



Kay Ivey, Governor of Alabama

A MESSAGE FROM THE GOVERNOR

As I've said on many occasions, our people are Alabama's greatest strength, especially our young people, who hold the state's future in their hands. As the guardians of our state's future, students deserve every possible tool to help them—and Alabama—succeed in all areas.

To achieve this, we have created the Alabama SUCCESS Guides, which are designed to assist students in identifying resources regarding

careers, postsecondary education and financial literacy. Through our students, we are positioning our state for even greater accomplishments. They will be well-equipped for careers in Alabama's workforce which will allow them to compete—and excel—in our global economy.

This Alabama SUCCESS Guide is an excellent tool in helping our students of today become our leaders of tomorrow.

ATTENTION PARENTS!

This guide is part of a series created to help students in Alabama learn more about high-demand careers, salaries, the steps they need to take to reach their goals, and the resources that can help them get there.

The workforce has changed since you entered it. Many of the jobs that exist today were not even created when you graduated from high

school, and the pace of change is faster than ever! However, since work skills are transferable to many jobs, by helping your student connect with what they learn in the classroom to real jobs that interest them, they will graduate better equipped for life after high school.

Thank you for talking with your child about what careers interest them – and why. You can help them by

sharing your own work experiences with your child. Ask people in your community who work in jobs that interest your child to share about their careers or let your child visit their workplace. And last, but not least, go with your child to meet with their school counselor or career coach to get them moving in the right direction. Help them prepare for their future...today.



WHAT EMPLOYERS WANT

MARK STILLINGS
GENERAL MANAGER
PGA KIVA DUNES GOLF & BEACH RESORT

“**GOLF CLUB MANAGEMENT (INCLUDING EVENT PLANNING AND MANAGEMENT) CAN BE A GREAT FIELD FOR ASPIRING STUDENTS.**

Those choosing to enter this field can travel in many directions – Professional golf management, golf course agronomy, food & beverage, accounting, hospitality / property management, marketing etc...

Students looking to enter this field will need to be: self-motivated, highly organized, personable, honest, and punctual. Also, you must have a strong desire to deliver excellent customer service.

This business can be very rewarding, but it does involve long hours and working on most weekends and holidays. You get to be around many nice people (either members and/ or resort guests) at your facility. You will have the opportunity to develop long-lasting friendships and business relationships throughout your career. ”

WHAT'S INSIDE

Think Again	3
Career Ideas	4
Hot Jobs	5-6
Personal Bios	7-8
Four Year Plan	9
Getting Ready	10
Clusters and Pathways	11



THINK AGAIN

Now is the time to take a fresh look at Hospitality & Tourism careers you may not have considered before.

MYTH: Careers in Hospitality & Tourism are all in culinary and food.

FACTS: Hospitality and tourism workers help people enjoy vacations and entertainment activities. You might work at a restaurant, resort, sports arena, theme park, museum, or hotel. For example, you might manage operations of a college cafeteria, guide high school students on a trip to Spain, or rent equipment at a recreation center. In addition, careers in Hospitality & Tourism may involve planning and travel for weddings and large entertainment events.

REALITY CHECK

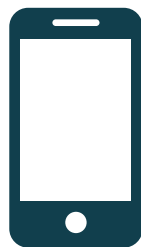
WHAT IT COSTS TO LIVE ON YOUR OWN IN ALABAMA
 Estimated 2017-2018 monthly expenses for a 22 year-old living in Birmingham.

NOTE: Keep in mind that your paycheck will be reduced by about 30 percent to cover taxes, retirement, and insurance. What's left is known as your "take-home pay." Subtract 30 percent from the salaries shown on pages 5 and 6 to get a more accurate take-home amount.

