

# Career Awareness Toolkit



# RELEVANCE

Link students' career aspirations with their educational goals.

## Strategy

- Provide opportunities for students to learn about a wide array of careers.

## Measurable Objective

- Increase engagement of community and business partners in college and career readiness events and learning opportunities.



**DOWNLOAD PRINT-AND-USE RESOURCES:** [bit.ly/22vNs2d](http://bit.ly/22vNs2d)

*Look for the printer icon and purple text throughout the toolkit!*

- Presenter Invitation & Registration
- Surveys
- Student Passport
- Presenter Information
- Presenter/Volunteer Thank You
- Presenter Table Pennants & Nametags
- Flyer
- Presenter Spreadsheet
- Activities:
- Name That Job
- Building a Career Pathway
- Career Photo Booth
- Pre-Carnival Lesson Plan
- Carnival Activities

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***Adapted with permission  
from Oregon GEAR UP  
([oregongearup.org](http://oregongearup.org))  
Games and Activities Toolkit***

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# Career and College Events

## WHAT THE RESEARCH SAYS

Studies report that understanding the link between education and career aspirations may have the single largest impact on an individual student's likelihood of completing college. In fact, high-school graduates who expect they will need a college degree for the career they are interested in are more than six times as likely to earn their bachelor's degrees. Students who understand the relevance of a college education to their career interests are also more likely to be academically prepared for college and career

### CHOOSE YOUR EVENT

Consider your audience, the purpose of the event, and your budget when deciding what type of event to hold. Events should be grade-level appropriate and build on each other from 7th-12th grade.

#### Career Guest Speaker

**Audience:** Middle-and high-school students

**Effort:** ★★☆☆

**Timing:** During the school day

**Bonus:** Can be held on one day or spread throughout the school year

#### Career and College Fair

**Audience:** Middle-and high-school students

**Effort:** ★★☆☆

**Timing:** During or after the school day

**Bonus:** Reach many students and parents at once

#### Career and College Carnival

**Audience:** Elementary and middle-school students

**Effort:** ★★☆☆

**Timing:** During or after the school day

**Bonus:** Reach many students and parents in a fun atmosphere

### THINK BROADLY

Try to have a range of presenters that represent a range of the career skill sets, as well as jobs that require different types of degrees

### CAREER SKILL SETS

- Agriculture, Food, Natural Resources
- Architecture, Construction
- Arts, Audio/Video Technology, Communications
- Business Management, Administration
- Education, Training
- Finance
- Government, Public Administration
- Health Science
- Hospitality, Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections, Security
- Manufacturing
- Marketing
- Science, Technology, Engineering, Math



### DON'T GO IT ALONE!

Recruit a team of parents, teachers, students, and even community members or business leaders to serve on the planning committee.


# Before & After

Career and College Days are most effective when paired with opportunities both before and after the events to explore interests, career options, and the requisite education. Prepare students before the event and then reinforce learning outcomes with further exploration in class, job shadows, internships, or other activities.

## EXPLORE INTERESTS & CAREERS

Consider using one of the online resources below in conjunction with the students' College Access Plans, [Building a Career Pathway](#)  worksheet or [Name That Job](#)  activity.



The [Career Photo Booth](#)  can also be done as a fun, interactive activity in class before or after an event, or done as part of a College and Career Fair or Carnival.

### ► Career Exploration Evaluation Tools and Resources

- GEAR UP Maine's Aspirations Survey (talk with your Regional Facilitator)
- [Ways to connect to businesses in your community](#)
- [Student Guide to Job Shadows](#)
- JMG Career Maps
- [Virtual Job Shadow](#)
- Choices
- Career Cruising
- [Destination Occupation](#)
- Naviance
- [RIASEC Inventory](#)
- [SAT/ACT Guide to Internships for High School Students](#)
- Post career visit [survey](#)

## QUESTIONS FOR PROFESSIONALS

Students should also be prepared with appropriate questions for presenters. Encourage students to brainstorm questions, using the list below for guidance. Discuss appropriate etiquette and behavior, as well.

