 – You will have different custom options depending upon what selection you made in Step 1. You can make multiple selections in each box (school code, zip code, career, cluster, hobby, and grade). You can make up to five selections under each heading.

Step 3 – When you click on the Print icon, you will go to a Print Preview window where you can either click on the Print icon to print your labels or click on Exit (X) to return to the Mailing Labels menu.
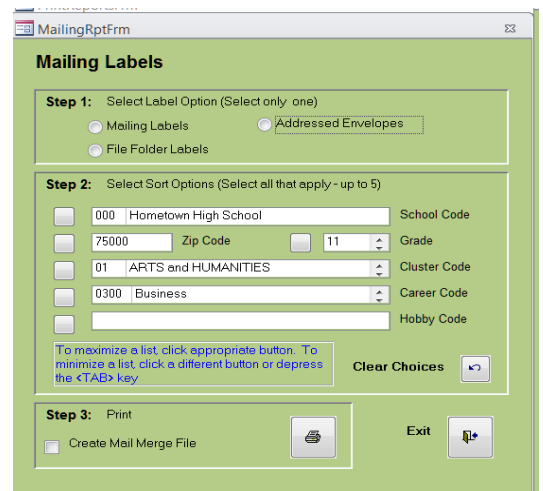
(d) Local Survey (yes/no questions) Results Report

Enter your school code and click Print for your survey question results.
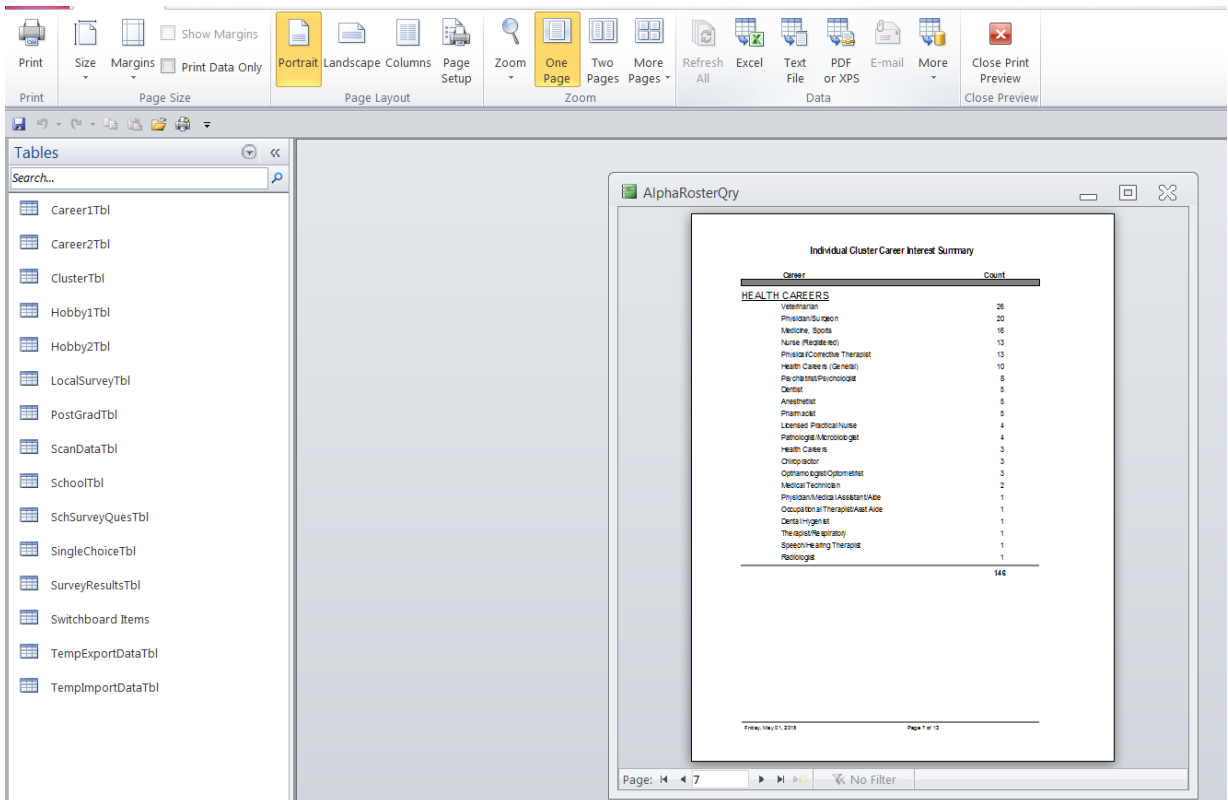
(e) Saving Reports

In Print Preview mode, select the **PDF or XPS** option from the Data tab on the toolbar.

SECTION 7: Scantron Troubleshooting

A. No Records Found

Why did I get this message?

Possible reasons:

- No .dlm file(s) were imported.
- You did not use the Calculate function to update files.
- School codes have not been entered into the Maintenance window.
- School codes in the Maintenance window do not match the codes in the scanned data.
- Scanned data was converted to a .dlm format in Excel instead of using the Scantron scanner.
- Your computer does not have a complete version of Microsoft Access installed.
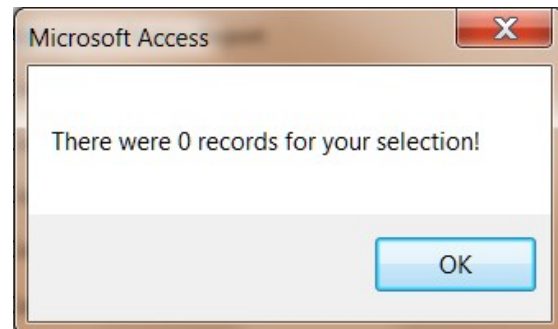
B. Editing Your Scanned Data

