

Work-Based Learning Toolkit

Employer Career Day Tip Sheet

Thank you for joining us for Career Day. As you prepare for this exciting event, consider these key factors for a successful experience.

Before the Presentation

- Thoroughly review the school's information packet, grasping the event format, learning objectives, and schedule.
- Align your session content with the day's objectives and the curriculum's broader goals.
- Develop engaging talking points to captivate students' attention. Seek presentation advice and address any concerns with the coordinator or teacher.
- Familiarize yourself with parking and entry details. Communicate specific requirements, like equipment setup, if needed. Estimate materials for distribution.
- For online participation, practice using the technology and ensure the coordinator has your materials in advance.
- Share your bio beforehand or bring it along. Remember your business cards, as students will request them.
- Revisit your presentation's key points on the eve of Career Day to ensure a confident and impactful delivery.

During the Presentation

- Begin by introducing yourself, your company, and your title. For larger groups, outline the presentation's structure to set expectations. Strive to avoid reading from prepared notes, and if using industry-specific terms, ensure you define them for clarity.
- Whether addressing a large audience, an online session, or individual students, utilize visual aids like products, tools, or company materials to enhance understanding of your role.
- Emphasize the relevance of school subjects (such as math and language arts) and positive habits (like punctuality and regular attendance) as vital workplace skills. Connect these aspects to practical scenarios in your industry.

After the Presentation

- Share constructive feedback with the coordinator to enhance upcoming Career Days. Your insights can help refine the event and make it even more beneficial for both students and presenters.
- Explore opportunities to leverage this and future Career Days to enhance your company's visibility within the community. Engaging with students fosters positive relationships and showcases your commitment to local education and workforce development.

Go Deeper

- Delve into strategies for captivating student interest and expanding the pool of potential future team members.
- Connect with the coordinator to explore opportunities like becoming a classroom speaker or guest trainer, assisting with curriculum enhancement, or offering Job Shadows, Jobs, or Internships to students. Your involvement can contribute to their learning journey and cultivate a pipeline of talented individuals for your industry.

Suggested Talking Points:

- Describe your career journey.
- Talk about obstacles you overcame.
- Discuss need for perseverance, hard work and getting along well with others (NKC Schools Portrait of a Graduate)
- Manage expectations about the world of work.

Tips to Share:

- Avoid job hopping.
- Build your network (talk about how to do that).
- Be a continuous learner and stay alert of industry changes.

