

## Connector Career Day Checklist

Quick tips for Work-Based Learning Connectors<sup>3</sup> 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 learners<sup>4</sup> 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.

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

<sup>4</sup> 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.