

**Career Cruising**



**Engaging Potential.  
Inspiring Futures.**

# Engaging Potential



Engaging students and connecting their schoolwork to real life—to their futures—positively impacts retention, achievement, transition, and life success. And in addition to better prepared students, it yields higher performing schools and stronger communities.

Students have numerous opportunities for their future. The challenge lies in providing them a framework to bring their dreams to life—in engaging, and inspiring them! While today's students on average graduate at a higher rate than their predecessors, far too many lack the necessary foundation to achieve their dreams. In fact, a recent Gallup Poll found that 70% of adults would seek more career information if they could start over. What if you could provide each student with a solid foundation and framework to inspire their future?

Well, you can.

## Inspiring Futures

Our proven innovations have been trusted for 15 years. Here's a snapshot of the futures we've inspired:

Implemented in  
over **20,000**

**schools,**  
centers and libraries.

Used in **50** States

**10** Provinces

**5million**

page views  
**everyday**

# How We Engage and Inspire

Career Cruising engages and inspires people of all ages to achieve their full potential in school, career and life. Our innovations are based on the premise that everyone has a dream for their future. Our mission is to inform those dreams and help bring them to life.

How do we do it? By developing tools that are so compelling that students want to use them. Everything we develop incorporates six core elements for engagement:



## One Click Easy

Our tools don't require hand holding or training to use. Students dive right in with the intuitive interface and one-step clicks.



## Real World Touchpoints

Students are more motivated when they know that what they're studying matters in the real world.



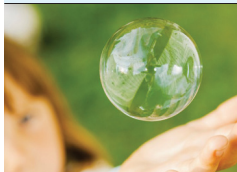
## Personal Pathways

Every student is unique with his or her own dreams and goals for their future, which is why each deserves a pathway based on his or her interests and abilities.



## Exploration & Discovery

Our superior personal assessment and career matching tools help students learn more about their own interests and identify careers that fit.



## Living Portfolios

Students are dynamic and so are our tools. Our Living Portfolio is an Individual Learning Plan that grows with each student. It's where they store and share what they're doing, with teachers, counsellors, parents and friends. It's how they connect.



## Course Charting Tools

We make it easy to turn planning into doing. We help students connect their exploration and self-discovery to their course schedules and post-secondary plans, while integrating all of it with their school's student information system.



We can only be successful if students are engaged enough to stick with it, to uncover their strengths, identify career paths, and follow the steps to get there. They are, after all, human. Technology is simply the tool we use to get them there. Behind the scenes, we are thought leaders that constantly take a pulse on the world of career development to ensure that students have the most comprehensive tools and up-to-date information to help them succeed.

We're serious about this. But when it comes to engaging and inspiring individuals, we also know we have to be real.

