Career-Related Services

Career Counseling
Graduate School Planning
Career Resource Library
Career Assessments
Internship Planning
Credentials Services

Hours

Monday - Friday
8 am - 5 pm
Applied Learning and Development
Career Options for Applied Learning and Development Majors

This booklet contains specific information about majoring in applied learning and development at The University of Texas at Austin, as well as career opportunities related to this major. The careers listed typically require a bachelor’s degree, and special certification or training requirements are noted. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for applied learning and development majors. The career descriptions were obtained from Center for Strategic Advising & Career Counseling (CSA&CC) library resources and career websites (see listing of sources on last page).

The first section, “Direct Career Opportunities,” includes careers that use the teaching and advocacy skills acquired by applied learning and development majors. The second section, “More Career Opportunities,” lists careers that are potentially available to all education majors who have related experience or coursework.

For applied learning and development majors, there are many career options that require a master’s or doctoral degree but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, library and information studies, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The CSA&CC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at utexas.edu/ugs/csacc or call 232-8400 for more information.
Majoring in Applied Learning and Development at The University of Texas at Austin

Departmental Website: www.edb.utexas.edu/education
Campus Location: SZB 216
Phone Number: 471-3223

Description of Major
Applied Learning and Development is the study of how to teach children in the elementary grades. It includes ways to teach specific subjects, such as reading and math, as well as how children develop socially and intellectually. It also involves hands-on professional experience in teaching and learning.

Areas of Study
1. Early Childhood to Fourth Grade Generalist Certification (leads to pre-K – 4th grade certification)
2. Early Childhood to Fourth Grade Generalist Certification with Bilingual Education (leads to pre-K – 4th grade certification in regular and bilingual classrooms)
3. All-Level Generic Special Education (leads to pre-K – 12th grade certification in special education classrooms)
4. Youth and Community Studies (for those who want to work with children in settings other than the classroom – does not lead to teacher certification)

Examples of Courses
ALD 320 Cognition, Human Learning, and Motivation
Current and classical theories concerning conditioning paradigms, learning and remembering, attention, knowledge representation and retrieval, comprehension and production of language, problem solving, and the ways emotion influences learning.

ALD 324 Literacy Acquisition
Processes of becoming literate; cognitive insights that move a child to literacy; relationships between reading and writing and among individual characteristics, social factors, and literacy growth.
**ALD 327 Sociocultural Influences on Learning**  
Human learning in multisocial, multilingual, and multicultural contexts; realities of society and their impact on learning; social concerns such as prejudice, stereotyping, cross-cultural attitudes, bilingual issues, parent and community involvement.

**ALD 328 Applied Human Learning**  
Development, cognition, language, and sociocultural influences in learning contexts; child assessment, identification of learning styles, and tests and measurements. Fieldwork to provide a theoretical basis for professional assessment, referral, and placement.

**Skills Gained by Applied Learning and Development Majors:**  
*Teaching*  
Communicating with students, parents, and administrators  
Organizing lesson plans  
Problem-solving  
Advocating for students’ needs  
Viewing situations with a multicultural perspective

**Direct Job Opportunities**

This sampling includes careers that use the teaching and advocacy skills typically acquired by applied learning and development majors.

**Adult Education Instructor**  
Teach courses that help adults achieve specific goals, such as learning English for a naturalization test, earning a high school diploma, or learning to read. Develop curriculum, lesson plans, and instructional materials, monitor student progress, and participate in administrative meetings. Work for adult education programs in schools, community colleges, churches, community centers, and nonprofit organizations.
Child Life Specialist
Alleviate the stress of hospitalization for children and their families through play therapy and other kinds of counseling. Act as advocate and information source for children and collaborate with medical team.

Child Protective Services Caseworker
Work to address problems caused by child abuse, neglect and juvenile delinquency. Supervise home detention programs, provide therapy, teach family and parenting skills, and conduct court-ordered custody studies. License and supervise foster care providers, place children in appropriate “alternative care” settings, and manage ongoing caseload of clients.

College Academic Advisor
Advise education majors at all levels about selection of courses, schedule planning, and other academic issues. May present seminars and workshops and develop and implement academic programs and refer students to other campus resources.

College Admissions Officer
Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

Continuing Education Instructor
Teach courses that adults take for self-enrichment or specific vocational goals, such as foreign language, computer applications, and CPR. Usually work on a freelance basis for continuing education programs sponsored by universities, schools, community centers, professional associations, or museums.

Corporate Trainer
Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.
Disability Services Coordinator
Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

Early Childhood Intervention Specialist
Provide support for families who have young children with developmental delays or disabilities. Conduct evaluation and assessment and determine eligibility for services. Develop service plan and provide appropriate therapy to help children improve their cognitive, motor, communication, social, and self-help skills. Work for state or federal government agencies.

