



Marketing

# CAREER WATCH ARKANSAS

It's not a job. It's a career.  
2019 EDITION | Volume 28



## Dear Students:

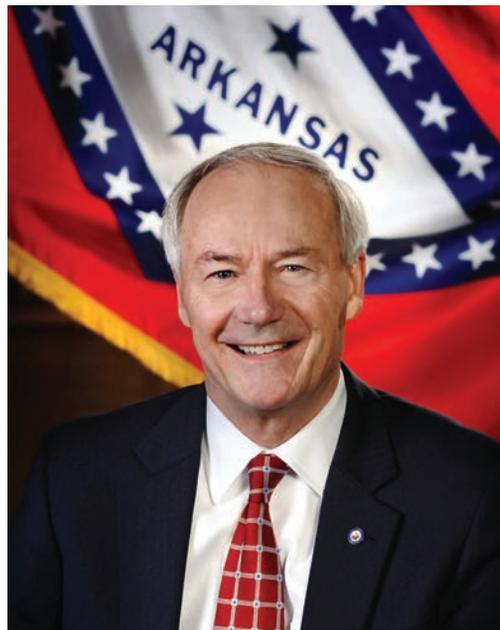
As we are faced with new challenges in our nation, we look to you—the future leaders in communities across Arkansas—to help lay the foundation for the next generation. The bold choices you make while in school toward your career path will ultimately guide your choices once you graduate.

A decision to choose an occupation within exciting and influential fields such as public relations, marketing and real estate will help, not only you, but the citizens of Arkansas and our nation.

Growing up in Gravette, Arkansas, I knew I loved Arkansas but wasn't sure of my career path. I developed a love for public service, and now, as Governor, I am able to help solve problems and serve the people of Arkansas.

There will always be a need for occupations related to marketing services. Individuals rely on the research and campaign implementation of knowledgeable marketers, sales representatives, public relations specialists, and other such personnel in the workforce. I am confident the future and care of Arkansans is in excellent and dependable hands.

Good luck to each of you!



**From the Governor**

A handwritten signature in black ink that reads "Asa Hutchinson". The signature is written in a cursive style.

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[www.careerwatch.org](http://www.careerwatch.org)

The Career Watch Arkansas Teacher's Guide and other educational materials are available in PDF format at: [www.discover.arkansas.gov](http://www.discover.arkansas.gov) under the Publications link.

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Arkansas Workforce Development Board  
Arkansas Department of Career Education  
U.S. Department of Labor  
Arkansas Department of Higher Education

A goal of DWS is to improve, through coordination and standardization, the development, quality and use of occupational

information for career decision-making, program planning and economic development.

DWS coordinates information to meet the needs of individuals, especially youth, who are making career decisions, while also providing information to support economic development issues.

The Career Watch Arkansas Teacher's Guide and other educational materials are available in PDF format at: [www.discover.arkansas.gov](http://www.discover.arkansas.gov) under the Publications link.

DWS is extremely interested in making this publication as useful and informative as possible. Please send your comments, suggestions, ideas or additional copy requests to:

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and return it to  
us. We would  
love to hear  
your feedback.



It's not a job. It's a career.  
•[www.careerwatch.org](http://www.careerwatch.org)•

**Take the Survey!**

# Help us out!

Please take a few moments to evaluate ***Career Watch Arkansas***.  
Let us know what your information needs are and if this magazine meets those needs.

**Please indicate your overall level of satisfaction.**

Very Satisfied  
Satisfied  
Indifferent  
Dissatisfied  
Very Dissatisfied

---

**How do you plan to use this information?**

Education/Career Planning  
Economic Planning  
Wage/Employment Study  
Industry or Technology Study  
Other, please list

---

**How useful was the information?**

Very Useful  
Useful  
Fair  
Not very Useful  
Not Useful at All

---

**Please indicate what sector you represent.**

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Teacher  
Educational Counselor  
Parent  
Dislocated Worker  
Other, please list

---

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Yes No

**What could make *Career Watch Arkansas* more useful?**

---

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501-682-3186  
Attn: Spencer Griffin

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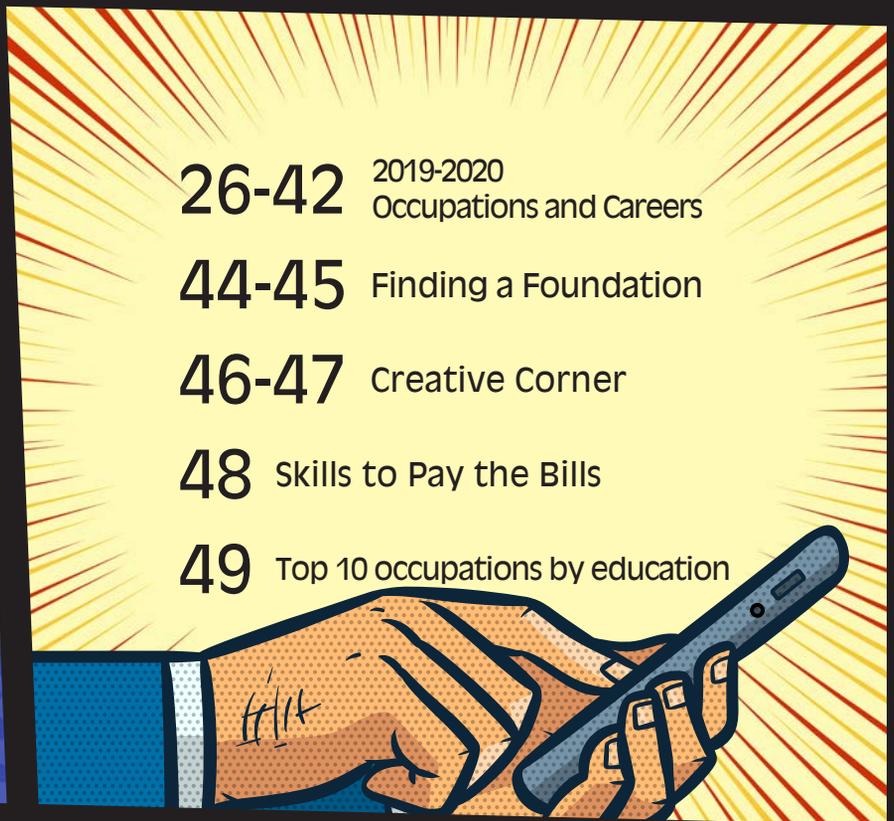
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# RESUME GUIDE

**T**here's no telling just how many resumes an employer might get in a day for a job. It's the first impression you make to a prospective employer, and it only takes 10 to 15 seconds to determine if you will be called in for an interview.

## Top Resume Strategies

Go beyond the standard resume. Here are four strategies to make your resume unique:

**Sell yourself** - Identify what makes you different from other applicants.

**Identify your transferable skills** - These skills are major selling points that set you apart.

**Highlight your accomplishments** - Listing accomplishments gives you credibility.

**Use keywords effectively** - Specific words used in your resume are critical to communicate your value to an organization.



## Why have a GREAT resume?

- Grab the attention of employers and recruiters.
- Sell your strongest skills and accomplishments.
- Show why you are a potential match for a position or project.
- Communicate your current capabilities and future potential.
- It helps you take the next step in your career.
- It gets you the interview.



# John Smith

Any Town, USA • 555.555.5555 • johnsmith@smith.net

## *Types of resumes*

### **Functional**

This type groups your work experience and skills by skill area or job function. This type is good to use to minimize gaps in employment history, while showcasing the work experience that is most important to your career objective. A functional resume works best for first-time job seekers or those changing careers.

### **Chronological**

The most common type of resume, it illustrates progress you have made toward your career objective through employment history. Your most recent work and educational experiences are listed first, followed by the next most recent experience. It is best to use this type of resume if you have demonstrated experience within your desired career field.

### **Combination**

A combination of the chronological and functional resumes, this type presents the knowledge, skills, and abilities gained from work in reverse chronological order. This format is best if you have a varied employment history or wish to include volunteer or internship experience.

### **Quick Tips**

- Keep the resume to one or two pages, no more.
- Always include a cover letter with your resume. Tell the employer what makes you better suited for the job than your competition and how your skills can help the company succeed.
- Proofread, and proofread again. Ask several people to proofread your resume and cover letter. Did you proofread?
- Do not include personal information such as age, gender, marital status, race, height, and weight.
- Use a professional e-mail; seniorsrule@yahoo.com won't cut it. If needed, create a new account just for this purpose.
- No fancy fonts. Use an easy-to-read font such as Arial, Helvetica, or Georgia in 10 or 12 points, and don't use scripts or underlining. Use **bold** or *italics* if you need to highlight important items.
- Use a good quality, heavy bond paper in white or off-white with matching 9" x 12" envelopes. Do not fold your resume and cover letter when mailing by snail mail.
- Have a list of references ready, but make sure you have permission to use them.

For more information and examples, go to [www.careeronestop.org](http://www.careeronestop.org) and click on "Job Search"



# A Better Letter



**W**riting a good cover letter can make or break you when it comes to landing the job of your dreams. Many times we think prospective employers skip over the cover letter, but that's not actually the case. In fact, the cover letter provides employers with a small glimpse into who his or her future employee is. Use these tips below to craft a superb cover letter, ensuring you at least get some consideration for the position in which you seek. On the next page, you can see an example of what a cover letter should look like.

## Length

You don't want your cover letter to seem like you're just doing it because the employer is asking for it, even if that is the case. You also don't want to go on rambling for pages. Try to keep your cover letter between 3-5 paragraphs with meaningful content in each paragraph.

## Passion

Let your passion flow through the words of your cover letter. Let the employer know you were meant for

this job and that you truly want it. After all, you applied for this particular job for a reason, didn't you?

## Be different

Let the employer know what sets you apart from other potential interviewees, both professionally and personally. This can be anything from your professional skills to your personality and attitude.

## Show personality

Tell whoever is reading your cover letter what attitude and philosophies

you can bring to the workplace. This means letting them know if you are a diligent worker, punctual, a creative thinker, or any other positive attribute you possess that can help improve the company.

## Special skills

Describe what skills you possess that allow you to be right for the position and that can help further the business's success. This can include specific skills related to the position or even general skills that can be beneficial like teamwork.

# NAME SURNAME

## CONTACT



123 Street Name  
City, State  
Country  
Postal Code



1231231231



youremail@domain.com



www.yourwebsite.com

## EXPERTISE

Graphic Design | 8 Years

3D Animation | 6 Years

Photography | 7 Years

Colour Correction | 7 Years

Video Editing | 4 Years

Software 1 | 8 Years

Software 2 | 5 Years

Software 3 | 4 Years

Software 4 | 6 Years

Software 5 | 3 Years

## EDUCATION

Program/Certificate Title  
School Name | City  
2008 - 2009

Program/Certificate Title  
School Name | City  
2006 - 2008

March 16, 2017  
Hiring Manager's Name

Name Of Company  
123 Company Address  
City, State  
Country  
Postal Code

Re: Position Or Job Post Title

Dear Hiring Manager's Name

Lorem ipsum dolor sit amet, te pri purto graeci efficiendi, his officiis splendide te. Causae bonorum accommodare has no, in qui pertinax nominati erroribus. Partem deserunt in eos, nullam vivendo occurreret at eam. Ne error nonumes forensibus has, affert integre vulputate usu no.

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Nullam torquatos et eam. Ut agam illum quodsi mel, vitae detraxit vel ea, his at mollis ceteros. Mel facilis concludaturque ea, nisl utamur eu vel.

Sincerely,

Name Surname

# The Interview

Your resume has caught the attention of a prospective employer, and you have an interview.

## What's the next step?

Here are a few tips to help you ace the interview.

## Wear the Right Outfit.

Check with the HR department for the company's dress code. Wear clean, pressed, conservative clothes in neutral colors. Avoid excessive make-up and jewelry. Have nails and hair neat, clean, and trimmed. Don't overdo your favorite perfume or cologne.

## Be Professional.

Know the name, title, and the pronunciation of the interviewer's name. Give a firm handshake and maintain good eye contact. Don't talk too much about your personal life and don't badmouth former employers.

## Be On Time.

Know where you are going, allowing time for traffic and parking. Show up 10 to 15 minutes early; arriving late to the interview says a great deal about you. Keep your cell phone charged and have the interviewer's number handy in case circumstances are beyond your control, but turn it off before the interview.

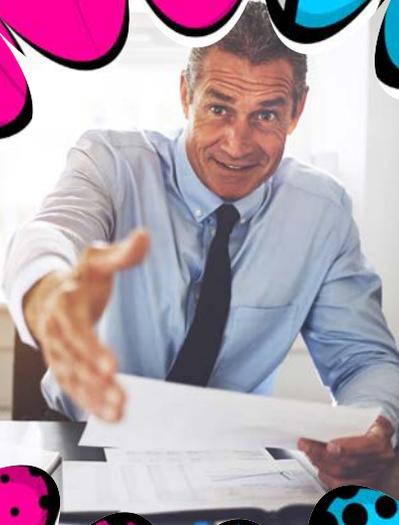
## Send a Thank You Note.

Here's a chance to make a final impression on the interviewer. It will likely prove to be much appreciated and remembered.

## Questions?

Don't let the interviewer ask all the questions. In fact, they expect you to ask some! Have questions prepared to learn more about the position and the company, such as:

- How soon are you looking to fill this position?
- What is the typical career path for this job?
- What are some of the biggest challenges facing this position, this department, or this organization?
- What is an average day on this job like?
- How would you describe the ideal candidate?
- What kind of training and/or professional development programs do the company offer?





# Arkansas' 2019-2020 Demand Occupations

	Standard Occupational Classification (SOC) Title	Total Annual Openings	May 2018 Mean Wage
<b>High Skill</b> <i>(requires a bachelor's degree or higher)</i>	General and Operations Managers	2,182	\$87,650
	Registered Nurses	1,653	\$60,780
	Clergy	1,164	\$44,660
	Elementary School Teachers, Except Special Education	945	\$48,560
	Accountants and Auditors	913	\$67,700
	Secondary School Teachers, Except Special and Career/Technical Education	815	\$51,780
	Management Analysts	798	\$63,410
	Market Research Analysts and Marketing Specialists	600	\$68,050
	Middle School Teachers, Except Special and Career/Technical Education	482	\$49,570
	Medical and Health Services Managers	449	\$85,290
	Financial Managers	437	\$106,530
	Human Resources Specialists	406	\$56,700
	Loan Officers	396	\$73,990
Graduate Teaching Assistants	366	\$20,590	
Software Developers, Applications	363	\$87,960	
<b>Moderate Skill</b> <i>(requires an associate degree, postsecondary non-degree award or some college with no degree)</i>	Heavy and Tractor-Trailer Truck Drivers	4,345	\$41,980
	Nursing Assistants	2,360	\$25,080
	Bookkeeping, Accounting, and Auditing Clerks	1,889	\$36,310
	Teacher Assistants	1,260	\$21,190
	Licensed Practical and Licensed Vocational Nurses	1,015	\$39,570
	Automotive Service Technicians and Mechanics	689	\$37,710
	Medical Assistants	458	\$30,320
	Dental Assistants	357	\$34,080
	Computer User Support Specialists	354	\$42,180
	Hairdressers, Hairstylists, and Cosmetologists	342	\$23,890
	Preschool Teachers, Except Special Education	340	\$33,150
	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	334	\$40,270
	Paralegals and Legal Assistants	207	\$42,050
Firefighters	189	\$37,800	
Emergency Medical Technicians and Paramedics	179	\$31,800	
<b>Basic Skill</b> <i>(requires a high school diploma or equivalent or no formal education is required)</i>	Combined Food Preparation and Serving Workers, Including Fast Food	7,162	\$19,960
	Cashiers	6,833	\$21,190
	Retail Salespersons	5,891	\$25,610
	Farmers, Ranchers, and Other Agricultural Managers	5,013	\$67,520
	Laborers and Freight, Stock, and Material Movers, Hand	3,945	\$26,770
	Office Clerks, General	3,771	\$30,020
	Waiters and Waitresses	3,632	\$20,040
	Personal Care Aides	2,944	\$21,390
	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	2,831	\$23,520
	Customer Service Representatives	2,525	\$32,350
	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,182	\$30,860
	First-Line Supervisors of Retail Sales Workers	2,023	\$38,980
	Stock Clerks and Order Fillers	1,975	\$26,520
Childcare Workers	1,974	\$20,900	
First-Line Supervisors of Food Preparation and Serving Workers	1,722	\$29,470	

# MARKETING

**I**n the ever-changing world of marketing, it is important to prepare individuals for employment in the career pathways related to the field. It is also crucial to note the specific areas that apply to marketing and the skills needed within its pathways. This publication hopes to accomplish just that.

The marketing career cluster can provide exciting, fast-paced and evolving occupations such as research analysts, sales engineers, public relations specialists and many more. Whether a worker is going door to door to market a product or is sitting in a design studio to craft the ideal look for a specific company, marketing can provide a wide array of options for those looking to emerge in a creative, exciting field.

As previously stated, the marketing career cluster does allow individuals a wide range of tasks or facets in which to focus, but that does not mean there is not a set of skill requirements that are typically needed to thrive in the field. These requirements include basic skills such as reading comprehension, speaking, critical thinking, active listening, active learning and social perceptiveness, but also knowledge of sales and marketing, a grasp of the English language, customer and personal service, communications and media, and many more. While this list of skills may seem daunting at first, the better one can become proficient in the majority of these skills, the higher up the ladder they will climb in their marketing career.

In the marketing industry, there are four different pathways one can take. An individual can go through the marketing information management and research pathway, the professional sales and marketing pathway, the buying and merchandising pathway, or the marketing

communications and promotions pathway. It is important that an individual makes their decision about which part of the marketing industry he or she would like to be a part of in order to enter the pathway that will most interest him or her.

