



EMPLOYER'S

WORKSITE TOUR TOOLKIT

A step-by-step manual to plan
a highly-effective worksite tour

Created by the Community Center for Education Results and Challenge Seattle

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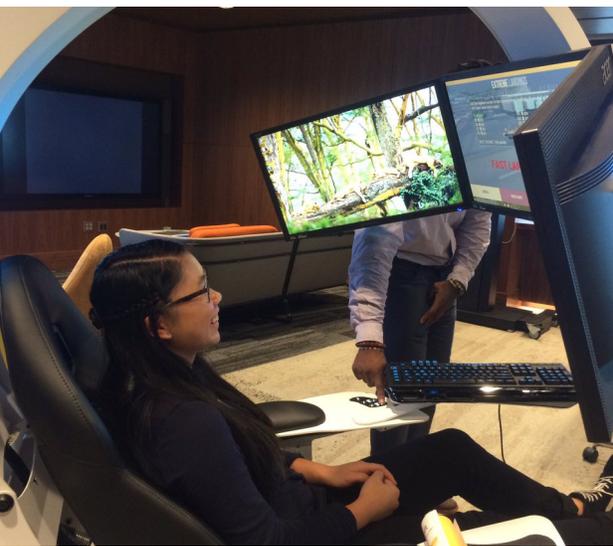
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WHO WE ARE

About the Community Center for Education Results and the Road Map Project

The Community Center for Education Results (CCER) is a nonprofit that supports the **Road Map Project**, a community-wide effort to dramatically improve student achievement from cradle through college and career in South King County and South Seattle. The project facilitates coordinated action, both inside and outside schools.

The Road Map Project focuses on seven school districts: Auburn, Federal Way, Highline, Kent, Renton, Seattle, and Tukwila. There are 124,948 students in the increasingly diverse Road Map Project Region:

- 70% students of color (87,857)
- 56% low-income students (70,538)
- 20% English language learners (25,575)

The Road Map Project's goal is to eliminate the opportunity and achievement gaps impacting children of color and low-income children in South King County and South Seattle, and for 70% of the region's youth to earn a college degree or career credential by 2030. Worksite tours are a way employers can help the Road Map Project achieve its goal by making college and career accessible for South Seattle and South King County students.



Challenge Seattle Partnership

Challenge Seattle is an initiative led by CEOs from 17 regional companies and organizations and former Governor Christine Gregoire. The group was formed to ensure Seattle thrives as one of the most innovative, vibrant, and globally competitive regions in the world. One of Challenge Seattle's primary goals is to provide the region's children the opportunity through education to compete for Washington's jobs of the future.

The Road Map Project has partnered with Challenge Seattle to give high school students up-close exposure to some of the Puget Sound region's largest employers through worksite tours.



WORKSITE TOUR TOOLKIT

ABOUT THE TOOLKIT

A step-by-step manual for employers to plan a highly effective worksite tour, filled with examples of best practice.



Navigating the Toolkit

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START

Overview of worksite tours



> OVERVIEW OF WORKSITE TOURS

Making the case to your leadership for support

Welcome

Welcome to the Worksite Tour Toolkit for Employers. This resource will help you plan a high-quality worksite tour at your workplace. Examples of best practices are included throughout the toolkit to help with planning. Worksite tours help students understand the education and skills they need to prepare for their futures through exposure to career opportunities. Thank you for your interest.

Who can host a Worksite Tour?

Worksite tours provide a valuable experience for youth to see a company, organization, institution or agency. Whether you work in the private sector or the public sector, at a large global company or a small local nonprofit, all workplaces can host young people and create a valuable experience that highlights the career opportunities in their community. For the purposes of this toolkit, we use the term “company” to encompass all of these types of workplaces.

What is a Worksite Tour?

A worksite tour is a field experience in which high school students visit a company and have the opportunity to:

- Learn what a company does (for example, what a company produces, what services it offers or what is its mission)
- Hear about the professional and educational experiences of employees
- Participate in a work-based problem or activity
- Interact with employees and ask questions

The Case for Change

Seventy percent of jobs in Washington will require postsecondary education by 2020, yet only about 31% of the state’s students go on to earn a 2- or 4-year degree credential by their mid-twenties. What’s more, there are unacceptable opportunity gaps by income and race/ethnicity. This gap is partially due to a lack of high-quality career-connected learning during high school.

CURIOUS TO SEE A WORKSITE TOUR IN ACTION?

Check out these videos of worksite tours at PATH and Smartsheet:

[KING5 Coverage of PATH tour](#)

[Smartsheet’s tour video](#)

70%

of jobs in Washington will require postsecondary education by 2020.

