



STUDENTS@WORKSM

Relevance in the classroom; preparedness in the workplace

Students@WorkSM Week is a project of the North Carolina Business Committee for Education in partnership with the North Carolina Department of Public Instruction. The goal is for North Carolina businesses to help middle school students see the opportunities that exist in the workplace and to gain knowledge of the career skills needed to obtain those jobs in their community.

BENEFITS

Students:

- Promote career awareness and opportunities
- Connect with business people in work environments
- Understand the knowledge and skills that 21st century workplaces demand
- Establish a connection between academics and the real world of work

Businesses:

- Promote career readiness and awareness and engage students who may be potential employees
- Enhance communication and goodwill between business and community
- Connect educators and students with business people in work environments
- Demonstrate value of community service by senior management and reignite passion for public service
- Provide leadership, writing, and organizational opportunities for employees beyond routine job descriptions



Why middle school?

Middle school is a crucial time for dropout prevention and also when high school curriculum planning takes place. Direct experience with the workplace demonstrates the relevance of education to future success.

Ways you can participate:

- **Option One:** Have a group of students visit your workplace. Through job shadowing presentations, and other interactions, show the students what your business is all about. Let them see the opportunities that may one day be available for them and get them interested in what you do. Show them how they could be a part of your environment.
- **Option Two:** Have your representative visit a school and make a presentation to students about your business. This may work best for those businesses where safety or other considerations make an on-site visit impractical.

“CastleBranch has been privileged to participate in Students@WorkSM for the past three years. We truly believe that if all employers participate in this program, our future will be so much brighter. Our students are the future and need our guidance and direction. As employers, it’s our duty to be part of their continued development.”

- Marie MacDonald, Director, Human Resources, CastleBranch