

THE COMMUNITY'S COLLECTIVE IMPACT EFFORTS INSPIRE A POWERFUL EDUCATION AND BUSINESS PARTNERSHIP



**BOWLING GREEN AREA
CHAMBER OF COMMERCE**



**BOWLING GREEN
INDEPENDENT SCHOOLS**



**WARREN COUNTY
PUBLIC SCHOOLS**



**LOCAL BUSINESS
PARTNERS**



GLOBAL-MINDED

EMPLOYABILITY SKILLS

TEAMWORK, INTEGRITY, RESPECT,
DECISION MAKING,
CONFLICT RESOLUTION,
CULTURAL PROFICIENCY



EMOTIONAL INTELLIGENCE

EMPLOYABILITY SKILLS

SELF-AWARENESS, INITIATIVE,
SELF-ADVOCATE, DEPENDABILITY,
RELIABILITY, PROFESSIONALISM,
PLANNING & ORGANIZING,
RELATIONSHIP BUILDING



SCK
LAUNCH

LIFELONG LEARNER

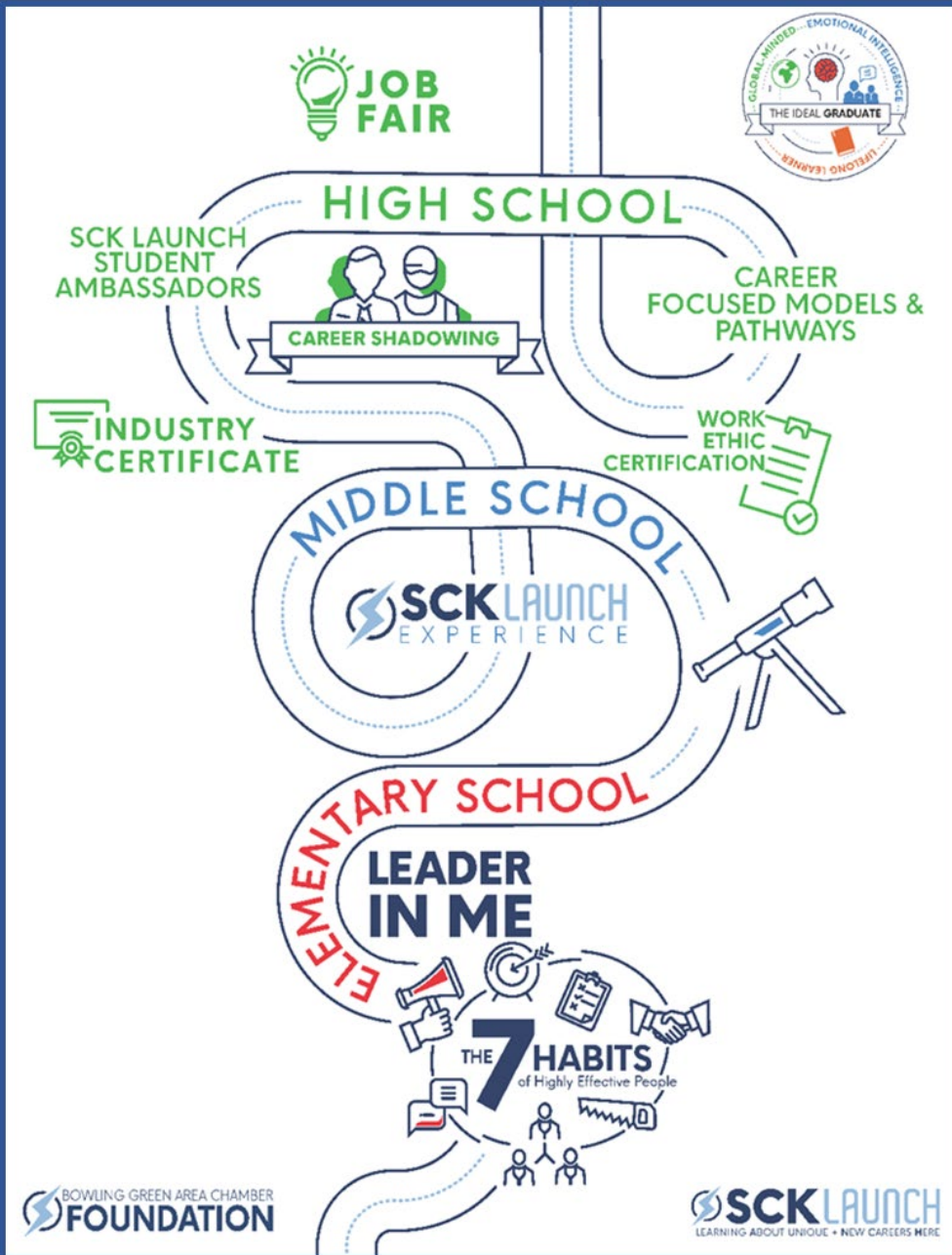


EMPLOYABILITY SKILLS

ADAPTABILITY, COMMUNICATION,
APPLIED KNOWLEDGE, CRITICAL
THINKING, PROBLEM SOLVING,
PROFESSIONAL GROWTH

 **EVERY STUDENT
WILL GRADUATE WITH
CAREER-RELATED
EXPERIENCE**





WHAT IS SCK LAUNCH?

