



CAREER CHOICE

IMAGINECONNECTEXPLORE

Youth Expo 2025-2026

IMAGINE
your potential

CONNECT
with employers

EXPLORE
career possibilities

www.sovacareerchoice.org

Dear Future Trailblazers,

You are standing at the beginning of an exciting journey. You may not have everything figured out yet—and that's completely okay! Career planning isn't about knowing exactly what you want to do for the rest of your life. It's about **exploring, trying new things, and discovering what excites you.**

Career ChoICE is here to help you do just that. This booklet—and the Expo itself—are designed to help you **imagine your potential, connect with employers, and explore career possibilities** available right here in **Southern Virginia**. Within this booklet you'll find information about major industries, the largest occupations in each of the 14 Career and Technical Education (CTE) Career Clusters, in-demand soft skills, cost of living, benefits, and real stories from young professionals working in our region.

As you explore, keep asking yourself:

"What can I use to take my next step?"

That means looking at what you already have—your strengths, interests, experiences, and connections—and using those tools to take your next step. Whether it's a class project, a hobby, a volunteer experience, or someone you know in a career you're curious about, every experience teaches you something valuable.

Even if you try something and decide it's not for you, that's still progress. You've learned more about yourself—and that's just as important as finding something you love.

Career ChoICE is about helping you make **informed decisions** about your future. That means understanding what education or training is needed, what jobs are available, what they pay, and what skills will help you succeed. You might be surprised by the variety of opportunities available close to home—from agriculture and healthcare to IT, public service, and skilled trades.

So stay curious. Ask questions. Talk to employers. Think about how your talents and interests connect to real careers. Your future isn't built in one day—it's built one choice at a time.

You've got the tools. You've got the potential. - Believe in yourself.

We're cheering you on.

**Sincerely,
The Career ChoICE Team**

(Over two hundred staff, volunteers, employer and school participants who are all in your corner.)

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Letter to Parents

How to Get the Most from this booklet

Do you have an idea of what you'd like your future career to be?

Not really,
no.

Complete one of the referenced **Career Assessments** on pg. 5 to get a feel for what Career Clusters & Occupations might be a good fit for you.

Find the career cluster that aligns with your interests or contains your dream career on Pgs.18-45 and explore the general cluster information, the young professional profile, and top occupations, as well as a popular (based on student feedback) occupation in our region. Take a look at the entry-level and average salary, the education requirements... Do these meet your expectations? Do you still feel like this is the career (or career cluster) for you?

Take a look at some of the other career clusters in the booklet. Explore new career clusters through **MajorClarity** or other career exploration websites (found on pg. 5). When you think you've found the one you feel is the best fit for you...

Maybe, I have
some ideas.

Do you know what Career Cluster your interests fall into?

No.

Yes.

No.

Yes.

Meet with your school counselor or career coach to request that they help you align your academic and career plan with your career goal. (**MajorClarity** can help you do this, too!)

Yes,
100%!

Do you know how much education/training is required for your dream career?... Have an idea of job availability (how many people are hired) and how much you'll likely make?

No.

Yes.

Is your current academic and career plan setting you on a pathway to meet your future career goal? Are you taking the classes you need now to meet the education requirements of that occupation?

Not sure.

Yes.



AWESOME!

You're setting the foundation for a bright future!

Why Take a Career Assessment?

*Assessments can help determine your potential success in future occupations, based on your **personal attributes** and **values**.*

Take the Personality Assessment and the Learning Styles Assessment in MajorClarity to create **FIT SCORES** for each career cluster and pathway in the platform.. Fit scores predict how **COMPATIBLE** you are to each career path. **Remember:** the more you interact with the platform, the more accurate your fit scores become!

Access MajorClarity with your **district-assigned** login method:

-  Clever
-  Google 1-Click
-  Email + Password

Contact your school counselor if you are unsure which login method to use.



Check out the
Holland Personality
Types video series.
tinyurl.com/y4k6yf7x

Click the **Assessments** tab and
select **Personality Assessment**.
Now respond to each question!



maybe



majorclarity.com | app.paper.co/majorclarity

Check out these assessments, too!



Truity Career
Personality Profiler



O*Net Interest
Profiler



CareerExplorer
Career Test

Throughout this booklet you'll find **QR CODES** like the ones above. They work like physical hyperlinks; **scan them** with your phone or tablet, and you'll be directed to the appropriate webpage.

Newer phone models can scan QR Codes directly through the camera app.

For all older devices simply install a QR Scanner app.

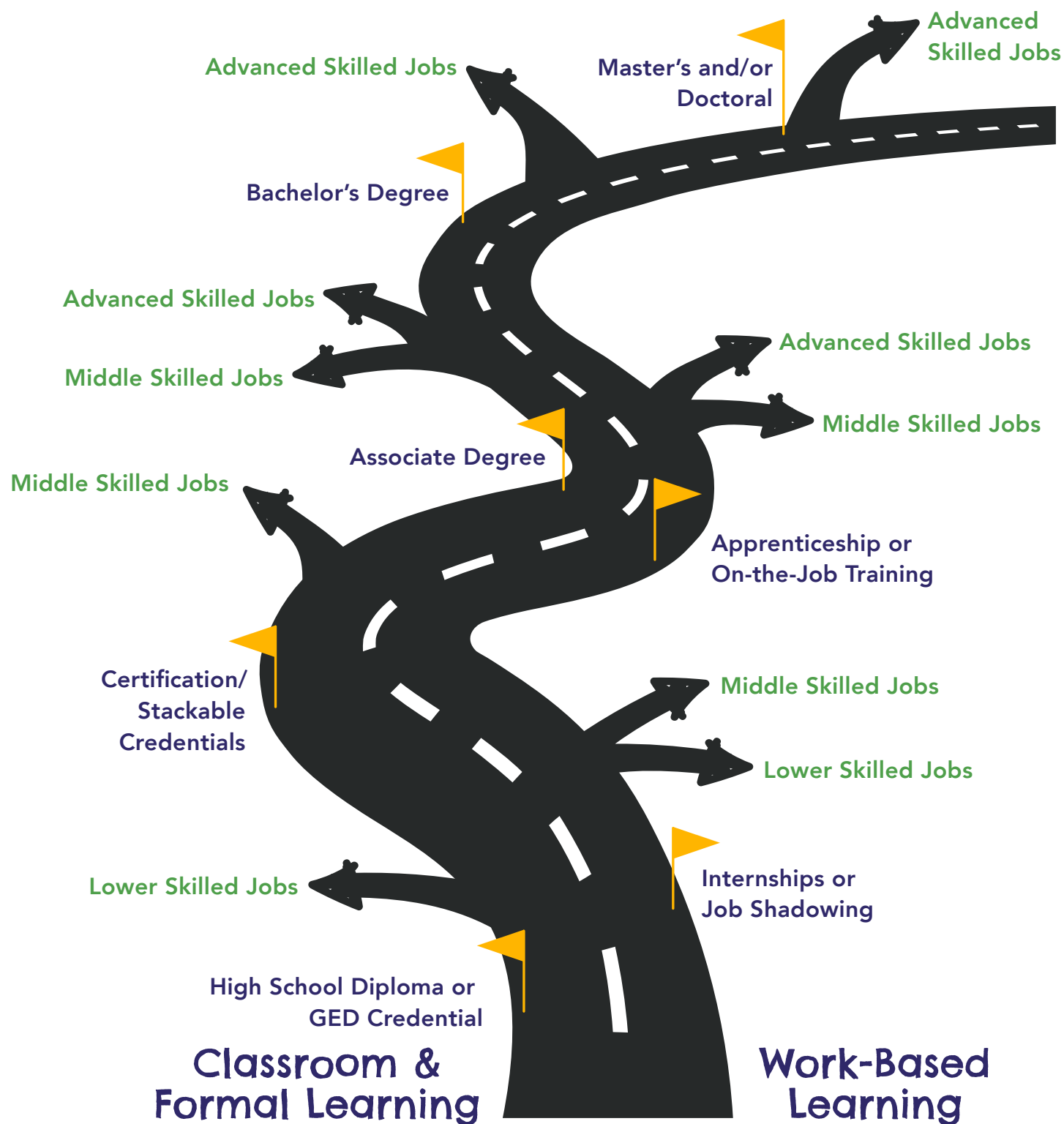
General Career Pathway Options

Generally, the **more specialized training you pursue**, whether that is through formal classroom learning, work-based learning, or a combination of the two, the **higher skilled jobs you will be qualified for** and, therefore, the **more money you will make**.

Think of your education and training like a highway. You may initially exit the highway immediately after high school, but decide to merge back on later to pursue additional training or change careers.

You can change "lanes," blending formal classroom learning and work-based learning.

There's no one "right" route.



After the Expo: My Path Forward

Using your experience at the Career ChoICE Youth Expo and exploration you've done using this booklet, through MajorClarity and other career exploration resources, take a moment to reflect on some of the questions and prompts below. Use this page as a resource for conversations with your counselor; when making your Academic and Career Plan; and exploring post-secondary (after high school) education options.

One job I have learned about that surprised me is...

A career I'd like to explore more is...

One skill I want to practice or improve that could help me in the future is...

The most exciting hands-on activity I tried at the Expo was...

A question I still have about careers is...

One skill I already have that could be useful in a career is...

One piece of career advice I've heard that really stuck with me is...

For the career I'm most interested in right now I need _____

(what type of training or education). I really want to _____

(do what- go to college, enlist, start working?) after high school.

Essential Skills

While there is important content-related knowledge you'll need for the specific career you choose, there are also essential skills necessary to be successful on any pathway.



Virginia's 5 C's

Preparing Future-Ready Graduates



Critical Thinking Skills



Collaboration Skills



Communication Skills



Creative Thinking Skills



Citizenship Skills

Source: Virginia Department of Education

Top 10 Soft Skills Listed in Job Advertisements in the region: (in the last 12 months)

**COMMUNICATION
(VERBAL &
WRITTEN SKILLS)**
15,719 total ads

**ADAPTABILITY/
FLEXIBILITY/
TOLERANCE OF
CHANGE AND
UNCERTAINTY**
4,313 total ads

CUSTOMER SERVICE
7,402 total ads

**COOPERATIVE/
TEAM PLAYER**
8,951 total ads

ORGANIZATION
4,180 total ads

**DETAIL ORIENTED/
METICULOUS**
3,841 total ads

**SELF-MOTIVATED/
ABILITY TO WORK
INDEPENDENTLY/
SELF LEADERSHIP**
3,487 total ads

**INTERPERSONAL
RELATIONSHIPS/
MAINTAIN
RELATIONSHIPS**
2,969 total ads

**SUPERVISION/
MANAGEMENT**
3,168 total ads

**ABILITY TO WORK
IN A FAST PACED
ENVIRONEMNT**
3,327 total ads

Data Source: JobsEQ©

Benefits

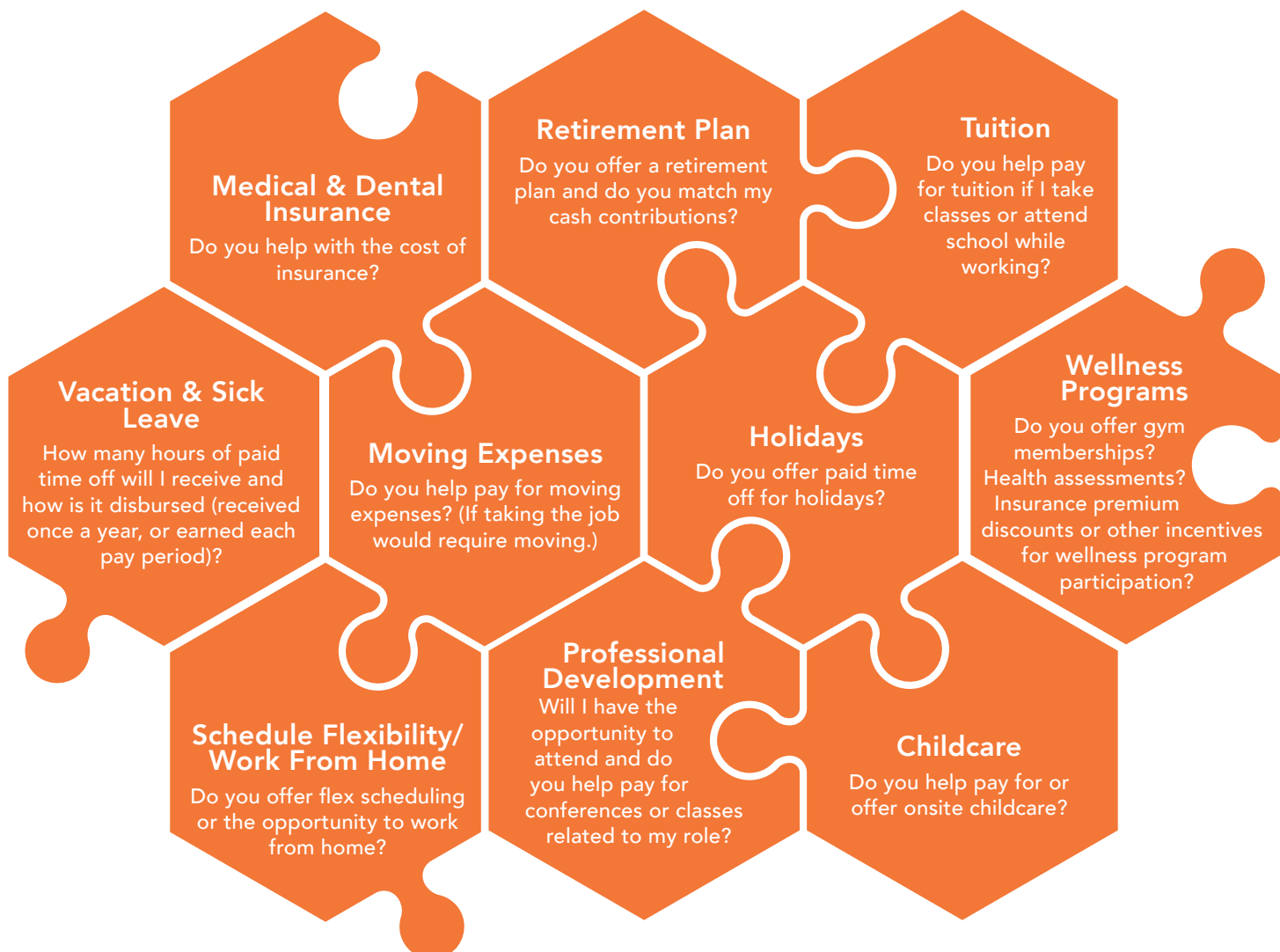
When thinking about your future career, you probably wonder, “How much will I make?”... Wage or salary certainly IS important in your career and specific job decisions, but it’s not the whole picture.

