

# Program Description for Industry and Business

- ❑ 50% of students would **seriously consider** a specific career after a visit
- ❑ 90% of students learned something **new** on a visit, and
- ❑ 30% wanted more information on how to **remain engaged** and learn more

CareerTrail.org recommends 7-10 career visits between 6<sup>th</sup> and 12<sup>th</sup> grade.



Schools are striving to develop citizens who are physically, mentally, and emotionally fit; have a high degree of independence, demonstrated by such qualities as initiative, courage, and resourcefulness; have positive personal character; have the desire and skills to help others; understand the principles of global social, economic, and government systems; are knowledgeable about and take pride in their American heritage and understand our nation's role in the world; have a keen respect for the basic rights of all people; and are prepared to participate in and provide leadership for a global society.

The program is designed to reinforce career skills in *various* areas, such as critical thinking, behavior analysis, financial impact, conflict resolution, problem solving, workplace expectations, and communication skills.

## Goals of a Career Visit – The Student

The visit takes the students through a step-by-step, developmental, decision making process, helping each student become aware of his or her own strengths and unique traits. The program provides the students with a role model discussion, and gives each student an opportunity to learn the relevance of education and the necessity of staying in school. It enhances the students' awareness of what they need to learn in order to become productive members of society and discover steps professionals took to become successful. The program also provides the students with examples of moral and ethical choices in the working world, as well as a practical, pragmatic discussion on the specific path to success.

Each student will receive a career check sheet prior to each visit as well as a certificate (diploma) of completion at the end of the program.

## Goals of a Career Visit – The Business ("Host(s)")

The visit will offer a unique opportunity for the industry leader ("host(s)") to represent a particular profession and business brand. You will have a chance to make a lasting impression on one or many student relative to your professional success as well as related moral, ethical, and financial implications. While no two career paths are identical, successful people share common traits. The "host(s)" will be in a position to reinforce the importance of a formal or trade education, the application of the entrepreneurial spirit in the workforce, as well as your specific company values.

In support of your market goals, career visits are meant to provide students with your organization's desired competitive and strategic positioning in the market vis-a-vis specific competitors or industry trends.

Each business will receive a program check sheet prior to each visit as well as a certificate (diploma) of completion at the end of the program.



Learn more at:



**CareerTrail.org**

"When I grow up, I want to be"