RUBIN

ASPIRE GUIDE 2025-2026

ASPIRE

@RubinEducation

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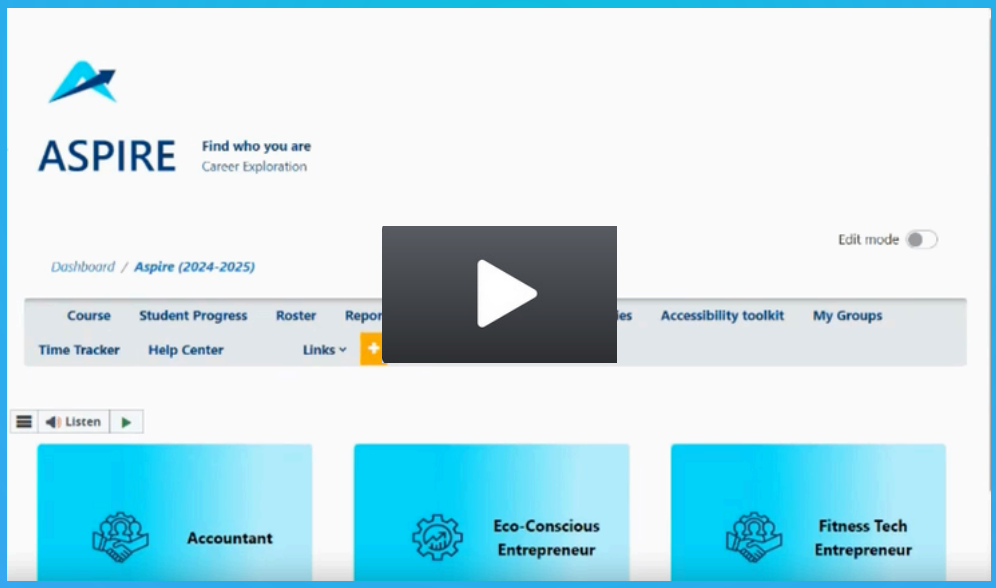
OVERVIEW OF ASPIRE

Aspire is a library of 400+ short, impactful videos that feature professionals from in-demand career pathways.

Join Danny Rubin, the founder of Rubin, as he interviews experts in fields like marketing, health care, hospitality and more.

For a video overview of the Aspire library, click here.



CREATE AN ACCOUNT

Students and instructors manually create accounts in our Aspire library. Follow the instructions below to create Aspire accounts.

For further assistance, click the link to watch a video with instructions.

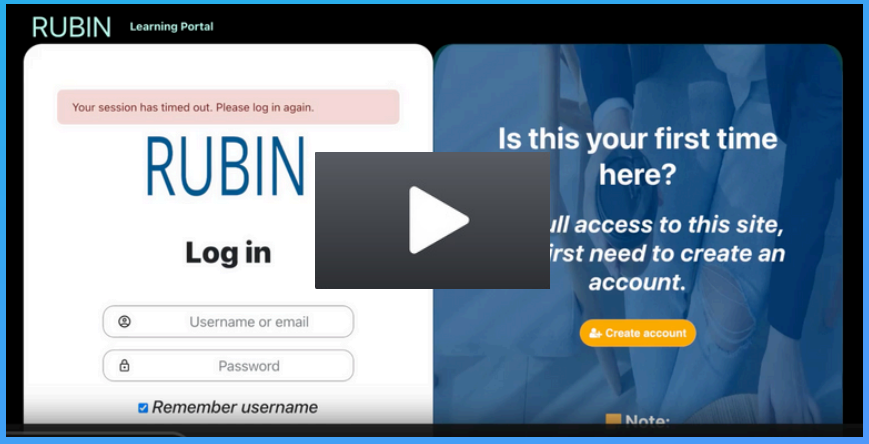
Account Creation Instructions

Step 1: Use the instructions you receive via email upon purchase to log in with your teacher account. Have your student create an account with the email instructions.

Step 2: Upon signing in, you will see Aspire as an available product.

Step 3: Click on "Aspire" to enter the learning platform.

Click here or on the video below for step-by-step account creation instructions.



ASPIRE

CAREER PATHWAYS

Aspire has seven career pathways for students to explore. In each pathway, there are various jobs within that field.

The image below shows the pathways and selected jobs in Aspire.