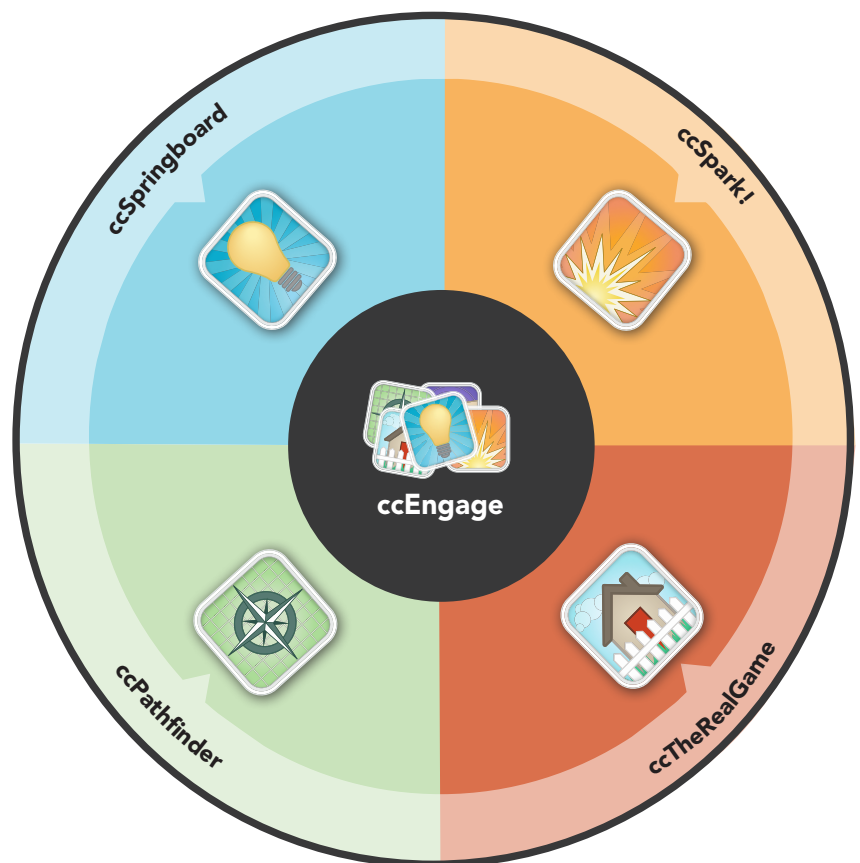


# One Powerful Solution: ccEngage

*As our collective industry knowledge has grown, so too has our product portfolio. Today, Career Cruising offers an entire suite of products to help people build more purposeful futures. Our most powerful offering—ccEngage—brings it all together in one comprehensive package.*

The ccEngage platform bundles our innovative tools into a single, comprehensive solution that engages and inspires students to dream about their future, understand themselves, and explore the options that make their dreams real. ccEngage features career development tools, assessments, planners, and resources that guide students to discover their potential, uncover their strengths and skills, and develop personalized plans for their future.

That's the power of ccEngage.





### **ccSpringboard**

*Engaging Potential Starts with Career Exploration.*

ccSpringboard is the foundation of our ccEngage solution. It features a wealth of tools, rich content, and interactive assessments that get students thinking about, and making plans for, their future.



### **ccSpark!**

*It's Never Too Soon to Start Exploring*

ccSpark! uses a fun, educational role-playing game to engage elementary students in learning about careers, life planning, and social skills.



### **ccTheRealGame**

*Making it Real with Experiential Learning*

Students are most engaged when they can connect schoolwork to the real world. ccTheRealGame, an experiential career and financial literacy learning program, does just that by enabling students to see first-hand how career choices and financial management impact their futures.

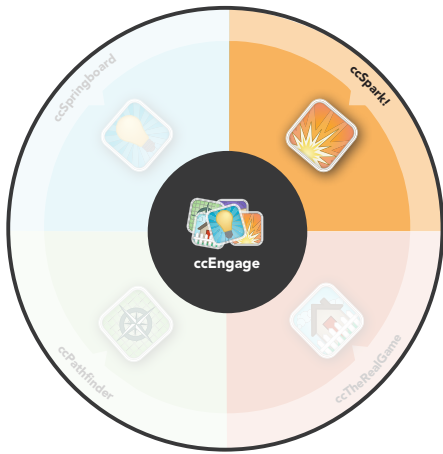


### **ccPathfinder**

*The Ultimate Reality Check*

ccPathfinder integrates ccSpringboard with Student Information Systems so students can ensure their life goals and academic plans are aligned. Students can build and update 4-year high school plans easily, freeing up advisor time for direct work with students.

# It Starts with Exploring



## ccSpark!

*With ccSpark!, elementary students develop the foundational life skills—such as understanding how to plan ahead and self-awareness—essential to their future success. And they do so in a way that’s age-appropriate, thoroughly engaging, and designed to meet national career development standards.*

## Welcome to Sparkdale!

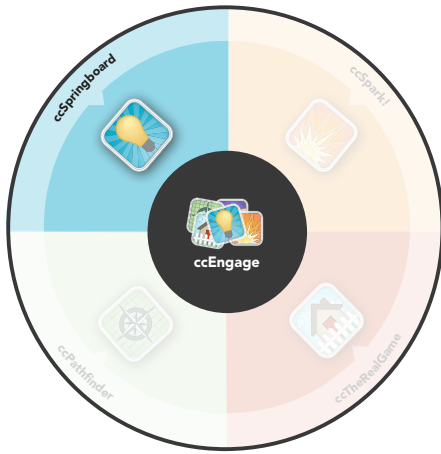
Sparkdale is an active, imaginative online world in which children explore the concept of community and learn how everyone fills a specific role. It’s full of appealing characters, small surprises and fascinating places that bring elements of the real world right into the classroom to enhance the learning experience.