Job Fair – Graduating Seniors

242 Seniors, 381 Interviews, 27 Companies, 64 Full-time Entry Level Positions (SCKWDB)

Career Shadowing – 11th & 12th Grades

2083 High School students through Career Shadowing
44 Career Shadowing Events are scheduled for 2023 for 900 students.

Student Ambassadors – High School

Average 90 Students Annually

Experience – 8th Grade

20,064 Eighth Grade Students from 14 Districts and 27 Schools

Leader In Me

13 Elementary Leader in Me Lighthouse Schools and 1 Legacy Elementary Lighthouse School

Educator Externship

250 Educators impacted through one day Externship since 2017
588 Educators impacted through Career Shadowing & Educator Externships

121 Businesses have participated in SCK LAUNCH

HOW DOES
SCK LAUNCH
HELP PREPARE
STUDENTS
FOR COLLEGE
AND CAREER
READINESS?

- **EXPLORE INTERESTS**
- **ENGAGE IN 'DAY IN THE LIFE'**
- **LEARN ABOUT LOCAL COMPANIES**
- **KNOWLEDGE FOR FUTURE PLANNING**
- **RELEVANCE FOR SCHOOL**



SCK LAUNCH



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TESTIMONIAL

"My experience through career shadowing helped me find my passion and what I love doing today. I was hired by M&L at the SCK LAUNCH Job Fair and am I able to learn on the job in my career field "

**Josh
Thompson**

M&L Electrical Employee



**THE FUTURE SUCCESS OF OUR ECONOMY
RESTS IN THE HANDS OF TODAY'S STUDENTS**



QUESTIONS?



The image features the word "QUESTIONS?" in a bold, dark blue, sans-serif font. The text is centered and framed by a light blue outline of an open book. The top half of the book outline is positioned above the text, and the bottom half is below it. The left page of the top book outline contains a solid blue triangular flag pointing to the right. The entire graphic is set against a plain white background.



BUSINESS TOOLKIT

Career Shadowing helps students gain a new perspective on careers and businesses available in South Central Kentucky. Students will have a direct personal observation of the work in the business.

INTRODUCTION

The **SCK LAUNCH: Career Shadowing Business Toolkit** is a guide to help businesses plan and prepare students for an engaging quality career-related experience.

OVERVIEW

Career Shadowing is a career connection experience in which students gain deeper knowledge through “a day in the life” of professionals within a business. SCK LAUNCH: Career Shadowing is purposely designed to go beyond a tour. Through this observation model, small groups of 10 to 40 high school students have an up-close look at businesses and careers. Career Shadowing is uniquely different than an Industry Tour or a Job Shadow. Career Shadowing provides high school students an opportunity to shadow in a group when one-to-one Job Shadowing is not an option.

SCK LAUNCH OVERARCHING GOAL

- ▶ Every student will graduate with a career-related experience.

CAREER SHADOWING GOALS

- ▶ Gain a deeper understanding of the skills needed for success in a business environment
- ▶ Use new knowledge to become more intentional in the pathways leading to career-preparedness

OUTCOMES

- ▶ Observe academic, technical and employability skills in a workplace environment
- ▶ Learn about the business and talent demands of the organization
- ▶ Gain a real world perspective in regards to career and skills to be successful

STUDENT PREFERENCE

This career related experience is intended for:

- ▶ Students in grades 11 or 12
- ▶ OR students enrolled in their third course in a CTE career pathway
- ▶ OR students with a compelling connection or aspiration for a pathway

Note: The selection process will be determined by school personnel. This will enable the school to be sure students are not excluded and that all students have the chance to learn about the many careers available in a business.

BENEFITS OF CAREER SHADOWING

STUDENT BENEFITS

- ▶ Opportunity to explore careers that are compatible with their interests, aptitudes and aspirations
- ▶ Gain deeper knowledge about academic and technical learning in a business setting
- ▶ Prepare for the realities of the workforce
- ▶ Increase engagement and motivation to complete education
- ▶ Gain deeper knowledge about local businesses

BUSINESS BENEFITS

- ▶ Opportunity to work with potential pool of skilled and motivated future employees
- ▶ Increase opportunities for focused involvement in young people's learning
- ▶ Opportunity to support students by sharing employee time and talent
- ▶ Direct impact in youth career decision making
- ▶ Opportunity to be part of "growing our own" workforce

CAREER SHADOWING CHECKLIST

The following activities ensure that all involved parties have meaningful, productive experiences that result in enriched student learning. Proper planning and preparation, along with attention to legal and safety details, will maximize student learning and will ensure success.

