

**JOB CORPS' RESOURCES
FOR
GROUNDHOG JOB SHADOW DAY
2006**

Thursday, February 2, 2006

INCLUDING:

Best Practices from 1999 – 2005 (submitted by Job Corps participants)

Sample Job Corps News Release and Sample Media Advisory

“Right to Use Photographic Likeness” Forms

GROUNDHOG JOB SHADOW DAY BEST PRACTICES
Compiled From Job Corps' 1999–2005 Activity Summaries

Your peers in the Job Corps community offered these suggestions, based on their years of experience participating in Groundhog Job Shadow Day. The best practices listed below have helped highlight Job Corps' participation in Groundhog Job Shadow Day.

General

- Get the entire center involved. Don't try to organize/run this event alone.
- Think about what your audiences can do for Job Corps beyond Groundhog Job Shadow Day by strategizing about targeted sites, based on who, what, and why you want to reach them.
- Recruit elected officials and community leaders early — they help generate increased participation and positive media coverage. Make sure that Job Corps is mentioned in media coverage the VIPs receive.
- Make sure Job Corps Center Directors give resources to the appropriate staff (i.e., Career Transition Services (CTS), Business Community Liaisons (BCL) as soon as possible.
- Remember that Groundhog Job Shadow Day is a year-round event. Remind workplace mentors of this and continue to arrange job-shadowing opportunities for students all year long.
- Seize this opportunity to educate employers about Job Corps — lay the groundwork for long-term relationships.

Planning and Preparation

- Start planning and making all logistical arrangements far in advance, especially regarding transportation and meals.
 - Partner with local transit companies to arrange transportation vouchers.
 - Plan and test travel routes.
 - Coordinate efforts and logistics, and share leadership roles amongst centers to maximize opportunities, especially if centers are located in close proximity.
- Hold center-wide assemblies to motivate students to participate.
- Build enthusiasm by engaging students in the planning process and let them know why job shadowing is important.
 - Have students design a Groundhog Job Shadow Day logo or t-shirt.
 - Establish student committees to help plan participation.
 - Assign specific planning duties to students to promote "ownership".
 - Involve students in site selection — let them contribute to a "wish list" of workplaces where they would like to shadow and then involve them in following up with appropriate contacts.
 - Have students promote employer participation by attending/speaking at local Chamber of Commerce meetings, Community Relations or Industry Council meetings, workforce investment board meetings, etc.
- Post information in student and staff areas on-center far in advance; use clip art provided in the "How to Have a Successful Groundhog Job Shadow Day" booklet to enhance flyers.
- Establish a Groundhog Job Shadow Day bulletin board for ideas and updates.

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- Advertise in the local newspaper for interested employers to serve as workplace mentors.
- Get local elected officials to issue proclamations (i.e., getting the mayor to declare Job Shadow Day in your town).
- Prepare students/provide orientation — refer to the “How to Have a Successful Groundhog Job Shadow Day” booklet for guidelines.
- Give each student an information sheet with specifics about where he/she is going (i.e., location, company name), the appropriate contact person, and other details at least one day in advance.
- Have students “apply” for shadowing opportunities as they would for a job. Responsibilities could include researching the companies where they will be shadowing and preparing resumes to submit to workplace mentors ahead of time.
- Ensure that students are adequately prepared to answer general questions that employers may have about the Job Corps program.
- Invite prospective workplace mentors to participate in your holiday activities so that they can learn more about the program and meet the students.
- Contact staff and students at local colleges and universities about being mentors.
- Ask staff from Workforce Investment Boards and local One-Stop partners, such as local Dislocated Worker, Vocational Rehabilitation or Apprenticeship programs, to consider serving as student mentors.
- Hold a pre-Groundhog Job Shadow Day employer luncheon to explain job shadowing and answer questions.
- Have workplace mentors meet with and “interview” students in advance.
- Remind workplace mentors of their commitment at least two days in advance.
- Give assignments to all staff to get them involved in advance and on the big day.
- Make sure students know how to dress appropriately for their workplace shadowing experience.
- Have a back-up plan for students who sign up or those who cannot participate at the last minute.
- Arrange to have a guest speaker from Junior Achievement, America’s Promise, or another Groundhog Job Shadow Day partner organization on-center to generate enthusiasm.

