



Family and consumer sciences professionals often work in these areas:

- Apparel and Textile Design
- Apparel and Textile Merchandising
- Dietetics
- Education
- Food and Nutrition Sciences
- Human Development and Family Science
- Hospitality
- Interior Design
- Nutrition and Fitness
- Communications
- Consumer Economics and Financial Planning

The Careers of Tomorrow

Many of the specializations in family and consumer sciences relate to critical issues of our day.

Rapid changes in society which cause stress to individuals from childhood through adulthood have placed a high demand on the administration of human services.

Opportunities in dependent care, long-term healthcare administration, and wellness are expanding.

Travel and tourism, along with the hospitality industry - hotels, motels, and restaurants - are booming.

Positions in the food and appliance industry are increasing.

Food manufacturers are looking to family and consumer sciences graduates to fill positions in product development, consumer affairs, public policy, strategic planning, marketing, and research.

Counselors are needed to work in alcohol, drug abuse, and family crisis centers.

Financial institutions such as banks, savings and loan associations, counseling agencies, insurance companies, and brokerage firms seek qualified financial planners who understand family dynamics and the relationship with community.

Interior and fashion designers who combine creative abilities with technical knowledge, business expertise, and global awareness will own, manage, and operate private businesses as well as work on design teams.

Merchandising graduates will apply their marketing and management skills in all aspects of retailing. Developing and designing equipment and clothing for the young, disabled, and aging populations continues to provide new career avenues.

Family and consumer sciences educators and early childhood professionals will continue to be needed to assure that children and youth are prepared for their futures as family members and professionals.

Positions with community agencies, in fund development, in human resources as well as in youth programs and organizations are ideally suited to the family and consumer sciences graduate.

Typical Family and Consumer Sciences Career Settings

Family and consumer sciences graduates can anticipate contributing their newly acquired skills in a variety of work settings, and be assured of continued growth and advancement opportunities. To complement the listings of specific job opportunities within family and consumer sciences specialties in this brochure, a generalized overview of major tasks that can be expected in typical career settings follows.

DEVELOPING IMPROVED PRODUCTS AND SERVICES

Graduates who choose this setting may:

- develop products, services, and programs to meet the needs of consumers and clients, considering such factors as associated costs, risk, and environmental concerns;
- work in laboratories to design improved appliances, fabrics, or furniture;
- prepare preliminary product prototypes and demonstrate their benefits;
- create and evaluate food products in a test kitchen;
- perform tests of new/improved products or services;
- experiment with different methods of labeling, serving, and motivating consumers;
- create computer software to enable families to optimize financial planning and budgeting; or
- write instructions for users/providers.

MARKETING CONSUMER PRODUCTS AND SERVICES

Graduates choosing careers in this arena may:

- manage or work in direct sales promotion of food, apparel, interior furnishings, and other consumer goods;
- provide customer services in hotels, restaurants, resorts, and convention/tourism centers;
- administer personal counseling services in nutrition, financial management, parenting, and eldercare; or
- monitor customer needs, trends, and satisfaction levels.

RESEARCHING NEEDS, ATTITUDES, AND MARKETS

Graduates with inquiring minds might enjoy a setting in which they may:

- direct market surveys to determine consumer interests and habits;
- study research reports and government data to detect trends;
- conduct tests of products or services to assess satisfaction/ effectiveness; or
- evaluate workforce retraining needs.

INFORMING THE PUBLIC

Graduates with a strong journalism, public relations, and education background may:

- write articles for Web sites, newspapers, and magazines covering issues affecting the well-being of individuals and families;
- appear on television to discuss topics of interest to consumers as well as direct such productions;
- participate in radio talk show discussions;
- prepare educational publications to expand knowledge of environmental, nutritional, and conservation issues;
- develop technology assisted means to connect with the public; or
- provide consumer information regarding the use of the Internet and computers.

