College of Education and Professional Studies: Workforce and Program Development

This sheet identifies sample occupations and work settings associated with the Workforce and Program Development major in the College of Education and Professional Studies. These are not the only options for this major, so further research may be necessary to identify a career path that is right for you. Additional training may be required for some of these options.

Sample Occupations:
- Instructional Designer
- Online Course Designer
- Trainer
- Teacher
- Training Program Manager
- Director of Academic Technology
- Director of Online Learning
- E-Learning Solutions Designer
- Activity Coordinator
- Director of Training Delivery
- Director of Academic Operations
- Talent Development
- Online Learning Consultant
- Instructional Development Specialist
- Senior Instructional Designer
- Learning Technology Specialist
- Content Developer
- Manager of Education and Learning
- Workforce Education Director
- Instructional Design Analyst

Sample Work Settings:
Businesses, Private/Public Schools, Businesses, Corporations, Local/Federal Government, Military, Contractors, Colleges and Universities.

Industry Buzzwords:
Industry buzzwords are words or phrases specific to an industry, profession, or field of study and are used by recruiters to vet applicants for positions. Below is a sample list of buzzwords for the Workforce and Program Development industry. Buzzwords can be found in the job description and should be incorporated into your resume and cover letter.

Teaching and training, human resources, project management, analyze data, evaluation and assessment, collaboration, instructional technology, staff development, leadership experience, customer service, written and verbal communication skills, program development.

Career Exploration & Job Search Resources:
- Career and Major Exploration Resources: MyCareerShines (accessed via MyUWF), OnetOnline.org
- Job Search Resources: JasonQuest (accessed via MyUWF), LinkedIn, company job pages.
- Salary Research: http://www.naceweb.org/salary-resources/starting-salaries.aspx