NYS P-TECH

Public-Private Partnerships for College and Career Success

Employer Engagement Quick Guide

A guide for P-TECH schools, their partners and team members designed to support the employer engagement process.

New York State P-TECH
Employer Engagement Quick Guide

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Employer Engagement and Recruitment
A Quick Guide to effective practice

Overview

This guide is designed to help P-TECH teachers, school leaders, work-based learning coordinators and their community or intermediary partners effectively recruit and engage a range of employers to support their work. It recognizes that not all employers can provide the same levels of commitment to or involvement in P-TECH, but that any employer can be engaged in one or more activities if the experience is designed and supported with employer capacity in mind. It also recognizes that employer engagement is not just one person's job, but takes a concerted effort of staff and partners across the entire P-TECH program.

This guide is a companion to the P-TECH Work-Based Learning Toolkit, which provides an overview of P-TECH, detail on the overall approach to work-based learning and definitions of the full range of work-based learning activities provided for students over the course of their engagement with P-TECH, along with tip sheets, fact sheets and tools to support each experience. All individuals on the employer engagement team should be familiar with the toolkit—in particular the elements designed to support employer participation.

This guide is focused on framing and building capacity at two levels. The first level, described in the first section of this Quick Guide, is focused on the strategies your school and partners can apply to effectively recruit and fully engage employers. Whether you represent a P-TECH *school*, *community partner* or *intermediary organization* that is committed to making and managing the employer connections for your school, paying attention to and addressing each of the *Five Organizational Strategies* described below can greatly improve your employer recruitment and engagement capacity.

The second level, described in the second section of this Quick Guide, focuses on activities that *individuals* conducting engagement activities can use to build their own personal capacity related to recruiting employers. By applying some basic marketing and sales strategies and approaches drawn from the private sector, all of those involved in employer recruitment, engagement and support can benefit from being aware of and applying the *Four Simple Steps* described in this section.

As P-TECH grows in each community, it is important to shift from an individual approach to the employer recruitment, engagement and support process to one that can be embedded in a local system, with responsibilities spread among a number of individuals at the school, community college and local community and/or intermediary partners. The intent of this guide is to help improve employer engagement capacity now, and lay a foundation for a broader local engagement effort.

Employers play a number of critical roles in an effective P-TECH school. Some serve as design partners, some are partners in the overall P-TECH operation, and others may participate in just one or two activities. In order to provide the range of WBL activities P-TECH seeks to provide for its students, it's important for the entire P-TECH team to be engaged in the employer engagement process and to view employers as *customers* as well as partners. By addressing each of the following five strategies, P-TECH schools can broaden and sustain employer participation beyond their core employer base.

Promote Customer Service

- ✓ Maintain a professional environment and approach
- ✓ Train staff and promote a marketing, sales and customer service culture
- ✓ Support employer volunteers and hosts, including frontline supervisors
- ✓ Provide a range of participation options and easy and comfortable ways to participate
- ✓ Find ways to support and sustain employer involvement

Focus on Outcomes

- ✓ Set measurable goals and celebrate success
- ✓ Measure the effectiveness of the engagement effort
- ✓ Use customer satisfaction surveys to improve performance
- ✓ Conduct regular organizational assessments and evaluations
- ✓ Practice continuous improvement

P-TECH Programs View Employers as Both Partners and Customers

- ✓ Prioritize employer engagement within the organization
- ✓ Research the labor market and become familiar with regional needs and trends
- ✓ Focus on employer benefits and address employer needs and motivations
- ✓ Define the value proposition and focus on win/win opportunities
- ✓ Value any and all levels of involvement
- ✓ Provide a single point of contact for each employer
- ✓ Cultivate long-term relationships with employers

Target Resources

- ✓ Dedicate staff to the engagement effort
- ✓ Train and support staff and partners as "engagement specialists"
- ✓ Budget resources and leverage partner contributions to specifically support marketing activities
- ✓ Create materials specifically targeted to the employer audience
- ✓ Utilize effective data management tools and processes

Apply a Comprehensive Approach

- ✓ Evolve the skills mapping process to expand participation
- ✓ Ensure engagement activities are driven by a detailed marketing plan
- ✓ Promote effective communication between all parties
- ✓ Document agreements through formal MOUs
- ✓ Connect to and leverage the work of others

Effective Employer Engagement
Five Key Organizational Strategies

What can a P-TECH school, community partner or intermediary organization do to effectively engage employers?

Employers play a number of critical roles in an effective P-TECH school. Some serve as design partners, some are partners in the overall P-TECH operation, and others may participate in just one or two activities. In order to provide the range of work-based learning activities P-TECH seeks to provide for its students, it's important for the entire P-TECH team to be engaged in the employer engagement process and to view employers as customers as well as partners. Generally, organizations that do a good job of engaging employers and community partners in their work share five common quality characteristics. By addressing each of the following five strategies, P-TECH schools can broaden and sustain employer participation beyond their core employer base.

Effective P-TECH programs:

1. **View employers as both partners and customers**
2. **Promote customer service**
3. **Target resources for the engagement effort**
4. **Apply a comprehensive strategy**
5. **Focus on outcomes**

STRATEGY 1 - View Employers as Both Partners and Customers
Effective P-TECH programs define employers and community partners[1] as primary customers in addition to their students. They prioritize employer engagement and recruitment as a core and necessary function. Resources, staffing and organizational decisions reflect this dual-customer approach.

To build the employer relationship, P-TECH programs:

- ✓ Prioritize employer engagement within the organization
- ✓ Research the labor market and become familiar with regional needs and trends
- ✓ Focus on employer benefits and address employer needs and motivations
- ✓ Define the value proposition and focus on win/win opportunities
- ✓ Value any and all levels of involvement
- ✓ Provide a single point of contact for each employer
- ✓ Cultivate long-term relationships with employers

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[1] Employers and community partners include the full range of potential partners outside of your P-TECH school that can participate in program activities, serve on advisory boards, and/or provide work-based experiences for students. They include large and small employers in your target industry, but also may include labor organizations, corporations, non-profit organizations, government, and a range of other public and private institutions.

STRATGEY 2 - Promote Customer Service

Effective P-TECH programs actively promote and practice customer service and demonstrate a sales and customer service orientation when interacting with employers. Staff and partners who interact with employers pay attention to understanding and addressing employers' needs, and the approach is embedded in the school's culture.

To promote customer service, P-TECH programs:

✓ Maintain a professional environment and approach
✓ Train staff and promote a marketing, sales and customer service culture
✓ Support employer volunteers and hosts, including frontline supervisors
✓ Provide a range of participation options and easy and comfortable ways to participate
✓ Find ways to support and sustain employer involvement

STRATEGY 3 - Target Resources

Effective P-TECH programs identify, leverage and target effort and resources, both human and capital, to support their employer engagement activities. Shared resources from within their network of partners help support and deliver sustained employer recruitment activities, coordinated by a P-TECH team member. Strategies, resources and people's time are assigned to support a range of marketing, sales, service, support and evaluation functions.

To target resources, P-TECH programs:

✓ Dedicate staff to the engagement effort
✓ Train and support staff and partners as "engagement specialists"
✓ Budget resources and leverage partner contributions to specifically support marketing activities
✓ Create materials specifically targeted to the employer audience
✓ Utilize effective data management tools and processes

STRATEGY 4 - Apply a Comprehensive Approach

Effective P-TECH schools and their partners apply a comprehensive and connected approach to help guide their employer engagement and recruitment work. They apply clear and detailed marketing plans and follow benchmarked timelines. They work closely with other educational and workforce initiatives[2] seeking to connect with and engage employers, and are formally connected to a larger, broader system.

To apply a comprehensive approach, P-TECH programs:

✓ Evolve the skills mapping process to expand participation
(*Remember, skills mapping is a work in progress and offers regular opportunities for employer participation and connection*)
✓ Ensure engagement activities are driven by a detailed marketing plan
✓ Promote effective communication between all parties

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[2] These initiatives include BOCES, Regional EDCs, Chambers of Commerce, Manufacturing Expansion Projects, Work-Based Learning Coordinators, Academy programs, Trade Associations, the Workforce Development System, Workforce Intermediaries and others.

✓ Document agreements through formal MOUs
✓ Connect to and leverage the work of others

STRATEGY 5 - Focus on Outcomes

Effective P-TECH schools and their partners apply continuous improvement practices to gauge the effectiveness of their employer engagement and recruitment efforts and guide their work. Schools and partners are focused on outcomes, and use a variety of measures to evaluate and improve their practice.

To focus on outcomes, P-TECH programs:

✓ Set measurable goals and celebrate success
✓ Measure the effectiveness of the engagement effort
✓ Use customer satisfaction surveys to improve performance
✓ Conduct regular organizational assessments and evaluations
✓ Practice continuous improvement

Your P-TECH school and employer engagement partners can expand their capacity to recruit and engage employers by paying attention to these five key strategies. A self-assessment that can help you identify your progress in each of these areas and develop plans for improvement is provided in Attachment 3 of this guide.

P-TECH Coordinator and Partner Practices
Four Simple Steps for P-TECH Coordinators and Team Members

Introduction

Engaging and recruiting employers is critical to the success and sustainability of a successful P-TECH program. Employer partners will come in a range of forms, sizes and capacity to connect with the P-TECH program, and all of their commitments are important. While P-TECH schools need employers to participate in skills mapping, serve on an Advisory Board, offer a range of classroom supports for teachers and provide work-based learning opportunities for P-TECH students, not all employers need to participate in every activity.

As described in the second section of this quick guide, the employer engagement effort requires focus, a shift in the way we think about employers and some leveraged and dedicated resources. Be creative in how you organize and support the employer engagement effort, through partnering with organizations or school-based programs promoting work-based learning and by leveraging your team members, employer partners, parents and students. Intermediaries can be particularly helpful in supporting your activities and helping recruit and sustain employers.

