



HOW TO MAKE A CAREER FAIR PAY OFF- FROM STRUGGLES TO SUCCESS



VIRGINIA DEPARTMENT OF EDUCATION

SESSION INFORMATION

- **Please put all questions in the Q&A**
- **Use “speaker view” for the best experience**
- **Mute your microphone during the session presentation**
- **All sessions are being recorded**
- **Complete the survey at the end of the session for PD points – please do not leave the Zoom**

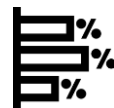
**MATTHEW BECHTEL, WBL SPECIALIST, FAIRFAX COUNTY
PUBLIC SCHOOLS**

**LEAH ROSS, WBL SPECIALIST, FAIRFAX COUNTY PUBLIC
SCHOOLS**

**DANIELLE MEYER, WORKFORCE DEVELOPMENT
COORDINATOR, PRINCE WILLIAM COUNTY PUBLIC SCHOOLS**

DANNY RUBIN, PRESIDENT, RUBIN

izi Planning Team Members - Region IV WBL Specialists



Matthew Bechtel
WBL Specialist
mhbechtel@fcps.edu



Office of Counseling and
College and Career Readiness



Leah Ross
WBL Specialist
leross@fcps.edu



Office of Counseling and
College and Career Readiness



Danielle Meyer
WBL Coordinator
meyerdn@pwcs.edu



Career and Technical
Education
Student Services and Post-
Secondary Success

A Regional Approach to Career Events



INSTRUCTION 2 INDUSTRY

A virtual career expo event for high school students

FEBRUARY 13 - 16, 2023

Register now!
https://bit.ly/Register_I2I



Insights!

Throughout the session be on the lookout for

-  shared resources and
-  lessons learned!



Session Overview

- Background Information
- Event Overview
- Promotion & Marketing
- Future Plans
- Expanding Outreach Efforts



Session Outcomes

- Gain insight to a hybrid regional career events.
- Strategies for engaging community organizations.
- Setting the plans for 2023-2024 and beyond.





CELEBRATE **TODAY.**
OWN **TOMORROW!**

Background Information

Promotional Video





CELEBRATE **TODAY.**
OWN **TOMORROW!**

Event Overview

Instruction 2 Industry

A Career Expo Event for High School Students

WHO

High school students from Alexandria, Arlington, Fairfax, Falls Church City, Loudoun, Manassas City, and Prince William County Public Schools.

WHY

For high school students to connect with industry professionals from in-demand career fields across the Northern Virginia Region.

WHAT

A multi-day virtual career exploration fair with industry panel discussions, information sessions, career fair exhibitors, and career planning support.

WHEN

Mon., Feb. 13, 2023 - Thurs., Feb. 16, 2023

55 minute sessions held during the evenings from 4:00 pm - 8:00 pm.



Daily Schedule

Time	Monday, 2/13	Tuesday, 2/14	Wednesday, 2/15	Thursday, 2/16
4:00-4:55 pm	Architecture, Construction, & Energy	Business, Finance, & Marketing	Arts, A/V Technology & Communication	Career Fair Exhibitor & Information Session Breakout Rooms Instruction 2 Industry Career Fair Exhibitor Breakout Rooms #1 Instruction 2 Industry Career Fair Exhibitor Breakout Rooms #2
5:00 - 5:55 pm	Education & Training	Government, Public Administration, & Law	Science, Technology, Engineering, & Mathematics	
6:00 - 6:55 pm	Health Sciences	Agriculture, Food and Natural Resources	Information Technology	
7:00 - 7:55 pm			Tourism, Hospitality & Recreation	



Event Session Types



	2020-2022	2022-2023	2023 - beyond
1	Industry Panel Discussions	Industry Panel Discussions	Employability (Week in October)
2	Information Sessions	Career Fair Exhibitors	Industry Panel Discussions (Week in February)
3	Career Fair Exhibitors		Career Fair (Weekend in February)
4	Career Planning Support		Summer Employment (Weekend in April)



CELEBRATE **TODAY.**
OWN **TOMORROW!**

Promotion & Marketing

Promotion & Marketing Types



- Social Media
- Promotional Video
- Advisory Lessons
- Newsletters
- Flyers
- College and Career Readiness Tool - Communication
- Division Communications Department





CELEBRATE **TODAY.**
OWN **TOMORROW!**

Future Plans

Quarterly Events

izi Employability

- October 16-19, 2023
- Virtual
- 10:15 am - 10:45 am
- 30 Minute Sessions
- Task Oriented

izi Summer Employment

- April 6 or 7, 2024
- In-Person
- All Day
- Seeking Employment and/or Internships



CELEBRATE TODAY,
OWN TOMORROW!