Approaches to Participation

- Adjust and be flexible: If February 2nd does not work for you, try an earlier or later date, or expand Groundhog Job Shadow Day into an entire week.
- Consider having Groundhog Job Shadow Day last two days — one day Job Corps students shadow mentors off-center; the other day, students from schools in the community shadow mentors on-center.
- Let students shadow Job Corps center staff, especially at rural centers.
- Allow students who are waiting to be enrolled in a specific trade to shadow students who are already enrolled in that trade.
- Pair female students with female workplace mentors to foster role model relationships.
- Invite a motivational speaker to address students at the start of the day if shadowing is taking place on-center.
- Approach members of your Center Industry Council, Community Relations Council, Vocational Advisory Council, and other external contacts who already play a role on-center about being workplace mentors.

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- Enlist the assistance of vocational instructors in finding workplace mentors.
- Arrange shadowing opportunities with media and public officials to maximize Job Corps' impact on public awareness.
- Check Web sites such as www.americaspromise.org and www.mentoringusa.org to locate mentoring organizations and additional opportunities near you.

Day of Event

- Make sure all students arrive on time at all shadowing sites.
- Give students disposable cameras to document their day.
- Provide students with Job Corps brochures to hand out to mentors.
- Give students workplace-appropriate Job Corps trinkets to present to workplace mentors.
- Order t-shirts or other Job Shadow Day products from the www.jobshadow.org Web site to give to workplace mentors.
- Have students wear Job Corps pins or something appropriate for the workplace that connects them to the program.
- Have Job Corps shadows review resumes of current job applicants as part of shadowing activities.
- Ensure that students have appropriate items for their shadowing experience (i.e., a pen, pad, resume, lunch money).

Follow-Up

- Allow time for reflection and follow-up after Groundhog Job Shadow Day — let students compare notes in a structured setting. Capture good ideas for next year.
- Have students write summaries of their experiences, possibly as a group.
- Reward students with treats and special attention at the day's end.
- Have students draft "thank you" notes and hand deliver them to employers/workplace mentors, if possible. Cookies and other treats add a nice touch, especially if they have the Job Corps logo on them. Try to ensure that students deliver these items within five business days after their shadowing experiences.
- Share photos of Groundhog Job Shadow Day with workplace mentors.
- Get feedback from employers/workplace mentors after the day is over.
- Place an advertisement in the local paper, thanking employers who served as workplace mentors.
- Hold a luncheon on-center to thank workplace mentors.
- Capture lessons learned and best practices in a Groundhog Job Shadow Day binder as a reference for future job shadowing activities.

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SAMPLE JOB CORPS RELEASE

In formatting your release, make sure you use 1.5-line spacing.

(YOUR CENTER OR ORGANIZATION LETTERHEAD)

FOR IMMEDIATE RELEASE
(Date)

Contact: *(Name)*
(Phone Number)

***(YOUR CENTER OR ORGANIZATION) CASTS JOB CORPS' SHADOW ON
NINTH ANNUAL GROUNDHOG JOB SHADOW DAY***

(CITY/TOWN) - As the groundhog gets ready to look for his shadow, *(YOUR CENTER/ ORGANIZATION)* will join thousands of employers and students around the country who are taking part in Groundhog Job Shadow Day on Thursday, February 2, 2006. Since 1996, this initiative to engage students in the world of work has paired student "shadows" with "workplace mentors" to introduce students to the workplace and demonstrate the connection between academics and careers. The goal of Groundhog Job Shadow Day is to match more than one million young people with workplace mentors. On behalf of Job Corps, *(YOUR CENTER OR ORGANIZATION)* will join national event sponsors and students, businesses, and community members in the *(NAME OF TOWN/CITY)* area on Thursday, February 2, in providing valuable workplace experience to students.

(Indicate any special time for media/photo opportunities here. Note any VIPs who will take part — elected officials, community leaders, or local celebrities. Provide address and any specific directions if needed.)

(INSERT QUOTE FROM CENTER DIRECTOR/REP OF YOUR ORGANIZATION) "Groundhog Job Shadow Day provides a unique opportunity to make the world of work come alive for our young people--and that's what Job Corps is all about. Each year, Job Corps teaches nearly 65,000 *(OR USE CENTER NAME AND APPROPRIATE NUMBER)* students the skills they need to become employable. Job Corps understands the importance of making the connection between center classrooms and employer workplaces, and Groundhog Job Shadow Day offers our students another opportunity to do just that."

