



Oklahoma Business Leader,

Thank you for your interest in participating in Oklahoma's first statewide Career Exposure Week. The week is designed to introduce Oklahomans to careers in businesses and industries vital to the state's economic systems and critical occupations. Through events across the state, we will: empower business and industry to engage with students, educators, parents and others; promote in-demand and hard to fill occupations; draw attention to the role business and industry play in communities; and change misconceptions about some of Oklahoma's jobs and industries.

As a business leader, you know the importance of growing Oklahoma's skilled workforce. Through my Oklahoma Works initiative, we are working to better align education and training with workforce development. Your participation in these efforts is vital to closing our state's skills gap. We look forward to your collaboration in Career Exposure Week and participating in events that showcase the diverse business and industry Oklahoma has to offer.

Sincerely,

Mary Fallin
Governor

Natalie Shirley
Secretary of Education and Workforce
Development

Oklahoma Career Exposure Week Business Toolkit

November 13-17, 2017

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IN-SCHOOL EVENTS

Option 1: Participate in a Career Fair (In-School or Virtual Career Fair)

Career fair events offer students the opportunity to learn about careers. Professionals from diverse industries visit with students to create a better understanding of different career options, and inform students about the qualifications and education requirements to enter and advance in various careers. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 1-4 hours

Recommended Age Group: 6-12th grades

Sample Talking Points:

- Describe the types of jobs in your business/industry
- Inform students about the projected growth of high-demand jobs
- Describe the skills needed for jobs at your business/industry (e.g. STEM, etc.)
- Discuss the types of education and training required for jobs in your business/industry
- Inform students about growth opportunities from entry-level positions to management/leadership roles
- Showcase internships, apprenticeships, tuition assistance programs, and other initiatives

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

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IN-SCHOOL EVENTS

Option 2: Be a Guest Speaker or Participate in a Career Panel

Business professionals interact with students to create a better understanding of the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in a career. Businesses will promote opportunities at their company and/or within their industry.

Time Commitment: 30 minutes - 1 hour

Recommended Age Group: K-12th grades

Sample Presentation Talking Points:

- How they came to be in their profession
- What they like about their job
- What training or education they had to complete
- What are the daily activities of their job
- How things being learned in the classroom are used in jobs every day (e.g. Math)
- What other types of jobs and activities are done within their field, industry or company
- Why students should work at their business or in their industry

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

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AT-BUSINESS EVENTS

Option 1: Host a Job Shadow Event at Your Business

Hosting a job shadow event allows businesses to generate interest in demand occupations and showcase career opportunities. Businesses hosting job shadow events offer students a unique opportunity to visit a professional environment, interact with professionals in their field of interest, better understand the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in their field of interest.

Time Commitment: 2-5 hours

Recommended Age Group: 9-12th grades

Sample Agenda:

- 8:45 a.m. Students arrive
- 9:00 a.m. Welcoming Remarks
- 9:15 a.m. Career Panel Presentation
- 10:00 a.m. Students Introduced to Company Mentors
- 10:00 a.m. Students Shadow Mentor and/or Tour Facility

Potential Outcomes:

- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

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AT-BUSINESS EVENTS

Option 2: Host a Student Tour of Your Business

Students will have the opportunity to visit a professional environment, interact with professionals, better understand the daily tasks of an occupation, and learn about the qualifications and education requirements to enter and advance in careers.

