

# EMPLOYER'S GUIDE

## CONDUCTING A SUCCESSFUL STUDENT TOUR

There are five components for employers to plan and conduct a successful career pathways student tour:

<b>Audience</b>	<ul style="list-style-type: none"><li>• Identify the right students to create a more meaningful event.<ul style="list-style-type: none"><li>○ What grade/age of student do you want to invite?</li><li>○ Find the students that have interest in the careers you want to show them.</li></ul></li><li>• Find schools that are within a selected radius by using the county's online directory <a href="http://K12Navigator.org">K12Navigator.org</a>.</li><li>• Identify the right teacher to contact to create the most meaningful experience. Access the school website's staff directory for teacher email addresses.</li><li>• Contact info is available on the <a href="http://K12 Navigator">K12 Navigator</a> within the school's profile.</li><li>• In your email invitation to the teacher, show them photos of your latest technology, machines, equipment, etc. Show them why they should bring students to your facility, and specify what career areas the students will have the opportunity to explore.</li><li>• Create an event flyer or send pictures of your facility or product.</li></ul>
<b>Tour Guide/ Presenter</b>	<ul style="list-style-type: none"><li>• Choose engaging presenters.</li><li>• Break up a large group of students into smaller groups of 10-15 people.</li><li>• Incorporate some of your employee career path stories into the visit. Students do like hearing CEO or owner stories.</li><li>• Mobile tour guides and stationary presenters.<ul style="list-style-type: none"><li>○ A mobile tour guide moves with the group, station to station.</li><li>○ Stationary presenters stay in the same space and repeat their presentation.</li></ul></li></ul>
<b>Logistics</b>	<ul style="list-style-type: none"><li>• Student tours often last 60 to 90 minutes.</li><li>• Communicate your visitor safety requirements. (PPE, clothing requirements, etc.)</li><li>• Confirm how many students and teachers will attend.</li><li>• Can you offer lunch as part of your tour? This creates an opportunity to add a presentation (CEO story, company overview, etc.)</li><li>• Clarify the student drop off area &amp; bus parking.</li><li>• Assign a greeter upon student arrival.</li></ul>

<b>Content</b>	<ul style="list-style-type: none"> <li>• Consider all departments to be part of a tour. Entire operation or departments broken down by function.</li> <li>• Plan what the stationary presenter will speak on. <ul style="list-style-type: none"> <li>○ Daily routine, responsibilities.</li> <li>○ Internal and external Career path.</li> <li>○ Was college required?</li> <li>○ Favorite part of the job.</li> </ul> </li> <li>• Benefits <ul style="list-style-type: none"> <li>○ Do not get in the weeds on this but do offer an overview of the employee benefits.</li> <li>○ Breakdown of insurances</li> <li>○ Fringe Benefits</li> <li>○ Retirement options</li> <li>○ Employee events (show photos of your employees having fun)</li> <li>○ Employee resource groups</li> <li>○ What sets you apart from other employers?</li> </ul> </li> <li>• Show your employees at work and offer hands-on experiences as much as possible.</li> <li>• Create an engaging activity (scavenger hunt while on tour, checklist, etc.)</li> <li>• Save time for Q&amp;A at the end.</li> <li>• Incorporate swag if possible.</li> </ul>
----------------	---

<b>Follow-Up</b>	<ul style="list-style-type: none"> <li>• Evaluation <ul style="list-style-type: none"> <li>○ Email the teacher(s) that accompanied the students. <ul style="list-style-type: none"> <li>▪ Did the tour meet the teacher's expectations?</li> <li>▪ What was the feedback from the students?</li> </ul> </li> <li>○ Gather feedback from your presenters and tour guides.</li> <li>○ Did the tour meet your goals?</li> </ul> </li> <li>• Next Steps: Offer follow up activities to teacher(s). <ul style="list-style-type: none"> <li>○ Message to teacher: If you have students interested in continuing to explore careers at our company, here is what we offer (internships, job shadows, classroom speaker, employment, etc.) Reference the list of ways to engage with students on K12Navigator.org.</li> <li>○ Email company brochures and any handouts you sent home with the students.</li> <li>○ Provide a flyer of your jobs and/or the career progression that your business offers.</li> </ul> </li> <li>• Document the process. Once you have established a plan, this becomes a well-oiled machine that you can repeat school year after school year.</li> </ul>
------------------	---