Here you will find planning, preparation and evaluation materials that have been developed over the past five years with input from students, school staff and Your Future is Our Business coordinators.

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Please modify any of these materials as needed!
We hope they help you in providing career panels for your students.
What are Career Panels?

Career panels are an in-school opportunity for students to interact with professionals in a wide variety of career areas to learn about what it takes to prepare for a specific career and what it takes to be successful in the world of work in general. Students and guest speakers gather in relatively small groups of 15 – 35 students, with a moderator, in a structured format for a class period (usually 90 minutes). The discussion is driven by student questions regarding all aspects of the speakers’ career path. Career panels are usually integrated into a specific required class (i.e. Economics or US History) and include some preparation and follow-up activities.

The career panel model has been developed and refined over the past six years based upon student, teacher, counselor, and guest speaker input. Panels usually have 3 or 4 professionals who may be in different career areas or in the same career path (i.e. “health careers” or “information technology”).

Focusing on optimizing student interaction, the Career Panel format creates an informal, respectful discussion venue where students are encouraged to ask questions that matter to them: “What do your like least about you job?” - “How much money do you make?” - “Did you always know that this is what you wanted to do?” - “Do you have enough time for your family?” - “How much education training did you have to get?” - “What would you recommend for me to do now if I want to go into this field?” - “Why were you willing to come here today to speak with us?” - “What’s the best part of your job?”

What are the benefits to students:

- It is powerful for students to see that adults in their community care about them by participating, listening and responding to each student’s question.
- A connection is made between what is being learned in school and the tools they will need for success in the world of work.
- Speakers’ personal stories of their own school and career challenges give students hope.
- Opportunities are created for connecting/networking with local employees/employers.
- Specific information about the best ways to prepare for a specific career area (i.e. volunteering, doing job shadowing, community college programs, or college majors) can be extremely helpful.
- Students hear that it is important to focus on “doing what you love.”

What makes a Career Panel successful?

- **Student preparation:** students know (and often help select) what careers will be represented on the panel(s) and they have a classroom activity for developing questions beforehand.
- **Ratio:** One panel per one class of students (maximum 35 students), 3 or 4 speakers per panel.
- **Time frame:** Panels need to be held during an extended period (90 – 110 minutes) to allow for full student participation and refreshment time at the end of the period for one on one interaction between speakers and students.
- **Grade level:** Optimally, panels will be held at the 11th grade level. Panels may be held for 10th, 12th or mixed grade-level groups depending upon the specific class and student preparation.
- **Format:** Panel speakers sit with the students, with the chairs or desks arranged in a circle format. The classroom teacher welcomes the guests and introduces the moderator for the group. The moderator (usually from the business/education intermediary group or the business community) greets the students and speakers, explains the format and initiates an ice breaker “what’s my line”. The moderator asks for a student volunteer who, with the help of his/her classmates, tries to figure out which speaker is representing which career. After the guessing and laughing, the moderator asks for the “real” ____ to please stand up! Once the speakers are all identified and briefly introduce themselves, the moderator begins the student questions. Each student asks a question which they would like one or all the speakers to answer. Questioning proceeds around the room until each student has had a turn. If there is time students can ask additional or follow up questions. The last 15 minutes is allotted for refreshments, one on one discussions, and sharing any materials the speakers have brought with them.
What support does *Your Future Is Our Business* provide?

- Initial consultation with school site staff for planning.
- Follow-up consultation with the team of teachers who will be integrating career panels into their curriculum.
- Classroom visits to explain career panels, determine students’ career interests, help to develop questions (this is for schools that have just begun to implement career panel activities).
- Process materials: sample questions, curriculum suggestions, student and teacher evaluation forms.
- Speaker and moderator recruitment, confirmations and follow-up mailings.
- Help with seeking matching business support for YFIOB coordination costs.
- Day of event support.

What are the responsibilities of the school?

