



Career Day Guide

In this 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.

Learner¹ Checklist

A checklist for 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.

Remote and Virtual Options Sheet

An options sheet for WBL Connectors describing remote and virtual career day approaches and activities.

¹ Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

Implementation Tools

Career Day Learner Preparation Activity

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

Guest Speaker Learner Reflection

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

Preparing Learners for a Career Day

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

Remote and Virtual Fact Sheets

Supplemental resources designed to help support remote or virtual activities.



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 or online 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 learners² 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 designed to:

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

Career Days are structured to:

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

Career Days are supported by:

- Classroom preparation, including research on the 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 learner's next steps.

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

Career Day Formats

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

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

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

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

Online Remote: An interactive – online career day where employers visit a classroom remotely.

Remote Speaker Series: Guest Speaker series where industry representatives rotate through a remote classroom over the day via online technology.

² Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

Career Day Support Materials

Checklists, Tip Sheets and Fact Sheets:

- Connector Career Day Checklist
- Learner Career Day Checklist
- Teacher/Faculty Career Day Tip Sheet
- Employer Career Day Tip Sheet
- Employer Career Day Fact Sheet
- Remote and Virtual Career Day Tip Sheet

Implementation Tools:

- Career Day Learner Preparation Activity (for learners)
- Career Day Learner Reflection
- Preparing 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 Learner Growth
- ✓ Ensure Activities are Safe and Legal
- ✓ Provide Ongoing Support
- ✓ Provide for Reflection, Presentation and Feedback
- ✓ Connect to the Learner's 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.

Connector Career Day Checklist

Quick tips for Work-Based Learning Connectors³ 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 learners⁴ 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 or meet them early in the online space. (Have one or two learners serve 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 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. If conducting the career day online, test and practice with the selected platform.

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

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

³ This includes Earn & Learn work-based learning connectors and others who facilitate, arrange and support work-based learning activities for learners.

⁴ Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

Tips for Conducting an Online Career Day

- Select and personally practice using the selected technology.
- Make sure all learners have access to appropriate technology.
- Decide how you will have learners pose questions – Verbally or by entering on their device.
- Do a practice run with your learners as well as the presenter(s).
- Preload any slides or presentations from the speaker(s)
- Decide how you want to manage the session. Sometimes it takes one person to moderate and another to monitor the technology and address questions.
- Decide which learner reflection activities will take place and how you will support them.
- Remember, it's possible that parents or guardians will be around and would be a good resource for potential future speakers.
- Make sure you get feedback on the activity from the speaker and the learners.
- Record and post the presentation for others to view and use in their classrooms.

Learner⁵ 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 adults.

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.
- If online, have you participated in a practice run and know how to pose questions using the technology?

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?
- If online, have you done a practice run?
- Thought about how you'll share your day on social media? (Remember to take pics.)

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?

⁵ Learner includes K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

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 learners⁶ to a variety of careers and jobs by connecting them with business partners.
- Provide a realistic picture of the workplace and careers.
- Help learners make the connection between learning and the workplace.
- Inform career planning.

Before Career Day

- Review the Career Day Fact Sheet
- Assess how the day can support classroom activities and help meet curriculum goals.
- Identify desired learning objectives and talk to the learners about the day and what they can expect to learn.
- Share the list of visiting guests and have learners research guests' company websites and LinkedIn profiles. Have learners prepare at least three questions for each employer.
- Build excitement for the day. Help learners connect the day to their career goals. Collect any required 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 learners navigate the room and approach visitors professionally.
- If the Career Day is taking place on-line, help move learners into rooms and approach visitors appropriately. Moderate the session and troubleshoot any technology issues.
- Distribute and collect feedback forms from learners and speakers.

After Career Day

- Provide individual and group reflection activities for learners and help them make the connection between what they are learning and the workplace.
- Help learners update their career development plan and think about any next steps they would like to take to further their career goals.
- Have 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 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 learners prepare and deliver a presentation.

The Classroom Connection: Preparation and Reflection

The day before Career Day

Set learners up for success by having them:

- Research visiting Career Day speakers.
- Prep their resume.
- Practice their elevator pitch.
- If online, practice using the platform with your learners.

After Career Day

- Spark Learner reflection with an activity.
- Ask, "What new things did you learn about jobs and industries?"
- Ask if they want to get more information.
- Send a thank-you email and connect with professionals on LinkedIn.

⁶ Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

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 learners⁷. 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.
- If participating in the Career Day online, practice with the technology and make sure the connector has your materials in advance.
- Send your bio to the Connector in advance or bring it with you on Career Day. Pack your business cards or include your contact information in your presentation. The learners have been asked to request them.
- The evening before Career Day, review the key points of your presentation.

Suggested Talking Points for Your Presentation to Learners:

- Describe your career journey.
- Talk about obstacles you overcame.
- Discuss need for perseverance, hard work and getting along well with others.
- Manage learners' 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.

During the Career Day

- Introduce yourself and state your company and title. If you're speaking to a large group, let the 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, online or one-on-one, use visual aids such as a product, tool or any materials from your company that will help the 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 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 learners for Job Shadows, Jobs or Internships.