- What kind of degree or certificate do you have?
- From which college or program did you graduate?
- What do you like/dislike about your job?
- What is a typical day for you?
- How did you decide this was the career for you?
- What can I expect to earn as a beginner in this field? What is the average mid salary?
- What other careers could I have with your degree?
- Will I need to go back to college and receive more degrees or training in this career?
- How do you see jobs changing in this field in the next five years?
- If you could go back, would you change anything about how you reached where you are now?
- What classes should I take in high school to be prepared for this field?
- What advice can you give me about this field?

# Career Guest Speaker

## WHAT TO DO

Invite local businesses and community members to share their story—how they got into their chosen fields, education requirements for their professions, and what a typical day at their jobs entails.

## HOW TO DO IT

Have one classroom/presenter with a school staff member on hand. Have students choose the careers they wish to hear about and rotate to different rooms after short (15-20 minute) presentations.

Alternatively, have one presenter come during the lunch hour each month and invite interested students to attend.

Another option is to have virtual presenters using free video-chat software.

### **PIZZA WITH A PROFESSIONAL**

Students can sign up to participate in lunch-time conversations with local community members from a variety of career fields. A popular program, it's a low-effort, low-cost way for students to learn about different occupations.

## CAREER GUEST SPEAKER CHECKLIST

### The month or two before:

- Contact community businesses with **Presenter Invitations** 📄
- Find a location to host event
- Advertise the event with **Posters** 📄
- Prepare students
- Plan food and beverage if applicable

### The week or two before:

- Send **Presenter Information** 📄 with times, parking, directions, etc.
- Remind students
- Print **Surveys** 📄

### The day of:

- Go over expectations with students, have them think of questions to ask
- Welcome/reassure presenters
- Ask questions if students are silent
- Have students thank presenters and fill out surveys
- Debrief with presenters; fill out surveys
- Take photos and have fun!

### The next day:

- Send **Presenter Thank You** 📄
- Review surveys
- Reinforce learning outcomes with exploration in class, job shadowing, internships, or other activities

# Career and College Fair

## WHAT TO DO

Local businesses, community members, and colleges set up tables/booths in a central location to talk to students and parents who are interested in their field or programs.

## HOW TO DO IT

Group similar businesses near each other, organized by career pathways. Provide students with a “passport” that they must fill out during the fair that connects degree programs with careers.



### REVERSE CAREER FAIR

RSU 59 (Madison) and RSU 74 (Carrabec) students participate in a Reverse Career Fair hosted by their JMG classes. Students explore careers and complete a job shadow before the event. During the event, students present the careers to community members.

## CAREER & COLLEGE FAIR CHECKLIST

### Two to three months before:

- Contact businesses and colleges with **Presenter Invitations & Registration** 📄 & keep track of who’s coming with **Presenter Spreadsheet** 📄
- Find a location to host event
- Advertise the event with **Posters** 📄
- Prepare students
- Plan food and beverage if applicable

### The week or two before:

- Send **Presenter Information** 📄 with times, parking, directions, etc.
- Remind students
- Print **Nametags** 📄, **Pennants** 📄, table assignments, **Passports** 📄, **Surveys** 📄, stickers

### The day of:

- Go over expectations with students, brainstorm/write questions
- Welcome/reassure presenters
- Give orientation, have students fill out passports and surveys
- Debrief with presenters; surveys
- Take photos and have fun!

### The next day:

- Send **Thank You** 📄 to presenters
- Review surveys
- Reinforce learning outcomes with exploration in class or other activity

# College and Career Carnival

## WHAT TO DO

Provide games and activities for students to learn the importance of college, how to pay for higher education, and the kinds of jobs they might be interested in.

## HOW TO DO IT

Start students (and families) thinking early about college and what it takes to get there. Prepare students ahead of time with key information and samples of activities. Have a variety of booths with different activities (each with a key concept about careers and colleges) for participants to rotate through in a fun and festive environment.