1. Open the Navigation Pane running vertically on the left side of your screen by clicking on the two arrows.
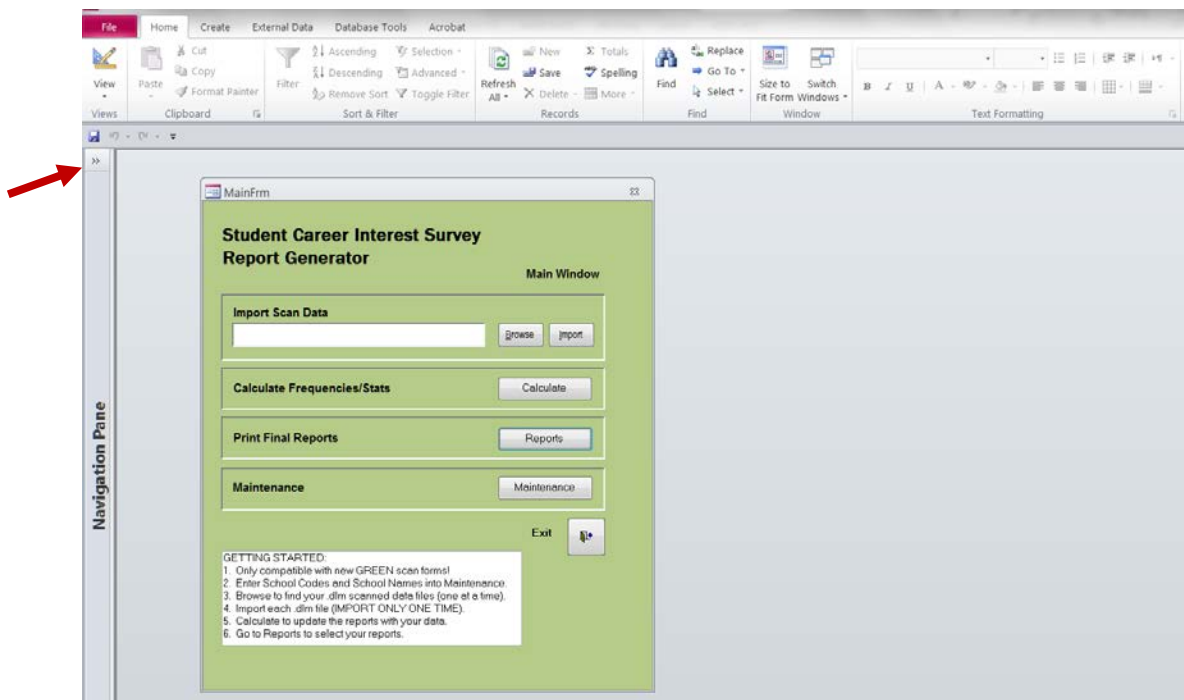
2. Open the Tables tab. If you are not already on the Tables tab, click the down arrow to open the menu and select **Tables**.

3. Under the Tables tab, double-click the **ScanDataTbl** file to open and see your data.
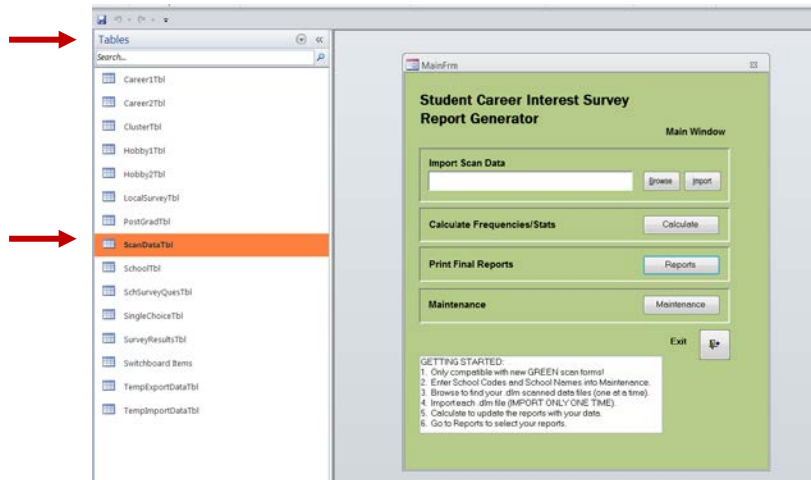
4. Any missing or bad data must be edited in order for the record to convert to Excel. Records with missing or bad data in the PostGrad, Career1, Career2, Rec1, or Rec2 fields will NOT convert to Excel. You can clean up your data in the ScanDataTbl table. You must SAVE your changes. To return to the Main window, minimize the ScanDataTbl file.
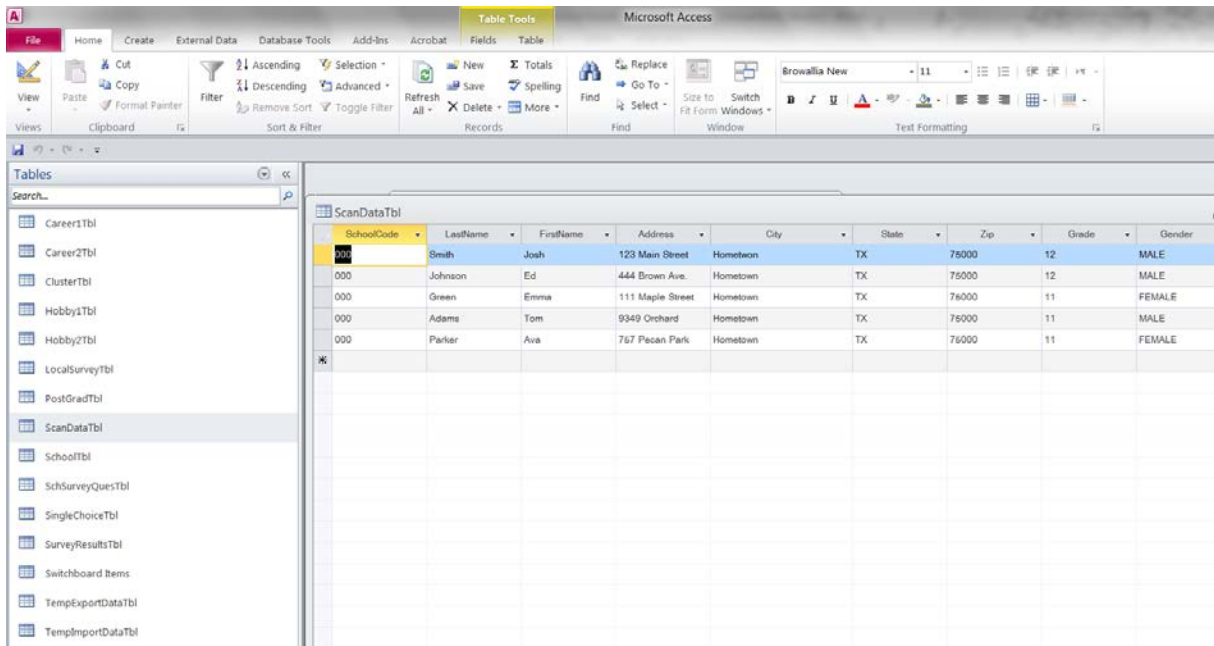
5. Click on the **Calculate** button to update your data and reports.
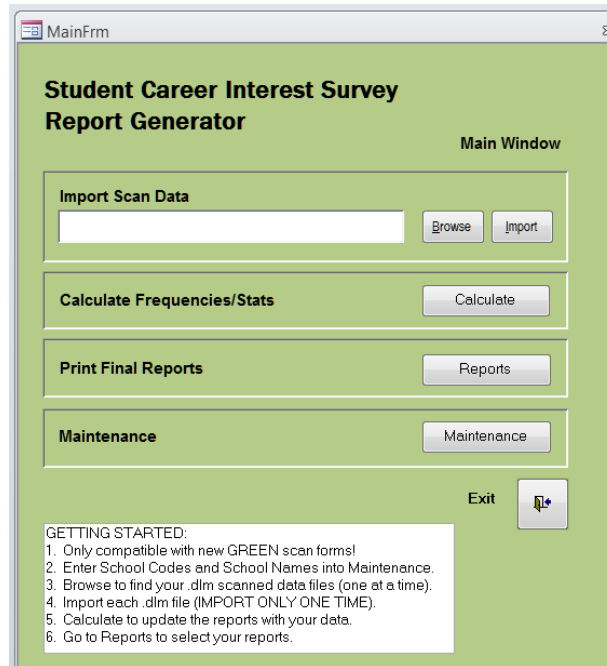
C. Converting a Database for Office 2013