As a P-TECH coordinator or partner, you have many tools to work with and people on your team and in your community to help make it happen. Business partners, intermediary organizations and others may be positioned to help you with the employer engagement process. There are **four simple steps** to the successful engagement of employers, labor, government, community organizations and others to support your efforts.[3]

STEP 1 - Be Prepared
- Get to know everything you can about the industry your P-TECH school is focused on, and research the local labor market to become familiar with local industry trends and forecasts. (Other industries may offer partnership opportunities of benefit to your program.)
- Identify those employers that are active in the community, and others that have the potential to be involved with your P-TECH program.
- Define the services your P-TECH program will provide to support broad employer participation in the full range of participation options[4].
- Define and be conversant with the employer benefits associated with partnering with P-TECH or providing opportunities for P-TECH students.
- Stress the value of having your students engaged in a long-term interview process through a range of work-based learning activities over time.

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[3] P-TECH schools, community partners and intermediary organizations play a critical role in supporting coordinators in effectively carrying out their role. Laying a foundation for the engagement and recruitment effort can provide support as you seek to expand your base of employer partners. Review the first section of this guide for more information.

[4] See P-TECH Employer Fact Sheet: Employer Participation Options - Attachment 5.

- Get to know the number, skills, interests and availability of your students and when they will be ready for particular experiences. This will help you target and sequence your engagement efforts and effectively match students to appropriate opportunities.
- Identify internal, partner and external resources for the employer engagement and recruitment effort.
- Consider the fact that P-TECH students themselves can be effective recruiters, and help them be prepared to help you connect with potential P-TECH employers.

STEP 2 - Make a Plan and Stick to It!
- Create and follow a marketing plan and activities schedule to guide your employer engagement and recruitment effort. Include the following components:
  - ✓ State your purpose, goals and objectives to help keep you focused and on track with your plan.
  - ✓ Start with your core P-TECH partners and further define your customer base in order to focus on new potential partners who are likely to be receptive to your message.
  - ✓ Qualify the market, paying attention to potential partners beyond your core P-TECH partners in your target industry as well as other industries that might offer quality experiences or otherwise add value to your P-TECH program.
  - ✓ Find out about employers that have current or prior involvement with education, workforce development and/or community-based activities.
  - ✓ Create key messages to ensure consistency and clarity in your marketing and recruitment. Create and hone your elevator speech.[5]
  - ✓ Outline your marketing strategies, including a steady balance among the following activity areas:
    - o General Awareness - press coverage, media campaigns, events and newsletters.
    - o Targeted Marketing - mailings, phone campaigns and networking.
    - o Direct Recruiting - presentations at meetings, in person and at job fairs or industry events.
- Create a detailed activities calendar to help organize your marketing and sales activities.

STEP 3 - Market and Promote Participation in P-TECH[6]
- Start with your core P-TECH partners, and work with intermediary partners to build a solid foundation and grow your employer engagement activities from there.
- Build from the skills mapping process, and highlight the fact that P-TECH is designed specifically to address defined employer needs.
- Focus on customer service, and ensure that you are able to address the unique needs, interests and circumstances of each prospective employer partner. While your core partners are aware that in the long-term, P-TECH is addressing a critical talent pipeline issue, seek to help address and solve other problems in the short-term.

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[5] See The P-TECH Perfect Pitch – Attachment 4.
[6] See Marketing and Sales Activities - Attachment 3.

- Network in multiple circles to raise awareness of P-TECH and to develop relationships with a wide range of potential employer partners.
- Prepare your sales presentation to address the short- and long-term needs and concerns of prospective employers.
- Focus on the win/win, high-value proposition associated with working with P-TECH. Your audience wants to know, "What's in it for me?"
- Get to Yes. Leave a meeting or presentation with a clear and stated commitment to the next step.
- Close the deal by understanding your potential partner's motivation, and be ready to value all participation commitments. If you are looking for career mentors and end up with a guest speaker, celebrate!

STEP 4 - Deliver Flawless Follow-Up
- Become a primary resource for information and problem solving, even if not directly related to something that P-TECH can provide. Become aware of employers in the community and connect them to others who can address their needs and interests. Be their go-to connection to the education and workforce systems.
- Support the ongoing participation of your partners by making sure that their needs and expectations are being met.
- Deliver on promises. Your employers need to be able to count on you.
- Measure results and share information to guide decisions and engage your partners in making improvements.
- Stay in regular contact to ensure satisfaction and develop lasting relationships.

Get comfortable seeing yourself as a marketing and sales professional in this aspect of the work. As you increase your ability to address the needs and interests of potential and existing employer partners, you will be able to provide more opportunities for your students, and increase support and involvement in the P-TECH program overall.

Tools and Materials

Attachments

1. **Employer Engagement Strategies Self-Assessment**
   A self-assessment that can help identify your progress in five key
   foundational strategies and develop plans for improvement.

2. **P-TECH Benefits**
   A sheet that summarizes the benefits of P-TECH for students,
   employers, schools and community.

3. **Marketing and Sales Ideas**
   Some sample activities to help you expand your capacity to reach new
   employers.

4. **The P-TECH Perfect Pitch**
   A group exercise to help your team develop and hone an elevator pitch
   to promote engagement in P-TECH.

5. **Employer Participation Options Fact Sheet**
   Describes P-TECH, the benefits of participation and the options for
   employer and employee volunteer participation

6. **Employer Fact Sheets and Tips Sheets**
   The benefits, responsibilities, commitments and costs of the authentic
   workplace learning experience types and tip sheets for employers and
   employee volunteers engaged in hosting experiences.

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P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Engaging employers and community partners is critical to the long-term success and viability of the P-TECH model. This self-assessment is part of a set of tools designed to help P-TECH schools and their community and intermediary partners increase their employer engagement and recruitment capacity. It is designed to help ground your P-TECH team and help implement an employer engagement system that will sustain and grow employer involvement in P-TECH over time. Through the self-assessment process, you and your team members will identify current progress, document success, help prioritize activities and plan for improvements.

Completing the **Organizational Strategies Self-Assessment** will help your team identify current strengths and weaknesses, and prioritize areas to address in the future. Increasing capacity to effectively engage employers allows you to enhance the number and quality of authentic workplace learning opportunities available for the students you serve, and the number of employers and community partners that are directly engaged in and contributing to your work.

After completing this assessment, teams can transfer the priority objectives to a formal workplan, and identify tactics and strategies that address those priorities.

Instructions:

- **Progress**: Ask each team member to individually complete the progress section of the self-assessment. For each indicator or statement, each team member rates progress using the following scale:

   ○ = Not on the radar   ◔ = Just getting started   ◕= Pretty well along in practice   ● = Fully developed

- **Evidence-Based Discussion:** Ask all team members to post their responses on a large, wall-sized version of the self-assessment (with sticky dots or by making tick marks). Discuss the group's responses, especially where there are wide differences of opinion on stage of development. Ask team members to cite the evidence of their choice.

- **Priorities:** Once the team has reached general agreement on the current stage of development for each item, ask each team member to complete the priority section of the self-assessment in the context of a discreet timeframe (e.g. the next 12 months). It is helpful to limit the number of high-priority activities and to force the identification of lows in each section.

- **Actions:** Again, ask all team members to post their responses on the wall chart and discuss. As a group, identify priority actions for inclusion in the workplan.

P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 1. View Employers as Both Partners and Customers Effective P-TECH programs define employers and community partners[1] as primary customers in addition to their students. They prioritize employer engagement and recruitment as a core and necessary function. Resources, staffing and organizational decisions reflect this dual-customer approach.	Progress	Evidence	Priority
✔ Employer engagement is a stated priority within the organization	○ ◐ ◕ ●		▬ ■ ■
✔ Labor market research guides work and team members are familiar with regional needs and trends	○ ◐ ◕ ●		▬ ■ ■
✔ Engagement efforts focus on employer benefits and address employer needs and motivations	○ ◐ ◕ ●		▬ ■ ■
✔ Team members have defined the value proposition and are focused on win/win opportunities	○ ◐ ◕ ●		▬ ■ ■
✔ Team members and leaders value any and all levels of employer involvement	○ ◐ ◕ ●		▬ ■ ■
✔ A single point of contact is provided for each employer	○ ◐ ◕ ●		▬ ■ ■

[1] Employers and community partners include the full range of potential partners outside of your P-TECH school that can participate in program activities, serve on advisory boards, and/or provide work-based experiences for students. They include large and small employers in your target industry, but also may include labor organizations, corporations, non-profit organizations, government, and a range of other public and private institutions.

