

Ideas That Work!!!!

From Jim Drake

1. **Just a Friendly Reminder:** Explore Careers Day is Wednesday, December 3, 2003. You will have four 55-minute classes to show ‘n tell everything positive that anybody ought to know about your program. Classes start at 9 and 10 in the morning, and at 12 noon and 1 in the afternoon.

2. **Ideas and Activities That Work:** Explore Careers Day proven winners are:



- a. **Greet each guest** at the door and treat ‘em with a smile and a hand-out. **Be friendly** and personable. Act like you care!
- b. Set up a 2, 3, or 4-station **rotation** with different, specific kinds of information at each station, e.g. tools, placement, demo, tour, Q & A, etc.
- c. **(You) select** the students who get to help on Explore Careers Day. Don’t have too many.
- d. Sell, tell, show, etc **info on job placement**. Bring back a happy graduate to tell his/her success story. Use “Want Ads.”
- e. Develop a **sharp, easy-to-read hand-out**. (No misspelt wurdz, neither!)
- f. Try to **have some hands-on** experience, either actual or demo. If safety is a problem, use your JVS student(s) to demonstrate equipment.
- g. Have a **product display**. Showcase the quality work your students do.
- h. Your **current JVS students** are the best salesmen/women. Get them prepared (coach them) to tell your story.
- i. **Develop your own 8-10 minute video**. Show happy, working students. Have your kids make personal endorsements about why they like the JVS.
- j. Get a 10-12 minute commercially-made film to show “the future” of your program.
- k. Sell the goals of your program, e.g., “a job for every student.”
- l. Get someone from your **advisory committee** or a personnel manager to deliver the message....”If you want a good job, go to the JVS.” “We hire JVS grads.”
- m. **Get perks** from vendors and/or advisory committee members to use as gifts.
- n. Try a question and answer session...but have extra ammo (in case nobody asks any questions!)
- o. Develop some “easy” **make-it-take-it** projects.

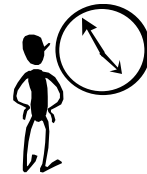


- p. Invite a **community college** or technical school **recruiter** (that you know has accepted your students) to be part of your station-to-station rotation. Let them tell sophomores about the “college connection, “i.e., saving time and money thru articulation...**and...**that JVS grads **can go** to college! Don’t forget to suggest S.B. 140 post-secondary options.
- q. At the end of each 55-minute class, stand at the door and say “See Ya” and “Good Luck.” Be personable. **Show that you care.**

3. *Don’t...Don’t*



- a. Don’t lecture...show ‘n tell!
- b. **Don’t** try to scare ‘em off or intimidate ‘em...**Be a friend! Be inviting!**
- c. *Don’t have too many* JVS student helpers..Use just enough to get the job done. You might consider a morning shift and an afternoon shift. **Use good kids.** They are a reflection of you!
- d. Don’t be under-prepared. **Use all of your time..wisely.**
- e. Don’t have too much reading material in your hand-outs. Be sure the copy is clean and sharp. **Don’t make copies of copies** (they look, and are, tacky!)
- f. Don’t assume (just because you have numbers) you’ll get sign-ups



4. **Do**



- a. **Do have a trial-run “dress rehearsal”** exchange with another JVS program (practice makes perfect!)
- b. **Do follow-up** with cards ‘n letters. Actual sign-up begins December 1st with the first returns due the week of February 9th.
- c. **Do use successful graduates.** Graduates are a great resource; they can also tell sophomores what to expect back at the home school, once they (the 10th graders) have expressed interest in signing up for the JVS.
- d. **Ask an applied academics teacher,** counselor, or other (non-vocational) support person to be part of your Explore Careers Visitation Day Team.

5. **No “First Choice”, “Second Choices”**

- a. Sophomores are asked to **select two programs** they’d like to visit and/or know more about.
- b. They are **not assigned a 1st choice...2nd choice.** Don’t assume that your second group is a 2nd choice group. Give **both groups your best shot.** Give 110%... like your job depended on it!

