

Connecting Students to Industry

Job Shadows

The Value of the “one and done”

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Objectives:

- Showcase the value of short-term career exploration opportunities
- Share “Best Practices”
- Inspire you to take the next step in establishing a job shadow opportunities for your students
- Provide resources that will help with some of the “heavy lifting” of setting up job shadow programming



I'm Passionate about Job Shadows



Students can't be what they can't see!



**What “one day” experience
made an impact on your life?**

The "One and Done"



BLITZ

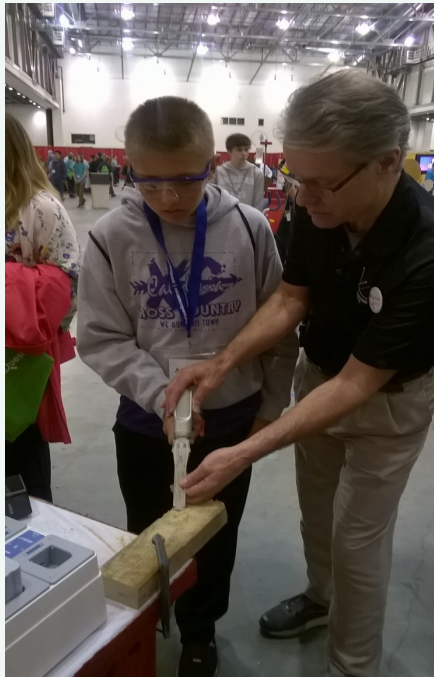


TEACHERS IN INDUSTRY





MiCareerQuest™



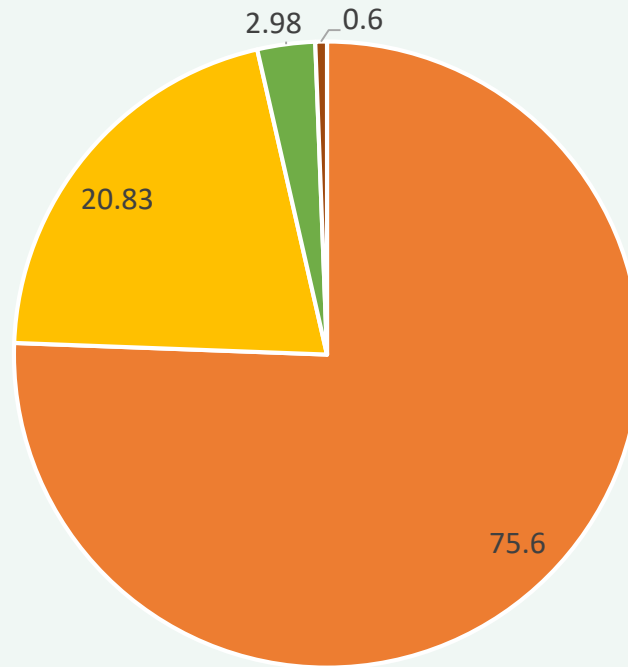
JOB SHADOW – VALUE?

VALUE OF A JOB SHADOW

- Gain an overview of the world of work and career opportunities available
- Formulate realistic career goals
- Understand the connection between school, work, and their goals for the future
- Get a “behind the scenes” look at a real work environment.
- Meet adults interested in being mentors in the career exploration process