KEY: ○ = Not on the radar ◐ = Just getting started ◕ = Pretty well along in practice ● = Fully developed – a core part of the work
Priority: ▬ = Low priority (force at least 1 low) ■ = Medium priority ■ = High priority (limit 1 or 2 high priorities)

P-TECH Employer Engagement and Recruitment: Organizational Strategies Self-Assessment

Strategy 2. Promote Customer Service Effective P-TECH programs actively promote and practice customer service and demonstrate a sales and customer service orientation when interacting with employers. Staff and partners who interact with employers pay attention to understanding and addressing employers' needs, and the approach is embedded in the school's culture.	Progress	Evidence	Priority
✓ The P-TECH school maintains a professional environment and approach to employer engagement	○ ◓ ◑ ●		▬ ◼ ⬛
✓ All team members have been trained and promote a marketing, sales and customer service culture	○ ◓ ◑ ●		▬ ◼ ⬛
✓ Employer volunteers and hosts, including frontline supervisors, are supported	○ ◓ ◑ ●		▬ ◼ ⬛
✓ A full range of participation options are provided and easy and comfortable ways to participate have been defined	○ ◓ ◑ ●		▬ ◼ ⬛
✓ The program has developed a number of ways to support and sustain employer involvement	○ ◓ ◑ ●		▬ ◼ ⬛

KEY: ○ = Not on the radar   ◓ = Just getting started   ◑ = Pretty well along in practice   ● = Fully developed – a core part of the work

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P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 3. Target Resources Effective P-TECH programs identify, leverage and target effort and resources, both human and capital, to support their employer engagement activities. Shared resources from within their network of partners help support and deliver sustained employer recruitment activities, coordinated by a P-TECH team member. Strategies, resources and people's time are assigned to support a range of marketing, sales, service, support and evaluation functions.	Progress	Evidence	Priority
✓ Team members are dedicated to the engagement effort	○ ◐ ◑ ●		▬ ◼ ■
✓ Team members and partners have been trained and are supported as "engagement specialists"	○ ◐ ◑ ●		▬ ◼ ■
✓ Resources and leveraged partner contributions specifically support marketing activities	○ ◐ ◑ ●		▬ ◼ ■
✓ Materials specifically targeted to the employer audience have been created	○ ◐ ◑ ●		▬ ◼ ■
✓ Effective data management tools and processes are in place and utilized by team members	○ ◐ ◑ ●		▬ ◼ ■

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P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

	Progress	Evidence	Priority
Strategy 4. Apply a Comprehensive Approach Effective P-TECH schools and their partners apply a comprehensive and connected approach to help guide their employer engagement and recruitment work. They apply clear and detailed marketing plans and follow benchmarked timelines. They work closely with other educational and workforce initiatives[2] seeking to connect with and engage employers, and are formally connected to a larger, broader system.			
✓ Team members leverage the skills mapping process to expand employer participation	○ ◐ ◕ ●		▬ ◼ ⬛
✓ Employer engagement activities are driven by a detailed marketing plan	○ ◐ ◕ ●		▬ ◼ ⬛
✓ Effective communication is promoted and supported between all parties	○ ◐ ◕ ●		▬ ◼ ⬛
✓ Formal MOUs and agreements document decisions and commitments	○ ◐ ◕ ●		▬ ◼ ⬛
✓ The engagement effort is connected to and leverages the work of others	○ ◐ ◕ ●		▬ ◼ ⬛

[2] These initiatives include BOCES, Regional EDCs, Chambers of Commerce, Manufacturing Expansion Projects, Work-Based Learning Coordinators, Academy programs, Trade Associations, the Workforce Development System, Workforce Intermediaries and others.

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P-TECH Employer Engagement and Recruitment:
Organizational Strategies Self-Assessment

Strategy 5. Focus on Outcomes Effective P-TECH schools and their partners apply continuous improvement practices to gauge the effectiveness of their employer engagement and recruitment efforts and guide their work. Schools and partners are focused on outcomes, and use a variety of measures to evaluate and improve their practice.	**Progress**	**Evidence**	**Priority**
✔ The team sets measurable goals and celebrates success	○ ◔ ◑ ●		▬ ▪ ■
✔ The effectiveness of the engagement effort is measured	○ ◔ ◑ ●		▬ ▪ ■
✔ Customer satisfaction surveys are done to improve performance	○ ◔ ◑ ●		▬ ▪ ■
✔ Regular organizational assessments and evaluations are conducted	○ ◔ ◑ ●		▬ ▪ ■
✔ The team engages in continuous improvement practices	○ ◔ ◑ ●		▬ ▪ ■

KEY: ○ = Not on the radar   ◔ = Just getting started   ◑ = Pretty well along in practice   ● = Fully developed – a core part of the work

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P-TECH Benefits

NYS P-TECH benefits students, schools, the community and employers in many ways. Participation in the Workplace Learning component of P-TECH broadens those benefits.

Benefits for Students
P-TECH Model
- First in line for jobs
- Cost-free AA/AAS degree
- Foundation for future opportunities
- Greater Career Pathway opportunities for success through focus on long-term goals
- Fast tracks students to career goals

Workplace Learning Activities
- Build awareness of career opportunities, to explore and start preparing for them
- Build relationships with professional adult role models
- Opportunities for hands-on learning
- Acquire experience and build workplace skills
- Set and pursue individual career goals based on real experiences
- Learn about the skills and training or education required to succeed in specific careers
- Better understand real-world applications of academics to answer the question, "Why do I need to learn this?"
- Facilitate active learning opportunities

Benefits for Employers
P-TECH Model
Connect with Schools and Education
- Appropriate vehicle for industry voice in education
- Participation in and promotion of a demand-driven system
- Promote a better understanding of youth and education issues
Helps Build and Retain the Future Workforce
- Creates interest in jobs in preferred industry sector
- Highlights jobs of the 21st century
- Promotes labor pool readiness for future skills needs
- Helps groom the future labor force (pipeline to potential employees)
- Improved long-term employee retention
Good Public Relations
- Offers opportunity to publicly give back to the community
- Showcases and builds community awareness of the business and industry
- Provides enhanced community image

Workplace Learning Activities
- Exposes students and teachers to the business/industry
- Benefit derived from productive student work
- Future workforce development, exposure to a sample of the future workforce

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- Long-term interview opportunity with prospective future employees
- Access to a customer resource, point of view
- Provides a resource through student focus groups and students as problem solvers
- Existing workforce becomes more productive and engaged and receives leadership and supervisory skills development

Benefits for Schools

P-TECH Model
- Leverages employer engagement in school design and instructional delivery, embeds the school in the community
- Curriculum reflects 21st century context
- School structure provides multiple pathways for students, opportunities for cross-disciplinary integration
- Promotes better outcomes, increased graduation rates
- Offers students the opportunity for career exploration and prepares them to become contributing members of their community
- Increases school/education knowledge of business and jobs for greater understanding of industry challenges, and promotes workplace knowledge and the skills to incorporate in the classroom curriculum
- Validates curriculum instructional models and provides touchstones for classroom learning
- Provides opportunities for networking to promote future collaboration

Workplace Learning Activities
- Builds relationships with the community
- Provides a context for classroom learning (relevance)
- Extends the classroom to the workplace and validates curriculum
- Increases staff understanding of the workplaces for which they are preparing students and provides natural opportunities for content integration
- Provides teacher and faculty exposure to authentic workplaces and private-sector individuals

Benefits for Community

P-TECH Model
- Robust local talent pipeline
- Proven programs of study
- Aligned education, workforce and service systems
- Workforce/community retention
- Increased property value through increased educational opportunities

Workplace Learning Activities
- Connects the community to schools and economic development
- Promotes student civic engagement
- Completes community projects
- Stronger future workforce

Some Things You Can Do To
Enhance your P-TECH Marketing Efforts

Marketing your P-TECH program and engaging new employer partners can seem to be a daunting task as you expand beyond your core partners. Try starting out with one or two of the following activities and build your efforts from there.

Get visible

- Hold an annual business partner recognition event to honor employer partners over the year. Use it as a way to showcase your students, thank the employers who have participated and generate some new contacts

- Submit to local newspapers stories and pictures highlighting your employer-connected activities.

- Make sure your elected officials are looped in to your program and keep them involved. Invite them out for a visit, and let them know you are focused on providing opportunities for local young people and helping build the future workforce in the region.

Leverage your existing employer partners

- Ask a current employer to host a breakfast or lunch meeting to introduce you to some industry colleagues. Follow up with a personal visit after the meeting

- See if one of your employers might help you develop a marketing plan and calendar. There may be an expert in the firm who can lend a hand.

- Form a small group of employer advisors to help inform your marketing effort, and provide you with access to a group of potential new employer partners.

Get your students involved

- Create a project or workplace challenge where students take ownership of some of the employer engagement work. Consider having them focus on a particular activity goal (we need to develop Job Shadows for twenty 10th graders next spring).

- Have a group of students serve as school ambassadors to welcome visitors to the school or campus. Have them be able to describe the ways in which employers can connect with the school.

- Invite potential employer partners to a "Saturday Showcase" or "Career Brunch" to highlight your program and expose employers to your students.

The successful elevator pitch presumes you have a very brief moment in time to interest a potential new partner to get involved in your P-TECH program. This exercise is designed to help your P-TECH team design and deliver a pitch about your P-TECH program in a consistent, engaging and powerful way. Consider having a group of students develop a pitch to help guide how they talk about the program outside of school.

The P-TECH Perfect Pitch

Is your current and future workforce everything you want and need it to be?
P-TECH delivers a robust talent pipeline to create a workforce with the skills you need.
P-TECH: Growing the future workforce.

Add Your Local Pitch
(about your industry focus, your school, students and partners, how you engage employers, etc.)

Group Exercise
1. Without discussion, have a group of team members draft a second paragraph that describes your local P-TECH program to a potential new **employer** partner. (The pitch will be different for parents, students and teachers.)
2. Without comment, have each member read his or her pitch aloud. Ask people to note the differences in the way each team member describes the same program. After all have been read, talk about why it's important for your team to deliver a common message.
3. Review the tips below, and have each team member recraft his or her message.
4. Have each person share the new pitch with the full team. Discuss what the team likes about each pitch. Then rewrite using the parts that everyone likes.
5. Complete enough cycles of the process to land on a pitch that all contributed to and all can use to interest new partners in getting engaged in your P-TECH program.

The Elevator Pitch
Tips to help hone the perfect pitch
- **Assume short buildings.** Some elevator rides may last more than 60 seconds, but don't allow your pitch to last more than a minute. Brevity requires effort. You must think hard about the essentials of your message and ruthlessly cut away unnecessary details.
- **Put a tag on it.** Grab your audience's attention by starting with a tagline, such as "GE brings good things to life," or the *New York Times*' "all the news that's fit to print." Nike says, "Just Do It." What does your program or organization do?
- **Solve a problem.** Explain the need that you plan to meet. Diagnose a problem, and then lay out your prescription for it. Don't focus on you; focus on what you will do for them. Be clear about the problems you will solve for your potential partner and describe how this collaboration will benefit both them and your school and students.
- **Make it accessible.** Frame your pitch with language for a person on the street and not in your field.
- **Show your passion.** A good pitch changes the pulse rate. Potential partners are often interested in measurable results, but they also look for fire in the belly. You need to convey the passion of a new parent showing off pictures of his/her newborn.

