



Media Advisory:

February 27, 2015

March 2-6, 2015 is Students@Work Week

*NC Businesses Help Middle School Students Connect What They Are Learning
in Class With Future Career Opportunities*

What: Students@Work Week

Who: North Carolina Department of Public Instruction, the North Carolina Business Committee for Education (NCBCE) and 22,500 middle school students statewide

When: March 2-6, 2015

Where: Statewide

Fast Facts:

- The goal of the Students@Work Week initiative is for North Carolina businesses to help middle school students connect what they are learning in class with future career opportunities.
- Businesses can participate through on-site job shadowing programs or in-school visits by company representatives.
- This year's initiative includes more than 100 companies and will affect 22,500 students.

- Some of the programs that were originally scheduled for Students@Work Week have been rescheduled because of the recent winter weather. The businesses and schools where this has happened are committed to those programs taking place later in the month or the spring.
- The Students@Work program targets middle school students because it is a critical time for dropout prevention. Students@Work emphasizes future career options, as well as the importance of staying in school, before students enter the ninth-grade.
- Students taking part in this year's initiative will get a chance to learn firsthand about careers in such fields as finance, health care, hospitality, pharmaceuticals, technology, energy production, the legal system, education and manufacturing.
- Through the program, students have the opportunity to refurbish and assemble computers; participate in hands-on biotechnology experiments; take part in dynamic interactive activities that teach about healthcare, hospitality, finance and energy production; and to experience assembly work in a manufacturing setting.
- NCBCCE is a nonprofit comprised of business leaders from across the state. NCBCCE is the leadership organization that connects businesses, educators, students and policy makers to support workforce development ensuring NC has a vibrant economy. For more information about NCBCCE, visit www.ncbce.org.
- For more information about Students@Work Week media coverage opportunities, contact Robyn Mooring at 919-302-0259 or via email at RKMproductions@nc.rr.com.

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