



Guest Speaker Guide

Guest Speaker 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 guest speaker activities 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 as a guest speaker to support their engagement

Employer Fact Sheet

Facts about guest speakers to help employers decide whether their company or organization can participate

Implementation Tools

Guest Speaker Research Activity

A worksheet for student/learner to complete before the activity

Guest Speaker Student/Learner Reflection

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



Guest Speaker Fact Sheet

Guest Speakers

Using guest speakers to support learning is a structured Career Awareness activity in which students or other learners listen to a presentation to hear about the speaker's career, business or organization and industry. They have the opportunity to ask questions to help them consider whether they might like to pursue a career in the industry.

Designed to meet specific learning outcomes, guest speaker presentations are educationally rich, are tied to the curriculum, and help students/learners connect what they're learning in school with the workplace. Presentations are usually conducted in the classroom, but in some cases, guest speakers may "visit" a classroom electronically via Skype, Zoom, WebEx or some other technology, or the activity is conducted on-line.

Guest speaker presentations are one activity in the continuum of authentic work-based experiences provided to all learners engaged in career-related programs or course of study with Earn & Learn partners.

Guest Speaker presentations are designed to:

- Provide exposure to potential careers and jobs.
- Provide a realistic picture of the business, its role in the community and the career paths and occupations of its workforce.
- Help students/learners make the connection between their education and the workplace.
- Inform career planning.

Guest Speaker presentations are structured to:

- Allow students/learners to listen, receive information and ask questions.
- Enable students/learners to begin identifying areas of career interest.
- Build knowledge about the education and training needed for a particular job, career path and entry into the industry.

Guest Speaker presentations are supported by:

- Student/Learner preparation, including research on the industry and participating businesses.
- Employer orientation and support to prepare for the particular audience.
- Post presentation reflection opportunities that include verbal and written options.

Guest Speaker presentations 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.

Guest Speaker Support Materials

Checklists, Tip Sheets and Fact Sheets:

- Connector Guest Speaker Checklist
- Student/Learner Guest Speaker Checklist
- Teacher/Faculty Guest Speaker Tip Sheet
- Employer Guest Speaker Tip Sheet
- Employer Guest Speaker Fact Sheet

Implementation Tools

- Guest Speaker Research Activity
- Guest Speaker Student/Learner Reflection

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

Effective Guest Speaker activities 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 Guest Speaker activities 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 participation.

Work-based Learning Connector Guest Speaker Checklist

Quick tips for Work-Based Learning Connectors to ensure a successful guest speaker presentation.

Before the Guest Speaker Presentation

- Identify all interested teachers and faculty and help them plan for their guest speaker presentations.
- Make sure the speakers are good matches for the classes. What classroom topics can the speaker support?
- Prepare teachers and encourage them to participate before, during and after the guest speaker presentation.
- Share the Teacher/Faculty Tip Sheet.
- Have teachers/faculty help create learning objectives and work with students/learners to prepare for the day.
- Share speaker bio and prompt questions with students/learners.
- Ask teacher/faculty to take pictures during the presentation. Get signed releases for all photos.
- Provide employers an information packet about the school.
- Confirm employer attendance and determine presentation needs. Let them know where to park and share any visitor procedures they need to follow.
- Make sure the employer volunteers are supported and prepared. Share the Employer Tip Sheet, any questions to expect and encourage them to create an engaging and interactive presentation—using visuals and props.
- Arrange for someone to meet the speaker when they arrive, and escort them to the classroom.
- If conducting the activity via the internet, test and practice with the interface prior to the presentation.

