

CSP E-Lesson 4, Fall 2008

Words of Wisdom: "In my job, I travel to show clients new houses. But thanks to the Internet and my computer skills, I've added "creating virtual tours" to my job description.

Patricia Riley, 27, Real Estate Agent, Orlando, FL



That's Not in My Job Description!

Have you ever heard someone say, "That's not in my job description!" when they were asked to take on new tasks or responsibilities? That phrase doesn't apply any more, since job descriptions change according to technological advances and economic and social trends.

For example, if you plan to be a physical therapist, you know that you will test and measure your patients' physical conditions, use a wide variety of equipment during treatments, and teach patients how to exercise correctly. However, three trends are revolutionizing PT duties: (1) the technology of robotic artificial limbs, (2) medical advances that enable children with birth defects to live longer, and (3) the growing number of senior citizens who need assistance from physical therapists.

The term "job profile" describes the responsibilities of a person in a specific career. It is replacing the traditional term, "job description". Choose one career that interests you and write a short profile that describes the career today. Identify one trend that will affect the profile in the future.

Career Choice: _____

Job Profile: _____

Trend: _____

Down on the Farm

"I'm so proud of you, Paul." Angelo beams from ear to ear, "I don't know anyone my age who went to agricultural college. We learned by working on the farm and were lucky to graduate from high school."

Paul DeFeo and his father, Angelo, are sitting at their kitchen table discussing the future of family-owned farms. Paul just received his associate's degree in farm management and plans to gradually take over the family business of growing fruits and vegetables.

"I may have to go back to school again," Paul says seriously. "Honestly, dad, I'm scared. The farming business is changing, and I'm not sure I can keep the farm profitable. We'll be competing with so many big, commercial farms!"

Angelo looks his son in the eye. "Farming has never been easy, Paul, and change doesn't scare me. What do we have to do?"

Paul places a large pad of paper between him and his father and lists the three priorities he considers most important in keeping the farm profitable: Job Profile, trends in the economy and society, and new ways to farm. He then begins to list his ideas.

Job Profile

Paul sees the following as a farm manager's responsibilities. Add three more that you think belong in a farm manager's Job Profile.

- Assign duties to employees such as irrigation, fertilization, harvesting, planting
- Manage contracts with purchasers and seasonal workers
- Create budgets
- Estimate labor requirements
- Inspect the crops, fields and equipment
- Train workers in the use of equipment, pesticides and fertilizers
- Observe workers for safety practices
- Evaluate soil and weather conditions
- _____
- _____
- _____

Down on the Farm (Continued)

Trends and Events

Paul DeFeo is concerned because technological, social, economic and political trends or events have created major changes in farming. He has gathered information and wants to create a timeline to show his father events of the last ten years that will affect his responsibilities as manager of the farm:

1. A 2005 report shows that consumers are increasing their intake of fruits and vegetables and purchasing a wider variety of produce.
2. In 1999 his state created a Right-to-Farm law to protect farmers from conflicts with neighbors as farm land diminishes and is replaced with suburban housing developments.
3. Last year a neighboring organic farmer completed a solar energy project that will help her cope with the uncertainties around energy costs. Her solar panels will produce enough electricity to sustain her barns, shops, and farmhouses.
4. In 2004 a government study reported that the number of self-employed farmers is expected to decline as the trend continues toward the merging of small farms into large commercial farms.
5. This year an outbreak of Salmonella in peppers, originally thought to be caused by tomatoes, caused growing concern over food safety. As a result, more stringent farming laws are expected.
6. In 2000 only 23% of farmers surveyed said they use farming practices that conserve resources and protect the environment from toxic substances such as pesticides. This practice is known as "sustainable agriculture". Eighty-nine percent said they were afraid these "sustainable" practices would decrease production.
7. Five years ago the U.S. became the largest producer of genetically modified crops. These GM crops resist disease and pests because scientists have altered their genes.
8. Two years ago the state where the DeFeo's live formed a Biofuels Action Group to promote the production of crops such as corn or soybeans that can be turned into ethanol or diesel fuel.
9. The 2002 U.S. Census found that the average farmer is 53 years old.
10. In 2001 the DeFeo's state and local governments began sponsoring farmers' markets to help farmers increase profits by selling directly to the public.

