

Memo

To: Gabriel Ozgood, President and Chief Creative Officer, Quality Educational Design, Inc.

From: C. Michael Pedersen., Graduate Student in Educational Technology, San Diego State University, Email: cmikep@pacbell.net, Phone: (h) 619-644-0709, (w) 858-496-8342

Subj: Job search and acquisition product

Thank you for your invitation to propose a potential training product for QED. As a high school teacher I have found a glaring gap in our educational system which I feel QED is well suited to address: helping young adults gain the knowledge, confidence and skills needed to perform an effective job search.

With a heavy focus on standardized tests and college enrollment eligibility, very little high school level curriculum is focused on developing vocational and job acquisition skills. The extensive time constraints and level of expertise needed to provide this instruction make it unlikely that most teachers will be able to independently infuse these skills into their classroom instruction.

This lack of instruction coupled with a students low level of job experience, can leave students feeling insecure and ignorant in the ways to effectively seek out and gain employment despite a high level of motivation (i.e. money, family need, financing college). These students do not have the informational background required to produce resumes and cover letters. Many of these students do not possess the technical expertise needed to produce these documents or conduct an online job search.

With a series of instructional modules (i.e. job hunting techniques, resume creation, cover letter phrasing, interviewing techniques, computer instruction, etc.) students would have the opportunity to access one or the entire instructional content dependant on their individual needs. At the end of the training, students would be able to demonstrate their ability to produce job acquisition documents, answer a series of interview questions and identify standard and creative ways to seek employment. Additionally, these modular instructions could be adapted to fit into existing job training or support systems currently in place at a school site.

By selling a packaged and updatable set of job search and acquisition modules at a district level, the number of students and school reached is significantly increased. With a potential to update and customize material to specific schools, the revenue stream could be substantial. With an aggressive service agreement, QED could sell these modules as well as supplemental in-class training further increasing the sales potential for this product. With the ever-changing job market, the modular design will provide a foundation which QED can continue to build upon for future iterations of this product.

Providing students with the knowledge base and practical skills needed to perform a successful job search, coupled with their inherent desire to gain employment, makes the usefulness of these training modules apparent. We will empower these students to apply the skills and techniques learned in these modules for their entire working life.

Thank you for your consideration,

C. Michael Pedersen