Benefits are anything an employee receives other than cash wages. Some benefits (such as social security or workers’ compensation) are required under federal or state law while other benefits are optional. Most benefits are only available to full-time employees who work, on average, 40 hours per week. Typically, part-time employees do not receive benefits. *These benefits can cost your employer as much as 35% or more of your salary!*

Here’s an example 



Top Benefits to Ask a Potential Employer About:



Fact vs. Cap: Career Edition

A college degree is the only path to a good job.



100

Many great careers start with certifications, apprenticeships, or two-year degrees. Skilled trades, tech, and healthcare offer strong pay and growth without a four-year degree.

The skilled trades are for students who aren't "academic."



Skilled trades require problem-solving, math, **100** and technical knowledge. Electricians, welders, and mechanics use critical thinking every day.

Work experience that isn't in "my field" isn't worth my time.



Every job teaches valuable skills—like teamwork, communication, and responsibility—that employers look for in any field. Experience builds your resume and your confidence.

100

Manufacturing jobs are low skill, low pay, and dirty.



Modern manufacturing is high-tech, clean, and well-paying. Robotics, automation, and precision tools are part of today's advanced manufacturing careers.

100

I have to figure out my lifetime dream job now in middle or high school.



You don't need to have it all figured out yet. Exploring different paths now helps you learn what you like—and what you don't.

100

Southern Virginia is not a good place to live and work.



Southern Virginia has growing industries, affordable living, and great career opportunities. Many young professionals are building successful lives right here.

100

If I want to make "good money," I need to work for a large company.



Small businesses and local employers offer great pay, benefits, and growth. Success isn't about company size—it's about finding the right fit.

100



Your academics count more than your prior experience when applying for jobs.

Employers value both education and experience. Showing up, working hard, and learning on the job can open just as many doors as good grades.

100

Preparing For an Interview

Interviews can feel intimidating, but they're simply a conversation to help both you and the employer see if it's a good match. Use these tips to feel confident and prepared.

Before the Interview

- **Do your research** – Learn about the company and what they do.
- **Practice answers** – Think about questions like “Tell me about yourself” or “Why are you interested in this job/program?”
- **Know your strengths** – Be ready to share skills, hobbies, or school projects that show what you're good at.
- **Bring materials** – Bring a folder with a few copies of your resume, your questions for the interviewer, notepad or loose leaf paper, and a pen.

Dress for Success

- Aim for neat, clean, and professional clothing.
- For Professional Roles: button-up shirt, blouse, slacks, or a simple dress at least knee length. Dress shoes, flats, or a small heel is fine. Avoid high heels and sagging!
- For Non-Professional Roles: tidy outfit (khakis, polo, nice shoes) – show you care.
- Avoid hats, hoodies, or clothing with distracting logos like graphic tees.

During the Interview

- **Be on time** – Arrive 10–15 minutes early.
- **Greet politely** – Smile, shake hands, and make eye contact.
- **Listen carefully** – Answer honestly and ask for clarification if you don't understand a question.
- **Be yourself** – Employers want to know you, not a script.

Remember: It's a Two-Way Conversation!

The employer is deciding if you're a good fit, but you should also ask questions to see if the job is right for you. It will also show that you're genuinely interested and engaged.

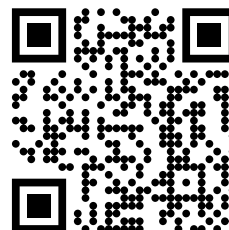
Here are some smart questions you can ask:

- “What does a typical day look like in this role?”
- “What kind of training or support do new employees get?”
- “What qualities help someone succeed in this job?”
- “How does your company support students or young employees?”

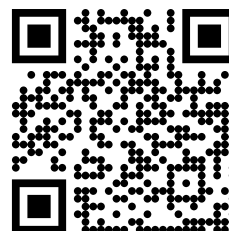
Want More Help?

Scan these QR codes for more interview tips, sample questions, and practice tools!

Boys & Girls Club of America:



Teen Force Interview Tips:

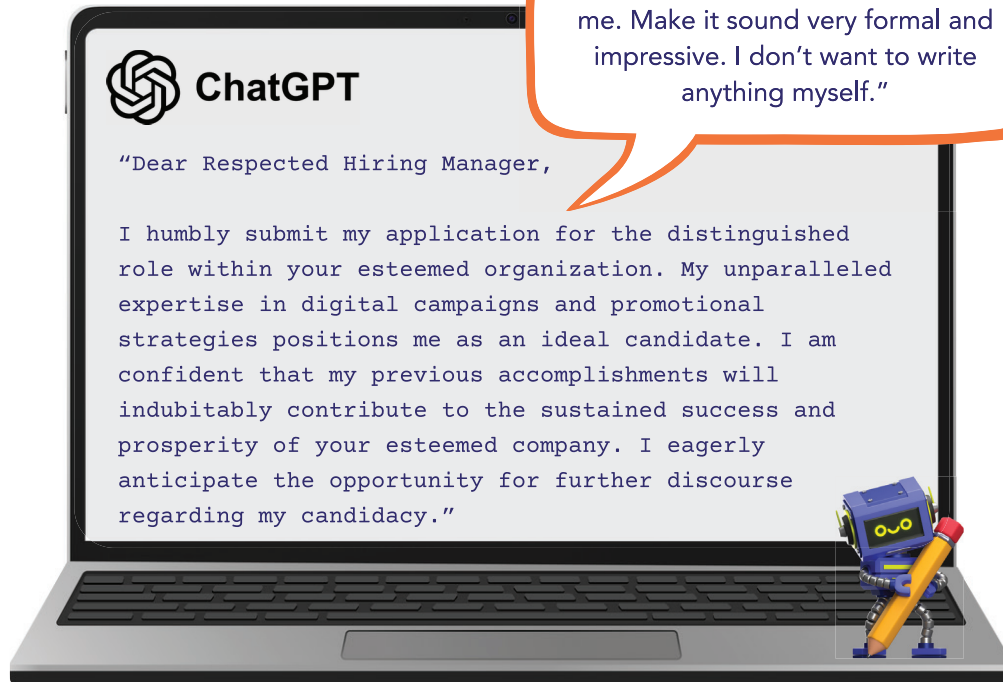


AI IN YOUR CAREER TOOLBOX

How to Use AI Wisely

Don't Let AI Do
All the Writing!

What **NOT** to do!



Why this **DOESN'T**
work:

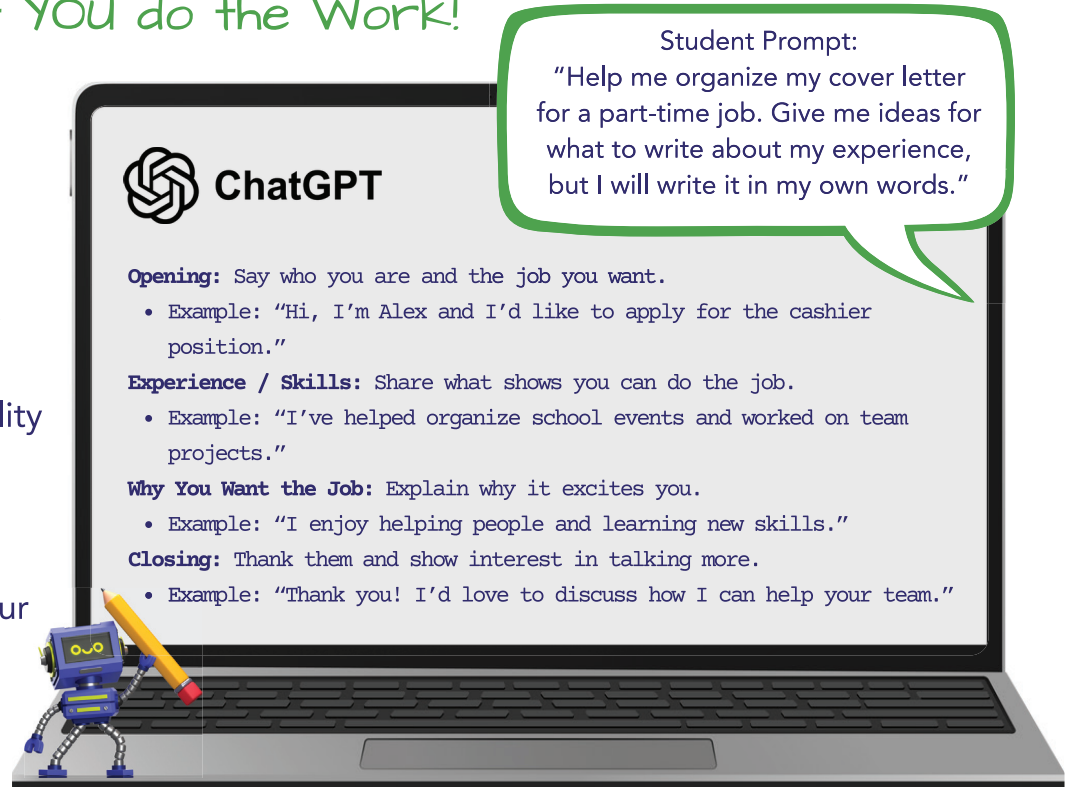
- ❌ Too stiff and unrealistic
- ❌ Lacks your authentic voice
- ❌ Clearly shows it was written by AI

AI Can Help but **YOU** do the Work!



Why this **DOES**
work:

- ✅ Shows your own personality and voice
- ✅ Gives structure without doing it for you
- ✅ Helps you think about your skills & experiences



AI IN YOUR CAREER TOOLBOX

Tools, Tips, and Prompts to Build Your Future!

SAMPLE PROMPTS FOR HIGH SCHOOLERS:



Resume & Cover Letters

Prompt: "Help me describe my school projects, volunteering, or part-time jobs for my first resume and cover letter."



Interview Practice

Prompt: "Let's roleplay a cashier job interview. Ask me questions and give tips on how to answer them better."



Career & Industry Research

Prompt: "Tell me about different jobs in marketing, what skills they need, and what the job outlook is for the next 5 years."



College & Training Prep

Prompt: "What questions should I ask at a college fair to compare programs and training opportunities?"



Scholarship & Essay Help

Prompt: "Help me brainstorm ideas for a scholarship essay about leadership and give feedback on my draft."

SAMPLE PROMPTS FOR MIDDLE SCHOOLERS:



What Career Best Fits Me?

Prompt: "Based on my favorite subjects like math and science and hobbies like painting, what careers might I enjoy?"



Homework to Real Life

Prompt: "How can the math and science I'm learning in school help me in real-life jobs?"



Fun Career Scenarios

Prompt: "Let's roleplay being a nurse/engineer/entrepreneur so I can see what those jobs are like."



Explore Local Jobs

Prompt: "What types of jobs are growing in my hometown and surrounding region?"



Build Communication Skills

Prompt: "Practice with me how to introduce myself to an adult and ask smart questions about their career."

Use these Ai tools for more than just writing!



ChatGPT

Google
Gemini

Career Fair Roadmap

START

Before the Fair:

Prompt: "Here's the list of vendors. Which ones match my interest in [field]? Give me 3 questions I can ask an employer about their company."

At the Fair:

Prompt: "Pretend you're a recruiter. Ask me 2 questions so I can practice my answers. Help me write a 30-second intro about myself."

After the Fair:

Prompt: "Write a short thank-you note I can send on LinkedIn to someone I met today. What's a good way to connect with a recruiter if I don't hear back right away?"

