



Career Day MANUAL

2019-2020



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INTRODUCTION

Today's students need the worldview, experience, skills and imagination they can obtain by interacting with leaders in your community. Increasingly, employers in Indiana and across the nation say the skills graduates most need are “soft skills”—those less tangible attributes, like demonstrating good communication skills or being a team player. Introducing students to the business world as soon as possible will help them understand the workforce climate early in life. It will also benefit them with increased focus and determination as they set career goals in fields that they actually know about.

Indiana's **Career Ready** campaign takes place each April through July to help students of all ages prepare for their future careers by teaching them to pair their interests and skills with the jobs that exist. To kick off **Career Ready**, resources are being provided to K-12 schools to hold a Career Day. The statewide **Career Ready** kick-off week is **April 20-24**, and the suggested Career Day date is **April 24**, but you are encouraged to hold your Career Day any day that fits best for your school. More information is available at LearnMoreIndiana.org/classroom-materials.

What is Career Day?

Career Day is exactly what it sounds like: a day filled with career-focused activities for K-12 students. This manual will help you learn about lessons that can lead up to Career Day, as well as tips and resources for creating your own Career Day. Your school may choose to invite professionals and/or to use the lesson plans (that align with your **Learn More** magazines) and other resources provided by the **Career Ready** campaign. Career Day will be a fun—and most importantly—useful day for your students and staff, as well as families if you choose to invite them.

Goals

The goal of Career Day is to introduce students to **growing sectors in Indiana** and to the concept of **employability skills** (also called “soft skills”). Many careers in your local community are part of the growing and in-demand sectors in Indiana. Likewise, employability skills are crucial for success in today's economy, regardless of career choice. Career Day can also encourage students to connect their **skills and interests** to in-demand careers. Finally, Career Day helps highlight the **education** required for different careers.

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GETTING STARTED

Before getting deep into planning, it's helpful to determine a focus for your Career Day. Some of Indiana's fastest growing sectors include:

- Advanced Manufacturing
- Building & Construction
- Health & Life Sciences
- IT & Business Services
- Transportation & Logistics

For ideas on other career clusters to feature, visit IndianaCareerReady.com.

For your Career Day, it may be helpful to narrow in on one or a few sectors. Remind students that they need to know about these sectors, even if they don't think their interests or skills align with the sector. For example, a public relations professional could work for a business specializing in one of these areas. You may also want to consider highlighting one sector each day of the **Career Ready** kick-off week, culminating in Career Day with visits from professionals.

Connecting with Professionals

The first thing you'll need for Career Day is *people*. Whether teachers and/or counselors use the provided lessons or professionals are invited to speak to your students, from the very start you'll need to know who is involved.

Most professionals love the chance to share their work with students. You'll boost your chances of success if you are prepared with a specific ask (date, time, location, students' grade level, topics to cover). Use the **Career Day Volunteer Template** to write asks to local businesses. Provide **Tips for Presenters** from LearnMoreIndiana.org/classroom-materials once they've committed, or if they have hesitations.

Where Should You Start?

Consider reaching out to professionals who are...

- Connected to your Chamber of Commerce, [FFA](#), [Purdue Extension Office](#), [WorkOne](#) or [Regional Workforce Development Boards](#);
- Already involved in your school (sponsoring sports teams, CTE programs, etc.)
- Parents, grandparents or relatives of students
- Spouses, friends or family of school staff
- Successful local business owners

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- Involved in local government agencies
- Representative of a variety of educational backgrounds: apprenticeship, one-year certificate, associate degree, bachelor's degree, master's degree and beyond

Connecting with Your Community

Build up to Career Day in your community. Use the **Career Day Volunteer Template** to recruit them and promote your event. Perhaps a mayor or other public figure can declare Career Day throughout your community. Consider reaching out to your superintendent, business leaders, alumnus of your school and others who can inspire and inform students.

Connecting with Your School Colleagues

Some of the best resources for Career Day are right under your nose: the educators and administrators you work with every day. Ask around to find out if similar things are already happening. Some questions to consider:

- **For teachers:** Are you already giving lessons on these topics? How can the information about growing sectors and employability skills be incorporated? When is ideal for visits from professionals, and which careers do you want to see represented?
- **For principals, superintendents and other administrators:** Can our school/corporation rally behind Career Day or a **Career Ready** Kick-off Week? What connections do you have (with local businesses, government, chambers of commerce, etc.) that can help us?
- **For Career & Technical Education (CTE) leaders:** Are you already doing something similar? Are there speakers or events planned that can be opened to the whole school? What connections do you have with local employers? What advice do you have about?
- **For counselors:** How can we use Career Day to help students make intentional choices? How can we help them make career decisions driven by their interests and Indiana's economic needs as they transition to high school/workforce/postsecondary education?

Leading Up to Career Day

Students will need background knowledge before Career Day. Explore "**Career Day Resources**" in this manual to get started. Consider making sure students are familiar with:

- Career-related vocabulary
- The idea of career sectors (or career clusters)
- Their own skills and interests and how important it is to link those traits with careers
- Education levels and vocabulary (apprenticeship, one-year certificate, two-year associate degree, four-year bachelor's degree, master's degree, doctorate degree, etc.)