Health Science
Athletic Trainer
A.I. Software Developer
Athletic Director
Dentist
Educator
ER Nurse
Lab Technician
Medical Assistant
Occupational Therapist
Pediatric Neurologist
Pharmacy Technician
Psychologist
Surgical Assistant
Ultrasound Tech
Veterinarian

STEM and Education
A.I. Software Developer
Astronautical Engineer
Civil Engineer
Cybersecurity Expert
Data Analyst
Digital Trading Cards Expert
Early Childhood Professional
K-12 Principal
Data Analyst
Manufacturing Engineer
Video Game Developer
Website Developer

Hospitality and Entertainment
Athletic Director
Executive Chef
Fashion Designer
Flight Attendant
Hollywood Film Producer
Hotel Food and Beverage -- Banquets
Hotel Food and Beverage -- Front of House
Hotel General Manager
Hotel HR Manager
Hotel Housekeeping -- Assistant Manager
Major League Sports Executive
Marriott Hotel Executive
Restaurant Manager
Sports Agent

Business Management
Eco-Conscious Entrepreneur
Fitness Tech Entrepreneur
Non-Profit CEO
Real Estate Agent

Public Safety and Trades
Chief of Police
Lawyer
Military Operations Specialist
Apprentice Program Manager
Commercial Painter
Electrician
Flower Farmer
Hair Salon Owner
Livestock Farmer
Welder
Auto Mechanic
Firefighter

Marketing
Amazon Account Executive
Content Marketer
Dallas Cowboys Marketing Specialist
Digital Marketer
Influencer Marketer
Public Relations Professional
Social Media Marketer
Video Producer

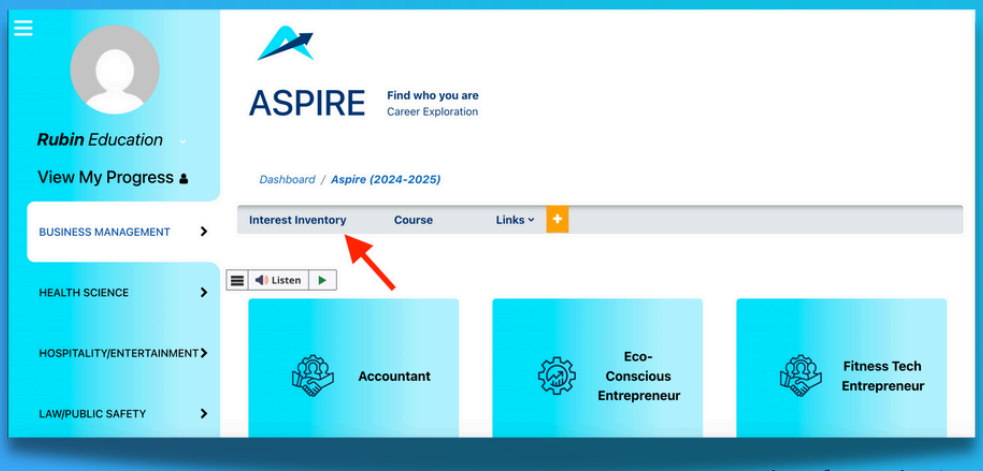
[To access Rubin's extensive catalog with more on Aspire, click here.]

INTEREST INVENTORY

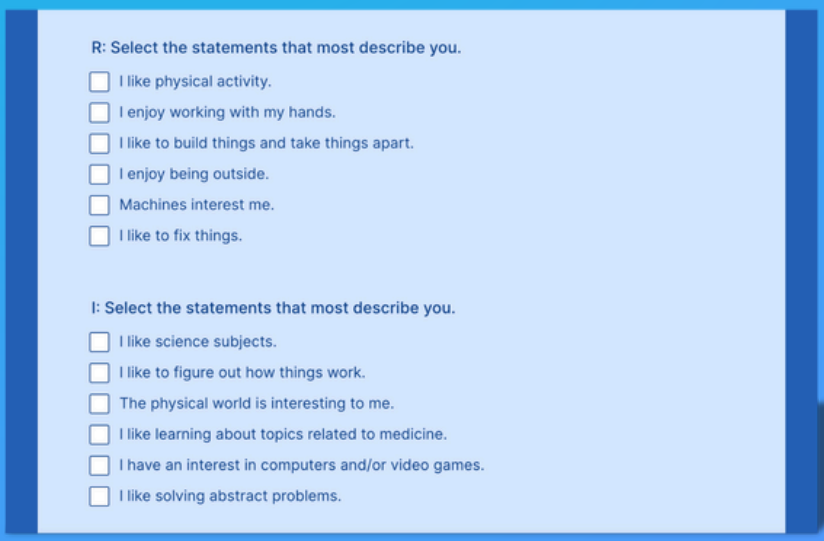
Aspire includes an Interest Inventory (also known as a personality assessment) for students to narrow down careers they want to explore.