The functionality to convert a database can be found in the File tab:

- Click the File tab in Access.
- Then click the Save & Publish button in the left bar.
- In the middle area, click the Save Database As button under File Types.
- In the right pane, select the format that you want to convert your database into, such as Access 2000 Database, Access 2002–2003 Database, etc.
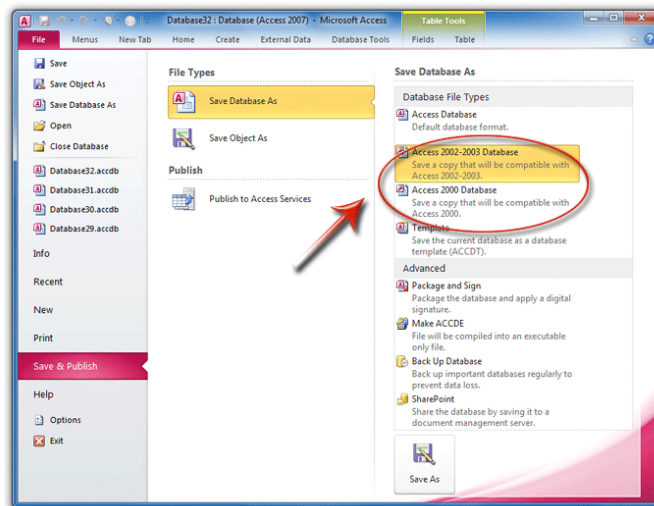
D.   Converting Career Interest Survey Data to an Excel Format

- Go to the Queries option in your Navigation Pane
- Double Click on AlphaRosterQry (your data with the career codes converted)
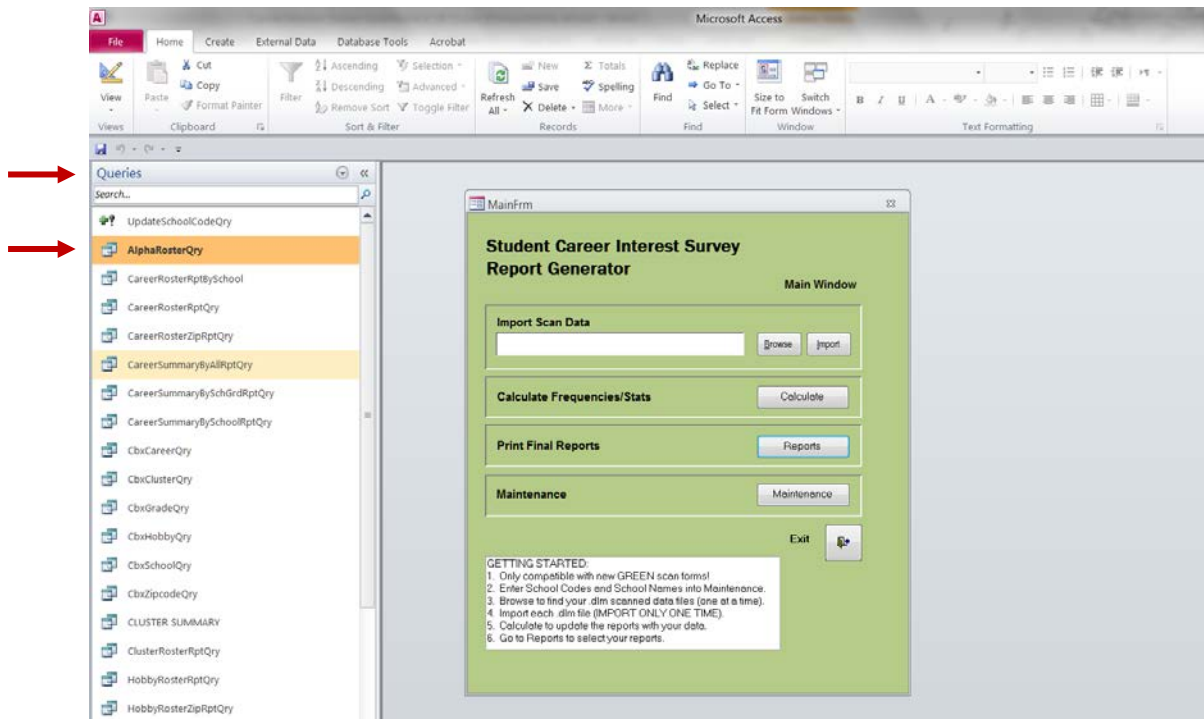
- Click on upper left-hand box of spreadsheet to select all of your data
- COPY
- Open Excel spreadsheet
- PASTE data
- Save file

If you need additional troubleshooting assistance, you may get technical support by entering an incident report in MyBSA using the Online Support Center located in the support gadget on the home page or call the Member Care Center at 1-855-707-2644.

