

## Work-Based Learning Toolkit

### Employer Guest Speaker Fact Sheet

When guest speakers visit a classroom, students listen to a presentation to learn about the speaker's career, business, and industry, and ask questions to help students decide whether they might like to pursue a career path in the field or industry.

Designed to meet specific learning targets, guest speaker presentations are linked to the curriculum/pathway to help students connect what they are learning in school with the workplace. In North Kansas City School District, we have 4 career pathways, and they are the following:

- School of Business, Leadership, and Entrepreneurship
- School of Design, Innovation, and Technology
- School of Health and Wellness
- School of Human and Public Services

Presentations can occur a few different ways, such as: a visit in the classroom, Skype, Zoom, Microsoft Teams (preferred method in NKC district), or some other technology: and the activity is conducted through a remote/virtual classroom.

### Why are guest speaker presentation important for students?

- Exposes students to potential careers and jobs and help build occupational knowledge.
- Illustrates the education and training needed for entry into certain industries.
- Provides a context for learning and fosters an understanding of how academic concepts are applied in a real-world setting.
- It allows for students to know about your company's processes and products/services and the role your business plays in the community.



### What are the benefits to my company?

- Exposes potential future workers to job opportunities and careers with your company, as well as the required skills and education to be successful in your industry.
- Introduces students to one or more of your employees and overall awareness to your company/companies in the North Kansas City area.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides an efficient way to introduce and engage multiple employees with your commitment to education and connect your company with the community.

### What do I need to do next?

- Determine who will coordinate the guest speaker presentation for your company and have them connect with the college and career facilitator or work-based learning assistant director to address scheduling, planning, and logistics.
- Arrange for a presentation to those employees who will participate as guest speakers.
- Distribute the Employer Guest Speaker Tip Sheet to interested employees.
- Consider any impacts on company policy.

### Resources

- Speak with a high school college and career facilitator during your visit or visit our district website to learn more about how to get the most out of your partnership with the College and Career Pathways in North Kansas City School District.

**Grade Level:** All Grades

**Employer/Student Ratio:** 1 employer to 40-100 students. *\*If it is a student assembly, we will make you aware and this can be anywhere from 300-1600 students.*

**Duration:** (Varies) Usually 1 hour; 1 day with multiple classes; AM or PM session depending upon the request.

**Frequency:** One time

**Location:** School/Classroom/Online

**Costs:** Staff time

**Special Considerations:** Employee selection. Company volunteer policies and practices.

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## Employer Guest Speaker Tip Sheet

Thanks for agreeing to present as a guest speaker. As you think about how to best prepare for your presentation keep the following success factors in mind.

### Before the Presentation

- Provide teacher with website link(s) about your company, industry, and profession to help students prepare for your presentation.
- Build talking points that will engage the students. Find out what they're currently focused on in the classroom so you can link the presentation to the curriculum. A discussion can take place before the start of the presentation to assist with those connections, if needed.
- Ask the facilitator or teacher for presentation tips and to help you address any concerns you may have.
- Review where to park and enter the school. If you have special requirements for the presentation, such as a projector or computer set-up, let the facilitator/teacher know. If you're handing out materials, ask for an estimate of the number you'll need.
- Bring your business cards; the students may ask for them.
- If you're "visiting" the classroom electronically via Zoom/Microsoft teams or some other technology; (if needed) arrange a test run prior to the presentation to work out any kinks.

### During the Presentation

- Introduce yourself, your company and job title. Let the students know what to expect from your presentation.
- Be mindful when reading from prepared notes and if you're using insider lingo, define those industry terms and acronyms.
- When possible, use visual aids, such as a product, tool or any materials from your company that will help the students understand what to do.
- Describe a typical day at your company and help students understand as much as they can about the culture of the workplace and the nature of the world of work.
- Share the educational and career path you took to your current position.
- Talk about how school subjects (such as math and language arts) and good habits (such as punctuality and consistent attendance) are important skills in the workplace.
- If possible, share mistakes you've made and how you have addressed problems.
- If possible, make your presentation interactive with role playing, mock/client-connected projects, hands-on activities, etc. Ask questions of the students, making it a two-way dialogue.

### After the Presentation

- Provide feedback to the facilitator/teacher to help us improve future guest speaker presentations.
- Consider how you might use this presentation to promote your company's visibility in the community.

### Go Deeper

- Talk to the high school facilitator about helping with curriculum, client-connected projects, or hosting students for Job Shadows, Jobs, or Internships.

### Suggested Talking Points:

- Describe your career journey.
- Talk about appropriate obstacles you overcame.
- Discuss need for perseverance, hard work and getting along well with others.
- Manage expectations about the world of work.

### Tips to Share:

- If possible, avoid job hopping.
- Build your network (talk about how to do that).
- Be a continuous learner and stay abreast of industry changes.