FINISH

Cost of Living

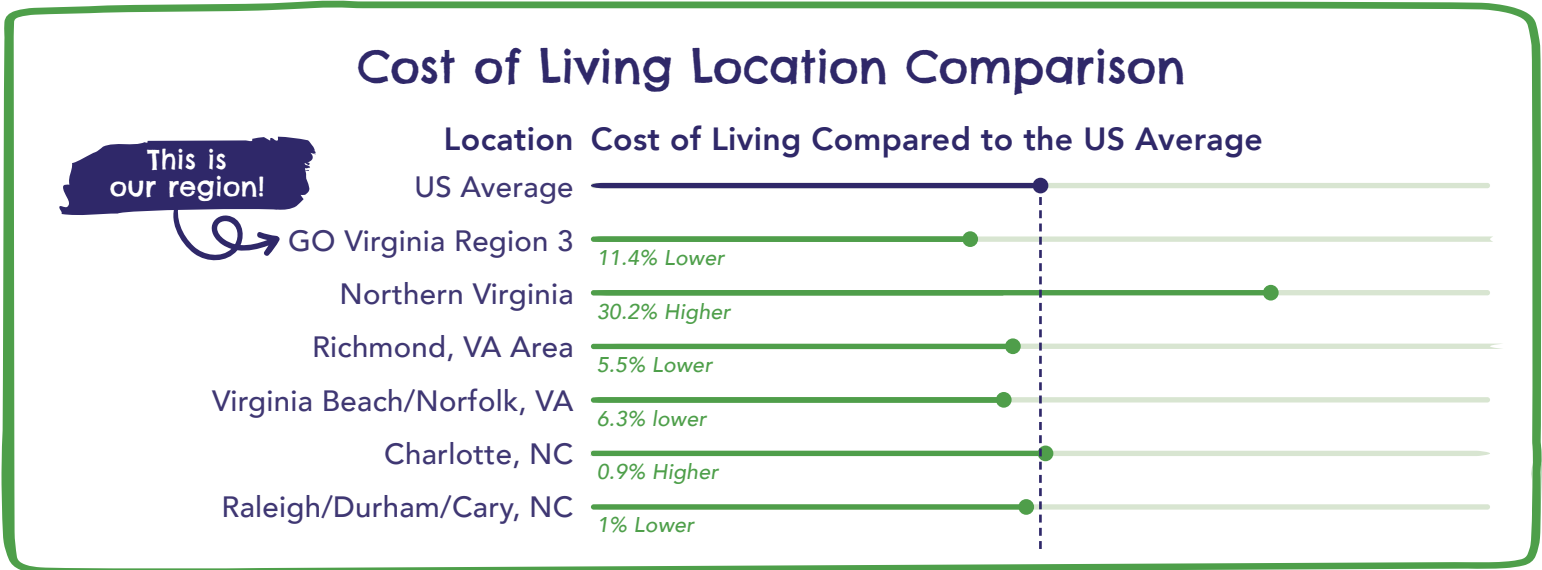
What is “Cost of Living”?

The cost of living is the amount of money needed to cover basic expenses such as housing, food, taxes, and healthcare in a certain place and time period. The cost of living is often used to compare how expensive it is to live in one city versus another. The cost of living is tied to wages. If expenses are higher in a city, such as New York, for example, salary levels must be higher so that people can afford to live in that city.

Cost of Living and Lifestyle

The cost of living can be a significant factor in personal wealth accumulation, because a salary can provide a higher standard of living in a locality where daily expenses such as rent, food and entertainment are less. In contrast, even a high salary can seem insufficient in an expensive city such as New York.¹

Simply put, while you earn a higher salary in areas with a high cost of living, your money may not “go as far” because every day expenses (gas, rent, food, etc.) are expensive. Conversely, while your salary is lower in an area with a low cost of living, you’ll find that that salary may “stretch further” because your everyday expenses are also low.



We have a great cost of living.

The money you earn in our region goes farther than in many other localities!

Do you know where you'd like to live?

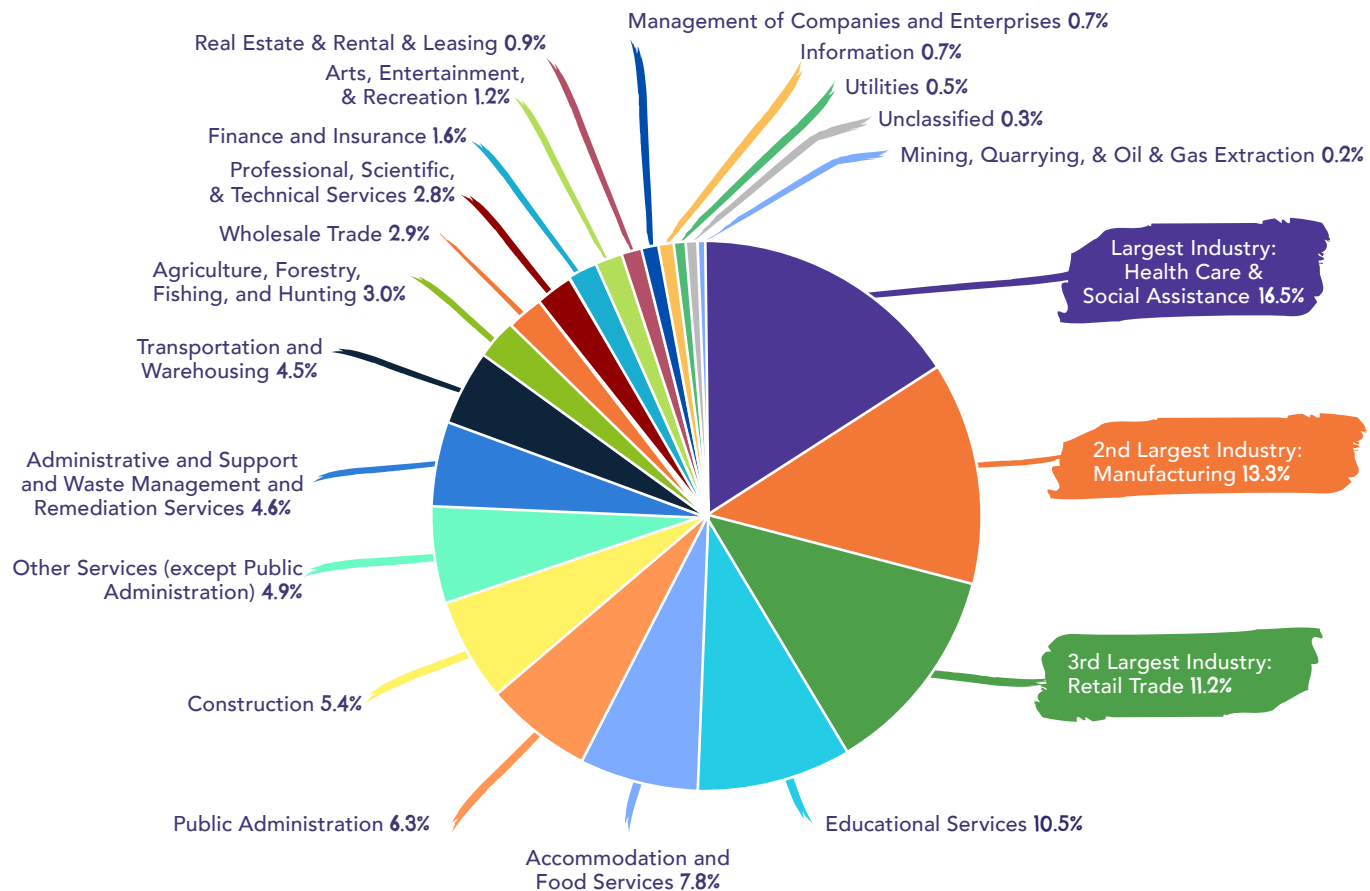
¹ <https://www.investopedia.com/terms/c/cost-of-living.asp>

Employment in Our Region

The **largest sector** in the region is **Health Care and Social Assistance**, employing **21,635 workers**, followed by **Manufacturing (17,477 workers)**, and **Retail (14,665)**. Sectors in which the region has high concentrations of employment compared to the national average include: **Agriculture, Forestry, Fishing and Hunting; Manufacturing; and Public Administration**. The **highest average wages per worker** are found in the **Management of Companies and Enterprises sector (\$100,547)**, **Utilities (\$95,670)**, and **Finance & Insurance (\$75,859)**. The fastest growing industry in the region over the next five years is expected to be **Health Care and Social Assistance**.

The **largest major occupation group** in the region is **Office and Administrative Support Occupations**, employing **12,430 workers** followed by **Transportation and Material Moving Occupations (12,375)** and **Sales and Related Occupations (10,969)**. Occupation groups with the highest average wages per worker are **Management Occupations (\$107,300)**, **Legal Occupations (\$101,800)**, and **Computer and Mathematical Occupations (\$100,100)**.

GO Virginia Region 3 Workers by Industry



Some of the Region's Largest Employers

Goodyear Tire & Rubber Co
Sovah Health
Local School Boards
Local Government

Dollar General Distribution Center
Hitachi Energy
Presto Products
Eastman

Institutions of Higher Education
(Colleges/Universities)
Buitoni
Monogram Snacks

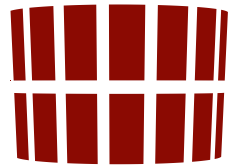
Data Source: Virginia Employment Commission, Economic Information & Analytics

Thank You to our Sponsors

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Foundation
of the
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the
INSTITUTE
FOR ADVANCED LEARNING AND RESEARCH



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SOUTH CENTRAL REGION



SOVAH
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Milk. A part of everything that's good.



BRONZE
\$500 - \$999

Thank You!

We are very grateful to all of our sponsors and program participants who make **CAREER CHOICE** a success.



Advanced Manufacturing

Do you like making things?
Are you great at giving and
following directions?

The Advanced Manufacturing Career Cluster blends **innovative technologies** and practices to enhance **design and production**. It covers areas such as engineering, research and development, automation and artificial intelligence, equipment maintenance, safety protocols, and quality control. This Cluster aims to increase efficiency, reduce waste, ensure safety, and produce high-quality goods, driving the industry's growth and adapting to modern demands.

Sub-Clusters: Engineering, Industrial Machinery, Production & Automation, Robotics, Safety & Quality Assurance

Young Professional Profile

Nathan Parker

Occupation: Process Engineer, Huber Engineered Woods LLC

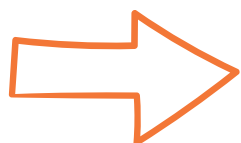
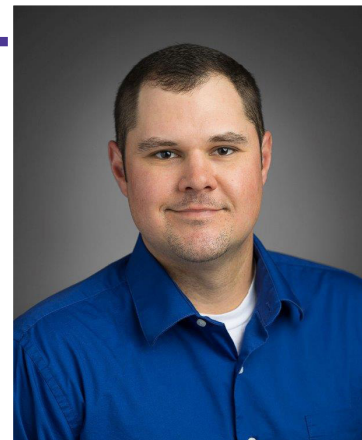
Hometown: Saxe, Virginia

Post-secondary Education: Bachelor of Science in Fire & Safety Engineering Technology

First Job: Lifeguard at Kinderton Country Club (Clarksville, VA)

Best Career Advice: Don't be scared to face new challenges within your career and be your biggest fan, no one will push you as hard as you can push yourself.

Favorite Part About Your Job: My favorite part about my job is the variety of different tasks and challenges that I am faced with day in and day out. I like the initial problem-solving part and the continuous improvement side that also comes with my position when faced with different challenges.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Manufacturing** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | explore-manufacturing.org/careers/



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ®

Team Assemblers (1,459 employed)

Work as part of a team having responsibility for assembling an entire product or component of a product. Team assemblers can perform all tasks conducted by the team in the assembly process and rotate through all or most of them rather than being assigned to a specific task on a permanent basis.



Entry-Level Wage:

\$31,800 (Average Ann. Wage: \$41,600)



Yearly Demand:

158 new employees (Forecast Ann. Growth: -0.6%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-Job Training: Moderate-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) Manufacturing; Power Tools; Circuit Boards; Microsoft Office; Wiring; Microsoft Word; Forklifts; HVAC Systems; Soldering; Hand Tools; Pallet Jacks

Top 5 Industries:

Other Wood Product Manufacturing; Plastics Product Manufacturing; Veneer, Plywood, & Engineered Wood Product Manufacturing; Household & Institutional Furniture & Kitchen Manufacturing; and Rubber Product Manufacturing

First-Line Supervisors of Production and Operating Workers (876 employed)

Directly supervise and coordinate the activities of production and operating workers, such as inspectors, precision workers, machine setters and operators, assemblers, fabricators, and plant and system operators. Excludes team or work leaders.



Entry-Level Wage:

\$47,500 (Average Ann. Wage: \$70,800)



Yearly Demand:

72 new employees (Forecast Ann. Growth: -0.7%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: Less than 5 years; Typical On-the-Job Training: none)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Microsoft Excel; Manufacturing; Microsoft Outlook; English; Microsoft Word
Certification Gaps: Commercial Driver's License (CDL)

Top 5 Industries:

Plastics Product Manufacturing; Rubber Product Manufacturing; Household & Institutional Furniture & Kitchen Cabinet Manufacturing; Other Wood Product Manufacturing & Veneer, Plywood, and Engineered & Wood Product Manufacturing

Employers with Job Postings in the Last Year:

Tyson Foods; Monogram Foods; WestRock; Hitachi Energy; JTI; Abbott Laboratories; AeroFarms; EPL America, LLC; Gestamp Sofedit - Le Theil; Koch

Popular Interest

Welders, Cutters, Solderers, & Brazers (326 employed)

Use hand-welding, flame-cutting, hand soldering, or brazing equipment to weld or join metal components or to fill holes, indentations, or seams of fabricated metal products.



Entry-Level Wage:

\$40,000 (Average Ann. Wage: \$51,800)



Yearly Demand:

30 new employees (Forecast Ann. Growth: -0.4%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-Job Training: Moderate-term)

► **Skill & Certification Gaps:** (Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Power Tools; Gauges; Calipers; Micrometers; Drill Presses

► **Employers With Job Postings in the Last Year:** Amthor International; Nucor Corporation; Tyson Foods; Atlantic Constructors, Inc.; Lewis Metal Works; Morgan Olson; 1st Response Rail Service, Inc.; Centrex Technical Sales

Agriculture

Do you enjoy the outdoors?
Do you love animals?

