



Career Day Guide

Career Day Fact Sheet

A fact sheet that provides a definition and learning objectives for the activity.

WBL Connector Checklist

A checklist of steps to guide WBL Connectors in creating successful career day for all parties.

Student/Learner Checklist

A checklist for students or learners participating in the activity that facilitates deeper learning from the work-based learning experience.

Teacher/Faculty Tip Sheet

Tips for teachers and faculty that encourages ways to connect the experience to the larger curriculum.

Employer Tip Sheet

Tips for employee volunteers participating in career day to support their engagement.

Employer Fact Sheet

Facts about career days to help employers decide whether their company or organization can participate.

Implementation Tools

Career Day Student/Learner Preparation Activity

A worksheet to support Student/Learner research in preparation for career day.

Guest Speaker Student/Learner Reflection

A worksheet and discussion guide that supports student/learner reflection after the activity.

Preparing Students/Learners for a Career Day

A supplemental resource for teachers and faculty to help them support students/learners participating in career day.



Career Day Fact Sheet

Career Day

A Career Day is a highly structured Career Awareness activity in which business partners from a variety of companies come together at a school to share information about their company, their job, and the education and skills that are required for success in their career.

Designed to meet specific learning objectives, a Career Day helps students/learners connect what they're learning in school with the workplace. They listen to speakers or navigate the event independently, seeking information about the industry and the career options it provides. They also learn about the education required for entry into the industry and the participating business's role in the local economy.

Career Days are one activity in the continuum of authentic work-based experiences provided to all students/learners engaged in career-related programs or course of study in Earn & Learn partner schools and organizations.

Career Days are designed to:

- Expose students/learners to a variety of careers and jobs by connecting them with business partners.
- Provide a realistic picture of the workplace.
- Help students/learners make the connection between school and the workplace.
- Inform career planning.

Career Days are structured to:

- Allow students/learners to listen, receive information and ask questions.
- Enable students/learners to begin identifying areas of career interest.
- Elevate student/learner comfort level in interacting with adult professionals and demonstrate their communication skills.

Career Days are supported by:

- Classroom preparation, including research on the industry and participating businesses.
- Employer orientation and support.
- Opportunities to reflect upon the experience verbally and in writing.

Career Days are connected to:

- Individual career development/training plans.
- A continuum of future work-based learning activities that build over time.
- The student's or learner's next steps.

Career Day Formats

Presentation Only: Two, 40-minute panel sessions with 30 to 40 students/learners participating in each session.

Presentation and Small Groups: One, 40-minute panel session with 80-100 students, followed by small groups for follow up and an interactive activity.

Networking Booths: Career Day booth format where students/learners visit booths staffed by employers and network.

Speaker Series: Guest speaker series where industry representatives rotate and visit different classrooms.

Virtual . An interactive – online career day where employers visit a virtual classroom.

Career Day Support Materials

Checklists, Tip Sheets and Fact Sheets:

- WBL Connector Career Day Checklist
- Student/Learner Career Day Checklist
- Teacher/Faculty Career Day Tip Sheet
- Employer Career Day Tip Sheet
- Employer Career Day Fact Sheet

Implementation Tools:

- Career Day Student/Learner Preparation Activity (for students)
- Career Day Student/Learner Reflection
- Preparing Students/learners for a Career Day (for teachers)

Tips for Success **Work-Based Learning Essential Elements**

Effective Career Days include structured activity before, during and after the experience. Pay attention to these tips to ensure meaningful experiences that result in enriched learning.

- ✓ Conduct Effective Planning
- ✓ Prepare for Success
- ✓ Identify Learning Objectives
- ✓ Create Authentic and Engaging Experiences
- ✓ Connect to Careers
- ✓ Support Student/Learner Growth
- ✓ Ensure Activities are Safe and Legal
- ✓ Provide Ongoing Support
- ✓ Provide for Reflection, Presentation and Feedback
- ✓ Connect to the Student/Learner Next Step
- ✓ Assess and Document the Experience

Sustaining and growing Career Days and all other work-based learning activities depend on maintaining positive relationships with the participating employers. These employers should be treated as valued customers and partners with frequent check-ins to address their needs and support their participation.

