

PROGRAM STAFF TIP SHEET

Guest Speaker: Success Factors

A tip sheet for Learn & Earn Program staff

When designing and implementing a Guest Speaker program with the Learn & Earn Program, keep the following success factors in mind.

BEFORE A GUEST SPEAKER ARRIVES

- ❑ Coordinate instructor involvement.
 - › Identify all interested instructors and help them plan for their Guest Speaker presentations.
 - › Review the Work-Based Learning Essential Elements provided in this toolkit.
 - › Review the Guest Speaker Guide.
 - › Identify relevant policies and staff to support employer and organization participation and Work-Based Learning.
 - › Provide instructors with planning tools to integrate Work-Based Learning in current curriculum and connect the activity to learning outcomes.

TALK WITH YOUR INSTRUCTORS AND IDENTIFY WHICH OF THE FOLLOWING TASKS THEY WILL DO AND WHAT THEY NEED YOU TO DO.

- ❑ Coordinate employer and organization involvement.
 - › Make sure the speaker is a good match for the class or workshop. What is the speaker's motivation? What classroom or workshop topics can the speaker support?
 - › Is the employer or organization able to talk about many occupations in the sector?
 - › Set clear expectations about desired learning outcomes for youth and young adults.
 - › Discuss subject matter and its appropriateness for this population of youth and young adults.
 - › Discuss best methods for being real with and engaging youth and young adults.
 - › Help the employer or organization create a youth-friendly presentation that's connected to the goals of the Learn & Earn Program.
 - › Inquire about presentation needs, such as a projector.
 - › Ask the Guest Speaker to include discussion about industry sectors and pathways.
- ❑ Support learning.
 - › Help youth and young adults research the company or organization.
 - › Send the class syllabus or outline so the speaker can make relatable points.
 - › Figure out how to really integrate the Guest Speaker's presentation into the curriculum so it's not an isolated learning moment.
- ❑ Address logistics.
 - › Let staff know when guests are expected on campus.
 - › Arrange for someone to meet the speaker when they arrive, and escort them to the classroom or workshop.

AFTER THE GUEST SPEAKER PRESENTATION

In coordination with the instructor:

- Reflect on learning.
 - › Provide individual and group reflection activities for youth and young adults.
 - › Help youth and young adults make the connection between training topics and the workplace.
 - › Support youth and young adults in determining their next steps in learning about careers.
- Conduct follow-up activities.
 - › Debrief with the Guest Speaker.
 - › Working with the instructor, utilize employer/organization and youth/young adult feedback to improve future Guest Speaker presentations.
 - › Assess the impact and value of the presentation.
- Document and archive information about the presentation.

GO DEEPER

There are a number of suggested activities to deepen the impact of a Guest Speaker program. Consider the following activities.

- Have a group of youth and young adults serve as ambassadors to support Guest Speakers when they're on campus, making it easy to have a number of speakers support learning throughout the school year.
- Take pictures from the Guest Speaker presentation and provide them to the company or organization for its website or newsletter.
- Publicize the guest speaker and the business or organization by placing a story in the local newspaper or posting on the school webpage. (Make sure you clear this with the guest speaker's company/organization first.)
- Share information about the speaker's visit with Board Members.
- Consider other potential public relations benefits and opportunities.