The Agriculture Career Cluster concentrates on **scientific advancement** of agriscience, cultivation, processing, and distribution of agricultural products, employing advanced technologies and sustainable practices to optimize global food systems. This Cluster also supports other **plant- and animal-based industries** including regenerative agriculture, sustainable logging, and fisheries. This Cluster has meaningful connections with the Energy and Natural Resources Cluster, highlighting a symbiotic relationship that emphasizes **stewardship and resilient communities**.

Subclusters: Agribusiness, Agricultural Technology & Automation, Animal Systems, Food Science & Processing, Plant Systems, Water Systems

Young Professional Profile

Logan Mills

Occupation: Farmer, Briar View Inc

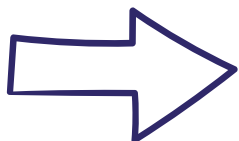
Hometown: Callands, Virginia

Post-secondary Education: Two Year Agricultural Technology Degree, Virginia Tech

First Job: Farmer

Best Career Advice: My best career advice would be to find something that you love to do and make a career out of it.

Favorite Part About Your Job: My favorite part of farming is planting a crop and looking after it until harvest. It is rewarding to harvest my crop after all of the hard work we put into it each season.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Agriculture, Food, and Natural Resources** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.agexplorer.ffa.org/



Snapshot of Regional Occupations

2 Largest Occupations

Farmers, Ranchers, & Other Agricultural Managers (1,944 employed)

Plan, direct, or coordinate the management or operation of farms, ranches, greenhouses, aquacultural operations, nurseries, timber tracts, or other agricultural establishments. May hire, train, and supervise farm workers or contract for services to carry out the day-to-day activities of the managed operation. May engage in or supervise planting, cultivating, harvesting, and financial and marketing activities.



Entry-Level Wage:

\$47,000 (Average Ann. Wage: \$63,700)



Yearly Demand:

163 new employees (Forecast Ann. Growth: -1.0%)



Typical Entry-Level Education:

High School Diploma or equivalent
(Previous Work Experience: 5 years or more;
Typical On-the-Job Training: None)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Spanish; Microsoft Office; Food Safety; Occupational Safety and Health Administration Regulations (OSHA Regulations); Microsoft Excel

Certification Gaps: Certification in Cardiopulmonary Resuscitation (CPR); First Aid Certification; Certified Pesticide Applicator

Top 5 Industries:

Animal Production (Owners); Crop Production (Owners); Cattle Ranching & Farming; Greenhouse, Nursery, & Floriculture Production; and Poultry & Egg Production

Employers with Job Postings in the Last Year:

AeroFarms

Farmworkers and Laborers, Crop, Nursery, and Greenhouse (336 employed)

Manually plant, cultivate, and harvest vegetables, fruits, nuts, horticultural specialties, and field crops. Use hand tools, such as shovels, trowels, hoes, tampers, pruning hooks, shears, and knives. Duties may include tilling soil and applying fertilizers; transplanting, weeding, thinning, or pruning crops; applying pesticides; or cleaning, grading, sorting, packing, and loading harvested products. May construct trellises, repair fences and farm buildings, or participate in irrigation activities.



Entry-Level Wage:

\$28,700 (Average Ann. Wage: \$36,700)



Yearly Demand:

47 new employees (Forecast Ann. Growth: -0.9%)



Typical Entry-Level Education:

None (Previous Work Experience:
None; Typical On-the-Job Training:
Short-term)

Advertised Skills:

Ability to Lift 51-100 lbs.; Ability to Lift 41-50 lbs.; Delivery Vans; Physiology; Sprayers

Top 2 Industries:

Greenhouse, Nursery, and Floriculture Production;
Crop Production (Proprietors)

Employees with Job Postings in Year:

Cross Creek Nursery; Full Circle Blooms; Vertical Aeroponics; Sweet Greens Farm

Popular Interest

Veterinarians (91 employed)

Diagnose, treat, or research diseases and injuries of animals. Includes veterinarians who conduct research and development, inspect livestock, or care for pets and companion animals.



Entry-Level Wage:

\$76,100 (Average Ann. Wage: \$115,000)



Yearly Demand:

4 new employees (Forecast Ann. Growth: 1.3%)



Typical Entry-Level Education:

Doctoral Degree
(Previous Work Experience:
None; Typical On-the-Job
Training: None)

Employers with Job Postings in the Last Year: National Veterinary Associates; Global Talent Partners Veterinary; Mission Veterinary Partners; Southern Veterinary Partners; Vet Doc Hospitals; Blackstone Animal Clinic; GoArmy; Beyond Just You; Community Veterinary Partners; Nelson Stud Welding

Arts, Entertainment, & Design

Are you creative?
Do you enjoy writing,
drawing, or performing?

The Arts, Entertainment, & Design Career Cluster combines **creative roles** in visual and performing arts, film, journalism, fashion, interior design, and creative technologies. This Cluster focuses on **creating, producing, and sharing** artistic and design work across multiple platforms, aiming to entertain, inform, beautify, and inspire.

Sub-Clusters: Design & Digital Art, Fashion & Interiors, Fine Arts, Lighting & Sound Design, Media Production & Broadcasting, Performing Arts

Young Professional Profile

Kelsei Niblett

Occupation: CEO/Owner, Pro Legaxy

Hometown: Danville, Virginia

Post-secondary Education or Training: Bachelor's degree- Interdisciplinary Studies, Entrepreneurial Liberal Arts, Virginia Commonwealth University

First Job: URW- at George Washington High School as a student teller.

Best Career Advice: The best career advice is to pick something you are passionate about, something that makes you feel alive! I know it's a cliché but keep going no matter what happens.

Favorite Part About Your Job: My favorite part about being a CEO/Owner is the creative freedom that I have! I don't have to answer to anyone, I don't have to clock in/out, and I can just be. I also love having something that is mine, fully mine.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Arts, Audio and Video Technology, and Communications** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.format.com/magazine/resources/art/arts-jobs



Snapshot of Regional Occupations

2 Largest Occupations

Coaches & Scouts (198 employed)

Instruct or coach groups or individuals in the fundamentals of sports for the primary purpose of competition. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition.



Entry-Level Wage:

\$29,200 (Average Ann. Wage: \$48,500)



Yearly Demand:

25 new employees (Forecast Ann. Growth: 0.3%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None;
Typical On-the-job training: None)

Advertised Skills:

Sports Coaching; Teaching/Training; Ability to Lift 41-50 lbs.; Social Media; Working with Children; Ability to Lift 21-30 lbs.; Ability to Swim; Automated External Defibrillators (AED); Bilingual; Event Planning

Top 5 Industries:

Elementary & Secondary Schools; Colleges, Universities, & Professional Schools; Spectator Sports; Other Schools & Instruction; and Other Amusement & Recreation Industries

Employers with Job Postings in the Last Year:

Amelia County Public Schools; Pittsylvania County Schools; Henry County Public Schools; Hampden-Sydney College; Danville Public Schools; Longwood University; Balr Basketball

Merchandise Displayers & Window Trimmers (151 employed)

Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.



Entry-Level Wage:

\$31,000 (Average Ann. Wage: \$37,700)



Yearly Demand:

15 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None;
Typical On-the-job training: Short-term)

Advertised Skills:

Merchandising; Ability to Lift 31-40 lbs.; Facebook; Retail Sales; Ability to Lift 31-30 lbs.; Ability to Lift 41-50 lbs.; iOS; Auditing; Using Ladders; Teaching/Training

Top 4 Industries:

Building Material & Supplies Dealers; Warehouse Clubs, Supercenters, & Other General Merchandise Retailers; Grocery & Related Product Merchant Wholesalers; and Beer, Wine, & Distilled Alcoholic Beverage Merchant Wholesalers

Employers with Job Postings in the Last Year:

Driveline; Footprint Solutions; Premium Retail Services; SAS Retail Services; SFS, Inc.; Advantage Solutions; CROSSMARK; Mondelez International; Acosta, Inc.

Popular Interest

Writers & Authors (71 employed)

Originate and prepare written material, such as scripts, stories, advertisements, and other material. (Excludes Technical Writers.)



Entry-Level Wage:

\$47,300 (Average Ann. Wage: \$78,000)



Yearly Demand:

6 new employees (Forecast Ann. Growth: -0.1%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the-Job Training: Long-term)

▶ **Advertised Skills:** Pinterest; Social Media Management; YouTube

▶ **Top 5 Industries:** Independent Artists, Writers, & Performers; Religious Organizations; Newspaper, Periodical, Book, & Directory Publishers; Advertising, Public Relations, & Related Services and Colleges, Universities, & Professional Schools

Construction

**Do you like building things?
Are you a problem-solver?
Do you enjoy being outdoors?**

The Construction Career Cluster focuses on professions involved in designing, planning, managing, and executing projects in the **built environment**. It emphasizes sustainable building practices to ensure that structures are both environmentally responsible and resilient. Careers in this Cluster are pivotal in **creating durable infrastructure** that meets present needs without compromising future generations' ability to meet their own, covering a range of roles from architects and engineers to construction managers and skilled tradespeople.

Sub-Clusters: Architecture & Civil Engineering, Construction Planning & Development, Equipment Operation and Maintenance, Skilled Trades

Young Professional Profile

Jacob Oakes

Occupation: Electrical Apprentice, Spitzer Inc

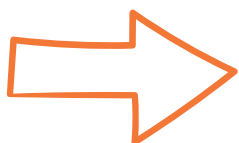
Hometown: Danville, Virginia

Post-secondary Education or Training: Related technical instruction through Spitzer Inc.'s Apprenticeship program

First Job: Janitor

Best Career Advice: Look up to elders for advice.

Favorite Part About Your Job: The fact that I do something different every day, and I am not always in the same place is my favorite part.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Architecture and Construction** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.exploretetrades.org



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ©

Construction Laborers (1,213 employed)

Perform tasks involving physical labor at construction sites. May operate hand and power tools of all types: air hammers, earth tampers, cement mixers, small mechanical hoists, surveying and measuring equipment, and a variety of other equipment and instruments. May clean and prepare sites, dig trenches, set braces to support the sides of excavations, erect scaffolding, and clean up rubble, debris, and other waste materials. May assist other craft workers.



Entry-Level Wage:

\$29,100 (Average Ann. Wage: \$37,100)



Yearly Demand:

106 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

None (Previous Work Experience: None;
Typical On-the-job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Hand Trucks; Forklifts; Tape Measures; Manual Labor; Jackhammers

Certification Gaps: Commercial Driver's License (CDL); OSHA 10; First Aid Certification; Secret Clearance; Class A Commercial Driver's License (CDL-A)

Top 5 Industries:

Other Specialty Trade Contractors; Highway, Street, & Bridge Construction; Residential Building Construction; Foundation, Structure & Building Exterior Contractors and Nonresidential Building Construction

Employers with Job Postings in the Last Year:

The Industrial Company; Aerotek; Dycom; Virginia Department of Transportation; NATIONAL OnDemand, Inc.; Tlingit Haida Tribal Business Corporation; Adams Construction Company; Branch; Team Fishel; Delta Contracting Inc

Maintenance & Repair Workers, General (1,206 employed)

Perform work involving the skills of two or more maintenance or craft occupations to keep machines, mechanical equipment, or the structure of an establishment in repair. Duties may involve pipe fitting; boiler making; insulating; welding; machining; carpentry; repairing electrical or mechanical equipment; installing, aligning, and balancing new equipment; and repairing buildings, floors, or stairs.



Entry-Level Wage:

\$31,600 (Average Ann. Wage: \$47,800)



Yearly Demand:

105 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-Job Training: Moderate-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* HVAC Systems; Microsoft Excel; Maintenance; Manufacturing; Microsoft Outlook

Certification Gaps: EPA Section 608 Certification (EPA 608); HAZMAT; Certification in Cardiopulmonary Resuscitation (CPR); First Aid Certification; EPA Universal Certification

Top 4 Industries:

Elementary & Secondary Schools; Traveler Accommodation; Religious Organizations and Activities Related to Real Estate

Employers with Job Postings in the Last Year:

Tyson Foods; Aerotek; Hitachi Energy; The Industrial Company; Carter Machinery; City of Martinsville; AeroFarms; Dominion Energy; Monogram Foods; CGL companies

Popular Interest

Architects, Except Landscape and Naval (42 employed)

Plan and design structures, such as private residences, office buildings, theaters, factories, and other structural property.



Entry-Level Wage:

\$65,700 (Average Ann. Wage: \$96,400)



Yearly Demand:

2 new employees (Forecast Ann. Growth: 0.2%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the Job Training: Internship/residency) *34.6% of people working in this field have an advanced degree (Master's/PhD)

► **Advertised Skills:** (Gain an edge by developing & acquiring these in-demand certifications & skills.) Tape Measures; Power Tools; Welding; Manufacturing; Blueprint Reading; Hand Tools; Cutting Torches; Fork Trucks; Soldering; Bridge Cranes

► **Employers with Job Postings in the Last Year:** Dewberry; Blair Construction, Inc.; Solex Architecture; WM2A Architects/Planners

Digital Technology

Do you love learning about and using the latest tech? Do you help friends and family troubleshoot their phone/computer issues?

The Digital Technology Career Cluster focuses on developing **digital systems** for communication and data storage using **critical technologies** such as artificial intelligence (AI), data analytics, and cybersecurity. This Cluster builds skills necessary for all careers to navigate and lead in the constantly evolving tech landscape and drives innovation across all industries to tackle **complex challenges and opportunities** in communities and economies.