WORKING IN FAMILY AND COMMUNITY SERVICE AGENCIES

Graduates interested in one-on-one relationships may:

- counsel families on how to enhance their quality of life through better budgeting, improved purchasing decisions, and more economical housing selection;
- assist those with disabilities in managing family responsibilities and living independently;
- provide legal and financial guidance services;
- advise members of youth groups on social coping skills; or
- administer childcare or eldercare services.

MANAGING OPERATIONS

Graduates with strong administrative skills may:

- purchase supplies and raw materials required for the production of specific goods or services;
- oversee distribution systems;
- implement marketing plans for goods or services; or
- administer personnel, consumer relations, product promotion, and public relations.

TEACHING IN A VARIETY OF SETTINGS

Graduates dedicated to education may:

- specialize in early childhood education-preschools, kindergarten, and primary grades;
- instruct middle and high school students about nutrition, interpersonal relationships, human sexuality, human development and parenting, financial management, consumer purchasing, and resource management;
- be responsible for the prevention and treatment of injuries associated with secondary/collegiate interscholastic athletic programs;
- teach adults about nutrition and food safety, retirement planning, consumer economics, and family relationships; or
- organize distance learning experience for youth and adults.

Education

Many colleges and universities throughout the United States offer two- and four-year degree programs in Family and Consumer Sciences. These include a general program which provides a broad background in all areas of family and consumer sciences subject matter while allowing the student a wide choice of electives as well as very selective programs focusing on a particular area of specialization.

In general, an individual wishing to pursue a career in the Family and Consumer Sciences profession can be expected to:

- earn an associate's or bachelor's degree as a minimum employment requirement;
- participate in an internship program during the two- to four-year curriculum;
- anticipate additional education courses and practice teaching to obtain a teaching certificate;
- continue in a graduate program to pursue careers in food and nutrition, research, supervisory or positions, and college teaching.

A bachelor's degree in family and consumer sciences provides an excellent foundation for entrance into

professional schools of medicine, dentistry, allied health, and law.

FOOD AND NUTRITIONAL SCIENCES

Increase in demand for knowledge on food safety and nutrition offers challenging positions, both nationally and internationally, to prevent diseases and improve health. Career paths open to the Food and Nutritional Science major are:

PRODUCT DEVELOPMENT
NUTRITION AND FITNESS COUNSELING
FOOD SCIENCE/TECHNOLOGY
FOOD PRODUCTION/PROCESSING
FOOD SERVICE COORDINATION
FOOD EDITOR FOR MAGAZINES AND COOKBOOKS
CONSUMER RELATIONS
QUALITY CONTROL
RESEARCH
MARKETING
PRODUCTION MANAGER FOR MASS MEDIA INCLUDING WEB EDUCATION

"I chose my major because it encompassed the things I am most interested in and brought them together in a package with considerable career flexibility. I can take my degree and enter professional schools of medicine or dentistry, become a dietitian, or enter other health promotion/health care careers."

-Nutritional Sciences Major

DIETETICS

The demand for dietitians is increasing in response to the expanding needs of health care facilities, corporate wellness programs, influence of the media, and environmental concerns. Involved in clinical practice, research, management of food service systems, food processing, communications, sales, and teaching, today's dietitian is typically employed in:

BUSINESS AND INDUSTRY
COLLEGES AND UNIVERSITIES
COMMUNITY/GOVERNMENTAL AGENCIES
COOPERATIVE EXTENSION

CORPORATE AND SPORTS WELLNESS PROGRAMS
 FOOD COMMODITY GROUPS
 FOOD MANUFACTURERS AND PROCESSORS
 HOSPITALS AND HEALTH ORGANIZATIONS
 MASS MEDIA
 HEALTH SPAS
 FITNESS CENTERS
 PRIVATE PRACTICE
 PUBLIC AND PRIVATE SCHOOL SYSTEMS
 SOCIAL SERVICE AGENCIES
 STATE AND FEDERAL CORRECTIONAL INSTITUTIONS
 STATE AND FEDERAL RESEARCH LABORATORIES
 PRODUCTION MANAGERS FOR MASS MEDIA
 NUTRITION THERAPY
 DIET ANALYSIS UTILIZING TECHNOLOGICAL SOFTWARE

"I became interested in nutrition when I worked in a senior center. I wanted to become a dietitian to help individuals acquire the ability to take control over their own diets, bodies and lives."

