

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.