Sub-Clusters: Data Science & Artificial Intelligence, Information Technology (IT) Support & Services, Network Systems & Cybersecurity, Software Solutions, Unmanned Vehicle Technology, Web & Cloud

Young Professional Profile

Rachel Cubbage

Occupation: Web & Analytics Developer, Kegerreis Digital Marketing

Hometown: Halifax, Virginia

Post-secondary Education: Associate degree from Laurel Ridge Community College; Computer Science & Professional Writing Bachelor's degree from Bridgewater College

First Job: Sourcer Recruiter at Syntelligent Analytic Solutions

Best Career Advice: Never be afraid to try anything that comes at you even if it doesn't fit with your skillset. You'll find it incredibly surprising what all you are capable of doing and might even find something you would have never thought you would have enjoyed!

Favorite Part About Your Job: My role as a web developer at Kegerreis allows me to merge my passions for storytelling and technology. I love collaborating with diverse clients to craft websites that not only meet their business needs but also elevate their brand's online presence. Bringing their vision to life through seamless design and functionality is what makes my work truly rewarding and is the favorite part of my job!



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Information Technology** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.learnhowtobecome.org/computer-careers/it/



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ®

Software Developers (581 employed)

Research, design, and develop computer and network software or specialized utility programs. Analyze user needs and develop software solutions, applying principles and techniques of computer science, engineering, and mathematical analysis. Update software or enhance existing software capabilities. May work with computer hardware engineers to integrate hardware and software systems, and develop specifications and performance requirements.



Entry-Level Wage:

\$79,900 (Average Ann. Wage: \$125,800)



Yearly Demand:

35 new employees (Forecast Ann. Growth: 0.7%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the-Job Training: None)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Structured Query Language (SQL); JavaScript; Python; Microsoft Azure; C#
Certification Gaps: Secret Clearance; Certified Security Software Lifecycle Professional (CSSLP)

Top 5 Industries:

Computer Systems Design & Related Services; Web Search Portals, Libraries, Archives, & Other Information Services; Management of Companies & Enterprises; Computing Infrastructure Providers, Data Processing, Web Hosting, & Related Services and Professional & Commercial Equipment & Supplies Merchant Wholesalers

Employers with Job Postings in the Last Year:

Oil and Gas Job Search Ltd; Old Dominion Freight Line; Cognizant; Diverse Lynx; Resourcesoft, Inc.; UST; Battelle; Danville City School District; Donato Technologies, Inc.; Envestnet

Computer User Support Specialists (348 employed)

Provide technical assistance to computer users. Answer questions or resolve computer problems for clients in person, via telephone, or electronically. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.



Entry-Level Wage:

\$38,800 (Average Ann. Wage: \$56,700)



Yearly Demand:

19 new employees (Forecast Ann. Growth: -0.6%)



Typical Entry-Level Education:

Some college, no degree (Previous Work Experience: None; Typical On-the-Job Training: Moderate-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Microsoft Office 365; Bing; Microsoft Azure; IT Support; Data Centers
Certification Gaps: Microsoft Certified Professional (MCP; CompTIA A+ Certification (A+ Certification); Secret Clearance; CompTIA Certification

Top 5 Industries:

Elementary & Secondary Schools; Professional & Commercial Equipment & Supplies Merchant Wholesalers; Employment Services; Justice, Public Order, & Safety Activities; and Colleges, Universities, & Professional Schools

Employers with Job Postings in the Last Year:

Microsoft; TEKsystems, Inc; Sunrise Systems, Inc.; Alutiiq; Hitachi Energy; CPG; Excelgens, Inc.; Super Micro Computer, Inc.; The Institute for Advanced Learning and Research; CBRE

Popular Interest

Computer Programmers (35 employed)

Create, modify, and test the code and scripts that allow computer applications to run. Work from specifications drawn up by software and web developers or other individuals. May develop and write computer programs to store, locate, and retrieve specific documents, data, and information.



Entry-Level Wage:

\$54,900 (Average Ann. Wage: \$87,800)



Yearly Demand:

1 new employee (Forecast Ann. Growth: -1.8%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the-Job Training: None)

► **Advertised Skills:** Adobe Captivate; Adobe Flash; Computer Programming/Coding; Content Management Systems; Hypertext Markup Language (HTML); Instructional Design; Java; Linux; Microsoft SharePoint; Microsoft Visual Basic

► **Top 5 Industries:** Computer Systems Design & Related Services; Colleges, Universities, & Professional Schools; Justice, Public Order, & Safety Activities; Computing Infrastructure Providers, Data Processing, Web Hosting, & Related Activities; and Other Professional, Scientific, & Technical Services

Education

Do you teach your family & friends
how to use their new tech?
Do you love sharing "fun facts" you've
learned with others?

The Education Career Cluster spans careers aimed at **fostering learning** from early childhood to adulthood, including teaching, instructional design, counseling services, community engagement, learner support, and educator training. This Cluster emphasizes **quality education standards** and lifelong learning, preparing individuals for success through all life stages by nurturing knowledge, skills, and critical thinking and encouraging personal and societal growth in a constantly evolving world.

Sub-Clusters: Early Childhood Development, Education Administration & Leadership, Learner Support & Community Engagement, Teaching, Training & Facilitation

Young Professional Profile

Kiana Dillard

Occupation: Work-Based Learning Coordinator, Institute for Advanced Learning & Research

Salary Range: \$55,000- \$65,000

Hometown: Martinsville- Henry County

Post-Secondary Education: General Studies at Patick & Henry Community College. Bachelor of Business degree with a certificate in Digital Marketing, University of Phoenix. NCCER Core and NCCER Carpentry I. District C Certified Coach, 2024. Platinum ACT WorkKeys® National Career Readiness Certificate. Success Mindset Entrepreneurial Bootcamp Completer.

First Job: The Community Storehouse in Martinsville, VA

Best Career Advice: : Do it afraid! If there's an opportunity you want to go after, a professional who's brain you want to pick, seeking a raise, etc. do it afraid! The worst that can happen is a "No" and that's not the end of the world. Seek out any opportunity that you're interested in and give it a try. Even if you're in a position that you don't like, there's always some valuable lessons to be learned.

Favorite Part About Your Job: My favorite part about my job is that the company values and the work that I do both align with my personal values. I've always had a passion for youth, business development, and entrepreneurship, so I love being able to work with those elements on a daily basis. It truly is a great feeling to work for such an amazing company and do impactful work with a supportive team.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Education and Training** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.cteresource.org/career-clusters/education-training/virginia-teachers-for-tomorrow-i/



Snapshot of Regional Occupations

2 Largest Occupations

Elementary School Teachers, Except Special Education (1,690 employed)

Teach students basic academic, social, and other formative skills in public or private schools at the elementary level.



Entry-Level Wage:

\$49,600 (Average Ann. Wage: \$57,000)



Yearly Demand:

105 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None);

Typical On-the-job Training: None)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Teaching/Training; School; English; Working with Children; Lesson Planning; Data Analysis

Certification Gaps: Certified Nursing Assistant (CNA); Certification in Cardiopulmonary Resuscitation (CPR); First Aid Certification

***Teaching in public (and many private) schools in the state of Virginia requires a valid Virginia Teaching license.**

Employers with Job Postings in the Last Year:

Henry County Public Schools; Pittsylvania County Schools; Danville Public Schools; Mecklenburg County Public Schools; Amelia County Public School System

Teaching Assistants, Except Post-Secondary (1,496 employed)

Perform duties that are instructional in nature or deliver direct services to students or parents. Serve in a position for which a teacher has ultimate responsibility for the design and implementation of educational programs and services.



Entry-Level Wage:

\$27,100 (Average Ann. Wage: \$34,900)



Yearly Demand:

168 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

Some college, no degree (Previous Work Experience: None);

Typical On-the-job Training: None)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Personal Computers (PC); Working with Children; Mathematics; Word Processing; Microsoft Excel

Certification Gaps: Certified Nursing Assistant (CNA); Registered Behavior Technician (RBT); Child Development Associate (CDA); First Aid Certification; Certification in Cardiopulmonary Resuscitation (CPR)

Employers with Job Postings in the Last Year:

Henry County Public Schools; Pittsylvania County Schools; Carroll County Public Schools; Amelia County Public School System; Acquire4Hire; Danville Public Schools; Mecklenburg County Public Schools; Patrick County Public Schools

Popular Interest

Secondary School Teachers, Except Special & Career/Technical Education (1,243 employed)

Teach one or more subjects to students at the secondary school level.



Entry-Level Wage:

\$51,200 (Average Ann. Wage: \$63,000)



Yearly Demand:

71 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the-job Training: None)

***52% of Secondary School Teachers have a Master's degree or PhD.**

► **Skill & Certification Gaps:** (Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Personal Computers (PC); Culinary Arts; Working with Children; Curriculum Development; Spanish

Certification Gaps: First Aid Certification; Certification in Cardiopulmonary Resuscitation (CPR)

► **Employers with Job Postings in the Last Year:** Amelia County Public School System; Henry County Public Schools; Greenville County Public Schools; Pittsylvania County Schools; Danville Public Schools; Amelia/Nottoway Technical Center

Energy & Natural Resources

**Do you like helping people?
Do you enjoy problem solving and
figuring out how things work?**

The Energy & Natural Resources Career Cluster spans careers in **traditional and renewable fuel production**, power generation and energy conversion, utilities, environmental preservation, ecological research, and resource extraction. These industries focus on **efficient and responsible resource management**, including conservation, transmission, distribution and storage, to minimize environmental impacts and meet global energy needs. Careers in this Cluster are dedicated to creating a sustainable future, innovating cleaner energy solutions, and preserving our planet's natural resources for generations to come.

Sub-Clusters: Clean & Alternative Energy, Conservation & Land Management, Ecological Research & Development, Environmental Protection, Resource Extraction, Utilities

Young Professional Profile

Christian Palmer

Occupation: HSE Technician, Hitachi Energy

Hometown: South Boston, Virginia

Post-secondary Education: Bachelor of Science in Mass Communications; Osha 30 Certification

First Job: Cutting fields at 14. When I turned 16, I got my first official job working at McDonald's.

Best Career Advice: Everything you dedicate your time to holds value. Even the days that feel ordinary carry significance. We often overlook moments that quietly shape us—those are the times when character is built, and principles are tested. Eventually, we all reach a point where the only person who can push us forward is ourselves. Find your 'why' and let it fuel you every single day. Progress doesn't require leaps—one small step each day is far better than standing still. The only person you are destined to become is the person you decide to be!

Favorite Part About Your Job: The most fulfilling aspect of my role is the ability to positively influence those around me. It's deeply rewarding to know that an interaction with me may have been a meaningful and uplifting part of someone's day. People will forget what you say or do, but never how you make them feel.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Energy** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | getintoenergy.com



Snapshot of Regional Occupations

3 Largest Occupations

Refuse & Recyclable Material Collectors (150 employed)

Collect and dump refuse or recyclable materials from containers into truck. May drive truck.



Entry-Level Wage:

\$28,200 (Average Ann. Wage: \$38,400)



Yearly Demand:

17 new employees (Forecast Ann. Growth: -0.5%)



Typical Entry-Level Education:

None (Previous Work Experience: None; Typical On-the-job training: Short-term)

Advertised Skills:

Ability to Lift 51-100 lbs.; Gauges; Personal Computer (PC); Teaching/Training; Ability to Lift 21-30 lbs.; Ability to Lift 41-50 lbs.; End Loaders; Forklifts; Gmail; Google

Top 4 Industries:

Waste Collection; Waste Treatment & Disposal; Executive, Legislative, & Other General Government Support; and Justice, Public Order, & Safety Activities

Employers with Job Postings in the Last Year:

Waste Management; City of Martinsville; The Budd Group; Meridian Waste; TSMG Holding; City of Danville; County of Halifax; Patrick County Solid Waste Transfer Station; Southern States Cooperative; Trash Butler LLC

First-Line Supervisors of Farming, Fishing, & Forestry Workers (121 employed)

Directly supervise and coordinate the activities of agricultural, forestry, aquacultural, and related workers.



Entry-Level Wage:

\$42,600 (Average Ann. Wage: \$61,400)



Yearly Demand:

15 new employees (Forecast Ann. Growth: -1.0%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: Less than 5 years; Typical On-the-job training: None)

Advertised Skills:

Bilingual; Microsoft Excel; Hunting; Manual Labor; Mathematics; Microsoft Access; Mowers; Personal Computer (PC); Power Tools

Top 5 Industries:

Logging; Timber Tract Operations; Greenhouse, Nursery, & Floriculture Production; Cattle Ranching & Farming; and Animal Production (Proprietors)

Employers with Job Postings in the Last Year:

Dept. of Wildlife Resources; Hendrix Genetics Layers

#2 Largest & Popular Interest

Electrical Power-Line Installers and Repairers (128 employed)

Install or repair cables or wires used in electrical power or distribution systems. May erect poles and light or heavy duty transmission towers.



Entry-Level Wage:

\$51,400 (Average Ann. Wage: \$77,400)



Yearly Demand:

10 new employees (Forecast Ann. Growth: 0.2%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-job training: Long-term)

► **Advertised Skills:** Ability to Lift 51-100 lbs.; Derricks; Diggers; Ability to Lift 41-50 lbs.; English; Telecommunications; Excavators; Bucket Trucks; Aerial Lifts; Circuits

► **Top 2 Industries:** Electric Power Generation, Transmission, & Distribution and Utility System Construction

► **Employers with Job Postings in the Last Year:** River City Construction, Inc.; Dycom; M.C. Dean, Inc.; Locating Inc.; Team Fishel; City of Danville; City of Martinsville; Gaylor Electric, Inc.; Grid One Solutions

Financial Services

Do you enjoy mathematics?
Are you a detail-oriented person?
Do you like keeping documentation
and records?

