



I-WIN

Illinois Work-Based Learning
Innovation Network

Career Exploration Design Workshop

June 23, 2021



Education Systems Center

NORTHERN ILLINOIS UNIVERSITY

Who's here today?

Please say your name, title, organization

&

**What topic could you talk about for 30
minutes or more that isn't related to work?**



Career Exploration

From [Illinois Career Pathways Dictionary](#):

*An activity such as a job shadow, attendance at a career exposition, or employer site visit providing an individual with the ability to **engage directly with employers**, for the purpose of **gaining knowledge of one or more industry sectors or occupations***



CONTINUUM OF EMPLOYER ENGAGEMENT & WORK-BASED LEARNING EXPERIENCES



Meaningful Participant Engagement

Before

- Youth research organizations/ people that will be at event
- Develop questions to ask (specific and general)

During

- Coordinating staff help facilitate presentations/interactions and encourage questions
- Provide business cards for youth with their email address (school or personal as allowable)

After

- Reflect on experience - insights gained, questions they still have
- Postsecondary education/training discussions for career interest area(s)



Engagement with Industry Experts

- ★ Opportunities for participants to engage in small groups or one-on-one with industry professionals
- ★ Engage youth who have experience in the industry area
 - ★ College and/or high school students (alumni from school/at local postsecondary institutions)
- ★ Have industry experts (employers, staff, college faculty, students in postsecondary programs) facilitate a workshop and leave time for questions at the end



Best Practices (Virtual & In-person)

- **Keep presentations short and conversational:** Minimize PowerPoint, pre-recorded content
- **Use virtual options to reach [new] partners:** Allows you to engage employers who can't accommodate large tours, especially small businesses, entrepreneurs, unique worksites
- **Provide “day in the life” information:** Youth want to know specifics on pay, hours, day-to-day responsibilities, pathways from high school to career
- **Showcase industry diversity:** Feature panelists of different races, genders, personal experience, and educational pathways
- **Focus on early career experiences:** Panels with early career employees and trainees can be more relevant and engaging than meeting the CEO
- **Remember your audience:** Coach employers on keeping jargon to a minimum and explaining industry-specific content



In-person Career Exploration

Career Expo

Event where employers, community partners and industry representatives usually have tables or booths. Invite families for a two-generation approach

Host a Conference

Engage youth in interactive, professional development sessions hosted by industry experts. May be focused on one industry area or interdisciplinary

Career Exploration Camp

Multi-day experience where youth explore various occupations in an industry area through hands-on and orientation activities



Intrinsic High School Networking Night



One word Wonderful!!!

My school set up drink, tables, and signs all over the school and decorated so beautiful. Student and professional had name tags and professionals would usually stay in one area where it would be easier for a student to start a conversation.

Students had business cards.

Students were able to dress up.

Students had the option to walk anywhere their curiosity would take them.



Virtual Career Panels

Evanston's Mayor's Employer Advisory Council

- Seven One-hour virtual panels for 2020-21 school year
 - Aligned to the Endorsement Areas
 - Recorded and on the ETHS website.
- Format for each panel
 - 4 local employers
 - Tell their individual personal story
 - Present information on careers in their organization
 - Discuss employee benefits including tuition reimbursement practices
 - Oakton Community College
 - Department Chair of section supporting the subject career pathway
 - How to apply to Oakton and what student support is offered at ETHS prior to graduation
 - Dual Credit courses available



CareerConnect@Home Virtual Career Exploration

Six weeks of programming (May 4-June 12), 29 sessions total

Livestream on YouTube with different employer or industry, every school day at 3:30 PM

- Focus on grades 7-12
- After class but before students disperse for jobs or other responsibilities
- Set schedule makes it easy for students and teachers to plan, but videos also available to watch later
- YouTube is a common platform used by teenagers and is integrated with Zoom, making it simple and secure to livestream from Zoom to YouTube

Students submit live questions during the panel

- Students can ask questions via email, direct message on Instagram, or Instagram stories
- YouTube does not allow live chat on videos targeted at minors



[CareerConnect@Home Toolkit](#)

Additional Models & Resources

Chicago Public Schools WBL Toolkit

- Includes checklists and implementation tools for:
 - Career Day
 - Guest Speaker
 - Site Visit
 - Job Shadowing
 - Informational Interview

GCAMP (Golden Corridor Advanced Manufacturing Partnership)

- Manufacturing open house for students and parents

JFF – Career and College Exploration Experiences: Planning for Success

- Resources and guides for students, staff and partners



What additional resources, models, or best practices are you aware of to share with the group?

What questions do you have before we move into breakout groups to design and brainstorm?



Designing in Breakout Rooms

- Please write in the chat:
 - Industry area most interested in designing for to determine breakout rooms
- Collaborative document for designing in this [folder](#)
 - Select the document with your breakout room #
 - You can view other group's documents in here as well
- [Career Exploration Template](#) for submitting final model
(download as a Word document to edit)