31%

of 9th graders in the Road Map Project region and Washington go on to earn a postsecondary credential by their mid-20s.

OVERVIEW OF WORKSITE TOURS

Making the case to your leadership for support

Why Worksite Tours Help Close the Gap

A student's academic foundation is important, but research shows many non-academic factors affect postsecondary attainment, such as: aspirations, motivation, goal setting and career and college awareness. Worksite tours can have an impact on many of these other factors and help close the college attainment gap for Washington students.

- When students think about and plan for their futures, they do better in school. Career-connected learning motivates students, linking their performance in school to long-term career goals.
- Worksite tours provide experiential learning opportunities in which students can hear about the education and career pathways of young professionals who've made the transition from school to the workplace. They provide a vision for what happens after high school. This can make the path forward relatable and add relevancy to school.
- Students' understanding of their career options are often limited by what they're exposed to and worksite tours can open doors to many careers they never knew existed.

Benefits to Employers

Worksite tours are not only an invaluable experience for students, but also for companies. They can be an opportunity for employers to:

- Engage with their employees across the company, particularly young professionals
- Excite youth about their company and position the company as a desirable place to work
- Create an opportunity for employees to practice presenting or "pitching" the company
- Learn more about the next generation of workers
- Build interest in their industry sector
- Learn more about the local school system and build connections to the community
- Support local students and help them prepare for college and career

WHAT STUDENTS SAY ABOUT WORKSITE TOURS:

- “ I liked how I got to hear about different ways to get a good job/ education and how engaging everyone was to help us in life.
- “ I was able to grasp what it is like to work outside of school. Actually seeing a real workplace. It was cool.
- “ Everything! I liked to learn about their jobs and how they got to where they are now. It sparked a lot of inspiration and motivation in me.
- “ I liked the student engagement and how it had us think about problems right now.

WHAT EMPLOYERS SAY ABOUT WORKSITE TOURS:

- “ I liked being able to interact with future leaders and seeing the creativity of the students. The program was organized ahead of time and clear with details and expectations.
- “ The presentations from the students were absolutely awesome. While it obviously pushed some students out of their comfort zone, it was great to get their view of the world and see them practice presenting to an audience.
- “ I enjoyed seeing the students engage with employees and ask questions (and be asked questions) about what working at our company is like.
- “ I loved the interactive activities. We got to move past icebreakers and build something together that we could be proud of. It was also great to showcase the wide variety of jobs at our company and interact directly with students.

STEP 1

Decide to host a tour



DECIDE TO HOST A TOUR

Understanding if worksite tours are right for your company

This section outlines the roles of different partners, as well as the time and resource commitments that go into hosting a worksite tour. This information can be used to help you determine if hosting a worksite tour is the right fit for your company.

Company Role

Companies hosting worksite tours commit to:

- Host a classroom of students (about 30 students and 5 chaperones) for a half-day field trip experience
- Create the program
- Recruit employees to participate during the worksite tour
- Book space
- Provide students with lunch

Staff typically involved:

- Lead or co-lead to coordinate the worksite tour
- Five or more employee volunteers on the day of the worksite tour

A company hosting a worksite tour should appoint one or two leads to serve as primary coordinators and points of contact for the worksite tour. It is important that the lead or leads are allowed flexibility within their jobs to support the visit and oversee preparations.

The best practices included in this toolkit for coordinating and designing worksite tours have been identified by employers and educators, but you can (if needed) make tweaks for your tours!



➤ DECIDE TO HOST A TOUR

Understanding if worksite tours are right for your company

Intermediary Role (Optional)

An intermediary can play a critical role in organizing worksite tours by helping to initiate relationships and create matches between schools and employers. Often school or district staff have limited capacity to go into the community and engage new employer partnerships. An intermediary can also coordinate logistics between school and company partners. Examples of potential intermediaries who could support worksite tours might include a local Chamber of Commerce or a nonprofit focused on career-connected learning or college access. These types of organizations are poised to have relationships with both schools and companies. While an intermediary may be helpful to share responsibilities, it is not required. All of the intermediary commitments listed below can be completed by school districts, individual schools or employers.

