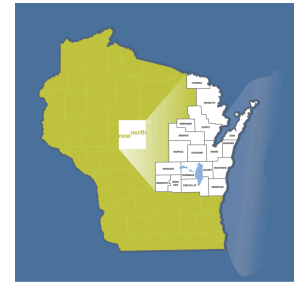


May 25, 2025

Regional Career Pathway Newsletter

NEW NORTH REGION



BUSINESS ADMINISTRATION: EXPLORING CAREER PATHWAYS IN BUSINESS

As we welcome the summer months, it's the perfect time to reflect on the growing career opportunities available for students in Northeast Wisconsin, particularly in the dynamic field of Business Administration. From finance and marketing to management, these careers are essential to the success of nearly every industry. The Business Administration Pathway equips students with the knowledge, skills, and hands-on experiences needed to thrive in today's competitive economy.

Behind every successful company are professionals who lead teams, manage budgets, solve problems, and create strategies that drive innovation and growth. Across the NEW North region, businesses of all sizes are eager to engage students through internships, youth apprenticeships, and classroom partnerships that build both talent pipelines and community connections.

Whether students are aspiring entrepreneurs, future financial analysts, HR specialists, or operations managers, the Business Administration Pathway offers a strong foundation for long-term success. With support from educators and industry leaders, these programs align with current workforce needs and empower students to pursue high-demand, high-opportunity careers.

In this edition of the NEW North Regional Career Pathway newsletter, we'll spotlight the exciting opportunities within Business Administration, share real-world success stories, and provide practical ways for employers and students to get involved. Together, we can help students discover their potential and strengthen the future of Wisconsin's business community.

May 2025 Edition

Exploring Career Pathways

Acuity Helps Students Shine

Breaking Down Regional Career Pathways

Ways to Engage

Stories of Impact

NEW North Partners



Students Shine at Junior Achievement Titan Business Challenge

The annual JA Titan Business Challenge took place on March 13th at Acuity Insurance, bringing together 31 teams from eight high schools across the region. The event, hosted by *Junior Achievement of Wisconsin*, gave students the opportunity to put their entrepreneurial and decision-making skills to the test in a simulated business competition. Students competed in teams to manage a virtual company and make real-world business decisions.

A special thanks goes out to Acuity Insurance for hosting and sponsoring the event. Jerry Jones from O'Hare Wealth Management served as emcee, and numerous community volunteers helped make the day a success. The event was further supported by generous in-kind donations from Palo Popcorn, Canteen Sheboygan, Johnston's Bakery, and Lakeside Pepsi, as well as sponsorship from BMO, Johnson Financial Group, Johnsonville, Masters Gallery, Oostburg State Bank, Sargento, Sartori, and United One Credit Union. Events like the JA Titan Challenge continue to highlight the power of business-education partnerships in preparing students for future success.

