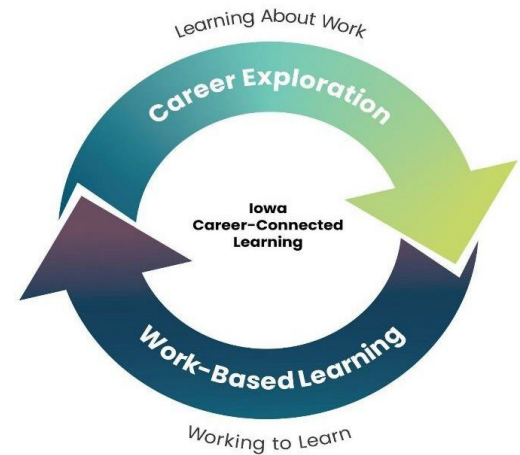


Interactive Career Event Toolkit

Interactive career event definition:

An interactive career event is a **career exploration** experience to learn about a variety of career options. Interactive career events should include age-appropriate, job-related interactive activities and information. Interactive components can be activities at booths, breakouts with speakers, reflective activities, contests or other interactive features. Students are able to learn in-depth about a career and actively “try out” the career through the activities provided at the event.



Preparation for Interactive Career Events

Identifying a planning team for the interactive career event

Executing a successful interactive career event takes a lot of work and should involve a team of professionals.

Internal Education Team

- Responsible for the logistics of the event
 - Date, time, location and schedule
 - Identify and follow district and college policies based on the location of the event
 - Additional support for set-up and tear-down/clean-up on the day of the event
- Identification of participating age groups/classes/programs of students
 - Developing related and age-appropriate educational goals and support activities
 - Communicating with educators/instructors on student rotations with the event booths or other organizational rotations to assist with student preparation
 - Supporting communications and outreach to industry

External Industry Team

- Include key local industry organizations to increase effective outreach
 - Additional logistical support the day of the event
- Support planning and implementation of the event

Review Policies and Communication Strategies for Effective Planning

- If the event will be taking place at an external location, identify the district and college policies for attending off-site events
- Communicate with the event organizers off-site on the schedule, industry volunteers and expectations for students and accompanying staff

Prepare student learners to maximize career learning during the event

- Provide age-appropriate career learning
Examples:
 - Reading a book about the career (ideal for elementary students)
 - Watching a short video clip on the career
 - Assigning a career and/or organization research assignment
 - Sharing the speaker's biography with the student

- Support students to prepare questions to enrich the experience through additional research
Examples:
 - Provide a career research classroom activity or assignment
 - Provide an organization research activity or assignment
- Support student needs
 - Use the list of attending industry partners to develop a support plan with educational staff to ensure all student needs and accommodations will be supported during the event
- Support student professionalism with the experience
 - Prepare students with a preview to understand what the experience will include
 - If there are particular safety or professional behavior expectations, discuss and practice those in the classroom prior to the experience to increase successful outcomes
 - Outline clear expectations for the students
 - » Professional Behavior
 - ◇ Student participation expectations with the hands-on activities
 - ◇ Professional attire and appearance
 - ◇ Questions students are to ask to demonstrate interest and understanding of the career
 - If the educator/instructor expects students to submit a completed assignment, activity or project from the event, provide the expectations and identify how and when students will submit their responses

Prepare internal staff with information to support a successful event

Schedule Monitoring

- Identify staff who will be maintaining the schedule to ensure rotations take place and the event doesn't get too congested

Supporting Participating Industry

- Identify staff who will be responsible for supporting industry volunteers during the event
 - Expectations for support may include: welcoming and escorting them into the building, troubleshooting issues during the event and assisting with the end of the event
 - If the event will require industry volunteers to be present during a mealtime, communicate if the meal will be provided or if industry will need to supply their own

Prepare the industry professional for a positive educational experience

Logistics

- Share venue location and parking information
- Share information on the process to enter the building
 - Identify the staff member who will meet the professionals in the front office
 - If the professional will be bringing hands-on equipment or materials and will need assistance for loading into the building, provide the details on how this assistance will be provided by district or college staff
- Confirm the day and time for the interactive career event
- Relay expectations for the student's professional behavior and attire
- Finalize and confirm details of the event with the industry partners and site location
 - Initial planning and final confirmation closer to the event