Virtual Option

- Consider holding a career day over the internet, using zoom or some other technology.
- Arrange for a series of industry partners to be available for virtual visits throughout the day.

Work-Based Learning Connector Career Day Checklist

Quick tips for Work-Based Learning Connectors¹ to ensure a successful career day.

Before the Career Day

- Design the Career Day. Choose the date and format, identify goals for the day, create an action plan and schedule any planning meetings.
- Prepare Teachers and Faculty. Share and review the Teacher/Faculty Tip Sheet.
- Have Teachers and Faculty create learning objectives and work with students/learners to prepare for the day.
- Keep staff well informed and publicize the event at staff meetings and in school announcements. Create a Career Day flyer and post on the web and around the school.
- Provide the employers with an information packet about the school, including the format and schedule for the day.
- Confirm employer attendance and determine presentation needs. Let them know where to park and share any visitor procedures they need to follow.
- Support and prepare the employers. Share some questions to expect and encourage them to create an engaging and interactive presentation—using visuals and props.

During the Career Day

- Be the point person and troubleshooter on Career Day. Be prepared to address technology issues and have a back-up plan in case of speaker cancellations.
- Distribute a schedule of events for the day to all parties.
- Arrange for the employers to be met and escorted to the activity. (This is a great activity for one or two students/learners who have been trained as "school ambassadors.")
- Distribute and collect feedback surveys.

After the Career Day

- Document the Career Day. Review all feedback surveys and summarize results. Debrief the day and make recommendations for improvements.
- Help students/learners update their career development plans and think about any next steps they would like to take to further their career goals.
- Work with Teachers and Faculty to coordinate "go deeper" activities and connect Career Day to the classroom.
- Send thank-you notes to guest speakers and businesses that participated.
- Take pictures from Career Day and provide them to the companies for their websites or newsletters. Ensure you have signed releases for all photos.
- Publicize the Career Day and the businesses in attendance by placing a story in the local newspaper or posting on the school or agency webpage.
- Consider other potential public relations benefits and opportunities.

Sample Career Day Timeline

Beginning of the school year:

Brainstorm business partners who could participate. Find a location.

Two months in advance: Invite business partners to participate. Secure date, time and location.

One month in advance: Meet with planning committee to review logistics and facility needs. Confirm participation of speakers.

One week in advance: Send planning brief to speakers with agenda for the day, logistics, event information and questions to expect.

On Career Day: Welcome presenters and manage event flow and agenda.

After Career Day: Send thank-you notes to all presenters and ensure Student/Learner reflection activities take place.

¹ This includes Earn & Learn work-based learning connectors and others who facilitate, arrange and support work-based learning activities for students/learners.

Student/Learner Career Day Checklist

On Career Day, you'll get the chance to learn more about careers that interest you and put careers you haven't yet heard of on your radar.

You'll get to ask questions, practice professional behavior and become more comfortable communicating with professionals.

Have you done all you can to prepare for career day?

- Fill out any required forms, have them signed and turn them in.
- Get the list of visiting companies and do a little research to learn what they do.
- Come up with at least three questions you want to ask the employers.
- Practice your elevator pitch. Include your name, grade, why you are in this program and what you'd like to do with your future. Summarize your knowledge, skills, accomplishments and anything else that would make an employer see you in a positive light.

Have you thought about what you can do to make career day a big success?

- Think of this day as a job interview and dress professionally. Give the employer a good first impression and perhaps a summer job or internship may follow. In fact, ask each person you meet for a business card or LinkedIn connection so you can follow up later. This may come in handy, even with employers who don't excite you now.
- When you have the chance, try and find out more about the company by asking one of your prepared questions or any that occur to you. Be enthusiastic (low energy can come across as lack of interest) and pay attention to what you hear. Can you see yourself working there?
- If you don't yet have a resume, create one and bring copies with you to Career Day so you can hand them out to any employer that interests you.

When career day is over, how will you keep moving your career forward?