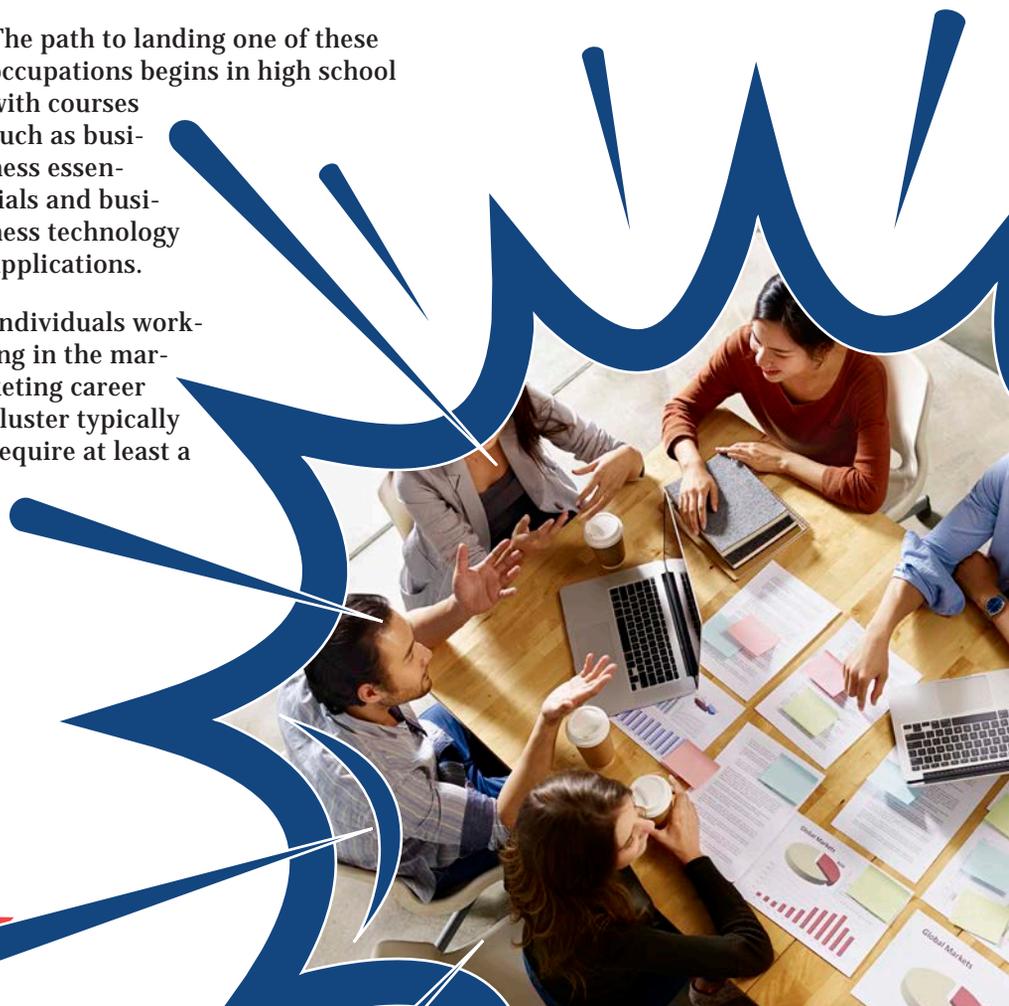
For example, if an individual wants to venture down the path of marketing information management and research, he or she will need to take the appropriate classes to be skilled on such things as analyzing consumer behavior to best gauge the market for promotion.

The path to landing one of these occupations begins in high school with courses such as business essentials and business technology applications.

Individuals working in the marketing career cluster typically require at least a

high school diploma, although there are specific cases, like in nearly any career cluster, where that might not be necessary or where it might be more beneficial to have a higher degree.

Occupations in this cluster include cashiers, retail salespersons, marketing managers, market research analysts and marketing specialists, sales engineers, public relations specialists, fundraisers, sales managers and many more.



# Marketing Degrees & Certifications

There are lots of degree and certification options in Arkansas through the various universities, colleges and technical schools. Training and education for marketing in the state should be easy to find. Here are just a few of the programs:



# I Can Be A...

These are just a few of the occupations in Marketing. To learn about other occupations, go to <http://online.onetcenter.org/find/> and browse by Career Cluster.



## Public Relations Specialist

Engage in promoting or creating an intended public image for individuals, groups or organizations. May write or select material for release to various communications media.

### Sample of reported job titles:

Account Executive, Communications Director, Communications Specialist, Corporate Communi-

cations Specialist, Media Relations Specialist, Public Affairs Specialist, Public Information Officer, Public Information Specialist, Public Relations Coordinator, Public Relations Specialist

**Earnings (mean):** \$60,470

**Estimated workers employed:** 1,230

**Education:** Bachelor's degree

## Market Research Analyst and Marketing Specialist

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

### Sample of reported job titles:

Business Development Specialist, Client Service and Con-

sulting Manager, Communications Specialist, Demographic Analyst, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Specialist, Market Researcher, Market Research Coordinator.

**Earnings (mean):** \$68,050

**Estimated workers employed:** 4,690

**Education:** Bachelor's degree



## Sales Representative, Wholesale and Manufacturing, Technical and Scientific Products

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least two years of post-secondary education.

### Sample of reported job titles:

Account Development Manager, Account Executive, Account Manager, Channel Sales Director, Distribution Sales Manager, Inside Sales Representative, Marketing Representative, Sales Director, Sales Manager, Sales Representative.

**Earnings (mean):** \$66,750

**Estimated workers employed:** 2,364

**Education:** Bachelor's Degree



## Marketing Manager

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

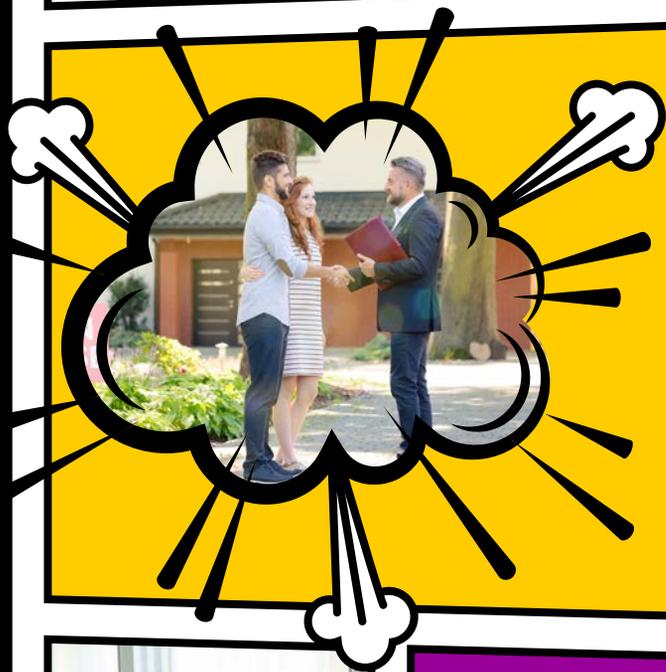
### Sample of reported job titles:

Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager.

**Earnings (mean):** \$155,020

**Estimated workers employed:** 1,596

**Education:** Bachelor's degree



## Real Estate Sales Agent

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.

### Sample of reported job titles:

Associate Broker, Broker

Associate, Broker in Charge, Real Estate Agent, Real Estate Broker, Real Estate Broker Associate, Real Estate Salesperson, Realtor, Sales Agent.

**Earnings (mean):** \$41,100

**Estimated workers employed:** 1,847

**Education:** High school diploma or equivalent



## Demonstrator and Product Promoter

Demonstrate merchandise and answer questions for the purpose of creating public interest in buying the product. May sell demonstrated merchandise.

### Sample of reported job titles:

Brand Ambassador, Demo Specialist, Demonstrator, Event Specialist, Field

Merchandiser, Food Demonstrator, In Store Demonstrator, Merchandiser, Product Ambassador, Product Demonstrator.

**Earnings (mean):** \$27,780

**Estimated workers employed:** N/A

**Education:** No formal education credential

# CAREER CLUSTERS

Career Clusters contain occupations in the same field of work that require similar skills. Students, parents and educators can use Career Clusters to help focus education plans toward obtaining the necessary knowledge, competencies, and training for success in a particular career pathway.

Agriculture, Food & Natural Resources



Architecture & Construction

Arts, Audio/Video Technology & Communications



Education & Training

Business Management & Administration



Government & Public Administration

Finance



Hospitality & Tourism

Health Science



Information Technology

Human Services



Manufacturing

Law, Public Safety, Corrections & Security



Science, Technology, Engineering & Mathematics

Marketing



Transportation, Distribution & Logistics

# Marketing Career Cluster

In high school, Career Clusters are designed to give you the guidance you need to be successful in a career.

Sixteen Career Clusters have been developed to help you explore your career opportunities. Within these Career Clusters are career pathways that are more specialized.

These pathways will help you explore more specific careers. Plus, many of the classes can earn you college credit if you successfully pass the course.

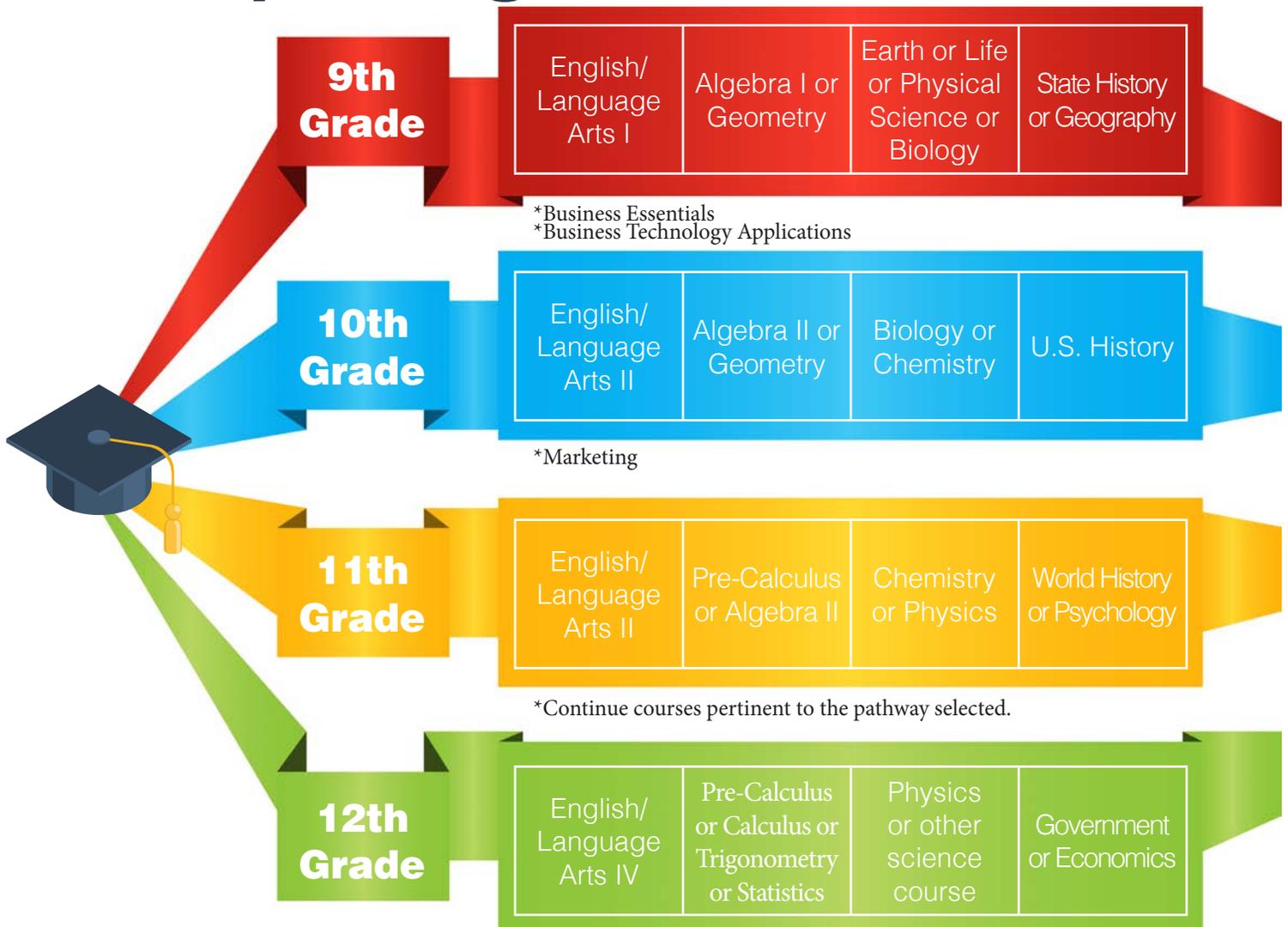
The Marketing Career Cluster prepares individuals for employment in career pathways that relate to

communication and sales needs such as marketing strategy, public relations, real estate, social media, purchasing and much more.

The following pages include: a sample high school class schedule; classes that are required for graduation; programs of study, including work-based activities; and In-Demand occupations — all to help you further your education.

Other Career Clusters are offered in Arkansas secondary schools. Talk with your career guidance counselor to see what career pathways are offered in your school.

## Sample High School Schedule



\*Career and Technical Courses and/or Degree Major Courses for Marketing

**Pathway - Marketing, Sales & Service  
Program of Study -**

**Marketing Information Management  
and Research**

*Marketing Information Management and  
Research Core courses*

- Business Essentials
- Business Technology Applications
- Principles of Sales and Promotion
- Marketing
- Principles of Marketing Research
- Database Design and Management
- Principles of Sales Management
- Principles of Marketing Communications

*Postsecondary Courses*

- Information Management in Marketing
- Consumer Behavior
- Marketing Management
- Advanced Marketing Research



**Pathway - Marketing, Sales &  
Service**

**Program of Study -**

**Professional Sales and Marketing**

*Professional Sales and Marketing  
Core courses*

- Business Essentials
- Business Technology Applications
- Principles of Sales and Promotion
- Marketing
- Principles of Marketing Research
- Principles of Sales Management
- Principles of Marketing Communications

*Postsecondary Courses*

- Sales Management
- Consumer Behavior
- Information Management in Marketing

**Pathway - Marketing, Sales &  
Service**

**Program of Study -**

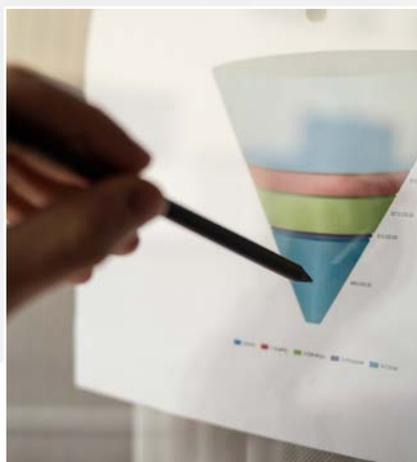
**Buying and Merchandising**

*Buying and Merchandising Core  
courses*

- Business Essentials
- Business Technology Applications
- Principles of Sales and Promotion
- Marketing
- Principles of Marketing Research
- Principle of Sales Management
- Principles of Marketing Communications

*Postsecondary Courses*

- Consumer Behavior
- Marketing Management
- Applications of Buying and Merchandising
- Advanced Marketing Management
- Sales Promotion



**Pathway - Marketing, Sales & Service  
Program of Study -**

**Marketing Communications and  
Promotion**

*Marketing Communications and  
Promotion Core courses*

- Business Essentials
- Business Technology Applications
- Marketing
- Advanced Business Technology Applications
- Principles of Marketing Communications
- Principles of Sales and Promotion
- Promotional Planning
- Principles of Marketing Research

*Postsecondary Courses*

- Integrated Marketing Communications
- Consumer Behavior
- Media Buying and Planning
- International Marketing

# Marketing Career Cluster

## In-demand Occupations

These are occupations that are found in an industry cluster that are projected to add a significant number of new jobs to our state's economy, are existing or emerging occupations being transformed by technology and innovations, or are vital to the overall health of our economy.

Occupation	Education	Mean Wage Hourly/Annual
First-Line Supervisors of Retail Sales Workers	NFE	\$18.74/\$38,980
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	HS	\$28.51/\$59,290
Market Research Analysts and Marketing Specialists	B	\$32.72/\$68,050
Sales Representatives, Services, All Other	B	\$25.79/\$53,640
Counter and Rental Clerks	HS	\$12.57/\$26,150
Parts Salespersons	NFE	\$13.78/\$28,660
Telemarketers	NFE	\$10.79/\$22,440
First-Line Supervisors of Non-Retail Sales Workers	NFE	\$35.63/\$74,120
Property, Real Estate, and Community Association Managers	HS	\$23.77/\$49,430
Driver/Sales Workers	HS	\$13.69/\$28,480
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	B	\$32.09/\$66,750
Sales Managers	B	\$57.26/\$119,090
Real Estate Sales Agents	HS	\$19.76/\$41,100
Marketing Managers	B	\$74.53/\$155,020
Public Relations Specialists	B	\$29.07/\$60,470
Door-To-Door Sales Workers, News and Street Vendors, and Related Workers	NFE	\$13.88/\$28,880

*D - Doctoral or professional degree - Requires at least three years of full-time academic study beyond a bachelor's degree.*

*M - Master's degree - Requires one or two years of full-time academic study beyond a bachelor's degree.*

*B - Bachelor's degree - Requires four or five years of full-time academic study.*

*A - Associate degree - Requires at least two years of full-time academic study.*

*PS - Postsecondary non-degree award - Programs last a few weeks to more than a year; leads to a certificate or other award.*

*SC - Some college, no degree - Requires the completion of a high school diploma or equivalent plus the completion of one or more postsecondary courses that did not result in a degree or award.*

*HS - High School diploma or equivalent - Requires the completion of high school or an equivalent program resulting in the award of a high school diploma or an equivalent.*

*NFE - No Formal Education - Signifies that a formal credential issued by an educational institution, such as a high school diploma or postsecondary certificate, is not typically needed for entry into the occupation.*

# How will I pay for college?

## Financial Aid Frequently Asked Questions

If you are planning to attend college, you should do a little research first. Find out how much it will cost to go to college, what part of that cost you and your family will be expected to pay, and what types of financial aid are available. The following information is intended to get you started.

### What is Financial Aid?

Financial aid is money awarded to a student to help pay educational costs. Most financial aid is awarded according to individual need and educational costs. The federal government, state government, postsecondary institutions, and private organizations provide financial aid to eligible students in the form of grants, scholarships, loans, and employment.

Grants and scholarships are awarded based on either financial need or merit and do not have to be paid back. Employment can be a job provided by the college and can be on or off campus. A loan is money provided by a bank, the college, or the government, which must be paid back with interest.

Private sources of financial aid come from social and civic organizations, religious organizations, and businesses.

### How much does it cost to attend college?

Educational costs can differ significantly from one school to another, depending on the type of school and your program of study. In general, costs are lowest at a public vocational-technical school, higher at a public community or technical college, still higher at a public four-year college, and highest at a private college.

The total cost of attending school today may range from \$2,000 per year to more than \$30,000 per year. Financial aid programs have been created to help you pay for these costs. Schools with higher costs often have more financial aid available than lower cost schools. Therefore, when comparing costs, it's very important to determine the financial aid available. This way you can determine

what your out-of-pocket expenses will be.

But remember, cost is only one factor in selecting a school. Consider your goals, what programs and opportunities each school offers, and how well that school will help you meet your goals.

### What do educational costs include?

The total educational costs are called the Cost of Attendance (COA) and include (1) tuition and fees, (2) books and supplies, (3) room and board, (4) transportation, and (5) miscellaneous personal expenses, such as clothing, laundry, and recreation. Because the COA includes items that are living costs but are not paid directly to the school, the actual amount billed by the school will be less than the COA.

