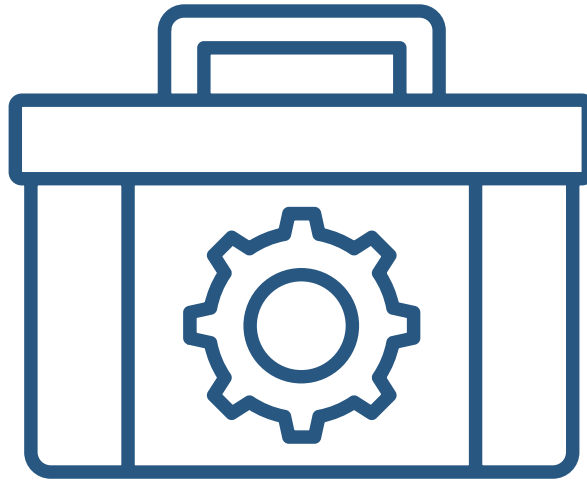


# VISUAL CUES: WHAT YOU SEE



## Overview

Welcome to the ***College and Career Culture Tool Kit***. This resource is specifically designed for administrators, counselors, and educators who are dedicated to strengthening their school's commitment to college and career readiness. Building this culture requires a unified vision and actionable strategies, and this is why this guide is organized into three powerful, interconnected sections: *Visual Cues*, *Making Connections*, and *High Expectations*.

The environment itself is a powerful teacher. This section emphasizes the importance of making the path to college and career visible and tangible. From subtle hallway displays to prominent signage, these resources help you create a constant, positive visual narrative of achievement and possibility throughout the school building.

Pick and choose the resources you want to use from this *Visual Cues: What You See* section of the tool kit to support a college-going and career-focused culture in your school building.

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# ENTRY SIGN

## Resource Overview

Displaying signage with educators' backgrounds and inviting students to ask questions can spark conversations that lead to a better understanding of different academic paths. This may inspire students to consider their own educational and career goals, as well as thoughts about various universities and fields of study. It also creates a more personal environment where students see teachers as individuals with distinct backgrounds. The goal is to make higher education seem accessible and relatable.

## Audience

This entry sign is intended for administrators to distribute to school staff for display.

## How to Use

Print the entry sign template on the next page (page 3) for each staff member. Ask everyone to complete the template, sharing where they graduated from and their major. Then ask each staff member to hang it outside their door to welcome and encourage students to ask about their alma mater and their degree of study.

**ASK ME ABOUT**  
*college*

I ATTENDED

---

AND MAJORED IN

---

# TOP 10 PSE BENEFITS POSTERS

## Resource Overview

Provide students with a visual reminder of the benefits of continuing education after high school. Posters enable educators to place information in high-traffic areas, meeting students where they are and making it accessible. They serve as informational signposts that students can reference in a controlled space.

Research suggests that if you have a postsecondary degree, you are more likely to:

- Live longer and healthier
- More satisfying family life
- Make a difference in your community
- Understand the world better
- Be prepared for success in a technology-driven world
- More likely to be employed
- Be happier in your job
- Increase your job options
- Connect with peers and mentors
- Earn \$1 million more in your lifetime

## Audience

These posters are designed for counselors and educators to display in areas where students can easily see them.

## How to Use

Print the 10 posters on pages 6–15. Consider printing these in full color and laminating them. Hang these in a common area, such as your counseling or college and career office, or use them to create a college and career hallway in a high traffic area of your school.

For more information on how to integrate this resource into a learning experience, check out the *GEAR UP for LIFE Student Kickoff (Assembly Version)* resource from LEARN: [learn.k20center.ou.edu/educator-resource/3648](https://learn.k20center.ou.edu/educator-resource/3648).