	College & Career Readiness Coach	STUDENTS	BUSINESSES
BEFORE	<ul style="list-style-type: none"> <input type="checkbox"/> Have students identify career interests <input type="checkbox"/> Match students with available opportunities <input type="checkbox"/> Register online <input type="checkbox"/> Confirm transportation logistics <input type="checkbox"/> Confirm logistics with the business <input type="checkbox"/> Collect Permission Forms <input type="checkbox"/> Prepare students by teaching Career Shadowing 101 Lesson <input type="checkbox"/> Provide students with Graphic Organizer 	<ul style="list-style-type: none"> <input type="checkbox"/> Review your ILP and use the O*Net website or other for career interest <input type="checkbox"/> Turn in Permission Form <input type="checkbox"/> Participate in Career Shadowing 101 Lesson <input type="checkbox"/> Create informational questions to use during the event 	<ul style="list-style-type: none"> <input type="checkbox"/> Participate in orientation meeting with the Chamber Prepare for student visit by: <input type="checkbox"/> Scheduling staff to help with tour and be available to answer questions <input type="checkbox"/> Create an agenda (Sample on pg. 5) <input type="checkbox"/> Identify career paths, wage information and educational requirements <input type="checkbox"/> Review Business Talking Points and Observations Worksheet
DURING	<ul style="list-style-type: none"> <input type="checkbox"/> Ensure that students receive instruction on workplace safety and confidentiality guidelines <input type="checkbox"/> Provide students with ideas to engage with the business <input type="checkbox"/> Help students recognize examples of skills in use in the workplace <input type="checkbox"/> Comply with safety, confidentiality and health requirements 	<ul style="list-style-type: none"> <input type="checkbox"/> Dress according to the industry guidelines <input type="checkbox"/> Be observant and ask informational questions <input type="checkbox"/> Comply with safety, confidentiality and health requirements <input type="checkbox"/> Use Graphic Organizer to look for examples of skills and connections in the workplace 	<ul style="list-style-type: none"> <input type="checkbox"/> Provide students an opportunity to see all aspects of your industry <input type="checkbox"/> Highlight employability and academic skills used on the job and help connect those skills to student learning <input type="checkbox"/> Arrange for hands-on experiences if applicable <input type="checkbox"/> Arrange for Q & A
AFTER	<ul style="list-style-type: none"> <input type="checkbox"/> Write thank-you notes to the host business <input type="checkbox"/> Complete the Career Shadowing 101 Post Lesson <input type="checkbox"/> Complete the Reflection Question 	<ul style="list-style-type: none"> <input type="checkbox"/> Write thank you notes to the host business <input type="checkbox"/> Participate in the Career Shadowing 101 Post Lesson <input type="checkbox"/> Complete Reflection Questions 	<ul style="list-style-type: none"> <input type="checkbox"/> Complete post survey

PREPARING FOR THE VISIT

Other than students' occasional visit to their parents' workplace or being a customer, students know very little about the day-to-day functions of the world of work. Career Shadowing will provide students the opportunity to see what their parents and teachers call the "real-world." The information below provides a few suggested ideas for your team to consider when planning.

SUGGESTED ACTIVITIES FOR CAREER SHADOWING

1

Plan to visit a variety of departments and functions within the company to present a full view of the opportunities available. Help students see connections that align directly and indirectly with their education.

NOTE: As team members meet and converse with students, it helps to remember that students will grow in their understanding by hearing about the variety of careers and skill levels for individuals in your organization. Learning that there is "a place for everyone" will open students' eyes to your business.

2

Take a brief tour of the facilities and departments:

- View "day in the life" of various careers:
- Administrative
- HR
- Offices
- Machines and equipment
- Technology
- Meeting rooms
- Training facilities
- Shipping and handling
- Stock room

NOTE: Point out specific technology and safety during tour

3

Orientation to the human resources department:

- Application materials
- Job listings (in-demand and hard-to-fill positions)
- Working conditions and benefits

4

Provide small group time for students to ask informational questions about:

- Products and services
- "Day in the Life" and work habits

5

Obtain and view materials or handouts that help shed light on the company and industry.

- Career paths available

6

Provide individual shadowing opportunities in at least two departments, keeping the focus on workplace, people and specific academic and professional skills. **(This is a good chance for your employees to tell their story.)**

7

At the end of the Career Shadowing, help students think about connecting what they have learned to planning their career pathway.

SAMPLE AGENDAS

The following sample agendas and proposed activities align with the goals of SCK LAUNCH: Career Shadowing. The length of the event will be determined by the business based on capacity or determined by the school based on student interest. The agendas can be easily modified for a 2-hour or 4-hour event.