Adapted from an article published in Fast Company *February, 2001*
Bill Joos, *cofounder and VP of business development at Garage.com, teaches the art of the elevator pitch. An elevator ride may last more than 60 seconds, he says, but your elevator pitch should take up no more than a minute—and that requires ruthless paring and arduous polishing.*

Managing Multiple Employers

The P-TECH approach includes a deliberate focus on the three facets of student capabilities needed for success in the labor force: the acquisition of academic, technical and workplace/professional skills. Regardless of industry, employers consistently underscore that students must have experience and mastery in all three areas, with a growing priority on the development of professional skills. Alongside efforts to enhance the rigor and effectiveness of classroom instruction, the P-TECH model requires new approaches to deliver authentic workplace experiences such as Career Mentoring, Workplace Tours, Workplace Challenges, Job Shadowing and Internships in partnership with employers. As P-TECH expands and grows across the state and in each local P-TECH school community, the challenge of expanding the base of employer partners can feel daunting.

Although the initial 9-14 school, P-TECH in Brooklyn, was established with a single partner company, the model has evolved as each new P-TECH school discovers new ways to expand its base of employers and sustain and grow their participation over time. In fact, the current 32 NYS P-TECH schools engaged close to 400 employer partners during the 2016/17 school year.

Currently each P-TECH school works with a consortium of employers, potentially as many as 50 local businesses, to provide leadership, curriculum advice and a growing number of WBL opportunities for students. These schools focus finding the right fit for each employer, valuing any and all engagements and maintaining a steady and well-planned employer engagement effort.

This tip sheet is intended to help share and grow those practices, and provide a guide for all P-TECH staff and partners charged with the employer engagement effort.

What does a P-TECH school need to know about employer engagement?

Employer engagement isn't just one person's job. Engaging a growing number of employers to support your P-TECH School is a team effort. Seek to involve your core employer champions, civic leaders, local elected officials, students, parents and faculty as potential members of the employer engagement team.

P-TECH schools aren't alone in seeking to connect employers to education. Connect with and leverage the work of others, including the work-based learning coordinators at your school, local intermediaries, workforce entities and business/professional associations[1].

Few employers can "do it all". Provide a wide range of options to each potential employer, and find ways that work for them to get involved. Make sure to celebrate and recognize the value of any and all commitments. Finding the right fit today will lead to broader engagement in the future.

Employers and community partners outside of your target industry have something to offer. A wide range of community and business partners can serve as a resource to your P-TECH school,

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[1] These include BOCES, Regional EDCs, Chambers of Commerce, Manufacturing Expansion Projects, Work-Based Learning Coordinators, Academy programs, Trade Associations, the Workforce Development System, Workforce Intermediaries and others.

even if outside your P-TECH industry. Any and all experiences can support the development of professional skills, and many professional adults can serve as career mentors.

Managing multiple relationships requires focus and organization. Build a strong team and decide how to best support the engagement effort. Set aside time each day to focus on responding to employer interest, use a customer relations data base to help manage your communications and set regular meetings with your advisors and team members. Be persistent and consistent in your efforts, and continually network in professional and business circles.

Recruiting employers is essentially a marketing and sales function, while sustaining those relationships is based on delivering high-quality customer service. Get comfortable with seeing yourself as a marketing and sales professional. NYS P-TECH has created the P-TECH Employer Engagement Quick Guide to help P-TECH schools and their partners and team members support the employer engagement process. The guide is designed to help P-TECH teachers, school leaders, work-based learning coordinators and their community or intermediary partners effectively recruit and engage a range of employers to support their work. It includes five key organizational strategies schools can use to support the employer engagement effort, and four simple steps P-TECH coordinators can take to increase their capacity in recruiting employers.

What's working at the current P-TECH Schools?
In the Spring of 2017, NYS P-TECH interviewed team members responsible for employer engagement from five P-TECH schools. While each school has taken a slightly different approach to the need to engage a range of employers in the work, all five share some common themes in their approach.

Their advice to other P-TECH schools includes the following common elements:

- ***Set aside time*** for employer engagement and protect it.
- ***Employ a marketing and sales approach***. Employers are customers as well as partners.
- ***Look for "non-traditional" partners.*** Many businesses and organizations are positioned to support your work, even if not in your industry focus area.
- ***Provide multiple opportunities*** and easy ways for employers to participate.
- ***Keep at it***. A no today can be a yes tomorrow.
- ***Leverage the work of others***. You are not alone in the employer engagement effort.

This what they told us….

Leverage faculty networks and engage students.
P-TECH OHM in the Mohawk Valley offers career pathways in Advanced Manufacturing. The school's Guidance Counselor is responsible for organizing work-based learning and engaging their employer partners – now close to 40 individuals from almost 15 companies. At the beginning of the year, the counselor spends the majority of their time in this role. By leveraging faculty networks and including employer engagement as part of the student's responsibilities for 10th grade workplace challenges, the counselor can spend most of their time on traditional counseling activities. The key to employer engagement – flexibility. Share a wide range of opportunities and find a way to get them started. Once they meet the students, the commitment always grows.

Set aside time each day to focus on managing employer relationships.
Hudson Valley P-TECH also depends on their Guidance Counselor for employer engagement, who now has 15 star volunteers from a distribution list of more than 60 individuals from more than 40 local companies for their career pathways in IT and Green Industries. The counselor spends about 30% of their time on this role, but reminds us that includes at least some time every day to be responsive to employer contacts and follow up on opportunities. The counselor has also found that the local Business Association is a great resource of networking events and marketing opportunities, even though they are not an official intermediary partner. Best advice – never accept no for an answer – keep offering different types of activities and schedules. Keep everyone on your distribution list – they may not have time this quarter, but they will in the future.

Connect to and leverage the work of an Industry Association.
Both Syracuse P-TECH and Auburn P-TECH partner with Partners in Education and Business, an affiliate of MACNY – Manufacturers Association of Central New York. MACNY has already engaged 62 of their 300 members to participate, leveraging their visibility in the local business community and their track record with other public/private partnerships. This is sales and standard project management to keep track of all of the details and moving parts.   "P-TECH is the most direct pathway for employers to build a talent pipeline," according to one of the staff member. And the other advises, "Sometimes the wide range of activities and opportunities for employers can be overwhelming. But that's the key to engagement – there's always a fit for everyone. No is not an option, just keep making a new offer."

Ongoing communications efforts are key.
The Fulton Montgomery Regional Chamber of Commerce works with two schools, focusing on very different sets of employers – HFM P-TECH with pathways in manufacturing, IT, and health careers and HFM Ag P-TECH serving the needs of 21st century agriculture. The P-TECH liaison spends 2 days each week with each school, wrangling more than 60 businesses to participate in a wide range of work-based learning activities. The results highlight the importance of communications – using every vehicle that the Chamber has available (newsletters, radio show, events, etc) as well as social media. Regularly posting pictures from student events on Facebook and Twitter offers the employer partners with content that they can reuse and highlight their work in the community with employees and customers. One excellent pitch for all P-TECH schools to try – Workplace Challenges are our way to give back to employers with new ideas and solutions. Remind partners they will have an immediate return on their investment.

Go deep with core employers and augment with non-traditional partners.
Southern Tier P-TECH offers career pathways in advanced manufacturing, IT, and health careers. This program has 2 school leaders whose responsibilities include work-based learning and employer engagement. They don't have a large cadre of employers, but their core partners are dedicated and respond to every request. Southern Tier P-TECH has also been successful identifying somewhat non-traditional partners, developing workplace challenges with schools, colleges, and non-profit organizations as clients and authentic problems and a professional development for the students to address. And remember, it's your job to make it easy for employers to get involved. Don't ask them to become teachers; just ask them to identify a real problem for students to solve and then the faculty will identify the requisite skills and the best pedagogy.

<u>Tips from the Field</u>

Remember, every employer needs a well-prepared, highly skilled workforce. You are offering them something they need. And most people sincerely want an opportunity to give back to their community – make it easy for them to do it. Here are some tips from our conversations with the field.

Criteria for selecting an Intermediary/Partner
- Is the organization well known and respected among local employers?
- Do they have existing relationships with a large number of your prospective partners, perhaps as members or clients?
- Does the organization have experience with collaboration, sharing responsibility and credit?
- Does the organization have other programming and resources to leverage for NYS P-TECH, e.g. events, newsletters, social media channels, etc?

Key messaging to engage new employers
- P-TECH is the most direct pathway to fill your local talent pipeline
- There are multiple opportunities to participate – if this doesn't work for your company, we will find the right activity or event
- Let us find the right introductory activity for you or a couple of your employees. The first step is for you to meet our students.
- We appreciate whatever time you can offer – every hour is valuable and will provide a high return for our students

Strategies for juggling multiple business partners
- Remember, this is sales – you are selling your school and the opportunity to work with the students to each employer
- Follow-up and always take the time to say thank you
- Never say goodbye – keep everyone on your distribution list and keep searching for the right fit
- Offer as many alternative activities and events as possible
- Be flexible with timing – it's helpful to have some standard programming for everyone's calendar (e.g. a monthly mentoring day or employer council meeting) but it's also important to provide options
- Attend to detail
- Leverage social media – this is not only visibility for P-TECH, but offers images that partners can re-use, re-tweet, re-post, etc
- Leverage your faculty – they have their own networks. Faculty can also help to deepen the engagement of individual partners as they create workplace challenges and projects
- Don't forget – the students are our best recruiters!
- Even as you expand your team of faculty and students engaging with employers, make sure there is one primary contact for quality assurance

P-TECH and Your Company: Participation Options

What is P-TECH?