Specifically, *(YOUR CENTER OR ORGANIZATION)* will *(DESCRIBE PLANNED ACTIVITIES including Job Corps student shadows, local students/community members on center, and contractors/staff serving as workplace mentors. Think in terms of "why is this news?" when*

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drafting your description and make sure it answers who, what, where, when, why, and how).

(INSERT QUOTE FROM STUDENT OR WORKPLACE MENTOR WHO WILL BE INVOLVED) If student — why he/she is looking forward to participating; if mentor — how it's an opportunity to contribute to the community and its young people).

For information about Groundhog Job Shadow Day, please go to www.jobshadow.org.

For information on Job Corps admissions, call (800) 733-JOBS (5627). *(OR USE LOCAL INFORMATION AS APPROPRIATE)*. For general information, access the Job Corps Web site at <http://jobcorps.doleta.gov>.

Over the past 41 years, Job Corps has provided opportunities to more than 2 million economically disadvantaged young Americans. Administered by the U.S. Department of Labor, this voluntary, residential training program offers vocational, academic, and social skills training to students aged 16 to 24 at 122 centers nationwide, including the District of Columbia and Puerto Rico. Each year, Job Corps serves nearly 65,000 young people.

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SAMPLE MEDIA ADVISORY

Another useful media outreach tool is the **Media Advisory**. This is best used as a reminder after the release has been sent out and should be distributed just prior to the event. A Media Advisory includes just the basic information, presented in the following simple format:

MEDIA ADVISORY

(Print on your letterhead — NO MORE THAN 1 PAGE)

WHAT: Groundhog Job Shadow Day is a national initiative that provides students an opportunity to get an up-close look at the world of work by “shadowing” workplace mentors as they go through their work day. Job shadowing gives young people a chance to see how the skills learned in school relate to the workplace.

WHEN: Thursday, February 2, 2006 *(Indicate times as appropriate)*

WHERE: *(Indicate workplace and/or center locations where Job Corps students will be shadowing and/or where staff will be hosting shadows. Provide specific addresses and directions, especially if many students will be shadowing at one workplace.)*

WHO: Job Corps students and *(indicate the company name(s) of participating employers, in addition to the names of any high-profile participants)*

FOR MORE INFORMATION, CONTACT:

(Name)

(Organization)

(Phone Number)

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RIGHT TO USE PHOTOGRAPHIC LIKENESS

I, _____, grant to the Job Corps Program of the United States Department of Labor, the right to use and publish photographic likenesses or pictures of me. I may be included in the photographic likenesses or pictures in whole or in part, in conjunction with my own name, or reproductions thereof, made through any medium, including Internet, for the purpose of advertising in promotion of the Job Corps Program.

I waive any right that I may have to inspect or approve the finished product or the advertising or other copy, or the use of the portraits or photographic likenesses of pictures of me.

I release the Job Corps Program and the United States Department of Labor, and all persons acting under the direct permission or authority of the Job Corps Director from any liability that may arise out of the use of the portraits or photographic likenesses if used for the purpose of advertising in promotion of the Job Corps Program.

Dated _____, 20__

Student Signature

WITNESS: _____

Name Printed

Job Corps Center

Class/Department

Identifier (color of shirt, etc.):

ACKNOWLEDGEMENT

I have read this document and it was fully explained to me by a Job Corps representative.

WITNESS: _____

Student Signature

RIGHT TO USE PHOTOGRAPHIC LIKENESS
(For Minors)

I, _____ (name of parent), as _____ (father or mother or guardian) of _____ (name of student), a minor, grant to the Job Corps Program of the United States Department of Labor, the right to use and publish photographic likenesses or pictures of _____ (name of student). I understand that my child may be included in photographic likenesses or pictures in whole or in part, in conjunction with his or her own name, or reproductions thereof, made through any medium, including Internet, for the purpose of advertising in promotion of the Job Corps Program.

I waive any right that I may have to inspect or approve the finished product or the advertising or other copy, or the use of the portraits or photographic likenesses of pictures of my child.

I release the Job Corps Program and the United States Department of Labor, and all persons acting under the direct permission or authority of the Job Corps Director from any liability that may arise out of the use of the portraits or photographic likenesses if used for the purpose of advertising in promotion of the Job Corps Program.

Dated _____, 20__

Parent Signature

Name Printed

Student Name

Job Corps Center

Class/Department

WITNESS: _____

Identifier (color of shirt, etc.):

ACKNOWLEDGEMENT

I have read this document and it was fully explained to me by a Job Corps representative.

WITNESS: _____

Parent Signature