The Financial Services Career Cluster encompasses careers in managing and advising financial transactions, including banking, lending, corporate finance, debt management, accounting, insurance, and real estate. These careers contribute to **economic stability and growth** by supporting the financial health of individuals and organizations.

Sub-Clusters: Accounting, Banking & Credit, Financial Strategy & Investments, Insurance, Real Estate

Young Professional Profile

Brianne Szorosy

Occupation: Mortgage Loan Officer, ValleyStar Credit Union

Hometown: Tom's River, New Jersey

Post-secondary Education: NMS certification ongoing

First Job: Mortgage Servicing Coordinator

Best Career Advice: Keep pushing. Set your mind to a goal and go for it. Hard work pays off.

Favorite Part About Your Job: Borrowers are so excited when they can close on their new home. I share in their happiness.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Finance** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.themuse.com/advice/careers-in-finance



Snapshot of Regional Occupations

2 Largest Occupations

Bookkeeping, Accounting, and Auditing Clerks (1,129 employed)

Compute, classify, and record numerical data to keep financial records complete. Perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records.



Entry-Level Wage:

\$32,400 (Average Ann. Wage: \$44,200)



Yearly Demand:

108 new employees (Forecast Ann. Growth: -1.2%)



Typical Entry-Level Education:

Some college, no degree (Previous Work Experience: None; Typical On-the-job Training: Moderate-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Understanding of Generally Accepted Accounting Principles (GAAP); Bookkeeping; Accounting Software; Microsoft Excel; Payroll

Certification Gaps: Driver's License; Secret Clearance

Top 5 Industries:

Religious Organizations; Elementary & Secondary Schools; Building Equipment Contractors; Accounting, Tax Preparation, Bookkeeping, & Payroll Services and Residential Building Construction

Employers with Job Postings in the Last Year:

H&R Block; Amelia County Public School System; AJ Transport; Ameristaff; City of Danville, VA; Debbie's Staffing; Parker Oil Company Inc; Robert Half; Aarons Creek Farms, Inc.; Arbor Pro of Virginia, LLC

Accountants and Auditors (922 employed)

Examine, analyze, and interpret accounting records to prepare financial statements, give advice, or audit and evaluate statements prepared by others. Install or advise on systems of recording costs or other financial and budgetary data.



Entry-Level Wage:

\$48,100 (Average Ann. Wage: \$77,200)



Yearly Demand:

68 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the-job Training: None)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Accounting; Marketing; Microsoft Excel; SAP; Finance

Certification Gaps: Certified Public Accountant (CPA); Certified Internal Auditor (CIA); Certified Fraud Examiner (CFE); Certified in Production and Inventory Management (CPIM); Associate in Premium Auditing (APA)

Top 5 Industries:

Accounting, Tax Preparation, Bookkeeping & Payroll Services; Justice, Public Order & Safety Activities; Management of Companies & Enterprises; Religious Organizations and Executive, Legislative & Other General Government Support

Employers with Job Postings in the Last Year:

H&R Block; Robert Half; Comfort Systems USA – MidAtlantic; LHH; Linesight; Microsoft; AmeriStaff, Inc.; Caesars Entertainment; Carter Bank; Carter Bank & TrustUnion Bank; Center for Early Success

Popular Interest

Tellers (196 employed)

Receive and pay out money. Keep records of money and negotiable instruments involved in a financial institution's various transactions.



Entry-Level Wage:

\$30,800 (Average Ann. Wage: \$39,000)



Yearly Demand:

12 new employees (Forecast Ann. Growth: -2.4%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-Job Training: Short-term)

► **Advertised Skills:** Cash Handling (Cashier); Banking; Finance; Fraud Detection*; Microsoft Office; Microsoft Excel; Microsoft Outlook; Personal Computers (PC); Copy Machines; Microsoft Word

► **Employers with Job Postings in the Last Year:** Atlantic Union Bank; Benchmark Community Bank; Wells Fargo; First Citizen Bank; First National Bank; Rockland Trust; ValleyStar Credit Union; C&F Bank; Martinsville First Savings Bank; Blue Ridge Bank

Health Care & Human Services

Are you social?
Do you like helping & caring for people?

The Healthcare & Human Services Career Cluster **promotes whole health** in individuals and communities through a diverse array of services. This sector includes technical, mental, and therapeutic services and personal care, supported by medical and social sciences. By addressing social determinants of health and leveraging health data and science, this Cluster aims to enhance the overall health and resilience of individuals, families, and communities.

Sub-Clusters: Behavioral & Mental Health, Biotechnology Research & Development, Community & Social Services, Health Data & Administration, Personal Care Services, Physical Health

Young Professional Profile

Shyheim Towles

Occupation: Registered Nurse (ICU), Sovah Health

Hometown: Danville, Virginia

Post-secondary Education: Associate Degree in Nursing; Associate of Liberal Arts with a specialization in Social Sciences

First Job: Danville Community College Switchboard Operator

Best Career Advice: Even when it seems far, don't stop reaching for the impossible.

Favorite Part About Your Job: EVERYTHING! I love my family (my coworkers) and I love seeing the miracles of my patients.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Human Services or Health Sciences** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource |
www.allpsychologyschools.com/human-services/
or visit explorehealthcareers.org



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ®

Personal Care Aides (3,981 employed)

Provide personalized assistance to individuals with disabilities or illness who require help with personal care and activities of daily living support (e.g., feeding, bathing, dressing, grooming, toileting, and ambulation). May also provide help with tasks such as preparing meals, doing light housekeeping, and doing laundry. Work is performed in various settings depending on the needs of the care recipient and may include locations such as their home, place of work, out in the community, or at a daytime nonresidential facility.



Entry-Level Wage:

\$26,900 (Average Ann. Wage: \$29,000)



Yearly Demand:

635 new employees (Forecast Ann. Growth: 1.4%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Home Health Care; Long-Term Care; Patient Care; Medication Administration; Ability to Lift 51-100 lbs. **Certification Gaps:** Certification in Cardiopulmonary Resuscitation (CPR); Certified Nursing Assistant (CNA); Registered Nurse (RN); Licensed Practical Nurse (LPN); First Aid Certification

Top 5 Industries:

Individual & Family Services; Home Health Care Services; Residential Intellectual and Developmental Disability, Mental Health & Substance Abuse Facilities; Continuing Care Retirement Communities & Assisted Living Facilities for the Elderly and Nursing Care Facilities (Skilled Nursing Facilities)

Employers with Job Postings in the Last Year:

Care Advantage Inc; LHC Group.; FirstLight Home Care; Caremed, Inc.; Americare Plus; CareRing Health; Interim HealthCare; Sevita; AllPro Staffnet, LLC

Registered Nurses (2,155 employed)

Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required.



Entry-Level Wage:

\$63,800 (Average Ann. Wage: \$83,800)



Yearly Demand:

109 new employees (Forecast Ann. Growth: 0.0%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: None; Typical On-the-job Training: None)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Medication Administration; Intensive Care Unit (ICU); Pharmacology; Nursing; Pediatrics **Certification Gaps:** Registered Nurse (RN); Basic Life Support (BLS); Advanced Cardiac Life Support Certification (ACLS); Licensed Practical Nurse (LPN); Pediatric Advanced Life Support (PALS)

Top 5 Industries:

General Medical & Surgical Hospitals; Home Health Care Services; Offices of Physicians; Nursing Care Facilities (Skilled Nursing Facilities) and Outpatient Care Centers

Employers with Job Postings in the Last Year:

Sovah Health; Cynet Health; MedPro Healthcare Staffing; Anders Group; Magnet Medical Staffing; Travel Nurse Across America; Allied Resources Medical Staffing; GetMed Staffing, Inc.; Centra Health; Medical Solutions

Popular Interest

Radiologists (24 employed)

Diagnose and treat diseases and injuries using medical imaging techniques, such as x rays, magnetic resonance imaging (MRI), nuclear medicine, and ultrasounds. May perform minimally invasive medical procedures and tests.



Entry-Level Wage:

\$138,800 (Average Ann. Wage: \$329,500)



Yearly Demand:

0 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

Doctoral or professional degree (Previous Work Experience: None; Typical On-the-Job Training: Internship/residency)

► **Top 3 Industries:** Offices of Physicians (79.9%); General Medical & Surgical Hospitals; and Medical & Diagnostic Laboratories

► **Employers with Job Postings in the Last Year:** Allied Resources Medical Staffing

Hospitality, Events, & Tourism

Do you enjoy working with people?
Have a knack for event planning?
Do you love to cook or bake?

The Hospitality, Events, & Tourism Career Cluster encompasses a broad range of services and experiences related to **food and beverage, lodging, travel, events, and conferences**. This Cluster focuses on delivering quality **customer service, memorable experiences, and seamless logistics** to cater to the needs and preferences of guests, tourists, and event participants. The Cluster is characterized by its diversity, including everything from luxury hotels and international travel to local dining, cultural events, and business conferences, aiming to enhance the overall experience of visitors and attendees.

Sub-Clusters: Accommodations, Conferences & Events, Culinary & Food Services, Travel & Leisure

Young Professional Profile

Haley Colvin

Occupation: Facility Director, Olde Dominion Agricultural Complex

Hometown: Waynesboro, Virginia

Post-secondary Education: Bachelor's degree in Business Administration with a concentration in Marketing

First Job: Chick-Fil-A Drive Thru Attendant

Best Career Advice: My key piece of career advice is to seek guidance only from individuals whose lives and careers you admire and aspire to emulate. Avoid taking advice from those whose positions or paths do not align with your own goals and aspirations.

Favorite Part About Your Job: I appreciate the dynamic nature of my work, where each day brings new experiences and challenges. One weekend, we might host an equestrian event with 100 horses, the next we could see over 250 dirt bikes competing, and the following weekend might feature a children's livestock show with a variety of animals. I value the diversity of these events and cherish the opportunity to build strong relationships with a wide range of event coordinators and associations.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Hospitality and Tourism** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.culinaryschools.org/career-info/



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ®

Fast Food & Counter Workers (3,057 employed)

Perform duties such as taking orders and serving food and beverages. Serve customers at the counter or from a steam table. May take payment. May prepare food and beverages



Entry-Level Wage:

\$26,800 (Average Ann. Wage: \$29,400)



Yearly Demand:

702 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

None (Previous Work Experience: None; Typical On-the-job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Hospitality; Retail Sales; English; Calculators; Keyboarding/Typing

Certification Gaps: Driver's License; ServSafe Food Protection Manager Certification

Top 5 Industries:

Restaurants & Other Eating Places; Grocery & Convenience Retailers; Special Food Services; Elementary & Secondary Schools and Gasoline Stations

Employers with Job Postings in the Last Year:

Hardee's; Sheetz; Carrols Corporation; McDonald's; Aramark; Wendy's; Arby's; Starbucks; Domino's; KFC

Janitors & Cleaners' Except Maids & Housekeeping Cleaners (1,948 employed)

Keep buildings clean and orderly. Perform heavy cleaning duties, such as cleaning floors, shampooing rugs, washing walls and glass, and removing rubbish. Duties may include tending furnace and boiler, performing routine maintenance activities, notifying management of need for repairs, and cleaning snow or debris from sidewalk.



Entry-Level Wage:

\$27,300 (Average Ann. Wage: \$32,600)



Yearly Demand:

262 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

None (Previous Work Experience: None; Typical On-the-job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Calculators; Cash Registers; Mathematics; Microsoft Excel; Equipment Maintenance

Certification Gaps: Secret Clearance; Basic Life Support (BLS); Institute of Inspection Cleaning and Restoration Certification (IICRC) Certified

Top 3 Industries:

Services to Buildings & Dwellings; Elementary & Secondary Schools; and Religious Organizations

Employers with Job Postings in the Last Year:

Food Lion; Tyson Foods; The Budd Group; Pilot Flying J; Centra Health; Compass Group; Sheetz; Walmart; ABM

Popular Interest

Chefs & Head Cooks (122 employed)

Direct and may participate in the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts.



Entry-Level Wage:

\$35,600 (Average Ann. Wage: \$51,100)



Yearly Demand:

15 new employees (Forecast Ann. Growth: 0.1%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: 5 years or more; Typical On-the-Job Training: None)

► **Skill & Certification Gaps:** (Gain an edge by developing & acquiring these in-demand certifications & skills.) : *Skill Gaps:* Cantonese; Woks; Presentation; Occupational Safety and Health Administration Regulations (OSHA Regulations); Knife Skills

Certification Gaps: Certified Dietary Manager (CDM); ServSafe Food Protection Manager Certification

► **Employers with Job Postings in the Last Year:** Caesars Entertainment; Auberge Resorts Collection; HHS; Meriwether Godsey; Sunnyside Presbyterian Home; McConnell Golf; Aramark; Brookdale Danville Piedmont; Brookdale Senior Living Solutions; Commonwealth Senior Living

Management & Entrepreneurship

Are you detail-oriented?
Do you enjoy working
with people?

The Management & Entrepreneurship Career Cluster involves skills and occupations that are essential across all industries, focusing on **business administration, operations optimization, strategic planning, workforce management, and entrepreneurship**. It merges key areas such as data management and analysis, human resources, general operations, administrative support, project management, and organizational leadership. This Cluster ensures that businesses across all industries efficiently meet their goals, adapt to market changes, and maintain competitive advantage. By emphasizing entrepreneurship, this Cluster supports the creation of new ventures, driving economic growth and innovation, and making it a cornerstone of modern economies.