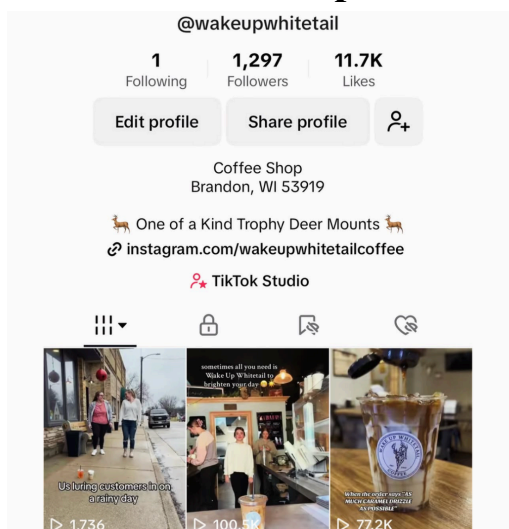
Breaking Down Regional Career Pathways

Business Administration Career Pathway Name of Region 2024-2027			
Educational Level <small>(May require work experience and educational levels may vary by employer)</small>	Finance (IAC Code 52.03)	Management (IAC Code 52.99)	Marketing (IAC Code 52.14)
Any Educational Level	Entrepreneur		
High School Diploma, Certificate	<ul style="list-style-type: none"> Collections Specialist Financial Services Representative Loan Processor Accounting Assistant Bank Teller Title Examiners, Abstractors, & Searchers Customer Service Representative Insurance Claims & Policy Processing Clerks 	<ul style="list-style-type: none"> Receptionist First Line Supervisors Customs Broker Gaming Supervisor Data Entry Specialist Customer Service Representative 	<ul style="list-style-type: none"> Retail Salesperson Inside Sales Online Merchant Brand Ambassador Marketing Research Assistant Entry Level Writer/Editor Customer Service Representative
Certification or Technical Diploma	<ul style="list-style-type: none"> Payroll Specialist Loan Counselor Financial Planning Assistant Claims Assistant/Adjuster Bookkeeper Insurance Sales Real Estate Assessor/Appraiser 	<ul style="list-style-type: none"> Office Assistant Technical Writer Business Operations Specialist Human Resources - Recruiter 	<ul style="list-style-type: none"> Sales Representative Real Estate Sales Agent Visual Merchandiser Social Media Specialist Search Engine Optimization Specialist Marketing Internship
Registered Apprenticeship	<ul style="list-style-type: none"> Financial Services Professional 	<ul style="list-style-type: none"> Administrative Professional Executive Administrative Assistant Administrative Services Manager Office Manager Paralegal & Legal Assistant Business Analyst/Project Manager Credit Manager Operations Manager Account Executive Information Systems Specialist Human Resources - Talent Acquisition 	<ul style="list-style-type: none"> Customer Service Manager Event Planner Marketing Coordinator Office Manager Public Relations Specialist Social Media Manager Project Management Specialist Communications Specialist Assistant Product Manager
Associate Degree	<ul style="list-style-type: none"> Contract Specialist Financial Analyst Account Manager Insurance Agent Insurance Underwriter Loan Underwriter Mortgage Broker Fraud and Loss Specialist/ Investigator Revenue Agent 	<ul style="list-style-type: none"> Executive Director General Manager Training and Development Specialist Office/Administrative Services Manager Human Resource Manager Compensation and Benefits Manager Logistics Manager Non-Profit Management Supply Chain Management Procurement Agent Project Manager Management Analyst Business/Marketing Instructor: UW-Stout & UW-Whitewater 	<ul style="list-style-type: none"> Sales Manager Purchasing Manager Product/Brand Manager Public Relations Manager Marketing Analyst Marketing Strategist Development Director Project/Marketing Manager Business/Marketing Instructor: UW-Stout & UW-Whitewater
Bachelor Degree and beyond	<ul style="list-style-type: none"> Accountant / Auditor Loan Officer Financial Manager Finance/Accountant Financial Research Analyst Investment Portfolio Manager Investment Trader Actuary Personal Financial Advisor / Counselor Risk Management Specialist Business Systems Analyst Business/Marketing Instructor: UW-Stout & UW-Whitewater 	<ul style="list-style-type: none"> Executive Director General Manager Training and Development Specialist Office/Administrative Services Manager Human Resource Manager Compensation and Benefits Manager Logistics Manager Non-Profit Management Supply Chain Management Procurement Agent Project Manager Management Analyst Business/Marketing Instructor: UW-Stout & UW-Whitewater 	<ul style="list-style-type: none"> Sales Manager Purchasing Manager Product/Brand Manager Public Relations Manager Marketing Analyst Marketing Strategist Development Director Project/Marketing Manager Business/Marketing Instructor: UW-Stout & UW-Whitewater
Postsecondary Options	<ul style="list-style-type: none"> UW-Whitewater Click HERE for Postsecondary Options 		

The Business Administration Career Pathway

The Business Administration Career Pathway prepares students with foundational knowledge and versatile skills applicable across a wide range of industries, including finance, marketing, human resources, operations, and office management. Students engage in academic and technical coursework that emphasizes communication, leadership, critical thinking, and organizational strategy. Through hands-on learning experiences such as internships, job shadowing, co-ops, and dual-credit opportunities, students gain real-world insight into the business environment. This pathway aligns education with industry needs, equipping students for immediate employment or continued post-secondary education in business-related fields. Strong partnerships with local businesses, schools, and colleges ensure that students are empowered to become effective contributors to Wisconsin's economic growth. Contact your school counselor for more information.