SECTION 8: Suggested Annual Work Schedule

JAN-FEB	MAR-MAY	JUNE-AUG	SEPT-NOV
Facilitate career interest surveys on campus	Analyze survey data for top student interests	Schedule and Facilitate All In One Program Planning Meetings	Support Open Houses
Obtain schools' own career interest data	Visit local businesses that match top interests		Confirm school commitments for next Jan-Feb

Once you have conducted a career interest survey and know the interest of the students in your community, how do you find businesses and organizations to organize Exploring programs related to those interests and needs? Start with the following:

- Chamber of Commerce listings
- Information from public libraries
- Advice from district/Learning for Life office volunteers
- Professional organizations
- Listing of all educational programs, including public and private schools
- Council board members' career fields

What to look for in a participating organization

- The business or organization is civic-minded and interested in youth.
- The business or organization has ample employees or members to provide leadership.
- The business or organization has sufficient program resources to support the students' interest areas.
- You have sufficient survey names to recruit post or club participants. (On average, about 10 percent of those invited come to a first meeting.)
- The business or organizations has a need for a training program.
- The business or organization has an interest in starting an internship program.
- The business or organization would like to save money on employee training and turnover.

Large corporations and organizations might have potential for organizing several Exploring programs, possibly in different career areas. For example, the corporation might have an employee accounting club, flying club, etc., in addition to career programs.

THE MAGIC NUMBER!

Membership Goal x 20 = Number of surveys needed

Career Interest Survey Suggested Backdater

BY DATE		DATE COMPLETED
	Secure permission from public schools from top administration –120 days	
	Survey chairman recruited by Exploring Committee –90 days	
	Survey task force members recruited –80 days	
	Survey task force orientation –70 days	
	Set target dates for survey completion –70 days	
	Secure permission from private/parochial/charter schools from top administration –60 days	
	Scan forms ordered (30-pk SKU 618833, 500-pk SKU 629090) –60 days	
	Determine how you will have the forms scanned; council's Scantron scanner, local college, or LFL National Service Center –60 days	
	Identify guidance counselors in school district –50 days	
	Meet with selected guidance counselors for their information needs from the results of survey –35 days	
	Confirm all school campuses are correctly listed on the online survey -35 days	
	Report generation program reviewed –30 days	
	Print/copy teacher instruction sheet –20 days	
	Create a master list of all your schools and assign each a unique three-digit school code –10 days	
	Deliver Scantrons to schools	
	Pick up Scantrons from schools +5 days	
	If shipping your surveys to the LFL National Service Center for scanning, print both of the order forms (see appendix) and following shipping instructions outlined in this guide 10 business days	
	Download Scantron report generator from MyBSA > Resources > Learning for Life > Exploring > Career Interest Surveys	
	Deliver reports to school superintendents, principals, and counselors +30 days	
	Exploring committee after-action meeting to recognize people, evaluate, and plan next year's process +45 days	

SECTION 9: Appendix

STUDENT INTEREST SURVEY

LAST NAME

FIRST NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

BIRTH DAY

MONTH
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

YEAR

GRADE
8
9
10
11
12

SEX
Male
Female

AFTER GRADUATION PLANS
CHOOSE ONE ONLY
Work
Military Service
JR. College
College
Vocational-Technical School
Other

AREA CODE

TELEPHONE NUMBER

LOCAL SURVEY
A. Yes No
B. Yes No
C. Yes No
D. Yes No
E. Yes No
F. Yes No

CAREER INTEREST
1st   2nd

HOBBY/SPECIAL INTEREST
1st   2nd

SCHOOL

BSA National Distribution Center
SKU 618833 – 30 pk
SKU 629090 – 500 pk

STUDENT CAREER INTEREST SURVEY

0100 ARTS & HUMANITIES
0101 Actor / Actress
0102 Artist
0103 Author / Poet
0104 Dancer / Choreographer
0105 Fashion Designer / Model
0106 Interior Designer / Decorator
0107 Jeweler / Watchmaker
0108 Movie Producer / Director
0109 Music Composer / Conductor
0110 Musician / Singer
0111 Photographer
0112 Professional Athlete

0200 AVIATION
0201 Aerospace Engineer
0202 Air Traffic Controller
0203 Airport Operations Director
0204 Aviation Technician
0205 Avionics Equipment Technician
0206 Flight Attendant
0207 Pilot / Flight Engineer
0208 Space Flight / Astronaut

0300 BUSINESS
0301 Accountant / CPA
0302 Administrative Assistant
0303 Banking / Finance
0304 Business Management Analyst
0305 Compliance Officer
0306 Computer Engineer / Technician
0307 Computer Programmer
0308 Computer Support Specialist
0309 Computer Systems Designer / Analyst
0310 Entrepreneur / Self-employed
0311 Event / Meeting Planner
0312 Financial Analyst
0313 Fashion / Merchandise Buyer
0314 Food Service / Restaurant Mgmt
0315 Hotel Management
0316 Human Resource Manager
0317 Information Security Analyst
0318 Insurance Agent / Underwriter
0319 Personal Financial Advisor
0320 Project Manager
0321 Real Estate Agent
0322 Sales - Wholesale / Retail
0323 Small Business Owner / Manager
0324 Software Developer
0325 Stock Broker / Investment Dealer
0326 Travel / Recreation Agent

0500 COMMUNICATIONS
0501 Advertising / Marketing Manager
0502 Broadcaster - Radio / TV
0503 Editor / Newspaper & Magazines
0504 Graphic Designer
0505 Information Systems Manager
0506 Journalist / Reporter / Newsp / Mags
0507 Producer - Radio / TV
0508 Public Relations / Crisis Comm Mgr
0509 Web Designer / Developer

