

Employer Engagement Menu



	Supporter (Hours)	Partner (Days)	Leader (Weeks)	Champion (Months)
CAREER AWARENESS	Classroom Speaker 0.5-1.5 hours per visit Employers visit a classroom to talk to students about a job, business, or industry; a personal career journey; job duties and responsibilities; skills and knowledge needed; or a specific curricular topic	Field Trip Location 1.5-2 hours per visit Employers host tours of their facilities and operations, highlighting: careers within the organization; a typical work day; student opportunities for engagement; or a curricular connection to a career-specific topic	Touch-A-Truck 2-4 hours Employers from various industries that use specialty vehicles display the vehicles, discuss their industries' operations, and provide additional information about their industries	Annual CTE Programs Support 2-4 hours Attend a local school district's federally required career and technical education program annual update and feedback session
				Mentoring/Coaching 15 hours per semester Employers offer support, guidance, motivation, and assistance to students as they explore careers; this may occur in face-to-face, virtual, and/or asynchronous settings
CAREER EXPLORATION	Power Lunches 1-2 hours Employers host conversations at tables in school cafeterias during lunch hours to promote their industries and share information about current jobs and emerging trends in their career fields	Career Fair 2-4 hours Employers staff a booth or meet with a group of students to share information about careers, including a look at roles and responsibilities, advice on how to pursue a career in a particular field, and information about the skills and expertise required for certain jobs	Job Shadow 4-8 hours Employers provide opportunities for students to observe, discuss, and participate in daily routines and activities of a particular job	Industry Project 8-15 hours Employers collaborate with teachers to integrate specific, authentic industry tasks into course curricula
				Service Learning 2-90 hours Employers support students in designing and implementing meaningful projects at local businesses, government agencies, and nonprofits
CAREER PLANNING	Teacher Externship 15-60 hours Employers provide teachers with on-site opportunities to learn about an organization, an industry, and the needs of the regional economy		School-Based Enterprise 15 hours Employers help prepare students for the transition from school to employment or postsecondary education by providing work experience, typically in programs that take place on school grounds	Work-Based Learning 6-8 weeks Employers provide professional work experiences (such as internships, practicums, pre-apprenticeships, apprenticeships, or youth apprenticeships) that support classroom learning and promote skill-building
OTHER SUPPORTS	Informational Interview 0.5-1.5 hours Employers answer students' questions about careers, professions, or other topics, either in person in one-on-one or group conversations or by phone or email	Mock Interview 1-2 hours Employers ask students typical interview questions and provide constructive feedback about their interviewing styles and responses	Partner for a Day 2-4 hours An employer serves as a school's "Partner for a Day," engaging in activities on site to learn about the school and connect with faculty, staff, and students	Committee Member 1-3 hours per month Employers join and participate in the activities of local workforce development and education committees