

**Guide to Groundhog Shadow
Friday, February 1, 2013**

WHAT IS GROUNDHOG JOB SHADOW DAY?

Every year the country waits to see if that famous groundhog, Punxsutawney Phil, will see his shadow and launch us into another 6 weeks of winter. To honor this American tradition, Groundhog Job Shadow Day (GHJSD), will be held **February 1, 2013**. This marks the national kickoff to a **year-long initiative** that gives students across America the chance to shadow workplace mentors as they experience a day on the job.

This is Job Corps' 14th year participating in GHJSD, which provides students with an up-close look at how skills learned in Job Corps are put to use in the workplace.

What better way to encourage students to build careers than to provide them with an opportunity to participate at the workplace, and to witness firsthand how both the career and academic skills they learn in Job Corps can be put into practice? In addition, each year, many employers are so impressed with Job Corps students that job shadowing often leads to internships, work-based learning, and even career opportunities.

A FEW KEY ROLES:

Shadow – a student participant who spends GHJSD on the job with a workplace mentor. The student “shadows” the workplace mentor throughout the workday.

Workplace Mentor – the employer/mentor who hosts the student shadow on the job, providing the student with an up-close look at how skills learned in classes and training are put to use in the workplace.

HOW TO REACH OUT AND FIND A SHADOW FOR YOUR STUDENTS

(Hint: You can be a workplace mentor too!)

WHAT CAN I DO ON A CENTER?

- **Enlist members** of the Center Industry Council, Community Relations Council, and Vocational Trade Council.
- **Investigate opportunities** with local and state elected officials, community leaders, and the media.
- **Invite new employers**, it's a great way to engage potential new partners with Job Corps!
- **Talk to current employer contacts and vendors**, and check with those companies that provide goods and services to your center.
- **Suggest that work-based learning employers** allow their current students to shadow in different departments.
- **Reach out** to workforce partners (i.e., state and local Workforce Investment Boards, staff at local One-Stops, Office of Apprenticeship, etc.).



- **Contact your local American Red Cross chapter** by checking www.redcross.org.
- **Contact America's Promise partners** by visiting www.americaspromise.org for local contact information.
- **Serve as a workplace mentor.** (See suggestions below for Regional Office or Job Corps contractor.)

WHAT CAN I DO IN A REGIONAL OR CORPORATE OFFICE?

- **Host a Job Corps student.** Contact your nearest Job Corps center to host a Job Corps student in your office.
- **Invite staff to bring their children.** The children can shadow other staff members.

THINK CREATIVELY...

- Invite alumni and staff to discuss career paths with students and to share their personal career stories.
- Place a “display ad” in a local publication, thanking employers who participated in GHJSD.
- Invite a Job Corps alum to provide a pre-shadow presentation (topics can include reviewing attire, office etiquette, etc.) to students.
- Provide students with Job Corps-themed pens or calendars to hand out to their workplace mentors.
- Sponsor an appreciation luncheon and invite workplace mentors, alumni, and community members.

GET THE MEDIA INVOLVED...

GHJSD is a great way for Job Corps to help raise its profile with employers and other members of the community. Here are some ideas for using GHJSD to increase public awareness of Job Corps in your area:

- Contact the weather person at your local television or radio station about serving as a workplace mentor or featuring Job Corps' participation in GHJSD. (The American Meteorological Society has been a part of GHJSD for 10 years.)
- Ask reporters, producers and/or other administrative staff at your local newspapers, television, and radio outlets to serve as workplace mentors and host a Job Corps student shadow for the day – this approach also nearly guarantees coverage and promotion of the event.





- Use the tailored release and advisory provided to highlight your involvement in the local community.

FOR THE RECORD...

- Provide cameras to your students so they can take photos (make sure they get a photo of themselves too).
- Post digital photos on your center's website.
- Send thank-you notes and a summary of accomplishments to workplace mentors (student shadows should send one too) – include a photo if possible.

