



RUBIN

2024-2025
Products and Resources

RUBIN

The Leader in Online Resources
for Business Communication Skills



RUBIN

Raise your hand if you have experienced the following:

- An email where the entire message is the subject line.
- A weak handshake with no eye contact.
- The inability to hold a conversation with an adult.

If your hand is in the air, we are here to help.

Hi. We are Rubin, the leader in online resources for business communication skills. Through live webinars, plug-and-play curricula and a game-changing email etiquette tool for Gmail and Outlook, we help thousands of students nationwide improve how they write and speak for professional opportunities.

Please review our catalog and see the many ways we teach students to become expert communicators and rise above the competition.

Then, consider how we can work together to shape young minds, give every student an equal chance at success and abide by our company's motto:

Write well, open doors!

Danny Rubin — Founder, Rubin

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RUBIN

The Leader in Online Resources for Employability Skills

PRODUCTS



EMERGE

Robust digital library of 300+ instructional items to help students write, speak and lead with confidence.



PROPEL

Revolutionary email etiquette tool for Gmail and Outlook that teaches students how to write a professional email.



ASPIRE

More than 250+ career exploration videos with accomplished professionals in health care, hospitality, marketing and more.

FREE RESOURCES



WEBINAR SERIES

Free career exploration webinar series in which students interact live with guests from in-demand fields and ask questions.



CONTEST

Annual national contest in which students showcase employability skills and compete for prizes and recognition.

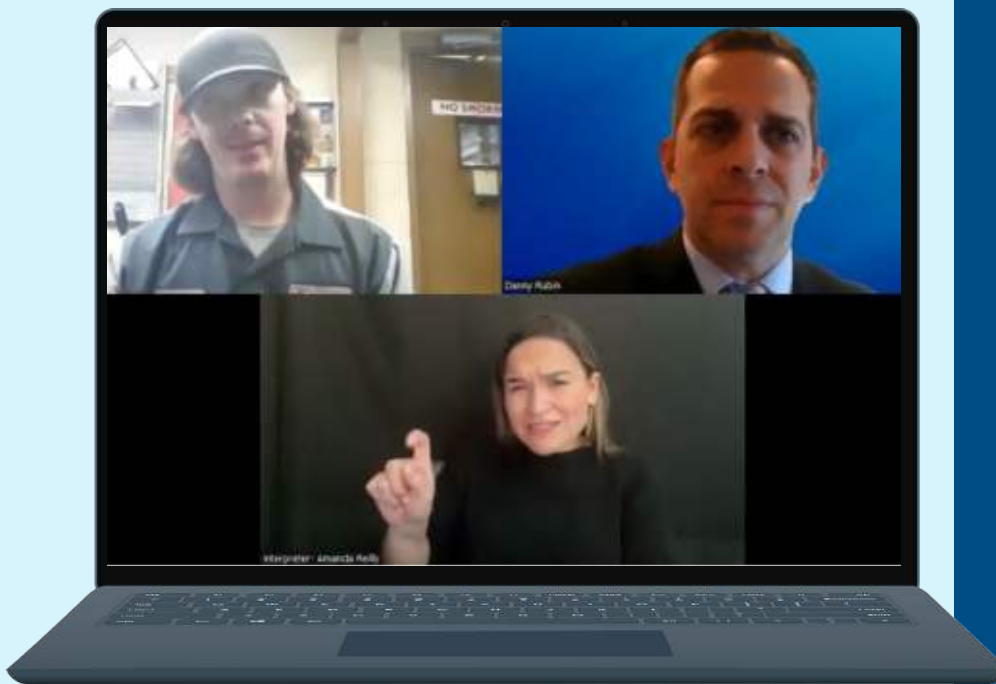


ASPIRE

**“Aspire is all the career exploration
I need – all in one place!”
– CTE teacher in California**

Aspire is a library of 250+ 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.



**Auto mechanic Justin Winter talks with
Rubin founder Danny Rubin as part of the
Aspire career exploration video series.
In the bottom of the image,
an interpreter provides sign language.**

The 1-2 minute Aspire video clips are perfect for quick yet meaningful class discussion.