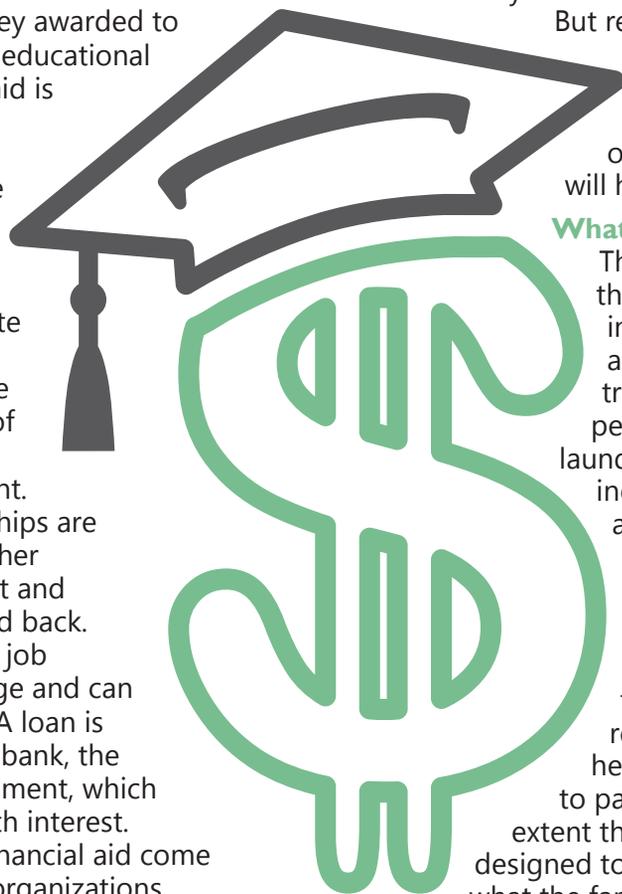
### What is the family's responsibility?

The primary responsibility for financing a college education rests with the student and his/her family. The family is expected to pay for the cost of college to the extent that it is able. Financial assistance is designed to help with the difference between what the family can afford and the cost of attendance. The student shares in the family's responsibility to pay for college and is expected to contribute from his/her earnings and savings.

The amount the family is expected to pay toward the cost of college is called the Expected Family Contribution (EFC).

### How is the family's expected contribution determined?

Colleges, government agencies and organizations that award financial aid based on financial need use a process called Needs Analysis to determine how much the family is expected to pay towards the cost of a college education. This process uses both the parent's and student's income and assets and other information about the family, such as the number of family members in college, to calculate the Expected Family Contribution. During the needs



## EDUCATION COSTS

analysis calculations, certain allowances are applied to protect the family's income and assets for the cost of living and future retirement needs.

The needs analysis is performed by the U.S. Department of Education based on the information provided by the family on the Free Application for Federal Student Aid (FAFSA). This is the basic form required for most financial aid programs based on financial need. Any student who wishes to apply for financial assistance should complete and submit this application. The FAFSA application can be applied for online at [www.fafsa.gov](http://www.fafsa.gov).

### How is eligibility for financial aid determined?

Most financial aid is awarded based on financial need. The Cost of Attendance minus the Expected Family Contribution equals financial need. The school you attend uses the EFC calculated during needs analysis and the school's cost of attendance to determine your eligibility for need-based financial aid. Some aid is merit based, meaning eligibility is based on performance or achievement, such as athletic scholarships or academic scholarships based on ACT scores, or GPA.

### How much financial aid can I receive?

The total financial aid a student receives can include funds from more than one source or financial aid program. Normally, though, the total financial aid received will not exceed the financial need, or in some cases, the cost of attendance. For the best chance of getting the aid you need, apply as early as possible for each financial aid program for which you might be eligible.

# Helpful Websites

[www.adhe.edu](http://www.adhe.edu)

[www.asla.info](http://www.asla.info)

[www.careeronestop.org](http://www.careeronestop.org)

[www.careerwatch.org](http://www.careerwatch.org)

[www.discover.arkansas.gov](http://www.discover.arkansas.gov)

[www.fafsa.gov](http://www.fafsa.gov)

[www.fundmyfuture.info](http://www.fundmyfuture.info)

[www.going2college.org](http://www.going2college.org)

[www.knowhow2go.org](http://www.knowhow2go.org)

[www.mappingyourfuture.org](http://www.mappingyourfuture.org)

## A Lifestyle Budget Calculator Real-Life Arkansas

### Option #1:

The whole  
nine yards

Pick your city, then decide what you want to spend on housing, transportation, food, entertainment, and everything in between. We'll tell you what jobs will feed your appetite and how to get them.

### Option #2:

Show me the  
money

Tell us what you want your yearly salary to be and we'll tell you which jobs pay that much. We'll even tell you what sort of education and training you need to get there and how the job market is performing.

### Option #3:

The bizarro  
budget

If you're lucky enough to already know what you want to do with your life, we'll tell you how much it will pay so you can work backward to create a budget using those numbers.

After high school, you will need to work to pay for housing, transportation, clothes... Find out how much money you will need and which occupations will pay for all your needs.

It's your life...do the math! [www.real-life.arkansas.gov](http://www.real-life.arkansas.gov)

# Scholarships, Grants, and Federal Aid

## Arkansas Scholarships and Grants

### Academic Challenge Scholarship - High School

The Academic Challenge Program provides scholarships to Arkansas residents pursuing a higher education. Funded in large part by the Arkansas Scholarship Lottery, the Academic Challenge Scholarship is available to students regardless of their academic status, whether just graduating from high school, currently enrolled in college, enrolling in college for the first time, or re-enrolling after a period of time out of college. Scholarship Deadline to Apply: July 1

### Academic Challenge Scholarship - Non-Traditional Students

The Academic Challenge Program provides scholarships to Arkansas residents pursuing a higher education. Funded in large part by the Arkansas Scholarship Lottery, the Academic Challenge Scholarship is available to students regardless of their academic status, whether just graduating from high school, currently enrolled in college, enrolling in college for the first time, or re-enrolling after a period of time out of college. Scholarship Deadline to Apply: July 1

### Arkansas Future Grant (ARFuture) - High School - Non-Traditional Students

Arkansas Future (ARFuture), is the newest state grant program. The purpose of this grant is to increase the education and skills of Arkansas's workforce in an affordable manner. The grant applies to students enrolled in Science, Technology, Engineering and Math (STEM) or regional high demand areas of study. The grant will cover tuition and fees for qualifying certificate and Associate degree programs at Arkansas' public institutions for eligible students. The grant is available on a first come, first serve basis. Scholarship Deadline to Apply: July 1

### Arkansas Health Education Grant (ARHEG) - Graduate Students

ARHEG provides financial assistance to students seeking professional training in chiropractic medicine, dentistry, optometry, osteopathic medicine, podiatric medicine, and veterinary medicine to allow them to attend out-of-state institutions. Scholarship Deadline to Apply: July 1

### Arkansas Workforce Challenge - High School

The Workforce Challenge Scholarship was created in the 2017 legislative session and is funded by lottery revenue. The purpose of the scholarship is for workforce training in high demand areas of healthcare, information technology, and industry. Classes are not limited to credit-bearing programs. Non-credit, workforce-training classes that fit into the three above categories may also qualify. The Workforce Challenge Award will be the cost of a certificate program or program of study not to exceed \$800. Students who receive the Arkansas Workforce Challenge scholarship cannot be current recipients of the Academic Challenge Scholarship. Scholarship Deadline to Apply: At least 30 days prior to enrollment in an eligible program.



### Governor's Distinguished Scholarship - High School

The Governor's Distinguished Scholarship is the most academically rigorous scholarship program offered for those graduating seniors scoring either 32 on the ACT or 1410 on the SAT, and a 3.50 academic grade point average. Those who are named National Merit Finalists or National Achievement Scholars may qualify without meeting the GPA requirement, but must still meet the ACT/SAT requirement. The scholarship pays tuition, mandatory fees, room and board up to \$10,000 per year. Scholarship Deadline to Apply: February 1

### Law Enforcement Officers' Dependents Scholarship (LEO) - Other

LEO provides a waiver of tuition, fees, and room at any public college, university, or technical institute in Arkansas for dependents and spouses of Arkansas law enforcement officers, some Highway and Transportation Department employees, and other public employees, who were killed or permanently disabled in the line of duty. Scholarship Deadline to Apply: July 1

### Military Dependents Scholarship (MDS) - Other

MDS provides a waiver of tuition, fees, room and board at any public college, university, or technical institute in Arkansas for dependents and spouses of Arkansans who were killed or missing in action or who were prisoners of war or who are totally and permanently disabled. Scholarship Deadline to Apply: July 1

### Single Parent Scholarship - Other

Single Parent Scholarships (SPSF) are given to low-income single parents who are pursuing post-secondary education in preparation for skilled employment. Scholarship Funds are administered by affiliate organizations and volunteers in each county of Arkansas. Eligibility criteria and application requirements vary by county. To apply for a scholarship or to get involved, contact the affiliate SPSF serving the county you live in.

*Disclaimer: The laws, rules, regulations, award amounts, number of awardees, eligibility criteria, funding per program, etc. are subject to change at any point prior to, during or after application through the YOUiversal application. These changes will be based on changes in law or funding provided by the Arkansas General Assembly. It is understood that ADHE is not at fault for any changes that occur to any financial aid program. In addition, awards for all ADHE programs are limited by the availability of funds.*

Source: Arkansas Department of Higher Education



## Federal Grants and Financial Aid

Source: <http://studentaid.ed.gov>

**Parent Loan for Undergraduate Students (PLUS Loan)** – Parents can borrow a PLUS Loan to help pay your education expenses if you are a dependent undergraduate student enrolled at least half time in an eligible program at an eligible school. PLUS Loans are available through the Federal Family Education Loan (FFEL) Program and the Direct Loan Program. Your parents can get either loan, but not both, for you during the same enrollment period. They also must have an acceptable credit history. For a Direct PLUS Loan, your parents must complete a Direct PLUS Loan application and promissory note contained in a single form that you get from your school's financial aid office. For a FFEL PLUS Loan, your parents must complete and submit a PLUS Loan application available from your school, lender, or your state guaranty agency. After the school completes its portion of the application, it must be sent to a lender for evaluation. Parents must agree to repay the loan within 10 years, beginning 60 days after the funds are fully disbursed.

**Pell Grant** – A Federal Pell Grant, unlike a loan, does not have to be repaid. Pell Grants are awarded usually only to undergraduate students who have not earned a bachelor's or a professional degree. (In some cases, however, a student enrolled in a post-baccalaureate teacher certification program might receive a Pell Grant.) Pell Grants are considered a foundation of federal financial aid, to which aid from other federal and nonfederal sources might be added.

**Perkins Loan** – A Federal Perkins Loan is a low-interest loan for both undergraduate and graduate students with exceptional financial need. Federal Perkins Loans are made through a school's financial aid office. Your school is your lender, and the loan is made with government funds. You must repay this loan to your school.

**Stafford Loan** – You must fill out a FAFSA. After your FAFSA is processed, your school will review the results and will inform you about your loan eligibility. You also will have to sign a promissory note, a binding legal document that lists the conditions under which you're borrowing and the terms under which you agree to repay your loan.

**Supplemental Educational Opportunity Grant** – Federal Supplemental Educational Opportunity Grants (FSEOG) are for undergraduates with exceptional financial need. Pell Grant recipients with the lowest EFCs will be the first to get FSEOGs. Just like Pell Grants, FSEOGs don't have to be paid back.

**Work-Study** – Federal Work-Study (FWS) provides part-time jobs for undergraduate and graduate students with financial need, allowing them to earn money to help pay education expenses. The program encourages community service work and work related to the recipient's course of study.

# YOUuniversal

ARKANSAS FINANCIAL AID SYSTEM

## COLLEGE for YOU

**A**rkansas residents seeking education beyond high school will now find the scholarship application process more user-friendly than ever before, thanks to the YOUuniversal Scholarship Application. By answering a few simple questions about age, grade-point average, ACT or SAT scores, and income level, applicants will be matched with the financial aid programs they may qualify for, along with an estimated amount of financial aid they might expect in an academic year.

Log on to [scholarships.adhe.edu](http://scholarships.adhe.edu) to fill out your application. Residents still have to fill out the Free Application for Federal Student Aid (FAFSA) form to determine eligibility for Federal financial aid. Go to [www.fafsa.gov](http://www.fafsa.gov) to fill out your form.

Applicants can begin applying for Federal Student Aid after October 1, 2019, for the 2020-2021 school year.

# ARKANSAS

## Colleges & Universities

Full-time annualized tuition for public institutions is based on Arkansas Department of Higher Education estimates of 15 credit hours, plus mandatory fees per semester, for the 2019-2020 school year.

Full-time annual tuition for private institutions is based on figures from the institution's website or financial aid office. Some private institutions have set rates for each program offered.

Check with the institution for actual tuition and fees.



### 4-year Public

#### Arkansas State University

[www.astate.edu](http://www.astate.edu)  
870-972-2100  
PO Box 600  
State University, AR 72467  
Enrollment: 13,930  
Tuition: \$8,900  
Other Locations: Paragould

#### Arkansas Tech University

[www.atu.edu](http://www.atu.edu)  
844-804-2628  
215 West O Street  
Russellville, AR 72801  
Enrollment: 11,830  
Tuition: \$9,255  
Other Locations: Ozark

#### Henderson State University

[www.hsu.edu](http://www.hsu.edu)  
800-228-7333  
870-230-5000  
1100 Henderson Street  
Arkadelphia, AR 71999  
Enrollment: 3,336  
Tuition: \$8,811

#### Southern Arkansas University

[web.saumag.edu](http://web.saumag.edu)  
870-235-4000  
100 E. University  
Magnolia, AR 71753  
Enrollment: 4,643  
Tuition: \$8,980

#### University of Arkansas at Fayetteville

[www.uark.edu](http://www.uark.edu)  
479-575-2000  
1 University of Arkansas  
Fayetteville, AR 72701  
Enrollment: 27,558  
Tuition: \$9,385

#### University of Arkansas at Fort Smith

[www.uafs.edu](http://www.uafs.edu)  
479-788-7000  
5210 Grand Avenue  
Fort Smith, AR 72913  
Enrollment: 6,626  
Tuition: \$7,339



# ARKANSAS

## Colleges & Universities

### University of Arkansas at Little Rock

2-year Public  
[www.ualr.edu](http://www.ualr.edu)  
 501-569-3000  
 2801 S. University Ave.  
 Little Rock, AR 72204  
 Enrollment: 11,624  
 Tuition: \$9,529  
 Other Locations: Benton

### University of Arkansas at Monticello

www.uamont.edu  
 800-844-1826  
 870-460-1026  
 346 University Drive  
 Monticello, AR 71656  
 Enrollment: 3,700  
 Tuition: \$7,909  
 Other Locations: Crossett, McGehee

### University of Arkansas at Pine Bluff

www.uapb.edu  
 870-575-8000  
 1200 North University Drive  
 Pine Bluff, AR 71601  
 Enrollment: 2,612  
 Tuition: \$8,064  
 Other Locations: North Little Rock

### University of Arkansas for Medical Sciences

www.uams.edu  
 501-686-7000  
 4301 West Markham  
 Little Rock, AR 72205  
 Enrollment: 2,834  
 Tuition: Varies  
 Other Locations: Teaching Centers across the state

### University of Central Arkansas

www.uca.edu  
 501-450-5000  
 201 Donaghey Ave.  
 Conway, AR 72035  
 Enrollment: 11,350  
 Tuition: \$9,188

### 2-year Public

#### Arkansas Northeastern College

www.anc.edu  
 870-762-1020  
 2501 South Division St.  
 Blytheville, AR 72315  
 Enrollment: 1,474  
 Tuition: \$2,810  
 Other Locations: Burdette, Leachville, Osceola, Paragould

#### Arkansas State University at Beebe

www.asub.edu  
 800-632-9985  
 501-882-3600  
 1000 Iowa St.  
 PO Box 1000  
 Beebe, AR 72012  
 Enrollment: 3,739  
 Tuition: \$3,660  
 Other Locations: Heber Springs, Little Rock Air Force Base, Searcy

#### Arkansas State University at Mountain Home

www.asumh.edu  
 870-508-6100  
 1600 South College St.  
 Mountain Home, AR 72653  
 Enrollment: 1,429  
 Tuition: \$3,630

#### Arkansas State University at Newport

www.asun.edu  
 870-512-7800  
 7648 Victory Blvd.  
 Newport, AR 72112  
 Enrollment: 2,512  
 Tuition: \$3,570  
 Other Locations: Jonesboro, Marked Tree

### Arkansas State University Mid-South

www.asumidsouth.edu  
 870-733-6722  
 2000 W. Broadway  
 West Memphis, AR 72301  
 Enrollment: 1,561  
 Tuition: \$4,090

### Arkansas Tech University-Ozark

www.atu.edu/ozark  
 866-225-2884  
 1700 Helberg Lane  
 Ozark, AR 72949  
 Tuition: \$4,793

### Black River Technical College

www.blackrivertech.org  
 870-248-4000  
 1410 Highway 304 East  
 Pochahontas, AR 72455  
 Enrollment: 1,532  
 Tuition: \$3,720  
 Other Locations: Paragould

### College of the Ouachitas

www.coto.edu  
 800-337-5000  
 One College Circle  
 Malvern, AR 72104  
 Enrollment: 1,272  
 Tuition: \$4,070

### Cossatot Community College of the University of Arkansas

www.cccua.edu  
 800-844-4471  
 870-584-4471  
 183 College Drive  
 De Queen, AR 71832  
 Enrollment: 1,470  
 Tuition: \$3,960  
 Other Locations: Ashdown, Nashville



# ARKANSAS

## Colleges & Universities

### East Arkansas Community College

www.eacc.edu  
870-633-4480  
1700 Newcastle Road  
Forrest City, AR 72335  
Enrollment: 1,048  
Tuition: \$3,234  
Other Locations: Wynne

### National Park College

www.np.edu  
501-760-4222  
101 College Drive  
Hot Springs National Park, AR 71913  
Enrollment: 2,768  
Tuition: \$4,500

### North Arkansas College

www.northark.edu  
870-743-3000  
1515 Pioneer Drive  
Harrison, AR 72601  
Enrollment: 1,821  
Tuition: \$3,690  
Other Locations: Berryville

### Northwest Arkansas Community College

www.nwacc.edu  
479-986-4000  
One College Drive  
Bentonville, AR 72712  
Enrollment: 7,715  
Tuition: \$5,058  
Other Locations: Farmington,  
Fayetteville, Springdale

### Ozarka College

www.ozarka.edu  
870-368-2300  
218 College Drive  
Melbourne, AR 72556  
Enrollment: 1,187  
Tuition: \$3,730  
Other Locations: Ash Flat,  
Mammoth Spring, Mountain View

### Phillips Community College of the University of Arkansas

www.pccua.edu  
870-338-6474  
1000 Campus Drive  
Helena-West Helena, AR 72342  
Enrollment: 1,636  
Tuition: \$3,410  
Other Locations: Dewitt, Stuttgart

### UA – Pulaski Tech

www.uaptc.edu  
501-812-2200  
3000 West Scenic Drive  
North Little Rock, AR 72118  
Enrollment: 6,038  
Tuition: \$5,670  
Other Locations: Benton, Bauxite,  
Little Rock

### UA – Rich Mountain

www.uarichmountain.edu  
479-394-7622  
1100 College Drive  
Mena, AR 71953  
Enrollment: 938  
Tuition: \$4,260  
Other Locations: Montgomery  
County, Waldron