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Suggested Timeline

The next section (Career Day Resources) will be helpful as you plan. Career Day will include advertising and educating beforehand, planning a schedule for the day, and following up afterwards. **Remember, while the suggested Career Day date is April 24, 2019, Career Day can be any date that works well for your school.**

Right Away

- ➔ Plan your focus for Career Day and start inviting professionals to participate.
- ➔ Decide if you'll need a keynote speaker (such as a mayor, superintendent, alumnus, business leader or other local public figure). Start reaching out now to secure the date.
- ➔ Decide when you'll use Career Day resources such as online career interest inventories and games, etc. See "**Career Day Resources**" for a full list. These can be spread out over the weeks leading up to Career Day.
- ➔ Plan a tentative schedule for the day. See "**Scheduling Tips.**"

Three Weeks before Career Day

- ➔ Send a **Parent Letter** home to families with information about Career Day (see LearnMoreIndiana.org/classroom-materials for a template). If you are inviting parents to attend, check out "**Tips for Inviting Families.**"
- ➔ Start planning decorations. Use the **Career Ready** materials at LearnMoreIndiana.org/classroom-materials.

Two Weeks before Career Day

- ➔ Confirm guest speakers and location information. Send them **Tips for Presenters.**
- ➔ Finalize your schedule for Career Day (which speaker will be where at what time, whether you'll have a pep rally to start the day, etc.)
- ➔ Prepare students to talk about careers.
 - Introduce the vocabulary (simpler words like "career" and "workplace" for younger students; industry-specific terms like "clean energy" or "life sciences" for older students).
 - Introduce the idea of a changing economy and focus on jobs that our economy will need now and in the future.
 - Talk about students' skills and interests and how to match them to a career.
 - Go over **Questions to Ask** or **Questions to Ask-Elementary.**

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One Week before Career Day

- Check out LearnMoreIndiana.org/Career for fun ideas to start a season focused on careers.
- Make announcements about Career Day.
- Send students home with the **Questions to Ask** or **Questions to Ask-Elementary** handout. Remind them to be respectful and that the professional knows about a lot of jobs in his/her organization. Even if students are not interested in that particular job, chances are good that they can learn about a career that fits their interests.
- Send your speakers a reminder and thank you note for their commitment with parking and logistical information.

On Career Day

- Make sure everyone and everything is in place.
- Greet professionals and thank them for their time. Ensure that someone takes them to the correct room(s) upon arrival.

One Week after Career Day

- Send professionals a **Thank You Letter**. LearnMoreIndiana.org/classroom-materials has a template available. You could ask students to sign it, or personalize it with your own observations from Career Day.
- Consider trying to form a deeper relationship with the businesses represented on Career Day. See LearnMoreIndiana.org/classroom-materials for ideas on engaging businesses and a sample partnership template.
- Take notes. What worked? What didn't? Save them for next year's Career Day!

Scheduling Tips

- For a school-wide Career Day, secure a location (such as an auditorium) and a keynote speaker to introduce the professionals.
- For smaller in-class Career Day experiences, coordinate with the teacher(s) for specials, homeroom or study hall to see if you can take use their time slots for speakers.
- Collaborate! Similar activities may already be happening at your school. Talk to teachers, CTE teachers and teachers of classes related to the growing career sectors to see what they are already doing related to careers. They may have business connections, lesson plans or planned speakers that can align with Career Day.

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Tips for Inviting Families

Career Day is the perfect opportunity to show off what students are learning in your school, and families can benefit from the information too. Inviting families is a great way to make sure career planning conversations are happening at home, too. Career Day will also introduce families to rapidly changing careers that may not be within their areas of expertise. If your Career Day will include families, read through these tips to make sure your day goes smoothly.

- ➔ **Logistics:** Be sure to include information about where to park, which entrance to use and where to go. Use the **Parent Letter** at LearnMoreIndiana.org/classroom-materials, and add your relevant information.
- ➔ **Safety:** Be sure to follow your school's safety policy for checking in visitors. Communicate with all school staff so = they know to be on the lookout for lost visitors.
- ➔ **Welcoming guests:** Consider asking for an RSVP prior to the event so you'll be prepared ahead of time. A hospitality room with drinks and a place to put coats can be a nice touch, and it allows families to mingle. You'll also want to designate someone(s) to greet visitors and direct them to the classrooms or auditorium.

CAREER DAY RESOURCES

Explore these resources to make your Career Day impactful and memorable. If you have any questions, feel free to contact Learn More Indiana at info@che.in.gov.

Promotional Materials

The Learn More Indiana materials sent to your school in the fall are a great resource for Career Day. (See LearnMoreIndiana.org/classroom-materials for additional materials and lesson plans) The **Parent Letter** can be customized with your information. Make use of school announcements, a marquis, bulletin boards and more to make sure students know Career Day is coming.