## Online and In Classroom

Integrated reflection activities extend in-game learning and help build each student’s unique profile. Fully integrated classroom activities connect with core curriculum subjects like literacy and art. Lesson plan suggestions and topics help teachers lead students in guided discussions designed to enhance their understanding of important career development concepts.

Our helpful Teacher’s Guide includes a complete set of lesson plans, timelines and curriculum goals. Educators are able to monitor and evaluate each student’s progress through the learning curriculum using indicators that are seamlessly integrated into the online program.





## ccSpringboard

ccSpringboard is the heart of our ccEngage solution and the foundation on which other components are built. Complete with assessment tools, a dynamic Living Portfolio, multimedia occupational profiles, and detailed career information, it gets middle school and high school students fully engaged and inspired.

### Assessing Interests

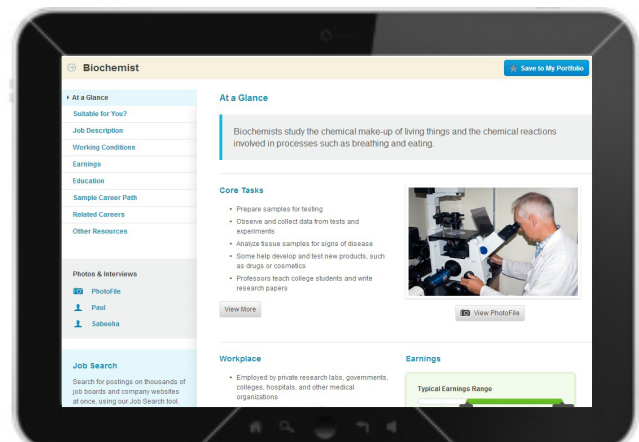
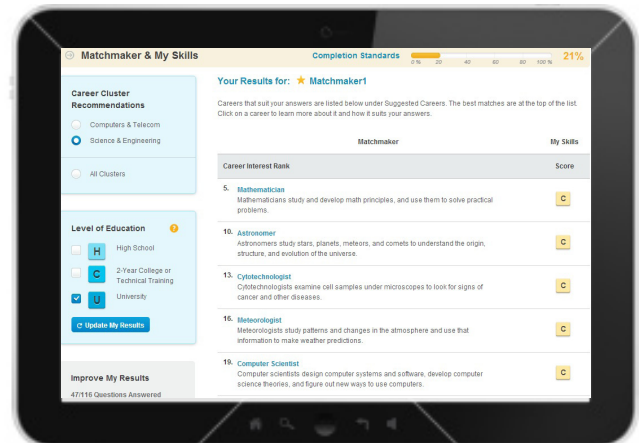
The industry-leading Career Matchmaker Interest Inventory is based on a methodology more powerful than any other interest assessment. It provides a ranked list of careers students can investigate and also explains why those careers appear. This transparency gives students valuable insights they can use as a springboard to further career exploration and discovery, making the learning process a rewarding and enriching experience.

### Tracking Dreams

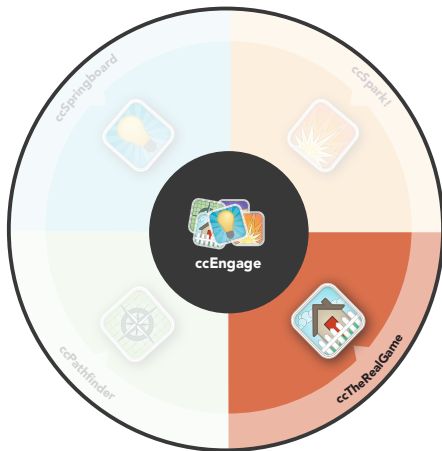
As students explore their options and refine interests, their Living Portfolio is just a click away, making it easy to build a valuable storehouse of knowledge, ideas and action plans. We call it a Living Portfolio because it grows and evolves with each student, transforming career exploration into pathways to success. It's more than a place to store information—it's a place to nurture dreams.