### South Arkansas Community College

www.southark.edu  
870-862-8131  
300 South West Avenue  
El Dorado, AR 71730  
Enrollment: 1,481  
Tuition: \$3,750

### Southeast Arkansas College

www.seark.edu  
870-543-5900  
1900 Hazel Street  
Pine Bluff, AR 71603  
Enrollment: 1,304  
Tuition: \$3,850

### Southern Arkansas University Tech

www.sautech.edu  
870-574-4500  
6415 Spellman Rd.  
Camden, AR 71711  
Enrollment: 1,011  
Tuition: \$4,590  
Other Locations: Fordyce, Magnolia

### University of Arkansas at Monticello College of Technology Crossett

www.uamont.edu  
870-364-6414  
1326 Highway 52 West  
Crossett, AR 71635  
Tuition: \$3,524

### University of Arkansas at Monticello College of Technology McGehee

www.uamont.edu  
870-222-5360  
1609 East Ash Street  
McGehee, AR 71654  
Tuition: \$3,524

### University of Arkansas Community College at Batesville

www.uaccb.edu  
870-612-2000  
PO Box 3350  
Batesville, AR 72503  
Enrollment: 1,239  
Tuition: \$3,555

### University of Arkansas Community College at Morrilton

www.uaccm.edu  
800-264-1094  
1537 University Blvd.  
Morrilton, AR 72110  
Enrollment: 1,921  
Tuition: \$4,320



# ARKANSAS

## Colleges & Universities

### University of Arkansas

Hope • Texarkana

[www.uacch.edu](http://www.uacch.edu)

870-777-5722

2500 South Main

Hope, AR 71802

Enrollment: 1,536

Tuition: \$3,250

### Private

#### Arkansas Baptist College

[www.arkansasbaptist.edu](http://www.arkansasbaptist.edu)

877-643-5390

1621 Dr. Martin Luther King Jr. Drive

Little Rock, AR 72202

Enrollment: 529

Tuition: \$9,240

#### Central Baptist College

[www.cbc.edu](http://www.cbc.edu)

501-329-6872

1501 College Avenue

Conway, AR 72034

Enrollment: 745

Tuition: \$16,200

Other Locations: Camp Robinson

#### Crowley's Ridge College

[www.crc.edu](http://www.crc.edu)

870-236-6901

100 College Drive

Paragould, AR 72450

Enrollment: 214

Tuition: \$13,600

#### Harding University

[www.harding.edu](http://www.harding.edu)

501-279-4000

915 E. Market Ave.

Searcy, AR 72149

Enrollment: 5,122

Tuition: \$20,735

Other Locations: Rogers, North Little Rock

### Hendrix College

[www.hendrix.edu](http://www.hendrix.edu)

800-277-9017

501-329-6811

1600 Washington Ave

Conway, AR 72032

Enrollment: 1,209

Tuition: \$47,600

### John Brown University

[www.jbu.edu](http://www.jbu.edu)

479-524-9500

2000 West University Street

Siloam Springs, AR 72761

Enrollment: 2,474

Tuition: \$27,668

Other Locations: Fort Smith, Little Rock, Rogers

### Lyon College

[www.lyon.edu](http://www.lyon.edu)

870-307-7000

2300 Highland Road

Batesville, AR 72501

Enrollment: 664

Tuition: \$29,140

### Ouachita Baptist University

[www.obu.edu](http://www.obu.edu)

870-245-5000

410 Ouachita St.

Arkadelphia, AR 71998

Enrollment: 1,545

Tuition: \$27,900

### Philander Smith College

[www.philander.edu](http://www.philander.edu)

501-375-9845

900 West Daisy L Gaston Bates Drive

Little Rock, AR 72202

Enrollment: 1,000

Tuition: \$12,864

### Shorter College

[www.shortercollege.edu](http://www.shortercollege.edu)

501-374-6305

604 Locust Street

North Little Rock, AR 72114

Enrollment: 535

Tuition: \$5,052

### University of the Ozarks

[www.ozarks.edu](http://www.ozarks.edu)

800-264-8636

415 N. College Avenue

Clarksville, AR 72830

Enrollment: 797

Tuition: \$25,950

### Williams Baptist University

[www.williamsbu.edu](http://www.williamsbu.edu)

870-886-6741

60 W Fulbright Avenue

Walnut Ridge, AR 72476

Enrollment: 505

Tuition: \$18,058

### Technical

#### Northwest Technical Institute

[www.nwti.edu](http://www.nwti.edu)

479-751-8824

709 South Old Missouri Road

Springdale, AR 72764

Tuition: Varies



# So, you wanna be a...

**Not sure what you want to do with your life? Well, this is the place to start looking.**

The following section is packed with occupations that can be found all over the state in just about every field imaginable. It also will tell you what type of education you will need to get those jobs, how many positions are available, and, of course, how much you can make doing them! Now, not all the occupations are listed here, as there are more than 800 of them. If you would like to know more about any occupation, or one that is not listed here, go to [www.discover.arkansas.gov](http://www.discover.arkansas.gov) and click on the “Occupation” link.

## 2019-2020 Occupations and Careers

### Education Required - Headings above tables

This table is categorized by the education typically required by workers to become fully qualified in the occupation. There may be other training and educational alternatives than those listed.

*Doctoral or professional degree* – Requires at least three years of full-time academic study beyond a bachelor’s degree.

*Master’s degree* – Requires one or two years of full-time academic study beyond a bachelor’s degree.

*Bachelor’s degree* – Requires four or five years of full-time academic study.

*Associate degree* – Requires at least two years of full-time academic study.

*Postsecondary non-degree award* – Programs last a few weeks to more than a year; leads to a certificate or other award.

*Some college, no degree* – Requires the completion of a high school diploma or equivalent plus the completion of one or more postsecondary courses that do not result in a degree or award.

*High school diploma or equivalent* – Requires the completion of high school or an equivalent program resulting in the award of a high school diploma or an equivalent, such as a GED.

*No formal education* – Signifies that a formal credential issued by an educational institution, such as a high school diploma or postsecondary certificate, is not typically needed for entry into the occupation.

### Occupation

This column provides the title of the occupation. The occupations are listed in alphabetical order by Standard



Occupational Classification Titles. Keep in mind the work you actually do will depend on your employer, training, and experience. For more information on the individual occupations including occupation descriptions, visit <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx>.

### Estimated Arkansas Workers and Job Outlook

The Estimated 2018 Arkansas Workers column shows an estimate of the number of workers estimated in the occupation in Arkansas.

The Job Outlook column shows an estimate of the rate of growth for the occupation in Arkansas. Above average is more than 5 percent, average is between 2 and 5 percent, below average is between 0 and 2 percent and decline is below 0 percent.

*AA – Above Average*

*A – Average*

*BA – Below Average*

*D – Decline*

The Arkansas Labor Market Information Section bases both the growth rate and annual openings data on occupational projections.

### Mean Annual Wage

This column shows an estimated mean annual salary in Arkansas for the occupation. This data is based on a semi-annual wage survey conducted by the Arkansas Labor Market Information Section. The actual pay for a job may vary depending on the geographic area, qualifications of the employee, and the pay scale of the employer.

*NA – Not Available*

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Agricultural and Food Science Technicians	941	A	\$40,800
Air Traffic Controllers	112	BA	\$93,370
Architectural and Civil Drafters	485	A	\$45,500
Avionics Technicians	47	AA	\$56,130
Broadcast Technicians	N/A	BA	\$37,860
Cardiovascular Technologists and Technicians	635	BA	\$49,680
Chemical Technicians	444	BA	\$46,180
Civil Engineering Technicians	206	BA	\$48,760
Clinical Laboratory Technologists and Technicians	375	BA	\$43,810
Computer Network Support Specialists	1,863	A	\$46,170
Dental Hygienists	1,434	A	\$71,090
Desktop Publishers	10	AA	\$41,050
Diagnostic Medical Sonographers	578	A	\$63,140
Dietetic Technicians	159	BA	\$26,920
Drafters, All Other	37	AA	\$39,940
Electrical and Electronics Drafters	154	BA	\$60,730
Electrical and Electronics Engineering Technicians	622	A	\$60,950
Embalmers	124	BA	\$40,270
Engineering Technicians, Except Drafters, All Other	460	A	\$60,310
Environmental Science and Protection Technicians, Including Health	170	AA	\$46,190
Forest and Conservation Technicians	275	D	\$46,020
Funeral Service Managers	395	A	\$76,810

Geological and Petroleum Technicians	56	BA	\$45,670
Human Resources Assistants, Except Payroll and Timekeeping	931	BA	\$36,610
Industrial Engineering Technicians	277	A	\$47,000
Legal Support Workers, All Other	293	BA	\$46,450
Life, Physical, and Social Science Technicians, All Other	417	A	\$50,740
Magnetic Resonance Imaging Technologists	374	A	\$58,240
Mechanical Drafters	326	A	\$50,430
Mechanical Engineering Technicians	83	BA	\$53,860
Medical Equipment Repairers	323	A	\$43,500
Morticians, Undertakers, and Funeral Directors	409	BA	\$41,330
Nuclear Medicine Technologists	180	BA	\$73,510
Occupational Therapy Assistants	274	AA	\$58,580
Paralegals and Legal Assistants	1,754	A	\$42,050
Physical Therapist Assistants	1,071	AA	\$56,940
Preschool Teachers, Except Special Education	3,295	BA	\$33,150
Radiation Therapists	316	A	\$70,940
Radio, Cellular, and Tower Equipment Installers and Repairers	31	AA	\$54,700
Radiologic Technologists	2,519	A	\$48,740
Respiratory Therapists	1,012	A	\$52,050
Respiratory Therapy Technicians	289	D	\$47,050
Veterinary Technologists and Technicians	421	AA	\$29,990
Web Developers	463	A	\$50,930

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Accountants and Auditors	8,667	A	\$67,700
Actuaries	89	AA	\$87,730
Administrative Services Managers	2,386	A	\$93,180
Adult Basic and Secondary Education and Literacy Teachers and Instructors	560	D	\$46,740
Advertising and Promotions Managers	154	A	\$120,990
Agricultural Engineers	15	AA	\$78,100
Agricultural Inspectors	351	D	\$44,320
Airline Pilots, Copilots, and Flight Engineers	80	A	\$96,690
Animal Scientists	84	AA	\$79,630
Appraisers and Assessors of Real Estate	791	A	\$45,180
Arbitrators, Mediators, and Conciliators	157	A	\$44,500
Architects, Except Landscape and Naval	734	BA	\$69,470
Architectural and Engineering Managers	578	BA	\$121,390
Art Directors	273	A	\$67,030
Athletic Trainers	161	AA	\$46,700
Atmospheric and Space Scientists	20	BA	\$80,710
Audio-Visual and Multimedia Collections Specialists	89	A	\$42,020
Biological Scientists, All Other	269	D	\$74,380
Biological Technicians	254	BA	\$43,270
Biomedical Engineers	59	BA	\$66,840
Broadcast News Analysts	14	BA	\$80,750
Budget Analysts	701	BA	\$51,730

Business Operations Specialists, All Other	7,201	A	\$59,530
Buyers and Purchasing Agents	1,786	BA	\$68,020
Camera Operators, Television, Video, and Motion Picture	111	BA	\$57,420
Career/Technical Education Teachers, Middle School	94	BA	\$49,150
Career/Technical Education Teachers, Secondary School	1,488	BA	\$54,210
Cartographers and Photogrammetrists	92	A	\$52,480
Chemical Engineers	88	A	\$87,880
Chemists	455	BA	\$72,840
Chief Executives	2,962	BA	\$126,960
Child, Family, and School Social Workers	1,525	A	\$38,270
Civil Engineers	1,535	BA	\$81,780
Clergy	8,376	AA	\$44,660
Coaches and Scouts	1,947	A	\$47,560
Commercial and Industrial Designers	142	A	\$82,070
Community and Social Service Specialists, All Other	374	A	\$33,340
Compensation and Benefits Managers	109	BA	\$103,740
Compensation, Benefits, and Job Analysis Specialists	685	A	\$54,560
Compliance Officers	2,909	A	\$56,820
Computer and Information Systems Managers	2,461	A	\$109,890
Computer Hardware Engineers	269	BA	\$109,810
Computer Network Architects	863	A	\$89,840
Computer Occupations, All Other	850	BA	\$73,670
Computer Programmers	2,300	D	\$71,540

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Computer Systems Analysts	3,877	A	\$71,990
Conservation Scientists	208	D	\$70,630
Construction Managers	2,984	A	\$78,250
Cost Estimators	1,239	A	\$61,500
Credit Analysts	386	A	\$60,540
Credit Counselors	46	A	\$49,770
Database Administrators	721	AA	\$73,600
Designers, All Other	50	BA	\$40,370
Dietitians and Nutritionists	519	BA	\$58,390
Directors, Religious Activities and Education	1,992	AA	\$67,510
Editors	1,109	BA	\$47,480
Education Administrators, All Other	394	BA	\$68,180
Education Administrators, Preschool and Childcare Center/Program	565	BA	\$45,310
Education, Training, and Library Workers, All Other	120	A	\$47,780
Electrical Engineers	965	BA	\$82,200
Electronics Engineers, Except Computer	294	A	\$79,520
Elementary School Teachers, Except Special Education	12,573	BA	\$48,560
Emergency Management Directors	140	A	\$47,680
Engineers, All Other	700	A	\$71,510
Environmental Engineers	141	BA	\$89,540
Environmental Scientists and Specialists, Including Health	345	AA	\$58,540
Exercise Physiologists	79	A	\$63,380

Fashion Designers	25	D	\$61,800
Film and Video Editors	N/A	A	\$40,880
Financial Analysts	1,256	A	\$78,050
Financial Examiners	221	BA	\$70,640
Financial Managers	4,348	AA	\$106,530
Financial Specialists, All Other	1,083	A	\$43,580
Fine Artists, Including Painters, Sculptors, and Illustrators	210	BA	\$24,510
Food Scientists and Technologists	169	A	\$84,580
Forensic Science Technicians	154	A	\$42,790
Foresters	280	BA	\$56,710
Fundraisers	682	A	\$43,610
General and Operations Managers	22,768	A	\$87,650
Geoscientists, Except Hydrologists and Geographers	99	BA	\$67,260
Graduate Teaching Assistants	4,080	A	\$20,590
Graphic Designers	1,753	A	\$42,250
Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	164	BA	\$78,030
Health Educators	237	A	\$49,270
Human Resources Managers	958	A	\$105,000
Human Resources Specialists	3,558	A	\$56,700
Hydrologists	24	BA	\$85,230
Industrial Engineers	1,247	AA	\$77,100
Industrial Production Managers	1,986	A	\$97,770
Information Security Analysts	1,896	AA	\$81,710

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Insurance Underwriters	495	AA	\$55,290
Interior Designers	365	A	\$66,840
Interpreters and Translators	188	A	\$34,260
Kindergarten Teachers, Except Special Education	1,698	BA	\$46,180
Labor Relations Specialists	378	D	\$49,660
Landscape Architects	110	BA	\$65,200
Legislators	996	A	\$21,970
Loan Officers	4,239	A	\$73,990
Logisticians	1,524	A	\$70,320
Management Analysts	6,949	AA	\$63,410
Managers, All Other	8,075	A	\$86,410
Market Research Analysts and Marketing Specialists	4,690	AA	\$68,050
Marketing Managers	1,596	A	\$155,020
Materials Engineers	181	A	\$87,780
Materials Scientists	18	D	\$50,890
Mechanical Engineers	760	A	\$71,730
Medical and Health Services Managers	4,664	A	\$85,290
Meeting, Convention, and Event Planners	764	A	\$45,490
Microbiologists	147	BA	\$70,210
Middle School Teachers, Except Special and Career/Technical Education	6,410	BA	\$49,570
Mining and Geological Engineers, Including Mining Safety Engineers	10	AA	\$79,930
Multimedia Artists and Animators	228	A	\$59,610

Museum Technicians and Conservators	75	A	\$35,650
Natural Sciences Managers	282	BA	\$109,910
Network and Computer Systems Administrators	2,863	A	\$65,220
Occupational Health and Safety Specialists	626	BA	\$64,620
Operations Research Analysts	633	AA	\$61,360
Personal Financial Advisors	834	A	\$96,600
Physical Scientists, All Other	40	BA	\$79,540
Probation Officers and Correctional Treatment Specialists	945	BA	\$38,700
Producers and Directors	540	A	\$58,750
Proofreaders and Copy Markers	49	BA	\$34,920
Public Relations and Fundraising Managers	739	A	\$114,450
Public Relations Specialists	1,230	A	\$60,470
Purchasing Managers	546	A	\$111,940
Radio and Television Announcers	521	D	\$33,140
Recreational Therapists	66	D	\$50,170
Registered Nurses	25,612	A	\$60,780
Reporters and Correspondents	361	D	\$32,620
Sales Engineers	140	BA	\$99,820
Sales Managers	2,511	A	\$119,090
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	2,364	A	\$66,750
Secondary School Teachers, Except Special and Career/Technical Education	11,103	BA	\$51,780
Securities, Commodities, and Financial Services Sales Agents	1,136	BA	\$74,490
Set and Exhibit Designers	27	A	\$49,870

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Social and Community Service Managers	1,725	A	\$57,360
Social Science Research Assistants	305	A	\$52,990
Social Scientists and Related Workers, All Other	167	D	\$71,970
Social Workers, All Other	611	BA	\$49,680
Software Developers, Applications	3,916	AA	\$87,960
Software Developers, Systems Software	1,334	A	\$85,830
Soil and Plant Scientists	145	A	\$75,440
Special Education Teachers, All Other	73	BA	\$34,140
Special Education Teachers, Kindergarten and Elementary School	1,217	BA	\$49,740
Special Education Teachers, Middle School	824	BA	\$50,790
Special Education Teachers, Preschool	694	A	\$46,870
Special Education Teachers, Secondary School	1,194	BA	\$51,430
Statistical Assistants	83	AA	\$56,260
Substitute Teachers	5,143	AA	\$23,900
Surveyors	478	A	\$48,880
Tax Examiners and Collectors, and Revenue Agents	528	BA	\$55,670
Teachers and Instructors, All Other, Except Substitute Teachers	1,093	BA	\$44,130
Technical Writers	170	AA	\$61,030
Therapists, All Other	35	A	\$74,870
Training and Development Managers	299	A	\$113,370
Training and Development Specialists	3,060	A	\$52,870
Vocational Education Teachers, Postsecondary	1,113	BA	\$53,790