Intermediaries supporting worksite tours commit to school coordination in collaboration with school and/or district staff, including:

- Selecting participating schools
- Setting the worksite tour dates
- Working with schools on permission forms for students
- Booking transportation, such as school buses
- Training chaperones
- Evaluating tours
- Possibly covering costs such as bus rentals and snacks

Intermediaries also commit to recruiting companies and supporting them in executing their worksite tours, including:

- Matching companies with school partners
- Providing support during the planning process, including sharing activity ideas, providing insight on what is grade-appropriate, etc.
- Leading a short training to prepare employee volunteers
- Providing the names of student and chaperone a week before the visit to adhere to company security procedures

Staff typically involved:

- Employer liaison
- School liaison

AN EXAMPLE OF AN INTERMEDIARY:

Community Center for Education Results (CCER)

In Seattle and South King County, the Community Center for Education Results has supported the expansion of worksite tours by raising funding to pay for worksite tour costs like buses, and coordinating many of the logistics between companies and schools. CCER has the capacity to build and maintain relationships with employers, coach them through their worksite tour agendas and provide some training to prepare employee volunteers. This additional capacity can be helpful because school staff often have limited time and are not able to easily meet with employers or oversee so many logistics. The intermediary role can be particularly valuable when school districts are new to worksite tours or when trying to coordinate them for large cohorts of students.

➤ DECIDE TO HOST A TOUR

Understanding if worksite tours are right for your company

School districts that coordinate large numbers of worksite tours for their students without an intermediary typically have robust staffing capacity to support career field experiences and manage employer relationships. Titles of staff doing this work might include: career access manager, school to career coordinator, career and technical education manager, etc. Or, at the school level: career center staff, college and career specialists, or guidance counselors sometimes lead worksite tours.



District/School Role

School districts and schools are the primary partner for worksite tours and are key to ensuring student safety. Districts and schools coordinate worksite tours differently depending on their staffing capacity, but regardless of who completes the necessary work, partner schools:

- Conduct student outreach
- Negotiate permissions for students to miss class
- Obtain parent/guardian permission forms
- Review and prepare for medical needs of students
- Assign students to worksite tours based on career interests
- Recruit and prepare chaperones
- Hire substitute teachers to allow full-time teachers to serve as chaperones when necessary
- Prepare students before worksite tours and provide follow-up to reinforce learning and connect the experience to academic content
- Coordinate transportation, including bus loading and unloading



DECIDE TO HOST A TOUR

Understanding if worksite tours are right for your company

What is the Commitment?

As previously noted, in order to host a worksite tour, companies need a lead to serve as the primary contact and planner for worksite tours. It is important to gain the commitment of your company's leadership because the company lead will need to provide space and lunch for the students and recruit at least 5 additional employees to contribute 2-5 hours of their time on the day of the worksite tour.

The diagram below highlights the approximate time commitment and resource investment required to run a successful worksite tour. The company lead has the largest responsibility and should anticipate spending 20-40 hours on coordination of a worksite tour. Having another person supporting the planning can ease these hours for one person.

	COMMITMENT >4 months	PROGRAM >3 months	LOGISTICS >3 mo - 2wks	FINAL PREP 2wks - event	WORKSITE TOUR event - post event	
INVESTMENT	Planners (#)	1 - 2 people	1 - 2 people	1 - 2 people	1 - 2 people	
	Total hours for planners (#)	2 - 4 hours	5 - 10 hours	5 - 10 hours	5 - 10 hours	
	Participants (#)	--	--	--	5 - 20 people	
	Total hours for participants (#)	--	--	--	1 - 2 hours	
	Total cost (\$)	N/A	N/A	Lunch (~\$500) Swag TBD	N/A	N/A
WORKFLOW	Key Activities	Sign commitment letter	Finalize program agenda	Complete and return logistics form Complete logistics checklist	Finalize logistics email Staff training call	Execute event Debrief survey and event

ROLE DEFINITIONS

Planners: People in charge of coordinating the entire worksite tour, including designing the program, recruiting colleagues and managing logistics.

Participants: Employees who will volunteer their time on the day-of the tour to participate in the worksite tour program supporting panels, activities and tours of the workspace.

> DECIDE TO HOST A TOUR

Understanding if worksite tours are right for your company

Finalizing Your Commitment

Once you have determined that your company can host a worksite tour and on what date(s), it is valuable to have an agreement in place so that all parties are clear on their responsibilities. The person serving as the employer liaison role will share a confirmation form for the company lead to complete.

Sample Confirmation Form

Confirmation Sheet	
Company:	Tour Date:
<i>The following is an agreement between your company and the intermediary to support worksite tours.</i>	
Company's commitment to worksite tours: <ul style="list-style-type: none">• Host tour (on date above) from 9:30am – 1:00pm for 30 students, 5 chaperones.	
Company agrees to support the worksite tours by: <ul style="list-style-type: none">• Creating an agenda for the worksite tour that is engaging and informative for students• Recruiting additional employees to participate during the worksite tour• Booking the necessary space(s) for the worksite tour• Providing lunches for students and chaperones that includes vegetarian, dairy free, and gluten free options. Lunch should be 20-30 minutes with no additional programming• Providing employees participating in the worksite tour with the agenda, speaker tips, and student video (provided by intermediary) to prepare them for the worksite tour• Scheduling and hosting a 30-minute conference call training, led by the intermediary staff, for all employees who will be participating in the worksite tour	
The intermediary agrees to support the worksite tours by: <ul style="list-style-type: none">• Providing general support to the company during worksite tour planning process• Providing a list of the names of all students, as well as names of all the adult chaperones, one week in advance of the worksite tour (if requested)	