Stories of Impact



Local YA Helps Wake Up Whitetail Go Viral with 100K+ Views on TikTok

Wake Up Whitetail, in Brandon, WI, found out firsthand how the real impact of youth apprenticeships can help them reach exciting milestones. One of their youth apprentices, Aubrey, took the lead in developing social media content for their coffee shop as part of her high school apprenticeship, and this past month, her creative work helped their business hit its first viral TikTok video, surpassing 100,000 views.

Aubrey’s role isn’t just a student project, it’s a real job with real responsibilities. From concept development to filming, editing, and tracking analytics, she’s been immersed in the business side of marketing and branding. Her work, alongside her peers, shows how students are more than capable of contributing in meaningful ways to local businesses.

The management team at Wake Up Whitetail, is not just giving students something to do, they are giving them something to own. Aubrey’s TikTok success is a perfect example of what happens when students are trusted with real work that has real impact. It’s not just beneficial for students, it’s a win for the business too.

Youth Apprenticeship programs across Wisconsin are creating opportunities like this every day, allowing high school students to gain on-the-job experience while earning credit toward graduation. Through partnerships between schools and employers, students explore careers, develop essential workplace skills, and in many cases, like this one, make direct contributions to the success of local businesses.

To celebrate this success and continue connecting with the community. Check out the viral video here: [Watch on TikTok](#) and don’t forget to like, comment, and share to keep the momentum going! This is more than a caffeine boost—it’s a community success story powered by students, business owners, and a shared belief in the value of real-world learning.

Ways to Engage

Employers can engage in Career-Based Learning Experiences (CBLE) by offering class presentations, school tours, internships, apprenticeships, or co-op programs that provide students with hands-on, real-world experience in their industry. They can collaborate with local schools to create mentorship opportunities, allowing professionals to guide students in developing both technical and soft skills. Additionally, employers can participate in career fairs, workplace tours, or job-shadowing events to introduce students to potential career paths and industry expectations. Sharing your career passions will engage your future workforce.

STORIES OF IMPACT



The School District of Sheboygan Falls is proud to spotlight Brianna, a high school senior participating in the Youth Apprenticeship program through the Insurance Finance pathway at Acuity Insurance. Brianna’s experience reflects the powerful impact of workplace-based learning and the vital role that business partnerships play in preparing students for success in today’s workforce.

Through her placement at Acuity, Brianna has gained firsthand exposure to the insurance industry while receiving consistent mentorship and support from her manager. Flexible scheduling, opportunities to explore different roles, and meaningful guidance have helped her grow professionally and personally. Brianna’s experience underscores the value of youth apprenticeship as more than just job training—it’s a launching pad for future careers.

“Before starting my youth apprenticeship with Acuity, I had never held a job and didn’t know what to expect in the workforce,” said Brianna. “Thanks to the support and encouragement from my manager and colleagues—both in my department and others—I’ve gained the confidence to pursue my career goals. Their positivity has helped me feel ready to further my career, head off to college, and take the next steps into the professional world.”

Brianna’s journey demonstrates how early exposure to professional environments helps students build confidence, develop real-world skills, and see a clear path toward their future. The School District of Sheboygan Falls is grateful to Acuity Insurance and all local business partners who make these impactful learning opportunities possible. Together, we are helping shape a workforce that is skilled, confident, and future-ready.



Meet Madilyn, a driven and enthusiastic student from Green Bay Preble High School, who is turning her passion for learning into real-world success through her Youth Apprenticeship at The Home Depot. As part of the Business & Marketing pathway, Madilyn is developing valuable professional skills while gaining firsthand experience in a fast-paced, customer-focused environment.

From communication and customer service to merchandising and marketing, Madilyn is embracing every opportunity to grow. Her apprenticeship allows her to apply classroom knowledge in a real-world setting—interacting with customers, supporting sales initiatives, and learning from seasoned professionals in the retail industry.

“The environment is highly rewarding as I am able to work with professionals and gain experience in customer service, professionalism, and effective communication,” said Madilyn. “I am able to develop my skills in marketing and merchandising and I enjoy how I am able to apply those skills in the real world. I love my customers!”

Youth Apprenticeship programs like the one offered at Preble High School give students a head start on their careers while helping them build confidence and explore career pathways. Through her time at The Home Depot, Madilyn is not only gaining critical workplace experience—she’s also making a real impact with every customer interaction.



NEW NORTH REGIONAL CAREER PATHWAY PARTNERS