Writers and Authors	564	A	\$48,670
Administrative Law Judges, Adjudicators, and Hearing Officers	383	A	\$64,070
Agricultural Sciences Teachers, Postsecondary	473	A	\$88,260
Anesthesiologists	N/A	A	\$229,760
Anthropology and Archeology Teachers, Postsecondary	37	A	\$89,880
Area, Ethnic, and Cultural Studies Teachers, Postsecondary	52	A	\$118,080
Atmospheric, Earth, Marine, and Space Sciences Teachers, Postsecondary	79	A	\$70,340
Biological Science Teachers, Postsecondary	474	A	\$68,020
Business Teachers, Postsecondary	769	A	\$85,990
Chemistry Teachers, Postsecondary	211	A	\$72,560
Clinical, Counseling, and School Psychologists	724	A	\$69,000
Communications Teachers, Postsecondary	350	A	\$65,060
Computer Science Teachers, Postsecondary	330	A	\$69,480
Dentists, All Other Specialists	42	A	\$175,030
Dentists, General	944	A	\$165,480
Economics Teachers, Postsecondary	48	A	\$94,750
Education Teachers, Postsecondary	660	A	\$74,450
Engineering Teachers, Postsecondary	311	A	\$91,380
English Language and Literature Teachers, Postsecondary	803	A	\$56,320
Environmental Science Teachers, Postsecondary	38	A	\$71,450
Family and General Practitioners	1,440	A	\$228,620

## Doctoral or Professional Degree

# Doctoral or Professional Degree

D

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Foreign Language and Literature Teachers, Postsecondary	158	A	\$66,410
Health Specialties Teachers, Postsecondary	1,799	A	\$146,380
History Teachers, Postsecondary	284	A	\$82,070
Internists, General	243	A	\$220,010
Judges, Magistrate Judges, and Magistrates	308	A	\$122,840
Judicial Law Clerks	72	A	\$55,910
Lawyers	3,512	A	\$98,780
Library Science Teachers, Postsecondary	27	A	\$66,090
Mathematical Science Teachers, Postsecondary	516	A	\$56,280
Medical Scientists, Except Epidemiologists	115	AA	\$98,490
Nursing Instructors and Teachers, Postsecondary	781	A	\$54,920
Obstetricians and Gynecologists	182	A	\$205,650
Optometrists	334	A	\$95,500
Pediatricians, General	136	A	\$198,660
Pharmacists	3,725	A	\$118,320
Philosophy and Religion Teachers, Postsecondary	103	A	\$88,200
Physical Therapists	2,198	AA	\$81,430
Physicians and Surgeons, All Other	2,993	BA	\$165,290
Physics Teachers, Postsecondary	108	A	\$84,540
Podiatrists	61	BA	\$183,190
Political Science Teachers, Postsecondary	83	A	\$81,780
Postsecondary Teachers, All Other	995	A	\$57,420

Psychiatrists	262	A	\$153,920
Psychology Teachers, Postsecondary	256	A	\$64,360
Recreation and Fitness Studies Teachers, Postsecondary	169	A	\$50,560
Social Sciences Teachers, Postsecondary, All Other	229	BA	\$52,750
Sociology Teachers, Postsecondary	85	A	\$93,550
Surgeons	261	A	\$266,630
Veterinarians	693	AA	\$82,060

# High School Diploma

H

Adhesive Bonding Machine Operators and Tenders	326	D	\$33,260
Advertising Sales Agents	1,149	D	\$47,320
Aircraft Cargo Handling Supervisors	53	AA	\$54,520
Aircraft Structure, Surfaces, Rigging, and Systems Assemblers	N/A	A	\$56,110
Ambulance Drivers and Attendants, Except Emergency Medical Technicians	49	A	\$25,990
Animal Control Workers	179	A	\$29,120
Animal Trainers	1,401	A	\$36,690
Assemblers and Fabricators, All Other, Including Team Assemblers	1,772	A	\$30,370
Automotive Body and Related Repairers	1,798	BA	\$41,500
Automotive Glass Installers and Repairers	105	BA	\$30,530
Baggage Porters and Bellhops	116	BA	\$20,940
Bailiffs	101	BA	\$34,190
Bicycle Repairers	19	D	\$25,990
Bill and Account Collectors	2,514	BA	\$32,120

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Billing and Posting Clerks	4,499	A	\$33,390
Boilermakers	129	A	\$47,500
Brickmasons and Blockmasons	644	A	\$44,990
Bridge and Lock Tenders	70	D	\$48,410
Brokerage Clerks	118	BA	\$48,370
Bus and Truck Mechanics and Diesel Engine Specialists	4,595	A	\$40,440
Bus Drivers, School or Special Client	6,249	BA	\$21,880
Bus Drivers, Transit and Intercity	468	AA	\$30,840
Cabinetmakers and Bench Carpenters	301	AA	\$29,650
Cargo and Freight Agents	927	AA	\$53,310
Carpenters	6,559	A	\$36,390
Chefs and Head Cooks	696	A	\$45,780
Chemical Equipment Operators and Tenders	576	AA	\$48,950
Chemical Plant and System Operators	39	A	\$48,360
Childcare Workers	12,769	BA	\$20,900
Claims Adjusters, Examiners, and Investigators	1,926	A	\$61,930
Cleaning, Washing, and Metal Pickling Equipment Operators and Tenders	158	BA	\$32,820
Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	1,654	A	\$33,070
Coil Winders, Tapers, and Finishers	341	D	\$38,330
Coin, Vending, and Amusement Machine Servicers and Repairers	247	BA	\$32,900
Commercial Pilots	590	A	\$78,310
Community Health Workers	379	A	\$40,220

Computer Operators	288	D	\$35,300
Computer-Controlled Machine Tool Operators, Metal and Plastic	1,303	A	\$37,780
Concierges	23	BA	\$24,400
Construction and Building Inspectors	819	BA	\$46,240
Control and Valve Installers and Repairers, Except Mechanical Door	272	D	\$56,840
Cooling and Freezing Equipment Operators and Tenders	595	A	\$32,150
Correctional Officers and Jailers	5,603	D	\$34,120
Correspondence Clerks	22	A	\$34,960
Costume Attendants	6	D	\$26,760
Couriers and Messengers	606	A	\$24,990
Court, Municipal, and License Clerks	1,189	A	\$30,970
Crane and Tower Operators	319	AA	\$38,010
Credit Authorizers, Checkers, and Clerks	114	A	\$34,880
Crushing, Grinding, and Polishing Machine Setters, Operators, and Tenders	422	A	\$30,550
Customer Service Representatives	17,272	A	\$32,350
Cutting and Slicing Machine Setters, Operators, and Tenders	844	A	\$34,870
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	2,110	A	\$35,690
Data Entry Keyers	1,166	D	\$28,750
Dental Laboratory Technicians	230	AA	\$39,260
Detectives and Criminal Investigators	477	BA	\$60,340
Dispatchers, Except Police, Fire, and Ambulance	1,772	A	\$36,490
Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic	40	D	\$38,030
Driver/Sales Workers	2,786	BA	\$28,480

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Earth Drillers, Except Oil and Gas	55	BA	\$54,510
Electric Motor, Power Tool, and Related Repairers	188	A	\$42,550
Electrical Power-Line Installers and Repairers	2,063	D	\$66,550
Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers	564	D	\$32,550
Electricians	6,042	A	\$43,650
Electronic Equipment Installers and Repairers, Motor Vehicles	16	D	\$34,550
Elevator Installers and Repairers	95	A	\$57,040
Eligibility Interviewers, Government Programs	1,775	BA	\$37,710
Excavating and Loading Machine and Dragline Operators	426	A	\$50,540
Executive Secretaries and Executive Administrative Assistants	4,265	D	\$49,850
Explosives Workers, Ordnance Handling Experts, and Blasters	124	D	\$41,400
Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	954	A	\$35,230
Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers	168	AA	\$34,340
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	1,193	A	\$37,380
Fallers	179	D	\$55,050
Farm Equipment Mechanics and Service Technicians	1,589	A	\$39,510
Farmers, Ranchers, and Other Agricultural Managers	60,956	BA	\$67,520
Fiberglass Laminators and Fabricators	526	AA	\$29,580
File Clerks	503	D	\$29,690
Financial Clerks, All Other	187	A	\$42,580
First Line Supervisors of Other Transportation and Material Moving Workers	906	A	\$53,180
First-Line Supervisors of Construction Trades and Extraction Workers	5,507	A	\$55,050

First-Line Supervisors of Correctional Officers	404	D	\$47,100
First-Line Supervisors of Farming, Fishing, and Forestry Workers	902	A	\$46,570
First-Line Supervisors of Food Preparation and Serving Workers	11,013	A	\$29,470
First-Line Supervisors of Housekeeping and Janitorial Workers	2,551	A	\$32,480
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	2,110	A	\$43,010
First-Line Supervisors of Mechanics, Installers, and Repairers	6,053	A	\$59,680
First-Line Supervisors of Non-Retail Sales Workers	3,843	A	\$74,120
First-Line Supervisors of Office and Administrative Support Workers	15,098	A	\$48,850
First-Line Supervisors of Personal Service Workers	1,916	A	\$34,010
First-Line Supervisors of Police and Detectives	1,620	A	\$55,310
First-Line Supervisors of Production and Operating Workers	8,256	A	\$53,430
First-Line Supervisors of Protective Service Workers, All Other	688	A	\$53,290
First-Line Supervisors of Retail Sales Workers	18,539	BA	\$38,980
Fitness Trainers and Aerobics Instructors	1,076	A	\$38,820
Floral Designers	741	D	\$26,220
Food Batchmakers	1,934	A	\$27,960
Food Cooking Machine Operators and Tenders	829	AA	\$34,190
Food Service Managers	2,319	A	\$48,760
Forest and Conservation Workers	175	BA	\$42,310
Forest Fire Inspectors and Prevention Specialists	196	AA	\$35,620
Forging Machine Setters, Operators, and Tenders, Metal and Plastic	N/A	BA	\$38,530
Foundry Mold and Coremakers	80	D	\$32,890
Funeral Attendants	285	A	\$22,180

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Furnace, Kiln, Oven, Drier, and Kettle Operators and Tenders	414	A	\$42,290
Furniture Finishers	35	BA	\$28,410
Gas Plant Operators	243	D	\$66,620
Glaziers	422	A	\$34,270
Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	1,219	BA	\$34,910
Hazardous Materials Removal Workers	274	AA	\$33,140
Healthcare Support Workers, All Other	545	BA	\$39,150
Hearing Aid Specialists	N/A	A	\$38,680
Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic	906	A	\$38,750
Helpers--Electricians	N/A	A	\$24,040
Helpers--Extraction Workers	82	A	\$31,560
Helpers--Installation, Maintenance, and Repair Workers	1,012	A	\$26,060
Helpers--Pipefitters, Plumbers, Pipefitters, and Steamfitters	261	A	\$31,960
Helpers--Production Workers	8,678	AA	\$27,110
Highway Maintenance Workers	2,944	A	\$30,070
Home Appliance Repairers	159	D	\$31,850
Home Health Aides	7,839	AA	\$23,070
Hotel, Motel, and Resort Desk Clerks	2,454	BA	\$20,830
Industrial Machinery Mechanics	5,913	AA	\$47,580
Information and Record Clerks, All Other	942	D	\$34,970
Inspectors, Testers, Sorters, Samplers, and Weighers	5,906	BA	\$33,900
Installation, Maintenance, and Repair Workers, All Other	981	BA	\$40,260

Insulation Workers, Mechanical	199	A	\$40,610
Insurance Claims and Policy Processing Clerks	1,899	AA	\$35,960
Insurance Sales Agents	4,542	A	\$58,340
Interviewers, Except Eligibility and Loan	1,521	A	\$29,190
Jewelers and Precious Stone and Metal Workers	333	BA	\$43,880
Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	458	A	\$36,310
Legal Secretaries	1,667	D	\$36,930
Library Assistants, Clerical	553	A	\$23,800
Light Truck or Delivery Services Drivers	6,952	A	\$32,220
Loan Interviewers and Clerks	3,405	A	\$39,000
Locker Room, Coatroom, and Dressing Room Attendants	84	A	\$25,660
Locksmiths and Safe Repairers	215	BA	\$35,830
Locomotive Engineers	308	D	\$66,410
Log Graders and Scalers	303	A	\$38,100
Logging Equipment Operators	1,728	BA	\$41,870
Logging Workers, All Other	227	D	\$33,690
Machinists	5,683	A	\$42,180
Mail Clerks and Mail Machine Operators, Except Postal Service	398	BA	\$29,120
Maintenance and Repair Workers, General	12,418	A	\$33,030
Maintenance Workers, Machinery	958	AA	\$42,830
Mechanical Door Repairers	230	A	\$35,530
Media and Communication Equipment Workers, All Other	24	D	\$77,270
Media and Communication Workers, All Other	N/A	A	\$55,540

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Medical Appliance Technicians	96	AA	\$35,330
Medical Equipment Preparers	230	BA	\$35,540
Medical Secretaries	3,959	A	\$32,380
Merchandise Displayers and Window Trimmers	N/A	A	\$42,340
Metal Workers and Plastic Workers, All Other	12	AA	\$30,820
Metal-Refining Furnace Operators and Tenders	298	AA	\$40,340
Meter Readers, Utilities	724	D	\$29,180
Milling and Planing Machine Setters, Operators, and Tenders, Metal and Plastic	N/A	A	\$44,440
Millwrights	399	A	\$42,080
Miscellaneous Construction and Related Workers	20	BA	\$34,120
Mixing and Blending Machine Setters, Operators, and Tenders	1,164	AA	\$40,450
Mobile Heavy Equipment Mechanics, Except Engines	1,264	A	\$46,410
Molders, Shapers, and Casters, Except Metal and Plastic	377	A	\$31,330
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	3,437	BA	\$33,580
Motorboat Mechanics and Service Technicians	154	AA	\$35,720
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	762	A	\$32,530
Musical Instrument Repairers and Tuners	33	BA	\$47,970
New Accounts Clerks	5	BA	\$32,350
Nonfarm Animal Caretakers	3,514	A	\$24,050
Occupational Health and Safety Technicians	190	AA	\$51,000
Office and Administrative Support Workers, All Other	1,994	A	\$30,200
Office Clerks, General	30,291	BA	\$30,020

Office Machine Operators, Except Computer	312	D	\$26,980
Operating Engineers and Other Construction Equipment Operators	3,906	A	\$36,750
Ophthalmic Laboratory Technicians	317	A	\$29,770
Opticians, Dispensing	544	A	\$36,940
Order Clerks	632	BA	\$32,070
Orderlies	377	A	\$25,770
Outdoor Power Equipment and Other Small Engine Mechanics	327	A	\$29,280
Packaging and Filling Machine Operators and Tenders	3,547	A	\$31,050
Painters, Transportation Equipment	818	A	\$38,720
Paper Goods Machine Setters, Operators, and Tenders	1,856	A	\$38,710
Parking Enforcement Workers	34	D	\$27,210
Paving, Surfacing, and Tamping Equipment Operators	966	A	\$33,930
Payroll and Timekeeping Clerks	1,273	BA	\$39,360
Personal Care Aides	16,820	AA	\$21,390
Personal Care and Service Workers, All Other	334	A	\$20,760
Pest Control Workers	1,161	AA	\$31,720
Pesticide Handlers, Sprayers, and Applicators, Vegetation	306	AA	\$29,520
Petroleum Pump System Operators, Refinery Operators, and Gaugers	508	D	\$58,680
Pharmacy Aides	305	A	\$25,330
Pharmacy Technicians	6,161	A	\$29,640
Photographers	1,179	BA	\$37,520
Physical Therapist Aides	268	AA	\$25,650
Plant and System Operators, All Other	113	BA	\$52,910

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Plating and Coating Machine Setters, Operators, and Tenders, Metal and Plastic	703	BA	\$32,710
Plumbers, Pipefitters, and Steamfitters	2,960	A	\$43,540
Police and Sheriff's Patrol Officers	6,040	A	\$39,560
Police, Fire, and Ambulance Dispatchers	956	A	\$29,660
Postal Service Clerks	1,101	BA	\$46,720
Postal Service Mail Carriers	3,136	BA	\$51,050
Postal Service Mail Sorters, Processors, and Processing Machine Operators	564	D	\$51,220
Postmasters and Mail Superintendents	188	D	\$78,860
Pourers and Casters, Metal	116	AA	\$42,820
Power Distributors and Dispatchers	239	D	\$79,270
Power Plant Operators	170	D	\$69,980
Precision Instrument and Equipment Repairers, All Other	38	A	\$51,220
Print Binding and Finishing Workers	251	D	\$32,550
Printing Press Operators	2,147	D	\$35,480
Private Detectives and Investigators	N/A	A	\$47,090
Procurement Clerks	736	BA	\$41,270
Production Workers, All Other	2,000	A	\$30,450
Production, Planning, and Expediting Clerks	3,663	A	\$48,740
Property, Real Estate, and Community Association Managers	3,235	AA	\$49,430
Protective Service Workers, All Other	676	BA	\$31,120
Psychiatric Aides	370	A	\$24,950
Pump Operators, Except Wellhead Pumpers	30	A	\$41,820

Radio Operators	15	D	\$42,930
Rail Car Repairers	320	A	\$55,650
Rail Yard Engineers, Dinkey Operators, and Hostlers	67	AA	\$40,320
Railroad Brake, Signal, and Switch Operators	102	AA	\$45,000
Railroad Conductors and Yardmasters	N/A	D	\$61,660
Rail-Track Laying and Maintenance Equipment Operators	59	D	\$52,660
Real Estate Brokers	337	A	\$62,440
Real Estate Sales Agents	1,847	A	\$41,100
Receptionists and Information Clerks	8,889	A	\$27,200
Recreation Workers	1,925	A	\$24,040
Recreational Vehicle Service Technicians	136	AA	\$43,610
Reinforcing Iron and Rebar Workers	100	A	\$44,330
Reservation and Transportation Ticket Agents and Travel Clerks	342	AA	\$46,660
Residential Advisors	891	A	\$28,060
Riggers	223	AA	\$29,850
Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	502	A	\$38,630
Sales Representatives, Services, All Other	4,351	A	\$53,640
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	12,580	A	\$59,290
Sawing Machine Setters, Operators, and Tenders, Wood	1,528	A	\$29,480
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	20,178	BA	\$30,860
Security and Fire Alarm Systems Installers	552	A	\$34,640
Security Guards	6,748	A	\$29,330
Self-Enrichment Education Teachers	1,068	A	\$38,730

# High School Diploma

H

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Semiconductor Processors	N/A	AA	\$41,520
Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	221	A	\$38,350
Septic Tank Servicers and Sewer Pipe Cleaners	213	AA	\$31,790
Sheet Metal Workers	1,193	A	\$37,540
Shipping, Receiving, and Traffic Clerks	4,266	A	\$33,090
Social and Human Service Assistants	3,844	A	\$30,390
Stationary Engineers and Boiler Operators	466	BA	\$46,780
Stock Clerks and Order Fillers	14,871	BA	\$26,520
Structural Iron and Steel Workers	641	BA	\$40,760
Structural Metal Fabricators and Fitters	302	BA	\$36,280
Surveying and Mapping Technicians	327	A	\$43,000
Switchboard Operators, Including Answering Service	680	D	\$26,090
Tax Preparers	1,191	A	\$36,240
Telecommunications Line Installers and Repairers	1,234	D	\$56,520
Telephone Operators	20	D	\$31,880
Tellers	271	D	\$25,640
Textile Cutting Machine Setters, Operators, and Tenders	24	AA	\$24,440
Textile, Apparel, and Furnishings Workers, All Other	30	A	\$26,610
Tire Repairers and Changers	1,223	BA	\$26,580
Title Examiners, Abstractors, and Searchers	903	AA	\$37,060
Tool Grinders, Filers, and Sharpeners	132	A	\$40,720
Tour and Travel Guides	110	BA	\$33,500