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# LIVE LONGER AND HEALTHIER

**TOP 10 BENEFITS OF COLLEGE**





# **MORE SATISFYING FAMILY LIFE**

**TOP 10 BENEFITS OF COLLEGE**





# **MAKE A DIFFERENCE IN YOUR COMMUNITY**

**TOP 10 BENEFITS OF COLLEGE**





# UNDERSTAND THE WORLD BETTER

**TOP 10 BENEFITS OF COLLEGE**





# **BE PREPARED FOR SUCCESS IN A TECHNOLOGY- DRIVEN WORLD**

**TOP 10 BENEFITS OF COLLEGE**





# **MORE LIKELY TO BE EMPLOYED**

**TOP 10 BENEFITS OF COLLEGE**

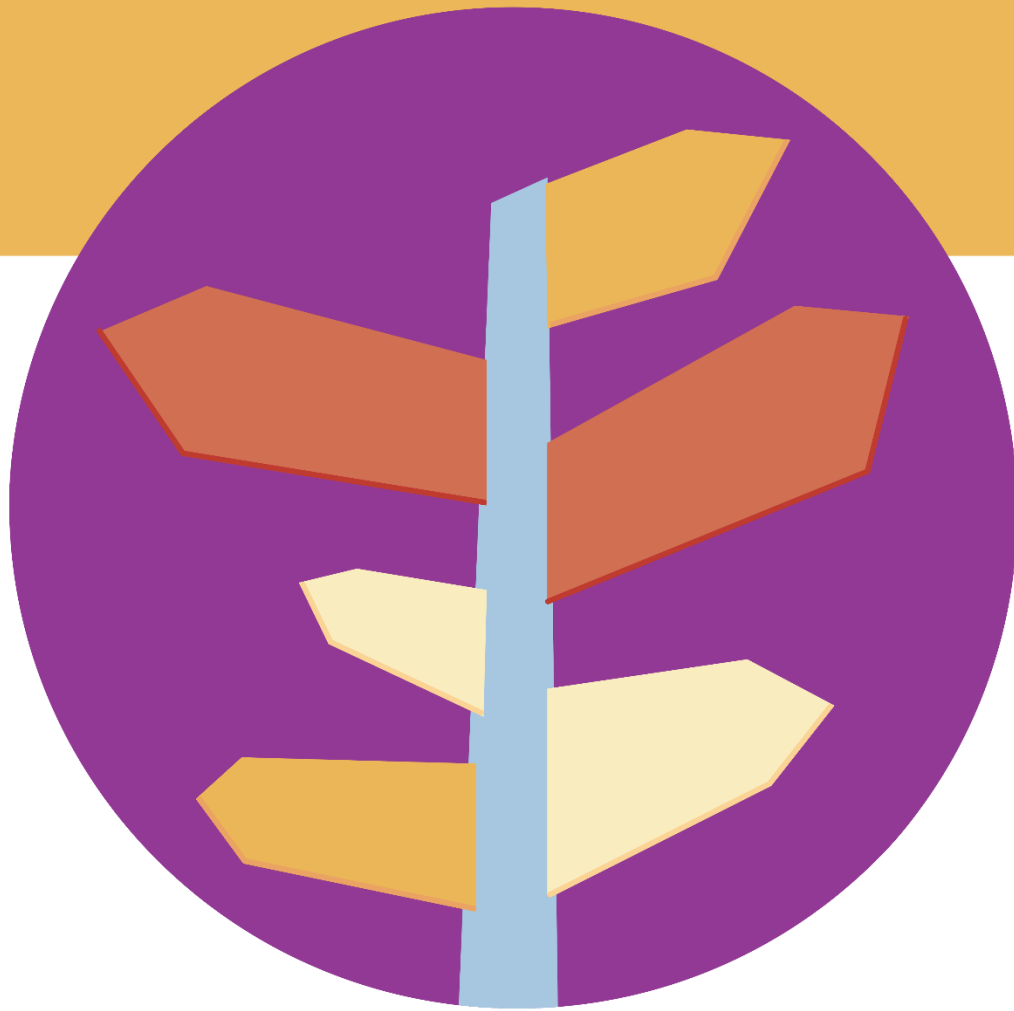




# BE HAPPIER IN YOUR JOB

**TOP 10 BENEFITS OF COLLEGE**





# **INCREASE YOUR JOB OPTIONS**

**TOP 10 BENEFITS OF COLLEGE**

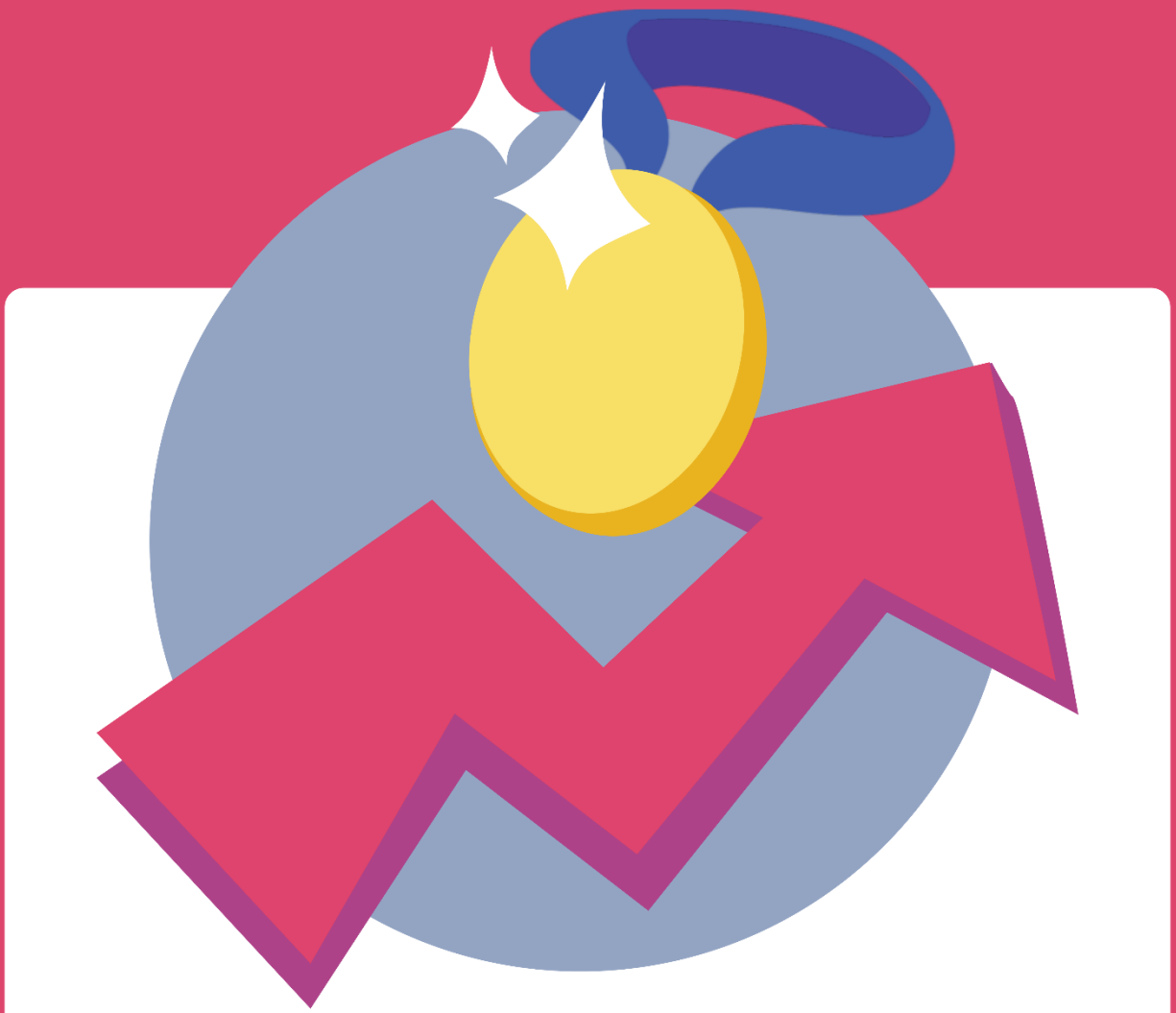




# CONNECT WITH PEERS AND MENTORS

**TOP 10 BENEFITS OF COLLEGE**





# EARN \$1 MILLION MORE IN YOUR LIFETIME

**TOP 10 BENEFITS OF COLLEGE**



# ABC COLLEGE AND CAREER POSTERS

## Resource Overview

The ABCs of college majors and careers foster 24/7 awareness and engagement with postsecondary options. These posters can help students associate letters with college programs and diverse fields of study that they may never have considered without a visual cue. Displaying the posters in a common area also reinforces the school's commitment to postsecondary education and increases familiarity with college and career topics.

## Audience

These posters are designed for counselors and educators to display in areas where students can easily see them.

## How to Use

Print the 26 posters on pages 17–42. Consider printing these in full color and laminating them. Hang these along the perimeter of a classroom or counseling office where students can easily see them.



**Animator**  
**Art & Design**

Create characters, cartoons, and effects for film,  
games, and media.



**Botanist      Biology**

Study living things, from animals and plants to ecosystems.



## **Chef**

## **Culinary Arts**

Specialize in cooking, baking, food safety, and restaurant management.



# **Data Analyst** **Data Science**

Work with numbers, trends, and patterns to help  
organize and make decisions.



# **Engineer** **Engineering**

Design and fabricate solutions for real-world problems in fields like mechanics, civil, and aerospace engineering.



