



## Students@Work<sup>SM</sup> Business Toolkit

On behalf of the NC Department of Public Instruction and the North Carolina Business Committee for Education (NCBCE), thank you for your participation in the 2017 Students@Work<sup>SM</sup> initiative. When our program first started, the focus was on showing all North Carolina students, but especially middle school students, the importance of staying in school and obtaining a high school diploma. With the rising high school graduation rate in the state, we hope our initiative has played some role in the progress that has been made.

Now, as Students@Work<sup>SM</sup> evolves, we are placing emphasis on the idea of career readiness and exposing students to career skills they will need to get jobs in their communities. We want them to not only have a high school diploma, but to gain meaningful employment and be valuable contributors to the 21st century workforce.

This program has become an important initiative at the statewide and national levels. In order for it to continue to expand, we are also focusing this year on strengthening our metrics. This is so we can better report back to you on the impact you are helping to have on students statewide. It is also so that we can better understand the breadth and depth of the program as a critical pillar for the state's educational platform.

For those reasons, your providing us with all details of your program, as well as your responses to the post-program survey, is vital to our being able to gain an accurate picture of the scope of Students@Work<sup>SM</sup> in North Carolina.

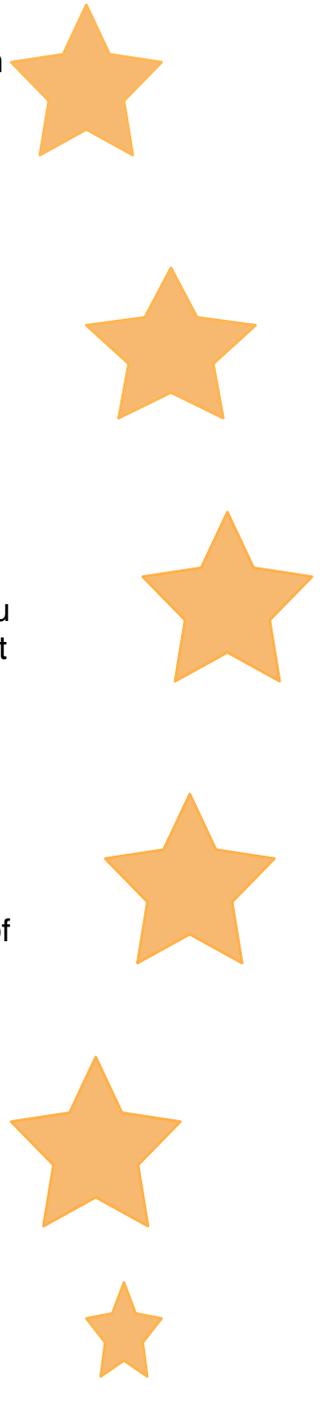
We appreciate your understanding of the importance of these steps as part of your Students@Work<sup>SM</sup> program and look forward to the continued growth of what has become an important career readiness tool for North Carolina.

Please feel free to contact me at anytime if you have questions about Students@Work<sup>SM</sup>.

Sincerely,



Executive Director, NCBCE





## Students@Work<sup>SM</sup> Toolkit Contents

This updated toolkit contains valuable information to help you plan how your business will take part in the program. As always, creativity is encouraged and welcome.

The toolkit includes:

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### Two ways to participate in Students@Work<sup>SM</sup>

■ **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 and the career opportunities available to them. This could be for a full school day, half of a day or a couple of hours.

■ **Option Two:** Have a representative visit a school and make a presentation to students about your company and your industry. This may work best for those businesses where safety or other considerations make an on-site visit impractical.



## Expectations for Business Partners



- Read Students@Work<sup>SM</sup> toolkit carefully.
- Be aware of and adhere to deadlines (see toolkit page 11-12).
- Track information needed for post-program survey (see toolkit page 12) from the beginning of your planning process.
- Initiate contact with Students@Work<sup>SM</sup> School System County Coordinator (see school contact information at <http://ncbce.org/students-at-work/>).
- Initiate contact with Students@Work<sup>SM</sup> Local School Coordinator.
- Take lead in planning Students@Work<sup>SM</sup> program with Local School Coordinator. Let Robyn Mooring ([RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com)) know details of your program outlined in February 8, 2017 deadline description.
- Develop pre-visit informational document (see toolkit page 15) for teachers and students offering a brief summary of who your company is and what the students will be doing and are expected to learn during their visit. This document should be submitted to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com) by February 8 and to your partnering school by one month before your program takes place.
- Assist with publicizing your Students@Work<sup>SM</sup> program through your local media by utilizing the materials provided by NCBCE in February or through the creation of your own publicity materials.
- Take photos of your Students@Work<sup>SM</sup> program (including some with your company logo or other identifying signage) and send to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com) during Students@Work<sup>SM</sup> week or following completion of your program.
- Provide feedback on Students@Work<sup>SM</sup> by completing post-program survey (see toolkit page 13 and separate electronic copy) and return to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com) by April 7, 2017.

\*\*\* For more information about business action items, see toolkit pages 5-6.



## Expectations for Students@Work<sup>SM</sup> Local School Coordinators



- The Students@Work<sup>SM</sup> Local School Coordinator references the “2017 Students@Work<sup>SM</sup> deadlines – schools” document for Business and School system deadlines.
- The Students@Work<sup>SM</sup> Local School Coordinator references the “2017 Students@Work<sup>SM</sup> Flyer” to guide and review benefits of the program and ways to plan, participate, and collaborate with business partners.
- Once partnerships are established, the Students@Work<sup>SM</sup> Local School Coordinator works with the business to plan the Students@Work<sup>SM</sup> program. All programs should be finalized by Wednesday, January 25, 2017.
  - This includes letting the partnering business know how many students will be participating and what type of class(es) they will be presenting to.
  - The Students@Work<sup>SM</sup> Local School Coordinator will be asked to informally survey students about their career interests and report to their partnering business about the types of careers that students named.
- The Students@Work<sup>SM</sup> Local School Coordinator is responsible for coordinating all standard field trip procedures if the program is taking place away from school or coordinating all in-school visit procedures if the program is taking place at school.
- The Students@Work<sup>SM</sup> Local School Coordinator is responsible for preparing students for their Students@Work<sup>SM</sup> program, whether it’s in-school or out of school, by walking students through the pre-visit information document prepared for them by the business. The Students@Work<sup>SM</sup> Local School Coordinator will receive this document by Wednesday, February 22, 2017. The information contained in the document should be reviewed with students prior to the Students@Work<sup>SM</sup> program taking place.
- The Students@Work<sup>SM</sup> Local School Coordinator is responsible for ensuring that all media forms are completed for students at least two weeks prior to the scheduled Students@Work<sup>SM</sup> date.
- The Students@Work<sup>SM</sup> Local School Coordinator is responsible for administering student pre/post surveys.
- The Students@Work<sup>SM</sup> Local School Coordinator is responsible for completing school pre/post surveys.



## Business Action Plan for Students@Work<sup>SM</sup>

### Step 1: Get your management on board and committed to be involved!

- Obtain senior management endorsement and designate a point person to set logistics, determine budget, and assemble materials for participants.
- Determine possible dates and size of group your business can accommodate.
- Recruit volunteers from within your business to assist with your program.

### Step 2: Contact the Students@Work<sup>SM</sup> School System County Coordinator in your area to begin planning process. A complete list of contacts is available at <http://ncbce.org/students-at-work/>.

- The county coordinator will help determine which school is most appropriate for your business to work with and will give you contact information for the school.
- Once your school partnership has been established, let the Students@Work<sup>SM</sup> Local School Coordinator know whether you can host a job shadowing program or participate in an in-school visit and how large a group your business can accommodate.
- Work with Students@Work<sup>SM</sup> Local School Coordinator to identify the goals and objectives for your program.
- The school selects students and educators for participation.
- Business discusses with Students@Work<sup>SM</sup> Local School Coordinator how many students may participate.
- The Students@Work<sup>SM</sup> Local School Coordinator will survey students about their career interests and will report to you about the types of careers that students named. Incorporate this information into your program and help students connect those career interests with jobs at your business.
- The school provides transportation and obtains necessary release forms (including media release forms.)

\*\*\* Budget constraints for the school systems may determine whether the schools can afford the necessary transportation for students. This could mean the difference between whether students are able to take part in job shadowing programs or whether on-site school visits will be necessary to accommodate groups of students. If your business would like to offer to pay the costs of transportation for students to your site, please let your county and school coordinator know as soon in the planning process as possible.

## Action Plan Continued...



**Step 3:** Business sets agenda. Sample schedule for job shadowing program:

- CEO/President/Senior Executives welcome and address group giving overview of business product/industry and emphasizing academic expectations of employees.
- Job shadowing (2-4 hours) can be done in groups or on a one-to-one basis. One-to-one job shadowing should be gender matched. Students and educators should experience a true day in the life of the workplace as much as possible.
- Lunch (if possible) – with presentation by appropriate business leader, re-iterating need for education and helping to make connections between academics and future success. Allow time for questions and answers. If your program is going to extend into students' normal lunch period, please make arrangements to provide lunch for them.



**Step 4:** Develop message for students. This will guide your employees during their interaction with students.

- Overall message should focus on importance of a high school degree and career readiness.
- Set expectations of the workplace, including the knowledge and skills necessary to thrive in today's work environment, as well as language, dress and the concept of personal responsibility.
- Connect academic coursework to various positions within the business.

**Step 5:** By February 8, let Robyn Mooring ([RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com)) know how your business is participating. This includes which school(s) are involved, whether it's an in-school or job shadowing program, the timeframe of your program (for example: 9am-1pm), the address of where your program will take place, what type of class you will be presenting to, how many students are involved and a general description of how the program will be structured and details of what the students will be learning.



**Step 6:** One month before program takes place - Provide school contact with pre-visit information document for participating teachers and students offering a brief summary of who your company is and what the students will be doing and are expected to learn during their visit. This document needs to be submitted to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com) by February 8, 2017.

**Step 7:** Provide feedback. Provide information indicated in student participation tracking report (see toolkit page 12), as well as business feedback questionnaire (see toolkit page 13) and return both to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com). Also send photos and any student or teacher feedback you receive as well.



# Students@Work<sup>SM</sup> Business Program Models



## In-School Visits

- Create a video showcasing what your business does, who it serves (who your customers/ clients are), the types of hard and soft skills your employees use, how they are applied in the workplace everyday, and the culture of your workplace.
- If creating a video isn't an option, can you develop a PowerPoint that incorporates photos of all facets of your business, such as the building itself, employees working and the products you produce or the services you provide?
- Have students interact about the things they have learned about recently in class and how those skills are applied in your business.
- Have students role play using some of the soft skills that are important in your business.
- Is there something you can take to the presentation to let the students touch, build or somehow gain a hands-on appreciation of what your business does or a skill that is needed in your workplace?
- Let students ask questions.



## Job Shadowing Programs

- **State Employees' Credit Union (SECU) Students@Work<sup>SM</sup> Week Approach**  
The key to SECU's success with Students@Work<sup>SM</sup> is our network of branches all across the state and the relationships they have established with teachers. When contacting teachers to discuss their participation in Students@Work, we offer to have them come to the branch for a tour and discussion with employees about their job responsibilities, or we go to their classroom to give presentations and even add a financial literacy activity.





## Business Program Models Continued...

### The Biltmore Company, Mission Health and Duke Energy's Students@Work Week Approach

These NCBCCE members partner with approximately 30 other businesses in the Asheville area to coordinate programs that take place each day of Students@Work<sup>SM</sup> Week. They serve approximately 800 students from local schools by offering “industry spotlights” that tie to areas identified in the Chamber of Commerce’s plan for job creation. Each day focuses on local businesses associated with one area of industry, such as advanced manufacturing; science and technology; arts and culture; health care and hospitality. The program format for each visit includes a 30-60 minute on-site visit for students with a tour of a business plus an activity appropriate to that employer. If you would like more information about how the week is structured, contact Robyn Mooring at 919-302-0259 or at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com).

### PSNC 2015 Students@Work<sup>SM</sup> Week Agenda

8:30am – 8:45am	Students Arrive Bus drop-off at auditorium	McKinney Auditorium
8:45am – 9:05am	Welcome Logistics PSNC Overview	McKinney Auditorium
9:05am – 9:20am	811 Plus Video Scratch and Sniff Cards	McKinney Auditorium
9:20am – 9:35am	Pipe Fusing Demo	McKinney Auditorium
9:35am – 9:50am	Environment/CNG Vehicles	McKinney Auditorium/Outside(weat her permitting)
9:50am – 10:10am	Meter Shop Intro and Walkthrough	Meter Shop
10:10am – 10:30am	Fire Pit Demo (weather permitting)	Fire Pit
10:30am	Goody Bags Distributed Students Depart Bus at Fire Pit for Pickup	



## Business Program Models Continued...



### EMC/Duke Energy Joint Students@Work<sup>SM</sup> Week Program Agenda

<b>TIME</b>			
8:30-9:00	Buses Arrive Meet/Greet Separate Groups in <b>EBC Center</b> <b>Sign-in/Nametags</b>		
9:00-9:15	<b>Neal Middle</b> EMC Tours Begin <b>Loves Grove</b> Duke Energy Presentation Begin	<u>Green Group</u> <b>Group 1</b> RAID <u>Grandfather CR</u> ..... <u>Orange Group</u> <b>Group 2</b> <b>Fly Wheel</b> <u>Blue Group</u> <b>Group 3</b> <u>Energizing Storage</u>	<b>Student Activities 9am-11am</b> -Introduction -Moving at the Speed of Light video, career slides (inside) -Engineer discussion and interactive activity
9:15-9:30	EMC Tour Switch Stations	<u>Green Group</u> <b>Group 2</b> RAID <u>Grandfather CR</u> ..... <u>Orange Group</u> <b>Group 3</b> <b>Fly Wheel</b> <u>Blue Group</u> <b>Group 1</b> <u>Energizing Storage</u>	<b>Student Activities 9am-11am</b> -Move students to stations ( <b>outside parking</b> ) -Power delivery truck station – Line Techs
9:30-9:45	EMC Tour Switch Stations	<u>Green Group</u> <b>Group 3</b> RAID <u>Grandfather CR</u> ..... <u>Orange Group</u> <b>Group 1</b> <b>Fly Wheel</b> <u>Blue Group</u> <b>Group 2</b> <u>Energizing Storage</u>	<b>Student Activities 9am-11am</b> Plug-in Electric Vehicles
9:45-10:00	All Groups meet in EBC to swap School Tours <b>Neal – Duke Energy</b> <b>Loves Grove - EMC</b>		



## Business Program Models Continued...



### EMC/Duke Energy Joint Students@Work<sup>SM</sup> Week Program Agenda Continued...

<b>TIME</b>	<b>AGENDA</b>	<b>EMC TOURS</b>	<b>DUKE ENERGY</b>
10:00-10:15	<b>Lowes Grove Middle</b> EMC Tours Begin <b>Neal Middle</b> Duke Energy Presentation Begin	<u>Green Group</u> <b>Group 1</b> RAID Grandfather CR ..... <u>Orange Group</u> <b>Group 2</b> Fly Wheel Blue Group <b>Group 3</b> Energizing Storage	<b>Student Activities 9am-11am</b> -Introduction - Moving at the Speed of Light video, career slides (inside) -Engineer discussion and interactive activity
10:15-10:30	EMC Tour Switch Stations	<u>Green Group</u> <b>Group 2</b> RAID Grandfather CR ..... <u>Orange Group</u> <b>Group 3</b> Fly Wheel Blue Group <b>Group 1</b> Energizing Storage	<b>Student Activities</b> -Move students to stations ( <b>outside parking lot</b> ) -Power delivery truck station – Line Techs
10:30-10:45	EMC Tour Switch Stations	<u>Green Group</u> <b>Group 3</b> RAID Grandfather CR ..... <u>Orange Group</u> <b>Group 1</b> Fly Wheel Blue Group <b>Group 2</b> Energizing Storage	<b>Student Activities</b> Plug-in Electric Vehicles
10:45-11:00	All Groups Meet in EBC for Bathroom Break		
11:00-11:45	Both Schools /Reps and Guides all report to EBC Center for lunch and Speakers		Hilda Pinnix-Ragland, VP, Corporate Public Affairs
11:45-12:45			Radio Disney Activity
12:45	<b>Buses Depart</b>		

## Students@Work<sup>SM</sup> Business Deadlines



**Thursday, November 10, 2016** – Make sure you have reviewed all materials included in your Students@Work<sup>SM</sup> “Business Commitment Kit” and contacted the appropriate school system coordinator (found on [www.ncbce.org](http://www.ncbce.org)) to let them know your business will be participating in the program. The school system coordinator will help you identify the school(s) with which you will be partnering.

**Wednesday, November 30, 2016** – Make sure you have contacted individual school(s) about participating and how you are considering structuring your program. Begin planning your program with the school contact.

**Wednesday, December 14, 2016** – Let Robyn know which school you are partnering with for your Students@Work<sup>SM</sup> program, as well as the name, email and phone number for your direct contact at your partnering school.

**Wednesday, January 25, 2016** – In coordination with the individual school contacts, your program details should be finalized.

- The school systems know this should include how many students will be participating and what type of class(es) you will be presenting to.
- The Students@Work<sup>SM</sup> Local School Coordinator has been asked to informally survey students about their career interests and report to you about the types of careers that students named. Please incorporate this information into your planning process and address with the students as many of these careers as possible that are applicable to your business.

**Wednesday, February 8, 2017**

- Let Robyn Mooring ([RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com)) know how your business is participating. This includes which school(s) are involved (including the county the school is located in), whether it’s an in-school or job shadowing program, the timeframe of your program (for example: 9am-1pm), the address of where your program will take place, what type of class you will be presenting to, how many students are involved and a general description of how the program will be structured and details of what the students will be learning.
- Pre-visit information document that will be sent to your school contact should be finalized and sent to Robyn Mooring.

**Wednesday, February 22, 2017** – Send pre-visit information about your business to your partnering school contact.

**Wednesday, March 1, 2017** – Robyn will send publicity material templates to you for your use in promoting your program.





## Students@Work<sup>SM</sup> Business Deadlines Continued

**Wednesday, March 8, 2017** – Two weeks before your program takes place, check in with school partners to make sure they have reviewed your pre-visit information with participating students or that they plan to before the students participate in your program.

**March 22 - 31, 2017** – Students@Work<sup>SM</sup> Week. Please take photos of your program, including some with your logo or an identifying sign to utilize for your own social media purposes as well as to send to NCBCE.

**Friday, April 7, 2017** –Post-program surveys should be completed and returned to Robyn Mooring ([RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com)) along with any photos you may have taken during your program.

\*\*\*This gives you an overview of the deadlines for the planning phase of the program. NCBCE will also send reminders as each deadline approaches.

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### Student Participation Tracking Report Template

	Office Location	School Name	Presentation Date	Job Shadowing or In-Class Visit	Number Students	Message Comment
Total Number of Students						



## Participating Business Feedback:

Please take a moment to answer the following questions after your Students@Work<sup>SM</sup> program has been completed to help shape the initiative in the future.