Traffic Technicians	47	A	\$41,200
Transportation Attendants, Except Flight Attendants	249	AA	\$23,930
Transportation Inspectors	286	D	\$70,790
Transportation Security Screeners	156	D	\$39,280
Transportation Workers, All Other	152	AA	\$28,970
Transportation, Storage, and Distribution Managers	1,433	A	\$110,300
Travel Agents	170	D	\$37,580
Tree Trimmers and Pruners	497	A	\$33,420
Upholsterers	64	AA	\$27,460
Veterinary Assistants and Laboratory Animal Caretakers	926	AA	\$25,640
Water and Wastewater Treatment Plant and System Operators	2,425	BA	\$35,380
Weighers, Measurers, Checkers, and Samplers, Recordkeeping	1,078	A	\$32,120
Welders, Cutters, Solderers, and Brazers	4,515	A	\$40,340
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	779	AA	\$40,830
Wellhead Pumpers	49	BA	\$57,940
Woodworking Machine Setters, Operators, and Tenders, Except Sawing	789	A	\$28,110
Word Processors and Typists	293	D	\$36,800

# Masters Degree

M

Anthropologists and Archeologists	41	BA	\$58,240
Archivists	61	BA	\$59,480
Art, Drama, and Music Teachers, Postsecondary	613	A	\$57,450
Computer and Information Research Scientists	39	A	\$95,220

# Masters Degree

M

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Counselors, All Other	85	BA	\$37,660
Curators	53	AA	\$50,920
Economists	101	BA	\$75,380
Education Administrators, Elementary and Secondary School	2,415	BA	\$79,630
Education Administrators, Postsecondary	1,650	A	\$101,870
Educational, Guidance, School, and Vocational Counselors	2,296	BA	\$53,950
Epidemiologists	52	BA	\$62,890
Farm and Home Management Advisors	270	A	\$53,840
Healthcare Social Workers	1,435	A	\$46,310
Instructional Coordinators	1,977	BA	\$58,380
Librarians	1,365	BA	\$53,310
Marriage and Family Therapists	27	AA	\$48,610
Mental Health and Substance Abuse Social Workers	1,080	A	\$40,560
Nurse Anesthetists	369	A	\$186,970
Nurse Practitioners	1,899	AA	\$104,300
Occupational Therapists	1,263	AA	\$81,810
Orthotists and Prosthetists	64	A	\$59,150
Physician Assistants	515	AA	\$99,280
Psychologists, All Other	107	D	\$83,030
Rehabilitation Counselors	473	A	\$35,460
Speech-Language Pathologists	2,108	AA	\$73,660
Statisticians	397	AA	\$76,630

Substance Abuse, Behavioral Disorder, and Mental Health Counselors	467	A	\$52,110
Urban and Regional Planners	69	A	\$53,750

# No Formal Education

N

Agricultural Equipment Operators	1,015	AA	\$26,150
Agricultural Workers, All Other	222	AA	\$31,640
Amusement and Recreation Attendants	1,524	AA	\$19,930
Automotive and Watercraft Service Attendants	1,325	BA	\$26,960
Bakers	832	A	\$25,250
Bartenders	1,879	BA	\$21,140
Building Cleaning Workers, All Other	N/A	AA	\$30,200
Butchers and Meat Cutters	345	A	\$30,610
Carpet Installers	327	A	\$35,410
Cashiers	38,022	D	\$21,190
Cement Masons and Concrete Finishers	1,458	A	\$36,100
Cleaners of Vehicles and Equipment	4,646	A	\$24,350
Combined Food Preparation and Serving Workers, Including Fast Food	34,473	A	\$19,960
Construction Laborers	8,774	A	\$29,070
Continuous Mining Machine Operators	198	AA	\$39,670
Conveyor Operators and Tenders	1,524	D	\$29,060
Cooks, Fast Food	5,590	BA	\$20,840
Cooks, Institution and Cafeteria	7,459	BA	\$22,320
Cooks, Restaurant	10,134	A	\$22,980

# No Formal Education

N

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Cooks, Short Order	466	BA	\$24,900
Counter and Rental Clerks	3,910	A	\$26,150
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	1,432	A	\$22,030
Crossing Guards	123	A	\$21,710
Cutters and Trimmers, Hand	21	AA	\$21,650
Demonstrators and Product Promoters	N/A	AA	\$27,780
Derrick Operators, Oil and Gas	69	BA	\$40,680
Dining Room and Cafeteria Attendants and Bartender Helpers	1,884	A	\$20,790
Dishwashers	3,410	A	\$20,280
Door-to-Door Sales Workers, News and Street Vendors, and Related Workers	868	BA	\$28,880
Drywall and Ceiling Tile Installers	488	BA	\$39,780
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	6,826	AA	\$22,020
Farmworkers, Farm, Ranch, and Aquacultural Animals	6,323	AA	\$26,950
Fence Erectors	220	A	\$27,180
Floor Sanders and Finishers	179	A	\$33,470
Food and Tobacco Roasting, Baking, and Drying Machine Operators and Tenders	73	A	\$30,190
Food Preparation and Serving Related Workers, All Other	N/A	A	\$20,810
Food Preparation Workers	4,137	A	\$22,810
Food Processing Workers, All Other	4,507	AA	\$25,340
Food Servers, Nonrestaurant	1,590	A	\$20,560
Graders and Sorters, Agricultural Products	1,935	A	\$26,190
Grinding and Polishing Workers, Hand	540	A	\$27,990

Grounds Maintenance Workers, All Other	215	A	\$32,260
Helpers, Construction Trades, All Other	300	BA	\$29,200
Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters	304	A	\$33,120
Helpers--Carpenters	272	A	\$31,000
Helpers--Painters, Paperhangers, Plasterers, and Stucco Masons	138	A	\$27,900
Helpers--Roofers	115	A	\$28,720
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	2,184	A	\$20,350
Industrial Truck and Tractor Operators	7,133	A	\$33,150
Insulation Workers, Floor, Ceiling, and Wall	340	A	\$38,610
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	19,076	A	\$23,520
Laborers and Freight, Stock, and Material Movers, Hand	24,440	A	\$26,770
Landscaping and Groundskeeping Workers	7,680	A	\$25,500
Laundry and Dry-Cleaning Workers	2,057	D	\$21,500
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	495	A	\$20,360
Machine Feeders and Offbearers	2,415	A	\$28,580
Maids and Housekeeping Cleaners	11,000	BA	\$20,820
Material Moving Workers, All Other	86	A	\$25,280
Meat, Poultry, and Fish Cutters and Trimmers	7,820	AA	\$26,170
Motion Picture Projectionists	57	D	\$25,100
Motor Vehicle Operators, All Other	184	A	\$29,820
Musicians and Singers	68	BA	N/A
Packers and Packagers, Hand	3,722	A	\$24,640
Painters, Construction and Maintenance	2,077	A	\$34,720

# No Formal Education

N

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Painting, Coating, and Decorating Workers	95	A	\$31,960
Paperhangers	N/A	A	\$31,460
Parking Lot Attendants	424	BA	\$33,970
Parts Salespersons	3,779	A	\$28,660
Pipelayers	N/A	D	\$35,740
Plasterers and Stucco Masons	N/A	A	\$34,390
Pressers, Textile, Garment, and Related Materials	269	D	\$22,880
Refuse and Recyclable Material Collectors	1,699	A	\$29,090
Retail Salespersons	39,975	BA	\$25,610
Rock Splitters, Quarry	49	AA	\$28,500
Roofers	859	A	\$32,360
Rotary Drill Operators, Oil and Gas	N/A	A	\$43,870
Roustabouts, Oil and Gas	313	A	\$38,740
Sailors and Marine Oilers	131	A	\$31,810
Service Unit Operators, Oil, Gas, and Mining	395	BA	\$52,240
Sewing Machine Operators	1,752	AA	\$24,270
Shampooers	21	A	\$31,000
Slaughterers and Meat Packers	2,018	AA	\$27,640
Tailors, Dressmakers, and Custom Sewers	146	BA	\$25,640
Tank Car, Truck, and Ship Loaders	29	AA	\$36,950
Taxi Drivers and Chauffeurs	4,161	A	\$23,540
Telemarketers	2,806	BA	\$22,440

Tile and Marble Setters	252	A	\$36,400
Ushers, Lobby Attendants, and Ticket Takers	570	BA	\$19,920
Waiters and Waitresses	17,920	A	\$20,040

# Postsecondary non-degree

P

Aircraft Mechanics and Service Technicians	490	AA	\$51,150
Audio and Video Equipment Technicians	378	AA	\$35,500
Automotive Service Technicians and Mechanics	6,808	BA	\$37,710
Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	82	AA	\$55,220
Court Reporters	223	BA	\$45,660
Dental Assistants	2,765	A	\$34,080
Electrical and Electronics Installers and Repairers, Transportation Equipment	191	A	\$48,550
Electrical and Electronics Repairers, Commercial and Industrial Equipment	408	BA	\$49,340
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay	189	D	\$69,720
Electronic Home Entertainment Equipment Installers and Repairers	308	BA	\$31,450
Emergency Medical Technicians and Paramedics	2,421	A	\$31,800
Fire Inspectors and Investigators	40	A	\$44,310
Firefighters	2,345	A	\$37,800
First-Line Supervisors of Fire Fighting and Prevention Workers	861	A	\$52,880
Hairdressers, Hairstylists, and Cosmetologists	2,586	A	\$23,890
Health Technologists and Technicians, All Other	1,030	A	\$42,300
Healthcare Practitioners and Technical Workers, All Other	558	BA	\$42,180
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	2,904	A	\$40,270

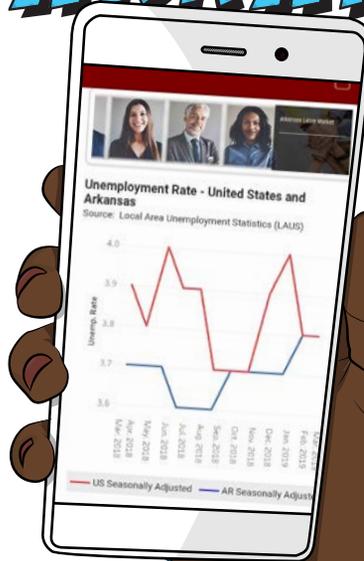
## Postsecondary non-degree

## Some college, no degree

Occupations	Est. 2018 Arkansas Workers	Job Outlook	Mean Annual Wage
Heavy and Tractor-Trailer Truck Drivers	34,897	A	\$41,980
Library Technicians	425	A	\$25,810
Licensed Practical and Licensed Vocational Nurses	12,687	BA	\$39,570
Manicurists and Pedicurists	194	A	\$29,970
Massage Therapists	457	AA	\$41,890
Medical Assistants	3,372	AA	\$30,320
Medical Records and Health Information Technicians	1,924	A	\$34,610
Medical Transcriptionists	519	D	\$32,490
Motorcycle Mechanics	243	AA	\$33,170
Nursing Assistants	18,698	A	\$25,080
Ophthalmic Medical Technicians	235	A	\$31,910
Phlebotomists	1,127	A	\$28,690
Prepress Technicians and Workers	256	D	\$35,880
Psychiatric Technicians	806	BA	\$28,570
Skincare Specialists	147	A	\$31,210
Sound Engineering Technicians	40	A	\$49,960
Surgical Technologists	1,150	BA	\$42,720
Telecommunications Equipment Installers and Repairers, Except Line Installers	1,711	D	\$45,830
Tool and Die Makers	1,165	A	\$44,000

Bookkeeping, Accounting, and Auditing Clerks	15,921	BA	\$36,310
Computer User Support Specialists	4,062	A	\$42,180
Computer, Automated Teller, and Office Machine Repairers	1,245	A	\$33,710
Teacher Assistants	11,670	BA	\$21,190

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# Thoughts for the Road

Are you looking for more great career-related content? Don't worry, we've got you covered. Our Discover Arkansas website has plenty of helpful additional publications aside from just the Career Watch Arkansas magazine. One of these publications is called Career Watch On The Go. Career Watch On The Go is a helpful brochure that one can glance through just before an interview to remember the basics, and help him or her land that job!

## Applications



Some employers do not require a resume or cover letter. Ask the potential employer what they require to apply for the position. Many times this just includes a job application.

### Tips for completing an application

- Never use abbreviations or slang.
- Avoid stating "see resume."
- Keep your Personal Data Record available to avoid making errors.
- For paper applications, print clearly in black ink.
- Complete the entire document, using "N/A" (not applicable) only when necessary.
- Avoid negative information, if possible. Be truthful and positive when sensitive information is unavoidable. Never give false information.
- Due to limited space, showcase the skills and experience best suited to the job.
- Be sure to include the correct job title on the application.

If you have gaps in your employment history, list positive ways you spent the time while unemployed. When asked about the salary requirements, respond, "negotiable."

— Information courtesy of the Arkansas Department of Workforce Services Job Seeker's Guide



## A Resume Guide

There's no telling just how many resumes an employer might get in a day for a job. It's the first impression you make to a prospective employer, and it only takes 10 to 15 seconds to determine if you will be called in for an interview.

### Top Resume Strategies

Go beyond the standard resume.

Here are four strategies to make your resume unique:  
**Sell yourself** - Identify what makes you different from other applicants.

**Identify your transferable skills** - These skills are major selling points that set you apart.

**Highlight your accomplishments** - Listing accomplishments gives you credibility.

**Use keywords effectively** - Specific words used in your resume are critical to communicate your value to an organization.

### Why have a GREAT resume?

- Grab the attention of employers and recruiters.
- Sell your strongest skills and accomplishments.
- Show why you are a potential match for a position or project.
- Communicate your current capabilities and future potential.
- It helps you take the next step in your career.
- It gets you the interview.

## The Interview

Your resume has caught the attention of a prospective employer, and you have an interview.

### What's the next step?

Here are a few tips to help you ace the interview.

### Wear the Right Outfit.

Check with the HR department for the company's dress code. Wear clean, pressed, conservative clothes in neutral colors. Avoid excessive make-up and jewelry. Have nails and hair neat, clean, and trimmed. Don't overdo your favorite perfume or cologne.

### Be Professional.

Know the name, title, and the pronunciation of the interviewer's name. Give a firm handshake and maintain good eye contact. Don't talk too much about your personal life and don't badmouth former employers.

### Be On Time.

Know where you are going, allowing time for traffic and parking. Show up 10 to 15 minutes early; arriving late to the interview says a great deal about you. Keep your cell phone charged and have the interviewer's number handy in case circumstances are beyond your control, but turn it off before the interview.

### Send a Thank You Note.

Here's a chance to make a final impression on the interviewer. You may find it is much appreciated and remembered.

### Questions?

Don't let the interviewer ask all the questions. In fact, they expect you to ask some! Have questions prepared to learn more about the position and the company, such as:

- How soon are you looking to fill this position?
- What is the typical career path for this job?
- What are some of the biggest challenges facing this position, this department, or this organization?
- What is an average day on this job like?
- How would you describe the ideal candidate?
- What kind of training and/or professional development programs do you have?

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# Finding a Foundation

## Real estate industry provides diverse opportunities

While the marketing career cluster encompasses many occupations, one area that is often overlooked, or even sometimes seen as out of place, is real estate. Is it due to the misconception that the space is primarily retail? If one dives below the surface level of simply buying or selling property, it becomes apparent why retail occupations belong in this realm. After all, there is quite

a bit of marketing that goes into getting one's name out to the public for the real estate agent and for the property he or she is attempting to sell or buy.

Now that we've established

why real estate occupations are contained within the realm of marketing, we can also acknowledge that real estate is a much different beast altogether than the occupations typically evoked when discussing marketing. For example, while the other marketing occupations we've highlighted throughout the publication include your typical 9-5, desk-heavy work environment, real estate is far more contrarian, often calling for more flexible schedules with lots of work done in the field.

Ethan Adams of RE/MAX

Executives in Fort Smith has had the pleasure of working in real estate since he received his license in November of 2016. He expresses his reverence for the industry and describes his typical work process as rewarding, ensuring his clients that he will remain by their side throughout every step of the process, something he says is the sign of a good agent.

"Someone will approach me about buying a home. [The] first step is to get them pre-approved with a bank. Once that's done, we start looking at houses," he says. "It's not like 'House Hunters' where you get to look at three and have to make a decision. I'll show as many as it takes because I want them to be happy with their new home. We find 'the one,' then we make an offer. If accepted, we start the clock for everything that has to happen before closing – inspections, paperwork, appraisals, etc. I will walk my clients through every step of the process up until they sign the closing papers."

Along with the aforementioned flexibility that real estate allows, Adams says the independent nature of the industry is what can draw the bulk of individuals looking to enter the field.

"[What interests most people is the] flexibility of schedule and unlimited salaries, but like most jobs, you only reap what



Ethan Adams,  
RE/MAX  
Executives

you sow," he says. "If you aren't willing to work, you will not be successful."

Adams expands on what he means by "unlimited salaries:"

"Most companies are commission only. You don't work, you don't get paid," he says. "That being said, there is no limit; you can make very little or you can make a very good living."

Although the ranges can vary quite a bit on an individual basis in the industry, the Occupational Employment Statistics show that of the 850 real estate sales agents in Arkansas in 2018, the average salary among those workers was \$41,100 annually. But, as Adams says, depending on one's work ethic, an individual can achieve much more or much less than this based on the amount of effort he or she puts into the work.

To expand on how real estate occupations belong into the marketing career cluster,

Adams showcases the need for marketing within the field to be successful. In fact, he says this is one of the biggest challenges he faces in the industry.

“At first, [the biggest challenge is] getting your name out there. If people don’t know you’re a realtor, you aren’t getting any business,” he says. “If I’m talking about marketing a listing I have, the goal is to get as many potential buyers in the door as possible and as quickly as possible.”

Adams continues by saying the emergence of social media has made it much easier to market in today’s real estate world than in years past.

“Most of my business comes from my marketing on social media,” he says. “It is the best way to market a property, in my opinion, and most of it is free.”

Adams says the challenges of the field can be difficult, but rewarding.

“It can be stressful, it can be weeknights after five showing houses, and it will definitely be working weekends. But it is definitely rewarding to help people with such a big life decision,” he says. “You’ll work weird hours, a lot of people can’t look at houses until they get off work at five in the evening or they’ll wait until the weekend. That being said, I might find an hour or two on a random Monday or Tuesday morning to sneak off to my

This job allows me to get out of the office, and I get to meet so many different people. I’ve made a lot of friends through real estate.

favorite fishing hole.”

Some of these hurdles that can be perceived as “challenges” to some stick out as opportunities to Adams, and are key reasons he was drawn to the field.

“For me, I couldn’t sit behind a desk 40 hours a week. This job allows me to get out of the office, and I get to meet so many different people. I’ve made a lot of friends through real estate,” he says.