- Aspire is ideal for K-12 audiences.
- Aspire features easy-to-use worksheets and on-screen sign language.
- Aspire integrates to your LMS for single sign-on (ex: Google Classroom, Canvas and Schoology)

**FREE PILOT FOR
A LIMITED TIME!**





ASPIRE

**Review all the careers in Aspire.
New careers added every month!**

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

RUBIN

Transform Student Email Writing!



PROPEL

BEFORE Propel

To: jsmith@acmeschool.org
homework
teacher where do i find the homework thx

AFTER
Propel

To: jsmith@acmeschool.org
Question about Algebra I assignment
Good morning, Ms. Smith.
This is Sally Johnson from Algebra I.
I'm writing because I have a question about the Algebra I assignment due on Tuesday, March 5.
I'm stuck on problem #3 and can't find the answer.
Please let me know if you are free after school today to assist. Thanks so much.
-- Sally Johnson

Are you frustrated by student emails that look like text messages?

Give your students Propel, Rubin's game-changing tool for Gmail and Outlook, and see dramatic improvement right away!

- Ideal for all ages and grade levels
- Does NOT use A.I. — Propel is a teaching tool
- 100% of surveyed teachers saw immediate student improvement

FREE pilot for a limited time! ➔



Testimonial:

“Rubin Propel is a tool teachers *and* students love. You will see a change in student email writing habits immediately, and you will wonder how your school ever got along without Propel!”

— Anna-Lisa,
CTE teacher in Virginia

— AMERICA'S NEXT GREAT —
INTERN

by RUBIN



Calling All CTE Students!

Our Popular
National Contest is Coming Back
in February 2025

More information:
RubinEducation.com/Contest



DREAM

JOB

**WEBINAR
SERIES
WITH RUBIN**



Join educators and students around the country for our popular webinars focused on career exploration. **It's 100% free!**

During each Dream Job webinar, we hold a live conversation with a professional from an in-demand CTE pathway. The webinars teach students about the job and the importance of employability skills for college and career readiness.

**Register
now for an
upcoming
webinar!**



Digital Badges & Certificates

Rubin's Emerge curriculum offers 23 different skill areas in which students can earn digital badges along with printable certificates.

Students earn the badge and certificate after they complete a post-assessment for the unit, which is either a multiple-choice quiz or video reflection.



The Basics



Employability Skills



Business Promotion Skills



Leadership Skills



Emerge for Beginners

Ideal for elementary, middle school and transition populations, **Emerge for Beginners** addresses fundamental concepts for communication skills.

Content includes:

- K-8 worksheets that cover skills like teamwork, elevator pitches and storytelling.
- Interactive flash cards, word searches and memory games.
- Step-by-step guided instruction on how to write your first email, complete a job application, dress for the job interview and more.

Emerge for Beginners Teaches Cursive Signatures

Jennifer Wieberg, a middle school teacher in Deerfield, Kansas, used the **Emerge with Beginners** lesson called **How to Sign Your Name in Cursive**.

In the tweet Wieberg shared, the students practice their signatures with paper and pen.



The Beginners unit provides learning materials for the following topics:

- The essential parts of an email
- Proper email closing lines
- How to attach a file to an email
- Professional text messages
- How to mail an envelope
- How to take a headshot
- Breakdown of a resume
- Breakdown of a “storytelling” cover letter
- How to leave a voicemail
- How to set your voicemail
- How to prepare for a virtual meeting/interview
- How to wrap up an interview conversation
- How to write a “thank you” email after an interview
- How to call an employer to inquire about a position, submitted application or recent interview

Check the boxes for topics you want to teach!

Email Etiquette – Beginner



Module 1: Overview

- Video:** Email Etiquette overview
- Pre-Test:** Email Etiquette -- Beginner
- Reading:** Why you must capitalize your name
- Reading:** Example of a poorly-written email
- Halfway Quiz:** Identify the Essential Parts of an Email

Module 2: Your Email Address

- Reading:** Addresses - appropriate vs. inappropriate
- Activity:** Create a Professional Email Address

Module 3: Texting vs. Emailing

- Reading:** Respond to a professional text message
- Activity:** Texting vs. Emailing

Module 4: Subject Lines

- Video:** Subject lines do not contain the email message
- Activity:** Part 1 -- How to Compose a Subject Line

