



# Resources and Best Practices

## See an opportunity, not a shadow!

Groundhog Job Shadow Day is a special opportunity to educate employers about Job Corps, and to lay the groundwork for long-term relationships. Make the most of the day by involving Business Community Liaisons, Career Technical Training instructors, and Career Transition Services providers in the planning process. They will offer valuable insights on possible job shadow sites.

Even though Groundhog Day is 1 day per year, job shadowing is a year-round practice.

## Plan for success!

### Start planning today: Groundhog Job Shadow Day is Tuesday, February 2 ... just weeks away!

- Answer key logistical questions: Where are we going? How are we getting there? What about lunch? and other logistics.
- Contact local transit representatives to arrange transportation vouchers, if available.
- Are you near another Job Corps center? Coordinate your plans to maximize efforts.
- Invite prospective workplace mentors and Work-Based Learning employers to participate in the planning process as a way to become more familiar with Job Corps.
- Establish student planning committees with specific duties to promote student involvement.
- Anticipate adjustments and flexibility in your plan. Events rarely go exactly as expected.
- Remember your backup plan. Students and organizations that sign up late or have a conflict should still be able to be involved.
- Arrange for each student to receive an information packet a week in advance.
  - Job shadow location basics: company name, address, contact person, anticipated duties.
  - Answers to general questions that employers may have about the Job Corps program.
- Take pictures and video! Photos of your planning events and job shadow events can be shared with media and with Job Corps' Facebook page.
- Assign individuals the very important task of recording participation stats: numbers of students, staff, and employers who participated, hours worked, sites involved, and more.

## Build your team!

### While one group is planning, another can be building your team.

- Hold centerwide assemblies to update and motivate students.
- Host a guest speaker and/or rally to spark interest and generate enthusiasm.
- Tell your students that job shadowing can lead to employment and they will be more likely to participate.
- Ask students to create Groundhog Job Shadow Day promotional posters and materials.
- Make sure students know how to dress appropriately for job shadow events.



## Build your team!

### Cast a wide net for job shadow opportunities.

- Center staff members—and their spouses—especially at rural centers, can be shadowed at approved sites.
- If you have students waiting to be enrolled in a training area, allow them to shadow students already advanced in that training area.
- Center Industry Council, Community Relations Council, Vocational Advisory Council, and other external contacts should be at the top of your list.
- Don't forget your local academic and civic contacts: community colleges, public offices and departments, and civic organizations are valuable resources for shadowing and networking.
- Inviting media representatives and public officials to participate can produce job shadow opportunities and help raise awareness of your events.
- Workforce Investment Boards and local One-Stop/American Job Center partners, such as local Dislocated Worker, Vocational Rehabilitation, or Apprenticeship programs, can participate.

## Spread the word!

### Groundhog Job Shadow Day gives you an excellent message to share with your community about Job Corps. Make the most of it by spreading the word far and wide.

- Educate students on your plan. They are your best spokespeople.
- Contact local elected officials to request a proclamation deeming Feb. 2, 2016, as Groundhog Job Shadow Day in your town. If you are contacting officials who also represent another Job Corps center, be sure to coordinate with that center in advance.
- Host a pre-Groundhog Job Shadow Day participant luncheon to share key details.
- Remind workplace mentors of their commitment at least 2 days in advance.

## Checklist for the day before the big day

- Transportation confirmed for on-time arrival at shadowing sites?
- Arrangements made for high-quality photos of events at each shadowing site?
- Students wearing Job Corps pins, shirts, or appropriate clothing that connects them to the program?
- Job shadows reviewed resumes of current job applicants as part of shadowing activities?
- Students provided with appropriate items for their shadowing experience: pen, paper, resume, Job Corps brochures, lunch money, and transportation?

## Checklist for follow-up activities

- Send thank-you notes or e-mails to mentors from students within 5 business days after Groundhog Job Shadow Day.
- Share photos of Groundhog Job Shadow Day with everyone involved, especially workplace mentors.
- Schedule meeting for students to compare experiences in a structured setting, share ideas for next year, and discuss improvements.
- Collect written summaries from students (possibly as an academic assignment).
- Request that workplace mentors share feedback directly with staff contacts.
- Host a luncheon, create a video, submit a letter to the editor from your center director, or place an advertisement in the local newspaper thanking workplace mentors.
- Share event photos and information with [massey.curtis@dol.gov](mailto:massey.curtis@dol.gov) for possible posting on the Job Corps Facebook page and/or Department of Labor newsletter.
- Enter participation statistics in the combined survey that will be available in May 2016 for Groundhog Job Shadow Day, Youth Service Day, and Earth Day Every Day activities.