To complete the Interest Inventory, students answer questions based on personal interests and personality type. Once submitted, Aspire will list jobs that may be of more interest to the student. Results are also emailed to the instructor and the student.

Note: The Interest Inventory is only visible to the student, not the instructor.



Snapshot from the interest inventory in Aspire.

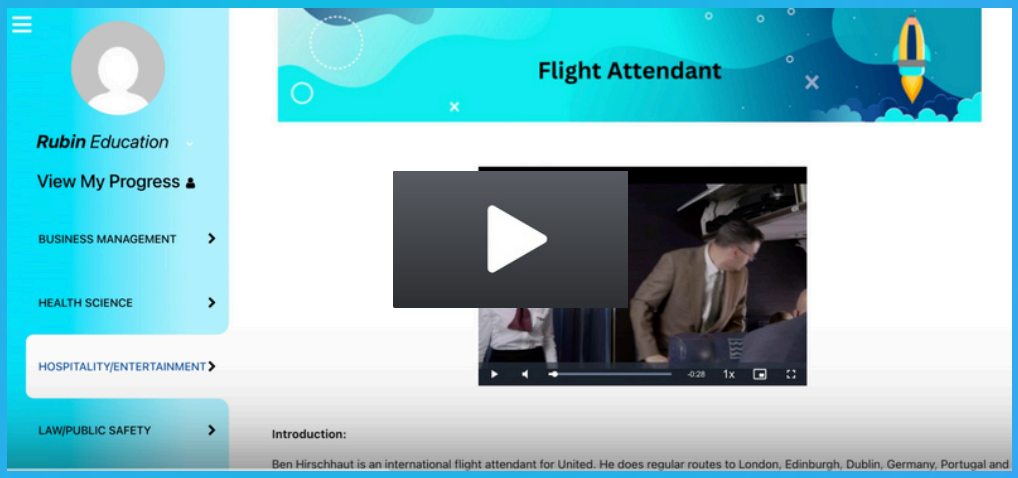


ASPIRE PAGE BREAKDOWN

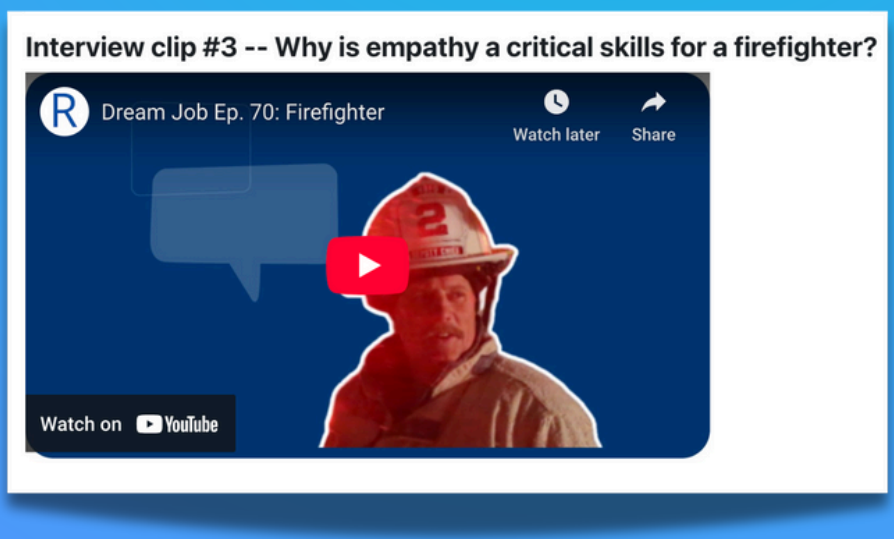
Each Aspire page profiles a different career. The page includes a snapshot video of someone on the job and short video clips from the full interview. We also provide the full interview at the bottom of the page.

As well, each Aspire page contains discussion questions for each clip and a certificate of completion for each job.