Module 5: How to Address People

- Activity:** Part 2 -- How to Address People by Name
- Reading:** How to address your teacher/instructor

Module 6: Email Body

- Reading:** Avoid big paragraphs
- Activity:** Part 3 -- How to Write the Email Body

Module 7: Your Email Signature

- Activity:** Part 4 -- How to Craft an Email Signature
- Reading:** Sign your name above your email signature

Module 8: Draft an Email & Post-Test

- Activity:** Final Challenge -- Email to Instructor
- Post-Test:** Email Etiquette -- Beginner

Email Etiquette – Advanced



Module 1: Overview

- Video:** Email Etiquette -- Advanced overview
- Pre-Test:** Email Etiquette -- Advanced
- Reading:** How to use CC and BCC
- Reading:** Comma usage during email introductions
- Video:** How to use "Reply" and "Reply All"

Module 2: Your Email Address

- Mini-Activity:** Remove "-ing" Words
- Activity:** Improve Your Writing in 3 Minutes
- Activity:** Write Less, Say More

Module 3: Pronoun Usage

- Reading:** Keep an eye on the lowercase "i"
- Reading:** Determine the pronouns people want to be called
- Activity:** How to Remove Pronouns

Module 4: Details Make the Difference

- Activity:** How to Add Layers to Your Writing
- Activity:** How to be a Name-Dropper
- Activity:** How to Use Proper Capitalization

Module 5: Critical Thinking

- Quick Quiz:** Your/You're, Who's/Whose and Have/Of
- Reading:** Closing lines for different emails
- Activity:** Bottom Line Up Front
- Activity:** The Power of a "Wrinkle" in Business

Module 6: Post-Test & Discussion

- Activity:** The Best Way to Do a Final Edit
- Post-test:** Email Etiquette -- Advanced



Phone & Video Etiquette

Module 1: Overview

- Video:** Phone Etiquette overview
- Pre-Test:** Phone Etiquette

Module 2: General Phone Skills

- Reading:** How to answer when someone calls
- Activity:** How to Set Your Own Voicemail
- Activity:** How to Leave a Voicemail

Module 3: Employability Phone Skills

- Video:** Wrong and right way to call an employer
- Reading:** How to take down a customer message
- Activity:** How to Talk on the Phone with Confidence

Module 4: Virtual Presentations

- Video:** Etiquette for giving a virtual presentation
- Video:** Should you sit or stand?
- Activity:** How to Create a Personalized Virtual Background

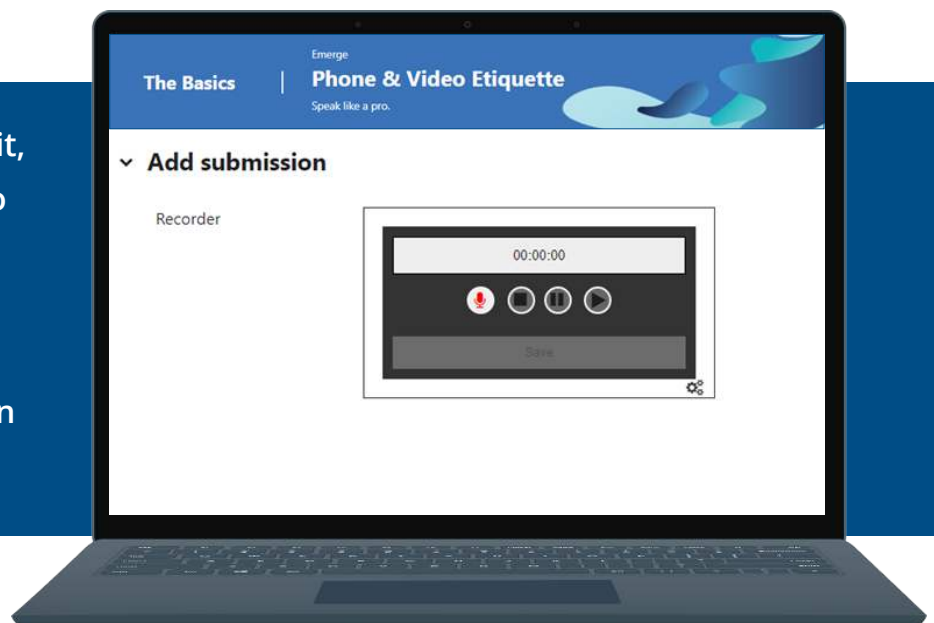
In the Phone & Video Etiquette unit, students practice phone and video skills, including how to set your own phone voicemail and leave a voicemail for someone else. To practice, students record their own voice with the tool on the right.