NYS P-TECH is both an education and economic development initiative. The P-TECH 9-14 model prepares students to be the highly skilled, critical thinkers and problem-solvers that our 21st century workforce requires. Each of New York State's innovative P-TECH schools brings together three essential partners: K-12 education, higher education and employers. The model offers an integrated six-year program, combining high school, college and career training for disadvantaged students who are provided the opportunity to graduate with a high school diploma, an Associates-level degree (at no cost) and the opportunity to be first in line for a job with participating businesses. The school design—drawn from research-based effective practices—offers a rigorous academic curriculum, targeted technical training, comprehensive workplace learning and individualized support services. While focusing on each student's pathway to success, the model also creates a robust talent pipeline to support local economic development and growth.

What are the benefits of my company's participation?

P-TECH offers an effective and appropriate vehicle for employers to help build and retain their future workforce. The P-TECH model is a direct response to the ongoing skills gap that can exert a drag on the local economy. By opening their place of business to students and providing them with high-value Workplace Learning opportunities, employers are able to expose students to their business and industry and benefit from productive student work. Employers can observe potential future employees in a "long-term interview" context and participate in shaping their future workforce by connecting with teachers and participating in the classroom. Students also provide access to a customer resource and a fresh point of view. An employer benefits from a more productive and engaged workforce and by offering leadership and supervisory skills development opportunities to its current workers. P-TECH is first and foremost an opportunity for companies to support and develop highly skilled and productive employees. Participation in P-TECH also helps build awareness of the employer's role in the community and offers a public relations benefit.

Why is P-TECH important for students, schools and my community?

- **P-TECH fast tracks students to their personal career goals.** Students pursue a career pathway focused on their long-term goals through the P-TECH course of study, which provides an incentive to persist and complete their education. They graduate with a high school diploma and a cost-free AA/AAS degree, direct workplace experience with partner employers and a firm foundation for entry into the workforce or future educational and training opportunities.
- **P-TECH promotes better outcomes for schools and increases high school graduation and college completion rates.** P-TECH helps schools deliver a 21st century education. The school structure provides multiple pathways for students, incentives for project-based and applied learning, and opportunities for cross-disciplinary integration in the classroom. It offers students the chance to explore a career path while preparing them to become contributing members of their community. Participation in P-TECH expands the school's awareness of the economy and increases educator knowledge of area businesses and jobs as well as an understanding of the challenges industry faces.
- **P-TECH strengthens communities.** It helps align education, workforce and service systems to promote a strong economic future and build an engaged citizenry. P-TECH provides a robust local talent pipeline and helps the local economy grow and retain a workforce.

How can my company participate?

There are many ways in which employers partner with P-TECH. While employer involvement in each of the following activities is critical to our success, employer partners are not expected to participate in all activities. P-TECH representatives will work with you to help select the activities that make the most sense for your business. Here are some options to consider:

✓ Serve on a P-TECH Advisory Board or Steering Committee.

✓ Help us map the skills needed for success in high-demand occupations in your industry.

✓ Provide work-based learning experiences for P-TECH students.

  ✓ **Guest Speaker** – a career awareness activity where an employer partner visits a classroom and provides a presentation on their company, industry and occupation. Guest speakers also address the application of academics in a real-world context.

  ✓ **Workplace Tour** – a career awareness activity in which small groups of students visit a workplace, learn about the business, meet employees, ask questions and observe work in progress. Teachers also benefit from exposure to the workplace.

  ✓ **Informational Interview** – a career exploration activity where a student interviews an employee of a P-TECH partner business about his/her career and industry.

  ✓ **Job Shadowing** – a career exploration activity where a student is paired with an employee of a P-TECH partner business and follows that employee during much of a regular workday, experiences the workplace, explores a particular occupation, learns about the business, connects with a working adult and observes work in progress.

  ✓ **Work Experience** – a career preparation activity where a student develops and demonstrates professional and occupational skills by working for pay with a P-TECH employer. The primary relationship for the student is as an employee. In some cases, schools can offer credit for the experience, through a number of programs.

  ✓ **Internship** – a career preparation activity where a student has the opportunity to learn by doing real work and being productively engaged in the workplace. Students may work in teams, rotate through a number of departments and job functions, or work on a project of interest to the student and productive value to the employer partner. The primary relationship is student to learning with the job being the conduit to the learning.

  ✓ **Workplace Challenge** – a career preparation activity where small groups of students (4-6 per team) are engaged in solving a problem or a challenge issued by a P-TECH employer in consultation with a P-TECH classroom teacher.

  ✓ **Career Mentoring** – a career exploration activity in which a student is matched one-on-one or in small groups with an adult professional in a chosen field of interest to explore potential careers and related educational issues.

  P-TECH delivers authentic workplace experiences for its students in partnership with employers. We offer strategies and support to limit the burden on employers and increase the educational value of these experiences for students. All workplace experiences are highly structured and supported by P-TECH staff. While the full range of authentic workplace learning experiences is provided to every student, P-TECH employer partners provide those opportunities that are a good fit with their business.

Employer Tip Sheet
Workplace Tour: Success Factors
A tip sheet for NYS P-TECH employer partners

When designing and implementing a Workplace Tour at your company, keep the following success factors in mind.

Before the Workplace Tour

☐ Work with your P-TECH coordinator to design a tour of your workplace.

☐ Let the coordinator know who the main contact is, and provide emergency phone numbers at the workplace.

☐ Address logistics, including where to park and enter the building.

☐ Determine if safety gear is necessary and, if so, arrange for it to be available.

☐ Identify who at the workplace will be participating in the tour, and give them an overview of your partnership with the sponsoring school, what to expect during the tour, their role and why their involvement is important.

During the Workplace Tour

☐ Work with the P-TECH coordinator to make sure the tour showcases the full spectrum of your company's work.

☐ Provide a safety orientation to the group.

☐ Arrange for students to participate in small groups.

☐ Have students hear from and speak to employees with different levels of responsibility and roles in your company.

☐ Make sure students are exposed to a range of career options in your industry, and understand what it will take for them to be hired when they complete their education and training.

After the Workplace Tour

☐ Debrief with your team.

☐ Provide feedback to the P-TECH coordinator to improve future tours.

☐ Consider how you might use the tour to promote your company's visibility in the community.

Go Deeper

☐ Explore ways that you might further interest students and grow the pool of potential future employees.

☐ Talk to the P-TECH coordinator about being a classroom speaker or guest trainer, helping with curriculum, or hosting students for Job Shadows, Jobs or Internships.

Workplace Tour

A Workplace Tour is a highly structured Career Awareness activity in which students visit a workplace, learn about the business, meet employees, ask questions and observe work in progress. More than a simple field trip or site visit, a Workplace Tour is designed and structured to meet specific learning outcomes, be educationally rich, and build awareness of the business, its industry sector, its role in the economy and the career options it provides. A Workplace Tour is conducted at a workplace for small groups of students and involves preparation and follow-up in the classroom, including research and reflection by students.

> **Program Level:** Starts early in the P-TECH experience. Ongoing.
> **Employer/Student Ratio:** Varies. 1 or 2 to 20
> **Duration:** Usually 1.5 to 2 Hours
> **Frequency:** One time
> **Location:** Workplace
> **Costs:** Staff time
> **Special Considerations:** Safety, company policies, transportation

Why are Workplace Tours important for students?

- Provides exposure to potential careers and jobs, and helps identify potential interests as well as those occupations *not* of interest.
- Helps build occupational knowledge.
- Helps make the connection between academic theory and practical application.
- Builds knowledge about the education and training needed for entry into the industry.
- Creates awareness of the business's role in the community, as well as its functions, processes and products
- Fosters an understanding of the business's workforce and its contributions to the community

What are the benefits to my company?

- Exposes potential future workers to job opportunities and careers with your company.
- Exposes students to the skill needs, educational requirements and career opportunities in your industry.
- Promotes an understanding of the role and contributions of your business.
- Introduces P-TECH students to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a way to introduce and engage multiple employees with your commitment to students and connect your company with the community.

What do I need to do next?

- Contact your NYS P-TECH coordinator.
- Arrange for a presentation to your employees who will be hosting the tour.
- Consider any impacts on company policy.

Resources

- Distribute the *Employer Tip Sheet: Workplace Tours* to interested employees.
- Review the *P-TECH Professional Skills.*
- Review *Employer Fact Sheet: Participation Options* to learn more about how to get the most out of your partnership with NYS P-TECH.

Employer Tip Sheet
Guest Speaker: Success Factors
A tip sheet for NYS P-TECH employer partners

When getting ready to be a guest speaker in the classroom, keep the following success factors in mind.

Before the Presentation
❐ Provide the teacher some website links about your industry, your company or your profession to help students prepare for your presentation.

❐ Get information from the coordinator on all logistics, including where to park and enter the building.

❐ Prepare an interactive presentation that will engage the students.

❐ Work with the teacher or coordinator who will provide you with information about the students you'll be talking to. Find out what they're currently focused on in the classroom so you can create an engaging and connected presentation.

❐ Gather together any props you think may be helpful when talking about your company, or that address the concepts or topics decided on with the teacher.

❐ If you require a projector, video player or internet access, let the coordinator and/or teacher know in advance.

❐ If you are "visiting" the classroom electronically, via Skype or some other form of video conferencing, arrange for a test run prior to the presentation to work out any kinks.

During the Presentation
❐ Describe a typical day at your company and help students understand as much as they can about the culture of the workplace and the nature of the world of work.

❐ Talk about what your company does, and what the range of careers are within it, and the kind of education one needs to be successful.

❐ When sharing information on your own position in the organization, you might want to describe what you really do vs. what your title implies.

❐ If possible, share mistakes you've made and how you have addressed problems.

❐ What was your experience like in school? Did you struggle at all? If so, share that story!

❐ Ask questions of the students, don't just talk to them.

❐ Keep it fun. Make it interactive with role playing, mock projects, hands-on activities, etc.

