



Education Industry Resource Guide

Background: Education includes a variety of areas such as counseling, library science, special education, administration, consultant, higher education administrator, educational technologist, etc., yet teaching occupations account for nearly half of this industry. Teachers play an important role in society, for they are responsible for fostering the intellectual and social development of children during their most formative years and ultimately help determine their students' future prospects. Teachers act as facilitators or coaches, using classroom presentations or individual instruction to help students learn. They plan, evaluate, and assign lessons; prepare, administer and grade tests; listen to oral presentations; and maintain classroom discipline. Teachers observe and evaluate a student's performance and potential and increasingly are asked to use new assessment methods. Teachers also grade papers, prepare report cards, and meet with parents and school staff to discuss a student's academic progress or personal problems. Educators, administrators, and consultants working in higher education, consulting, government, corporate learning, and related-services organizations account for the other 50% of workers in this field. The field is very diverse and offers options for individuals to teach, train, administer, or develop programs that can impact individuals ranging from infants to older adults.

Career Pathways and Lifestyle: Employers hire educators because of their specialized training and ability to work with and inspire individuals. Typically, workers in the education industry work 9, 10, 11, or 12 months per year with an average of 40-60 hours per week. Most work independently; managing classrooms, projects, organizations, or new initiatives with little or no direct supervision. You will likely spend a lot of time on your feet and attending meetings. Continued professional development is valued in the field with many educators achieving at least one graduate degree during their tenure.

Many individuals who enter the education industry will make a career out of it. Others, however, may leave after several years due to burn-out which is high – especially among new K-12 teachers.

Most entry-level positions are filled through active recruitment based on open positions or through the conversion of an internship to a permanent position. Most individuals within the education industry have completed some type of internship where skills, abilities, and knowledge are tested. In cases where certifications are required, formal assessments may be necessary along with the accumulation of teaching hours which vary by state and jurisdiction.

Points of Entry Into Education: K-12 educators are required to meet state and federal certification standards that begin with the completion of at least a bachelor's degree. Some academic programs offer pathways to certification while others encourage students to seek certification through alternative programs. Most K-12 educators specialize in a content area (math, chemistry, English, art, etc.) and supplement their specialization coursework with general education in teaching and human development. Higher education administrators and faculty typically hold at least a master's degree with many university teaching positions requiring at doctorate as the entry-level degree. Education consultants, Federal and state policy makers, and others working in the industry tend to have at least an undergraduate degree with many holding at least one advanced degree with one or more specializations.

Relevant Sample Areas of Specialization within Education:

- Classroom Instruction (K-12)
- Special Education
- Gifted Education
- Counseling (School and Other)
- School Leadership (K-12)
- Pre-School or Daycare
- Educational Consulting
- Vocational Education
- Higher Education Admin
- University Teaching
- International Education
- Corporate Training

What Employers Want: Educators come from all academic majors and share in common several important skills and qualifications that both large and small consulting firms find desirable including:

- Excellent Written and Oral Communication Skills
- Empathy and Emotional Intelligence
- Attention to Detail and Deadlines
- Strong Interpersonal Skills
- Commitment to Students, Families, and Learning
- Ability to Work Autonomously
- Ability to Inspire and Motivate
- Manage Multiple Demands at Once
- Lead and Manage Teams
- High Level of Energy

Considering a Career in the Education Industry? Choosing education as a career can be very rewarding and intellectually challenging. You will work hard and continue to develop skills during your time on the job and will often be asked to mentor those new to the profession. Personal and professional networks are very strong within education and many people find life-long friendships develop with their co-workers. If you're considering a career in the education industry, as plan to attend events sponsored by the Career Center, conduct an informational interview with a JHU alumnus, or review information about the profession by visiting the website of a professional association (sample list below).

Leading Employment Options

K-12 Public, Private, and Charter Schools

Community Colleges

Prison Education Programs

Day Cares and Pre-Schools

Public and Private Four-Year Colleges

Public and Private Research Universities

Corporate Training Offices Educational

Consulting Firms

Human Resource Offices

Educational Technology Firms Federal,

State, and Local Governments

Corporate Universities

Professional Associations: Each industry field has at least one (but many times several) professional associations that serve professionals (including students) in that field. Many provide research on trends, access to job boards, and options to learn new skills through webinars, annual conferences, and industry publications (journals, newsletters, etc.).

A Sampling of Professional Associations in the Education Industry:

American Federation of Teachers
Association for Training and Development
(ATD) National Council on Teacher Quality
American College Personnel Association
(ACPA)

National Education Association
National School Counselor Association
NASPA – Student Affairs in Higher Education
National Association of Special Education
Teachers