- Reflect on the day. Talk to your classmates and Teachers or Faculty about the Career Day and if you are interested in pursuing a career in some of the industries represented. What kind of jobs do you want to know more about? How will you learn about them?
- Update your career development plan and think about what you would like to do next to move your career plans forward.
- Send a follow-up email to thank each employer for his or her time. If you're interested in working there or learning more, say so and ask for next steps.
- Fill out any evaluation forms. Be honest. That will help make future Career Days more meaningful experiences.
- Share your experience with your peers on social media. Perhaps a blog post about the event?

Are you Ready for Game Day?

Have you...

- Turned in your forms?
- Decided what to wear?
- Researched the companies?
- Crafted your questions?
- Polished your resume?
- Practiced your pitch?
- Thought about how you'll share your day on social media? (Remember to take pics.)

Teacher/Faculty Career Day Tip Sheet

Note: If you're coordinating a Career Day, have a look at the Connector Career Day Checklist.

Career Days are designed to:

- Expose students/learners to a variety of careers and jobs by connecting them with business partners.
- Provide a realistic picture of the workplace.
- Help students/learners make the connection between school and the workplace.
- Inform career planning.

Before Career Day

- Review the Career Day Fact Sheet and Teacher/Faculty Tip Sheet.
- Assess how the day can support classroom activities and help meet curriculum goals.
- Identify desired Student/Learner learning objectives and talk to the students/learners about the day and what they can expect to learn.
- Share the list of visiting companies and have the students/learners research their websites and prepare at least three questions for each employer.
- Build excitement for the day. Help students/learners think about how it connects to their career goals. Collect any required permission forms.

During Career Day

- If employers are visiting the classroom, introduce the speaker(s) and help moderate the session. Keep an eye on the time for each visitor's discussion and wrap up the day with thanks to all.
- If the Career Day is taking place in the auditorium or a large meeting space, help students/learners navigate the room and approach visitors professionally.
- If Career Day is taking place on-line, moderate the session and troubleshoot any technology issues.
- Distribute and collect feedback forms from students/learners and speakers.

After Career Day

- Provide individual and group reflection activities for students/learners and help them make the connection between pathway topics and the workplace.
- Help students/learners update their career development plan and think about any next steps they would like to take to further their career goals.
- Have students/learners write thank-you notes to the employer partners.
- Assess the impact and value of the Career Day with the connector and utilize employer, staff and Student/Learner feedback to improve future Career Days.
- Document and archive information about the Career Day.

Go Deeper

- Make the Career Day part of a project and have students/learners prepare and deliver a presentation to others at your school about one or more of the companies that visited.

The Classroom Connection: Preparation and Reflection

The day before Career Day

Set students/learners up for success by having them:

- Research visiting Career Day speakers.
- Prep their resume.
- Practice their elevator pitch.

After Career Day

- Spark Student/Learner reflection with an activity.
- Ask, "What new things did you learn about jobs and industries?"
- Ask if they want to find out more.

Employer Career Day Tip Sheet

Thanks for agreeing to participate in a Career Day. As you think about how to best prepare for the day, keep the following success factors in mind.

Before the Career Day

- Review the information packet about the school and the Career Day, including the format, learning objectives and schedule. Review the goals for the day and align what you plan to talk about with curriculum goals.
- Build talking points that will engage the students. Ask the connector or teacher/faculty 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 day, such as a projector or computer set-up, let the Connector know. If you're handing out materials, ask for an estimate of the number you'll require.
- Send your bio to the Connector in advance or bring it with you on Career Day. Pack your business cards. The students/learners have been asked to request them.
- The evening before Career Day, review the key points of your presentation.

During the Career Day

- Introduce yourself and state your company and title. If you're speaking to a large group, let the students/learners know what to expect from your presentation. Try not to read from prepared notes and if you're using insider lingo, define those industry terms and acronyms.
- Whether you're speaking to a large group or one-on-one, use visual aids such as a product, tool or any materials from your company that will help the students/learners understand what you do.
- 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.

After the Career Day

- Provide feedback to the Connector to improve future Career Days.
- Consider how you might use this and other Career Days to promote your company's visibility in the community.

Go Deeper

- Explore ways that you might further interest students/learners and grow the pool of potential future employees.
- Talk to the Connector about being a classroom speaker or guest trainer, helping with curriculum, or hosting students/learners for Job Shadows, Jobs or Internships.