❐ Explain how the academic content students are learning is applied in the workplace, and provide real-world examples.

❐ Talk to students about the range of career options in your industry. Let them know what it will take for them to be hired when they complete their education and training.

❐ Leave time during and/or after the presentation for questions.

After the Presentation

❐ Provide feedback to the coordinator or teacher to improve future Guest Speaker presentations.

❐ Consider how you might use photos of the presentation to promote your company's visibility in the community.

Go Deeper

❐ Consider giving students a challenge they can work on after your presentation.

❐ Talk to your NYS P-TECH coordinator about helping with curriculum, or hosting students for Job Shadows, Workplace Tours, Temporary Jobs or Internships.

❐ Provide industry information to the teachers that you find valuable, preferably in digital form or on a website.

Guest Speaker

Using Guest Speakers to support learning is a structured Career Awareness activity in which students listen to a presentation to learn about the speaker's organization, careers and industry and ask questions to help them consider whether they might like to pursue an opportunity in the industry. Guest Speakers can also address core academic concepts, or support an activity currently underway in the classroom. Guest Speaker presentations are conducted at the school and involve preparation and follow-up, including research and reflection by students. In some cases, Guest Speakers may "visit" a classroom electronically via Skype or some other technology.

> **Program Level:** All
> **Employer/Student Ratio:** 1 to 20+
> **Duration:** 60 to 90 minutes
> **Frequency:** One time
> **Location:** At the school
> **Costs:** Staff release time
> **Special Considerations:** Employee selection. Company volunteer policies and practices.

Why is hearing from a Guest Speaker important for students?
- Provides a context for learning and fosters an understanding of how academic concepts are applied in a real-world setting.
- Provides exposure to an adult professional who can inspire pursuit of a particular career (especially if it's "someone like me").
- Promotes awareness of careers and builds occupational knowledge.
- Builds awareness of the education and training needed for particular jobs and entry into the industry.
- Creates awareness of the business's role in the community, as well as its functions, processes and products.

What are the benefits to my company?
- Exposes potential future workers to job opportunities and careers with your company.
- Exposes students to the skill needs, educational requirements and the full range of career opportunities in your industry.
- Promotes an understanding of the role and contributions of your business.
- Introduces students to your employees and vice versa.
- Helps your employees understand and practice how to communicate with the next generation of workers.
- Provides a way to introduce and engage multiple employees with your commitment to students and connect your company with the community.

What do I need to do next?
- Contact your NYS P-TECH coordinator to learn more.
- Arrange for a presentation to those of your employees who might be interested in guest speaking and seem to be a good fit for the job.
- Consider any impacts on company policy.

Resources
- Distribute the *Employer Tip Sheet: Guest Speaker* to interested employees.
- Review the *P-TECH Professional Skills.*
- Review *Employer Fact Sheet: Participation Options* to learn more about how to get the most out of your partnership with NYS P-TECH.

Employer Tip Sheet
Informational Interview: Success Factors
A tip sheet for NYS P-TECH employer partners

When designing and implementing an Informational Interview at your company, keep the following success factors in mind.

Before the Informational Interview

❒ Confirm logistics with the WBL coordinator or teacher.
- ✓ Let them know if you would like the young person to contact you directly to arrange the interview.
- ✓ Provide phone numbers at the workplace.
- ✓ Determine if safety gear is necessary and, if so, arrange for it to be available.
- ✓ Though it's best if the interview takes place at your company, if it's happening at the school, ask where to park and enter the building.
- ✓ Ask the teacher about the student you'll be talking to and find out what he or she is currently focused on in the classroom so you can explain how the academic content being learned is applied in the workplace. Provide real-world examples.

During the Informational Interview

❒ Describe a typical day at your workplace to help the student understand what you really do vs. what your title says.

❒ Be real. If possible, share mistakes you've made and how you have addressed problems. What was your experience like in school? Did you struggle at all? If so, share that story! How did you get to the job you're in today?

❒ Talk to the student about the range of career options in your industry. Indicate what it will take to be hired when education and training is completed.

After the Informational Interview

❒ Provide feedback to the P-TECH coordinator or teacher to improve future Informational Interviews.

❒ Consider how you might use the interview to promote your company's visibility in the community.

Go Deeper

❒ Consider giving the student an assignment or task they can work on after the interview.

❒ Explore ways that you might further interest students and grow the pool of potential future employees.

❒ Talk to your P-TECH coordinator about being a guest speaker, or hosting students for Job Shadows, Workplace Tours, Temporary Jobs or Internships.

Informational Interview

An Informational Interview is a structured Career Awareness activity in which a student formally interviews an employer partner about his or her industry, educational and career path and chosen profession. The interview includes discussion of the person's chosen career, the path taken to get there, the level of education required and the responsibilities and daily activities of the job. The interview includes questions about the range of career opportunities within the industry, opportunities for growth and the salary ranges for different occupations. Informational Interviews are especially effective if conducted at the workplace.

> **Program Level:** 9th grade or higher
> **Employer/Student Ratio:** 1:1
> **Duration:** 30–60 Minutes
> **Frequency:** One time
> **Location:** Most effective if at the workplace. Could be at the school.
> **Costs:** Staff time
> **Special Considerations:** Company and workplace policies regarding visitors

Why is an Informational Interview important for students?
- Promotes the exploration of a field of interest.
- Provides exposure to careers and jobs.
- Builds awareness of the academic, technical and personal skills required in particular jobs.
- Provides the opportunity to practice and demonstrate key professional skills, including communication, critical thinking, workplace appearance and timeliness.

What are the benefits to my company?
- Exposes potential future workers to job opportunities and careers with your company.
- Exposes students to the skill needs, educational requirements and career opportunities in your industry.
- Marks the beginning of the "long-interview" process for this student with your company, and may lead to deeper connections over time
- Promotes an understanding of the role and contributions of your business.
- Introduces students to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a way to introduce and engage multiple employees with your commitment to students and connect your company with the community.

What do I need to do next?
- Contact your NYS P-TECH coordinator.
- Arrange for a presentation to your employees.
- Consider any impacts on company policy.

Resources
- Distribute the *Employer Tip Sheet: Informational Interview* to interested employees.
- Review the *P-TECH Professional Skills.*
- Review *Employer Fact Sheet: Participation Options* to learn more about how to get the most out of your partnership with NYS P-TECH.

Employer Tip Sheet
Job Shadowing: Success Factors
A tip sheet for NYS P-TECH employer partners

What is Job Shadowing?
Job Shadowing is a Career Exploration activity in which a student is paired with an employee, observes the workday of that employee, interacts with clients or customers and attends meetings and other appointments with the person they are shadowing. Job Shadows are designed to help students explore a field of interest while building their understanding of workplace practices and culture. A Job Shadow typically occurs over most of the workday, is conducted at the workplace and provides the opportunity for the student to ask questions.

Consider the following tips to ensure a successful Job Shadowing experience
- Students learn by doing. Be sure the young person shadowing you is engaged in a range of activities throughout the day.
- Follow school and company rules. Check in with the teacher or coordinator and your internal team on any legal or safety restrictions you need to pay attention to or forms you need to complete when hosting a student.
- Choose activities that highlight the skills needed to do your job and show your career in a positive light.
- Be sure that the Job Shadow cannot inadvertently disrupt or damage your work.
- Be ready to adjust the level of difficulty of any shared tasks depending on the student's abilities.

What's my commitment?
- You can expect to have a student shadowing you for most of a workday, between four and eight hours.
- Allow the student shadowing you to observe or participate in all activities during the workday and ask questions as needed.
- Follow all school rules regarding Job Shadowing (your coordinator can help you with this).
- Complete an evaluation of the experience and provide recommendations to improve future Job Shadows.

How can I make it a good experience for the Job Shadowing student?
- Help the student focus on learning and practicing professional skills.
- Answer the student's questions and check for understanding.
- Ask the young person questions about his or her interests and career aspirations.

Why is this important for the student participating in the Job Shadow?
- Job Shadowing provides an important opportunity for a student to interact with a professional adult.
- Job Shadowing helps students explore their interest in your industry, and observe first hand what it takes to work at your company.
- Job Shadowing can help young people see the connection between what they learn in the classroom and what they will encounter in the real world.

- Job Shadowing can help students practice communication skills and learn how to relate to adults in a professional manner.

What will I get out of it?
- Participation in Job Shadowing can be a personally satisfying experience.
- You will have the opportunity to share your experiences, enlighten students about your personal education and career path, inspire young minds and help prepare them for meaningful job opportunities in your industry.
- You will learn how to interact with the next generation—some of whom you may be working with and/or supervising soon.
- Many P-TECH students are or will be the first in their families to attend college, and normally would not have the opportunity for this type of experience. Your participation can help inspire them and contribute to improving your community.
- You will contribute to the development of tomorrow's workforce.
- You will raise your organization's profile as an engaged civic leader.
- It's fun!

What if I have a question, concern or need some help?
Your NYS P-TECH coordinator is available to help you with any questions or concerns, no matter how great or small. Please bring them to your coordinator's attention immediately.

Job Shadowing is a Career Exploration activity in which a student is paired with an employee, observes the workday of that employee, interacts with clients or customers and attends meetings and other appointments with the person she/he is shadowing. Job Shadows are designed to help students explore a field of interest while developing research skills and building occupational knowledge. A Job Shadow generally occurs over most of the workday, is conducted at the workplace and provides the opportunity for the student to ask questions of the person being shadowed. While most Job Shadows are conducted over a single workday, variations exist, including allowing a student to rotate through a number of different departments over a number of days.

> **Program Level:** Early in the program experience.
> **Employer/Student Ratio:** 1 to 1
> **Duration:** Most of a single workday
> **Frequency:** One time
> **Location:** At the workplace
> **Costs:** Staff time
> **Special Considerations:** Comply with any organizational policies

Why is Job Shadowing important for students?
- Job Shadowing provides an important opportunity for a student to interact with a professional adult.
- Job Shadowing helps students explore their interest in a career in your industry, and observe first hand what it takes to work in your company.
- Job Shadowing can help a young person see the connection between what they learn in the classroom and the real world.
- Job Shadowing can help students practice communication skills and learn how to relate to adults on a professional level.