Down on the Farm (Continued)

Paul wants to give his dad a visual timeline, so the dramatic changes in farming will be more apparent.

Fill in Paul's chart below with the information that Paul listed on the previous page.

Write the number of the event and the year it occurred in the appropriate boxes or list a trend and the year Paul saw it appear. This will help you prepare for a later chart listing events in a career of your choice.

10-Year Farming Events and Trends

No. 2 Right-to- Farm Act	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____
↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
↑	↑	↑	↑	↑	↑	↑	↑	↑	↑
No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____	No. ____

Down on the Farm (Continued)

New Ways

Paul DeFeo and his father must determine what these events and trends mean for the future of their farm and how they will affect Paul's job as manager. Paul has begun a list of responsibilities and tasks that he needs to add to his job profile to meet the challenges of changing trends.

Think about the items in Paul's Timeline and add three more responsibilities and tasks.

- Learn "sustainable" practices to conserve energy and protect the farm's natural resources, such as clean water, while remaining profitable
- Learn ways to compete with the big commercial farms
- Expand the business by adding a farmer's market to the farm's operation or join a farm market cooperative in a nearby town or city to sell produce directly to the public and cut out the middleman
- Be politically active by identifying and supporting legislation that protects farmers in times of economic stress
- Learn conflict management techniques to maintain good local relationships and avoid conflict with the suburban neighbors
- Begin to add alternative sources of energy, such as solar or wind power, into the farm's operations to help control energy costs
- Learn the benefits and risks of raising genetically modified crops
- Regularly re-evaluate the potential of a farming career and analyze the risks and rewards of staying self-employed in farming

- _____

- _____

- _____

What a Difference a Decade Makes

Over ten years, the tasks and responsibilities in most Job Profiles will change. For example, ten years ago paramedics would not have believed that they could do an Electrocardiogram (ECG) at an accident scene or attach a heart monitor with a "pacer" that helps a patient's heart continue to beat. Paramedics now believe that ambulances will become small operating rooms in another ten years. If that occurs, the EMT Job Profile will list much more sophisticated skills that are needed by EMTs today.

What career are you considering? What trends and events have caused the responsibilities of that career to change in the last ten years? In about what year did these occur?

Select a career that interests you and research trends and events in the field in the last ten years, just as Paul investigated farming changes. Create a timeline like the one in *Down on the Farm* by listing the trend or event and the approximate year it became known. These do not have to be chronological. For example, you may have two items for 2005 and no items for 2006.

You may work alone or brainstorm with a classmate. One of the best ways to obtain the information is by asking adults who work in the field. Use other resources such as the Internet or the school library.

Events and Trends

1. _____

2. _____

3. _____

What a Difference a Decade Makes (Continued)

4.

5.

6.

7.

8.

9.

10.

What a Difference a Decade Makes (Continued)

Ten-Year _____ Events or Trends
(List the career)

Fill in the chart with the information that you listed on the previous page. Write the number and year of the event.

# _____	# _____	# _____	# _____	# _____										
<table border="1" style="width: 100%; background-color: #e0ffe0;"> <tr> <td style="width: 10%;">1999</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">_____ Yr.</td> <td style="width: 10%;">2008</td> </tr> </table>					1999	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	2008
1999	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	_____ Yr.	2008					
# _____	# _____	# _____	# _____	# _____										

What a Difference a Decade Makes (Continued)

Job Profile

Create a Job Profile for this career. Use the information from your research and the chart on the previous page to help you decide the responsibilities and tasks that should be included in the profile.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____