**Fashion Designer**  
**Fashion Merchandising**  
**and Design**

Study clothing, design, textiles, and style trends.



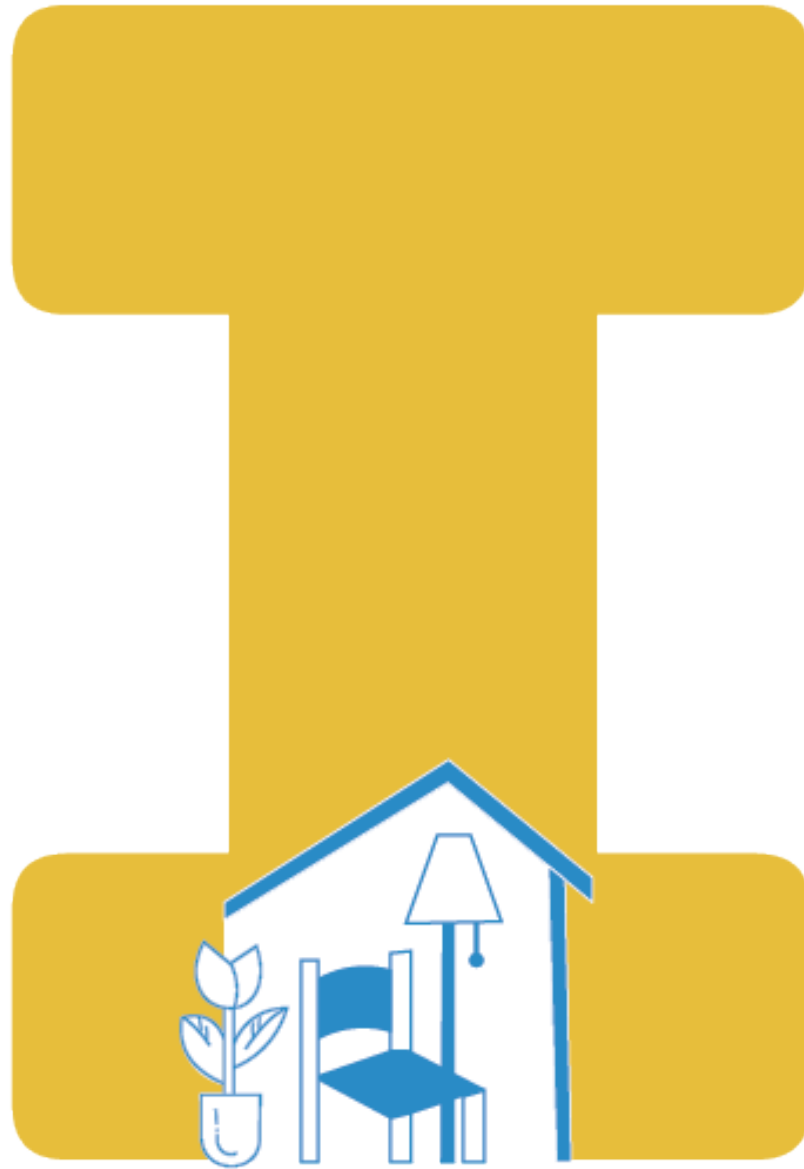
# **Game Developer** **Game Design**

Combine coding, storytelling, and art to create video games.



# **Healthcare Professional Health Sciences**

Explore Nursing, EMT Training, pre-med, and  
assisting patients.