All of the sample documents in this toolkit are available for download at discoveruwa.org
> Resources > Worksite Tours

STEP 2

Develop your program



DEVELOP YOUR PROGRAM

Understanding if your team is ready to host a tour

This section helps you design your worksite tour program. Worksite tours typically run from 9:30 AM to 1:00 PM and are filled with activities to keep students engaged with their peers and company staff. Below are sample agendas, interactive activity ideas and worksite tour best practices.

Characteristics of High-Quality Worksite Tours

DURATION

- 3-4 hours long
- 30 minutes for lunch without programming
- 1-2 designated bathroom breaks

STUDENTS

- 30 or fewer high school students
- Students receive prep and follow-up in classes

CHAPERONES

- Minimum 1 chaperone per 10 students, ideally 1 chaperone per 6 students
- Chaperones must be school staff

PROGRAM

- Majority of time spent interacting or moving; limit “sit and listen” time to 15 minutes
- Include 1-2 interactive, hands-on activities

Agenda Development

As you develop your agenda, keep in mind the goal is to expose high school students to the career opportunities in their local economy and help them understand what education and skills they need to get there. Think about it this way: the students on worksite tours are prospective employees. Companies should think about how they can best present themselves. At minimum, each student should leave a worksite tour learning the following basic information:

- What the company does
- Key careers or roles in the company
- Types of education pathways their employees take
- The company’s culture, including what makes it exciting and fun
- Why a student would eventually want to work there

A TYPICAL WORKSITE TOUR AGENDA HAS FIVE PARTS:

- 1 Workspace Tour**
- 2 Interactive Activity**
(more details below)
- 3 Lunch**
- 4 Job Vignettes**
- 5 Debrief**

DEVELOP YOUR PROGRAM

Understanding if your team is ready to host a tour

Sample Basic Agenda

Once you have determined that your company can host a worksite tour and on what date(s), it is valuable to have an agreement in place so that all parties are clear on their responsibilities. The person serving as the employer liaison role will share a confirmation form for the company lead to complete.

TIME	ACTIVITY	DESCRIPTION
9:30 AM	Welcome	<p>Introduce your company to the students. Provide a basic overview that includes:</p> <ul style="list-style-type: none">• What your company does• Size and characteristics of the company• Array of jobs represented• Company culture• Etc. <p>TIP: <i>It is great if a leader within the company can welcome the students and do some of the introduction.</i></p>
9:45 AM	Tour	<p>Provide students an interactive tour of your workspace.</p> <p>TIP: <i>Do not just simply point out desks and offices, but describe what aspects of the company take place in different spaces and what the daily work looks like. For example, "this groups designs airplane wings, that means they spend a lot of time at the computer doing draft simulations but they also meet a couple of times a day with different members of their team to discuss XYZ. Occasionally they visit the air field during testing." Alternatively, employees that students meet on the tour can briefly describe their job and education path (max 2-minutes each).</i></p>
10:30 AM	Activity	<p>Develop an interactive activity or project related to your company for students to work on in small groups. General format might include:</p> <ol style="list-style-type: none">1. Background on the activity and how it relates to the company's work2. Collaborative work time3. Time for individuals or teams to share out <p>TIP: <i>Activity ideas are provided below, but consider having employees join the activity or breaking students into small teams. And don't forget to keep it fun!</i></p>

Continued on the following page >

DEVELOP YOUR PROGRAM

Understanding if your team is ready to host a tour

Sample Basic Agenda (continued)

TIME	ACTIVITY	DESCRIPTION
11:15 AM	Lunch	Lunch time should not include formal programming so that students can get a bit of a break and talk with their peers or informally interact with employees about what they're experiencing.
11:45 AM	Job Vignettes or Activity	<p>During job vignettes company staff—typically about 5—from different areas of the company talk about their careers and education path in both small and large group settings.</p> <p>Alternatively, you can do another interactive activity, or expand on the one you started before lunch.</p> <p>TIP: <i>While it's important that there are opportunities for students to learn from employees, employees should also learn about students. Speed networking questions can support exchange when students or employees are shy.</i></p>
12:30 PM	Debrief and Q&A	<p>Debrief the day with the students and ask them if they have any final questions about the company. Debrief questions might include:</p> <ul style="list-style-type: none">• What was the most interesting thing you learned today?• What classes or skills do you think you would use in a job here?• If a friend told you they were interested in working here, what would you tell them about what it's like to work at our company?
1:00 PM	Adjourn	