Outline clear expectations to support learning goals

- Communicate key career components you would like the students to experience and for the professional to share
 - Encourage hands-on activities and brainstorm ideas the industry partner volunteer would be comfortable providing
- Communicate connections of the career to student learning in the classroom
 - Share current concepts students are learning and ask that the professional connect how those are used in their work
 - Share upcoming concepts that the professional could provide a preview or an example to help extend student learning

During the Interactive Career Event

Provide a simple checklist for the day of the event

Outline expectations of the student

- Professionalism
 - Expectations in behavior, communication and attire during the experience
- Student participation expectations with the hands-on activities and rotation schedule
- Questions students are to ask to demonstrate interest and understanding of the career
 - If the educator/instructor is wanting the student responses, identify how students will submit their responses

Outline expectations of the industry professional

- Actively engage with student participants and assist with technical simulation issues
- Provide necessary information and a point of contact for students to reach out to with additional questions during the project
- Bridge the experience to careers in the field
- Be prepared to be responsive and provide appropriate feedback throughout the experience

Provide expectations of the educator/instructor/staff

- Ensure the logistics of the event are communicated and adhered to
 - What are the different roles and responsibilities for different individuals
 - » Educators/Instructors
 - » Educational Staff Supporting the Event
 - Who is responsible for the set-up of the event?
 - Who is responsible for the schedule and rotation?
 - Who is responsible for addressing student behavioral issues?
 - Who is responsible for supporting industry professionals and their needs?
 - Who is responsible to support the end of the event with tear-down and clean up?

After the Interactive Career Event

Make note of the experience and collect feedback

- Collect feedback from the professional, students and your own observations
- Identify recommendations to improve future experiences

Send a thank you note to the professionals

- Encourage students to write a thank you note or a class/course/program thank you
 - Connects the value of the professional's time and provides an opportunity for students to practice professional skills

Connect the interactive career event experience with student ICAP

Note for college instructors: Although the acronym ICAP is used in K-12, the following examples provide valuable reflection activities applicable in supporting work-based learning for college students.

Sample reflection activities:

- Survey
 - Create a short survey and provide a QR code for students to complete their response
- Word Cloud
 - Have students create a word cloud as a follow-up to a work-based learning experience; discuss the results and ask additional reflection questions for students to consider why they think their classmates used each word(s).
 - The word cloud activity can be adjusted based on the age group of students. It could vary between:
 - » Elementary: their favorite career at the event
 - » Middle School/High School: something they learned about a career
 - » College: next steps the student will take in their career as a result
- More examples are available on the [Department's Career and Academic Planning webpage](#)

Consider extension activities to deepen connections of content to career

- Research activities to learn more about the careers or organizations at the event
- Make the interactive career event part of a project and have students use the information from the interactive career event to deliver a presentation at a later time
 - Consider including some of the industry professionals from the event to listen to the presentations
- Coordinate additional work-based learning experiences with the industry partner, such as:
 - Worksite Exploratory Event
 - Job Shadow
 - Internship

Photos/video from the event

- If you have pictures from the interactive career event experience, share the pictures with the professionals and your district or college
 - Make sure you have photo releases prior to sharing
- Publicizing the interactive career event demonstrates the value of the experience and the partnership with local industry

Additional Preparation and Reflection Example Activities

Example Student Preparation Activities

Research activity in preparation for the interactive career event experience (possible questions)

1. List three careers that interest you

2. What organizations/businesses that will be at the interactive career event will be present and are related to the careers that interest you? If you are unsure, talk with your classroom teacher/instructor
3. If you wanted to pursue one of the careers that interest you, what steps will you need to take in the next two years? (classes, experiences, degrees, etc.)
4. List three questions you could ask one of the businesses during the event to learn more about the career

Career Research Activity Related to Career Shared During Event

1. Name of the career
2. Education/training required for this career path
3. Typical tasks/responsibilities in this career path
4. Skills required for success in this career
5. Related careers that interest you
6. Typical earnings in this career path
7. Projected job openings in Iowa for this career

Example Student Reflection

Interactive career event reflection activity (possible questions)

1. Student Name
2. Name of one of the careers you learned about:
3. What was interesting about the interactive career event?
4. What was not interesting about the interactive career event?
5. What skills do you need for the career you learned about? (for upper elementary/MS/HS students you could request what math and reading/writing skills are needed for the career)
6. Would you consider a career in this field? Why or why not?