Suggested Talking Points for Your Presentation to Students:

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

Professional Development Tips to Share:

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

Employer Career Day Fact Sheet

On Career Day, business partners from a variety of careers come together at a school to share information about their company, their job, and what education, skills and knowledge are required for success in their career.

Designed to meet specific learning objectives, a Career Day helps students/learners connect what they're learning in school with the workplace. They listen to speakers or navigate the event independently, seeking information about the industry and the career options it provides. They also learn about the participating business's role in the local economy.

Program Level: 9th grade or higher.
Employer/Student/Learner Ratio: Varies. 1-8 employers to 40-100 students.
Duration: Usually 3 hours
Frequency: One time
Location: School
Costs: Staff time
Special Considerations: Employee selection. Company volunteer policies and practices.

Why are Career Days important for students?

- Career Days expose students/learners to potential careers and jobs and help build occupational knowledge.
- They illustrate the education and training needed for entry into certain industries.
- They let students/learners 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/learners to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a 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 Career Day for your company and have them connect with the work-based learning Connector to address scheduling, planning and logistics.
- Arrange for a presentation to those employees who will participate in the Career Day.
- Distribute the Employer Career Day Tip Sheet to interested employees.
- Consider any impacts on company policy.

Resources

- Review the Employer Participation Options Fact Sheet to learn more about how to get the most out of your partnership with Earn & Learn.

Career Day Student/Learner Preparation Activity

Complete the following research assignment as part of your preparation for the upcoming Career Day.

Student/Learner name:
List three careers that are interesting to you. 1. 2. 3.
What companies are presenting at Career Day that may be related to one of these careers? If you're not sure, ask a classmate or teacher.
If you wanted to pursue one of these career options, what might you do to prepare in the next five years, both in high school and afterwards?
List three other companies presenting at Career Day that you'll speak to. 1. 2. 3.
What are three questions you could ask a Career Day presenter? 1. 2. 3.

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Career Day Student/Learner Reflection Activity

Take some time to think about Career Day and reflect on how it might affect your college and career plans in the future.

Student/Learner name:	School:
Name of one Career Day presenter you spoke to:	
Company of presenter:	

What aspects of the Career Day were interesting? Why? Be specific.

What aspects of the Career Day were not interesting? Why not? Be specific.

What did you learn about the presenter's company? Please explain.

How does the presenter use skills like reading and math in his/her career?

What were the steps that the presenter took to get to his/her current career?



Would you consider a career in this field? Why or why not?

If you wanted to pursue this career option, what might you do to prepare in the next five years, both in high school and afterwards?

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Preparing Students/Learners for a Career Day

Your students/learners will be participating in a career awareness work-based learning activity in the coming weeks. Career Days help students/learners connect the lessons they're learning in the classroom with the college and career options ahead of them.

Career Awareness Student/Learner Learning Objectives

- Learn about different careers and the basic pathways leading to them.
- Learn about how basic skills such as math and reading are used in the workplace.
- Understand the importance of post-secondary education and training following high school graduation.

Student/Learner Career Interest

There are a variety of online career interest assessment tools for your students/learners to use to help narrow their career interests. Help them through the process. After they've determined areas of interest, have students/learners compare their own list of potential careers with the list of career day presenters, and generate a list of questions for the visitors.

Tell students/learners to take notes during Career Day, so they can record the presenters they visit or talk to. They will use this information to write thank-you notes later.

Thank-You Note

After Career Day, conduct a thank-you note writing activity with students.

Work-Based Learning Activity Evaluation

The Work-Based Learning Student/Learner Evaluation will provide important information to the Connector and will help shape future Career Days.

Career Day Student/Learner Reflection

Student/Learner reflection allows students/learners to analyze their experiences and prompts thinking about education and career decisions based on the experience. Reflection exercises encourage analysis and thinking about the connection between school and work.

Conduct activities that will allow students/learners to reflect individually and then share what they learned from the Career Day. This is an excellent time to begin including the guidance counselor in the classroom activities, if you haven't done so already.

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