DEVELOP YOUR PROGRAM

Understanding if your team is ready to host a tour

Sample of Successful Company Agendas

Many companies have hosted high-quality worksite tours. View sample agendas for several companies at discoveruwa.org > [Resources > Worksite Tours](#):

- Amazon
- Expedia
- Madrona Venture Group
- Microsoft
- PATH
- Starbucks

Activity Development

A key aspect of a successful worksite tour agenda is including one or two hands-on activities to help students experience a company's day-to-day work. For example, students may be familiar with going to a retail store, but they may have never thought about all of the decisions, logistics and careers that go into the goods they see on the sales floor. Activities can be built around learning about business processes or having students lend their best thinking to solve a typical problem the company encounters.

When developing an interactive activity or project related, consider providing:

1. Background on the activity and how it relates to the company's work
2. Collaborative work time
3. Time for individuals or groups to share or present their work



DEVELOP YOUR PROGRAM

Understanding if your team is ready to host a tour

Successful Sample Activities



Madrona Venture Group: Students learned what a venture capital company does and worked in small groups to develop and pitch ideas to investors (in the style of the TV show, “Shark Tank”).



Nordstrom: Students are paired with customer service representatives during their calls and learned how representatives respond to problems raised by customers.



PATH: Student teams were given a set of supplies to develop a method for transporting vaccines while maintaining a consistent temperature.



Amazon: Students develop and offer product insights for new Kindle device.



Gates Foundation: Students learned about the grant-making process and participated in an exercise to select and award grants to community organizations.



Starbucks: Students learned about what it takes to bring a new beverage to customers and then developed and rolled out their own product: Beast Mode Frappuccino.

DEVELOP YOUR PROGRAM

Understanding if your team is ready to host a tour

Worksite Tour Best Practices

Every successful worksite tour incorporates the following five components:

1. Interactive Activities

Make tours engaging by creating interactive activities for students. This allows them to experience aspects of your company's work, not just hear about them. Students learn best by doing! Interactive activities can be even better when employees join students.

2. Workforce & Education Representation

Highlight a broad range of careers at your company and the educational and professional diversity of your employees' backgrounds. Include those with technical and 2-year degrees when possible.

3. Young Professionals and Employees from Diverse Backgrounds

Tap your young professionals and employees of color to participate in worksite tours. It is important for students of color and low-income students to see themselves and their experiences represented. Students also like to hear from near-peers because they are closer in age, and therefore, more relatable. It can be especially exciting for students to meet company staff that are alumni for their school or district.

4. Food and Breaks

Provide food and snacks. High school students get hungry and a good lunch allows students to focus and engage throughout the day. Students are typically low-maintenance—think about your favorite foods from when you were a teenager! Some students have dietary restrictions. You may not be able to address the needs of all students, but we recommend providing vegetarian and gluten-free options. You can also check with the intermediary or school staff coordinating your worksite tour to learn about dietary needs before planning food for your tour. Make sure to include break time on your agenda for students to eat and take a breather. High school students tend to eat lunch around 11 a.m. Also, don't forget to set aside some time for bathroom breaks. Incorporating some break time allows students to go in a group rather than be continually excusing themselves from the program.

5. Workspace Tour

Show off your work place. Students want to see your employees' office space to see every day work life in action. This is true even if you work in cubicles!



STEP 3

Prepare your team



➤ PREPARE YOUR TEAM

Recruiting and preparing volunteers to support the tour

After confirming the worksite tour date with the school and/or intermediary, the next step is preparing your employees. This section of the toolkit includes a sample training call agenda and tips for talking to high school students.

Recruiting

You're the company lead, but you can't do it all on your own! Get people on your team who are excited to participate in a worksite tour. As mentioned earlier, look to recruit people with a variety of jobs and educational experiences, as well as young professionals. It can be helpful to think of the groups inside the company that you want to focus on and target them. You may choose to do individual asks or conduct outreach at existing meetings, via company listservs or through your human resource department. Identifying a champion in different departments (e.g. public relations, finance, operations) in your company can help you recruit. Employee resource groups or affinity groups can be good avenues for volunteer recruitment as well.

Training

Before the day of your worksite tour, it is a good idea for all volunteers to go through a short training so that they are familiar with the agenda, understand their role and know what to expect. If there is an intermediary organization supporting worksite tour coordination, they may provide a training call. If not, it is recommended that the company lead conducts a conference call or in-person meeting to make sure the team feels prepared to host the tour.

