



Coordinator Career Day Checklist

Quick tips for Work-Based Learning Coordinators² to ensure a successful career day.

Before the Career Day

- Design the Career Day, working with a committee if one has been established. Choose the date and format, identify goals for the day, create an action plan and schedule planning meetings.
- Prepare teachers and encourage them to participate before, during and after the Career Day. Share the Teacher Tip Sheet.
- Have teachers help create learning objectives and work with students to prepare for the day and create questions they can ask.
- Keep principal and staff well informed and publicize the event at staff meetings and in school announcements. Create a Career Day flyer and post several around the school and on the school website.
- Provide employers an information packet about the school, including the format and schedule of events for the day. Share itinerary/program and agenda with employers one week in advance.
- Confirm employer attendance and determine presentation needs. Let them know where to park, and share any visitor procedures they need to follow.
- Make sure the employer volunteers are supported and prepared. Share questions to expect and encourage them to create an engaging and interactive presentation—using visuals and props if possible.

Sample Career Day Timeline

Beginning of the school year:

Brainstorm business partners who could participate. Find a location.

Two months in advance: Invite business partners to participate. Secure date, time and location.

One month in advance: Meet with planning committee to review logistics and facility needs. Confirm participation of speakers.

One week in advance: Send planning brief to speakers with agenda for the day, logistics, event information and questions to expect. If conducting the career day online, test and practice with the selected platform.

On Career Day: Welcome presenters and manage event flow and agenda.

After Career Day: Send thank-you notes to all presenters and ensure student reflection activities take place.

During the Career Day

- Be the point person and troubleshooter on Career Day. Be prepared to address technology issues and have a back-up plan in case of speaker cancellations.
- Distribute a schedule of events for the day to all parties.
- Arrange for the employer volunteers to be met and escorted to the classroom, assembly hall or meet them early in the online space. (This is a great activity for one or two students who have been trained as “school ambassadors.”)
- Distribute and collect feedback surveys.

After the Career Day

- Document the Career Day. Review all feedback surveys and summarize results. Debrief the day and make recommendations for improvements.
- Help students update their Employability Skills Profile and think about any next steps they would like to take to further their career goals.
- Work with teachers to coordinate “go deeper” activities to connect Career Day to the classroom.
- Send thank-you notes to guest speakers and businesses that provided donations.

² In New York State, this includes certified work-based learning coordinators and others who facilitate, arrange and support work-based learning activities for students.



- Take pictures from Career Day and provide them to the companies for their websites or newsletters. Ensure you have signed releases for all photos.
- Publicize the Career Day and the businesses in attendance by placing a story in the local newspaper or posting on the school or agency webpage.
- Consider other potential public relations benefits and opportunities.

Tips for Conducting an Online Career Day

- Select and personally practice using the selected technology.
- Make sure all students have access to appropriate technology.
- Decide how you will have students pose questions – Verbally or by entering on their device.
- Do a practice run with your students as well as the presenter(s).
- Preload any slides or presentations from the speaker(s)
- Decide how you want to manage the session. Sometimes it takes one person to moderate and another to monitor the technology and address questions.
- Decide which student reflection activities will take place and how you will support them.
- Remember, it's possible that parents or guardians will be around and would be a good resource for potential future speakers.
- Make sure you get feedback on the activity from the speaker and the students.
- Record and post the presentation for others to view and use in their classrooms.