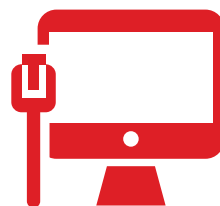
Groceries:
 \$350-\$400



Mobile Phone:
 \$55



Cable and Internet:
 \$80



Gasoline:
 \$100
 (1,000 miles @ \$3.00 per gallon, 30 mpg)



Rent and Utilities:
 \$700-\$850
 (1 Bedroom)



Car Payment:
 \$350-\$450
 (Used 2016)



Car Insurance:
 \$60-\$125
 (6-Month Policy)



Sources:
 RENT: rentbits.com/rb/t/rental-rates/birmingham-al
 CAR: carsdirect.com
 MOBILE PHONE: att.com, verizon.com
 GROCERIES: bestplaces.net
 CABLE AND INTERNET: birmingham.mybrighthouse.com
 CAR INSURANCE: progressive.com
 GAS: gasbuddy.com

YOU DECIDE

Does the Hospitality & Tourism Career Cluster fit you, your talents, and your dreams?

Take this quick quiz to find out.

1	2	3	4	5
Do you like working with people?	Can you multi-task and handle deadlines?	Are you interested in people from different backgrounds?	Can you study and master new subjects and skills?	Can you work extra hours and weekends?
WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:	WHY IT MATTERS:
In this cluster, you have to relate well to clients and coworkers.	Work can be fast-paced in Hospitality & Tourism.	This work can bring you into contact with people from across the country and around the world.	To get ahead you have to understand the industry.	Sometimes you have to go the extra mile to meet your clients' needs.
If you answered "yes" to most of these questions, Hospitality & Tourism could be right for you.				

CAREER IDEAS



What Job Works for YOU?

On the next two pages you will find job descriptions for this career cluster that are projected to be the "Hot Jobs" in the state of Alabama from now through the year 2024. The jobs are listed in order of projected demand.*

On pages 7 and 8 you will see short bios of people who live and work in this career cluster right here in Alabama. As you read their stories, pay attention to their pathway to the job they are in currently and the lessons they learned along the way. What can you learn from these real-life stories that might help you along your own career path? ►►►►►►►►►►►►►►►►

*This information is provided by the Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The wage data is based on the May 2015 Occupation Employment Survey employment and wage estimate file. The wages have been aged using the most current Employment Cost Index (ECI) factors reflecting wages as of September 2016.



COOK, RESTAURANT

Job Description: Prepare, season, and cook dishes such as soups, meats, vegetables, or desserts in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.

Education:

No formal educational credential

Salary Range: \$17,640 – \$24,022



COMBINED FOOD PREPARATION & SERVING WORKER

Including Fast Food

Job Description: Perform duties which combine preparing and serving food and nonalcoholic beverages.

Education:

No formal educational credential

Salary Range: \$17,640 – \$18,835



HOTEL, MOTEL & RESORT DESK CLERK

Job Description: Accommodate hotel, motel, and resort patrons by registering and assigning rooms to guests, issuing room keys or cards, transmitting and receiving messages, keeping records of occupied rooms and guests' accounts, making and confirming reservations, and presenting statements to and collecting payments from departing guests.

Education:

High school diploma or equivalent

Salary Range: \$17,688 – \$21,149



MAID & HOUSEKEEPING CLEANER

Job Description: Perform any combination of light cleaning duties to maintain private households or commercial establishments, such as hotels and hospitals, in a clean and orderly manner. Duties may include making beds, replenishing linens, cleaning rooms and halls, and vacuuming.

Education:

No formal educational credential

Salary Range: \$17,640 – \$20,478



BARTENDER

Job Description: Mix and serve drinks to patrons, directly or through waitstaff.

Education:

No formal educational credential

Salary Range: \$17,650 – \$23,201



RECREATION WORKER

Job Description: Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members.

Education:

High school diploma or equivalent

Salary Range: \$17,650 – \$28,222



FOOD SERVER, NONRESTAURANT

Job Description: Serve food to individuals outside of a restaurant environment, such as in hotel rooms, hospital rooms, residential care facilities, or cars.

Education:
No formal educational credential

Salary Range: \$17,629 – \$23,139



CASHIER

Job Description: Receive and disburse money in establishments other than financial institutions. May use electronic scanners, cash registers, or related equipment. May process credit or debit card transactions and validate checks.

