

The mission of the program is to spark a student's interest in a potential job or career so they can begin developing the skills and areas of education essential for their future success. These tours allow students to see that future beginning at one of Milwaukee's exceptional local businesses.

## TOUR OVERVIEW

### Responsibilities:

- Provide any necessary safety gear (i.e. goggles, smocks, etc.) for a group size of 25-35 students/teachers/chaperones and COSBE ambassadors.
- Tours should last approximately 80-90 minutes and include:
  - Meeting your CEO/President and other executive staff
  - 15 minute presentation that peaks the interest of this age group (products/services, types of positions, what people do, salary ranges, importance of education, soft skills, etc.)
  - 45 minute facility/office tour
  - Post-tour recap with Q&A

### Your facility/office tour should include:

- Student engagement and no longer than 45 minutes
- Small groups of less than 10 (i.e., 3-4 tour guides needed)
- Offers a "close up view" of the *process* of products/services being made
- Explanations for the end use of the product/services in the consumer world
- Illustrates a variety of job positions (production, labor, technical, professional, creative, admin., etc.)
- Allows students to meet a variety of staffers in the above positions
- If possible, provide a hands-on experience or interactive activity for students

### Partner with the teachers

- Work with the classroom teacher to learn more about what the students are studying to better prepare you for the tour.
- Provide information about your products or the scope of your services through things like a link to company website, your marketing materials, or a brief employer profile. This will assist the teacher in preparing students to what they will see on the tour and to conduct pre-tour classroom activities.

### Post-tour opportunity

- 15-30 minute follow up with the students in their classroom within a week or two after the tour. Please discuss with the teacher or inquire with Alexis Deblitz to learn more [adeblitz@mmac.org](mailto:adeblitz@mmac.org).