



**Educator instructions:**

Ask students what first comes to mind when they think about Financial Services? What kind of jobs are involved?

Explain to students that Financial Services is a well-established industry in Northeast Florida and one that offers them a lot of opportunity and career advancement in finance and insurance--and companies continue to innovate and incorporate more data, technology and security into all aspects of the industry.

Share the website, [earnup.org](http://earnup.org). Move the mouse to Career Pathways and scroll down to Financial Services. Click on it. That will bring you to the Financial Services subpage.

Distribute the questions to students, share on your computer screen—whatever method works in your classroom environment. Then, Click on the 1:15 video on the right-hand column of the [earnup.org](http://earnup.org) website. Show the video. Then, guide students through the questions below. Ask for their response as well as their reaction to this information.

**Q 1 Name some of the industry’s job titles.**

**Q 2 Approximately how many banks and insurance forms on Forbes’ Global list in the region?**

**Q 3 What is the world’s largest Fintech company by revenue?**

**Q 4 Name some employers in financial services in the region?**

Below the video, you’ll see a carousel of clickable links to various employers shown in the video. Take a suggestion from the class. Ask a student to navigate the website, look through their site and explore any open careers they may have.