Education:
No formal education requirement

Salary Range: \$17,471 – \$20,138



USHER, LOBBY ATTENDANT, OR TICKET TAKER

Job Description: Assist patrons at entertainment events by performing duties, such as collecting admission tickets and passes from patrons, assisting in finding seats, searching for lost articles, and locating such facilities as rest rooms and telephones.

Education:
No formal educational credential

Salary Range: N/A



FOOD SERVICE MANAGER

Job Description: Plan, direct, or coordinate activities of an organization or department that serves food and beverages.

Education:
High school diploma or equivalent

Salary Range: \$42,035 – \$74,921



COUNTER ATTENDANT, CAFETERIA, FOOD CONCESSION, AND COFFEE SHOP

Job Description: Serve food to diners at counter or from a steam table.

Education:
No formal educational credential

Salary Range: \$17,640 – \$20,353



FOOD PREPARATION WORKER

Job Description: Perform a variety of food preparation duties other than cooking, such as preparing cold foods and shellfish, slicing meat, and brewing coffee or tea.

Education:
No formal education requirement

Salary Range: \$17,702 – \$21,715

SKYE TEAGUE BARTENDER

BONEFISH GRILL, HUNTSVILLE, AL

G.E.D.
Huntsville, AL

I ensure the guests at Bonefish Grill feel a sense of hospitality unique to the restaurant's atmosphere while providing prompt and knowledgeable service.

I discovered my love for the hospitality industry when I was very young. In high school, I discovered that I was better at pastry arts than culinary arts while at Huntsville Technical Center so I pursued a pastry arts degree

in college. After working in many different restaurants after college, I realized that I enjoyed all the different roles in the industry.

I drove to Birmingham every day from Huntsville because I was dedicated to what I was learning where I was enrolled in Pastry Arts at Culinary in Birmingham. I truly enjoyed my time there. The instructors were genuinely interested in our success. They went out of

their way to give us practical knowledge and skills. While I still intend to pursue my passion for pastry arts, I am honing my hospitality skills as a bartender at Bonefish Grill and learning a lot about the restaurant business from a successful high-end national restaurant chain.

"I discovered my love for the hospitality industry when I was very young."

WILLIAM FOSTER OWNER

RATTLESNAKE SALOON, TUSCUMBIA, AL

Graduate of Cherokee High School
Cherokee, AL

As the owner of a restaurant I am responsible for over 30 employees. I have to make sure I have the correct people in the right positions. I watch over the inventory and make the schedules. The experience of each family that walks through my door is my top priority.

As a senior in high school I decided to further my education at Auburn University. I graduated with the degree of Horticulture Ornamental Production in spring of '99. I worked in a retail garden center selling plants to homeowners. The time in retail gave me

"The time in retail gave me the skill set to work with people."

the skill set to work with people. I took a job with Southern Growers in Montgomery AL. It was a 400-acre wholesale nursery. I was the outside sales rep, and my territory was Arkansas, Kentucky, and South Carolina. I was on the road for weeks at a time and decided to come back to my family home. My father had built a business on our property. I came home

to help my father with the business. After a few years helping with Seven Springs Lodge, I built the Rattlesnake Saloon in 2009. My business took off quickly. It became a tourist attraction for the State of Alabama. In the first three years I had people from all fifty states and over thirty countries visit my saloon. I have been on Food Network, CMT, and other TV shows and publications. I enjoy being a family man, father, business owner, and being involved with local government.

JODY DAVIS FRONT OF HOUSE "KEY" ASSISTANT MANAGER

BONEFISH GRILL, HUNTSVILLE, AL

Graduate of Kinston High School
Kinston, AL

A "key" as we call it at BFG helps to manage the "front of the house" of the restaurant, as in the public facing parts like servers, bartenders, hosts, and the dining rooms. Keys are paid hourly instead of a salary, since we also can be a server, bartender, or headwait. The primary function of a key is to assist a salaried FOH manager in ensuring the restaurant

"From the time I was a young teenager I wanted to be a writer."

runs smoothly at all levels and to interact frequently with guests to ensure a great dining experience from start to finish.