30-MINUTE TRAINING CALL

Information shared during a typical training call include:

- Logistics confirmation
- Background information on the students visiting
- "DOs and DON'Ts" when hosting a worksite tour
- Tips for engaging with students
- Media and social media policy
- Question-and-answer session for employees

The training call should happen one to two weeks prior to the worksite tour and should be scheduled by the company lead.



PREPARE YOUR TEAM

Recruiting and preparing volunteers to support the tour

Sample Training Call Outline

Training Call Outline

- I. **Open**
 - Thank you to company employees – schools are very excited about this opportunity
 - Our agenda for the call:
 - a) Talk about the outcomes we are seeking for the students
 - b) Share some tips for talking with high school students
 - c) Answer any questions
 - d) Review Agenda

- II. ***Outcomes we are seeking for students***
 - **First**, we want students to learn about particular jobs – what do you do on a daily basis and how those jobs relate to what they are learning in class. We want to answer the age-old student question: “*Why do I have to learn x? I’m never going to use it?*” We’d like the speakers to help put that question in context.
 - Also, as part of learning about what you and your colleagues do on the job, we are seeking to showcase a range of jobs – so students don’t think there is only one type of job at [name of company].
 - **Second**, we want students to hear about your education journey. What did think was fun, challenging, and any lessons you learned along your education path. Many students will be interested to know in particular how you paid for college and if you worked while going to school at the same time.

PREPARE YOUR TEAM

Understanding if your team is ready to host a tour

Tips for Talking to High School Students

For some of your employee volunteers, it may have been a while since they attended high school or interacted with high school students, but they should not be nervous. Here are a few tips:

- **Be Yourself**
Don't feel like you have to put on a show. Bring your true self, and as much as possible share personal things about yourself from your past as well as your present. Saying things like, "I wasn't a good student", or "I really like music and it lead me to this career" make you relatable to students. Students would also be interested to hear what you like to do outside of work, what you care about, what your family is like, etc.
- **Try Your Best To Use Basic Language**
We often use a lot of technical terms, acronyms or jargon in our everyday work that students may not be familiar with. Make sure to explain terms like "the cloud," "public relations (PR)," or "graduate school." What do those words actually mean? Can you provide an example?
- **Share Your Pathway And Career Tips**
Students like to learn how you arrived at your current position. Many students are given the impression that they should know exactly what they want to do after high school so it can be helpful for them to hear from professionals how their aspirations might have changed over the course of their careers. In addition, students like to hear concrete tips on how to navigate college and careers. Whether it's networking advice or recommendations for accessing financial aid, all information can be helpful to them!
- **Welcome Students and Ask Them Questions**
Employers are often surprised by the shyness of students during worksite tours, keep in mind they are visiting a new place they are likely not familiar with. Engaging with students make them feel valued. It can also help you to better understand their interests to tailor the information you share.



WHAT STUDENTS SAY THEY WANT TO LEARN FROM EMPLOYEES:

What is their story—their career and education pathway? How did they get to where they are now?

What challenges have they overcome?

What is a typical day like at their work?

What did they want to be when they were a kid and is that what they do now?

What is something they accomplished at their job?

What impact does their job have on our society and how do they give back to the community?

What do they like and dislike about their job?

➤ PREPARE YOUR TEAM

Recruiting and preparing volunteers to support the tour

Tips for Talking with High School Students

Tips for Talking with High School Students

Speaker's goal:

- Spark students' interests in careers and education beyond high school
- Share your personal education and career journey
- Help connect your job skills to what students are learning in class
- Inspire students to want to work for your company in the future!

Orienting yourself to speak with high school students

Think back to when you were in high school. Remember what was important to you and the things you cared about most. Many of those same things are important today to middle and high school students, except now, many have instant access to information through technology and social media.

Speaker qualities important to high school students

- Someone who is real and comfortable presenting their true self.
- Someone who can connect on a personal level and is willing to share stories about

Coming Soon: Employee Training Video

In order to provide an additional training resource, CCER is in the process of developing student-led videos for employees to watch prior to their worksite tour. In the video, students will share their vision of a worksite tour, what to expect from high school students and their recommendations for employee volunteers. The video can be shown during training or shared via email. The training video will be available at discoveruwa.org > [Resources](#) > [Worksite Tours](#).

STEP 4

Finalize all logistics



➤ FINALIZE ALL LOGISTICS

Making sure everything is in order for the tour

There's a lot to keep track of for a worksite tour. It is important the company confirms logistics with the intermediary, school district or school. This section provides a checklist of items to consider as you prepare for the big day! It also provides a sample logistics confirmation sheet that ensures important information has been shared, such as bus drop-off location and emergency contact numbers for the company and school leads.

