

Industry Overviews for Educators

Purpose

- To provide educators with an overview of a particular industry and how that industry might relate to their classroom/curriculum.
- To learn about positions which are not immediately obvious within a business.
- Gain an awareness of all aspects of an industry, when possible.

Allotted Time Typically ½ or 1 day, possibly offered several different times during the summer.

Typical Schedule 8:30-12:00 for half-day workshops
8:30-12:00 and 1:00-4:30 for full day workshops (or for two companies)

Sample Agenda

- Overview of company
- Tour of facility
- Services offered and/or products produced by the company
- Percentage of job applicants turned away and for what reasons
- Skills considered “basic” for the organization
- Characteristics desired in entry level employees; work ethic concerns
- Types of positions of employment; typical salary ranges
- Information on how subjects (learned in school) such as math, English, science, and social studies is used in the company
- Expectations regarding work, attendance, punctuality, quality, etc.
- Level of education required for various positions
- Technology skills required
- In-house training provided for employees and/or tuition assistance or reimbursement offered for continued education.

Sample Introductory Memo

To:
From:
Date:
Subject:

(Hosting entity) is striving to help students make connections between school and careers. Most students see no relation between what they are learning in school and how that information is used in a career. Many of the staff members cannot help create those connections because they have never worked in business or industry. One way we are trying to address this situation is by offering opportunities for staff to visit the business world.

If your company is interested in hosting a group of area educators, please choose a date(s) convenient for your company during the month of June. Determine if educators will receive more benefit from a half-day or full-day session. Typically, the workshops begin at 8:30 a.m. and end at 12:00 for a half-day workshop or begin at 8:30 a.m. and end at 4:30 p.m. for a full-day workshop. Staff members receive either 3 ½ or 7 hours professional development credit for the time spent.

Companies usually choose to offer an orientation session, followed by a tour, with an opportunity to visit with employees when possible. Below are suggestions for information your company might provide:

- Services offered and/or products produced by your company
- Percentage of job applicants turned away and for what reasons
- Skills considered “basic” for the organization
- Characteristics desired in entry level employees; work ethic concerns
- Types of positions of employment; typical salary ranges
- Information on how subjects, learned in school, such as math, English, science, and social studies is used in your company
- Expectations regarding work, attendance, punctuality, quality, etc.
- Level of education required for various positions
- Technology skills required
- In-house training provided for employees and/or tuition assistance or reimbursement offered for continued education.

Please complete the attached form and return it to me by *(fax/email)* at *(number or address)* by *(date)*. If you have any questions please call me at *(number)*.

Sample Form

Fax

To: *(Insert name of person form to receive form.)* From: _____

Fax: *(Insert fax number of person to receive form.)* Pages: _____

Re: _____ Date: _____

EDUCATOR TOURS OF BUSINESS AND INDUSTRY

Business Name: _____

Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____

Email: _____

_____ **Our business does not wish to participate at this time.**

_____ **Our business will host educators on the following date(s):**

Date of Tour(s): _____ Number of persons: _____

Please check one: Full day session _____ **or** Half Day Session: _____

Morning: _____ **or** Afternoon: _____

Very briefly, please describe what commodity or service your business provides.

Directions to your business.

Where should participant park?

Room or building where participants should meet:

Confirmation will be sent after registration is complete. Thank you for this wonderful opportunity.

Sample Company Confirmation Letter/Email

Dear _____,

This is a confirmation for the Educator Tour scheduled at <Company Name> on <Date> from <Time>. Attached is a list of participants who have registered for these workshops. The teaching assignment and campus of the educator are also listed so you have an idea of the variety of people who will be attending. Remember that these teachers are under no obligation to attend staff development workshops, so there may be some no-shows.

Enclosed are the workshop Certificates of Attendance and evaluation forms. Please make sure that each participant fills out an evaluation form and receives a Certificate of Attendance.

If you have any questions, please contact my by phone at <number> or email at <address>.

Sincerely,