Click here or on the video below for a walk through of an Aspire page.



Snapshot of a sample clip with a firefighter in Aspire.

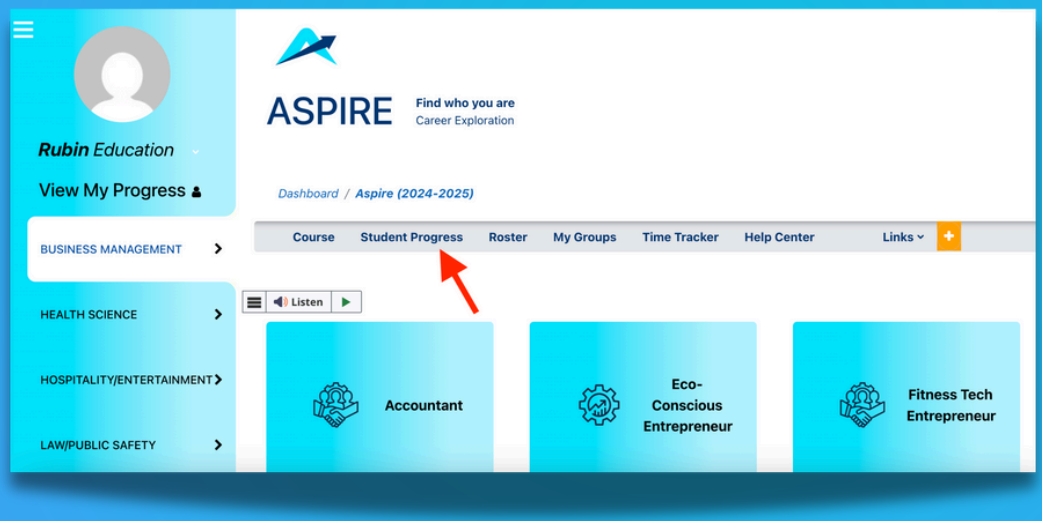


STUDENT MONITORING

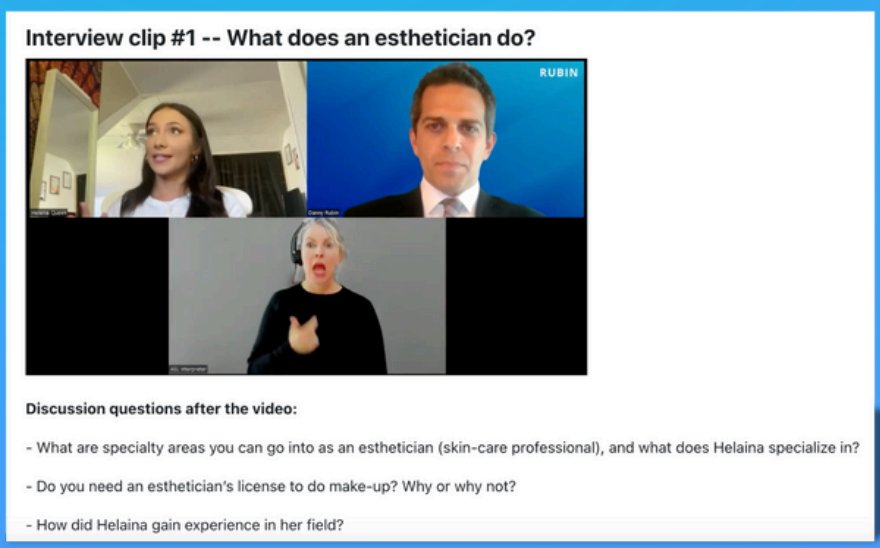
Instructors monitor student work in the **Student Progress** section of Aspire. Student Progress is located in the top navigation bar.

Instructors can see which career pages students have viewed. There are no grades associated with Aspire pages, as this is meant to be an exploration resource for students.

The “Student Progress” feature in Emerge can be found in the gray navigation bar.