After the Guest Speaker Presentation

- Enter guest speaker presentation in ELENA.
- Send a request for feedback from guest speakers and teachers. Review feedback and make recommendations for improvements.
- Help students/learners update their career development plan and think about any next steps they would like to take to further their career goals.
- Work with teachers/faculty to coordinate “go deeper” activities to connect the guest speaker presentation to the classroom.
- Send thank-you notes to guest speakers.
- Send pictures to the companies for their websites or newsletters. Ensure you have signed releases for all photos.
- Confirm guest speaker’s company social media policy. Ask speaker to send URLs to social pages so students/learners can properly tag them.
- Publicize the guest speaker presentation and the businesses that participated 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 Guest Speaker Timeline

Beginning of the school year:

Identify interested teachers and appropriate speakers. Brainstorm business partners who could participate.

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

One month in advance: Confirm participation of speakers. Have students/learners research the industry or company.

One week in advance: Send speakers logistics for the day and questions to expect. Confirm any presentation needs.

On day of presentation: Ensure that guest speakers are welcomed and escorted to classroom.

After day of presentation: Send thank-you notes to all guest speakers and ensure Student/Learner Reflection activities take place.

Tips for Conducting an Online Guest Speaker Activity

- Select and personally practice using the selected technology.
- Make sure all students/learners have access to appropriate technology.
- Decide how you will have students pose questions – Verbally or by entering on their device.
- Do a test run with your students/learners.
- Preload any slides or presentations from the speaker.
- Decide how you want to moderate the session. Sometimes it takes one person to Emcee the session and another to monitor the technology and address questions.
- Decide what Student/Learner reflection activities will take place and how you will support them.
- Remember, it's likely 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 students/learners.

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Teacher/Faculty Guest Speaker Tip Sheet

Note: If you are coordinating a guest speaker presentation, review the Work-based Learning Connector Guest Speaker Checklist.

Guest Speaker presentations are designed to:

- Provide exposure to potential careers and jobs.
- Provide a realistic picture of the business, its role in the community and the career paths of its workforce.
- Help students/learners make the connection between school and the workplace.
- Inform career planning.

Before the Guest Speaker Presentation

- Review the Guest Speaker Fact Sheet and this tip sheet.
- Assess how the day can support classroom activities and help meet curriculum goals.
- Identify desired Student/Learner learning objectives. Build excitement for the activity and talk to students/learners about what they can expect to learn.
- Have students/learners research the speaker's company and the careers it offers. Have them prepare at least three questions for the employer.
- Send information about the school and what students/learners are studying to the speaker and provide background on the type of class they will be speaking to, the number of students, grade level(s), and career interests.

During the Guest Speaker Presentation

- Support the guest speaker in effective interactions with students.
- Encourage students/learners to ask questions.
- Hand out materials that will aid the presentation: activity sheets, industry facts, company brochures, sample products, etc.
- Distribute and collect feedback forms from students/learners and speakers.

After the Guest Speaker Presentation

- Thank the guest speaker and together identify follow-up activities for the students.
- Provide individual and group reflection activities for students/learners and help them make the connection between their education 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 guest speaker presentation with the Connector and utilize employer, staff and Student/Learner feedback to improve future presentations.
- Document and archive information about the guest speaker presentation.

Go Deeper

- Make the guest speaker presentation part of a project and have students/learners prepare and deliver a presentation to others at your school about the company that visited.

The Classroom Connection: Preparation and Reflection

Before Guest Speaker presentation

Set students/learners up for success by having them.

- Research company and industry of visiting speaker.
- Discuss how the presentation can help them meet learning objectives.

After Guest Speaker presentation

- Spark Student/Learner reflection with an activity.
- Ask, "What new things did you learn about this job and industry?"
- See if they want to find out more or further explore careers in the speaker's industry.

Employer Guest Speaker Tip Sheet

Thanks for agreeing to present as a guest speaker. As you think about how to best prepare for your presentation, keep the following success factors in mind.

Before the Presentation

- Provide the Teacher/Faculty with website link(s) about your company, industry and profession to help students/learners prepare for your presentation.
- Build talking points that will engage the students or learners. Find out what they're currently focused on in the classroom so you can link to the curriculum.
- Ask for presentation tips and for help to address any concerns you may have.
- Review where to park and enter the school. If you have special requirements for the presentation, such as a projector or computer set-up, let the Connector know.
- Bring your business cards; the students/learners may ask for them. If you're handing out materials, ask for an estimate of the number you'll need.
- If you're "visiting" the classroom electronically, via Zoom or some other form of video conferencing, arrange for a test run prior to the presentation to work out any kinks.