Module 5: Engage with Others

- Reading:** Etiquette during a video conference
- Reading:** Etiquette in chat threads
- Reading:** Etiquette for your display name
- Reading:** Add your preferred pronouns in Zoom
- Activity:** How to Do a Virtual/Video Interview
- Virtual Etiquette:** Check for Understanding
- Secret Activity:** Student voluntarily stays quiet

Module 6: Post-Test and Reflection

- Post-Test:** Phone Etiquette
- Video Reflection:** Phone Etiquette
- What would you do?** 9 tricky phone scenarios





Life Skills and Inclusion, Access, Equity & Diversity

Life Skills for Careers

- Video:** Life Skills overview
- Pre-Test:** Life Skills for Careers
- Reading:** Where to place the dollar sign (\$)
- Reading:** How to use a "Hello" name tag
- Activity:** How to Shake Hands in the Business World
- Activity:** How to Address and Mail an Envelope
- Activity:** How to Sign Your Name in Cursive
- Activity:** How to Learn From a Mentor
- Activity:** How to Take a Quality Headshot
- Reading:** How to Create a #Personal Hashtag
- Activity:** Social Media Etiquette
- Activity:** Hand Placement for Typing
- Reading:** Understand Employee Benefits
- Reading:** Air Travel Best Practices
- Activity:** Salary Negotiation Skills
- Post-Test:** Life Skills for Careers



Communicate with Teachers and Employers

- Video:** Use proper tone with teachers and employers
- Reading:** 3 employer situations where politeness matters
- Reading:** How to handle "curveball" employer moments
- Activity:** Email Instructor About Missed Class
- Activity:** Email About a Reference Letter

Inclusion, Access, Equity and Diversity

- How leaders should always look out for others
- Respect other people's opinions
- Dress code for in-person and virtual events
- Determine the pronouns people want to be called
- Best practices for cultural exchange
- Start conversations with new people

Ethics Discussions

- Email writing
- Phone calls
- Networking skills
- Internships
- Resume writing
- Cover letter writing
- LinkedIn profiles
- Interviews
- Report writing
- Student leadership
- Client outreach



Math for Careers

Video Tutorials

- How to understand sales commission
- How to determine company payroll
- How to calculate hourly wage
- How to deduct from your paycheck
- How to assess quantity of building materials

Additional Math Topics

- Understand an employee paystub
- Read an analog clock
- Count money and make change
- Worksheet: What is a 1099?
- Worksheet: Telling Military Time
- And much more!



Networking Mastery

Overview

- Video:** Networking Mastery overview
- Pre-Test:** Networking Mastery

Essential Networking Skills

- Activity:** How to Set Up a Networking Meeting
- Activity:** How to Send a Thank-You Note after Networking
- Activity:** How to Congratulate Someone

Seek Mentorship

- Video:** Why it's important to find a mentor
- Activity:** How to Ask Someone to Help as a Mentor
- Activity:** How to Ask for Career Advice

Networking for College & Career

- Video:** Why you need to remember names
- Activity:** How to Seek a Job after a Networking Event
- Activity:** How to Follow Up If a Person Doesn't Answer
- Activity:** How to Network with Alumni from School
- Reading:** When to use alumnus, alumna or alumni

Post-test

- Post-Test:** Networking Mastery



Internship and Job Outreach

Overview

- Video:** Internship and Job Outreach overview
- Pre-Test:** Internship & Job Outreach

Apply for Jobs

- Activity:** How to Apply for a Job Via Email
- Activity:** How to Ensure Company Received Job App
- Activity:** How to Apply If Company Has No Openings
- Activity:** How to Ask for a Letter of Recommendation

Interviews

- Activity:** How to Ask for Informational Interview
- Activity:** How to Thank Someone after the Job Interview