Expanding on overcoming the challenges in the industry, Adams advises having a focused mind to ensure success in the business.

“Be very detail-oriented, know how you will generate leads for business, and understand it’s not a salary job at most real estate companies, it’s commission only,” he says. “Be outgoing and proactive. This isn’t a career you can be lazy in and be successful.”

Along with some of the

glamour that is portrayed in finding a property on television, such as “House Hunters,” as Adams mentioned before, another common misconception in real estate is that the money comes easy.

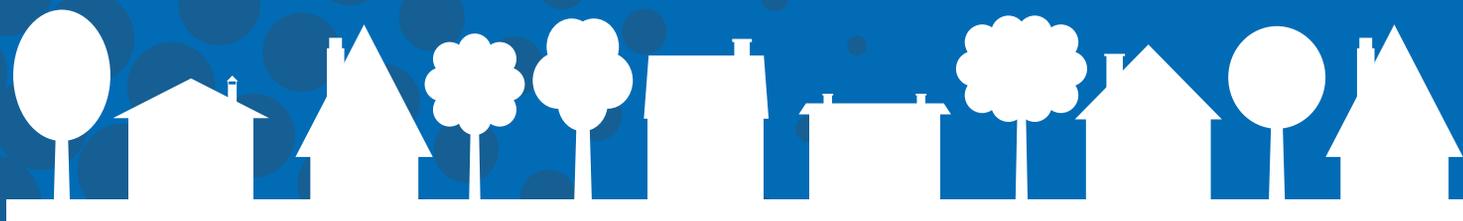
“You make three percent of every deal, that’s the biggest misconception: It’s ‘easy’ money. It’s not typically a steady income like a salary job,” he says. “You can’t just assume people will use you as an agent; you have to constantly remind people that you are in the industry in whatever way works best for you.”

When it comes to the outlook of the real estate industry, Adams sees a bright future.

“Obviously when the economy is good, people buy and sell houses. But even in bad economies people will still have to move,” he says. “The top hard-working agents flourish in good and bad economies.”

Adams encourages others with interests in flexible work schedules and non-traditional work environments to get into real estate.

“Real estate is a great industry with tons of different paths to grow your career,” he says. “Everyone does it differently as far as how they generate leads, but there is no right or wrong way. You essentially work for yourself and have to be very motivated and detail oriented.”



# CREATIVE CORNER

## *Teamwork, adaptation keys to success for local director*

The marketing industry offers a wide array of opportunities for those with creative minds to break out into a field that allows them to explore that creative freedom. While this career cluster allows its workers to put their artistic talent on display, it can also come with an advantageous salary. For example, the 2018 Occupational Employment and Wage Survey shows the marketing managers occupation earning an annual average wage of \$155,020. While not all occupations within the career cluster can offer this eye-opening amount of money, this shows that those looking to emerge in this field can definitely have that opportunity.

Levi Agee, creative director for CenterRock Advertising in Little Rock, is a ten-year professional in the field, focusing on service and retail, and specifically automotive marketing. He says that one of his favorite aspects of working in the marketing industry is utilizing it as an outlet for his creative energy. Through CenterRock Advertising, Agee helps represent clients such as the McLarty Autogroup, Flyway Brewing, Pulaski County Animal Shelter and many more. In his own terms, Agee says marketing is mostly just persuasion.

“The overall goal for marketing is persuasion. Can I persuade you to try this product? Can I persuade you to spend 30 seconds or six seconds listening to our sales pitch or our quirky web series about air filters?” he says. “I think entertaining and informing are the two pillars of what we do that fall under persuasion.”

He adds that the marketing and advertising career cluster should be looked into by students currently trying to find a career.

“People should consider entering the advertising industry because it needs young, fresh ideas. I think a big shift is going to happen soon with the traditional television audience migrating to more digital platforms, and it is the young people who are responsible for this trend mostly,” he says. “Who could better know how to reach this audience than students and young people? Being able to see your creative work on a billboard, on television or shared by thousands of people online is incredible but can be a double-edged sword. Make sure you are getting into the industry for the right reasons and that they are aligned with your values.”

Through various forms of media consumed by many, marketing can often be misconceived as something



Levi Agee,  
CenterRock Advertising

that it is not. For example, marketing does not solely consist of buzzwords and brand building, although that often helps capture the attention of the target audience. It also doesn't quite reach the levels perceived on television and in movies, as described by Agee.

“A lot of people think marketers are these soulless, uncaring, capitalist sycophants. There were a lot of hacky 80s clichés about yuppies and how out-of-touch we are,” he says. “But I've found some of the most caring, compassionate, thoughtful people in this field. I think advertising and marketing offers one of the few outlets for creatives and filmmakers to find gainful employment, so I'm very grateful for this industry despite its troubled history. If you're watching *Mad Men* and looking for that environment, seek ye elsewhere. I'm sure that chauvinist stuff still exists, certainly, but nobody's living the Madison Avenue life in our office. We're too busy creating campaigns and analyzing data.”

Agee describes his marketing

People should consider entering the advertising industry because it needs young, fresh ideas.



work as collaborative and team-oriented, along with an importance of meeting deadlines. He says the deadlines, and sometimes dealing with troublesome clients, can be some of the biggest challenges one could expect to face in the field. He says that having skills in time management and having good support can help those in the field get over these hurdles.

He adds that students who typically have an interest in the field often see themselves being drawn toward hobbies such as photography, filmmaking, graphic design, fine art, editing and writing.

In order to be successful in marketing and advertising, one typically needs, at the least, an associate degree, but preferably a bachelor's degree with an emphasis in marketing, film or design. There are many colleges and universities in Arkansas that offer these areas of study.

For Agee, software such as Adobe Photoshop, Illustrator, After Effects, and Premiere have proven to be the most useful tools for the job. He also uses various writing and editing tools as well as workflow management software. He says that, due to the technological advances in the industry and the world in general, there are

numerous tutorials online in which students can use to brush up on their skills in these programs in order to excel in the field.

Agee's workflow as a creative director specifically includes constant communication among his team and clients as well as plenty of research and idea pitches.

"I do a lot of research and development as a creative director. A lot of my work is coming up with campaigns on a monthly basis for our clients," he says. "I spend a lot of time collaborating with my partner on ideas at a drawing board and storyboarding and sketching ideas out but also a lot of time alone writing on my laptop at my desk or in our open office space. Parts of my day are also spent listening to clients on the phone or pitching ideas."

Various social media platforms and technological advances have played huge roles in shaping the marketing world as we know it. Agee says that the social media evolution has changed many aspects of the marketing industry.

"Social media and YouTube have created a whole new paradigm shift in how people consume media. We are now creating six-second commercials compared to 60 seconds or the more traditional 30-second TV spot," he says. "The challenge is people's attention spans and how to compete with the plethora of

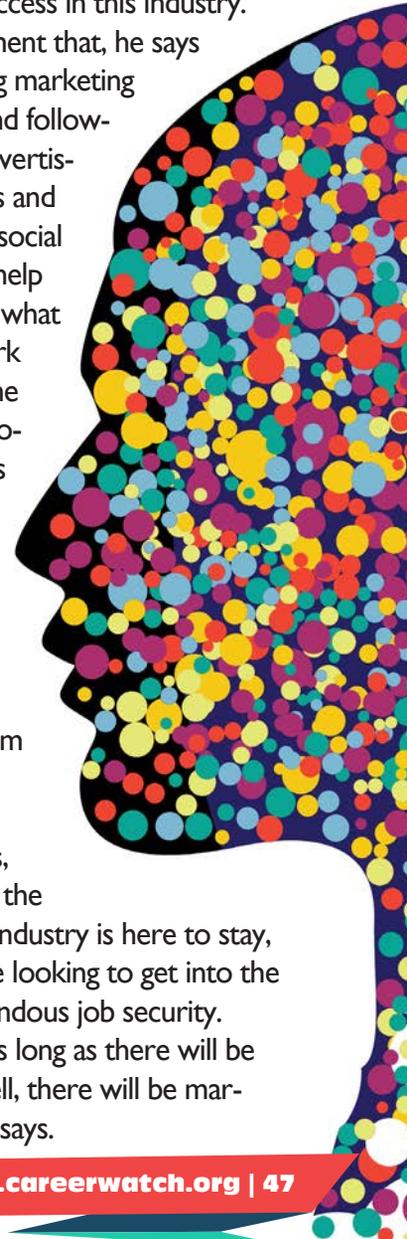
entertainment and consumable content already available online. Our focus has been how to create unskippable content and it has sort of become a mantra for our agency."

Agee re-enforces the idea that adaptation to this type of change is a key to success in this industry.

To supplement that, he says that reading marketing websites and following large advertising agencies and studios on social media can help people see what type of work others in the field are producing, thus allowing them to follow the current trends rather than straying from the pack.

In Agee's own words, he believes the marketing industry is here to stay, giving those looking to get into the field tremendous job security.

"I think as long as there will be things to sell, there will be marketing," he says.



# Skills to Pay the Bills



# TOP 10

# OCCUPATIONS BY EDUCATION

Different occupations need different types of training. Some require only on-the-job training, while others require an advanced degree. The jobs listed below are projected to be the top growing occupations by education level through 2020.

*Based on State of Arkansas' 2018-2020 Short-term Occupational Projections Net Growth*

## High School or Less

Combined Food Preparation and Serving Workers, Including Fast Food Laborers and Freight, Stock, and Material Movers, Hand  
Personal Care Aides  
Farmers, Ranchers, and Other Agricultural Managers  
Janitors and Cleaners, Except Maids and Housekeeping Cleaners  
Helpers—Production Workers  
Customer Service Representatives  
Farmworkers and Laborers, Crop, Nursery, and Greenhouse  
Maintenance and Repair Workers, General  
Office Clerks, General



## Associate Degree or Vocational Training

Heavy and Tractor-Trailer Truck Drivers  
Nursing Assistants  
Bookkeeping, Accounting, and Auditing Clerks  
Licensed Practical and Licensed Vocational Nurses  
Medical Assistants  
Teacher Assistants  
Automotive Service Technicians and Mechanics  
Computer User Support Specialists  
Heating, Air Conditioning, and Refrigeration Mechanics and Installers  
Dental Assistants

## Bachelor's Degree or Higher

Registered Nurses  
General and Operations Managers  
Clergy  
Management Analysts  
Accountants and Auditors  
Market Research Analysts and Marketing Specialists  
Financial Managers  
Software Developers, Applications  
Medical and Health Services Managers  
Physical Therapists



# Your Path to College

Preparation for higher education begins in the 8th grade and continues throughout high school



## 8th & 9th

- Think about career possibilities and explore occupations that meet your interests and skills.
- Study hard and earn good grades to prepare for college.
- Become involved in extra-curricular activities that interest you.
- Look for summer jobs or volunteer work to expand your experience and skills.

## 10th

- Research possible colleges and universities that match your career goals.
- Prepare for standardized testing by taking ACT practice tests.
- Visit with your school guidance counselor to discuss your course selection to make sure it meets college entrance requirements.

## 11th

- Request information from colleges you are interested in attending. Find out admission requirements, degrees and majors offered, financial aid, scholarships, and student housing information.
- Plan a campus visit and attend local college fairs.
- Take the SAT or ACT.

## 12th

- Apply to your top college choices and keep track of admissions deadlines.
- Complete the Free Application for Federal Student Aid to see if you qualify for financial aid, scholarships, and grants after October 1 of your senior year.
- Complete Arkansas' online YOUniversal application between January 1 and June 1 to apply for state scholarships and grants.
- Attend spring or summer orientation programs for incoming college freshmen.

# So, You Want to Go Pro?

Nearly eight million students play sports in high school, so let's be realistic. The odds are against you making it to the big leagues, simply based on the numbers. And what if you have a career-ending injury?

## Have a back-up plan

There are several occupations that will keep you in the game:

- Coaches and Scouts
- Reporters and Correspondents
- Public Relations Specialists
- Photographers
- Athletic Trainers
- Physical Therapists



### Women's Basketball

High school players - 412,407  
Will play in college - 4.0% (16,614)  
Will be drafted by WNBA out of college - 0.9% (150)  
High school players that will go pro - 0.04%

### Baseball

High school players - 487,097  
Will play in college - 7.3% (35,460)  
Will be drafted by MLB out of college - 9.8% (3,475)  
High school players that will go pro - 0.7%

### Football

High school players - 1,036,842  
Will play in college - 7.1% (73,557)  
Will be drafted by NFL out of college - 1.6% (1,177)  
High school players that will go pro - 0.1%

### Men's Basketball

High school players - 551,373  
Will play in college - 3.4% (18,816)  
Will be drafted by NBA out of college - 1.2% (226)  
High school players that will go pro - 0.04%

# Public Perception Profession

## *Arkansas public relations specialists show field is more than 'parties and reputations'*

An individual's role in public relations (PR) is critical to the success, and ultimately the public perception, of nearly any company, from large, Fortune 500 companies to small, locally-owned businesses. This includes organizations, universities, non-profits and much more. While the role an individual plays as a public relations specialist, or whichever title they may hold, is critical, it does not always come with a chance to shine in the spotlight, although there are, of course, roles that include speaking publicly to the media. Despite the behind-the-scenes presence, an individual's work involving public relations does not go unnoticed. Whether it is publishing press releases, responding to requests from the media, planning a large corporate event or linking relationships together between two companies or individuals, public relations is a crucial component that drives the public's image of whichever company, university or group is represented.

Many people may find themselves asking the question, "What is public relations?" and "Isn't that just another word for marketing?" While it falls under the marketing career cluster, public relations as an occupation differs from marketing in the overall goal that is trying to be achieved. According to the Occupational Information Network, or O\*NET, a public relations specialist's role is to "engage in promoting or creating an intended public image for individuals, groups, or

organizations." The definition goes on to say that a public relations specialist "may write or select material for release to various communications media." In its simplest terms, marketing's primary goal is to drive revenue to a business or individual, while a public relations specialist's main goal is to improve or maintain a positive reputation for the individual, group, or organization, while also creating brand awareness.

As one can see through the O\*NET definition of a Public Relations Specialist, it is clear that writing and editing are skills needed in the profession, and are likely possessed by individuals looking to get into the field. This was the case for Fredricka Sharkey, director of communications at the University of Central Arkansas, who has been in the industry for 19 years.

"I've always wanted to tell stories. Since junior high school, I wanted to be a journalist," she says. "While my career started in journalism, my current public relations role allows me to continue to be a storyteller and follow my dreams."

Sharkey adds that students looking to go into the field of public relations are typically interested in writing, interviewing, organizing and planning, and strategic communications.

It was the client and customer relationships that got Mya Hyman into the field. Hyman is currently an events coordinator for the National Diversity Council, but was previously with The Design Group as a public relations practitioner. She is also a

graduate of the University of Central Arkansas.

"I love meeting new people, hearing about their experiences and learning from them," she says. "I enjoy the variety of events and programs that are implemented to maintain client-consumer relationships. There is always something new and things are constantly changing and evolving. It keeps the field fresh."

While the public relations industry is mostly about seeing what or whom one represents in a positive light, it does not come without challenges. These challenges can include difficulty



While my career started in journalism, my current public relations role allows me to continue to be a storyteller and follow my dreams.

working with clients, fast-approaching deadlines, and other stressors. Hyman says experience, reputation and defining the field are the primary challenges.

“The biggest challenge I have faced thus far is gaining ‘enough experience.’ Great PR takes practice. You cannot become a specialist overnight,” she says. “It takes years to master skills and perfect your craft as a professional. Another challenge is that PR has a bad reputation because people think it’s only crisis response or reputation repair. It is actually a field with a high code of ethics, but television would have you thinking otherwise.”

Sharkey corroborated Hyman’s sentiments on pinpointing the definition of public relations to the general public.

“I believe one of the bigger challenges in public relations is the misconception of how to define it. For example, one area of public relations is special event planning. The misconception sometimes is that public relations is party planning,” she says. “While party planning is also a specialized, lucrative career field and holds similarities with special event planning, the two are different. Special event planning for public relations is everything from a news conference to the installment of a new slate of officers in an organization.”

Hyman agrees with the misconception in the party-planning aspect of public relations.

“I generally believe people think PR stands for parties and reputations,” she says. “People think PR is all about planning parties or recovering company and celebrity reputations, but that’s just a small part. You can become an event coordinator or a publicist, but those are two different careers within the realm of public relations and communications.”

In the public relations industry, a bachelor’s degree is typically required.

Sharkey adds that solid training on the *Associated Press Style* book is also necessary for success in the field. Hyman says the bachelor’s degree is important, but that in public relations, experience triumphs.

In order to succeed in the public relations field, Hyman says adaptation and time management are key.

“A deadline is a deadline. You need to meet it or beat it,” she says. “It can be stressful. Some things are out of your control. You have to be adaptable.”

Both Sharkey and Hyman describe constant evolution of the industry and important ways to keep up. For Sharkey, analyzation has struck her as the driving force behind this evolution.

“One of the main evolutions is the way in which professionals measure work. We now have the ability to review statistics, analytics and other data with stakeholders at a much faster pace, which helps guide strategic direction,” Sharkey says.

Both Hyman and Sharkey give advice to students looking to further their education in public relations.

“Start making connections today. You can never know too many people in this field,” Hyman says. “Find and take as many opportunities as possible. Experience is everything. It is important to be realistic with yourself and know that you may not get a job right out of college. It will take time to grow as a professional. You must be patient in this field.”

“Your first job will likely not be that perfect job,” Sharkey says. “Be strong and determined in finding a job that fits your skillset that allows you to grow and develop. You may find that it becomes the perfect job.”

The future for public relations specialists in Arkansas appears to be bright, according to the short-term



Mya Hyman,  
National  
Diversity  
Council

People think PR is all about planning parties or recovering company and celebrity reputations, but that's just a small part.

and long-term projections. The 2018-2020 statewide short-term projections expect the occupation to have 137 total annual job openings during that two-year time period. The compensation appears to be generous as well. According to the 2018 Occupational Employment and Wage Survey, the mean wage for public relations specialists in Arkansas is \$57,700 annually, while the entry wage is \$31,050 annually and the experienced wage is \$71,020. This same report estimates that there are currently 920 public relations specialists employed in the state.

“The field of public relations has grown and is expected to continue to grow,” Sharkey says. “The career has a lot of potential, and many students will find great opportunities in this career.”

Career  Watch

Vol. XXVIII

Tuesday, October 1, 2019

\$1.00

**HEROES' SECRET IDENTITIES REVEALED!**

*Entrepreneurs turn hobbies into successful, thriving careers*

BY SPENCER GRIFFIN | STAFF WRITER

What we do in our free time is often indicative of what shapes our personality, from the values and morals we hold to the priorities we have in life, but sometimes we fail to realize that these hobbies we hold dear can, in fact, lead to a lucrative and successful career. Along with taking you through some steps that will be helpful in turning your hobby into a career, we had the opportunity to talk with a couple of business owners who did just that. They will help shed some light on their thought processes that led them to branching out into starting their own businesses and the challenges that came along with it.