Early Childhood Program Director
Administer daycare centers, preschools, nursery schools, and pre-kindergarten programs. Develop health and safety policies, ensure compliance with government regulations, select, train, and supervise staff, oversee curriculum, and maintain relationships with parents.

Elementary School Teacher
Provide classroom instruction in academic subjects, learning skills, and social skills. Create lesson plans that reflect state curriculum guidelines, confer with other teaching team members, monitor students’ performance, and facilitate conferences with parents.

Extension Agent
Design and provide educational programs to rural and urban communities through the federal Cooperative Extension System (CES). Programs typically include the areas of 4-H youth development, family and consumer science, community and economic development, natural resources, and agriculture. Assess needs of community and coordinate appropriate programming.

Instructional Designer
Develop and design instructional materials such as on-line courses, podcasts, audio/video supplements, and satellite television courses. Assess needs to learners, educational goals, and setting to determine most appropriate instructional format. Depending on project, may write or edit text, create audio or
video project, or write programming code. Work for training departments of corporations, government agencies, universities, community colleges, and schools.

**Instructional Supervisor**
Coordinate the curriculum for a particular specialty such as reading, special education, or math for a school district. Provide support to classroom teachers, evaluate teacher’s progress through observation, plan teacher training workshops, evaluate curriculum programs, and monitor relevant research. Work for administrative office of a school district. Many positions require a master’s degree.

**Instructional Technology Specialist**
Provide training for teachers about how to integrate technology into the classroom. Assess technology training needs and plan classes and workshops. Manage computer labs in schools and provide technical support to teachers and administrators as needed. May requires a master’s degree in instructional technology.

**Pre-school Teacher**
Plan daily activities for young children in pre-school setting. Monitor childrens’ progress and facilitate parent conferences. Identify signs of illness or emotional or developmental problems and refer children to appropriate resource.

**Private Tutor**
Work one-on-one or in small groups to provide academic instruction to students who need remedial, supplemental, or make-up assistance. Teach either a specific subject or more transferable skills such as effective studying or adapting to a learning disability. Work for schools, community centers, tutoring companies, or on a freelance basis.

**Recreation Therapist**
Provide treatment services and recreation activities to individuals with disabilities or illnesses. Develop plans to maintain the physical, mental, and emotional well-being of clients. Help integrate people with disabilities into the community by teaching them to use community resources and recreational activities. May
require specialized coursework or graduate degree.

**Residence Life Coordinator**
Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

**Residential Counselor**
Assist residential manager in establishing and operating a residential treatment program. Create therapeutic atmosphere, assist with daily living skills and development, assist residents in transition to independent living. Work for retirement communities, mental health facilities, substance abuse treatment programs, youth shelters, and residential school programs.

**Special Education Teacher**
Provide classroom instruction, including behavior management and life skills, to students with physical, learning, and emotional disabilities. Prepare lesson plans, consult with classroom teachers and parents, and participate in Individualized Education Program (IEP) meetings.

**Textbook Editor**
Manage the development of textbooks and other instructional materials for publishing companies. Determine goals and content for each project, assign authors to write content, edit manuscripts, and ensure timely progress to meet publishing deadlines.

**Volunteer Coordinator**
Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

**Youth Organizer**
Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.
Education Careers Requiring An Advanced Degree

Assistant Principal
Support principals in daily management of school. Enforce school policies, evaluate programs, supervise staff, manage student discipline, monitor attendance, help prepare budgets, and participate in administrative and community meetings. Requires a master’s degree in educational administration.

Educational Diagnostician
Provide assessments for students to help determine eligibility for special education, bilingual education, or other academic support programs. Help develop educational plans for students, maintain paperwork, and provide consultation to teachers and parents. Requires a master’s degree in education.

Curriculum Specialist
Develop curriculum standards for a particular subject area and define student learning objectives that comply with federal and state agency standards. Train teachers, evaluate instructional materials, and serve as resources for teachers and administrators. Requires a master’s degree in education.

Library Media Specialist (Librarian)
Manage school library by providing reference services to students and teachers, teaching students information retrieval and evaluation skills, selecting and purchasing new materials, supervising volunteers and aides, and creating school-wide programming to promote reading and literacy. Requires a master’s degree in library and information science.

Principal
Provide leadership and daily management of school in the areas of curriculum and instruction, staffing, student discipline, business affairs, and community relations. Monitor all programs for compliance with governmental regulations, coordinate school activities, conduct assessment of programming, prepare budgets, maintain records and files, hire, supervise, and train staff, respond to complaints and concerns, and attend school functions. Requires
a master’s degree in educational administration.

**Reading Specialist**
Create and coordinate remedial and developmental reading programs for public or private schools. Conduct reading assessments for students, act as consultant to teachers, administrators, and parents, and promote reading in the school and community. Requires a master’s degree in education or reading education.