Internships

- Video:** How to Take Initiative and Advocate for Yourself
- Reading:** How to email your supervisor to take initiative
- Video:** How to ask about what you don't understand
- Activity:** How to Ask about Internships
- Activity:** Follow-Up Email after Internship
- Reading:** How to give your "two-weeks" notice

Career Fairs

- Reading:** Dress code for in-person and virtual events
- Reading:** 9 best practices for attending in-person and virtual career fairs
- Activity:** The Secret Way to Impress Employers

Post-test

- Post-Test:** Internship & Job Outreach

Virtual Internship Resources

- How to request a Q&A with a professional
- How to prepare questions for a virtual tour
- How to add a virtual internship to your resume
- How to explain a virtual internship in a cover letter
- How to write a virtual internship reflection



Unforgettable Resume

Overview

- Video:** The Unforgettable Resume overview
- Pre-Test:** Resume Writing

Resume “Skills” Section

- Reading:** Example of a resume “Skills Board”
- Activity:** How to Write a Resume Skills Section

Resume “Experience” Section

- Reading:** What if you don’t have work experience?
- Reading:** Including athletic achievements and current classes
- Activity:** Work Experience Bullet Points 1 & 2
- Activity:** Work Experience Bullet Points 3 & 4

Resume Final Sections

- Activity:** Resume Miscellaneous Section
- Activity:** Resume Education Section
- Activity:** Create a Video Resume

Post-Test

- Post-Test:** Resume Writing

Rubin-inspired cover letter wins \$25,000 in college scholarships

Ms. Sharonda Bostic, a CTAE (career, technical and agriculture education) teacher in Lamar County, Georgia, employs the Rubin “storytelling” method for cover letters and job interviews. Ms. Bostic helped one student, Christian (photo on the right), explain how he overcame anxiety to excel in the classroom and extracurriculars. The cover letter enabled the student to win \$25,000 in scholarships and cover tuition for freshman year.



“Storytelling” Cover Letter

Overview

- Video:** “Storytelling” Cover Letter Overview
- Pre-Test:** Cover Letter

Find Your Story

- Group Exercise:** Q&A to find your best story
- Reading:** Examples of stories you can share
- Activity:** Map Out Your Story

Tell Your “COVID Story”

- Video:** “Storytelling” and COVID-19
- Reading:** Share your COVID-19 story of resilience
- Video:** Step-by-step guide to the “storytelling” approach

Write Your Story

- Activity:** How to Tell a Story in a Cover Letter (Parts 1-3)
- Activity:** Storytelling Cover Letter (Parts 4-6)

Post-Test

- Post-Test:** Cover Letter





LinkedIn 101

Overview

- Video:** LinkedIn Profile overview
- Pre-Test:** LinkedIn 101

Create a LinkedIn Profile

- Reading:** What if you already have a headshot?
- Activity:** How to Take a Quality Headshot
- Activity:** How to Write a Professional Headline
- Activity:** How to Write Work Experience
- Reading:** What if you don't have work experience?
- Activity:** Selecting LinkedIn Interests

Make Connections on LinkedIn

- Video:** LinkedIn Outreach overview
- Activity:** How to Send LinkedIn Invitations
- Activity:** Network with Someone Who Sent a Message
- Activity:** How to Ask for a LinkedIn Recommendation

Post-Test

- Post-Test:** LinkedIn 101



Job Interview Prep

Overview

- Video:** Job Interview overview
- Video:** Wrong and right ways to shake hands
- Pre-Test:** Job Interview Prep

