Tool Kit for Participating Companies
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Dear Job Shadow Partner,

Thank you for participating in Job Shadow Week 2019!

By committing to Job Shadow Week, you have joined a passionate community of business leaders who believe deeply in the transformative power of education and are focused on the next generation of talent. We’re excited to have your company help students get a glimpse into what a future career—perhaps even with your organization—could be like.

We believe in the mutual benefits of pairing students with professional mentors as a positive step toward solving the workforce challenges facing our nation. And your partnership is key.

We’re committed to providing you resources to help make your company’s Job Shadow Week a success. In the pages that follow, you will find tools to support the implementation of a job shadowing program at your company. Encourage your team members from all departments to sign on as mentors. Once you know how many spaces you’d like to offer, please register here. If you continue to have questions, please do not hesitate to reach out to us for support.

On behalf of the next generation of talent, thank you for your support and leadership.

Sincerely,

Leilani M. Brown
What is Job Shadowing and Why Does it Matter?

**Job Shadow Week** is a national movement to expose high school students to the world of work and the skills, training, and connections they need—not just for a job, but for a fulfilling, long-term, and financially stable career.

During the week of July 15, 2019, companies across the country will welcome high school students into the workplace to participate in a customized job shadow experience based on company practices and workplace culture in their work environment and industry.

**Why is Job Shadow Week important?**

Experts predict there is a very real talent shortage on the horizon. Of the 55 million jobs to be created by 2020, over 16 million are estimated to be “new-collar” jobs, or jobs that require education and training beyond high school but less than a bachelor’s degree. Employers are predicted to need hundreds of thousands of workers with these skills. The more companies and education providers work now to increase career readiness for today’s students, the more qualified workers will be available to fill this rapidly growing sector of the job market.

Job Shadow Week is deliberately focused on high school students who are starting to explore college and career pathways as early as ninth grade. While we welcome participation from a broad range of industries, we are particularly focused on information technology, agribusiness, advanced manufacturing, healthcare, and business management because of the predicted high growth opportunities for new-collar jobs in these fields.
Shaping Your Own Job Shadow Program

No two Job Shadow Week experiences will be exactly the same. Some companies will match one employee as a mentor for a single student, while some companies will host a group of students. Some job shadow experiences will be virtual. Some students will visit for a half day, while some will visit for a full day or multiple days. Companies will choose what works for their organization.

Common Elements across All Experiences

While job shadow experiences will vary, what should remain consistent is that these experiences will allow for practical, real-world exploration of a company, the industry, and the various roles within it.

Generally, companies will introduce students to:

• Typical organizational business models, structures, and workplace environments
• The specific organizational structure of your company or organization
• Roles of employees within different departments and the education and training needed to pursue the same roles
• Expectations for employee professional skills including attitudes, reliability, punctuality, collaboration, communication, and behavior in a professional environment
• Appropriate customer service in the context of the workplace
• The purpose behind technologies used
• The potential career pathways and growth opportunities within that professional sector

Key Learning

Ideally, the experience should cover both the How and the Why of a particular role. In one instance of extended job shadowing, students had an opportunity to observe a school district’s budget office. This office used a shared model where two students split their time in five offices: employee retiree services, budget, finance and operations, financial services, and the comptroller. Students also spent time with the Chief Financial Officer.
The five offices created a meaningful schedule in advance. The experience allowed the students to have a broader perspective of their school district and also allowed them to better understand how the budget is created and managed as well as how the budget impacts students, teachers, and building level needs. The students gained a set of transferable skills and learned about managing their own personal budgets and what goes into creating a budget for a company, or in this case, a large school system.

**Consider the Buddy System**

In what we would consider a Best Practice, students are sent to a company in pairs or groups (up to 15 as in the case of a county’s fire and rescue service), in order to offer a shared experience with peers, have a buddy for lunch or breaks, and get to know other students outside of their own everyday circle.

**Ensure High Engagement through Active Observations**

A job shadow experience involves listening and observing, but often times affords students the chance to perform some simple job duties. For example:

- A local healthcare clinic might welcome five students to shadow physical therapy sessions for half a day, followed by a group Q&A session with the therapists.

- A marketing firm could invite 20 students to follow 20 employees 1:1 for a day-in-the-life of a business professional.

- Students in remote areas who are unable to visit a physical business could listen to customer service agents via a conference call or Skype, giving students a chance to learn what a critical role a call center agent plays in providing excellent service and customer satisfaction.

- IT Department that fixes customers computers by taking over their machines through ghosting, can allow students who may be located in a remote location to leverage Skype and observe how they help a customer with a computer issue that is hundreds of miles away.
Setting Up a Job Shadow Experience

As you envision Job Shadow Week for young talent within your company, be sure to embrace the opportunity to leverage the strongest aspects of your company and make this experience reflective of what your organization does best. Below is a checklist of details to plan for a successful experience:

**CHECKLIST**

**PREPARE**

- Designate a person to manage the program
- Identify which departments in your company will participate
- Determine how many students each department will host
- Fill out the Job Shadow Day registration
- Determine the agenda for this special day
  - Sample Agenda
    - Coffee and donut meet and greet with name tags
    - Company overview
    - Mentor introduction
    - Student observation of mentor’s role and responsibilities
    - Lunch
    - Continued student-mentor observation experience
- Is there anything students need to know? Communicate specific requirements in advance, including information about:
  - Attire
  - Lunch details
  - Directions and parking
  - Any supplies students should bring

**JOB SHADOW DAY**

- Prepare any necessary materials
- Post a welcome sign for your Job Shadow students

**POST JOB SHADOW DAY**

- How did it go? Debrief with your staff
- Please share your feedback with us!
Hey Team!