Time Commitment: 1 hour

Recommended Age Group: K-12th grades

Sample Activities:

- Guide students, educators, parents and others through a tour of your facility
- Discuss the various types of careers within the business
- Describe the skills, training and education required to qualify for various jobs within the business
- Highlight the daily activities of various jobs within the business
- Showcase internships, apprenticeships, tuition assistance programs, and other initiatives

Potential Outcomes:

- Attract talented students to internships, apprenticeships and job opportunities
- Educate students on the education and training needed for demand jobs
- Promote careers in business/industry
- Change public perceptions about industry
- Raise awareness and interest in demand jobs
- Inform educators and academic advisors about career opportunities in business/industry

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COMMUNICATIONS AND PROMOTION

Sample Social Media Posts

Twitter

- Excited to participate in @GovMaryFallin & @OklaWorks first statewide Career Exposure Week! #MyFuture
- Career Exposure Week is a great opportunity to talk to Okla students about demand jobs in our industry #MyFuture @OklaWorks @GovMaryFallin
- Proud to partner w/ @GovMaryFallin & @OklaWorks to teach students abt career opportunities & skills needed to succeed in good jobs #MyFuture
- Students from <INSERT SCHOOL NAME> are touring our facility today to learn about in-demand careers #MyFuture #CareerExposureWeek @OklaWorks
- Talking to students today at <INSERT SCHOOL NAME> about career opportunities in our business & industry #MyFuture #CareerExposureWeek

Facebook

- We are proud to join @GovernorMaryFallin and @OklaWorks in the first ever statewide #CareerExposureWeek. Students from <INSERT SCHOOL NAME> toured our facility today to learn about our industry and the great career opportunities available. #MyFuture
- We are proud to join @GovernorMaryFallin and @OklaWorks in the first ever statewide #CareerExposureWeek. Today we visited with students at <INSERT SCHOOL NAME> to talk about what we do, in-demand job opportunities, and the skills needed to enter and success in our industry. #MyFuture

**** SHAREABLE IMAGES CAN BE DOWNLOADED AT:**

<https://www.dropbox.com/sh/g11cb0qzglm4r8x/AABoHcicQ-YwsdV68kSoN6o-a?dl=0> **



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COMMUNICATIONS AND PROMOTION

Sample Press Release

FOR IMMEDIATE RELEASE

<INSERT COMPANY NAME> Exposes Students to Local Careers

<INSERT COMPANY NAME> is opening its doors to students from <INSERT SCHOOL NAME> to showcase in-demand and hard to fill occupations in the <INSERT INDUSTRY>. The event is part of the Oklahoma's first statewide Career Exposure Week.

"There are a lot of interesting, good-paying careers out there that some people have never even heard about," says <COMPANY SPOKESPERSON, TITLE>. "We want to show students the kinds of jobs we have available in our industry so they can make choices about the kinds of skills, training and education they may need to enter and succeed in jobs in high-demand in our region."

Recent information from the Oklahoma Office of Workforce Development shows the <INSERT REGION NAME> is facing a XX% skills gap between the skills and education the local workforce has and what will be needed to meet workforce demands in 2025. ([Find data to fill in blanks here](#))

Students will tour <INSERT COMPANY NAME>'s facilities to learn about their business and industry, see the daily activities of various careers, and better understand the wages and growth potential of jobs in the region.

"Exposing students to different careers helps them better understand personal interests and aptitudes," says Governor Mary Fallin. "Our state has many good jobs available in industries vital to growing our state's economy. We need to help Oklahomans find the right pathways to those careers."

Oklahoma Career Exposure Week is an initiative of Oklahoma Works. The week is designed to introduce Oklahomans to careers in businesses and industries vital to the state's economic systems and critical occupations.

For more information about Career Exposure Week, visit: www.oklahomaworks.gov/careerexposureweek.

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About <INSERT COMPANY NAME>
<INSERT COMPANY INFORMATION>

About Oklahoma Works:

Oklahoma Works is an initiative of Governor Mary Fallin to align resources, education, training and job opportunities to build Oklahoma's workforce.



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EVALUATION

Sample Post-Event Survey

Please indicate how strongly you agree or disagree with the following:

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. I am more aware of jobs in local and regional business and industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I am more convinced the business and industry provides careers that are interesting and rewarding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I am more motivated to pursue careers in the business, industry and/or in demand and critical occupations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I am more likely to tell my friends, family, parents or colleagues about business and industry after attending shadow day event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Comments:				