Student Impact

PARTICIPATING IN THIS EVENT WAS
WORTHWHILE



Strongly Agree

Agree

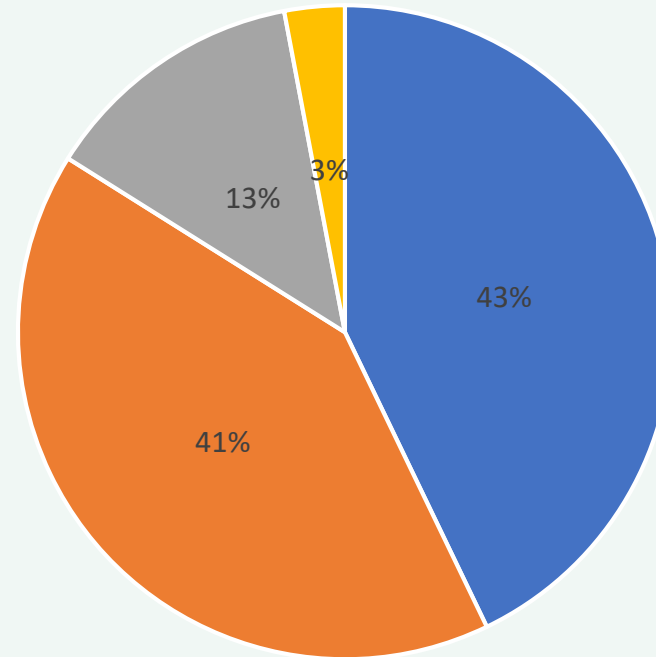
Disagree

Strongly Disagree



Student Impact

BASED ON PARTICIPATION IN THIS EVENT,
I AM GOING TO CONTINUE EXPLORING



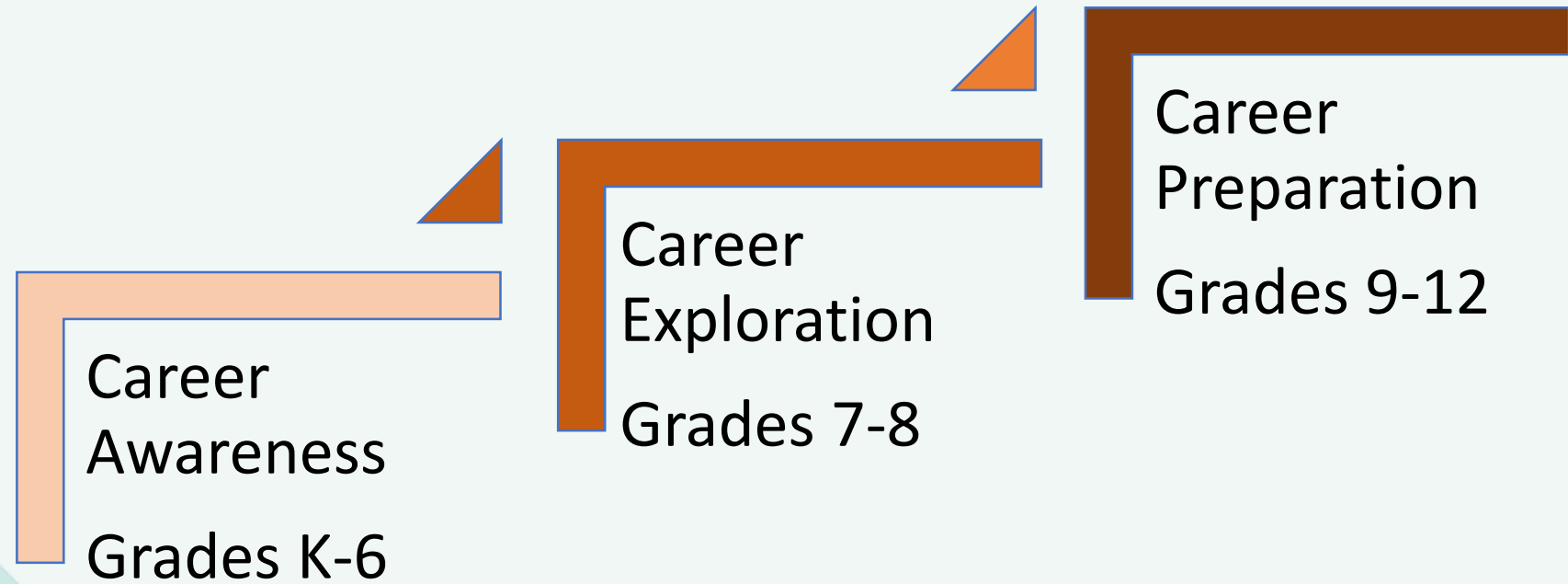
■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree



JOB SHADOWS

Part of an overall Career Readiness strategy

MI CAREER DEVELOPMENT MODEL



The Big Picture

Elementary (Grades K-3)

