

Career Presentation

Commitment

Role	Commitment
Student	Minimal preparation; one day or less participation
Educator	Minimal to moderate commitment to coordinate and host speakers
Employer	Moderate preparation; one day or less participation

Arrangement Information

What

Career presentations are a career awareness activity in which one or more employers from a variety of industries come together at a school or other community location to share information about their company, their job, and the education and skills required for success in their careers. These presentations can take place in person or virtually.

When

Career presentations from guest speakers are suitable for all grade levels and serve as an accessible introduction to work-based learning (WBL). For students in the middle grades and early high school, guest speakers are typically asked to talk broadly about their industries, organizations, and careers. In the later years of high school, guest speakers can provide more in-depth information about specific careers, the education and training required for those careers, and how classroom learning can be applied in the workplace. Often, a presentation can be replicated with multiple classes or groups of students and can be modified for use across grade levels.

Time Commitment

These early career awareness activities require less student preparation and are easier for educators to coordinate than some other forms of WBL. Guest speakers typically address one classroom of students for about one hour or one class period. However, presentations can be expanded to reach larger groups of students by using spaces such as auditoriums, gyms, or multipurpose rooms to combine multiple classes. Another option is to have a panel of speakers from different employers in similar industries offer multiple perspectives in a single visit. Each speaking engagement should be tailored to students' interests, educators' intended outcomes, and employers' preferences.

Educators can map out a series of guest speaker visits to expose students to a variety of industries and occupations throughout the school year. Presentation topics should reflect students' interests and align with classroom instruction and learning objectives. Planning when specific industries, occupations, or career pathways will be discussed can help schools identify appropriate guest speakers, target outreach efforts, and schedule presentations at the most relevant time.

Benefits

For **students**, guest speakers can enhance the relevance of classroom learning; broaden awareness of potential careers; and provide insight into the education, training, and skills needed to pursue those careers. Guest speakers from colleges, universities, apprenticeship programs, or training providers can also help students learn about available opportunities, application requirements, costs, and financial aid options (as applicable), as well as what participating in those programs is like.

For **educators**, recruiting employers as guest speakers can be a first step toward lasting employer partnerships, often leading to employer participation in additional speaking engagements or other WBL experiences.

Simultaneously, **employers and industry leaders** reap long-term benefits from introducing their work to the next generation of talent.