From the time I was a young teenager I wanted to be a writer. I've been a journalist and editor. After that, though, I pivoted to my current position at BFG so that I could pursue my freelance writing career. Working at BFG affords me financial stability while I continue toward my goal of supporting myself solely by writing. And working in a restaurant provides plenty of colorful experiences that

I can draw inspiration from when I write, not to mention the networking connections I've made during my decade-long tenure at BFG. Interacting with guests and fellow employees in a polished casual atmosphere is a big plus, as is the flexible scheduling. The pay can be quite nice, of course, but it's the great crew of people I work with that makes all the difference. My ability to work well with others and to stay calm and focused under pressure are immensely helpful in being successful in an industry where things can get very hectic very quickly.



GINGER S. MARSH

OWNER

HOTEL FINIAL, ANNISTON, AL

Graduate of Wellborn High School
Anniston, AL

As the owner of the hotel, I do just about everything! I plan events, wash dishes, pull weeds, call on customers, meet and greet guests, email businesses, create brochures, plan schedules, mediate employees if needed, etc.

I was one of those kids who changed their mind constantly about what they would be when they grew up. I found so many careers to be fascinating that I just couldn't decide. It really wasn't until I had my first child that I yearned to become an elementary teacher. I

thought it would be the perfect job to work and spend time with my own family. Over the years, my life has taken many twists and turns, but each job prepared me for the next. From an elementary teacher to a high school media specialist to a college adjunct professor, I learned to engage more with people of all ages. As a hotel owner of an

"I found so many careers to be fascinating that I just couldn't decide."

1888 Victorian mansion, I now give tours and meet new people daily. I use my first job as a bank teller to look at numbers and average daily rates and expenditures. I use my specialty advertising knowledge in sales and customer satisfaction at the hotel. I use my many years of teaching to address issues that must be settled, scheduling, time management, creativity with events, and for discussions with our customers. I use my experience as an educational trainer to give tours of the mansion and details of history and architecture.

STEPHANIE BARNETT

HOSTESS

BONEFISH GRILL, HUNTSVILLE, AL

Graduate of Virgil I. Grissom High School
Huntsville, AL

I greet people in person and on the phone with a smile. I also coordinate where to seat people, seat them, bus tables, and reset tables for the next party to seat.

This job is a part-time job for me while I have taken a gap year in between undergraduate and graduate studies. I graduated from Asbury University in Kentucky with a bachelor's degree in Missions, and I'm going to pursue my master's in Social Work at Troy University in Montgomery, Alabama. I will likely be

working this same job while I'm in grad school. When I become a social worker, I'd like to work in organizations that empower minority groups, women, refugees, and immigrants. Long-term, I could foresee myself working in a college career assistance office.

"I will likely be working this same job while I'm in grad school."

You have to communicate well with others. If you don't do that, you can fail to be a good team player, which is necessary in the restaurant industry. I can be sociable and friendly with others. It's a good way to be hospitable. My attention to detail, ability to understand others' emotions, and get along with others has helped me in my part-time job as a hostess and will certainly help me with my intended future career path as social worker.

LINDSEY KING

EVENT COORDINATOR

SNEAD STATE COMMUNITY COLLEGE

Graduate of Boaz High School
Boaz, AL

I plan meetings and receptions at the college and reserve facilities for student, alumni, faculty, or community purposes on our campus.

When I was in high school, I loved to bake, entertain, and plan parties. I found great joy in producing things that were enjoyed by others. This became something I decided I wanted to pursue as a career. So, I earned a BS in Restaurant and Hospitality Management thinking I would be a wedding planner, but I found that it was not something I wanted to do long term. Upon graduation, I got a job doing events for the local

tourism office. This included social media, as well as event planning for fishing tournaments, community festivals, and other sporting events in the area. It was highly rewarding and prepared me for the job I have now, which is planning events for our local community college. No two days are ever the same, just as no two events are ever the same. That is the thrill and what motivates me to get out of bed each day.