1300 ENGINEERING
1301 Aerospace Engineer
1302 Architect
1303 Biomedical Engineer
1304 Chemical Engineer
1305 Civil Engineer / Technician
1306 Computer Engineer
1307 Design Engineer
1308 Electrical Engineer
1309 Electronics Engineer
1310 Environmental Engineer / Planner
1311 Industrial Engineer
1312 Landscape Architect
1313 Mechanical Engineer
1314 Metallurgical Engineer
1315 Petroleum Engineer / Technician
1316 Renewable Energy Analyst / Manager
1317 Robotics Engineer / Technician
1318 Surveyor

0600 FIRE/EMERGENCY SERVICES
0601 Emergency Management Specialist
0602 Fire Fighter / Rescue Service
0603 Fire Inspector / Investigator
0604 Lifeguard
0605 Paramedic / EMT
0606 Search & Rescue
0607 Ski Patrol

0700 HEALTH CAREERS
0701 Anesthetist
0702 Athletic Trainer / Sports Medicine
0703 Audiologist
0704 Chiropractor
0705 Dental Asst / Lab Technician
0706 Dental Hygienist
0707 Dentist
0708 Dermatologist / Skin Care Specialist
0709 Epidemiologist / Disease study
0710 Home Health Care Aide
0711 Hospital Administrator
0712 Laboratory / Medical Technician
0713 Licensed Practical / Vocational Nurse
0714 Medical Assistant
0715 Mental Health Counselor / Therapist
0716 Nurse, Registered / Practitioner
0717 Occupational Therapist
0718 Ophthalmologist / Optometrist
0719 Pathologist / Microbiologist
0720 Pharmacist / Pharmacy Technician
0721 Physical / Corrective Therapist
0722 Physician / Surgeon
0723 Physician's Assistant
0724 Psychologist / Psychiatrist
0725 Radiologist / X-ray Technician
0726 Respiratory Therapist
0727 Speech Language Pathologist
0728 Veterinarian / Veterinary Technician

0800 LAW ENFORCEMENT
0801 Border Patrol Agent
0802 Correctional officer
0803 Crime Scene Investigator (CSI)
0805 Federal Law Agent
0806 Game Warden
0807 Military Police
0808 Park Police
0809 Police Officer
0810 Private Detective / Investigator
0811 Probation / Parole Officer
0812 Security Guard
0813 Sheriff / Deputy
0814 State Police / Hwy Patrol

0900 LAW, GOVERNMENT & PUBLIC SERVICE
0901 Air Force
0902 Army
0903 Attorney / Lawyer
0904 City Manager
0905 Coast Guard
0906 Court Reporter
0907 Judge / Magistrate
0908 Marine Corps
0909 Military Career
0910 National Guard
0911 Navy
0912 Paralegal
0913 Politician

1700 SCIENCE
1701 Anthropologist
1702 Archaeologist
1703 Astronaut / Mission Specialist
1704 Astronomer
1705 Biochemist
1706 Biologist
1707 Chemist
1708 Computer Programmer
1709 Ecologist
1710 Farmer / Rancher / Livestock
1711 Forensic Scientist
1712 Geneticist
1713 Hydrologist
1714 Marine Biologist / Oceanographer
1715 Mathematician / Statistician
1716 Meteorologist / Weather Scientist
1717 Nuclear Technician
1718 Physicist / Nuclear Scientist
1719 Wildlife / Fish Manager
1720 Zoologist / Zoo Director

1400 SKILLED TRADES
1401 Animal Control Officer
1402 Appliance Repair / Service
1403 Auto Body Repair
1404 Automotive Technician
1405 Brick / Cement / Stone Mason
1406 Building Contractor
1407 Carpenter
1408 Chef / Baker
1409 Construction Worker
1410 Cosmetologist / Barber
1411 Drafter / CADD Operator
1412 Driver - Truck / Bus
1413 Electrician
1414 Energy Lineworkers
1415 Energy Technicians
1416 Farmer / Rancher
1417 Forester / Lumberjack
1418 Heating, Ventilation, Air Conditioning Technician
1419 Heavy Equipment Operator
1420 Homemaker / Stay-at-home
1421 Landscaper / Gardener
1422 Logistician
1423 Machinist / Tool & Die Maker
1424 Natural Gas Technician
1425 Plumber / Pipe Fitter
1426 Water Treatment Operator
1427 Welder

1500 SOCIAL SERVICES
1501 Adult Care Attendant
1502 Adult Education Teacher
1503 Child Care Worker
1504 Clergyman / Missionary
1505 Dietician / Nutritionist
1506 Drug / Alcohol Counselor
1507 Education / College Faculty
1508 Family / Marriage Counselor
1509 Funeral Director
1510 Librarian
1511 Museum Director / Curator / Historian
1512 Personal Fitness Trainer
1513 Rehabilitation Counselor
1514 School Guidance Counselor
1515 School Principal / Administrator
1516 Social / Welfare Worker
1517 Teacher
1518 Teacher / Special Education
1519 Youth Organization Professional

HOBBY/RECREATIONAL INTEREST
0001 Aerobics / Pilates / Yoga
0002 Amateur / Ham Radio
0003 Archery
0004 Art / Painting / Sculpting
0005 Astronomy
0006 Baseball / Softball
0007 Basketball
0008 BMX / Mountain Biking
0009 Board games / Chess
0010 Bowling
0011 Camping / Backpacking / Hiking
0012 Canoeing / Rafting / Kayaking
0013 Cave Exploring / Spelunking
0014 Cheerleading / Dance squad
0015 Collecting, Card / Coin / Stamp
0016 Cooking
0017 Creative Writing
0018 Cycling
0019 Dance / Tap / Ballet / Jazz
0020 Extreme Sports
0021 Fishing / Fly Tying
0022 Football
0023 Gaming / Online Gaming
0024 Genealogy
0025 Geocaching / Orienteering
0026 Golf
0027 Gymnastics
0028 Horseback Riding
0029 Hunting
0030 Ice Skating / Hockey
0031 Languages
0032 Magic
0033 Model Building
0034 Music, Playing / Composing
0035 Photography
0036 Racquet Sports
0037 Reading / Writing
0038 Robotics
0039 Rock Climbing / Rappelling
0040 Roller Skating / Inline Skating / Skateboarding
0041 Rowing / Sculling
0042 Running / Cross Country
0043 Sailing / Boating
0044 Scrapbooking
0045 Scuba / Skin Diving
0046 Shooting Sports / Black Powder
0047 Singing
0048 Snow Skiing / Snowboarding / Snowmobiling
0049 Soccer
0050 Surfing / Paddle boarding
0051 Swimming / Diving
0052 Track and Field Sports
0053 Travel
0054 Volleyball
0055 Volunteering / Community Service
0056 Water Skiing / Wake Boarding
0057 Weight Lifting
0058 Wilderness Survival
0059 Woodworking / Carving
0060 Wrestling