Resources by Grade Level

Browse the following resources to find the ones that will work best for your students, and remember that many can be adapted to fit your grade levels.

Templates & More

More printer-friendly resources are available at LearnMoreIndiana.org/Classroom-materials.

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All Grades

- Career videos and information at IndianaCareerReady.com
- College-and-career magazines (see the “Career” sections in **LEARN MORE** for grades K-10; **Next Indiana** for grades 11-12): LearnMoreIndiana.org/classroom-materials.

Grades K-5

- College- and career-focused resources: visit LearnMoreIndiana.org/Career.
- Sector-specific resources:
 - Clean energy lessons, quizzes, coloring pages and more: energy.gov/eere/education/teach-and-learn.
 - Advanced manufacturing & logistics curriculum, etc.: TheManufacturingInstitute.org.
 - STEM resources: Istemnetwork.org.

Grades 6-8

- College- and career-focused resources: visit LearnMoreIndiana.org/Career.
- Career assessments, career profiles and more: IndianaCareerExplorer.com.
- Videos and advice from career professionals in Indiana: Indiana.shareyourroad.com.
- INReality career game, which helps students learn about salaries, cost of living and return on investment for education beyond high school: HoosierData.IN.gov/inreality.
- Sector-specific resources:
 - Advanced manufacturing & logistics curriculum, etc.: TheManufacturingInstitute.org.
 - Agriculture and agribusiness information and middle school lesson plans: FFA.org.
 - Clean energy lessons, quizzes, and more: energy.gov/eere/education.
 - Logistics information: VULogistics.com.
 - Life sciences statistics and information: Biocrossroads.com.
 - STEM resources: Istemnetwork.org.

Grades 9-12

- College- and career-focused resources: visit LearnMoreIndiana.org/Career.
- Career assessments, career profiles and more: IndianaCareerExplorer.com.
- Videos and advice from career professionals in Indiana: Indiana.shareyourroad.com.
- Bureau of Labor Statistics’ Occupational Outlook Handbook, with detailed profiles and future projections for all careers: www.BLS.gov/ooh/.
- Employability skills framework (including interactive model): cte.ed.gov/initiatives/employability-skills-framework.
- INReality career game: HoosierData.IN.gov/inreality.

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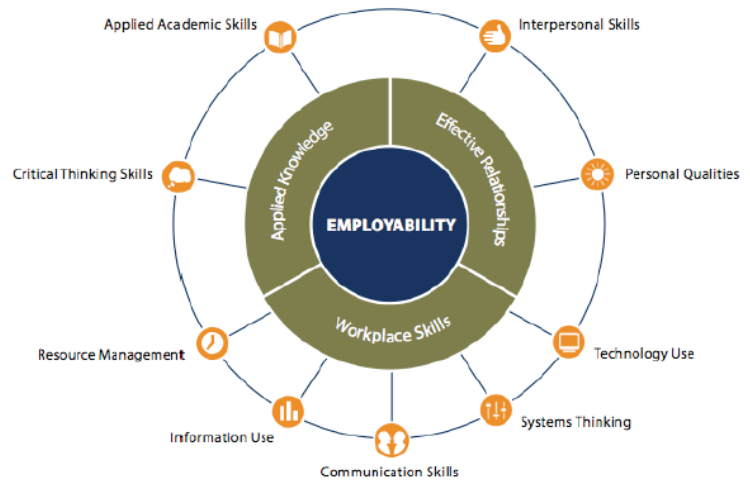
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➔ Sector-specific resources:

- Advanced manufacturing & logistics curriculum, etc.: TheManufacturingInstitute.org.
- Agribusiness data and information: AgriNovusIndiana.com.
- Clean energy lessons, quizzes, and more: Energy.gov/eere/education.
- Clean energy information for Indiana: EnergySystemsNetwork.com.
- Logistics information: VULogistics.com.
- Life sciences statistics and information: Biocrossroads.com.
- STEM resources: Istemnetwork.org.
- Technology news and research for Indiana: TechPoint.org.

Employability Skills Resources

The U.S. Department of Education's Employability website contains detailed information about its Employability Framework. Visit cte.ed.gov/initiatives/employability-skills-framework to learn more.



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AFTER CAREER DAY

How can you make sure the vital information discussed on Career Day lasts beyond one day? Consider these options.

Use the Resources

Career resources are always in season! If you didn't use some of the resources from the previous section during your Career Day, consider how you can incorporate them at other times of the year.

Grow Your Relationship with Local Businesses

Would you like further opportunities to connect with the professionals who visited your school? The Career Day resources at LearnMoreIndiana.org/Classroom-materials include business engagement ideas by sector and school need, and a sample partnership agreement. A formalized partnership can solidify expectations on both sides and helps provide direction for the future.

Thank You!

There are endless ways to teach your students about Indiana's growing sectors and their need for employability skills. You are the best judge of which methods will work best to keep your students engaged and excited about the future, and when to implement them in your school year. We thank you for your hard work!

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