Administration/Counseling:

- Secure funding for coordination costs (see attachment for costs).
- Provide refreshments (usually through parent groups’ support) for guest speakers and students.
- Provide for parking arrangements/guest passes for speakers (can be 8 – 12 guests per period).

Instructors:

- Staff support for integrating career panels into a core class (i.e. US History, Economics, English).
- Student preparation activities: discussion of careers, explanation of career panel format, identify top student career interests, preparation of student questions, follow-up debrief discussion and completion of teacher and student evaluations.
- Day of event support: greet moderators and speakers, facilitating classroom management and seating arrangements (students may be shifting around to different classrooms, chairs or desks need to be put into circle format).
- Encouraging students to write thank you letters or emails to guest speakers.
- Debrief with YFIOB coordinators: What worked well? What needs improvement?

Students:

- Help identify top career areas of interest in your class.
- Develop and write down three questions for the career panel guests.
- Come prepared to the panel discussion (bring your questions and participate fully).
- Be respectful of guests and classmates.
- Complete required follow-up assignments and evaluation form.
What are the responsibilities of the Career Panel Coordinator?

**PLANNING:**

Meet with program or school site “point person” (may be an administrator, counselor, or teacher) to determine dates, time, schedule, classes/teachers, and number of panels requested. If this is a new program or school, you will need to meet staff involved to explain the process, career panel activity and answer questions.

**SPEAKER RECRUITMENT:**

- **Lay out a schedule of the day(s) based upon speaker requests:**
  - Provide classroom support, obtaining student requests, if necessary.
  - Use school site parent list for speaker recruitment, if available.
  - Use previous years’ speaker lists for initial recruitment.
  - Use WorkPlaceConnections.net for additional speaker recruitment.
  - **NOTE:** Email has proven to be the most efficient way to contact/confirm speakers.
  - When contacting speakers by phone, use the YFIOB office number for return calls: 477-5651. A specific voice mailbox extension will be set up for career panels’ coordination. This phone mailbox can be accessed from any phone by calling: 477-5000 and entering the extension and password.
  - Recruit new/additional speakers when necessary. Be sure to obtain complete information on the new speakers: name, organization, address, email, phone, fax, job title. Ask if we can list them on WorkPlaceConnections.net.
  - Recruit one moderator per panel. You can be a moderator, and a list of possible moderators can be provided by YFIOB staff.

- **When speaker recruitment is completed:**
  - Relay a copy of the speaker schedule to the program/school point person so any necessary adjustments/clarifications can be made. When more than one panel is occurring at a time, it is important to assure that relatively equal numbers of students will attend each panel. Making shifts of speakers on the schedule may be necessary. Student sign up sheets are needed (you may need to visit the classrooms to help in this process).
  - Confirm which rooms the speakers will be in and what parking arrangements will be.
  - Confirm who at the school will help greet speakers (encourage student greeters!).
  - Confirm that refreshments will be provided.

- **Create speaker information sheet** (see example attached) and email or fax this out (depending on preference) to the confirmed speakers one week before the career panel dates.

- **Send moderator guidelines out** (see attached).

- **Make confirmation calls/emails** to all speakers and moderators two days before their scheduled date(s).

**NOTE:** It is important to verify/obtain complete contact information on all speakers and moderators including: phone, fax, mailing and email addresses. All participants should be mailed thank you letters and evaluations after career panels are completed.
DAY OF EVENT SUPPORT:
• Plan to arrive early on the day of the panels (at least half an hour before any speakers are expected). Help greet speakers and moderators, review the format, and escort speakers to assigned rooms.
• Moderate panel(s) and thank speakers.
• Give evaluation sheet packets to all teachers (this includes student and teacher evaluations) and set a date to pick up the completed evaluations. Student quotes are used on the thank you letters that are sent out to speakers.

FOLLOW UP:
• Create speaker and moderator thank you letter, using student/teacher quotes, and mail out with a speaker evaluation form within one week of the career panels (see attached).
• Do follow-up debrief with school staff (what worked well, what needs improvement, any problematic speakers or moderators?)
• Enter new speakers and/or updates into WorkPlaceConnections.net.