TO: Local council professionals

FROM: National Learning for Life and Exploring Office

RE: Career Interest Surveys
What to do with the attached letter from the U.S. Department of Education

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We are excited to share the letter of support of the Career Interest Surveys from the U.S. Department of Education, Family Policy Compliance Office. The letter addresses the methods that councils and schools can use to administer the Career Interest Survey without breaking FERPA (Family Educational Rights and Privacy Act) or PPRA (Protection of Pupil Rights Amendment) laws.

So what should you do with this letter?

1. Read it! Become familiar with the lingo, the laws, and the survey administration methods outlined within the letter.
2. Become confident in explaining the different survey administration methods allowed.
3. Provide a copy of the letter (without this cover sheet) to school administrators during your "sales pitch." Whether or not they decide to utilize Learning for Life's Career Interest Survey, the letter will allow you to build a transparent relationship with your local schools.

Keywords and phrases with which you should become familiar from reading the letter:

Disclosure of PII	FERPA	PPRA
LEA	SEA	Parents' rights policy
Education record	DOE	Eight protected areas

It's also important to note that federal laws do not allow students under the age of 13 to take the online career interest survey. If they do, the data they enter will not be saved.

UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF MANAGEMENT

December 23, 2013

Dear Superintendents, Principals, and Guidance Counselors:

This is in response to a request from Learning for Life, a non-profit organization, to provide guidance to public schools involved in the Learning for Life Exploring program on the applicability of the Protection of Pupil Rights Amendment (PPRA) and the Family Educational Rights and Privacy Act (FERPA) when administering the Learning for Life Exploring (Exploring) Career Interest Survey (Exploring Survey) to students. Specifically, this letter discusses the applicability of PPRA and FERPA to the paper Exploring Survey utilized by many of Exploring's associates around the country, as well as the Exploring Survey which students complete online.

The U.S. Department of Education (Department) is familiar with Exploring and its career education program designed to help young men and women from the 6th grade through 20 years old make more informed future career decisions by providing students with real-life career experiences. In order to find out in what careers students are interested, the Exploring Survey, which is voluntary, is administered to students. The Exploring Survey captures personally identifiable information (PII) such as name, address, email, gender, date of birth, phone number, school, grade, ethnicity, and career interests. The Department understands that the Exploring Survey is provided to students in one of three ways: (1) a Web site in which students provide direct response to the Exploring Survey and submit to Exploring through the Web site; (2) Exploring associates ("local executives") around the country come into the schools, administer the Exploring Surveys, and take the completed Exploring Surveys with them; and (3) the local Exploring executives drop off the Exploring Surveys with guidance counselors or other school officials, who then give the Exploring Surveys, take them up, and return them to Exploring. The Exploring Survey results are provided to the schools for use by guidance counselors and Exploring programs in schools to assist students in making career decisions.

Local educational agencies (LEAs) and individual schools that receive funding under any program administered by the Department are obligated to be compliant with the requirements under PPRA and FERPA. Thus, schools must assure that the Exploring Survey is administered in a manner that is compliant with these laws. Below we discuss the provisions in PPRA and FERPA that may be applicable to the administering of the Exploring Survey.

Protection of Pupil Rights Amendment

The PPRA applies to the programs and activities of an LEA, or other recipient of funds under any program funded by the Department. The PPRA statute is found at 20 U.S.C. § 1232h. It governs the administration to students of a survey, analysis, or evaluation that concerns one or more of the following eight protected areas:

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The Department of Education's mission is to promote student achievement and preparation for global competitiveness by fostering national educational excellence and ensuring equal access.

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1. political affiliations or beliefs of the student or the student's parent;
2. mental or psychological problems of the student or the student's family;
3. sex behavior or attitudes;
4. illegal, anti-social, self-incriminating, or demeaning behavior;
5. critical appraisals of other individuals with whom respondents have close family relationships;
6. legally recognized privileged or analogous relationships, such as those of lawyers, physicians, and ministers;
7. religious practices, affiliations, or beliefs of the student or student's parent; or
8. income (other than that required by law to determine eligibility for participation in a program or for receiving financial assistance under such program).

We have been assured that none of these types of questions are being asked in the Exploring Survey. If that is the case, the right for parents to opt out of surveys that contain one or more of the eight protected areas would not apply to the Exploring Survey. However, you should be aware of another provision of PPRA that would relate to the Exploring Survey.

The PPRA requires LEAs to work with parents to develop and adopt policies on certain items, unless the LEA or State educational agency (SEA) established comparable policies on or before January 8, 2002. In relevant part, the LEA must adopt a policy that addresses the right of parents to inspect, upon request, a survey created by a third party before the survey is administered or distributed by a school to students and the procedure for granting a request by a parent for such access. (The survey does not have to include any of the eight protected areas of information listed above.) Accordingly, if the school administers the Exploring Survey, parents have a right to inspect, upon request, the survey before it is administered to students. Additionally, if a school does not have a policy in place about surveys, including third party surveys, then the school cannot issue the Exploring Survey until such a policy is implemented. *See* 20 U.S.C. § 1232h(c)(l)(A)(i). Depending on the school policy, parents may or may not have an opportunity to opt their children out of participation in the Exploring Survey.

Family Educational Rights and Privacy Act
FERPA is a Federal law that affords parents the right to have access to their children's education records, the right to seek to have the records amended, and the right to have some control over the disclosure of information from the records. These rights transfer to the student when he or she turns 18 years of age or enters a postsecondary educational institution at any age ("eligible student"). Education records are those records that are directly related to a student and that are maintained by the school or LEA or a party acting for the school or LEA. Parents or eligible students must provide written consent prior to the disclosure of PII from education records to third parties, unless one of the exceptions to FERPA's general consent requirement applies. The FERPA regulations are found at 34 CFR Part 99, which you can find on our Web site:
http://www2.ed.gov/policy/gen/reg/ferpa/index.html.