Answer Job Interview Questions

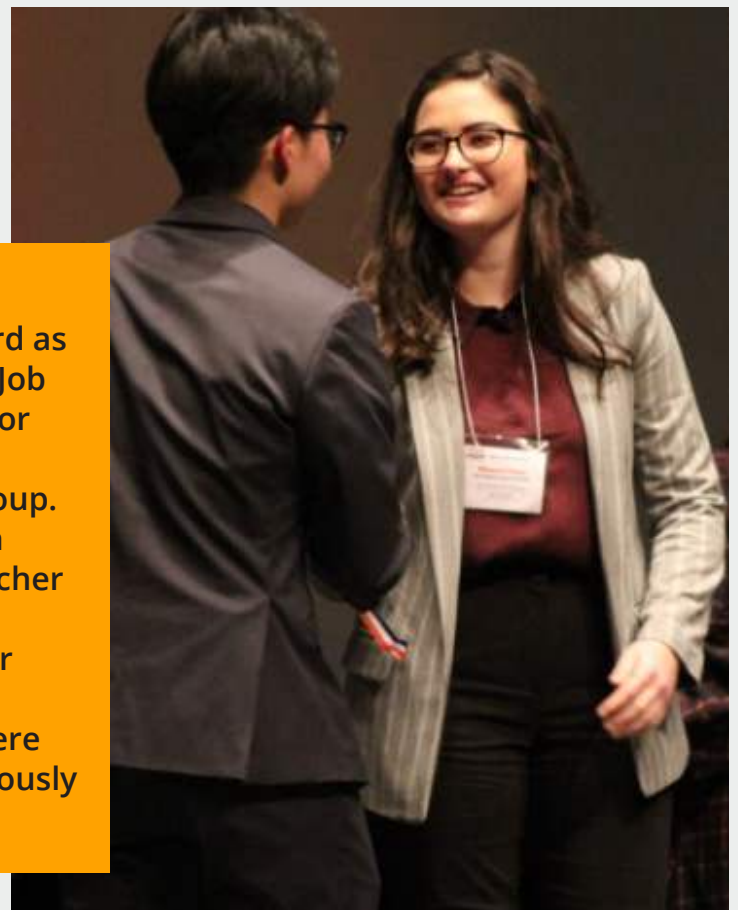
- Video:** Wrong and right ways to answer questions
- Activity:** How to Share Your Stories of Success

Ask Your Own Questions

- Video:** Wrong and right ways to ask questions
- Activity:** How to Prepare Smart Interview Questions

Post-Test

- Post-Test:** Job Interview Prep



Melanie Foust (red shirt, glasses) receives her award as regional champion in the Job Interview Skills category for Business Professional of America (BPA) student group. Foust went on to win 10th statewide (Michigan). Teacher Mindy Eggleston believes Rubin techniques gave her students an edge in the regional competition (where they had never won previously for Job Interview Skills).

Business Promotion Skills Units



Find Your Big Idea

Key Concepts

- Activity:** Step 1 -- Match Passion with Purpose
- Activity:** Step 2 -- Understand Income and Expenses
- Activity:** Step 3 -- Do a Competitive Analysis
- Activity:** Step 4 -- Identify Ideal Customers
- Activity:** Step 5 -- Decide on a Marketing Plan
- Activity:** Step 6 -- Become a Legal Business
- Video Reflection:** Find Your Big Idea



Sales Writing

Key Concepts

- Video:** Writing for Sales overview
- Pre-Test:** Sales Writing
- Activity:** Introduce Yourself to a Company
- Activity:** Invite Prospects to an Event
- Activity:** Give Thanks for Attending the Event
- Activity:** Extra -- Announce You Started a Business
- Post-Test:** Sales Writing
- Video Reflection:** Sales Writing

In the following exercise from Find Your Big Idea, students conduct a competitive analysis on their target market.

The activity

Do an online search for companies or organizations that already offer a similar product or service. See if you can find up to five and list each one below. Under each competitor, list three aspects you like about the approach and one way your business will be different.

For example:

1. Acme Catering Services

- **Three aspects you like:**

1. Locally owned and operated
2. Focus on weddings and corporate events
3. Led by a former executive chef

- **One way your business will be different:**

1. We will serve only organic, locally-sourced foods.

Congrats! You have now identified:



Website Content

Writing Guides

- Video:** Website Content Overview
- Pre-Test:** Website Content
- Reading:** "About Me" page for portfolios
- Reading:** Achievements page for portfolios
- Reading:** Project recap/reflection for portfolios
- Reading:** Senior memories for portfolios
- Reading:** Business website writing examples
- Activity:** Part 1 -- Mission Statement
- Activity:** Part 2 -- About Us
- Activity:** Part 3 -- Services (or Products)
- Activity:** Part 4 -- Staff Bios
- Activity:** Part 5 -- Photo Captions
- Activity:** Blog Post 1 -- Profile on a Team Member
- Activity:** Blog Post 2 -- Post on a Recent Success

