

Types of Industry Involvement in Career Exploration

Levels of experiences for companies to develop and expand relationships with schools and organizations

Start Simple

- Guest Speakers
- Informal Talks
- Resume Reviews
- Mock Interviews
- Information Sessions
- Informational Interviews
- Career or Job Fairs/Expos
- Student Leadership Organizations

Increase Engagement

- Advisory Committees
- Teacher Externships
- Job Shadows
- Speed Networking Events
- Career Days
- Career Workshops
- Industry Tours
- Hands-on Training

Establish Longevity

- Cooperative Education/Co-Ops
- Mentorships
- Internships
- On-the-Job Training (OJT)
- Pre-Apprenticeships
- Apprenticeships
- Registered Apprenticeships*

*Minnesota Department of Labor program

Description of Engagement Opportunities

Start Simple

Introductory experiences for companies to build relationships with schools and organizations

Guest Speakers: A guest speaker provides a presentation to students about the speaker's career, business or organization and industry, and asks questions to help them consider whether they might like to pursue a career in the industry.

Informal Talks with Others in Career Fields of Interest: Students talk with a variety of people in career they find interesting. Business professionals talk about their career path and their position, career field, or industry.

Resume Reviews: Students have a professional from their chosen career field review their current resume. The activity can be one-on-one meeting or part of a larger career-readiness workshop.

Information Sessions: Information Sessions can provide information about a specific company or industry. The purpose is to provide general information about career options, paths of study, and other skills required to successfully enter the profession or company.

Informational interviews: informational interviewing allows students to talk with people in a career field of choice to learn what working in that field would be like. Through informational interviews, students explore career options, have questions answered about their career choice, and gain feedback and advice about how to succeed in a chose profession.

Career Fairs/Career Expos/Job Fairs: A career fair provides an opportunity for students to meet with a large number of employers in one setting.

- Students and job seekers can find information about different career fields, training opportunities and jobs currently available.
- Career fairs give employers an opportunity to interact with future job candidates and make direct contact with students who are making decisions about what education, training and career to pursue.
- Quality career fairs offer hands-on activities to participants, allowing them to see firsthand what a job in the industry entails.
- Companies may have entry-level (or higher) career openings, part-time positions and/or paid and volunteer internships.

Student Leadership Organizations: Career and Technical Student Organizations (CTSOs) integrate the career and technical education (CTE) curriculum while promoting leadership skills, career readiness, community involvement, and competition. Other organizations like FIRST Robotics and the Supermileage Challenge provide additional leadership opportunities for students.

Increase Engagement

Next level experiences for companies to expand relationships with schools and organizations

Advisory Committees: A local advisory committee is composed of representatives of the general public including representatives of directly-related business, industry, and labor. They provide guidance to teachers concerning industry needs and trends and serve as an advocate for programs.

Teacher Externship: The teacher externship is designed to expose teachers to careers and work environments so they can work with high school students more effectively. It is an opportunity for teachers to observe firsthand what the 21st century workplace entails and to interact with business professionals.

Job Shadows: Students "shadow" professionals in the workplace to get a better sense of the day-to-day responsibilities, challenges, and work environment within various careers. Students can observe an individual or groups who share the duty in a work environment performing tasks. Shadowing can take place over a short period of time, for part or the entire workday, depending on the nature of the job and level of interest of the students.

Speed-Networking Events: A small group of students sit down with an individual or group of employees, hear about their professions for 10 minutes, and have the remaining time for questions. Once the time is up, a signal is given and students must move to the next table (much like speed dating events). Can be combined with traditional site tour or other career event.

Career Days: A Career Day supports exposure to an industry or field of study at schools by providing students with a wide range of opportunities in the industry through speakers, corporate support, and event participation.

Career Workshops: Career development workshops come in a variety of shapes and sizes, and can be designed and tailored to any general or specific subject or audience. Required skill sets (the so-called "soft" skills such as resume and grant writing, interviewing skills, or giving targeted presentations) are a good choice for a professional development program.

Industry Tours: Companies offer guided tours of their facilities to let students, parents and the general public witness firsthand the day-to-day operations of the business. Students have the chance to interact and ask questions of various employees in different roles at the company. Quality industry tours typically result in greater awareness of the company and the industry, and increased engagement with the local community, schools and future employees.

Hands-On Training: Hands-on training provides student learners an opportunity to use their hands to perform tasks. This training aims to simulate conditions that are as close as possible to real work conditions while avoiding the risks commonly associated with a new employee. Examples of hands-on training include health-field clinicals and field experiences.

Establish Longevity

Most engaged level of experiences for companies to solidify relationships with schools and organizations

Cooperative Education/Co-Ops: Cooperative education is the integration of classroom theory with practical work experience, through which students alternate attendance at school with periods of professional employment. Cooperative education programs enable students to apply technical skills already acquired through the education institution in a real-world workplace setting.

Internship: An internship is a formal program during which the learner is immersed in a work situation for a limited period of time. Internships can be paid or unpaid and usually accompany or relate to academic coursework or training. A quality internship provides the learner an increasingly thorough grasp of the career field, extensive experience in specific job functions, application of education and training to specific duties, and a feel for what it is like to work on a daily basis in the industry.

On-the-Job Training (OJT): OJT is training by an employer that is provided to a paid participant while engaged in productive work in a job that provides knowledge or skills essential to the adequate performance of the job. OJT is usually limited in duration and is appropriate to the occupation for which the participant is being trained.

Pre-Apprenticeship: A pre-apprenticeship is designed to prepare individuals to enter and succeed in a Registered Apprenticeship program. Since the pre-apprenticeship model is meant to prepare learners to enter a registered apprenticeship, a quality model provides sufficient applied academic training, as well as industry-based technical skills training and practice, to ensure that students transition successfully into an apprenticeship.

Apprenticeship: An apprenticeship is a unique, flexible training system that combines job-related technical instruction with structured on-the-job learning experiences. It provides a unique combination of structured learning with on-the-job training from an assigned mentor. The goal is to provide workers with advanced skills sets that meet the specific needs of employers.

Registered Apprenticeship: A registered apprenticeship meets national apprenticeship standards outlined by the registration process with the U.S. Department of Labor (DOL) or through a state apprenticeship agency. Upon completion of a registered apprenticeship program, participants receive a portable credential that certifies occupational proficiency as a journey worker for the selected occupation.