

## Coordinator Career Day Checklist

Quick tips for Work-Based Learning Coordinators<sup>1</sup> to ensure a successful career day.

### Before the Career Day

- Design the Career Day, working with a committee if one has been established. Choose the date and format, identify goals for the day, create an action plan and schedule planning meetings.
- Prepare teachers and encourage them to participate before, during and after the Career Day. Share the Teacher Tip Sheet.
- Have teachers help create learning objectives and work with students to prepare for the day and create questions they can ask.
- Keep principal and staff well informed and publicize the event at staff meetings and in school announcements. Create a Career Day flyer and post several around the school and on the school website.
- Provide employers an information packet about the school, including the format and schedule of events for the day. Share itinerary/program and agenda with employers one week in advance.
- 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 questions to expect and encourage them to create an engaging and interactive presentation—using visuals and props if possible.

#### Sample Career Day Timeline

**Beginning of the school year:**

Brainstorm business partners who could participate. Find a location.

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

**One month in advance:** Meet with planning committee to review logistics and facility needs. Confirm participation of speakers.

**One week in advance:** Send planning brief to speakers with agenda for the day, logistics, event information and questions to expect.

**On Career Day:** Welcome presenters and manage event flow and agenda.

**After Career Day:** Send thank-you notes to all presenters and ensure student reflection activities take place.

### During the Career Day

- Be the point person and troubleshooter on Career Day. Be prepared to address technology issues and have a back-up plan in case of speaker cancellations.
- Distribute a schedule of events for the day to all parties.
- Arrange for the employer volunteers to be met and escorted to the classroom or assembly hall. (This is a great activity for one or two students who have been trained as “school ambassadors.”)
- Distribute and collect feedback surveys.

### After the Career Day

- Document the Career Day. Review all feedback surveys and summarize results. Debrief the day and make recommendations for improvements.
- Help students update their Employability Skills Profile and think about any next steps they would like to take to further their career goals.
- Work with teachers to coordinate “go deeper” activities to connect Career Day to the classroom.

<sup>1</sup> In New York State, this includes certified work-based learning coordinators and others who facilitate, arrange and support work-based learning activities for students.

- Send thank-you notes to guest speakers and businesses that provided donations.
- Take pictures from Career Day and provide them to the companies for their websites or newsletters. Ensure you have signed releases for all photos.
- Publicize the Career Day and the businesses in attendance by placing a story in the local newspaper or posting on the school or agency webpage.
- Consider other potential public relations benefits and opportunities.