⁷ Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

Employer Career Day Fact Sheet

On Career Day, business partners from a variety of careers come together at a school or online 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 learners⁸ 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/Learner Ratio: Varies. 1-8 employers to 40-100 learners.
Duration: Usually 3 hours
Frequency: One time
Location: School or Online
Costs: Staff time
Special Considerations: Employee selection. Company volunteer policies and practices.

Why are Career Days important for learners?

- Career Days expose 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 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 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.

⁸ Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.



Remote and Virtual Career Day Options Sheet

Translating a Career Day activity to a remote classroom or set of classrooms is a fairly straightforward process. While Career Days are usually conducted at the school in an assembly-like setting, in some cases Career Days may be organized for the remote classroom or set of classrooms via Zoom, WebEx, Microsoft Teams, Google Meet or some other technology. Virtual options are also possible, where learners⁹ conduct on-line research and share their findings, serving as a foundation for an activity and/or discussion in the classroom.

Remote Career Day Options

Remember, remote activities promote “live” learner contact with adult professionals and front-line workers via the use of technology.

Career Day Remote Classroom (with Breakouts)

An interactive, online career day where employers visit a classroom or classrooms remotely. After a panel presentation, learners visit individual industry partners in breakout rooms. At the end of the session, the class comes back together to share what they’ve learned and reflect on the activity.

Career Day Remote Classroom (Sequenced)

- Schedule a number of industry partners to visit the remote classroom or set of classrooms throughout a school day.
- Combine a brief Guest Speaker activity followed by a group informational interview.

Steps to Success

- Review the Career Day Guide and distribute materials to all parties
- Create a timed agenda for the Career Day
- Arrange for industry partners provide a panel presentation
- Assign industry partners to breakout rooms by industry
- Rotate learners or assign them to breakout rooms based on interest
- Rotate learners through breakout rooms
- Debrief in a group discussion(s)

Special Considerations:

- Get employer permission to record and reuse the session
- Select and test appropriate technology with all parties
- Decide how learners will pose questions (raise hand, chat box etc.)
- Decide who will moderate and who will provide tech support during the session
- Conduct a dry run with learners

⁹ Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

Virtual Career Day Activity Options

Remember, virtual activities are generally simulations and provide learners with employer exposures through recordings, on-line research and related classroom activities.

Career Day Virtual Research and Share

- Have learners conduct online research on a range of careers in an industry of interest, gather information, find compelling recorded presentations on careers in the industry and have them share their findings in the remote classroom.
- Consider making it a team-based activity and have a small group of learners work together and prepare a presentation for the rest of the class or pathway cluster.

Career Day Hybrid Activity

Hybrid options are those that combine some virtual activities with some live remote interactions with employers.

Record a career day panel and use it as a basis for a remote classroom activity. If possible, have one or more of the career day panelists visit the remote classroom to share information and answer questions.

Tips for Conducting an Online Career Day

- Select and personally practice using the selected technology.
- Make sure all learners have access to appropriate technology.
- Decide how you will have learners pose questions – Verbally or by entering them on their device.
- Do a practice run with your learners as well as the presenter(s).
- Preload any slides or presentations from the speaker(s)
- Decide how you want to manage the session. Sometimes it takes one person to moderate the session and another to monitor the technology and address questions.
- Decide which learner reflection activities will take place and how you will support them.
- Remember, it's possible that parents or guardians will be around and would be a good resource for potential future speakers,
- Make sure you get feedback on the activity from the speaker and the learners.
- Record and post the presentation for others to view and use in their classrooms.

Resources and Links

Below you will find two examples of online resources that provide information and presentations on wide range of careers in a range of industries. Consider having your learners conduct internet research on careers your pathway cluster or industry cluster. Have them share what they found with the class.

United States Dept of Labor

<https://www.bls.gov/ooh/>

Provides extensive career information on occupations and careers including O*Net and the Occupational Outlook Handbook.

Cue Career

<https://www.cuecareer.com>

Cue Career aggregates the resources of industry associations for career exploration/navigation and workforce development. Learners explore careers by watching video interviews with people who are early in their career (members of associations)

Career Day Learner¹⁰ Preparation Activity

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

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.

Adapted from original material created by NAF. Used with permission.

¹⁰ Learner includes K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

Career Day Learner¹¹ 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.

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?

¹¹ Learner includes K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.

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?

Adapted from original material created by NAF. Used with permission.

Preparing Learners¹² for a Career Day

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

Career Awareness 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.

Learner Career Interest

There are a variety of online career interest assessment tools for your learners to use to help narrow their career interests. Help them through the process. After they've determined areas of interest, have 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 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 learners.

Work-Based Learning Activity Evaluation

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

Career Day Learner Reflection

Learner reflection allows 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 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.

Adapted from original material created by NAF. Used with permission.

¹² Learners include K-12, community college and college students; youth and young adults engaged in workforce development programs; and adults participating in career development activities.