### Exploring the Options

Students enjoy one-click access to hundreds of up-to-date, detailed occupational profiles designed to bring the real world into the classroom and inspire their imaginations. Each multimedia profile includes a full job description, typical working conditions, required education and training, expected earnings, plus links to related occupations and other useful resources specially chosen to encourage further investigation.



# Real World Exploration



## ccTheRealGame

Students can further engage in career exploration with ccTheRealGame, which brings the real world directly into the classroom. Students experience what it's like to be an adult with real responsibilities to manage.

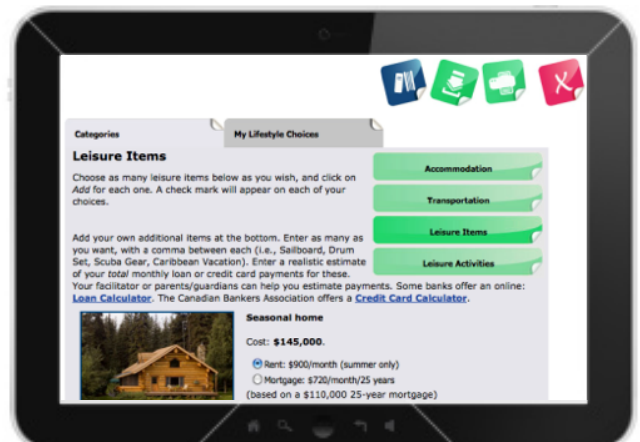
### Real-life Scenarios

Used in more schools, by more students and more teachers, than any other classroom-based career program, ccTheRealGame is the only program that teaches students financial literacy skills by role-playing adult characters dealing with real life financial challenges. They experience the feeling of having bills to pay and not enough money. And they feel the real satisfaction of working hard to earn enough to buy the things their adult character wants and needs to be happy.

### Real Results

Students who have played ccTheRealGame are more confident, optimistic and excited about their future. They're motivated to take career exploration and planning more seriously after learning how current actions impact future options and success.

ccTheRealGame also opens important new communication channels between parents and their children. Students gain more respect for the adults in their lives, having learned for themselves the challenges all adults face in balancing career, family and financial responsibilities. They see their parents, and the real world outside the classroom, in a whole new light.





# From Exploring to Pathways



## ccPathfinder

As students investigate their career and education options, they need a way to integrate what they've learned to the courses they are taking in school. Are they on track to graduate? Are they on track to graduate with the pre-requisites needed for their favourite college or university? With ccPathfinder they'll know.

### Charting the Course

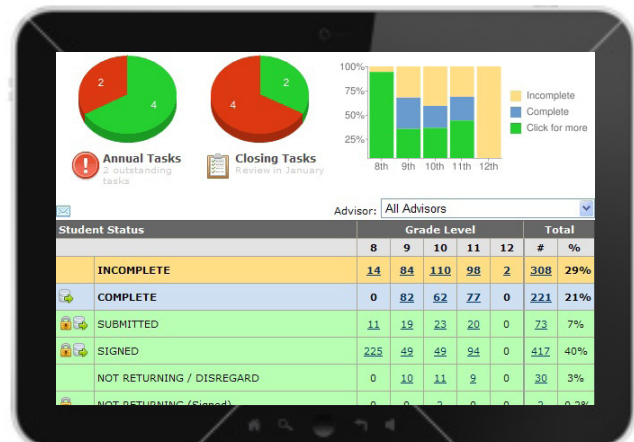
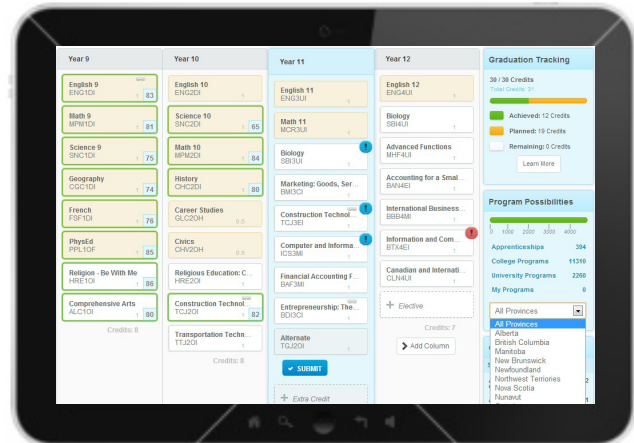
High school students are encouraged to think about the impact their studies have on achieving their future goals. With a few clicks, they can create a complete 4-year program of courses in perfect alignment with their graduation requirements and career aspirations. And unlike other planner tools, ccPathfinder ensures 100% accuracy in validation and graduation requirements. Problems are flagged instantly and successful pathways to graduation are highlighted.