**Discovery**

To even begin to discuss this topic, it is important to discover what you love. Find out what you are interested in and how that has the ability to help others. For example, if you find yourself taking photos and clamoring over the art of photography, perhaps you could turn your hobby into a wedding photography business. Or if you're enamored over the written word, maybe you could turn that hobby into being a contributing author to a magazine or other newspaper. The point is, finding what you love is key to seeing what you can potentially do with that passion. Everyone has a hobby; it just takes a little time, effort, and possibly even a bit of continuing education, to turn it into a career.



**Mike Day,**  
DAYVISION Films



**Cortney Pitts,**  
Royal Cort Celebrations and Events

Event planner, and designer and owner of Royal Cort Celebrations and Events in Little Rock, Cortney Pitts' adoration of celebration led her to creating her own full-service event planning and design company.

"I truly love celebrating life and milestones," she said. "It makes me happy to possess the ability to take one day and make it the greatest and most beautiful day of your life."

Mike Day, videographer and founder of DAYVISION Films in Northwest Arkansas, said his educational training and creative drive propelled him to create a video production company that is all about high quality content at an affordable rate.

"It began in college after taking a video production class. What started off as an elective turned out to be something I enjoy," he said.

## Making the leap

Perhaps the biggest challenge in turning your hobby into a career is making the leap from having a part-time hobby into a full-time money-making venture. There are questions you need to ask yourself before you dive in to the full-time business. Is now the right time? Can I make money? Will I still enjoy my hobby once I turn it into a career?

Before jumping into the event planning business full time, Pitts worked as an account analyst in the billing department of a hospital in Little Rock. She was at the hospital for a total of 13 years, fulfilling other positions alongside being an account analyst. She said her hobby began as a free service, but she quickly made the decision to go full time.

"I would design kids' parties for family members for free. I would also provide seasonal decorations at my church. All of the guests would rant and rave about the designs and my creativity and confidence took off from there," she said. "I decided to turn my hobby into a career once I realized how happy it made me to play a big role in someone's special day, and the fact that people were willing to pay for my services helped."

Pitts added that having doubt and fear

was the most difficult part about turning her hobby into a career.

"It is very difficult leaving a job where you know you'll receive a paycheck every two weeks and you know how much it'll be. Whether you worked extremely hard or took a vacation," she said. "It takes an immeasurable amount of faith, commitment, dedication, focus, tolerance, time, effort, and drive to do what I did."

Day's situation was a bit different, as he found himself looking for work when he decided to supply the demand.

"Due to budget cuts at my previous job, I was laid off and there were no companies in the area looking for videographers. Because of this, I was able to seek what I really wanted out of videography, and that is to create feature length films and documentaries regarding social issues, particularly African American issues in America," he said.

DAYVISION recently completed a short documentary titled "Buy Back the Block," available on [dayvisionfilms.com](http://dayvisionfilms.com), and is looking to collaborate with former McClellan High School students to offer scholarships at McClellan High School for the 2020 seniors.

## Challenges

While doing what you love and making money doing it sounds fantastic, it does not come without its challenges. It is important to fight through obstacles you will face when turning your hobby into a career and listening to feedback, even criticism. Through persistence and innovation, you will find yourself able to succeed in your respective field.

Pitts said she had to do a lot of work for free or for very little money when she first started out. She said this was because she had to prove herself. Along with this, she also spent a lot of her own money on inventory and marketing.

Day said his challenges too included money flow. He said there isn't consistent money even now for his current business, so he is looking for ways to expand the company, including having a mini-series or selling merchandise.

## Marketing

Along with owning your own business comes the necessity of marketing yourself. Whether it's posting photos on social media platforms, word of mouth, purchasing advertising spots across various media, or attending trade shows, it is important to get the word out that you exist.

For Pitts, word of mouth has proven to be a great marketing tool for her business.

"People remember how you make them feel, and they tell others about their experience with you through their reviews and general conversations," she said.

She added that social media allows her to reach people that never would have heard of her business in any other way. She said social media is powerful and that she's seen it make and break businesses, depending on how it has been used.

Day adds that both social media and word of mouth have been his go-to methods for marketing.

"I try to engage with my business page at least once a week, and I often speak about my business with my peers to get the word out regarding DAYVISION," he said.

## Advice

Both Pitts and Day gave a bit of advice for those trying to turn their hobbies into careers.

"If you can dream it, it can be your reality," Pitts said. "Go for it, but be realistic about life – there are always challenges that will come along the way. Face them and handle them. You'll try some things and you might fail at them. Don't give up! There's always an alternative route to the destination!"

"If you're going to take that leap, understand that there will be times you want to give up, but that's when your breakthroughs generally appear," Day said. "So don't give up."

Passion toward something you love is a strong feeling to have, so depending on the timing, turning it into a career opportunity may just be the logical choice for you.

# Driving Digital

## Digital media strategist uses web to drive sales

In the digital age, marketing through social media and other digital means reigns supreme. Whether a company's Facebook post goes viral or an online advertisement generates thousands of page visits, getting a business's name out to the public is the overall goal, and a goal that marketers around the country strive to reach on a daily basis.

Lisa Schulte is one of these individuals who works diligently to drive customers to a company's front door by way of digital media. Schulte has been a Digital Media Strategist at Team SI in Little Rock for about a year and a half and has been working for the firm in a marketing capacity for about three and a half years.

When it comes to working in the digital marketing industry, Schulte says she enjoys the ever-changing nature of the job because it keeps her on her toes. She says she also feels a sense of validation after she is finished with a successful campaign.

"When I see a client increase sales or call volume due to a campaign I ran, that makes me feel good," she says.

While digital marketing may not have always been on the radar for Schulte, she has certainly found success and comfort in working in the field. She says students who typically decide to go into the field of digital marketing often have a different background, as she did.

"At our company, we have a lot of former journalists – like myself – and those who have business degrees, as

well as public relations and marketing degrees," she says. "I think if you are open and willing to learn, digital marketing is a great field to go into."

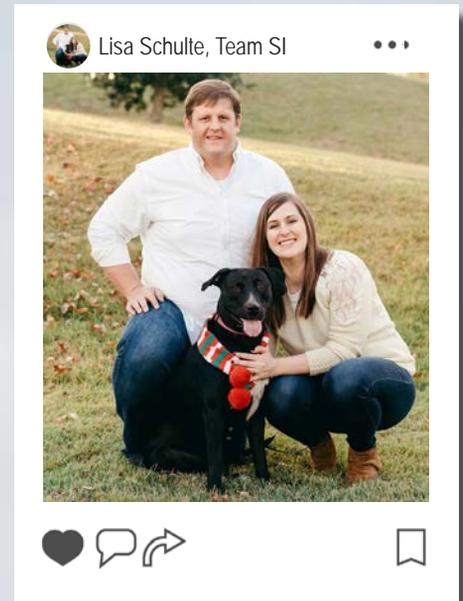
In order to maintain the level of success Schulte has achieved, she encourages the proficient use of various tools and courses.

"Some helpful tests and certifications are any of the Academy of Ads courses that are online by Google, and Facebook. Blueprint courses are also great to do if you are placing paid media on Facebook," she says. "I use Facebook business/ads manager and Google Ads, and a display platform almost every day."

Along with the use of these tools and courses, Schulte says that having a bachelor's degree, as she has, is typically the level of education needed to get into the field, but that experience in the digital marketing field is most important.

Walking through a typical day for Schulte, one can see how diverse the industry can be and how experience in the field can certainly play a part in one's future success.

"Social media is a huge part of my day every day. The team I am on places ads on Facebook, Snapchat, Instagram, Twitter and LinkedIn almost daily. Social media is a huge way to get your company's message out to the masses," she says. "I work with a group of account executives and we work together to develop the right tactics to best help our clients, whether it's a Facebook campaign, television commercials or search ads, etc., we develop a plan

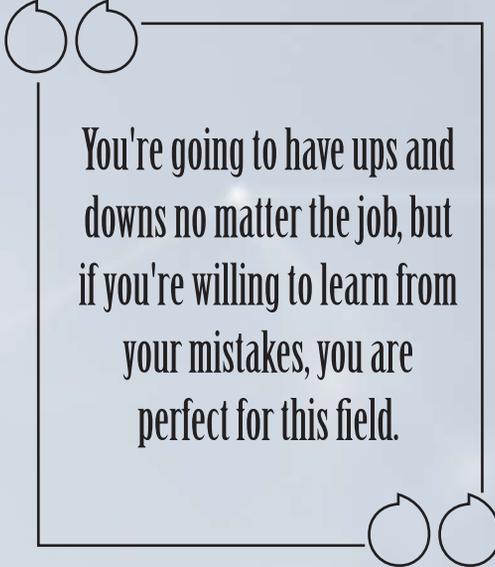


that makes sense for the audience that our client is trying to reach."

Adding to this, Schulte says that the industry is often misconceived as being just one channel, when the truth is that marketing is not just for television commercials or search ads, but that the team works together as one unit to capture the right audience.

When it comes to difficulties in the digital marketing industry, Schulte says the field has its challenges. Some of these obstacles can be overcome simply by having a strong work ethic and being conscious of how you manage your time.

"I think the biggest challenge, for me at least, is making sure I'm willing and able to keep up with our ever-changing industry," she says. "There are definitely stressful times and tight deadlines that will happen. Just keep in mind that these times will pass and will make you stronger



You're going to have ups and downs no matter the job, but if you're willing to learn from your mistakes, you are perfect for this field.

and more efficient in the long run.”

Schulte certainly does not dwell on the difficult times faced in the industry.

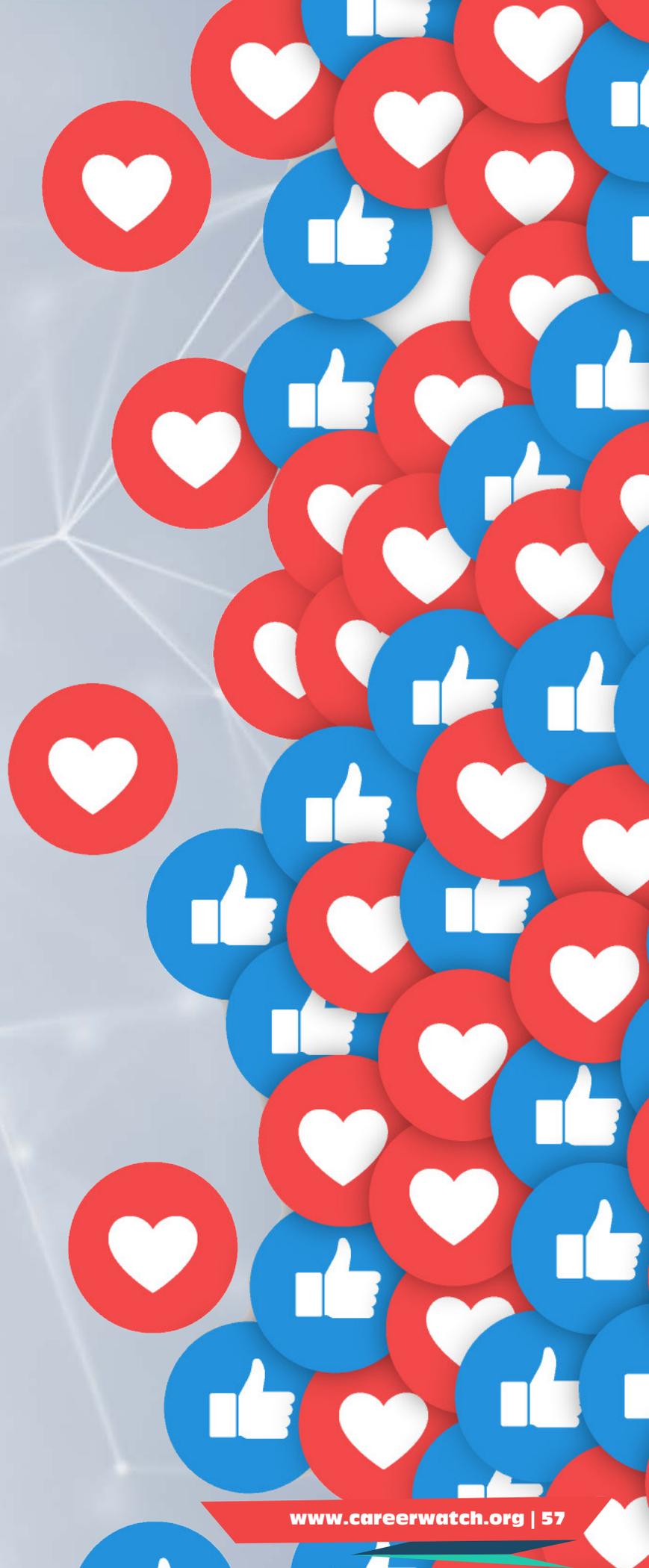
“You’re going to have ups and downs no matter the job, but if you’re willing to learn from your mistakes, you are perfect for this field,” she says.

One of the biggest areas of focus Schulte pinpoints when it comes to challenges faced in the industry is the evolution of the field. Being driven by the digital world, it should come as no surprise that methods and programs change daily when it comes to digital marketing, and Schulte urges those thinking of going into the field to always keep learning.

“This field is not the same as it was three years ago when I started,” she says. “You can’t get too comfortable doing anything, because as soon as you do, it’ll change. Keeping yourself flexible is key in this industry. Stay up to date on the latest trends in digital marketing, because if you blink, you might miss something that changed.”

Schulte sees the future of the industry in a bright light, both in the state and around the nation.

“I think our outlook is good. We have lots of opportunities at Team SI and there are agencies all over the state and country looking for energetic candidates ready to hit the ground running,” she says.

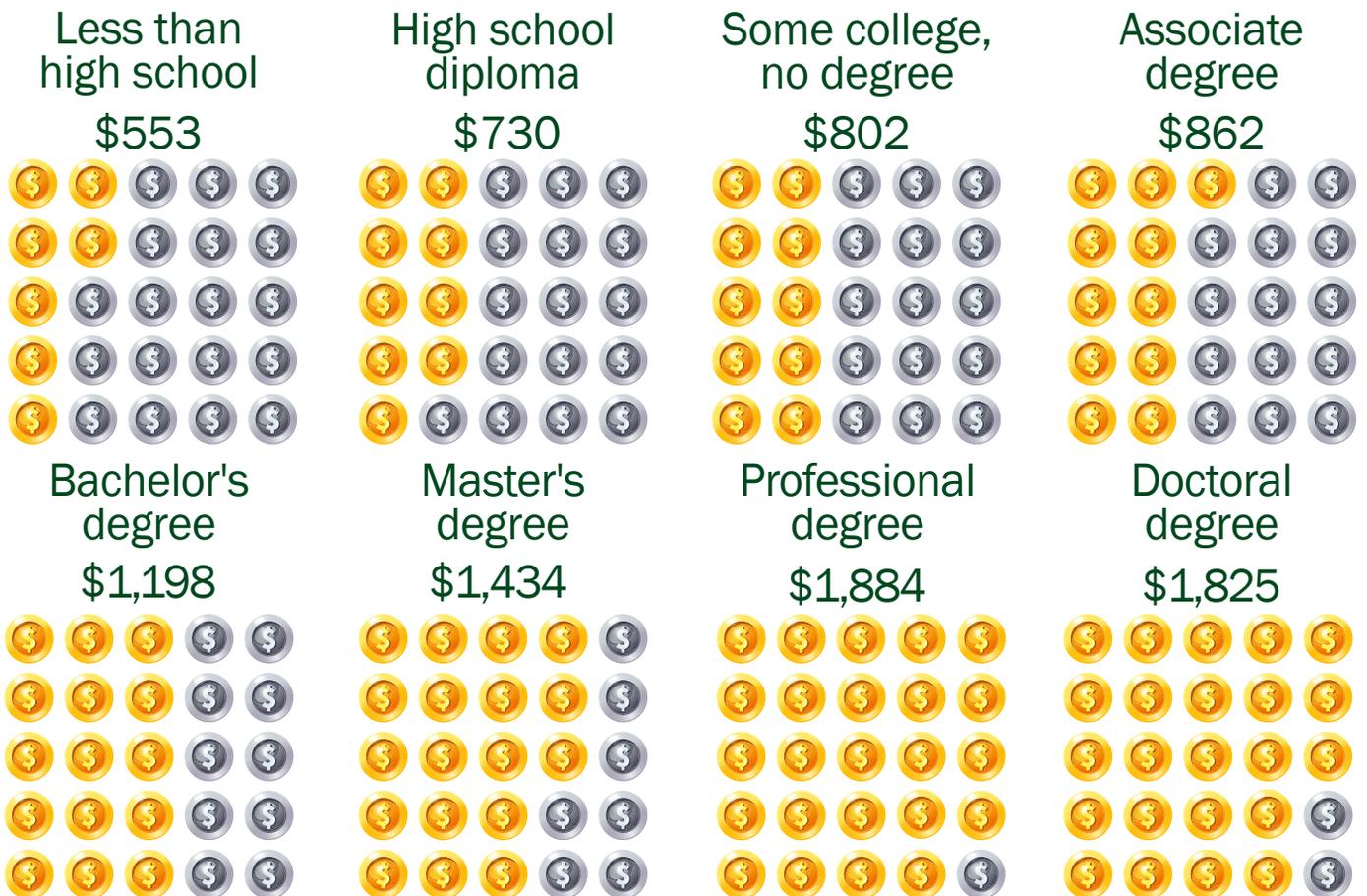


# Education Pays



Continuing your education after high school pays off. College graduates with a Bachelor's degree earn \$468 more a week than a high school graduate.

Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers for 2018.  
Source: Current Population Survey, U.S. Department of Labor, U.S. Bureau of Labor Statistics.



# POCKET RESUME

The pocket guide for job applications and interviews

- PREPARATION**
- Fill in Pocket Resume.
  - Learn something about the company.
  - Have specific job or jobs in mind.
  - Review your qualifications for the job.
  - Be prepared to answer broad questions.
- APPEARANCE**
- Well groomed.
  - Suitably dressed.
  - Make-up in good taste.
- INTERVIEW**
- Be prompt.
  - Answer questions directly and truthfully.
  - Be well mannered.
  - Use proper grammar and good diction.
  - Be enthusiastic and cooperative.
  - Don't be afraid to ask questions.



Arkansas Division of  
Workforce Services

www.dws.arkansas.gov

## Skills and Abilities

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## Honors and Awards

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## Leadership Activities

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Name

Driver's License Number

Address

Telephone

## Education

Level Of Education	Name & Location Of School	From:(Mo./Yr.)	To:(Mo./Yr.)	Courses/Subject Of Study	Year Grad.
High School					
College					
Vocational					
Other Education Opportunities					

## Prior Employment (Full And Part-time Jobs)

Dates:(Mo./Yr.)	Name & Address of Employer	Position	Supervisor	Phone Number	Reason for Leaving

## References: (not related to you and ask permission first)

Name	Relationship to you	Address	Phone Number

DWS OCT/07



# Explore Your Career Options



**Employment Statistics**

**Business Listings**

**Wage & Salary Information**

**Demographic Data**

**Education & Training**

**Skills, Knowledge & Abilities**



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