Target 3: Career Awareness

Engage Students in Career Awareness Activities

Suggested Strategies:

- College apparel days

- Classroom art project focusing on careers

- Visiting parents at work**

- Business and industry guest speaker

- Introduce the awareness of nontraditional careers

- Exploration play around Career Zones



The “One and Done”



“The best part of this experience was being able to know what I want to do with my career after high school.” – student

The “One and Done”



“He LOVED his time with Fishbeck Thompson. He came back very energized and dreaming of all sorts of careers in engineering, and even better, believing he can do it. Thank you so much, this is just what he needed.” – Anne C., parent of participant



D Hoyer, Director of the National School-to-Work Office, said

"Research shows that the most effective lessons are those that connect the classroom with the real world. Groundhog Job Shadow Day provides a wonderful opportunity for students to see how academics are applied in the workplace, and to be inspired and motivated by successful adults."

How do you intentionally connect academic content to careers in order to develop relevance for students?



Benefits to Employers

- Showcases your place of work by increasing visibility in your community
- Prepares our future work force
- Educates students about careers in your industry or line of work
- Enables employees to easily participate in a community activity
- Strengthens and promotes involvement in education
- Increases employee morale by valuing their input and expertise

Benefits to Employees

- Introduce the world of work to a young person in just one day, or less
- Become a positive adult role model
- Showcases the skills and education needed to be successful, especially the soft skills
- Impact a young person's life in a fun way

100% - I would encourage my colleagues to participate in this event

Employers – What They Enjoyed Most



“Knowing that we are helping a student determine a path.”

“Being able to give advice I wish I had had at that age. It was great to see their enthusiasm!”





“It's a fantastic chance to help a new generation form their own identity and find their footing in this overwhelming business world. If I can, even in a fraction of a way, help to answer any questions as to a direction to go for them, I would love to be that leader!”

Program Development

- Developing K-12 Career Readiness Plan
- Connecting it to curriculum
- Integrating into subjects
- Planning
- Develop Processes
- Create Forms
- Implementation
- Follow up
- Mandatory for graduation requirements?



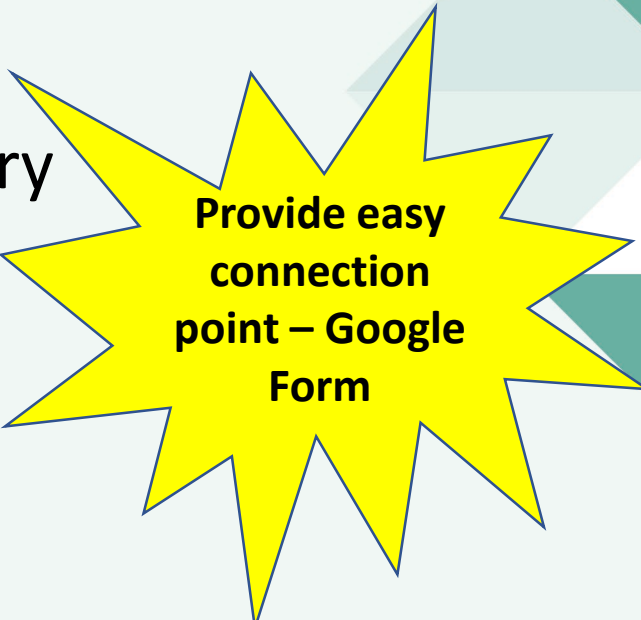
Getting Started: Student Preparation

- Self-Assessment
- Research
- Identifying location
- Complete “Guidelines” forms/permissions
- Business Communication
- Dress for Success
- Role Play
- Questions to ask
- Follow up

Getting Started: Employer Preparation

RECRUIT employers that interest students—Balance employers from a variety of industries to get the most students possible interested.