ADDITIONAL GUIDELINES:
• There are two types of career panels:
  “General” – speakers from mixed career areas (usually based upon student interest)
  “Focused” – speakers from a targeted career area (example: health careers) (usually based upon a specific class, teacher or industry focus)
• Speaker recruitment is primarily based upon student input, however, YFIOB has the option of choosing speakers to participate who represent viable career options (i.e. health careers, construction trades, information technology) or who are dynamic and informative.
• WorkPlaceConnections.net should be used to create/list the career panel event, find and manage participants, and to create mailing labels for the thank you letters.
• It is important for the school staff and the YFIOB coordinator to remember that all the speakers and moderators are volunteering their time (which, including travel time, amounts to about 3 hours of their day).
• Websites:
  o Your Future Is Our Business - www.yfiob.org
  o WorkPlaceConnections database - www.workplaceconnections.net

Program/School site: _________________________________________________________________

Point Person: ________________________________ Contact info: ____________________________

Other contacts: ________________________________________________________________

Date(s) for career panels: ____________________________
PARENTS!!!

YOU can help support Harbor High School students with School to Career activities

ALL juniors at HHS participate in Career Panels and Job Shadowing in their Economics Classes

You lead interesting lives and have important information to share with students!
Check below if you can help!
Please return this form to the HHS main office or FAX to: 429-3982

_______ I can join 3-4 other adults on a career panel to answer student questions during a round-table discussion for an hour and a half.

_______ I would be willing to have a student “Job Shadow” me for 1/2 day at my place of work.

_______ I can help with refreshments and greeting speakers on Career Panel days.

Career Panels happen on two days in December and two days in May during the school day.
Job Shadowing occurs throughout the school year during after-school hours.

NAME: _____________________________________________________________

CAREER/ JOB: ______________________________________________________

BUSINESS/EMPLOYER: _____________________________________________

BEST WAY TO CONTACT ME: _________________________________________

E-MAIL: _____________________________________________________________

PHONE: (hm)________________________ (wk) ______________________________

CHECK OUT WorkPlaceConnections.net - an online (limited access) database of people in Santa Cruz and Monterey Counties who are willing to participate in activities with students such as career panels and job shadowing.

You can become a member of this network: www.workplaceconnections.net and help to expand the classroom, providing real world experiences and connections with adults who are in careers that are of interest to students.
THE SIX BROAD CAREER PATHWAYS

Agriculture and Natural Resources

I really enjoy doing outside activities and studying plants and animals. People tell me I’m practical and good at solving problems. If I could have any job, it would be one where I could be independent and work outdoors or in a laboratory.

Occupations in this Career Pathway are related to the natural sciences, agriculture, and the environment. You may be interested in a career in agricultural operations/farm management, wildlife biology, or forestry management.


Arts and Communications

I like to write stories, draw, dance, act, or play music in my spare time. A lot of people tell me I’m very creative and have a good imagination. If I could have any job, it would be one where I could use my creativity to design things or entertain people.

Occupations in this Career Pathway are related to the visual, craft, and performing arts. You may be interested in a career in music, journalism/broadcasting, graphic design, interior design, or printing.

Examples of careers in this pathway: Journalist, Animator, Technical Writer, Graphic Artist, Newscaster, Advertising Executive, Dancer, Actor/Actress, Recording Engineer, Photographer, Film Director, Musician, Disc Jockey, Model, Floral Designer, Fashion or Interior Designer.

Business and Information Systems

I enjoy organizing and arranging things—everything from a party and a vacation to a research paper and files. A lot of people tell me I’m very efficient and tidy. If I could have any job, it would be one where I could give or take clear directions and work on specific tasks from beginning to end.

Occupations in this Career Pathway are related to business operations, administration, and management; and marketing and sales. You may be interested in a career in accounting, financial management, administrative support, or sales.