SAMPLE AGENDA 1 (2 HOUR SHADOWING)

9:00-9:15 a.m.

Student Arrival

- ▶ Greet students and provide assistance with security and badging process (as applicable).
- ▶ Escort group to meeting room.
- ▶ Escort students and teacher(s) to the meeting room.

9:15-9:30 a.m.

Welcome and Overview

- ▶ Invite a senior executive to welcome the students to your company. Provide a brief overview of the company, including your products and services.
- ▶ Share any safety and/or confidentiality requirements. Discuss any restrictions for photography, video or other information that may not be shared after the Career Shadowing.
- ▶ It may be helpful to share specific terminology and acronyms used.

9:30-10:30 a.m.

Tour/Shadowing

- ▶ The shadow needs to be small groups of three to five to allow for all students to hear, see and ask informational questions. This will allow for more dialogue with the employees conducting the tours. Groups may be split according to career interest or aspiration.
- ▶ Each group should have an employee host from the department. The employee host should be ready to describe “a day in the life” of his or her position, important work habits specific to the position, education and credentials for position, career demands and work skills.

10:30-10:45 a.m.

Reconvene

- ▶ Closing presentation
- ▶ Q & A
- ▶ Share ideas for what educators could take back to enhance student learning and provide relevance.

10:45-11:00 a.m.

Students take SCK LAUNCH survey

SAMPLE AGENDA 2 (4 HOUR SHADOWING, BUSINESS PROVIDES LUNCH)

9:00–9:10 a.m.

Student Arrival

- ▶ Greet students and provide assistance with security and badging process (as applicable)
- ▶ Escort group to meeting room
- ▶ Escort students and teacher(s) to the meeting room.

9:10–9:30 a.m.

Welcome and Overview

- ▶ Invite a senior executive to welcome the students to your company. Provide a brief overview of the company, including your products and services.
- ▶ Share any safety and/or confidentiality requirements. Discuss any restrictions for photography, video or other information that may not be shared after the Career Shadowing.
- ▶ It may be helpful to share specific terminology and acronyms used.

9:30–10:30 a.m.

Tour/Shadowing

- ▶ The tour/shadowing needs to be small groups of three to five to allow for all students to hear, see and ask informational questions. This will allow for more dialogue with the employees conducting the tours.

10:30–11:00 a.m.

Career Interest Shadow A & B (Groups of two to five)

11:00–11:30 a.m.

- ▶ Groups may be split according to career interest or aspiration. Each group should have an employee host from the department. The employee host should be ready to describe a “day in the life” of his or her position, important work habits specific to the position, education and credentials for position, career demands and work skills.
- ▶ Organize hands-on activities if possible.

11:30 a.m.–Noon

Break and Lunch

Noon–12:45 p.m.

Reconvene

- ▶ Closing presentation
- ▶ Q & A
- ▶ Share ideas for what educators could take back to enhance student learning and provide relevance.

12:45–1:00 p.m.

Students take SCK LAUNCH surveys

HOW DO WE CONNECT WITH AND ENGAGE YOUTH?

PREPARATION

Teens can be a tough audience. Their body language and cues may be different than adults. Young people do not hide when they are bored or believe a presentation is too long. It helps to include engaging stories about your work, your personal experience, an example of failing forward or how the team solved a problem. Teens engage when people share personal stories. Be sure to start with conversation and asking questions (i.e. what do you know about our company) to help get the group comfortable and to warm up to you.

ENGAGEMENT

You may be presenting to a diverse group of students with varying experiences and backgrounds. Different students engage in different ways and to different people. Respect the students' knowledge and experience and take the presentation or conversation to a deeper level of understanding about your product, service or business. Students want to know what they cannot find on the Internet about your company and they enjoy hearing the personal stories of what brought an employee to his or her career.

INTERACTION

Keep the presentations interactive by asking questions and allowing students to ask questions. Any activity that can be hands-on will be remembered. Simple tasks such as touching and smelling the product will be long lasting. Activities do not need to be complex for the student to be interacting.

QUESTIONS

Be open to questions. Many times students will ask questions that we never think of. Students also enjoy discussing possible solutions to problems. They love to brainstorm new ideas.

THANK YOU

On behalf of the Bowling Green Area Chamber of Commerce and our education partners, we thank you for your commitment and willingness to share your time with us. Because of your efforts, students will gain a deeper understanding of the skills needed for success in a business environment and will be able to use what they've learned to become more intentional in the pathways leading to career-preparedness. At the end of the day, our hope is that our students are college and career ready, employable upon graduation and, even better, can envision a successful life for themselves right here in South Central Kentucky. Again, we thank you for your dedication.

VISIT OUR WEBSITE: scklaunch.com