Pre-Planning: 3 to 4 Months Prior

- Confirm and schedule date(s) of worksite tour(s)
- Schedule room for approximately 30 students and 4 adult chaperones
- Recruit employees to participate in worksite tour as speakers, assist with activities, greeters
- Schedule executives to speak during worksite tour
- Accept confirmation letter

Confirmation of Logistics and Employee Preparation: 1 Month Prior

- Accept logistics letter (confirming details of worksite tour)
- Order lunches – note dietary restrictions
- Confirm speakers
- Schedule employees to participate in 30-minute training call
- Order company “swag” to hand out to students
- Receive list of names of students and chaperones from intermediary (if requested)

Day of Worksite Tour

- Host worksite tour
- Send employee volunteers the short follow-up online survey

FINALIZE ALL LOGISTICS

Making sure everything is in order for the tour

Sample Company Lead Worksite Tour Check List

Company Lead Worksite Tour Checklist	
Pre-Planning – 3 to 4 months prior	
<input type="checkbox"/>	Confirm and schedule date(s) of worksite tour(s)
<input type="checkbox"/>	Schedule room for approximately 30 students and 4 adult chaperones
<input type="checkbox"/>	Recruit employees to participate in worksite tour as speakers, assist with activities, greeters
<input type="checkbox"/>	Schedule executives to speak during worksite tour
<input type="checkbox"/>	Accept confirmation letter

Sample Worksite Tour Logistics Confirmation

Worksite Tour Logistics Confirmation	
Company	
Date of Worksite Tour	
Time of Worksite Tour	

Company Contact	
Name	
Email	
Cell	
Lead Worksite Tour Contact – Please do not contact the Lead Worksite Tour Contact prior to event;	

STEP 5

Execute the tour



EXECUTE THE TOUR

Preparing for what to expect on the day of your tour

It's the day of the event and the students are excited to meet you and you to meet them! This section includes final steps for the company lead on the day of your worksite tour as well as a sample multimedia policy and evaluation.

Final Steps

Pre-arrival:

Prior to the day, you will receive information and a phone number for the lead school or community contact that will be attending your worksite tour.

Arrival:

When students arrive to your tour, have employees greet them and show them how excited you're for them to be there!

Housekeeping:

All chaperones will have the day's agenda, but emphasize important details if needed.

Media:

Schools will identify which students have media permissions or not. Sometimes this is done on student name tags. For more information, see the "Multimedia Policy" section.

Agenda:

Execute your agenda and have an amazing time!

Ending:

Thank the chaperones and students for attending the worksite tour and show them your excitement for their participation. Don't forget: hand out your company's swag!

Departure:

Guide the group to their bus pick-up location.

Evaluation:

Share the short online survey with your staff to help evaluate the day. For more information, see the "Evaluation" section.



Next steps:

The intermediary or school will mail you thank you cards completed by the students. Share results from the student evaluations for your worksite tour and schedule an in-person meeting to debrief. For more information, see the "Evaluation" section.

EXECUTE THE TOUR

Preparing for what to expect on the day of your tour

Multimedia Policy and Press Coverage

It is important that companies and school district partners have a shared understanding of multimedia and press policies in order to ensure company communications about worksite tours align with district policies. A strong multimedia/press policy will 1) protect students' privacy and 2) ensure better coordination among businesses, schools and other organizations when capturing worksite participation.

Typically, a company is permitted to take photos of students on a worksite tour who have signed permission forms. Schools have different approaches to identifying students with signed permission forms. Sometimes, for example, media permissions might be designated on a student's name tag. It's important to note that media recorded by companies (for example, photos, video, etc.) should never be used for commercial purposes.

Companies can also decide if students will be allowed to take photos during their worksite tours. This can be a fun way for students to share their worksite tour experience. Even if a company wants to allow student photos, some schools may not allow their students to have their phones out or take photos. The sample policy provided in this toolkit provides a high level of detail.

Sample Multimedia/Press Policy

DISCOVERU MULTIMEDIA/PRESS POLICY FOR CHALLENGE SEATTLE PARTNERS

Challenge Seattle partners must adhere to the following policies regarding worksite tours and other DiscoverU programming. CCER's communications contact is Diana Huynh, Director of Communications Strategy (dhuyh@ccedresults.org / 206-838-6612).

DiscoverU is an annual week for Seattle and South King County pre-K through 12th grade students to explore college and career options through hands-on activities in schools, businesses and the broader community. In 2016, about 900 students from Highline Public Schools, Renton School District and Seattle Public Schools took part in Challenge Seattle programming by attending worksite tours and meeting with executives and employees of more than 17 companies, leading to what we hope were connections to help the region's youth see the endless possibilities of their futures.

