

Workplace Readiness Skills for the Commonwealth

Brochure for Parents

Hide not your talents. They for use were made. What's a sundial in the shade.—Ben Franklin

All life demands struggle. Those who have everything given to them become lazy, selfish, and insensitive to the real values of life. The very striving and hard work that we so constantly try to avoid is the major building block in the person we are today.—Ralph Ranson

Student Activity: Design a brochure for parents that addresses how they can help their children develop a good work ethic. Illustrations or graphics should be incorporated. These can be original art work, magazine pictures, photos, or computer-produced material. Research and list at least three resources on work ethic that parents can review with their children. These can be print (books, magazines, newspaper) and/or nonprint (video, audio, Internet sites).

Note to Teacher:

- Give students copies of the two handouts, Brochure (http://www.cteresource.org/attachments/atb/ewrs/HO5_Brochure.pdf) and The News Is...(http://www.cteresource.org/attachments/atb/ewrs/HO6_TheNews.pdf). Review these with them.
- Bring a variety of brochures to class for students to use as models for their brochures.
- Idea: Invite a speaker to talk to students about an adult's/parent's role in helping students develop a good work ethic.
- Idea: Invite a person who lived during the Great Depression (or a person who knew someone from that era) to talk about what hard work meant during those years and how the Depression caused people to develop a good work ethic.
- Idea: Invite a student/graduate from another country, who is/was a “successful” student, to speak to the class about the work ethic from his/her perspective.
- Idea: This lesson may be expanded to include use of publishing software to develop the brochure. Team teaching with technology teacher may be an option.

Suggested Learning Measure: Completed brochure