Sub-Clusters: Business Information Management, Entrepreneurship & Small Business, Leadership & Operations, Project Management, Regulation

Young Professional Profile

Alisha Rice

Occupation: Director of Operations, Tri-County Community Action Agency, Inc. (TCCAA)

Hometown: Nathalie, Virginia

Post-secondary Education: Associate of Arts and Sciences; Bachelor of Science in Sociology; Licensed Qualified Mental Health Professional; ROMA (Results Oriented Management & Accountability) Implementer

First Job: Desk Aide at Longwood University

Best Career Advice: Find a career that you're passionate about, that allows you to show up as your authentic self. Work will become much easier if you are surrounded by things you already enjoy, working in your own element.

Favorite Part About Your Job: The best part of my job is being able to create meaningful partnerships throughout the region and support senior leadership at TCCAA so that our community programs can be successful which in turn allows our region to thrive.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Business Management and Administration** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | <https://www.recruiter.com/careers/business-management-administration.html>



Snapshot of Regional Occupations

3 Largest Occupations

Data Source: JobsEQ®

Office Clerks, General (1,993 employed)

Performs duties too varied and diverse to be classified in any specific office clerical occupation, requiring knowledge of office systems and procedures. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, office machine operation, and filing.



Entry-Level Wage:

\$28,800 (Average Ann. Wage: \$39,200)

Yearly Demand:

198 new employees (Forecast Ann. Growth: -1.2%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Mathematics; Medical Terminology; Calculators; Microsoft Excel; Word Processing

Top 5 Industries:

Elementary & Secondary Schools; Justice, Public Order & Safety Activities; Religious Organizations; Colleges, Universities, & Professional Schools and Individual & Family Services
Certification Gaps: Secret Clearance; Emergency Medical Technician-Basic (EMT-B); Certification in Cardiopulmonary Resuscitation (CPR)

Employers with Job Postings in the Last Year:

Schewels Home; Virginia Department of Social Services; Henry County/ Henry County PSA; Adecco USA; Caesars Entertainment; City of Danville, VA; Commonwealth of Virginia; LabCorp; Piedmont Regional Jail Authority; The Reserves Network

#1 Largest & Popular Interest

Secretaries & Administrative Assistants, Except Legal, Medical, & Executive (1,195 employed)

Perform routine administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.



Entry-Level Wage:

\$31,100 (Average Ann. Wage: \$41,500)

Yearly Demand:

119 new employees (Forecast Ann. Growth: -0.7%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-job training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Microsoft Excel; Microsoft Outlook; Word Processing; Bookkeeping; Microsoft Applications; Copy Machines; Microsoft SharePoint; Microsoft Word; Bilingual; Report Writing/Report Preparation
Certification Gaps: Secret Clearance; Emergency Medical Technician- Basic (EMT-B); Certification in Cardiopulmonary Resuscitation (CPR)

Top 5 Industries:

Elementary & Secondary Schools; Religious Organizations; Justice, Public Order & Safety Activities; Colleges, Universities, & Professional Schools & Individual and Family Services

Employers with Job Postings in the Last Year:

Henry County Public Schools; Edward Jones; Department of Behavioral Health & Developmental Services; Longwood University; TrulyHired; Dominion Energy; Prince Edward County Public Schools; WorkForce Unlimited

General & Operations Managers (2,375 employed)

Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration.



Entry-Level Wage:

\$55,100 (Average Ann. Wage: \$111,700)



Yearly Demand:

183 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

Bachelor's degree (Previous Work Experience: 5 years or more; Typical On-the-Job Training: None)

► **Skill & Certification Gaps:** (Gain an edge by developing & acquiring these in-demand certifications & skills.) *Skill Gaps:* Microsoft Excel; Inventory Management; Hospitality; Operations Management; Sales

Certification Gaps: Associate Service Executive (ASE); Accredited Residential Manager (ARM); Project Management Professional (PMP); First Aid Certification; Cisco Certified Network Associate (CCNA)

► **Top 5 Industries:** Restaurants & Other Eating Places; Automotive Repair & Maintenance; Religious Organizations; Gasoline Stations; and Services to Buildings & Dwellings

Marketing & Sales

**Do you enjoy creating social media content?
Do you often "sell" your friends and family
on products, restaurants, or shows you like?**

The Marketing & Sales Career Cluster focuses on **promoting products, understanding consumer needs, engaging with communities, and driving sales**. It integrates digital marketing, data analysis, brand promotion, customer relationship management, strategic communications, human-centered design, and retail strategies to build strong customer connections and support business growth. This Cluster is essential in all industries for **creating value, effectively reaching and engaging target audiences, and achieving commercial success** in a competitive marketplace.

Sub-Clusters: Market Research, Analytics, & Ethics, Marketing & Advertising, Retail & Customer Experience, Strategic Sales

Young Professional Profile

Hannah Toufas

Occupation: Marketing & Communications Specialist, Danville Office of Economic Development & Tourism

Hometown: Danville, Virginia

Post-secondary Education: Bachelor of Arts in English; University of Virginia

First Job: Marketing, Donor, and Social Media Coordinator; God's Storehouse

Best Career Advice: I truly believe every team member brings their own unique strengths and ideas to the table, no matter the age or experience level. Emerging professionals often bring fresh perspectives and creative approaches to workplace challenges but too many hold back from speaking up because they worry their voice does not carry weight, due to their age or length of career. Never underestimate yourself or sell yourself short, simply because you are a young adult. Your opinion matters, your perspective is valid, and your ideas are crucial.

Favorite Part About Your Job: Every day, I am grateful for the opportunity to contribute to the growth of Danville and the surrounding Southern Virginia region. No two days are the same; from drafting content for tourism ads that appear in publications throughout the Commonwealth to publishing news releases that celebrate job growth, my job is directly tied to positioning Danville as a great place to live, work, raise a family, and start a business.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Marketing** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | money.usnews.com/careers/best-jobs/rankings/best-sales-and-marketing-jobs



Snapshot of Regional Occupations

2 Largest Occupations

Cashiers (3,487 employed)

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.



Entry-Level Wage:

\$26,200 (Average Ann. Wage: \$28,800)



Yearly Demand:

564 new employees (Forecast Ann. Growth: -1.7%)



Typical Entry-Level Education:

None (Previous Work Experience: None;
Typical On-the-Job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Cash Registers; Retail Sales; Credit Card Machines; Mathematics; Hospitality
Certification Gaps: Driver's License

Top 5 Industries:

Gasoline Stations; Grocery & Convenience Retailers; Warehouse Clubs, Supercenters, & Other General Merchandise Retailers; Restaurants & Other Eating Places; and Health & Personal Care Retailers

Employers with Job Postings in the Last Year:

Pilot Flying J; Heas Energy; Murphy USA; Heas Energy, LLC; Kroger; TravelCenters of America; Buffalo Wild Wings; Lowes; Dunham's Sports; Target

Retail Salespersons (2,874 employed)

Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers.



Entry-Level Wage:

\$27,500 (Average Ann. Wage: \$35,000)



Yearly Demand:

386 new employees (Forecast Ann. Growth: -0.8%)



Typical Entry-Level Education:

None (Previous Work Experience: None;
Typical On-the-Job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Retail Sales; Cash Handling (Cashier); Cash Registers; Mathematics; Personal Computers (PC)
Certification Gaps: Secret Clearance

Top 5 Industries:

Warehouse Clubs, Supercenters, & Other General Merchandise Retailers; Building Material & Supplies Dealers; Automobile Dealers; Clothing & Clothing Accessories Retailers; and Department Stores

Employers with Job Postings in the Last Year:

Food Lion; Fas Mart; Dollar General; Apple Market; Victra; CVS; AutoZone; Russel Cellular; Belk; Lowes

Popular Interest

Real Estate Sales Agents (208 employed)

Rent, buy, or sell property for clients. Perform duties such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer.



Entry-Level Wage:

\$31,100 (Average Ann. Wage: \$47,400)



Yearly Demand:

16 new employees (Forecast
Ann. Growth: -0.6%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-Job Training: Moderate-term)

► **Advertised Skills:** Microsoft Excel; Dropbox; Microsoft Office; Microsoft Outlook; iOS; Marketing; Customer Relationship Management (CRM); Insurance; Lead Generation; Microsoft Word ***Becoming a Licensed Real Estate Agent requires 60 hours of coursework & passing the Virginia Real Estate Salesperson Licensing Exam.**

► **Top 4 Industries:** Offices of Real Estate Agents & Brokers; Activities Related to Real Estate; Residential Building Construction; and Lessors of Real Estate

► **Employers with Job Postings in the Last Year:** O.R. Colan Associates (ORC); Damon Gettier & Associates REALTORS; Kim Fowlkes & The Lifestyle Homes Team; McClure Group Realty; RE/MAX Scotland; The View at Franklin; Tomlinson & Associates, Inc.

Public Service & Safety

Do you have a strong
sense of right and wrong?
Do you like helping others?

The Public Service & Safety Career Cluster encompasses roles in **local, state, and federal government; legal and justice systems; security; and military operations**, all aimed at promoting civic responsibility and ensuring the well-being, security, functionality, and resilience of communities, states, and countries.

Sub-Clusters: Emergency Response, Judicial Systems, Local, State & Federal Services, Military & National Security, Public Safety

Young Professional Profile

Kamryn Kennedy

Occupation: EMT, Danville Life Saving Crew

Hometown: Lexington, South Carolina

Post-secondary Education: National Registry of Emergency Medical Technicians

First Job: Chick-Fil-A

Best Career Advice: No matter what odds are against you, you can achieve anything you set your mind to, even if it seems unattainable.

Favorite Part About Your Job: My favorite part about my job is getting to meet so many new people and learn about their lives as well as helping them when everything seems to be going wrong.



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Law, Public Safety, Corrections, and Security** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource | www.careerprofiles.info/law-enforcement-careers.html



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ©

Correctional Officers & Jailers (938 employed)

Guard inmates in penal or rehabilitative institutions in accordance with established regulations and procedures. May guard prisoners in transit between jail, courtroom, prison, or other point. Includes deputy sheriffs and police who spend the majority of their time guarding prisoners in correctional institutions.



Entry-Level Wage:

\$42,500 (Average Ann. Wage: \$47,800)



Yearly Demand:

69 new employees (Forecast Ann. Growth: -1.1%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None;
Typical On-the-job Training: Moderate-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Microsoft Office; Report Writing/Report Preparation; Spanish; Microsoft Word; Microsoft Outlook
Certification Gaps: Secret Clearance; First Aid Certification; Certification in Cardiopulmonary Resuscitation (CPR)

Top 5 Industries:

Justice, Public Order, & Safety Activities; Executive, Legislative, & Other General Government Support; Facilities Support Services; Administration of Human Resource Programs and Administration of Economic Programs

Employers with Job Postings in the Last Year:

Federal Bureau of Prisons; Department of Corrections-Central Admin; Virginia Department of Corrections; Piedmont Regional Jail Authority; Commonwealth of VA Careers; City of Danville; GEO Secure Services

Police and Sheriff's Patrol Officers (825 employed)

Maintain order and protect life and property by enforcing local, tribal, State, or Federal laws and ordinances. Perform a combination of the following duties: patrol a specific area; direct traffic; issue traffic summonses; investigate accidents; apprehend and arrest suspects, or serve legal processes of courts.



Entry-Level Wage:

\$45,600 (Average Ann. Wage: \$55,300)



Yearly Demand:

58 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None;
Typical On-the-job Training: Moderate-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Keyboarding/Typing; Microsoft Word; Manual Labor; Teaching/Training, Job; Occupational Safety and Health Administration Regulations (OSHA Regulations)
Certification Gaps: First Aid Certification; Certification in Cardiopulmonary Resuscitation (CPR)

Top 5 Industries:

Executive, Legislative, & Other General Government Support; Justice, Public, Order, & Safety Activities; Administration of Human Resource Programs; Administration of Economic Programs and Elementary & Secondary Schools

Employers with Job Postings in the Last Year:

Centra Health; City of Danville; Debbie's Staffing; Dept Conservation & Recreation; Longwood University; Patrick & Henry Community College; Amelia County Sheriff's Office; City of Danville, VA; City of Martinsville

Popular Interest

Lawyers (339 employed)

Represent clients in criminal and civil litigation and other legal proceedings, draw up legal documents, or manage or advise clients on legal transactions. May specialize in a single area or may practice broadly in many areas of law.



Entry-Level Wage:

\$67,800 (Average Ann. Wage: \$131,500)



Yearly Demand:

12 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

Doctoral or professional degree (Previous Work Experience: None; Typical On-the-job Training: None)

► **Advertised Skills:** Legal Research; Presentation; LexisNexis; Policy Development; Thomson Reuters WestLaw

► **Top 5 Industries:** Legal Services; Justice, Public Order, & Safety Activities; Executive, Legislative, & Other General Government Support; Other Professional, Scientific, & Technical Services; National Security & International Affairs

Supply Chain & Transportation

Do you like cars, trucks, planes,
trains, all things that go?
Are you detail-oriented?

The Supply Chain & Transportation Career Cluster encompasses the transfer, coordination, and management of goods from production to consumption, ensuring efficient movement across various modes of transportation including air, ground, and water, as well as maintenance of the respective transport modes. This Cluster integrates **logistics and distribution networks** to facilitate the seamless flow of materials and products, playing a crucial role in global commerce, economic development, and community health.

Sub-Clusters: Air & Space Transportation, Ground & Rail Transportation, Maintenance & Repair, Marine Transportation, Planning & Logistics, Purchasing & Warehousing

Young Professional Profile

Aidan Melvin

Occupation: Mechanic, Sellers Racing Inc.