Put Your Career in the Spotlight!

You’re proud of the job your team does, day in and day out. Why not take a week to show students how work gets done?

We’re partnering with K12, a leading online learning provider for students in grades K–12, to offer a Job Shadow program. Designed to let career-minded high school students see firsthand what a real-world workweek is like, this is a chance to “pay it forward” and make a difference in the life of a local student.

Job Shadow Week
July 15–19, 2019

Step into the spotlight! Sign up today!

We’re looking for volunteers throughout the organization who are willing to have a student shadow them.

Contact HR to sign up and receive resources from K12 on how to get started.

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REMINDER TEMPLATE

Job Shadow Week is Coming!

Don’t forget to sign up for your chance to mentor a student or group of students during Job Shadow Week this July.

Contact HR to join in on this great opportunity!
Frequently Asked Questions

What is Job Shadow Week?

- **Job Shadow Week** is a national movement to expose high school students to the world of work and the skills, training, and connections they need—not just for a job, but for a fulfilling, long-term, and financially stable career.

- High school can be a challenging time for some students: coming of age, and being presented with competing messages, options, and daunting choices. Providing early exposure to business, industry, and the workplace can be transformative for a young person. It can help them sort through various options and make informed choices about what they like—and what they don’t!

- Think of how differently you might have imagined your own future if, at age 14 or 15, you had gone to someone’s office or business and followed them around for the day. How might your dreams have changed?

- Companies across the country will welcome high school students to participate in a customized job shadow experience based on company practices and workplace culture in their work environment and industry. No two Job Shadow Week experiences will be exactly the same. Some companies will match one employee as a mentor for a single student, while some companies will host a group of students. Some job shadow experiences will be virtual. Some students will visit for a half day, while some will visit for a full day or multiple days. Companies will choose what works for their organization.

- While job shadow experiences will vary, what should remain consistent is that these experiences will allow for practical, real-world exploration of a company, the industry, and the various roles within it.

Why is Job Shadow Week important?

- Experts predict there is a very real talent shortage on the horizon. Of the 55 million jobs to be created by 2020, over 16 million are estimated to be “new-collar” jobs, or jobs that require education and training beyond high school but less than a bachelor’s degree. Employers are predicted to need hundreds of thousands of workers with these skills. The more companies and education providers work now to increase career readiness for today’s students, the more qualified workers will be available to fill this rapidly growing sector of the job market.
Frequently Asked Questions continue

• We’re not suggesting that a national day of workplace visits and observations alone can solve a national skills gap. But an early peek into a career or workplace may spark an interest and provide an informed point of view for a student so that they can choose a course of study or a career track.

How does Job Shadow Week work?

• During the week of July 15, 2019, companies across the country will welcome high school students to participate in a customized job shadow experience based on company practices and workplace culture in their work environment and industry.

• No two Job Shadow Week experiences will be exactly the same. Some companies will match one employee as a mentor for a single student, while some companies will host a group of students. Some job shadow experiences will be virtual. Some students will visit for a half day, while some will visit for a full day or multiple days. Companies will choose what works for their organization.

• While job shadow experiences will vary, what should remain consistent is that these experiences will allow for practical, real-world exploration of a company, the industry, and the various roles within it.

How is Job Shadow Week different from other efforts like Take Your Daughter or Son to Work Day?

• First, this initiative is deliberately focused on high school students who are starting to explore college and career pathways as early as ninth grade. Secondly, while we welcome participation from a broad range of industries, we are particularly focused on information technology, agribusiness, advanced manufacturing, healthcare, and business management because of the predicted high growth opportunities for new-collar jobs in these fields.

• Finally, this is a week of activities or events in various companies across the country, marking the largest concurrent series of job shadowing activities ever recorded. We are starting a much-needed national conversation about the future of work, the next generation of talent, and workforce readiness.
What role does K12 play in Job Shadow Week?

• K12 has launched Job Shadow Week as one of its many initiatives to transform learning for every student. K12 is enlisting like-minded corporate partners—those who agree that the high school experience needs to be reimagined to better prepare students for the future of work.

• We are especially interested in matching students with businesses that align with our five career pathways: Agriculture, Food, Natural Resources; Business; Health and Human Services; Information Technology; and Manufacturing and the Trades. For example, an entry-level position in the IT field (which needs 100,000 new workers each year) or nursing (with severe shortages in many states) is an on-ramp to a long-term, fulfilling and financially stable career.

• K12 can also make the connection to high school students through Tallo, a unique digital platform that connect students to college and career opportunities.

How does my company become a Job Shadow Week partner?

• Visit K12.com/jobshadowweek to sign up and receive resources and advice on how to get started.

• Please also feel free to email jobshadow@k12.com.

I have a question that isn’t addressed by the FAQs on this page. Where can I go for help?

• If the FAQs on this page do not address your questions, please feel free to email us at jobshadow@k12.com.
Key Dates

June 18, 2019: Please complete your Job Shadow Day registration on or before this date!

July 15–19, 2019: Job Shadow Week!

July 22–26, 2019: Please share your Job Shadow Week feedback with us!

CONTACT US FOR MORE INFORMATION

Email: JobShadow@K12.com
Don’t just believe us. Listen to delighted partners:

“We see job shadowing as a way to promote the pursuit of careers in our business, which helps to develop future employees.”

“It was nice for us to [be able to] sit down and tell them not only what we do, but WHY we do it.”

“It allowed us the opportunity to share our company’s mission and vision with the youth that could potentially participate in our market sector.”

[We gained] “the ability to say that we are doing our part to help address the workforce issue in the greater geographic area.”