-Dietetics Major

NUTRITION AND FITNESS

Graduates are able to evaluate, plan for, and counsel individuals in the combined areas of nutrition and fitness, sports and diet, and nutrition and cardiac rehabilitation in a growing list of career opportunities.

ATHLETIC/ACTIVITIES DIRECTOR
 CORPORATE FITNESS MANAGER
 DIET CENTER DIRECTOR
 FITNESS CLUB MANAGER
 EXERCISE TESTING TECHNICIAN
 FITNESS INSTRUCTOR/CONSULTANT
 HEALTH AND FITNESS ADVISER
 NUTRITION CONSULTANT/SPECIALIST
 NUTRITIONIST
 PERSONAL FITNESS TRAINER
 SPORTS NUTRITIONIST

HUMAN ENVIRONMENTS

Three main design career paths typically chosen

include residential, facilities, and specialized design centers for personal living environments. Facilities design concentrates on public and work environments and special design focuses on individual design issues such as lighting and furniture. Career options include:

CORPORATE DESIGNER
 FACILITIES DESIGNER AND MANAGEMENT
 FURNITURE/PRODUCT DESIGNER
 HEALTH CARE DESIGNER
 HISTORIC PRESERVATIONIST AND PLANNER
 HOTEL DESIGNER
 INTERIOR DESIGNER
 RESIDENTIAL DESIGNER
 SPACE PLANNER
 URBAN PLANNER
 EXHIBITIONS AND PROGRAMMING
 OFFICE DESIGNER
 COMPUTER-AIDED DESIGN
 GRAPHIC ARTIST

APPAREL/AND TEXTILE DESIGN

Graduates in this major find exciting career opportunities in creative and managerial positions. Among them are:

APPAREL/TEXTILE PRODUCTION SPECIALIST
 CAD PROFESSIONAL
 COSTUME DESIGNER
 THEATER COSTUMING
 COSTUME HISTORY
 DISPLAY DESIGNER
 DRY CLEANING AND LAUNDERING SPECIALIST
 FASHION COORDINATOR
 FASHION DESIGNER
 FASHION ILLUSTRATOR
 FASHION JOURNALIST
 FUNCTIONAL DESIGNER
 GRAPHIC DESIGNER
 PATTERN DESIGNER/PATTERNMAKER
 PIECE GOODS/FABRICS BUYER
 QUALITY CONTROL SPECIALIST
 TEXTILE DESIGNER
 TEXTILE LABORATORY TECHNICIAN

TEXTILE PRODUCTION SPECIALIST
TEXTILE STYLIST

"I enjoy studying about clothing and textiles. I hope to contribute to human well-being by improving the functionality and design of clothing that enhances the self-perception of the wearer."

-Apparel and Textile Major

APPAREL AND TEXTILE MERCHANDISING

The apparel and textile industry is one of the largest employers in the nation. The field seeks people who have knowledge of the fast-paced fashion world, and who also possess keen business skills. Graduates are in high demand and have excellent advancement opportunities. Positions include:

CATALOG INVENTORY ANALYST
CUSTOMER RELATIONS MANAGER
DEPARTMENT MANAGER
EDUCATION DIRECTOR
FABRIC MARKET REPORTER
FASHION CONSULTANT
FASHION DIRECTOR
MERCHANDISE MANAGER
MERCHANDISER
PRODUCT DEVELOPER
QUALITY ASSURANCE ANALYST
RETAIL BUYER
RETAIL PROMOTION
STORE MANAGER OR OWNER
VISUAL MERCHANDISER
HUMAN RESOURCE MANAGEMENT
FINANCIAL ANALYST
COMPUTER SYSTEMS DESIGNER
E-COMMERCE MARKETING

"I want to own my own clothing business and I thought this was the best way to gain insight. I have learned that clothing is a strong symbol of who we are as a person within our society."