**Engineering/Industrial Systems**

*I spend my spare time fixing things around the house or taking appliances apart to find out how they work. People tell me I’m mechanically inclined and work well with my hands. If I could have any job, it would be one where I could work on problem-solving projects, develop designs, or use tools to build or repair things.*

Occupations in this Career Pathway are related to the **technology necessary to design, develop, install, and maintain electrical, mechanical, and structural systems**. You may be interested in a career in the building trades, architecture, engineering, or automotive services.

**Examples of careers in this pathway:** Engineers: Aeronautical, Chemical, Civil, Electrical, Mechanical, etc., Architect, Mechanic, Carpenter, Contractor, Building Inspector, Technician, Roofer, Painter.

**Home, Health Service and Recreation**

*I am really interested in physical activities, diet, and or mental health. People tell me I’m calm and patient and can make good decisions. If I could have any job, it would be one where I could help people get better and stay well.*

Occupations in this Career Pathway are related to the **diagnosis and treatment of diseases, disorders, and injuries; laboratory technology; nursing; and therapy**. You may be interested in a career in medical/dental assisting, nursing, or physical therapy.

**Examples of careers in this pathway:** Physical Therapist, Dentist, Social Worker, Physician, Chiropractor, Psychologist, Teacher, Paramedic, Dental Assistant, Nurse’s Aide, Sports Manager, Dietitian, EMT, Psychiatric Aide, Camp Counselor, Recreation Leader, Child Care Provider, Professional Athlete.

**Social, Human, and Governmental Services**

*I like being with people and talking to them about their interests. People tell me I’m outgoing and caring. If I could have any job, it would be one where I could work with groups and/or individuals to make things better for other people.*

Occupations in this Career Pathway are related to **hospitality, personal and customer services, social services, education, legal services, and protective services**. You may be interested in a career in education, law, social services, or culinary arts.

**Examples of careers in this pathway:** Lawyer, FBI Agent, Psychologist, City Planner, Law Enforcement, Sociologist, Firefighter, Flight Attendant, Chef, Librarian, Beautician, Postal Clerk, Pastor.
Students ......

Career panels give you the opportunity to speak with people from the community about:

- What they do
- How they got there
- The challenges and rewards

The speakers come to answer YOUR questions. All students are expected to participate. So that you will be prepared, please take a few minutes to write down three questions that you would like to ask. What would you really like to find out?

1. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

2. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

3. __________________________________________________________________________
   __________________________________________________________________________
   __________________________________________________________________________

NOTES:

Remember to bring this sheet with you to the career panel!
Twenty possible questions for Career Panel speakers

This list is to help students get ideas. **It is important for students to come up with their own questions**, based upon interest, experience and curiosity. Each student will be expected to ask one question. It is recommended that each student write down at least 3 questions and bring them to panel.

1. What do you like best about your job? Least?
2. Why are you willing to come here today and speak with us?
3. What do you do for fun, in your free time?
4. If you could have done something differently in high school, what would it have been?
5. Did you have a role model?
6. What high school class did you think was a waste of time that you realize now was valuable?
7. What high school activity taught you skills that are valuable to you now?
8. Did you ever do any volunteering? What did you get out of it?
9. What was the most important thing you got out of high school that has helped you now?
10. How do you balance time between your career and your family?
11. If you could change something about your job, what would it be?
12. How do you deal with the stressful parts of your job?
13. What advice do you give your own kids about careers?
14. What is the biggest turn-off to you when someone comes in to apply for a job?
15. What reasons do people get fired for in your business?
16. Do you still have to keep getting training for what you do?
17. Are you considering making a major career change in the future?
18. How many hours a week do you work?
19. What is the pay range for your career?
20. What do you know now, that you wish you would have known when you graduated from high school?
Your Future Is Our Business

Career Panels | Santa Cruz High School | October 24, 2000

Student Evaluation

Name:_____________________________________

Teacher:____________________________________

1. What did you learn today that can help you in your future goals or plans?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