Suggested Talking Points:

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

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 Presentation

- Introduce yourself, your company and job title. 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.
- Use visual aids such as a product, tool or any materials from your company that will help the students/learners understand what you do.
- Describe a typical day at your company and help students/learners understand as much as they can about the culture of the workplace and the world of work.
- Share the educational and career path you took to your current position.
- If possible, share mistakes you've made and how you have addressed problems.
- If possible, make your presentation interactive with role playing, mock projects, hands-on activities, etc. Ask questions of the students, making it a two-way dialogue.

After the Presentation

- Provide feedback to the Connector to improve future guest speaker presentations.
- Consider how you might use this presentation to promote your company's visibility.

Go Deeper

- Talk to the Connector about being a guest trainer, helping with curriculum, or hosting students/learners for Job Shadows, Jobs or Internships.

Employer Guest Speaker Fact Sheet

When guest speakers visit a classroom, students/learners listen to a presentation to learn about the speaker's career, business and industry, and ask questions to help them consider whether they might like to pursue a career path in the industry.

Designed to meet specific learning objectives, guest speaker presentations are linked to the curriculum and help students/learners connect what they're learning in school with the workplace. Presentations are usually conducted at the school, but in some cases, guest speakers may "visit" a classroom electronically via Zoom or some other technology, or the activity is conducted on-line.

Program Level: All Grades.
Employer to Student/Learner Ratio: 1 - 3 employers to 40-100 students.
Duration: Usually 1 hour
Frequency: One time
Location: School/Classroom/Online
Costs: Staff time
Special Considerations: Employee selection. Company volunteer policies and practices.

Why are guest speaker presentations important for students?

- Exposes students/learners to potential careers and jobs and help build occupational knowledge.
- Illustrates the education and training needed for entry into certain industries.
- Provides a context for learning and fosters an understanding of how academic concepts are applied in a real-world setting.
- Lets 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 one or more of your employees.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides an efficient 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 the guest speaker presentation 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 as guest speakers.
- Distribute the Employer Guest Speaker 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.

Guest Speaker Research Activity

Complete the following research assignment as part of your preparation for the upcoming guest speaker visit. This research will be the basis for in-class or on-line discussion and presentations prior to the guest speaker's visit.

Student/Learner name:
Guest speaker's company:
Company's web address:
Company's physical address:
Company's mission statement:
What is the company's primary business?
What departments exist within the company?
What companies do you think are in competition with the guest speaker's company?
After researching the company, what are three questions that you will ask the guest speaker?
Based on your research, what do you think you will like most about the guest speaker's presentation?
Based on your research, what is your biggest concern about the guest speaker's presentation?
If you could come away from the guest speaker presentation having learned one thing, what would that be?
Anything else you learned while doing your research that you'd like to share?

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Guest Speaker Student/Learner Reflection

Now that the guest speaker presentation is over, take some time reflect on what you learned and how the experience might inform your college and career plans in the future.

Student/Learner Name:

School:

Guest Speaker Company:

Date of Presentation:

What aspects of the guest speaker presentation were interesting? Which were not? Why?

What did you like about the guest speaker presentation? What would you change?

Would you consider a career in the guest speaker's field? Why or why not?

What was the most memorable aspect of the guest speaker experience? Why?

What did you learn about the guest speaker's company and its employees? Please explain.

What knowledge and skills are you learning in school that are likely to be used at the guest speaker's workplace? Please explain.

What knowledge or skills do you need to strengthen to be successful at a workplace like the guest speaker's? Please explain.

Would you recommend that other students/learners hear this presentation in the future? Explain.

Anything else you'd like to say about the guest speaker presentation?

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