Salary Range: \$30,000

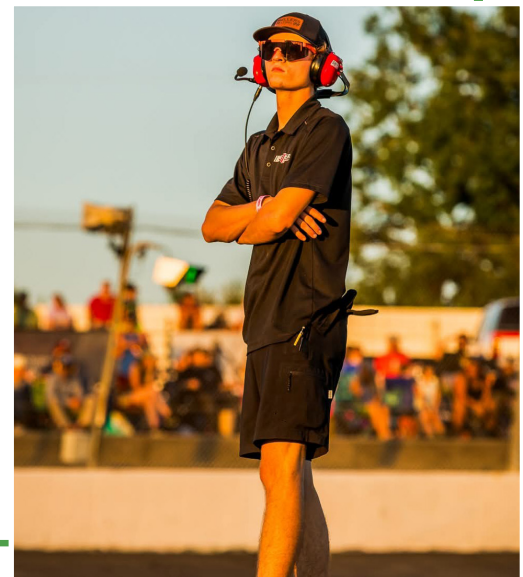
Hometown: Marion, Virginia

Post-secondary Education: Associate degree in motorsports technology

First Job: RV mechanic

Best Career Advice: Don't be afraid go where you are uncomfortable.

Favorite Part About Your Job: Hot days at the racetrack finding the last tenth we need. ("The last tenth" refers to the final tenths of a second that a driver tries to shave off their lap time to achieve maximum speed.)



Check It Out in MajorClarity! Click on Career Exploration in the navigation panel. Then, select **Transportation, Distribution, and Logistics** from the drop-down menu under the **Cluster** search filter to explore occupations.

Scan the QR code for an Additional Resource |

www.allaboutcareers.com/career-industry/transport-logistics/



Snapshot of Regional Occupations

2 Largest Occupations

Data Source: JobsEQ®

Stockers & Order Fillers (2,958 employed)

Receive, store, and issue merchandise, materials, equipment, and other items from stockroom, warehouse, or storage yard to fill shelves, racks, tables, or customers' orders. May operate power equipment to fill orders. May mark prices on merchandise and set up sales displays.



Entry-Level Wage:

\$29,400 (Average Ann. Wage: \$36,200)



Yearly Demand:

462 new employees (Forecast Ann. Growth: -0.2%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None;
Typical On-the-Job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Retail Sales; SAP; Warehouse Operations; Merchandising; Microsoft Office
Certification Gaps: Forklift Certified; Certification in Cardiopulmonary Resuscitation (CPR); Commercial Driver's License (CDL)

Top 5 Industries:

Warehouse Clubs, Supercenters, & Other General Merchandise Retailers; Warehousing & Storage; Grocery & Convenience Retailers; Department Stores and Building Material & Supplies Dealers

Employers with Job Postings in the Last Year:

Lowe's; Tyson Foods; Walmart; WorkForce Unlimited; SAS Retail Services

Heavy & Tractor-Trailer Truck Drivers (2,356 employed)

Drive a tractor-trailer combination or a truck with a capacity of at least 26,001 pounds Gross Vehicle Weight (GVW). May be required to unload truck. **Requires a commercial drivers' license.**



Entry-Level Wage:

\$39,900 (Average Ann. Wage: \$53,200)



Yearly Demand:

231 new employees (Forecast Ann. Growth: -0.3%)



Typical Entry-Level Education:

Postsecondary non-degree award (Previous Work Experience: None;
Typical On-the-job Training: Short-term)

Skill & Certification Gaps:

(Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Tractor-Trailer Trucks; SAP; Inventory Control; Inventory Management; Handheld Computers
Certification Gaps: Commercial Driver's License (CDL); Class B Commercial Driver's License (CDL-B); Forklift Certified; Transportation Worker Identification Credential (TWIC); Class A Commercial Driver's License (CDL-A)

Top 5 Industries:

General Freight Trucking; Specialized Freight Trucking; Warehousing & Storage; Glass & Glass Product Manufacturing and Logging

Employers with Job Postings in the Last Year:

Paschall Truck Lines, Inc.; Montgomery Transport; Ryder; J. Boren & Sons Trucking; K&B Transportation; Fleetmaster Express Inc; Wilson Logistics; Horizon Transport; F2F Transport; SCHNEIDER ELECTRIC

Popular Interest

Bus & Truck Mechanics & Diesel Engine Specialists (283 employed)

Diagnose, adjust, repair, or overhaul buses and trucks, or maintain and repair any type of diesel engines. Includes mechanics working primarily with automobile or marine diesel engines.



Entry-Level Wage:

\$37,700 (Average Ann. Wage: \$51,700)



Yearly Demand:

22 new employees (Forecast
Ann. Growth: -0.4%)



Typical Entry-Level Education:

High school diploma or equivalent (Previous Work Experience: None; Typical On-the-job Training: Long-term)

► **Skill & Certification Gaps:** (Gain an edge by developing & acquiring these in-demand certifications & skills.) **Skill Gaps:** Reading Schematics; Welding; Fabrication; Large Trucks; Lathes

Certification Gaps: Class A Commercial Driver's License (CDL-A); Automotive Service Excellence (ASE) Certification; Commercial Driver's License (CDL)

► **Top 5 Industries:** Automotive Repair & Maintenance; Specialized Freight Trucking; General Freight Trucking; Motor Vehicle & Motor Vehicle Parts & Supplies Merchant Wholesalers; and Elementary & Secondary Schools

► **Employers with Job Postings in the Last Year:** Winchester Equipment Co; Baltimore Potomac Truck Centers; Carter Machinery; Love's; Penske Logistics; The Industrial Company; AJ Transport; Dollar General; First Response Rail Service; Meridian Waste

Check out these Young Professionals

Education Career Cluster

Cameron Brammer

Occupation: Music Teacher, Chatham Elementary School

Salary: \$48,000

Hometown: Springfield, Missouri

Post-secondary Education: Bachelor of Arts - Vocal Emphasis/ General Education Teaching License K-8/ General Music Endorsement

First Job: Steak n' Shake in Springfield, MO

Best Career Advice: One of the most powerful lessons I've learned in my career is that growth doesn't come from standing still—it comes from continuing to push yourself toward the next big thing. Sometimes that next step feels intimidating. Sometimes it doesn't go the way you imagined. And yes, sometimes you fail. But failure isn't the end—it's proof that you had the courage to try, to stretch yourself, to go beyond what felt safe or comfortable. Every stumble teaches you something new and brings you closer to unlocking your potential. So don't settle. Don't talk yourself out of opportunities because they feel too big. Push yourself forward, even if it's messy at first. Your future self will thank you for the courage you had today.

Favorite Part About Your Job: My favorite part of teaching has never just been about the music—it's about the relationships. As a music teacher, I know it's my responsibility to equip students with the knowledge and skills they need to grow as musicians. But more than anything, what I value most is creating an environment where they feel safe, heard, and loved. Every rehearsal, every lesson, every song is an opportunity not only to teach but to connect. When students walk into my classroom, I want them to know they are seen, that their voice matters, and that this is a space where they belong. Music is powerful, but it's the love, encouragement, and trust shared in the room that leaves the deepest mark. Long after the notes fade, what I hope remains is that they remember this: in my classroom, they were safe, they were loved, and they mattered.



Health Care & Human Services Career Cluster

Raymond Wilborne

Occupation: Youth & Family Specialist, Pathfinders Resources

Salary Range: \$35,000- \$60,000

Hometown: Danville, Virginia

Post-secondary Education: CompTIA Network+; CompTIA A+; Cisco Certified Network Associate (CCNA); Associate Degree in Information Systems Technology Network Engineering, Danville Community College

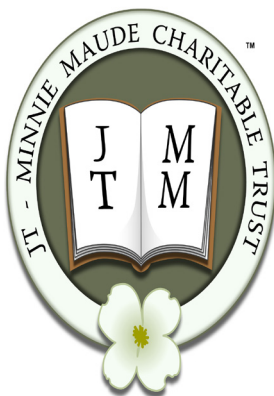
First Job: IT Technician at Virginia International Raceway

Best Career Advice: Punctuality is key! Use your initiative, imagination, and common sense.

Favorite Part About Your Job: Helping people! I really enjoy being of service and helping others.



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Dental Laboratory Technician
Education: On-The-job Training
Median Salary: \$45,820

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- EMT/ Paramedic
- Genetic Counselors
- Occupational Therapist
- Phlebotomist
- Radiographer
- Speech-Language Pathologist



Medicine & Pharmacy

Physician
Education: Doctorate in Medicine
Median Salary: \$239,200

Physician Assistant
Education: Master's degree
Median Salary: \$133,260



Pharmacist
Education: Doctor of Pharmacy
Median Salary: \$137,480



Pharmacy Technician
Education: High school diploma or technical college training
Median Salary: \$43,460

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Nurse & Physician Shortage

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Public Health Researchers
Health Policy Administrators



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Median Salary: \$62,340

Registered Nurse
Education: Associate's, bachelor's, or master's degree
Median Salary: \$93,600

Advanced Practice Registered Nurse
Education: Master's or doctoral degree
Median Salary: \$132,050



Contact Us

Anjanette Farmer
SVAHEC Director
Phone: (434) 791-3630 ext. 1018
Email: afarmer@pathsinc.org

Sydney Glass
AHEC Scholars & Special Events Coordinator
Phone: (434) 791-4122 ext. 1040
Email: sglass@pathsinc.org



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DREAM BIG!

Use the following section to take notes at the Expo or while flipping through this booklet.

Final: What questions do you have for your counselor? What companies are you interested in learning more about?, etc.



To Parents/Guardians & Family Members

Career ChoICE is an intentional effort to expose students to the multitude of **career opportunities** in our region and build strong pipelines of employment.

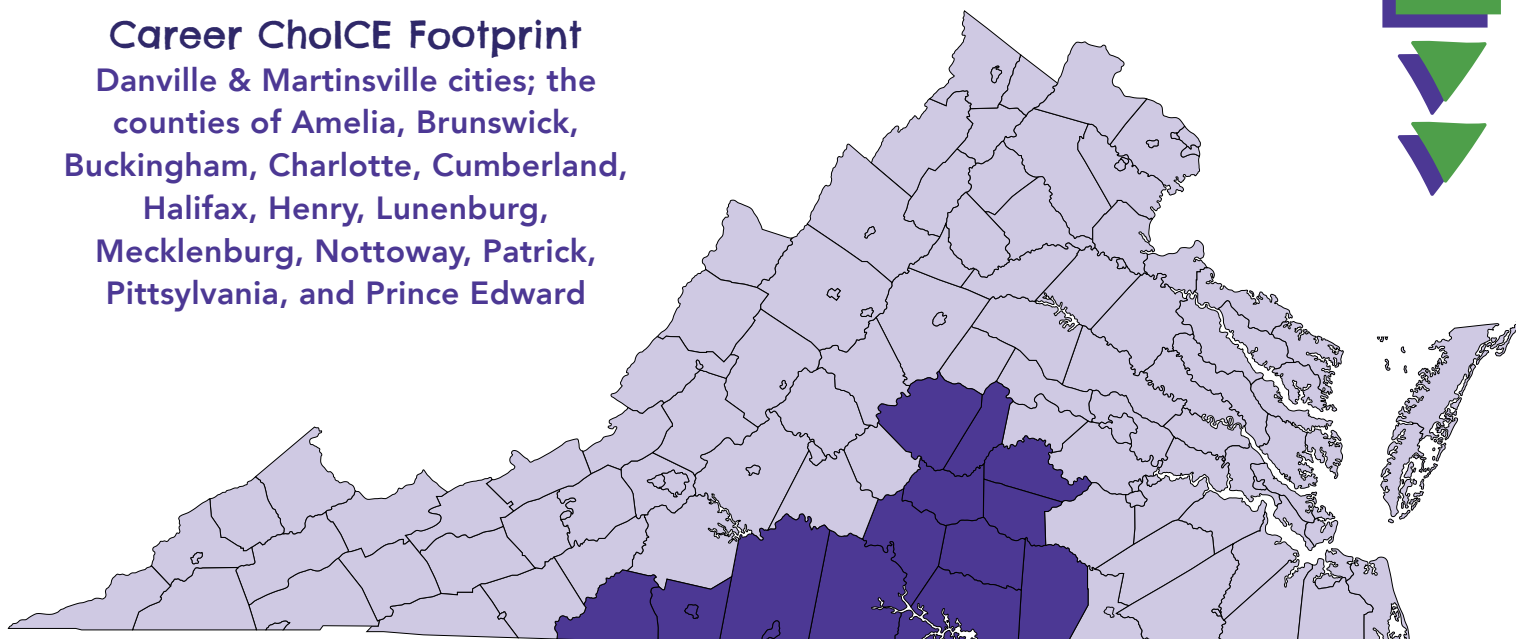
We want every student to make an informed decision about their future **educational and career goals** based on a clear understanding of the skills and education level required, salary they can expect, and job availability of the careers they are interested in.

Career ChoICE showcases **young professionals** in the region; existing **job opportunities**; **regional employers**; and **career pathways** (through this booklet, resources available through the Career ChoICE website, & at the live, in-person Expo events). We find that often students and parents are surprised by the diversity of career opportunities we have here in the region.

We hope you will encourage your student to **explore** this booklet and the other Career ChoICE resources. Now is the time to help them align their **talents** and **interests** with possible careers and help them make the academic and extra-curricular choices that will set them up for **success**. If you would like support in advising your student, please contact your school division's career and technical education representative. A list of **contacts** can be found on the Career ChoICE website. Who knows, perhaps while exploring the amazing regional employment opportunities with your student, you may just **discover an opportunity** for yourself!

Career ChoICE Footprint

Danville & Martinsville cities; the counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania, and Prince Edward



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