



Artifact Creation

“As a female boat and tour captain, I had clients who did not trust that I could run a boat as well as a man. They would defer to my deckhand who was an 18 year old man!”

- Female Boat Captain

In this section you will find links to sample “Artifacts”. Artifacts are products and culminating events that students will produce after completing the NTO WebQuest. Artifacts are a way of assessing what a student has learned while making the assessment meaningful and relevant. There are two options for your product angle. You can write about how to **THRIVE in a NTO**, or you can inform others about how to **SUPPORT workers in a NTO**.

What do I do?

One perspective would be to write to an audience of workers who are choosing non-traditional occupations. Your artifact may provide information about how to handle challenges and where to go for support. Your info product should inform others about how to THRIVE in a NTO! The other option would be to direct your artifact to workers who are NTO peers in the workplace. This might include information about co-worker etiquette, including minorities, and supporting others in your field. The product should indicate effective tips for supporting others who choose a NTO. After you choose your target audience you will choose to create one of the following documents:

- NTO Tip Sheet
- Public Service Announcement
- Rubric for Informational Products
- Sample Brochure

NTO Tip Sheet

A tip sheet is a format that allows you to share quick and useful information without lengthy written sections, and unnecessary words. Tip sheets are designed to give your audience a quick bite of the *Who, What, When, Where, and Why* of a topic. In this tip sheet you might also include the benefits and barriers to NTOs. Tip sheets should be single or 1.5 spacing. Headlines should be bold. Sentences and points should be short and to the point! They should have a clear audience. You can distribute them in the counseling office, at notice boards around town, at the job board, etc.

Sample:

Why Women Should Consider Working in Non-Traditional Occupations

There are many benefits for women who choose to enter the construction fields:



- There are often incentives for entering NTOs such as free training and apprenticeships
- Women and other minorities have more opportunities for advancement
- Salaries in NTOs often pay better than traditional jobs women might work in, such as clerical work
- Work can be more physical and challenging than a “sit-down” job
- Construction jobs can often allow one to travel to new construction sites
- The end product can be very satisfying to see, more tangible than some work

Women entering NTOs can also come up against many barriers and challenges:

- Discrimination
- Others not seeing you as capable or adequate
- Harassment
- Feeling left out of “the guys” circle at times
- Put downs
- Even some distrust



If you decide to work in a NTO here are a few things you should know:

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For more information contact (put your school counselor or employment specialist Name and phone number here.)

Public Service Announcement (PSA's)

General Information about PSA's:

- PSA's should be double-spaced, at least 12 point
- Use an easy to read font, typically "Times" or similar
- The top of the page must include the word "PSA"
- They should be no longer than 1 or 2 paragraphs, and grammatically correct
- Basic information such as "who", "what", "where", "why" and "how" should be included
- Contact names and phone numbers should be listed
- Most radio stations will regularly read PSA's but some stations require a few weeks lead time, so remember to inquire with your local station
- Some stations will read the PSA for you each day and others might encourage you to come in and record it with your own voice
- PSA's are used exclusively for non-profit announcements
- This can be a great experience, so take advantage if the opportunity arises!

SAMPLE PSA:

Consider a Non-Traditional Occupation!

It is normal to get "hooked" into old ways of thinking, such as clerical jobs are for women, and heavy equipment operation is for men. But today we have choices and we can choose to "Get Off the Hook" and look at non-traditional jobs. There are many benefits to choosing a non-traditional occupation (NTO). Men might consider careers in health and elementary education. There is a shortage of workers for these jobs, and it is especially true for men. In turn, women might consider construction and welding, two high demand, high-paying jobs with opportunities for promotions. Get off the Hook! Consider a NTO. Check with our school counselor at Alaska High School 555-1234.

Rubric for Informational Product

Student or Group

- 1= No Evidence
- 2 = Some Evidence
- 3 = Clearly Evident
- 4 = Superior

	1	2	3	4
The information is accurate				
The product or the content catches ones attention				
Ideas are organized and easy to follow				
The introduction draws one in to learn more				
Spelling and grammar are correct				
Product demonstrates depth of knowledge				
Work demonstrates creativity and thoughtfulness				
The target audience is evident				

Why consider Career and Technical Education?

Many people decide on career and technical education to increase their chances of success in an industry or job that they choose. You can be successful too, with no limits!

Start now and...

GET OFF THE HOOK!



Photo courtesy of Mt. Hood Community College

Get Off the Hook!



Photo courtesy of BUPA

Tag line goes here

<Insert your school 's name and address>



Photo courtesy of UVSC

Don't let stereotypes and gender roles get in the way of your career! Each year the work force breaks tradition with people entering non-traditional occupations (NTOs) and being successful.

Don't let someone tell you what to do or who to be.

There are no limits!

It takes courage to stand up against tradition, you will be challenged, but the benefits and rewards will inspire you.

Types of NTOs:

Female:

- Construction
- Mechanics
- Technology
- Firefighting
- <insert your job here>
- <insert your job here>

Male:

- Childcare
- Medical assistants
- Office personnel
- <Insert your job here>
- <insert your job here>

Employment

The State of Alaska estimates a 16% increase in construction jobs in this state in the next 5 years. The average salary for construction jobs in 2004 was \$29,410.

<insert your job figures here>

Rewards

- Higher wages
- Financial security
- Good benefits
- In Demand
- Opportunities for advancement
- Freedom to pursue personal interests and strengths



Image courtesy of Woman's Peacemakers program.

Phone:
Fax:
Email: