



2025 Students@Work TOOLKIT

On behalf of the North Carolina Business Committee for Education (NCBCE) and the NC Department of Public Instruction, thank you for your participation in the 2025 Students@WorkSM program!

This toolkit includes ideas and examples for how programs can be conducted and other important information about this year's initiative. We ask that you read it even if your business or school has participated before.

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HOW TO PARTICIPATE IN S@W

There are **three** possible ways that your business can host a program activity:

- **Host a field trip at your workplace.** Field trips provide a chance to experience concepts firsthand, making learning more engaging and memorable. Through interactive activities, show the students what your business is all about. Let them see the career opportunities available to them and get them interested in what you do. This could be for a full school day, half a day, or a couple of hours.

- **Visit a school.** Have a representative from your business present to a group of students about your career and industry. This may work best for those businesses where safety or other considerations make an on-site visit impractical.
- **Host a virtual program.** Connect with a wider scope of students, particularly those in underserved areas or when bringing students into the workplace may not be an option. You can partner with one school or school system or offer one program for them all to attend. There are many options here!

2025 INDUSTRY WEEKS OF FOCUS

This year, we are extending our schedule to broaden opportunities for students and businesses. While Students@Work typically takes place in March, remember this is a resource that can be utilized **all year long!** We encourage connection with local school coordinators to bring opportunities to students throughout the school year, with the flexibility to arrange experiences at times that work for you and your business. Below is a suggested schedule of industry weeks that will be highlighted but **you are welcome to schedule program activities at any time.**

2025 INDUSTRY WEEKS OF FOCUS

March 3 – 7: Small Business and Entrepreneurship

March 10 – 14: Education and Healthcare

March 17 – 21: STEM and Clean Energy

March 24 – 28: Hospitality, Tourism, and Retail

March 31 – April 4: Government, Public Service, and Legal

April 7 – 11: Manufacturing and Agriculture

April 14 – 18: Transportation and Construction

RESPONSIBILITIES OF BUSINESS PARTNERS

- Determine the type of program your business would like to offer.
- Read the Students@Work Toolkit.
- Register for Students@WorkSM through the [Navigator platform](#). As you ‘Create a Resource’, be sure to select ‘Students@Work’ as the activity.
- Initiate contact with Students@WorkSM Local School Coordinator when you receive notice that your program has been selected and of who that partner is.
- Be aware of and adhere to deadlines.
- Track information needed for post-program survey.
- Complete the [Pre-Program Business Informational Document](#) (also see page 9) for teachers and students offering a brief summary of your company and what the students will be doing and are expected to learn during your program. This document should be submitted to Megan Johnson at megan.johnson@nc.gov by

February 17, 2025, and to your partnering school.

- Take the lead in planning your Students@WorkSM program with your partnering Local School Coordinator. Share how your business is participating and what students can expect. Email the [2025 S@W Program Form](#) to Megan Johnson at megan.johnson@nc.gov by **February 28, 2025**.
- Assist with publicizing your Students@WorkSM program through your local media by utilizing the materials provided by NCBCE in February or through the creation of your own publicity materials.
- Share your photos with us by tagging @NCBCE on social media. You may also upload any photos/videos taken during your program NCBCE's Flickr account during Students@WorkSM Month or following completion of your program. See Toolkit page 9 for Flickr instructions.
**Photos/videos should align with your partnering school system's requirements.*
- Provide feedback on Students@WorkSM by completing the [Business Post-Program Survey](#) by **April 25, 2025**.

RESPONSIBILITIES OF LOCAL SCHOOL COORDINATORS

The Students@WorkSM Local School Coordinator is responsible for:

- Selecting a business partner through the Navigator. *If school coordinators recruit their own business partners, they should make sure the business partner registers through the Navigator.*
- Referring and adhering to the 2025 Students@WorkSM deadlines and School System deadlines.
- Communicating with the business to plan the Students@WorkSM program. All programs should be finalized around **February 28, 2025**. This includes letting the partnering business know how many students will be participating and what type of class(es) they will be presenting to.
- Informally survey students about their career interests and report to their partnering business about the types of careers that students named.
- 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.
- Preparing students for their Students@WorkSM program by walking them through the Pre-Program Business Information Document prepared for them by the business. The information contained in the document should be reviewed with students prior to the Students@WorkSM program taking place.
- Ensuring that any necessary media forms are completed for students at least two weeks prior to the scheduled Students@WorkSM date.
- Administering [Student Pre-Program Surveys](#) **before** the program takes place as well as [Student Post-Program Surveys](#) by **April 25, 2025**.
- Completing the [School Pre-Program Survey](#) by around **February 28, 2025**, and the [School Post-Program Survey](#) by **April 25, 2025**.

PROGRAM DEADLINES

January 24, 2025 – Businesses should create/update their profile and Resources in the [Navigator](#) to register for S@W. Be sure to select ‘Students@Work’ as the activity.

February 3, 2025 – Schools may begin selecting programs through Navigator from the businesses that have registered for Students@WorkSM.

February 10, 2025 – Once a business receives notice from the Navigator that a school has selected their program, the business should reach out to the school contact to begin planning the program.

February 17, 2025 – Send the [Pre-Program Information Document](#) about your business to your partnering school contact and to Megan Johnson (megan.johnson@nc.gov). In addition, Megan Johnson/NCBCE will send publicity materials around this time to businesses for your use in promoting your program.

February 28, 2025 - 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@WorkSM Local School Coordinator will ask 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.
- Share how your business is participating and what students can expect. Email the [2025 S@W Program Form](#) to Megan Johnson at megan.johnson@nc.gov.

Two weeks before your program takes place – Check in with school partners to make sure they have reviewed your Pre-Program Information Document with students and all plans are in place.

March 3 – April 18, 2025 – Students@WorkSM Programming - Be sure to tag **@NCBCE** on any social media posts! See page 9 for social media information.

April 25, 2025 - Photos and videos taken of your Students@WorkSM program should be uploaded to NCBCE Flickr account (see Toolkit page 9 for Flickr instructions).

April 25, 2025 – Post-program surveys should be completed. See page 9 for survey links.

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

BUSINESS ACTION PLAN FOR S@W PROGRAMMING

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 the type of program you can facilitate - whether you can host students at your business, do an in-school presentation or host a virtual program.
- Determine the number of students your business can accommodate.

Step 2: Register for Students@WorkSM through [Navigator](#).

Step 3: Recruit volunteers from within your business to assist with your program.

Step 4: Initiate contact with Students@WorkSM Local School Coordinator when you receive notice that your program has been selected and of who that partner is. Begin planning program with school coordinator.

- Work with school coordinator to set date for your program.
- Work with school coordinator to identify the goals and objectives for your program.
- The school selects students and educators for participation.
- The school coordinator will ask 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 if students are allowed to be shown on camera.)
- Communicate expectations to school leadership for student behavior during your program.

Step 5: Business sets agenda. See following section for ideas and sample agendas.

Step 6: Develop message for students. This will guide your employees during their interactions with students.

- Overall message should focus on career awareness and exposing students to as many potential careers as possible with an emphasis on STEM if appropriate.
- 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.

Step 7: By around **February 28, 2025**, let Megan Johnson (megan.johnson@nc.gov) know how your business is participating by submitting the [2025 S@W Program Form](#). This includes which school(s) are involved, the date of your program and a general description of how the program will be structured and details of what the students will be learning.

Step 8: Provide school contact with [Pre-Program Information Document](#) (see Toolkit page 9) 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 your program. This document should also be submitted to Megan Johnson (megan.johnson@nc.gov) by **February 28, 2025**.

Step 9: Take photos of your Students@WorkSM program that align with your partnering school system's requirements and upload to your business album in NCBCE's Flickr account during Students@WorkSM Month or following completion of your program (see Flickr instructions on page 9).

Step 10: Complete the Business Feedback Survey by **April 25, 2025**. See page 9 for link to the survey.

SAMPLE S@W BUSINESS PROGRAM MODELS (IN-PERSON)

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, a suggestion is to 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?
- Set aside time for a Q&A session.

On-site Programs

- **State Employees' Credit Union (SECU) Students@WorkSM Week Approach**

The key to SECU's success with Students@WorkSM is their network of branches all across the state and the relationships they have established with teachers. When contacting teachers to discuss their participation in Students@WorkSM, SECU offers to have students come to the branch for a tour and discussion with employees about their job responsibilities, or they go into the classroom to give presentations and conduct financial literacy activities.

- **Buncombe County Students@WorkSM Approach**

Approximately 35 businesses in the Asheville area partner with the Buncombe County school system and others to coordinate programs that take place each day of a specified week during Students@Work Month. 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.

- **MCNC Students@Work Agenda**

Start	End	Activity
8:30	8:45	Arrival, Settling In
8:45	9:00	Welcome and Introductions
9:00	10:30	NOC/Networking overview; hands-on networking activity
10:30	10:45	Break, Light Snack
10:45	11:05	Staying Safe and Secure Online
11:05	12:05	Tours (Possible photos on lobby stairs before dividing)
12:05	12:45	Lunch*
12:45	1:00	Wrap-up / Depart (additional photos if necessary)

- **PSNC Students@Work 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	

SAMPLE S@W BUSINESS PROGRAM MODELS (VIRTUAL)

Things to consider for planning a virtual program:

- Even though your program will be virtual, please consider how to make it as interactive, interesting, and entertaining for the students as much as possible.
- Determine program length. Since most virtual classes are 50-55 minutes in length, determine with your school partner whether your program should be 45 or 50 minutes to give them time to take attendance at the beginning and any wrap-up that they might need to do at the end.
- Determine virtual platform. Decide with your school partner during the planning process which virtual delivery platform is best. Ex: Zoom, WebEx or Google Meet.
- Confirm with your partnering school whether it is okay for you to take photos/screenshots of the session or to record the session if that is something that you're considering doing. In turn, if your business won't allow the session to be recorded, be sure to let your partnering school know that.
- Sample virtual programs that you can view:
 - o [Lanxess](#) in partnership with Gaston County Schools
 - o [Vidant Health Maynard Children's Hospital 2021 Students@Work Program](#)
 - o [UNC Lenoir Health Care Lab, Radiology and Outpatient Physical Therapy 2021 Students@Work Program](#)

Virtual Program Example 1

- Have a representative from your business plan to be on live to moderate the program. This person would introduce the program and explain what the students will be doing and learning at the beginning. (Suggested 1-2 minutes)
- Create a pre-recorded video that could include the following: (Suggested 25-30 minutes)
- A welcome by the CEO/President/Senior Executives in which an overview of the business and industry is given and in which academic and key skill expectations of employees are emphasized.
- An overview of what the business is and does and how it's important to the community and potentially to the lives of the students.
- Demonstrations by various employees showing and explaining what they do, the types of skills they use in their job (especially if there's a way to relate them to what students are learning in class), why they enjoy their job and the type of education or training they received to be successful in that job. Please address any areas of interest that students have indicated ahead of the program as appropriate.
- A pre-recorded video tour of your business or facility, explaining what happens in each area and the various jobs associated with each area.
- The business moderator asks students if they have any questions about what they've seen or learned. (Suggested 10-15 minutes)
- The business moderator concludes the program. (Suggested 1 minute)

Virtual Program Example 2

- Have a representative from your business plan to be on live as part of a Zoom classroom to moderate the program. This person would introduce the program and explain what the students will be doing and learning at the beginning. (Suggested 1-2 minutes)
- Create a pre-recorded video that could include the following:
- A welcome by the CEO/President/Senior Executives in which an overview of the business and industry is given and in which academic and key skill expectations of employees are emphasized. (Suggested 5 minutes)
- Give a video overview of what the business is and does and how it's important to the community and potentially to the lives of the students. (3 minutes)
- Demonstrations by various employees showing and explaining what they do, the types of skills they use in their job (especially if there's a way to relate them to what students are learning in class), why they enjoy

their job and the type of education or training they received to be successful in that job. Please address any areas of interest that students have indicated ahead of the program as appropriate. (Suggested 10 minutes)

- Have an interactive activity that students can complete while online that you provided to the teacher ahead of time. The business moderator would lead the activity. Allow a few minutes for any questions from the students about what they've seen and heard so far. (As you've already probably learned by now, a good way to call on individuals in a group Zoom is to ask participants to wave their hand or to ask students to put any questions into the group chat.) (Suggested 10-15 minutes)
- Show a pre-recorded or live tour of your business or facility, explaining what happens in each area and the various jobs associated with each area. (Suggested 5-10 minutes)
- Have another interactive activity that students can complete while online that you provided to the teacher ahead of time. The business representative who is on live would lead the activity. (Suggested 10 minutes)
- The business moderator asks students if they have any questions about what they've seen or learned. (Suggested 3-5 minutes)
- The business moderator concludes program. (Suggested 1 minute)

Virtual Program Example 3

- Have a representative from your business plan to be on live to moderate the program. This person would introduce the program and explain what the students will be doing and learning at the beginning. (Suggested 1-2 minutes)
- Create a pre-recorded video that could include the following: (Suggested 25-30 minutes)
 - A welcome by the CEO/President/Senior Executives in which an overview of the business and industry is given and in which academic and key skill expectations of employees are emphasized.
 - An overview of what the business is and does and how it's important to the community and potentially to the lives of the students.
 - Demonstrations by various employees showing and explaining what they do and the types of skills they use in their job (especially if there's a way to relate them to what students are learning in class). why they enjoy their job and the type of education or training they received to be successful in that job. Please address any areas of interest that students have indicated ahead of the program as appropriate.
 - A pre-recorded video tour of your business or facility, explaining what happens in each area and the various jobs associated with each area.
- After the video, have some of the employees featured in the video join you from your location or so that they are visible online. Have the moderator introduce each one and ask them to explain why they enjoy their job and the type of education or training they received to be successful in that job. During this time, please address any areas of interest that students have indicated ahead of the program as appropriate. (Suggested 15 minutes) The moderator concludes program. (Suggested 1 minute)
- The business moderator asks students if they have any questions about what they've seen or learned. Let them direct specific questions to the individual employees that they have just heard from or any general questions to the moderator. (Suggested 10-15 minutes)

S@W PRE-PROGRAM BUSINESS INFORMATION DOCUMENT

The Pre-Program Business Information Document allows students to be well prepared for your program. Provide any other background information that would enhance the students' experience. The [Pre-Program Business Information](#) document should be sent to Megan Johnson at megan.johnson@nc.gov by **February 28, 2025** and shared with your school contact so they will have time to review the materials and incorporate the information into their curriculum before your Students@WorkSM program takes place.

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.

FEEDBACK SURVEYS

Feedback from our participants is important to us and will help guide future Students@Work programming. Please complete the relevant surveys below.

Businesses

- [2025 S@W Business Post-Program Survey](#) – To be completed by **April 25, 2025**.

Local School Coordinators

- [Local School Coordinator Pre-Program Survey](#) – To be completed prior to the program.
- [Local School Coordinator School Post-Program Survey](#) – To be completed by **April 25, 2025**.

Students

- [Student Pre-Program Survey](#) – To be completed by each participating student before your Students@WorkSM program takes place.
- [Student Post-Program Survey](#) – To be completed by **April 25, 2025**.

FLICKR PHOTO/VIDEO UPLOAD INSTRUCTIONS

- Go to www.flickr.com and sign in (Username or email = ncbce@nc.gov; password = [ncbusiness2025](#))
- Click on the upload arrow with the cloud in the top right corner.
- Drag and drop your photos and/or video into the main screen.
- Click on add to albums in the left column and click on create a new album. Name the new album with “Your Business Name – S@W 2025”.
- Select your business’s album and click “done.”
- Click on “upload number of photos” in top right corner.

SOCIAL MEDIA

Be sure to tag us in your social media posts **@NCBCE!** You can also use the following hashtags:

[#ncbce](#) [#nccte](#) [#workbasedlearning](#) [#careerreadiness](#) [#futureworkforce](#) [#communityengagement](#) [#ncstudents](#)