What are the benefits to my company?
- Exposes potential future workers to job opportunities and careers with your company.
- Exposes students to the skill needs, educational requirements and career opportunities in your industry.
- Promotes an understanding of the role and contributions of your business.
- Introduces students to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a way to introduce and engage multiple employees with your commitment to students and connect your company with the community.

What do I need to do next?
- Contact your NYS P-TECH coordinator.
- Arrange for a presentation to your employees.
- Consider any impacts on company policy.

Resources
- Distribute the *Employer Tip Sheet: Job Shadowing* to interested employees.
- Review *Employer Fact Sheet: Participation Options* to learn more about how to get the most out of your partnership with NYS P-TECH.
- Review the *P-TECH Professional Skills*.

Employer Tip Sheet
Work Experience: Success Factors
A tip sheet for NYS P-TECH employer partners.

When hosting a student or launching a Work Experience program at your company, keep the following success factors in mind.

Before the Work Experience
- ❒ Contact the P-TECH coordinator to indicate your company's interest in in hiring young people through the Work Experience program. They can help you identify what young people can do in the context of your business needs.
- ❒ Work with the agency coordinator or case manager to develop a job description
- ❒ Address logistics.
  - ✓ Work with the P-TECH coordinator to develop and define the Work Experience.
  - ✓ Determine will supervise and guide the student.
  - ✓ Inform other staff that a student will be at the workplace.

During the Work Experience
- ❒ Lay the groundwork.
  - ✓ Provide a workplace orientation for the student. Review the informational packet provided to you by the P-TECH coordinator.
  - ✓ Review the P-TECH Professional Skills provided by the P-TECH coordinator.
  - ✓ Consider opportunities for the student to develop work-readiness professional skills and be exposed to a range of career opportunities in your industry.
- ❒ Facilitate learning.
  - ✓ Work with the student to create skill-development outcomes that are specific to the Work Experience.
  - ✓ Identify opportunities that will support the student's academic and workplace skill development, as well as an awareness of potential future careers.
  - ✓ Assist the student in working toward learning objectives. When an objective is mastered or completed, help them to craft another.
- ❒ Open avenues of communication.
  - ✓ If possible, meet with the P-TECH Coordinator and student to finalize learning plans and agree on an ongoing communication strategy.
- ❒ Complete an interim evaluation.
  - ✓ Evaluate the student's performance.
  - ✓ Discuss performance with the student and the coordinator manager.

After the Work Experience
- ❒ Help document the Work Experience.
  - ✓ Complete a final assessment of the student.
  - ✓ Discuss the assessment with him or her and the coordinator.
- ❒ Assess impact and debrief the Work Experience.

✓ Hold a debriefing session internally at the company, review the effectiveness of the Work Experience program and make suggestions for improvement.
✓ Share suggestions with the coordinator and complete a program evaluation.

Go Deeper

There are a number of suggested activities to deepen the impact of Work Experience. Consider the following activities:

❒ Explore ways that you might further interest students and grow the pool of potential future employees.
❒ Talk to the P-TECH coordinator about being a classroom speaker or guest trainer, helping with curriculum, or hosting students for Tours, Job Shadows, Temporary Jobs or Internships.

Work Experience

Work Experience is a Career Preparation activity in which a student is at a worksite doing real work for pay. The student is held to the same expectations as all employees and is evaluated by the workplace supervisor based on workplace expectations and performance. Work Experiences range from regular, paid employment in summer and/or year-round jobs to subsidized employment and learning-rich work experiences. There are also a range of Work Experience programs offered at the local, state and federal levels.

> **Program Level:** Age 16 and up
> **Employer/Student Ratio:** 1:1
> **Duration:** Ongoing
> **Frequency:** Full or part-time schedule
> **Location:** Workplace
> **Costs:** Wages and statutory benefits
> **Special Considerations:** For minors, state and federal child labor laws. Potential labor issues.

Why is a Work Experience important for students?

Every young person needs a first job, and a part-time, after school or summer job can provide that opportunity. They can also:

- Be exposed to careers and job opportunities in your industry.
- Practice and demonstrate the P-TECH Professional Skills.
- Help build occupational knowledge and technical skills through the job.
- Provide training and awareness about potential workplace hazards and how to report them and protect oneself.

What are the benefits to my company?

Part-time and summer student workers can provide a productive benefit to your company. Student workers can also:

- Be exposed to job opportunities and careers with your company.
- Understand the skill needs, educational requirements and career opportunities in your industry.
- Better understand the role and contributions of your business in the community.
- Introduce students to your employees and co-workers.
- Provide first-time supervisory opportunities for your existing workforce.
- Help your employees understand how to communicate with the next generation of workers.
- Provide for a more productive workforce.

What do I need to do next?

- Contact your NYS P-TECH coordinator to post a job or explore what students might be able to accomplish.
- Consider any legal implications and/or impacts on company policy.

Resources

- Distribute the *Employer Tip Sheet: Work Experience* to interested employees.
- Review the *P-TECH Professional Skills.*
- Review *Employer Fact Sheet: Participation Options* to learn more about how to get the most out of your partnership with NYS P-TECH.

Employer Tip Sheet
Internship: Success Factors
A tip sheet for NYS P-TECH employer partners

When hosting an intern or launching an Internship program at your company, keep the following success factors in mind.

Before the Internship
❑ Contact your P-TECH coordinator to discuss hosting an intern.
❑ Interview and select or hire student intern.
❑ Address logistics.
- ✓ Work with the coordinator to develop and define the Internship.
- ✓ Determine who supervises and guides the intern.
- ✓ Inform other staff that an intern will be at the workplace.
- ✓ Meet with the coordinator and intern to finalize learning plans and agree on an ongoing communication strategy.

During the Internship
❑ Lay the groundwork.
- ✓ Provide a workplace orientation for the intern. Review the informational packet provided to you by the teacher/coordinator.
- ✓ Consider opportunities for the student to develop the NYS P-TECH Professional Skills and be exposed to a range of career opportunities in your industry. (Contact your coordinator to receive a list of professional skills.)
❑ Facilitate learning
- ✓ Work with the intern to develop skill-based outcomes
- ✓ Identify opportunities that will support the intern's academic and professional skill development as well as an awareness of potential future careers.
- ✓ Assist the intern in working toward learning objectives.
- ✓ Communicate successes and opportunities to the coordinator that can be used to enhance the value of classroom connections.
❑ Complete an interim evaluation.
- ✓ Evaluate the intern's performance.
- ✓ Discuss performance with the intern and the coordinator.

After the Internship
❑ Help document the Internship.
- ✓ Complete a final assessment of the intern.
- ✓ Discuss the assessment with the intern and the coordinator.
❑ Assess impact and debrief the Internship.
- ✓ Hold a debriefing session internally at the company, review the effectiveness of the Internship program and make suggestions for improvement.
❑ Share suggestions with your NYS P-TECH coordinator and complete the program evaluation.
❑ Debrief with your NYS P-TECH coordinator to support continuous improvement efforts.

Internship

An NYS P-TECH Internship is a highly structured Career Preparation activity in which students are placed at a workplace for a defined period of time to participate in and observe work first hand within a given industry. Internships provide students the opportunity to learn by doing real work and being productively engaged in the workplace. They may provide the opportunity to work in teams, rotate through a number of departments and job functions, or to work on a project of interest to the student (or group of students) and of productive value to the employer partner.

> **Program Level:** 11th grade or higher
> **Employer/Student Ratio:** Generally 1:1
> **Duration:** 4-8 weeks
> **Location:** Workplace
> **Costs:** Wages as appropriate
> **Special Considerations:** Internships may be paid or unpaid, depending on whether the student is performing productive work for the employer.

Why is an Internship important for students?
- Every young person needs a first job, and for many, the Internship provides that opportunity.
- Promotes the exploration of and experience in a field of interest.
- Provides exposure to a wide range of careers and jobs within the industry.
- Offers opportunities to develop, practice and demonstrate new skills.
- Helps develop occupational knowledge.
- Builds awareness of the skills and education needed to be successful in the industry.
- Allows the development of adult and team relationships.
- Demonstrates the ability to perform successfully in the workplace.

What are the benefits to my company?
- Exposes potential future workers to job opportunities and careers with your company.
- Exposes students to the skill needs, educational requirements and career opportunities in your industry.
- Promotes an understanding of the role and contributions of your business.
- Introduces students to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a way to introduce and engage multiple employees with your commitment to students and connect your company with the community.

What do I need to do next?
- Contact your NYS P-TECH coordinator.
- Arrange for a presentation to your employees.
- Consider any impacts on company policy.
- Work with your NYS P-TECH coordinator to design the Internship.
- Determine if pay is required.

Resources
- Distribute the *Employer Tip Sheet: Internship* to interested employees.
- Review the *P-TECH Professional Skills.*
- Review *Employer Fact Sheet: Participation Options* to learn more about how to get the most out of your partnership with NYS P-TECH.

What is a Workplace Challenge?

A Workplace Challenge is a Career Preparation activity where small groups of students (four to six per team) are engaged in solving a problem or a challenge issued by an NYS P-TECH employer in consultation with a P-TECH classroom teacher.

How is it structured?

As a Workplace Challenge host, the employer partner presents an authentic problem or issue faced by the sponsoring company or industry. Response to the challenge is based upon effective project-based learning approaches, enhanced by a focus on the targeted Career Pathway and the real-world problem presented. The students are engaged in career-focused learning and work as a team over time to identify possible solutions. They then create and deliver a presentation on their solution to the employer.

What's my commitment?