- Name of business.
- Type of industry your business is associated with.
- Name of school(s) you partnered with and the county in which your partnering school is located.
- How many years has your business participated in Students@Work<sup>SM</sup>?
- How many employees of your corporation took part in Students@Work<sup>SM</sup> this year?
- How many hours did you and your colleagues spend on the planning process?
- How long (hours/minutes) did you and/or your colleagues participate on the day of Students@Work<sup>SM</sup>?
- How many students were at your site for this initiative? (If multiple locations/offices of your company hosted students, or if your employees visited multiple schools, please include student numbers for each location.)
- Please give feedback on how you feel your program went – both things that went well and areas of improvement for the future.
- Do you believe the students were appropriately prepared with the background information about your business and industry that you provided to the school coordinator before your program took place?
- Please give feedback on how the program was managed overall by NCBCE – both things that went well and areas of improvement for the future.



Please send this feedback and any photos that might have been taken of your program to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com).

## Things to Keep in Mind Based on Feedback From Previous Participants



### Job Shadowing Programs:

- The students enjoy seeing first-hand the skills needed to perform certain jobs.
- Make connections between what the students are seeing and what they are learning about in school.
- Make sure all employees who may come in contact with the students are aware of the job shadowing activities and are prepared for student questions.
- Keep any presentations to a maximum of 20 minutes, then move on to another activity.
- Make sure students are actively engaged during all aspects of their visit. Hands-on activities are highly encouraged.
- If you can only accommodate a small group at a time, please consider hosting job shadowing programs for several days during Students@Work<sup>SM</sup> Week.
- If you have multiple locations across the state, please consider hosting job shadowing programs at as many of the locations as possible.



### School Visits:

- Be creative! Find a way to incorporate visual and interactive components into your presentations (video, powerpoint presentations, slideshows, etc. are good ways to demonstrate what is going on in your workplace).
- Change activities after a maximum of 20 minutes (preferably 10-15 minutes).
- Keep presentations lively and energetic.
- Make connections between what the students are seeing and what they are learning about in school
- Encourage students to ask questions.
- Communicate with school contact ahead of time about what you are planning to do and what types of equipment you may need.
- Have fun! Your enthusiasm will help to transport the students from the classroom into the world of work.



## Students@Work<sup>SM</sup> Pre-Visit Business Information Template



Please use the following information to guide your development of a pre-program document that will allow students to be well prepared for their visit to your business or for your in-class presentation. Please feel free to organize as is appropriate for your business and to provide any other background information that would enhance the students' experience. This document should be sent to Robyn Mooring at [RKMproductions@nc.rr.com](mailto:RKMproductions@nc.rr.com) by **Wednesday, February 8** and shared with your school contact by **Wednesday, February 22 (or one month before your program)** so they will have time to review the materials and incorporate the information into their curriculum before your Students@Work<sup>SM</sup> program takes place. Please check in with your school contact **two weeks before your program takes place** to make sure this information has been reviewed with the students or will be reviewed with the students before they participate in your program.

- Name of Business:
- General Description of What Business Does:
- Industry Your Business Belongs To:
- Description of Industry:
- How Many Employees Does Your Business Have?
- Is This Considered to be a Small, Medium or Large-Sized Business Within Your Industry?
- What Are Some of the Things Your Business Does, Services it Provides or Products it Produces That Would Connect With Middle School Students?
- What Are Some of the Things Students Will Get To Do and/or Learn About During Their Visit to Your Business or During Your In-Class Presentation?
- What types of skills are most used in your business – both in the products you produce or the services you provide and in how your employees work together?
- What Can Students Do To Prepare For Their Visit to Your Business or For Your In-Class Presentation?
- What Can Teachers Do To Prepare Students For Their Visit to Your Business or For Your In-Class Presentation?
- What Should Students Wear to Your Business or for Your In-class Presentation?
- Please Offer Any Additional Information You Would Like Students to Know About Your Business That Would Enhance Their Experience With Your Students@Work<sup>SM</sup> Program.

