Educational, Guidance, School & Vocational Counselors

**What They Do**
Counsel individuals and provide group educational and vocational guidance services. For example, school counselors help students develop academic and social skills to succeed in school and eventually in the world of work. Career counselors help people learn more about themselves and gather information about different occupations and how to prepare for them, with the ultimate goal being to select a career path that’s the best fit for them.

**Is This For You?**
**Work Interests** are described in the following categories (compatible with Holland’s Model). People who tend to succeed in this career are:

- **Social (Helpers)** — Like to work with other people. They enjoy teaching, helping and curing people. They are good with words.

**Work Values** are aspects of work that are satisfying to you. The following work values are generally associated with this career.

- **Relationships** — Allow employees to provide service to others and work with co-workers in a friendly, non-competitive environment
- **Achievement** — Results oriented, allow use of strongest abilities and provide feeling of accomplishment.
- **Working Conditions** — Offer job security and good working conditions.

**Abilities** reflect a person’s aptitude to acquire skills and knowledge. The following abilities are important for success in the career.

- Oral Expression
- Oral Comprehension
- Problem Sensitivity
- Written Comprehension
- Written Expression
- Deductive Reasoning
Basic Skills You Need

- Active Listening
- Social Perceptiveness
- Speaking
- Reading Comprehension
- Service Orientation
- Critical Thinking
- Writing
- Active Learning
- Complex Problem Solving

Recommended Levels* for the National Career Readiness Certificate

- Applied Math 4
- Workplace Documents 4
- Graphic Literacy 4

*Using the median skill level.

Education & Training

Most employers of educational, guidance, school and vocational counselors in South Dakota require a master’s degree in guidance and counseling. Most employers also require supervised experience in the field or a field more directly related to the specific needs of the individuals they will be helping, such as career guidance or rehabilitation services.

Where They Work

The South Dakota industries which employ the largest number of educational, guidance, school and vocational counselors are:

- Educational Services
- Social Assistance
- Self Employment
- Local Government, Excluding Education and Hospitals
- Federal Government

South Dakota Employment & Wages

<table>
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<tr>
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<th>2018 Workers</th>
<th>2028 Workers</th>
<th>Numeric Change</th>
<th>Percent Change</th>
<th>Average Annual Demand for Workers</th>
<th>Annual Median Wage</th>
<th>Annual Average Wage</th>
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<tr>
<td>Workers</td>
<td>806</td>
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<td>96</td>
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<td>$44,593</td>
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</tbody>
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Additional References

Labor Market Information Center
www.dlr.sd.gov/lmic

Career OneStop
www.careeronestop.org

O*Net Online
www.onetonline.org

mySkills myFuture
https://www.myskillsmyfuture.org/

Provided By

Labor Market Information Center
South Dakota Dept. of Labor and Regulation
605.626.2314

Visit dlr.sd.gov/hotcareers to obtain the most recent workforce data and trends and more resources, including this document. Also available are explanations of the terms used in this occupational profile.

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