- Engage students in the process – *Best Practice*
- Ask parents to be champions at their workplaces
 - Solicit support at Parent Nights, conferences, etc.
- Media/Social Media/Personal Networks
- Partner with Chamber of Commerce – Member Directory
- Diverse organizations/associations
- Be intentional with non-traditional occupations



**Provide easy
connection
point – Google
Form**



Employer Relations - Tips

- Cold Call - It works!
- Sell it
 - “Make an Impact on a Student’s Life?”
- Be patient
- Determine time/dates – Helps make it happen
- Make it easy where you can
 - Photograph releases, sample questions/activities, registration, confirmations/reminders
- Maintain relationships
- Don’t “over ask” – discuss capacity



Information to collect from Employer

- Contact person's information (phone & email)
- Company Name
- Company address
- Career Pathway (make a drop-down menu)
- *Brief* Company Overview
- Parking Information
- Bus drop off information
- 250 character "Blurb" of what students will see



Employer Preparation

TIPS ON WORKING WITH TEENS

One of the keys to working with teenagers is to engage in casual conversations. This is the key to developing relationships and connection with students.

Getting started

Set realistic goals. Start small.

Make a plan. Stay on track and meet deadlines

If you are starting from scratch, solicit help.

Don't re-invent the wheel. **Use existing resources.**

Assign Roles – Divide the responsibilities amongst staff

Some staff members might be very good at employer relations, while others might be better with data and tracking.

RESOURCES

Make a SMART Goal



AFTER GROUNDHOG DAY

SAY THANKS!

It is important to show your appreciation to the employers and their staff for sharing their valuable time. **Within a week after your placement ends**, send a note addressed to the contact person of each company. Be genuine and make an effort to personalize your letter, this personal gesture will solidify a positive impression of you. Here is a format that you might use to model your note.

1. Begin with a sentence that specifically thanks the employer for providing the job shadow opportunity
2. Identify something specific that you learned or found to be most helpful in your career and/or college planning
3. Note the names of staff members who were especially helpful during your placement
4. Remember to be concise and to the point
5. Proofread! Enlist help if you need it



careerreadiness.kentisd.org

GROUNDHOG SHADOW DAY 2019

FEBRUARY 1, 2019
9:00 - 2:00



We're thrilled that you took the initiative to sign up for this program. Employers love students that take initiative!

It is up to you to make the day as impactful as possible. You'll find suggestions inside to help you prepare for this job shadow (being prepared is another quality employers look for).

Have a wonderful time, learn as much as you can and be awesome!

The Kent ISD Career Readiness Team

If you must cancel, you are responsible for contacting your employer host directly (*send an email and call*) and please also contact Krista Harmon at 616.365.2369 or kristaharmon@kentisd.org as soon as possible.

BEFORE GROUNDHOG DAY

- Do some background research on the company – check out their website and Google them. Have they been in the news lately? What does their website tell you about their values?
- Think about what you hope to learn and the kinds of things you would like to know about this career and prepare some questions to ask. (See *insert* for sample questions to get you started.)

ON GROUNDHOG DAY

There is no question that every job shadow will have unique components, but most of them will include the following:

- Introduction to the company and a tour
- Introduction to your mentor and his/her background. Be prepared to introduce yourself and talk about your interests and hobbies, community service that you have participated in, career interests, work history, education and your plans for the future.
- Opportunities to observe actual work currently in progress or recently completed
- A walk through the process of the work done at this company
- Exposure to a variety of roles and the employees who fill them

YOUR ROLE is to learn what it's like to work in your mentor's career field, requirements for working in that field and possible ways to enter the field. Keep the following in mind as you move through your 'work' day:

- Act natural and be yourself! It's common to feel anxious about job shadowing. Try to relax and enjoy!
- Be professional and show your appreciation. Arrive on time, be polite and thank the mentor at the end of the day. Remember that staff have arranged their day to help you with your job shadow experience.
- Whenever you have a question or need clarification, feel free to ask. Your mentor is there to show you what it might be like to work in that career field and to answer your questions.
- You may work on a project with your mentor. Be honest about your skill level (e.g., familiarity with a particular software program, like MS Excel). If you need basic instructions, ask. Your mentor will help.
- Ask to meet with different people within the organization who are working in jobs similar to your mentor's and to meet with others who are at different career stages from your mentor. Observe the people you meet. Do they seem happy? Do they seem to like their career?
- Keep in mind that you are an ambassador for your high school, representing both yourself and the school. Be sure to act sensibly and professionally.
- Explore summer jobs or other opportunities you may hear about. However, try not appear more interested in a job than in job shadowing.
- If you do not feel comfortable with a request made by a mentor, you do not need to comply. Should you have any problems or concerns while shadowing, please feel free to contact the Career Readiness Team.



