

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.