### ► GAMES & ACTIVITIES TOOLKIT

Games can introduce or reinforce college & career topics in engaging ways. Use our toolkit to learn how to use them strategically in your work with a variety of audiences. Includes sample activities with instructions and questions.

[oreqongearup.org/resources/games-activities-toolkit](http://oreqongearup.org/resources/games-activities-toolkit)



## CAREER & COLLEGE CARNIVAL CHECKLIST

### The month or two before:

- Recruit volunteers: consider using high school students, community businesses, parents, and teachers
- Find a location to host event
- Advertise the event with **Posters** 📄
- Prepare students using the **Pre-Carnival Lesson Plan** 📄
- Plan food and beverage if applicable
- Plan childcare if applicable
- Prep **Carnival Activities** 📄 and print/borrow/buy items and prizes as needed

### The week or two before:

- Send reminders to volunteers with times, parking, and directions
- Remind students and parents
- Print **Surveys** 📄

### The day of:

- Go over expectations with students
- Debrief with volunteers; fill out surveys
- Take photos and have fun!

### The next day:

- Send **Thank You** 📄 to volunteers
- Review surveys
- Reinforce learning outcomes with exploration in class or other activity

# EXPLORING CAREERS CALENDAR

Plan the scope and sequence for career exploration across grade levels including classroom preparation, assignments, and special events like guest speakers.

	7th	8th	9th	10th	11th	12th
FALL						
WINTER						
SPRING						



# SMART Goal Options

1. 100% of students in (grade level) will explore careers in Maine’s Career Maps by (date) as evidenced by (presentation/brochure/video broadcast/ etc.) on X number of Career Clusters.
2. 100% of students in (grade level) will explore careers in FAME’s College Maps by (date) as evidenced by (presentation/brochure/video broadcast/ etc.) on X number of Colleges.
3. 100% of students in (grade level) will explore College Awareness of college preparation, selection, admissions, financial aid, and other critical steps for college entry by (date) as evidenced through participation in X number of activities in the Games and Activities Toolkit.
4. X% of students will make connections to local businesses and careers by participating in a job shadow as evidenced by the Job Shadow checklist.
5. X% of students (in grade) will identify career interests by (date) as evidenced by completion of the RIASEC inventory.
6. X% of students in (grade) will participate in an internship by (date) as evidenced by the Post Career Visit Survey.
7. X% of students will learn about College and Careers by (date) as evidenced through participation in a (College and Career Fair/Reverse Career Fair/ Career Expo/Trades Day etc.) event.

S	M	A	R	T
<b><u>Specific</u></b>	<b><u>Measurable</u></b>	<b><u>Achievable</u></b>	<b><u>Relevant</u></b>	<b><u>Time-bound</u></b>
<ul style="list-style-type: none"><li>- State what you'll do</li><li>- Use action words</li></ul>	<ul style="list-style-type: none"><li>- Provide a way to evaluate</li><li>- Use metrics or data targets</li></ul>	<ul style="list-style-type: none"><li>- Within your scope</li><li>- Possible to accomplish, attainable</li></ul>	<ul style="list-style-type: none"><li>- Makes sense within your job function</li><li>- Improves the business in some way</li></ul>	<ul style="list-style-type: none"><li>- State when you'll get it done</li><li>- Be specific on date or timeframe</li></ul>

# Maine School's Best Practices

- [SAD 33 Wisdom Career Day](#) - all day- 30 Min sessions student rotate through careers that interest them. Grades 7-12
- **RSU 9 Mt. Blue Career Expo** - all day - over 70 postsecondary and career representatives located throughout the school for demonstrations and discussion. Grades 7-12
- [RSU 58 Mt. Abram Trades Day](#) - half day - postsecondary and career representatives from the trades are located in the gym. Students visit areas of interest to them. Surveys are completed providing feedback of what they learned. Completed surveys are collected for door prizes.
- **RSU 59 Madison and RSU 74 Carrabec JMG Reverse Career Fair:**  
After students have researched a career including employment projections and completed a job shadow, they present the career to community members.
- **RSU 3 Career Day:** Do a Yearly Fair with great partners