2. Which speaker did you find most interesting? _________________________________

Why?___________________________________________________________

3. How well did you like the format of the presentations?

Didn't like 1 2 3 4 5 Liked

4. What did you hear today that surprised you? _________________________________

___________________________________________________________________________

___________________________________________________________________________

5. Do you have any suggestions for improving the career panels for future classes who attend?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

Thanks, your feedback is important to us!
Teacher Evaluation

Name: ___________________________________________

1. Do you think that the career panels were worthwhile to your students?
   Not Really  1  2  3  4  5  Definitely

2. Do you think that the career panels were worth your time and effort?
   Not really  1  2  3  4  5  Definitely

3. Do you think that the format worked well?
   Not really  1  2  3  4  5  Definitely

4. Who were the most effective speakers you heard? Why?
   ___________________________________________________________________
   ___________________________________________________________________

5. Were there any speakers who you feel should _not_ be invited back? Why?
   ___________________________________________________________________
   ___________________________________________________________________

6. What suggestions do you have that could improve the career panels for your
   students for next year?
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

7. Please give any suggestions for better preparing students for this experience and for integrating the
   career panels into your curriculum.
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

   Thanks for your feedback and support!
Thank you for volunteering to participate on the *Your Future Is Our Business* Career Panels for Aptos High School juniors. The panels are held in US History classes.

**Aptos High School is located at 703 Freedom Blvd.** Directions: Highway 1 south to Freedom Blvd. Exit, go left (back over the freeway). Turn right at the second traffic light. Follow that road up onto campus past all the main buildings until you reach the last row of portables on the right (the “M” buildings). Watch for BALLOONS, greeters will direct you to parking and show you to the correct room.

**Here is your scheduled time(s):**
**Please arrive 10 minutes early to allow time for parking and meeting with your moderator.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, Apr 24&lt;sup&gt;th&lt;/sup&gt;</td>
<td>7:45-9:25 ___  10:40-12:20 <em>X</em>_  1:00-2:40___</td>
</tr>
<tr>
<td>Thursday, Apr 25&lt;sup&gt;th&lt;/sup&gt;</td>
<td>7:45-9:25 ___  10:40-12:20 ___  1:00-2:40 <em>X</em>_</td>
</tr>
</tbody>
</table>

There will be 3 or 4 professionals, representing different careers, on your panel. You will have a panel moderator from *Your Future Is Our Business* as your host. You will be with 20-35 students. The format is informal; speakers sit with the students. We begin with an “ice breaker” (“What’s my line”)! Students guess who is who! **Please do not wear anything that would identify your career!** Speakers briefly introduce themselves. The discussion then proceeds based upon student questions. The last 15/20 minutes is for refreshments and for one on one conversation.

Thank you for your help. By sharing your personal experience, you are helping students to learn…

- what kinds of skill sets are common to most careers
- how career choice is related to lifestyle choice
- what types and levels of jobs are available in this career field
- how a young person should prepare (recommendations for high school courses, related activities, and typical college majors)

**If appropriate, please bring any examples of your work, tools of the trade, or handouts.**

*Students are always interested in visuals and hands-on experiences.*

Please contact Stacey Smith at *Your Future Is Our Business* (477-5651) for any schedule questions or unanticipated emergency. We look forward to meeting with you! We appreciate your participation in this activity that helps students in making important life decisions, and supports their “school to career” transitions.
Your Future Is Our Business

Career Panels                            Watsonville High School                March - 2003

Speaker Evaluation

Name: ___________________________________________

Your profession: _________________________________

Name of business/company ________________________________________________

1. Was serving as a presenter on this career panel worth your time and effort?  
   Not Really  1  2  3  4  5   Definitely

2. Did you receive adequate information beforehand?  
   Not Really  1  2  3  4  5   Definitely

3. Did you find the length of time and format of the panel appropriate? Yes__No__
   Comments:________________________________________________________________________
   ________________________________________________________________________________
   ________________________________________________________________________________

4. Would you be willing to serve as a presenter again?  Yes __ No __

5. Do you have any suggestions for how to improve the career panels?
   ________________________________________________________________________________
   ________________________________________________________________________________
   ________________________________________________________________________________
   ________________________________________________________________________________

I would be willing to help students or teachers by:

   ____ Providing a job shadowing opportunity
   ____ Hosting a career panel at my business site
   ____ Offering an informational interview
   ____ Setting up an internship

Thank you for your support and your feedback!