BE PROFESSIONAL

- Use a firm handshake and friendly greeting
- Never take anything from the job shadow site
- DO NOT take pictures/video or use your phone without your mentor's approval
- Stay on task and follow directions
- Demonstrate responsibility
- Demonstrate the willingness to learn
- Be polite, appreciative, positive and enthusiastic
- Respond positively to constructive criticism

COMMUNICATE PROFESSIONALLY

- Listen carefully and speak clearly
- Maintain direct eye contact
- Ask for clarification if you do not understand something
- Be prepared with questions and show interest

DRESS PROFESSIONALLY

Pay careful attention to dress code guidelines your employer host provided in your introduction letter and follow them carefully. If nothing was listed, err on the side of caution and get a little fancy and go business casual.

- Business casual for gentlemen is defined as dress pants and a button down or polo shirt, tucked in. For ladies, this can be dress pants or skirt with a blouse or sweater or a dress with tights.
- Everyone should wear closed-toe shoes (keep those toes covered – shouldn't be a problem in February!) and appropriate jewelry (please remove all visible body piercings).
- Please DO NOT wear t-shirts with logos, hats, or shorts, extremely tight or baggy pants, or revealing necklines or waists.
- Proper personal hygiene should be adhered to and hair should be clean, styled, or combed, facial hair should be clean and well-groomed.
- If you use a fragrance, keep it light

Make sure you know how to get to your job site prior to leaving. Account for conditions like bad weather and slick roads and leave extra time. **You should plan to arrive 10-15 minutes before 9:00 am.**

If you must cancel, you are responsible for contacting your employer host directly (*send an email and call*) and please also contact Krista Harmon at 616.365.2369 or kristaharmon@kentisd.org as soon as possible.



TIPS TO MAKE THE MOST OF YOUR VISIT

JUST ASK!

The very best ways to demonstrate your engagement in any experience are to **pay attention, ask questions and listen carefully. Job shadows can get a little awkward when the employer has to do ALL the talking.** So be ready to fire off questions if things start to get quiet. It will make you both more comfortable. Here are some sample questions to get you started. Use these but also come up with your own.

- When did you decide to pursue a career in this field?
- What other jobs did you consider before deciding on this one?
- What skills and education are required for your current position?
- What do you like most about your job?
- Tell me about one of your best days in this job.
- What do you like least about your job?
- Tell me about one of your worst days in this job.
- What is a typical day like? What hours/days do you work?
- What characteristics are important to being successful in this job?
- Do you work alone or on a team most often?
- What can cause stress in this job?
- What is one of your proudest moments in this position?
- What is your perception of the job outlook for this career?
- What are some surprises you've had in this job?
- What are some benefits this company offers? (healthcare, dental, vision, retirement, education reimbursement, advanced training for job skills)
- Were you employed in another field before coming into this position?
 - If so, why did you change professions?
- What kind of training does your company provide incoming employees?
- What do you expect new employees to know before they start?
- What advice would you give to someone considering this career?

BE OBSERVANT

While you are shadowing, be sure to pay attention to what is happening all around you. Specifically, notice the people and the technology. Observations like these can help you decide if this is an environment in which you would enjoy working.

PEOPLE

- Describe the clothing people wore.
- Did everyone wear the same attire?
- How did people treat one another?
- Did everyone have the same workspace?
- How did people greet one another?
- How did people answer the phone?

TECHNOLOGY

- How many computers does this workplace have?
- What software programs did you observe?
- What other equipment do employees use at their desks besides computers?
- What other technology does the workplace use to make its product or deliver its services?