Having good communication, organization, and problem-solving skills has helped me tremendously. You also have to be flexible,

knowing that events don't happen during normal working hours. They are usually on the weekends and evenings, so you have to be willing to give up some of your social life. Being creative and paying special attention to detail, listening to what your clients want out of an event is key. Over-communicating is a good practice to have to make sure everyone is in the loop.

"Having good communication, organization, and problem-solving skills has helped me tremendously."



MAKE A PLAN

SIT DOWN WITH YOUR PARENTS AND COUNSELOR AND CREATE A PLAN

Map out an Alabama Education Plan (sample below) based on your interests, strengths, and possible career goals. Your plan outlines the courses and electives you'll take in high school, plus related co-curricular organization and career preparation experiences. Your school counselor or career coach will work with you to determine the learning experiences needed for you to complete your plan, such as using distance learning or earning college credit from your local community college. Below is a sample Alabama Education Plan for you to use as a guide.

SAMPLE EDUCATION PLAN FOR THIS CAREER CLUSTER

GRADE 9	GRADE 10	GRADE 11	GRADE 12
FRESHMAN YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
English 9 Algebra I Biology World History *Career Preparedness *LIFE PE **Elective	English 10 Geometry Physical Science United States History 10 *Health/Elective **Elective **Elective	English 11 Algebra II Chemistry United States History 11 **Elective **Elective **Elective	English 12 Math Elective Science Elective US Government/Economics **Elective **Elective **Elective

*Other Required Courses

**Career & Technical Education and/or Foreign Language and/or Arts Education (3 Credits)

HOSPITALITY & TOURISM CLUSTER COURSES

Baking and Pastry Arts	Entrepreneurship in FACS	Lodging I Lodging II	Sports, Recreation, and Entertainment Management
Chemistry of Food	Event Planning	Senior Career Pathway	Travel and Tourism I
Culinary Arts I	Food Innovations and Media	Project Hospitality and Tourism	Travel and Tourism II
Culinary Arts II	Hospitality & Tourism	Sports Nutrition	
Dietetics	Life Connections		

CO-CURRICULAR

WORK-BASED LEARNING

FCCLA

Job Shadowing
Career Day/Fair

Internship
Field Trips

Work Experience
Guest Speakers

GETTING READY

MAPPING OUT YOUR PROGRAM

GRADE 8

- Research your career options based on your interests, talents, and goals.
- Create an Alabama Education Plan (see page 9).

GRADE 9 FRESHMAN YEAR

- Choose a career cluster.
- Do your best work in all your classes. Course selection and grades really do count when you are applying to colleges and training programs.
- Keep a folder or portfolio of your activities, awards, accomplishments, and work experience, and add to it during your high school career.

GRADE 10 SOPHOMORE YEAR

- Continue building the strongest possible academic record.
- Consider taking the ACT if you plan to apply to a two-year college or university in the future.
- Consider taking the PSAT (Preliminary SAT/National Merit Scholarship Test) if you plan to apply to a two-year college or university in the future.
- Use the information in your portfolio to create a resumé.
- Apply for summer jobs, internships, or volunteer activities related to your career cluster.

GRADE 11 JUNIOR YEAR

- Take the PSAT/NMSQT.
- Use resources available at your school (books, online tools, college fairs, etc.) to research postsecondary education options related to your career goals.
- Register to take either the ACT or the SAT I and SAT II Subject Tests. (There are testing dates every month from January through June). Registration deadlines are approximately four weeks before each testing date.
- Apply for summer jobs, internships, and volunteer activities related to your career goals.
- Use studentaid.ed.gov to determine your financial aid eligibility.