The Community Center for Education Results (CCER), which organizes DiscoverU, is excited to continue

EXECUTE THE TOUR

Preparing for what to expect on the day of your tour

Evaluation

Evaluation is necessary to determine the impact worksite tours have on students' understanding of career and education options. Evaluations also support continuous improvement of worksite tour agendas and coordination. It is recommended that worksite tours be evaluated by all participants—students, chaperones and employee volunteers. Generally, student and chaperone surveys are administered on the bus ride home to ensure high response rates, while surveys completed by employee volunteers can be completed in the days following the worksite tour. The intermediary or school staff coordinating the worksite tour with the company should provide copies of the results to the company so that they can understand their impact and learn from student and chaperone feedback.

Sample Employee Survey

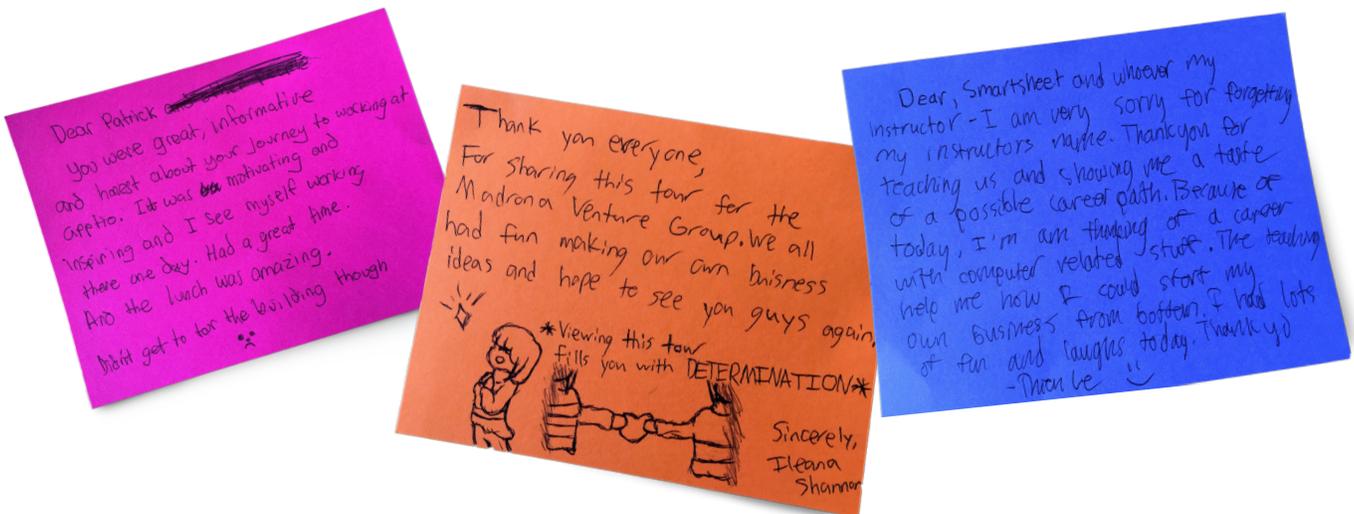
Worksite Tour Employee Survey					
1. Company Name:					
<input type="text"/>					
2. Please provide your feedback on the following questions:					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Did you feel well prepared for your role in the worksite tour?	<input type="radio"/>				
Did you feel as though the students were interested and engaged in the worksite tour?	<input type="radio"/>				
If given the opportunity, would you host a worksite tour again?	<input type="radio"/>				
3. What did you like most about the worksite tour?					

EXECUTE THE TOUR

Preparing for what to expect on the day of your tour

Thank You

Don't forget to thank your employee volunteers for helping host the tour and creating a fun and impactful career exploration experience for students. Typically students will complete thank you cards to show their appreciation. Make sure to provide a mailing address to the coordinating intermediary or school staff so that they can send them. Share the thank you cards with employee volunteers; it can be fun to read what students enjoyed the most about their tour. You may even want to put the cards up publicly somewhere in your workspace for other employees to see!



Where can I find the worksite tour toolkit?

A PDF version of the worksite toolkit, as well as electronic downloads of sample documents can be found online at: discoveruwa.org > [Resources](#) > [Worksite Tours](#)

How can my company get involved?

If your company is interested in leading a worksite tour, please contact the Community Center for Education Results or your local school district.

Community Center for Education Results

Supporting worksite tours in Seattle and South King County

Website: roadmapproject.org

Phone: 206-838-6613

CREDITS & ACKNOWLEDGMENTS



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Special thanks to Challenge Seattle companies for supporting CCER and hosting worksite tours for students!



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