



Indiana's Career Ready Campaign *for Businesses*

Indiana's **Career Ready** campaign is held from April through July each year. Goals include:

- 1) educating students about Indiana careers;
- 2) connecting students of all ages to workplace exposure; and
- 3) employing existing resources to assist students in matching skills and interests to potential careers and the education required to be successful in those careers.

About the Career Ready Kick-Off Week (April 20-24)

Resources are available for k-12 schools and community organizations to host a Career Ready kick-off event at LearnMoreIndiana.org/classroom-materials. 2019 suggested dates are April 20-24, but this will vary from community to community. The kick-off week presents a great opportunity to partner with your local schools to provide speakers, field trips and tours, workplace exposure (short-term job shadowing or summer internships) and teaching or curriculum ideas.

About Career Day (April 24)

In addition to promotional materials to promote career readiness throughout the entire **Career Ready** season, schools will be provided with an online toolkit to host a Career Day with a suggested date of **Friday, April 24**. Career Day allows business and government leaders to broaden students' awareness of the vast range of potential career paths in the state, as well as discuss employability skills (i.e. soft skills). The focus of Career Day is bringing professionals into the classroom, at all age levels. Although sharing your day-to-day tasks and responsibilities is important and will be eye-opening for students, you also possess an immense amount of basic career knowledge that students need.

Get Involved!

If your entity already has a relationship with a school, contact the school and see what they are doing during the **Career Ready** season. If you don't already have a relationship, consider calling or emailing the school counselor or principal at a nearby school.

Learn More!

All supporting materials for Career Day will be available at LearnMoreIndiana.org/classroom-materials. You'll find tips for presenters, ideas on engaging with schools outside the classroom and more.

College Planning



Career Success

CAREER READY