### Integrating with School Data

Student course selections are sent to their school's Student Information System (SIS) with one click, saving data entry time and eliminating mistakes. It's quick, easy and accurate. And we're happy to report that we maintain strong working relationships with dozens of SIS vendors across North America. That way, you're covered.

### Visibility for All

As students enter their final years of secondary school and plot their courses for the future, visibility for school counsellors, teachers, and parents becomes critical. Thanks to our easy-to-use reporting and tracking tools, students can access on-demand reports displaying real-time student completion data, and much more.




# Canadian Roots, Global Footprint

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Career Cruising is firmly committed to its Canadian roots. It's where we began, it's where we are based, and it's where we develop our leading solutions that engage and inspire students throughout Canada and the world.

Founded by three Canadian University students in 1997, Career Cruising has invested more than any other company in the development of career resources in the country. Ours is the most popular career development website in the country, and for good reasons. Consider:

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-  *We have interviewed over 1,200 Canadians to date about their jobs and incorporated the results into our occupation profiles.*
  -  *We have written over 1 million words of original Canadian content covering over 600 occupation profiles.*
  -  *We provide customized versions of the program in every province.*
  -  *We are 100% bilingual. Career Cruising supports our country's goal of bilingualism by offering solutions in both French and English.*
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Our commitment to ensuring Canadian students are well-prepared, engaged, and inspired for their futures is unsurpassed. So too is our commitment to the schools and communities strengthened by an engaged and prepared student population.

## What our Clients Say

“

**This program empowers students, parents, teachers and administrators and promotes efficiency. I have never seen this much discussion around course selection and pathway planning before.**

**Bruce Downey, Student Success Leader  
Near North DSB**

“

**The student benefits of the program were instantaneously obvious. Students embraced the program with ease and the comfort of working collaboratively with their parents to select career pathways supported by appropriate courses.**

**Mr. Maurizio Visentin, Program Leader Academic Services  
St Benedict Secondary School, Ontario**

# Engage Potential and Inspire Futures

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➔ Your students deserve every opportunity to bring their dreams to life. Make it seamless with ccEngage, the comprehensive solution that provides the content and tools to engage and inspire them.

[Learn more!](#)

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Call our education consultants at  
**1.800.965.8541** or visit our website at [www.careercruising.com](http://www.careercruising.com)

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Kudos to the creators of Career Cruising who obviously put a lot of research and know-how behind their seamless, user friendly, Canadian product!

Helen Harrison  
Vincent Massey Secondary School

“

My own three children all did it at home - grade 7, 9 and 11 - and all 3 of them spent 3 - 4 hours on it!!! They all enjoyed it and continue to go back! That's what I am telling the teachers - because the kids' words carry lots of weight!!!

Judy Gatt, Guidance Coordinator  
Simcoe Muskoka District Separate Board

## About Career Cruising

Career Cruising was launched fifteen years ago by three people fresh out of university who shared a big dream. They wanted to create life-changing career software that would engage and inspire people everywhere.

At the time, it seemed like a high mountain to climb. But today, Career Cruising products are implemented in over 20,000 schools, centres and libraries across North America. We're in all 10 provinces and 50 US states. And our solutions are integrated into curriculums in 10 countries and over 50,000 classrooms around the world.

Everyone has a career dream. Our mission is to inform those dreams to help bring them to life by developing innovative products capable of engaging and inspiring people of all ages to achieve their full potential in school, career, and life.

Learn more:

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Visit online: [www.careercruising.com](http://www.careercruising.com)

Call: 800.965.8541