**School Counselor**
Provide personal, career, and academic counseling to students on an individual or group basis. Develop specific outreach programs on topics such as drug and alcohol prevention, bullying, or eating disorders. Provide crisis counseling in emergencies, develop a network of community referral sources, coordinate standardized testing at school, help students select classes, and consult with teachers, parents, social workers, and psychologists. Requires a master’s degree in counseling.

**School Psychologist**
Collaborate with teachers and parents to help students succeed academically and emotionally. Perform student assessments such as observation, interviews, and testing to determine mental health status, emotional development, and eligibility for support services. Provide direct counseling services to students and their families and intervene in crisis situations. Consult with parents and teachers and develop educational workshops about topics such as child development, substance abuse, or self-esteem. Often work for more than one school. Requires a master’s or doctoral degree in school psychology.

**School Social Worker**
Provide counseling, referrals, and consultations with students who have learning, health, emotional, or behavioral problems. Develop school programs on topics such as bullying or peer counseling, consult with teachers, provide in-service training for teachers, and coordinate services with teacher, counselors, and psychologists. Requires a master’s degree in social work.
Speech-Language Pathologist
Assess, diagnose, and treat disorders relating to speech, language, cognitive-communication, voice, swallowing, and fluency. Use standardized tests and special instruments to measure impairment and develop an individualized plan of care. Examples of disorders treated include stuttering, developmental delays in speech, improper pronunciation, and attention and memory disorders. Work with students individually and in groups. Requires a master’s degree in speech-language pathology.

MORE JOB OPPORTUNITIES

This section lists other opportunities that may be available to all education majors. Entry into these careers usually requires internship or volunteer experience or relevant coursework in addition to an applied learning and development degree. This is a sampling of job opportunities; for more options and ideas, please visit the CSACC career information library.

ADVERTISING/MARKETING/SALES

Advertising and Promotions Manager
Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Buyer
Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers’ buying preferences, and decide what merchandise employer will sell.

Customer Service Representative
Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.
**Real Estate Agent**  
Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

**Sales/Service Manager**  
Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

**BUSINESS**

**Corporate Foundation Worker**  
Help corporations support projects and social service agencies in the community by screening proposals, giving presentations, and advising company boards which projects to fund.

**Insurance Agent**  
Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

**Loan Officer**  
Provide guidance and information for prospective loan applicants. Analyze and verify clients’ creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

**Management Consultant Analyst**  
Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.
Retail Manager
Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

CORPORATE COMMUNICATIONS

Corporate Recruiter
Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and non-profit organizations.

Diversity Officer
Research, analyze, and monitor staffing policies to achieve diversity goals. Conduct outreach activities to identify and attract qualified women and minority applicants for company openings.

Human Resources Specialist
Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

Meeting & Convention Planner
Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

Public Relations Specialist
Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.
ENVIRONMENT AND OUTDOOR

Environmental Education Specialist
Plan, develop, and conduct programs to inform public of historical, natural, and scientific features of national, state, or local parks.

Green Marketing Analyst
Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

Outdoor Guide
Lead groups on trips involving outdoor recreational activities such as fishing, hiking, nature photography, wildlife observation, or canoeing. Provide educational information about physical environment, wildlife, climate, and ecology. Work for tour companies, ranches, parks, or on freelance basis.

Recycling Coordinator
Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.

Tour Guide
Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

GOVERNMENT

Legal Assistant
Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.
**Legislative Analyst**
Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

**Legislative Assistant**
Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

**Lobbying Organizer**
Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

**Political Party Staffer**
Work to advance a political party’s agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.

**HUMAN SERVICES**

**Americorps Volunteer**
Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

**Community Organizer**
Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.
Social Service Caseworker
Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients’ behalf to government or nonprofit agencies.

Volunteer Coordinator
Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

Youth Organizer
Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.

INTERNATIONAL

ESL/ESOL Teacher
Provide rigorous and appropriate instruction to international students that supports the acceleration of English and appropriate academic content. Serve as a liaison between the student, his/her family and the school, by providing cross-cultural information to all parties that foster positive relationships.

Foreign Service Officer
Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.
Intelligence Officer
A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

Interpreter/Translator
Enable the cross-cultural communication necessary in today’s society by converting one language into another. Must remain sensitive to the cultures associated with their languages of expertise.

Peace Corps Volunteer
Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

MEDIA/PUBLISHING

Copy Editor
Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

Copywriter
Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

Grant Writer
Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.
Staff Writer
Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

Travel Writer
Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

RESEARCH

Information Broker
Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

Institutional Researcher
Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

Market Research Analyst
Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Publications Researcher
Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.
Survey Researcher
Design or conduct surveys. May supervise interviewers who conduct the survey in person or over the telephone. May present survey results to client.

SOURCES