Post-Test

- Post-Test:** Website Content



Public Relations 101

Overview

- Video:** Public Relations 101 overview
- Pre-Test:** Public Relations 101
- Reading:** Additional sample press releases
- Activity:** Part 1 -- Header Information
- Activity:** Part 2 -- Headline and Subheadline
- Activity:** Part 3 -- Body of the Press Release
- Activity:** Part 4 -- Send to the Media
- Activity:** Part 5 -- Follow Up with the Media
- Activity:** Part 6 -- Send Photos/Videos to Media

Post-Test

- Post-Test:** Public Relations 101

Writing for Fundraising

Write a Grant Application

- Video:** Grantwriting overview
- Pre-Test:** Grantwriting
- Activity:** Rely on Strong Detail
- Activity:** Tell a Powerful Story (Parts 1-4)
- Activity:** Tell a Powerful Story (Parts 5-8)



Post-Test

- Post-Test:** Grantwriting

Write a Kickstarter Page

- Video:** Crowdfunding overview
- Pre-Test:** Crowdfunding
- Activity:** Part 1 -- Write a "Short Blurb"
- Activity:** Part 2 -- Write "Rewards"
- Activity:** Part 3 -- Write a "Project Description"
- Activity:** Part 4 -- Write "Risks and Challenges"
- Activity:** Part 5 -- How to Write "About You"



Post-Test

- Post-Test:** Crowdfunding

Students Use Rubin to Contact NBA, MLB Executives

In the photo, a student officer from the virtual company Resha Hemp poses with her company logo. CTE students in the business classes at Stockdale High School in Bakersfield, CA relied on Rubin's Writing for Fundraising unit to spark sales conversations with executives from Major League Baseball and the National Basketball Association.





Writing for Managers

Key Concepts

- Activity:** How to Assign Roles/Responsibilities
- Activity:** How to Ensure Employees Follow Through
- Activity:** How to Develop a Partnership
- Activity:** How to Provide Constructive Criticism
- Activity:** How to Give an Organizational Update
- Video Reflection:** Writing for Managers

Writing to Clients

Key Concepts

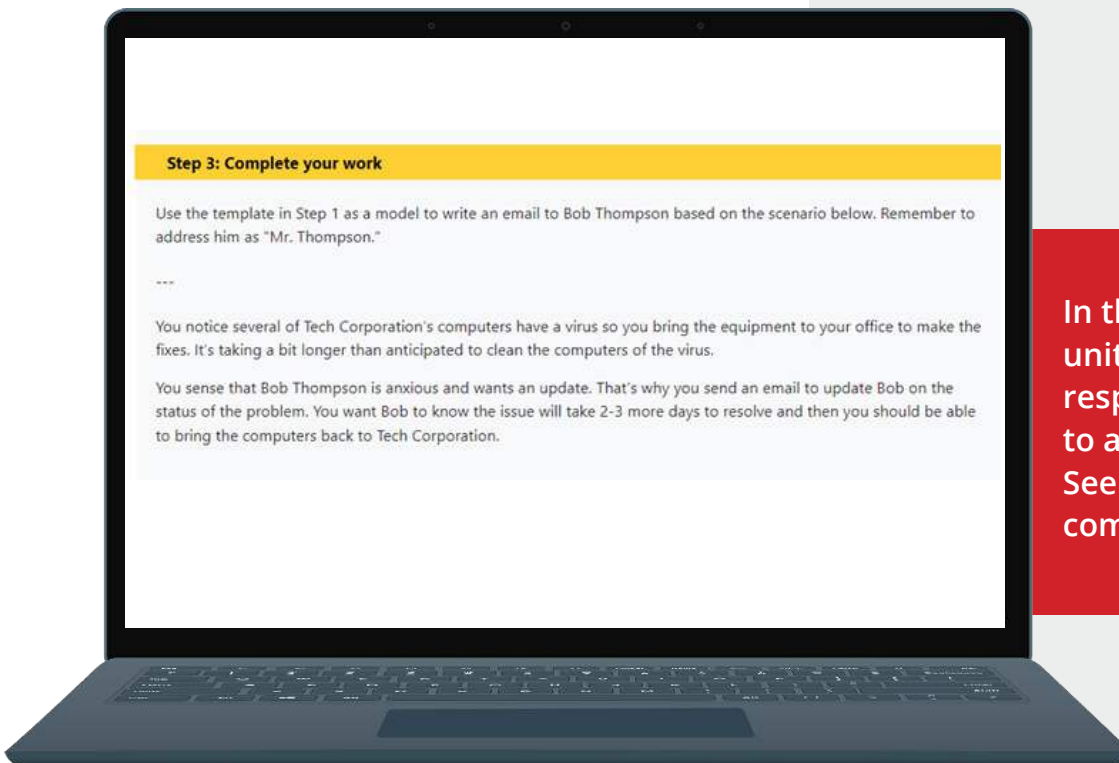
- Activity:** Part 1 -- Follow Up After Sent Proposal
- Activity:** Part 2 -- Relay You're Fixing the Issue
- Activity:** Part 3 -- Write "Recap on Friday" Emails
- Activity:** Part 4 -- Congratulate on Big Moment
- Activity:** Part 5 -- Learn to Request Testimonials
- Video Reflection:** Writing for Managers