Please FAX this evaluation to 831-477-5636 or mail it to:
Your Future Is Our Business, Cabrillo College, 6500 Soquel Dr., Aptos, CA 95003
Career Panels

Moderator Guidelines

Thank you for volunteering to serve as moderator for the Your Future Is Our Business Career Panels for San Lorenzo Valley High School students on November 27th and 28th, 2001. The panels are being held at the high school, 7105 Highway 9, Felton. There will be three professionals, representing different careers, on your panel. Please find attached schedule. We have set up the panels based upon student requests.

<table>
<thead>
<tr>
<th>You are scheduled for:</th>
<th>Tuesday, 11/27</th>
<th>8:05 – 9:55 <em><strong>X</strong></em></th>
<th>12:50 – 2:40 _____</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wednesday, 11/28</td>
<td>8:05 – 9:55____</td>
<td>12:50 – 2:40___X__</td>
</tr>
</tbody>
</table>

Goal: To give the students the opportunity to interact with these professionals, to gain valuable information which can help them in making successful career plans and goals.

Format: Informal; speakers sit with the students. After an ice breaker (“what’s my line?”) speakers briefly introduce themselves (name, where they work), then discussion proceeds based upon student questions. Each student is expected to ask a question, they have all prepared questions ahead of time.

Moderator role:
- Greet the speakers on your panel, make introductions, show them to their room.
- Review the format, help arrange any materials the speakers have brought with them.
- Welcome the students/teacher(s), introduce yourself and thank the presenters for being there, acknowledging the fact that these professionals are taking time out of their busy schedules to share their expertise with the students.
- “What’s My Line?” allow 5 minutes for this ice breaker (ask for a student volunteer).
- Begin with student questions. Ask if someone wants to start, if not choose someone to begin. Have each student give their name before asking their question. Continue around the group. Make sure that there is time for each student to ask at least one question of one or all the speakers.
- Don’t let any speaker, student, or teacher monopolize the conversation!
- Keep track of the time, the last 15 minutes will be used for refreshments and mingling.
- In closing, thank the guest speakers and applaud, the students will take your lead.
- Escort the group to the room where snacks are being shared if it is not in your room.

SHARING REFRESHMENTS: This is a time for students to talk with speakers one on one and speakers to share materials they have brought with them. Students may tend to separate themselves from the adults, but this can be a valuable time for conversation and networking between speakers and students. Please try to engage the students and encourage them to ask additional questions of particular speakers (escorting them if necessary)!

If you have any questions or last minute emergencies please contact: __________________ at __________.

MANY THANKS!
Moderator Evaluation

Name: ____________________________________________

Your profession: ______________________________________

Name of business/company ____________________________________________________________

1. Was serving as a moderator for a career panel worth your time and effort?
   Not Really  1 2 3 4 5  Definitely

2. Were the moderator guidelines useful to you?
   Not Really  1 2 3 4 5  Definitely

3. Did you find the length of time and format of the panel appropriate? Yes__No__
   Comments:________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

4. Would you be willing to serve as a moderator again? Yes __ No __

5. Do you have any suggestions for how to improve the career panels?
   __________________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

I would be willing to help students by:

   ____ Providing a job shadowing opportunity
   ____ Hosting a career panel at my business site
   ____ Offering an informational interview
   ____ Setting up an internship

Thank you for your support and your feedback!

Please FAX this evaluation to Stacey Smith 831-477-5636 or mail it to:
Your Future Is Our Business, Cabrillo College, 6500 Soquel Dr., Aptos, CA 95003