-Apparel and Textile Marketing Major

HOSPITALITY

One of the fastest growing industries in the nation,

each year about 25,000 employees are needed to fill positions within the hospitality industry.

HOTEL ADMINISTRATION
BED AND BREAKFAST OWNER/MANAGER
CAMPGROUND MANAGER
CONVENTION/MEETING MANAGER
CRUISE LINE MANAGEMENT
EQUIPMENT SALES
FRONT DESK MANAGER
RESORT/MARINA MANAGEMENT
THEME PARK MANAGER/SPECIALIST
DESIGNER OF SOFTWARE PROGRAMS
SUPPORT HOSPITALITY
FOOD SERVICE MANAGEMENT
CATERER
CLUB MANAGER
COLLEGE/UNIVERSITY FOOD SERVICE DIRECTOR
FAST FOOD RESTAURANT MANAGER
FOOD AND BEVERAGE MANAGER
KITCHEN SUPERVISOR
RESTAURANT MANAGER
SCHOOL FOOD SERVICE DIRECTOR
SPECIALTY FOOD MANAGER
MILITARY FOOD SERVICE DIRECTOR
TRAVEL AND TOURISM
BUSINESS TRAVEL SPECIALIST
CRUISE DIRECTOR
INCENTIVE TRAVEL SPECIALIST
TOUR BROKER/WHOLESALE
TRAVEL JOURNALIST/WRITER

EDUCATION

In addition to ongoing teacher shortages in some geographical areas, career opportunities in business, industry, and the public sector exist for the graduate with an education degree in family and consumer sciences.

ATHLETIC EDUCATOR WORKING WITH
CLINICAL AND INDUSTRIAL HEALTH CARE
PROGRAMS
CORPORATE HEALTH PROGRAMS
HEALTH CLUBS
INTERSCHOLASTIC/COLLEGIATE/PROFESSIO
NAL ATHLETICS

SPORTS MEDICAL CLINICS
BUSINESS AND INDUSTRY PUBLIC AFFAIRS
SPECIALIST/DIRECTOR
CONSUMER AFFAIRS DIRECTOR
COOPERATIVE EXTENSION DIRECTOR
HEAD START PROGRAM DIRECTOR
AGING SERVICE DIRECTOR
PEACE CORPS/VISTA VOLUNTEER
PRESCHOOL TEACHER
ELEMENTARY SCHOOL TEACHER
SECONDARY SCHOOL TEACHER
COMMUNITY AND TECHNICAL COLLEGES

HUMAN DEVELOPMENT CONSULTANT
RETIREMENT FACILITY PROGRAM DIRECTOR
RESEARCH ANALYST
DIRECTOR - MEDIA RELATIONS
POLICY ANALYST
SYSTEMS ANALYST
FINANCIAL CONSULTANT
INFORMATION TECHNOLOGY CONSULTANT

"Teaching has always appealed to me as a career choice. At the same time, everything that is involved in day-to-day living is a part of family and consumer sciences education and I am very excited about helping others to live better."

-Family and Consumer Sciences Education Major

HUMAN DEVELOPMENT AND FAMILY SCIENCE

In high demand because of rapid changes in the life course, careers continue to evolve.

DIRECT SERVICE TO CHILDREN AND YOUTH
CHILD CARE (INFANT, TODDLER, AND
SCHOOL-AGE)
HOSPITAL PROGRAMS
RECREATION PROGRAMS
DIRECT SERVICE TO FAMILIES
COMMUNITY SERVICE WORKER
COOPERATIVE EXTENSION EDUCATOR
ELDER CARE
OUTREACH WORKER
PARENT EDUCATOR
SUPPORT SERVICE TO CHILDREN AND
FAMILIES
CASEWORKER: MENTAL HEALTH, YOUTH
SERVICES
CHILD AND FAMILY ADVOCATE
CHILD CARE DIRECTOR
COMMUNITY/HUMAN SERVICE DIRECTOR
OR SPECIALIST
EARLY CHILD DEVELOPMENT
INTERVENTIONIST
FAMILY LIFE EDUCATOR