



March 2020

Students@WorkSM is a project of the North Carolina Business Committee for Education in partnership with the North Carolina Department of Public Instruction. The goal is for North Carolina businesses to help middle school students see the opportunities that exist in the workplace as well as the skills needed for those jobs. The program helps to fulfill the career awareness component of the Experience More campaign by connecting classroom learning with career learning to better prepare students for tomorrow's jobs today.

BENEFITS

Students:

- Promote career awareness and opportunities
- Understand the knowledge and skills that 21st century workplaces demand
- Connect academics and the real world of work

Businesses:

- Promote career readiness and awareness and engage students who may be potential employees
- Enhance goodwill between business and community
- Demonstrate value of community service by senior management

Why middle school?

Middle school is a crucial time for dropout prevention and also when high school curriculum planning takes place. Direct experience with the workplace demonstrates the relevance of education and career awareness to future success.

Ways you can participate:

Option One: Have a group of students visit your workplace. Through interactive activities let them see the career opportunities available to them and get them interested in what you do.

Option Two: Have your representative visit a school and make a presentation to students about your business. This may work best for those businesses where safety or other considerations make an on-site visit impractical.

Option Three: Host a virtual program for students in underserved areas or when bringing students into the workplace may not be an option.

NEW How to Register:

Step 1: If you have not already created your NCBCE profile through the Navigator platform, please do so at <https://wblnavigator.org/web/organization-signup-form/>. (Make sure to check Students@WorkSM).

Step 2: Follow the instructions in the *Students@WorkSM Navigator Business Registration Process* document to register **** This should be done by September 27, 2019.**

2020 Weeks of Focus ****If this isn't possible for you, feel free to host your program any time**

March 2-6, 2020: Education, Healthcare and Public Service

March 9-13, 2020: Small Business and Entrepreneurship

March 16-20, 2020: STEM

March 23-27, 2019: Hospitality, Tourism and Retail

For more information about Students@WorkSM contact: ncbce@nc.gov