While FERPA does not address whether or not a school may administer a survey to students, it does address whether a school can disclose completed surveys that include personally identifiable information to a third party. In the case of the Exploring Survey, there are two ways in which the completed Exploring Surveys may be shared with the Exploring executives. One way is to have parents and eligible students provide consent before disclosing the Exploring Survey to Exploring or any other party. A second way is to have local Exploring executives come into the schools,

administer the Exploring Surveys, and take the completed Exploring Surveys with them. The Exploring Surveys administered in this scenario are not at any time maintained by the school or LEA or a party acting for the school or LEA, and thus would generally not meet the definition of an "education record" under FERPA.

Similarly, if students choose to take the Exploring Survey online at the Exploring Web site, FERPA would not generally apply as the Exploring Survey is not maintained by the school. However, the results of the students' Exploring Surveys that include PII from student education records and are provided to and maintained by the school would meet the definition of an education record under FERPA. Thus, the PII in the Exploring Survey results maintained by the school can only be disclosed to a third party with the written consent of the parent or eligible student, unless an exception to the written consent provision applies. School officials should ensure that parents and students are informed of the purpose of the Exploring Survey, that it is being conducted by Exploring and not the school, and that their participation is completely voluntary. Further, if this is the case, school officials should also ensure parents and students that the completed Exploring Surveys are not going to be maintained by the school or become part of their education records.

For a more complete explanation of an LEA's responsibility under both FERPA and PPRA, please see "Notices to LEAs and SEAs Regarding Responsibilities under FERPA & PPRA" on our Web site: http://www2.ed.gov/policy/gen/guid /:fpco/hottopicslindex.html . Additionally, if you have any questions about these laws in general or this letter in particular, please do not hesitate to contact us at FERPA@ed.gov or by calling (202) 260-3887.

Sincerely,

Dale King
Director
Family Policy Compliance Office

EXPLORING™
DISCOVER YOUR FUTURE

Scantron© Scanning

Council Contact Information Form

Please fill in the below information so that we may email the data files to you after scanning.

Council Number: _____

Council Name: _____

Contact Person: _____

Contact Phone: _____

Contact email: _____

Please include one copy of this form in each box of forms sent for processing.

Box _____ of _____.

EXPLORING™
DISCOVER YOUR FUTURE

Scantron© Scanning

School Cover Sheet

Please fill out and place one of these sheets on top of each batch of Scantron forms per school.

Council Number:_____

School Name:_____

School Code:_____

EXPLORING™
DISCOVER YOUR FUTURE

Online Career Interest Survey
AGREEMENT

To align with school districts across the country that are shifting to online and digital formats, the Online Career Interest Survey has been developed.

Access: The survey is accessed over a secure website at www.exploringyourcareer.com so that anyone with internet access and a computer or smartphone may complete the survey, including home-school students.

Data: Data will be available only to councils that have completed this application and submitted their payment. Online data is connected to an individual council based on student zip codes. The data is sent to a secure website that is accessed by password. Passwords to access data will be council assigned to a maximum of five council staff members. Raw data will be available to councils in an Excel spreadsheet or a delimited (.dlm) format. The delimited file is used in the Access Online Career Interest Survey Report Generator provided along with instructions. Schools will not have direct access to their results, but must obtain them from their local council.

Custom Survey Questions: The survey has a feature for adding six questions requiring a "Yes" or "No" response that can be customized for each school.

Sponsors: Each council will have the ability to create, add, and delete sponsors for their council area survey. The sponsors will appear on the thank you page once the student completes the survey. Placement is in both the upper right and left corners. Up to two sponsor logos can be added. Each can be clickable to a designated link such as a website for the student to learn more about the sponsor.

Price: The online career interest survey cost is an annual flat rate based on council classification and includes an unlimited number of schools and surveys.

Council Classification	Annual Fee
Any council that commits to participate in *Exploring Explosion**	FREE
500	$0
400	$0
300	$0
200	$0
100	$0

*For more information go to www.exploringexplosion.org.

School Names: School names are provided on a drop-down menu based on the state and city where the student attends school. All councils will have two generic options: "Home school" and "Other _____" in the event a school name is omitted. To update or correct school names email the school NAME, CITY, STATE & ZIP to exploring@lflmail.org.

Questions: Please contact us at exploring@lflmail.org or 972-580-2433.

EXPLORING™
DISCOVER YOUR FUTURE

Online Career Interest Survey
AGREEMENT

Council Name: _____ Council No. _____

Contact Person: _____

Email: _____ Phone: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Upon receipt of this information at the Learning for Life National Service Center, you will receive a confirmation notification and account activation instructions for setting up individual usernames and passwords at www.exploringyourcareer.com/signup.

This Agreement and payment, if applicable, allows access to our council's Online Career Interest Survey data for a 12-month period starting from our account activation date. Our council classification is _____.

_____   _____

Scout Executive Printed Name   Scout Executive Signature   Date

Learning for Life, 1325 West Walnut Hill Lane, Irving, Texas 75038

Council Classification	Annual Fee
Any council that commits to participate in the *Exploring Explosion**	**FREE**
500	$0
400	$0
300	$0
200	$0
100	$0

*For more information regarding Exploring Explosion go to www.exploringexplosion.org.

EXPLORING™
DISCOVER YOUR FUTURE

EXPLORING EXECUTIVE INSTRUCTIONS
School Counselor "Warm-Up" Letter

The purpose of the school counselor "warm-up" letter is to introduce the Exploring program, which will lead into a discussion about career interest surveys.

1. Review the letter template on the next page and fill in the spaces with your own, local information.

2. Include an Exploring sales kit (BIN SKU 638289) with the letter in the folder pocket inside the back cover.

3. Aim to mail letters **before spring break** every year.

4. OPTIONAL: Attach a list of current clubs/posts with contact information for each post Advisor if you have an impressive list for your area.