GRADE 12 SENIOR YEAR

- In the fall, apply to postsecondary programs and retake any standardized college admissions tests if you would like to improve your score.
- Beginning in October, complete college financial aid forms. Deadlines and required data differ from school to school, so read the instructions carefully.
- In the spring, choose your postsecondary program on the basis of where you have been accepted, costs, etc.
- Continue doing your best work. All schools require a final transcript before making your acceptance official.

COLLEGE PREP: GETTING ACCEPTED

The college admissions process can be stressful and a bit scary, especially if you are the first in your family to apply. Give yourself the best shot at getting into a college program that matches your goals by following these five steps:

1. MAKE THE GRADE

Your grade point average really does count, so do your best work on every assignment, pay attention in class, and participate in group discussions.

2. MAKE A LIST

Before you can apply to college, you have to figure out what you would like to study and what matters most to you (like college location, size, or religious affiliation). Use the college guides in your local library, school library, school counselor's or career coach's office to start making a list of colleges that interest you. Use online tools like collegeboard.org and accs.cc to learn more about each school and take virtual campus tours.

3. GET INVOLVED

Build teamwork and leadership skills by joining career technical student organizations, clubs, and teams at your school, volunteering for service projects, and participating in church or community activities.

4. PLAN FOR TEST

Most colleges want scores from the ACT, SAT, or SAT II tests. See what tests the schools on your list require, sign up to take them in time to include the scores on your application, and then practice the free SAT sample questions at collegeboard.org or sample ACT tests at actstudent.org.

5. BE NEAT AND COMPLETE

Before you send in a college application, double-check your spelling, make sure nothing is missing, and save a copy just in case you have to submit it again.

PAYING YOUR WAY: FINANCIAL AID

Every Alabama student can afford to go to college. It just takes a little planning. Put your college dreams within financial reach by taking these five steps:

1. CONSIDER A COMMUNITY COLLEGE

Alabama's public and private two-year colleges offer an affordable way to earn an associate's degree or complete enough credits to transfer into a four-year school as a junior. Learn more at accs.cc.

2. WEIGH YOUR OPTIONS

Attending one of Alabama's four-year public or private schools cuts travel costs and other living expenses, as compared to attending schools out of state. In addition, public schools offer reduced in-state tuition, and, if there's a college nearby, you can save even more by living at home.

3. RISE TO THE TOP

Apply to a couple of schools at which your grades and accomplishments put you near the top of the typical applicant pool.

4. DO A LITTLE DIGGING

More than one million local, national, and college-specific scholarships are available each year. Ask your school counselor or career coach for help finding printed scholarship resource guides. To find and apply for scholarships online, sign up for the free college scholarship search source achievealabama.org.

5. APPLY FOR AID

Fill out the Free Application for Federal Student Aid (FAFSA) beginning on October 1 of your Senior year. FAFSA forms and instruction booklets are available at your school counselor's office and online at studentaid.ed.gov. Some schools also require the CSS/Financial Aid Profile form (profileonline.collegeboard.org), and others have their own financial aid forms. Carefully read each college's application to know what forms you need to submit and when.

	AGRICULTURE, FOOD & NATURAL RESOURCES
	ARCHITECTURE & CONSTRUCTION
	ARTS, A/V TECHNOLOGY & COMMUNICATIONS
	BUSINESS MANAGEMENT & ADMINISTRATION
	EDUCATION & TRAINING
	FINANCE
	GOVERNMENT & PUBLIC ADMINISTRATION
	HEALTH SCIENCE
	HOSPITALITY & TOURISM
	HUMAN SERVICES
	INFORMATION TECHNOLOGY
	LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY
	MANUFACTURING
	MARKETING
	STEM
	TRANSPORTATION, DISTRIBUTION & LOGISTICS

CLUSTER PATHWAYS

Lodging

Recreation, Travel, and
Tourism

Restaurant and Food and
Beverage Services

POST SECONDARY LEARNING

COMMUNITY COLLEGE

4-YEAR COLLEGE/UNIVERSITY

WORK-BASED LEARNING

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