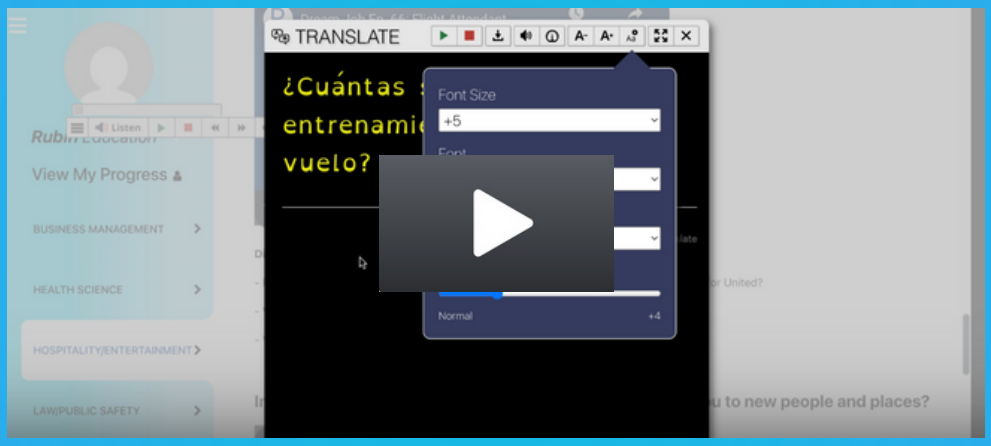
Sample video clip and discussion questions from the Aspire interview with an esthetician.



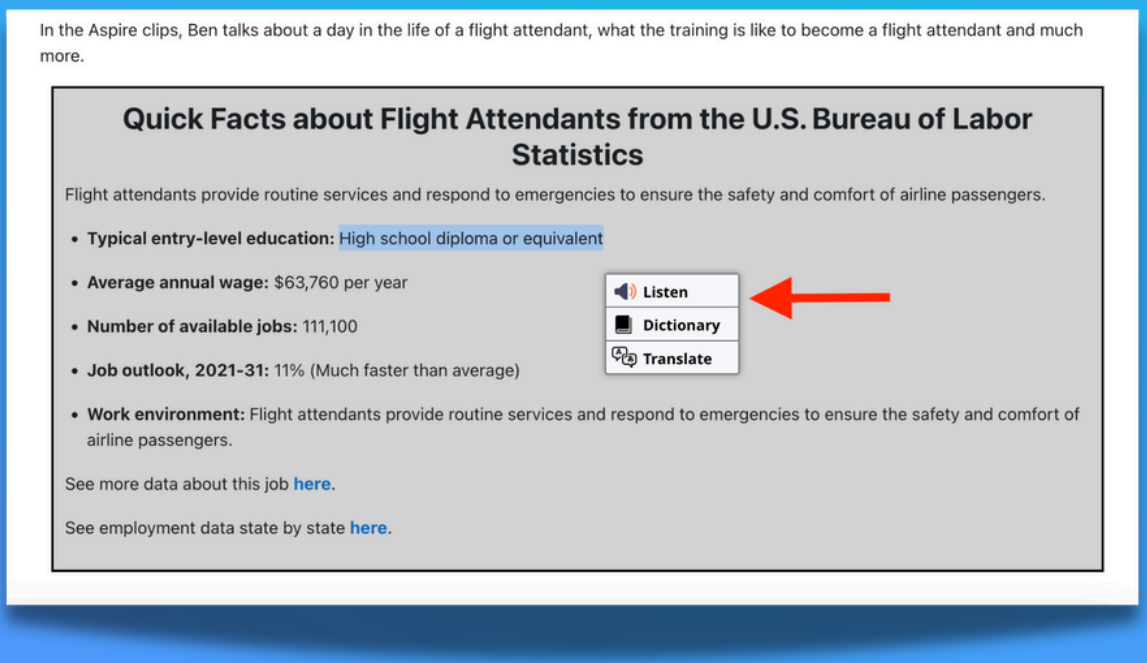
ACCESSIBILITY FEATURES

Aspire has accessibility tools available on all site pages. Features include a read-aloud (text to speech) function, translation into 20+ languages and the ability to change the background and text color.

Click here or on the video below for a more in-depth demonstration of the accessibility features in Aspire



The accessibility feature button can be found at the top left of each page or will appear if any text on the page is highlighted.



SAMPLE OUTLINES FOR ASPIRE

Click the links below for sample outlines of Aspire content to help you pace the material for your student.

- Sample 1 - Aspire Career Exploration
- Sample 2 - Aspire Career Exploration

ASPIRE

HELPFUL INFORMATION

To access our Help Center with FAQs and helpful resource links, click here.

Still have questions? Contact us and we can help!

Email: support@rubineducation.com
Phone: 1-800-975-5846