As a Workplace Challenge host, you (and any team members working on the challenge with you) will be asked to:

- Identify a few issues or problems your company or industry is facing that might be a good focus for a team of students to work on together. Keep in mind that authentic issues work much better than hypotheticals.
- Work with a P-TECH teacher who will help you select and develop a challenge that is a good fit with the current focus in the classroom, student interests and available resources.
- Present the challenge to the P-TECH students. Workplace Challenges work best when the challenge is issued at the workplace, where students can actually "see" the problem.
- Touch base with the P-TECH coordinator during the challenge period of six to eight weeks to answer any questions or offer clarification. You may also want to set up a time to visit the schools and observe and engage with the students during the process.
- Arrange for you and others at your company to view the solution presentation provided by the students and provide feedback. Again, this works best if conducted at the workplace.
- Participate in an evaluation and assessment of the students' performance and the Workplace Challenge itself.

How can I make it a good experience for the students?

- Make sure you are asking the students to address a real issue or problem.
- Consider providing a Workplace Tour prior to the challenge to acquaint students and teachers with your company. (Your P-TECH coordinator can help set this up.)
- Make the presentation of the challenge engaging. Use multiple forms of media. Use props. Engage the students in a dialogue to discover the issue and its impacts. Let them know why developing a viable solution is important to you, your company and your industry.
- Check in with your P-TECH contact regularly to respond to requests for information or to clarify something. Consider scheduling a time to visit the classroom during the challenge.
- Make the presentation of the solution a formal event. Whether structured as a pitch in the boardroom or a visit to the "Shark Tank," it's important that you and others you have gathered to hear the solution take the presentation seriously.
- Provide honest and productive feedback on the solution to the students.

Why is this important for the students?

- Research shows effective project-based learning activities like those conducted in a Workplace Challenge help students learn new concepts more easily and engage more deeply.
- A Workplace Challenge offers the opportunity to develop, practice and demonstrate many of the academic, technical and professional skills needed for success in the workplace.
- It allows students to experience what it might be like to work and practice in a field of interest.
- It enhances the relevance of academic instruction through the application of applied knowledge to a real-world problem or issue.

What will I get out of it?

- Your company may offer incentives for volunteering to be a Workplace Challenge host.
- You will learn how to interact with the next generation, some of whom you may be working with and/or supervising soon.
- You and your team members at work will gain a fresh perspective on an issue or problem.
- You may even uncover a viable solution.

What if I have a question, a concern or need some help?

- Your P-TECH coordinator is there to help you with any question or concern, no matter how great or small.
- For a list of Workplace Challenge topics and ideas, please visit www.ptech.org.

Go Deeper

- Actually put the solution, or elements of the solution, into practice.
- Have one or more of the students shadow you at work for a day.
- Arrange an Internship at your company for one of the students on the solution team. Check in regularly around their progress.

A **Workplace Challenge** is a Career Preparation activity where small groups of students (four to six per team) are engaged in solving a problem or a challenge issued by an NYS P-TECH employer in consultation with a P-TECH classroom teacher.

The structure of the challenge is based upon effective project-based learning approaches, enhanced by a focus on the targeted Career Pathway and an authentic problem or issue faced by an employer partner. The students are engaged in career-focused, project-based learning and work as a team over time to identify possible solutions. They then create and deliver a presentation on their solution to the employer.

> **Grade Levels:** All
> **Employer/Student Ratio:** 1-2 employer partners to 4-6 students
> **Duration:** 6-8 weeks
> **Frequency:** Face-to-face sessions at the beginning and end of the challenge, with periodic check-ins.
> **Location:** Ideally in the workplace at both the beginning and end of the activity, with student teams working on the challenge conducted at the school.
> **Costs:** Staff time
> **Special Considerations:** Comply with school policies. Address any safety issues at the workplace.

Why are Workplace Challenges important for students?
- Research shows effective project-based learning activities like those conducted in a Workplace Challenge help students learn new concepts more easily and engage more deeply.
- Offers the opportunity to develop, practice and demonstrate many of the academic, technical and professional skills needed for success in the workplace.
- Allows students to experience what it might be like to work and practice in a field of interest.
- Enhances the relevance of academic instruction through the application of applied knowledge to a real-world problem or issue.

What are the benefits to my company?
- Exposes potential future workers to what it might feel like to work in your industry.
- Promotes an understanding of the role and contributions of your business in the local economy, and some of the issues or problems you are facing.
- Introduces P-TECH and its students to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a fresh perspective (and perhaps viable solution) to a problem or issue your company is facing.
- Provides the opportunity for good public relations and boosts the morale of your existing workforce.

What do I need to do next?
- Contact your P-TECH coordinator.
- Arrange for a presentation to those of your employees who might be interested in being a challenge host.
- Consider any impacts on company policy.

Resources
- Visit www.ptech.org for materials that support successful Workplace Challenges.
- Distribute the *Employer Tip Sheet: Workplace Challenge* to employees who might be interested in representing your company as a challenge host.
- Review *Employer Options: P-TECH and Your Company* to learn more about how to get the most community involvement out of your partnership with P-TECH.

Employer Tip Sheet
Career Mentoring: Success Factors
A tip sheet for NYS P-TECH employer partners

What is Career Mentoring?
Career Mentoring is an activity in which the student is matched one on one or in small groups with an adult professional to explore potential careers and related educational issues. The mentor serves as a resource for the student by sharing insights and providing guidance about the workplace, careers and education through formal and informal meetings organized at the school, in the workplace or online.

How is it structured?
Each P-TECH 9-14 school has designed a mentoring program customized for its employer partners. Mentors may be matched with students one on one or work with small groups of students. While there are some differences across the P-TECH schools, all Career Mentoring programs share some common features. Each begins with a defined matching process, both formal and informal activities are conducted at the school, in the workplace or online (never alone), a set schedule is provided, and mentors and students are supported by the P-TECH team.

What's my commitment?
- Meet or communicate regularly with your mentee. Some activities will be organized by your P-TECH mentor coordinator and some contact will be generated by your mentee or yourself via email or telephone.
- Follow all school and company rules regarding Career Mentoring. This includes complying with policies related to volunteers, boundary and equity issues, and ensuring that there is no face-to-face connection outside of supervised and approved activities. (Your P-TECH mentor coordinator can help you with this.)
- Mentors are asked to make a commitment to stay engaged for a minimum of one year and hopefully will continue through to the mentee's completion of their training program.

How can I make it a good experience for my mentee?
- Make it real. It's all about the relationship you are able to develop with your mentee.
- Pay attention to what your mentee is communicating.
- Help your mentee learn and practice professional skills.
- Review the information provided by your mentee's teacher on what your mentee is studying, and ask questions about what they are learning. Provide feedback on their work.
- Participate in activities and group projects arranged by the school.

Why is this important for the student I'll be mentoring?
- Research shows that career mentors help students stay in school, stay focused and pursue their goals.
- A mentor shows a young person that someone cares, that they matter and can have a bright future.
- A career mentor can help a young person see the connection between the real world and what they learn in the classroom.

▪ A career mentor can help their mentee better communicate with and relate to adults.

What will I get out of it?
▪ The personal satisfaction that comes from helping a young person grow.
▪ Any incentives offered by your company for volunteering.
▪ You will learn how to interact with the next generation, some of whom you may be working with and/or supervising soon.
▪ You will meet other mentors and leaders in your community, which will enhance your personal and professional networks.

What if I have a question, a concern or need some help?
Your P-TECH coordinator is there to help you with any question, no matter how great or small. If you have any concerns about your mentee, bring them to the coordinator's attention immediately. Let them know about any positive developments as well.

What if I can no longer be involved?
▪ Provide as much notice as possible to your P-TECH coordinator and the student.
▪ Recruit someone else to step into your mentoring role, if possible.
▪ Make sure your mentee knows why you need to stop (a new position, new responsibilities, relocation, or some other reason) and assure your mentee that the reason you need to stop has nothing to do with him/her.

Go Deeper
▪ Consider having your mentee shadow you at work for a day.
▪ Arrange an Internship at your company for your mentee. Check in regularly and follow their progress.

Career Mentoring is a Career Exploration activity in which a student is matched one-on-one or in small groups with an adult professional to explore potential careers and related educational issues.

Career mentors serve as a resource for NYS P-TECH students by sharing insights and providing guidance about the workplace, careers and education through formal and informal meetings organized at the school, in the workplace or online.

> **Grade Level:** Begins in the 9th grade and continues to graduation
> **Employer/Student Ratio:** Typically 1 to 1. May vary by school.
> **Duration:** Minimum one-year commitment
> **Frequency:** Initially monthly (varies over time)
> **Location:** Primarily at the school
> **Costs:** Staff time
> **Special Considerations:** Comply with school policies

Why is Career Mentoring important for students?
- Research shows that career mentors help students stay in school, stay focused and pursue their goals.
- A career mentor lets a young person know that someone cares, that they matter and can have a bright future.
- A career mentor can help a young person see the connection between what they learn in the classroom and the real world.
- A career mentor can help a mentee better communicate with and relate to adults.

What are the benefits to my company?
- Exposes potential future workers to job opportunities and careers with your company.
- Exposes students to the skill needs, educational requirements and career opportunities in your industry.
- Promotes an understanding of the role and contributions of your business in the local economy.
- Introduces P-TECH and its students to your employees and co-workers.
- Helps your employees understand how to communicate with the next generation of workers.
- Provides a way to introduce and engage multiple employees with your commitment to P-TECH and connect your company with the community.

What do I need to do next?
- Contact your P-TECH coordinator.
- Arrange for a presentation to your employees.
- Consider any impacts on company policy.

Resources
- Visit www.ptech.org for materials that support successful Career Mentoring initiatives.
- Distribute the *Employer Tip Sheet: Career Mentoring* to interested employees.
- Review *Employer Options: P-TECH and Your Company* to learn more about how to get the most out of your partnership with P-TECH in your community.