Project Management

Key Concepts

- Video:** How to make sure all voices are heard on team projects
- Video:** How to take initiative on team projects
- Activity:** How to Recap the Team on a Big Project
- Activity:** How to Recap a Call or Meeting
- Activity:** How to Report Back to Senior Executives
- Activity:** How to Thank Someone Who Helped You
- Activity:** How to Participate in an Online Group Chat
- Secret Activity:** Student voluntarily stays quiet
- Video Reflection:** Project Management



In the Writing to Clients unit, students are asked to respond politely via email to an upset customer. See the scenario in the computer screen.



Public Speaking

Key Concepts

- Video:** Public Speaking overview
- Reading:** How to give presentations in groups
- Activity:** How to Critique the Sound of Your Voice
- Activity:** Competition -- How to Remove "Uh" & "Um"
- Activity:** How to Tell a Great Story
- Activity:** Practice Your Elevator Pitch
- Final Activity:** Public Speaking Reflection

Report Writing

Key Concepts

- Reading:** Examples of report writing
- Reading:** How to write a memo
- Activity:** How to Write a Progress/Status Report
- Activity:** How to Write a Strategic Plan
- Activity:** How to Write an Executive Summary
- Assignment:** How to Include a Story into a Report
- Video Reflection:** Report Writing

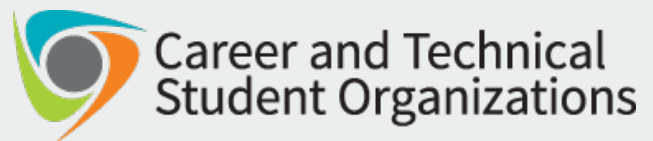


For Student Leaders

Key Concepts

- Reading:** How to write as a student leader
- Video:** How to look for people "in the corner"
- Activity:** Leadership "Speed Dating" Challenge
- Activity:** How to Set an Agenda for a Meeting
- Activity:** How to Request Speakers or Presenters
- Activity:** How to Thank a Judge, Sponsor or Speaker
- Video Reflection:** Student Leaders

Rubin's leadership lessons are ideal for CTSO chapter meetings and competition prep!



In the Leadership Skills area of Emerge, students learn critical office and professional skills. In the image to the right, CTE students Chinazo Okey-Dike (left) and Lindsey Hardin used Rubin lessons to win first place nationwide in a human resources competition from Virtual Enterprises International.



FREE
Limited-Edition
Poster Pack
from Rubín!

Email support@rubineducation.com, and we will send the inspirational posters to your school.



RUBIN



Danny Rubin, founder of Rubín (jacket and tie), stands with CTE teachers from Chesapeake Public Schools in Virginia.

The Rubín team met with Chesapeake educators in summer 2023 for a district-wide training on our online resources for business communication skills.

The educators hold posters with quotes drawn from activities inside Rubín's online curriculum, Emerge.

For more information, visit RubinEducation.com

1-800-975-5846

Headquartered in Virginia Beach, VA