



VIRTUAL EMPLOYER SHOWCASE

This experience is meant to provide a brief introduction to a business and then take a closer look at various careers within the business. There are three stages of this experience: (1) video introduction from company owner/CEO/President describing the business and briefly highlighting various careers within the business, (2) video showcase of at least one career within business by employee(s) working in that career; and (3) live Zoom with employee(s) working within the showcased career(s).

CEW Standards	13.1.A, B, D; 13.2.E
Recommended length:	10 minutes for CEO introduction to business and career opportunities within it; 15-30 minutes for each career showcase; 15-30 minutes for Zoom with employee
Recommended frequency:	Per teacher discretion
Recommended # of employer participants:	One to do the introductory video (preferably CEO/President/Owner) and one representing each of the featured careers
Targeted students:	6-12 graders to view introductory video; students interested in pathway/career to view career-focused videos and participate in follow-up Zoom with employees
Recommended Student Preparation/Follow-Up (in addition to evidence/artifacts teachers require):	Revisit personal “Academic Career Plan” if in place
	<p>Prior to experience taking place, preparation may include:</p> <ul style="list-style-type: none"> • Review of five state-designated career pathways • Research local industry and the services they offer related to career pathway of interest using online and print resources, etc. • Review ECCPA Career Pathway flyers focused on Erie County In-Demand Occupations • Research featured company • Write report
Educator Preparation/ Logistics:	<ul style="list-style-type: none"> • Utilize Career Street to initiate the experience. • Show general employer overview video to entire class • Identify students interested in featured pathway/careers • Utilize Career Street to have interested students watch career showcase videos of interest

	<ul style="list-style-type: none"> • Have students prepare questions for Zoom with employees representing careers of interest to students. • Utilize Career Street to schedule Zoom with employee(s) representing careers of interest to students. • Clearly communicate logistics and general student participation information (number of students interested in career being featured, etc.) to employers. • Moderate the Zoom Q & A session between students and employees representing careers of interest to students. • Write thank you note(s) to employer participants after the experience.
Employer Preparation/Remarks:	
	Identify careers to feature, recruit employee participation.
	Incorporate visual or hands-on activity into video presentation, when possible.
	Introductory video should be general overview. Each additional video should focus on a different career within the business.
	<p>What to cover in the overview video:</p> <ul style="list-style-type: none"> • Description of industry • Description of company • Products/services provided by company • Careers within company • Earning potential of various careers • What makes employees successful within company <p>What to cover in the career showcase videos</p> <ul style="list-style-type: none"> • Description of job duties • Skill sets commonly required to perform well on job • How to prepare for career? (high school courses, related activity, post-secondary education/training?) • What do you like about the job and company? • What is the work environment like? • What is the mobility like at this employer/in this position? • Advice for students interested in this type of career
Additional Logistics:	Ensure adequate email dialogue between teacher and employer contact(s) prior to event so all goes well the day(s) of the live chats