

Tips on communicating with students

- Have employees wear name tags that also show where they graduated from (especially if there is a connection to their school/district)
- Introduce young, diverse employees that have life experiences the students relate to.
- (If possible) Allow the students touch a sample of your products, equipment, or technology.
- Offer a souvenir to take home that allows students to share their experience with their family.
- Get the kids thinking about what they are seeing by having the tour guides ask them questions.
- Pick 3-6 key positions in the company to emphasize during your tour that have varying pathways into their career (apprenticeship, 2-year, 4-year, on-the-job training, etc.). Introducing too many employees/company roles might be confusing.
- Reinforce talking in terms an outsider would understand and try not use industry jargon.
- One thing EVERY employer should illustrate are soft/essential skills. Show by example – Tour guides should speak up, give eye contact, address the student by name, shake his/her hand.

Ways to help students connect with their future opportunities

- When sharing information on the variety of job positions – everything from machinist to support staff – be sure to underscore:
 - Areas of expertise necessary to obtain the position.
 - Education involved (H.S. diploma, Tech school, 4-year degree, etc.),
 - Salary/compensation (Kids are often surprised to learn there is high earning potential for a range of positions.)

- Relate the skills needed for a position back to the student’s current curriculum. Examples include:
 - Studying advanced math throughout high school might be essential to pursuing a particular career
 - While not the most exciting in the classroom, a particular subject has real relevance in the day-to-day operation of their potential career.
 - Provide examples of simple math or measurements done on the job.

- Turn the tables – ask the students questions after the tour.
 - What job did they think was interesting?
 - Where might they have seen/experienced the company product or service?
 - Play a game to help determine what the students learned.

TIPS on preparing for the visit

- **Schedule during a slow time.**
Select a day and time that does not interfere with a major deadline or project.

- **Involve your employees.**
 - Explain your interest in helping students learn about the many exciting and varied employment opportunities they might not otherwise have experienced without this tour.
 - Seek out volunteers that will connect with the students through humor or life experiences. Ask them to explain what they love about their job, the education needed and skills needed to be successful, etc.
 - Your internal HR experts or young professionals often make excellent tour coordinators. Consider giving them the task of coordinating your tour.

- **Learn from your peers.**
Consider experiencing a Be The Spark 7th grade business tour before planning your own. Contact Alexis Deblitz at 414.287.4130 or adeblitz@mmac.org. or view Ambassador Opportunities [here](#) to shadow a tour at another business.