# **Interior Designer**

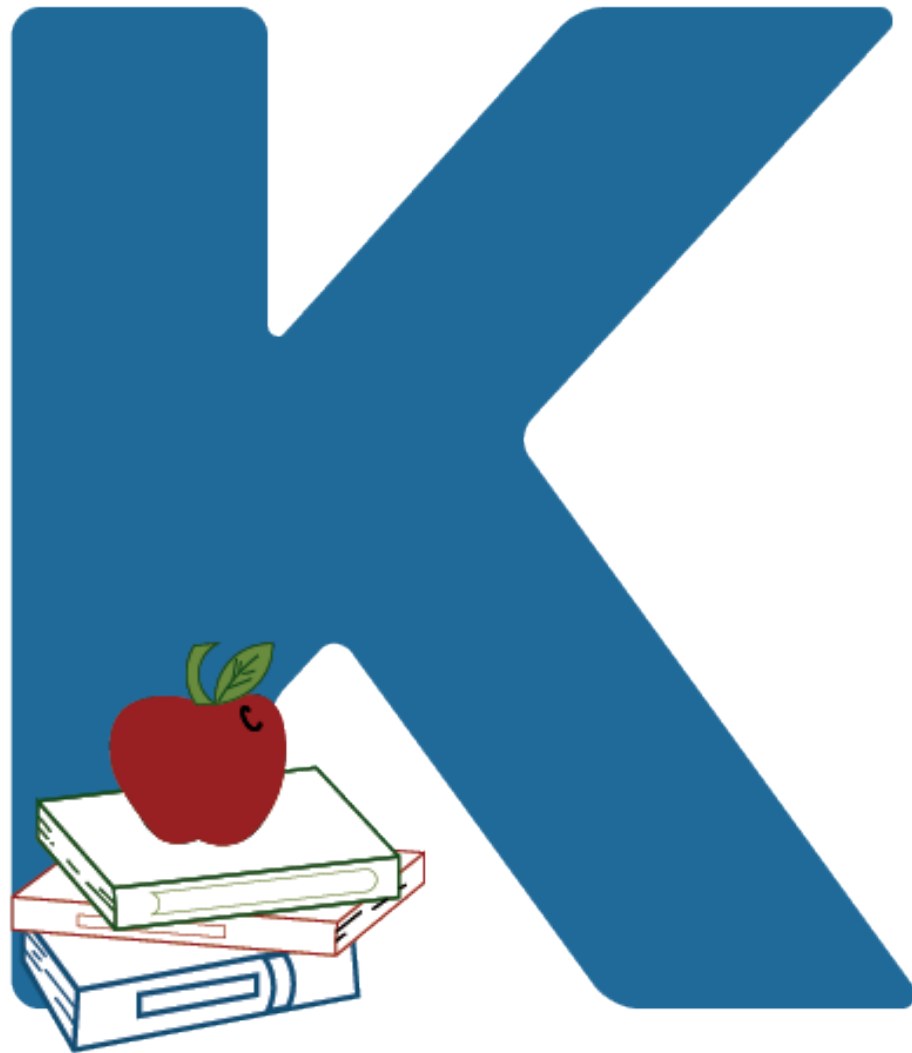
## **Interior Design**

Plan and decorate functional and creative indoor spaces.



# **Journalist** **Journalism**

Write, report, and share news through media, print,  
and broadcasting.



# **Kindergarten Teacher**

## **K-12 Educator**

Learn child development and teaching methods to  
inspire young learners.



# **Lawyer** **Legal Studies**

Study and practice law, justice, and advocacy.



# **Media Consultant Media Production**

Record, mix, and produce media for  
entertainment and advertising.



**Nutrition**  
**Nutrition & Dietetics**

Help people live healthier lives through  
food and wellness.



# **Oceanographer**

# **Oceanography**

Study oceans, marine life, and  
underwater ecosystems.