5. Follow up the letter with a phone call **no more than two weeks after** the letter is mailed. This is your chance to create credibility; don't pass it up!

6. Use the phone call to 1) schedule a face-to-face meeting, and 2) answer ONLY their initial questions about the Exploring program.

7. Use the face-to-face meeting to "sell" the Exploring program. When they express their approval of the program, suggest the career interest surveys either online or in Scantron form as a tool to match their students with your Exploring programs.

TIP! <u>Before</u> calling or meeting the counselor review the "Overcoming Career Interest Survey Objections" on page 7 in this guidebook.

(Date)

(School Counselor)

Dear (Name):

In light of the recent emphasis from the Department of Education on career education, I want to be sure that you are aware of the hands-on career Exploring programs in your community. Exploring is a unique career exploration program for young men and women in sixth grade and up. Our program provides an ideal link between the academic environment and the real world.

Students not only gain valuable experience to include on their college, job, and scholarship applications, but also develop a mentoring relationship with business professionals from the career field of their choice. You've heard the phrase "it takes a village to raise a child." Exploring is that village! Adult volunteers are subject matter experts in their fields and are trained in age-appropriate program delivery. Consequently, the students gain knowledge in a specific career field as well as ethics, professionalism, and leadership skills, all of which will prepare them for their upcoming transition from school to career or work.

In our area, we have Exploring programs available to your students in the areas of:

- *(Career Field)*
- *(Career Field)*
- *(Career Field)*

These Exploring programs act as an extension of classroom content and after-school club experiences (i.e., FFA, HOSA, etc.).

I will contact you soon to evaluate the options in possibly matching your students with the Exploring programs in our community. In the meantime, please feel free to contact me using the information below.

Sincerely,

(LFL Professional)

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Teacher Instruction Sheet
Online Career Survey
www.exploringyourcareer.com

Exploring is a career education program for high school–age young men and women based on a unique and dynamic connection between youth and the businesses in their communities. Local organizations are matched to the interests of young people in the community using the career interest survey. The result is a program of activities that helps youth pursue their special interests, grow, and develop. Many times these programs provide a hands-on experience, which could enhance financial success, career preparation, and college endorsements. Please ask the students to complete the five- to ten-minute online career interest survey.

Instructions to students:

1. Go to www.exploringyourcareer.com. If you are on a mobile device, consider tilting your device to a landscape position so you can view content more easily.

2. Choose your top two (2) career choices and top two (2) hobby choices by selecting "1st choice" and "2nd choice" next to your selections.

3. Click "Submit" at the very bottom of the page after making your four (4) selections.

4. Your response on the survey may result in an invitation by a local company, business, or organization for you to participate in a hands-on career program in a field in which you have selected as one of your interests. Your personal information WILL NOT be shared with others.

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Career Interest Survey

THIS SERVICE IS NOT INTENDED FOR USE BY PERSONS UNDER THE AGE OF 13.
IF YOU ARE UNDER 13 YEARS OLD, YOU MAY NOT USE THIS SERVICE OR PROVIDE ANY PERSONALLY IDENTIFIABLE INFORMATION.
For assistance on the survey please email exploring@lflmail.org

Personal Infomation

* First Name	* Last Name	* Address

* Month of Birth	* Year of Birth	* City	* State	* Zip
Select...	Select...		Select...	

* Gender	* Ethnicity	* Phone	Email
Select...	Select...		

School Information

* Current Grade	* After Graduation I want to:	* Current School State
Select...	Select...	Select.

* Current School City
Please Select a City

* Current School Name
Please Select a State and City

EXPLORING™
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Teacher Instruction Sheet | Scantron Career Survey

School Name: _____ **3-Digit School Code: *** _____

PLEASE READ THE FOLLOWING TO STUDENTS PRIOR TO FILLING OUT SURVEY:

- *Your responses to this survey may result in an invitation by a company, business, or organization to participate in a program in a career interest you have chosen."*
- *"Please choose your responses carefully"*
- *"Using a #2 pencil (NO PEN), fill in your name, address, date of birth, and phone number."*
- *"Leave space between your house number and street name for address. Please fill in the blank circles for the spaces between your house number and the name of your street. If you do not fill in the blank circles, the computer cannot read your address correctly."*
- *"Fill in each circle completely under your name and address using heavy, dark marks."*
- *"Fill in the 3-digit Career Interest Survey code (assigned by Exploring representative), which is ____ ____ ____"*
- *"Do not make stray marks on the form and do not fold the form."*
- *"Please erase cleanly any mark you want to change."*
- *"From the codes on the back, select your top 2 career choices, and top 2 hobby choices, and place those code numbers where indicated on the lower right front of the form."*
- If your school elects to utilize the 'yes/no' questions: *"Please answer YES or NO to the attached six questions."* Each school determines the questions to be asked, but all students must answer the same six questions. Questions must be presented to the students in the order they are listed on the page.

Enter 3-digit school code

EXPLORING™

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SAMPLE LETTER to Students

Open House Invitation

Dear Student,

We are pleased to invite you to take an opportunity to learn more about potential careers in **Engineering and Technology**. Through a partnership between the **Penn State Behrend School of Engineering** and **American Institute of Architects,** we have developed a program specifically for high school students. We will be diving into several career paths including Mechanical Engineering, Plastics, Industrial Engineering, Computer Science, Electrical Engineering, Manufacturing, and Software Engineering.

There will be an open house held on **Wednesday, November 19th from 6:00 pm to 7:30 pm** in the **Samuel Black Conference Center at the Burke Center** located on the campus of Penn State Behrend. Parking is located in the adjacent parking garage. This session will provide you with an orientation for the Explorer Program and more details about the program. You'll have the opportunity to experience a wide variety of engineering careers, explore top engineering facilities, and most importantly start down the path to a rewarding career!

This program is the first of its kind here in Erie and we hope you'll join us for a great year. Our meetings will typically be once each month from December through May. If you decide to join the Engineering Explorers there is a registration fee of $36 which may be paid at the open house. Checks may be made payable to "French Creek Council."

If you have any questions or cannot attend the open house please contact Jared Magoon at 123-456-7890 or first.last@scouting.org. Please feel free to bring your friends who may have similar career interests.

Sincerely,

Exploring Executive
Learning for Life™