# The Zeta 100 Initiative
## Professional Category Descriptions

1. **Activists** - campaigns to promote, impede, or direct social, political, economic, or environmental reform or stasis with the desire to make improvements in society; actively involved in protests, political or social causes *(e.g., Lobbyist, Community Organizer, Campaign Director, Environmental or Political Activist)*

2. **Arts** engaged in an activity related to creating art, practicing the arts, or demonstrating an art *(e.g., Painter, Dancer, Sculptor, Musician, Theater, Photographer, or Spoken Word Artist)*

3. **Business/Marketing** - (Corporate/Executive) - works in business or commerce; involved in the business sector; undertakes activities (commercial or industrial) for the purpose of generating cash flow, sales, and revenue utilizing a combination of human, financial, intellectual and physical capital with a view to fuelling economic development and growth *(e.g., CEO, Accounting, Analyst, Finance, Sales, Public Relations, or Marketing)*

4. **Education -** provides instruction or education in classroom or online setting; development of educational methods and processes *(e.g., Primary, Secondary, Vocational, Adult, Postsecondary, School Administrator, Counselor, Curriculum Developer, Instructional Design)*

5. **Engineering** – trained and skilled in the innovation, design, construction, operation, and maintenance of structures, machines, materials, devices, systems, processes, and organizations *(e.g., Aerospace, Automotive, Civil, Chemical, Computer/Software, Electrical, or Mechanical Engingeer)*

6. **Entertainment** – performs or engaged in event, performance, or activity to entertain others (*e.g., Singer, Actor, Comedienne, Television/Radio Personality, Director, Producer, Writer, Choreographer)*

7. **Entrepreneurs** - organizes and operates **own** business or businesses, taking on greater than normal financial risks in the venture, designs, launches and runs a new business *(e.g., Business Creator or Self-Employed Individual)*

8. **Government** -  part of a government system or group of people governing an organized community, at the Federal, State, County or local level; principal political executive offices or other political units responsible for the direction and supervision of public affairs *(e.g., Civil/Public servant, Mayor, Councilwoman, County Commisioner, School Board Member)*

9. **Health / Medicine** - works in an industry associated with the prevention, treatment, and management of illness along with the promotion of mental and physical well-being through the services offered by the medical and allied health professions *(e.g., Medical Doctor, Nurse, Dentist, Pharmacist, Physical Therapist, Orthodontist, Psychiatrist, Allied Health)*

10. **Human Resources** - involved in recruiting, interviewing and hiring staff; handles employee relations, payroll and benefit and training, directs and coordinates administrative functions of an organization *(e.g., Human Resources Manager/Generalist, Benefits Coordinator, Corporate Trainer, or Instructional Designer)*

11. **Journalism -** writes for newspapers, magazines, or websites ; broadcasts or prepares news for broadcast; collects, writes, or distributes news or other current information to the public *(e.g., Journalist, Columnist, Blogger, Reporter, Correspondent, Commentator, Reviewer, Photojournalist, News Anchor)*

12. **Law Enforcement** - enforces the law by discovering, deterring, rehabilitating, or punishing people who violate the rules and norms governing that society *(e.g.,* **Criminologist**, *FBI, CIA, DEA, Police, Probation Officer, or Correctional Officer)*

13. **Legal** - creates, researchers, and enforces laws through social or governmental institutions to regulate behavior; Individuals who practice law, as an advocate (*e.g., Attorney, Legal Administrator, Judge, Paralegal, Prosecutor)*

14. **Literary -** writes books, articles, or reports; creator or originator of **published** work such as a book or play, and is thus also a writer *(e.g., Published  Author, Poet, or Playwright, Literary Agent)*

15. **Mathematics** - uses an extensive knowledge of mathematics in work, typically to solve mathematical problems; concerned with numbers, data, quantity, structure, space, models, and change (**e.g.,** *Mathematician, Statistician, Actuary)*

16. **Military** - member of any form of the Armed Forces *(e.g., Army, Navy, Air Force, Marine Corps, Reserves, or Coast Guard)*

17. **Non-Profit** - works for an not-for-profit organization that strives to improve the common good of a society, typically through charitable, educational, scientific, or religious means *(e.g., Program Director, Fundraising Coordinator, Grant Writers, Grant Administrator, Volunteer Coordinators, Community Organizers*

18. **Philanthropy** - seeks to promote the welfare of others, especially by the generous donation of money to good causes *(e.g., Major Gifts Manager, Donor Services/Development/Advancement or Donor Relations)*

19. **Politics** - engages in activities that seek to influence, interpret or advise individuals entrusted to govern a country or a state. *(e.g., Policy Analyst, Legislative Aide, Pollster, Lobbyist, Political Consultant, Chief of Staff, Media Strategist)*

20. **Religion** – studies various religious beliefs, institutions, and behaviors affiliated with religiousity; teaches, preaches, and or spreads the gospel. *(e.g., Theologian, Pastor, Minister, Priest, Missionary, Historians)*

21. **Science** - applies expert knowledge of one or more of the natural or physical sciences , using scientific methods of analysis (*e.g., Astronomer, Audiologist, Biologist, Biomedical Engineer, Botanist, Cell Biologist, Microbiologist, Environmental Scientist, Physicist, or Chemist)*

22. **Social Media** - uses their creative and technological abilities to develop content and promote products or services to potential customers via social media platforms. (*e.g., Social Media Program Manager, Social Strategist, Social Media Coordinator, Client Partner, Multimedia Specialist, Marketing Coordinator)*

23. **Social Sciences** - studies and researches the link between society and human behavior, concerned with society and the relationships among individuals within a society *(e.g., Social Work,  Anthropology, Archaeology, Economist, Historian, Linguist, Sociologist, or Human Geographer)*

24. **Sports & Fitness** -  physically competes against other individuals or teams professionally; coaches, or trains individuals or teams *(e.g., Coach, Fitness Trainer, Basketball, Gymnast, Golf, Tennis, Softball, Hockey)*

25. **Technology** -  utilizes technological advances to  design, manipulate, organize, maintain, or secure information  *(e.g., Information Technology, Computer Programmer, Systems Administrator, Support Specialist, Information Security Analyst, Database Administrator, or Software Developer)*