# **Photographer**

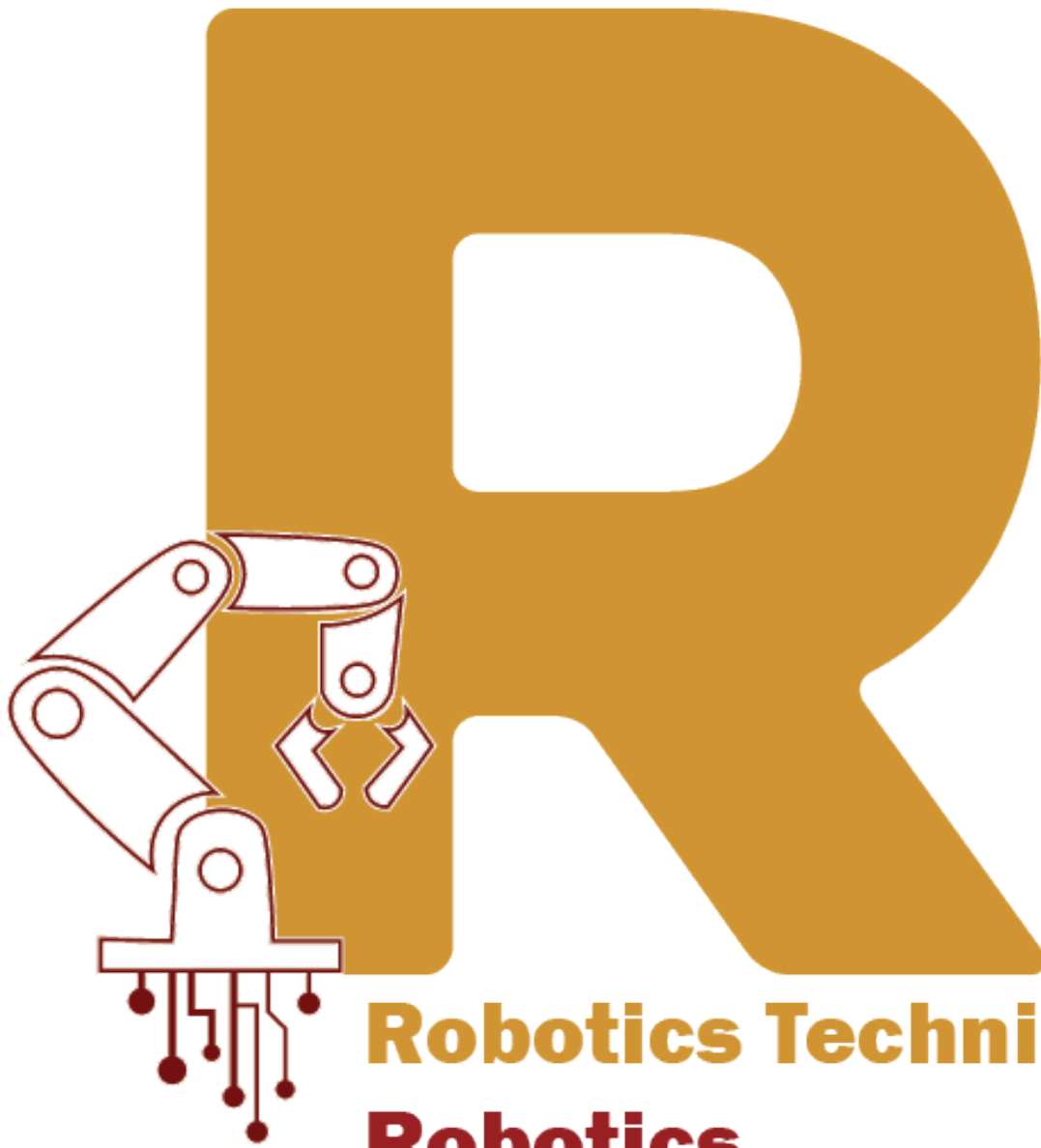
# **Photography**

Capture stories, moments and visuals  
through a camera's lens.



**Quality Control**  
**Quality Assurance**  
**Specialist**

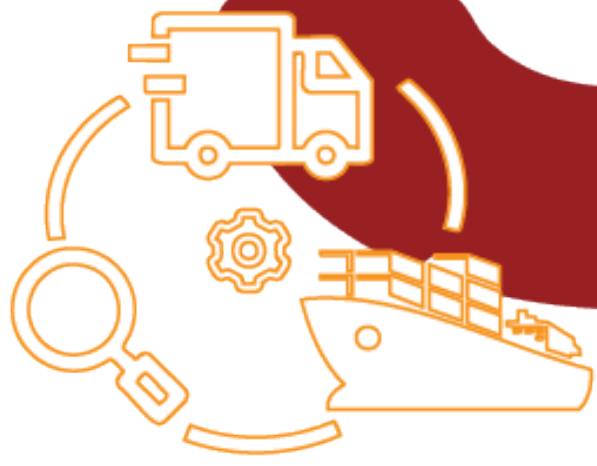
Check products and processes for safety, accuracy, and reliability.



# **Robotics Technician**

## **Robotics**

Build, program, and maintain robots used in industry and medicine.



Manage and oversee trade routes and shipping barges, and communicate with international corporations.

**Supply Chain Analyst**  
**Supply Chain Management**



**Travel Agent**  
**Tourism &**  
**Hospitality Management**

Plan trips, tours, and  
experiences for travelers.



# **Urban Planner**

## **Urban Studies**

Design and organize how cities and towns grow and function.



**Veterinarian**  
**Veterinary Medicine**

Care for the health of pets or  
exotic animals.



**Web Developer**

**Web Development**

Design and develop web pages for private clients and large corporations.



## **X-Ray Technician**

# **X-Ray and Radiology Technology**

Operate imaging equipment to help  
diagnose patients.



**Youth Program Director**  
**Youth Development**

Run programs, camps, or organizations that support children and teens.



**Zoologist**      **Zoology**

Study animals in the wild or in  
research and conservation.