Expanding Outreach Efforts

Connections with Community

- Chambers of Commerce
 - Employer Engagement
 - Support Communication Efforts
- Virginia Ed Strategies
 - Pathful
 - Student Internship Roles for i2i
- Family & Community Engagement Events
 - Awareness Campaign



Contact Information - Region IV WBL Specialists



Matthew Bechtel
WBL Specialist
mhbechtel@fcps.edu



Office of Counseling and
College and Career Readiness



Leah Ross
WBL Specialist
lross@fcps.edu



Office of Counseling and
College and Career Readiness



Danielle Meyer
WBL Coordinator
meyerdn@pwcs.edu



Career and Technical
Education
Student Services and Post-
Secondary Success

NEW VA WBL Division Membership Opportunity

Now is your chance to join the NEW VA WBL Division for **FREE!** The new division will serve as the premier resource for Work-Based Learning professionals and stakeholders across the state.

Virginia ACTE Membership is required to add the VA WBL Division. The new membership option is available on the Virginia ACTE Membership page.



SCAN ME

bit.ly/VAWBLmember

Interested in Joining the Board of Directors?

Nominations Needed:

- Regional Representatives
- Post-Secondary Representative
- Department of Labor and Industry Representative
- Chamber of Commerce Representative
- Public Policy Representative
- Non-Profit Representative

**Complete the
Nomination Form by
June 29, 2023**

Terms start July 1, 2023

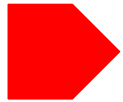


SCAN ME

bit.ly/VAWBLbod

Resources

[2022 Experience Works YouTube Video](#)



SCAN ME

bit.ly/2022Videoi2i

[2022 i2i Career Expo Tool Kit](#)



SCAN ME

bit.ly/2022ToolKiti2i





Questions & Answers

Thank you
for your
time!



How to Research a Company Where You Want to Work

A step-by-step guide

Questions to consider



Why is it important to research a company before an interview?

Where do we go to find appropriate research on a company?

What is an example of effective research?

Why is it important to show interest in others?

How can doing research help our chances at being chosen for the job?

Introduction

To secure a job interview, informational interview or other career opportunity, we need to understand the power of doing research on others.



A grayscale photograph of a hand pointing at a tablet screen. The background is blurred, showing several people in an office or meeting room. A yellow horizontal bar is positioned below the hand. The text 'Let's explore how to do research' is overlaid on the right side of the image.

**Let's explore
how to do
research**

Why Do Research?



When you know information about the company ahead of an interview, it shows you have poise and maturity.

Further explanation:

A great “soft skill” is the ability to show you care about other people.

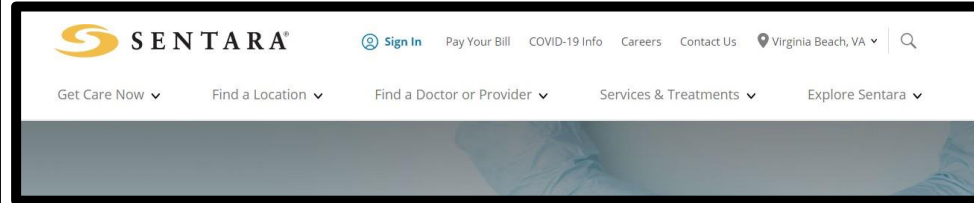
When you do research on a company, it proves you are interested in learning about others in addition to talking about your own qualifications.

Step 1.

Visit the Company's Website



Before the interview, go to the company's website home page.

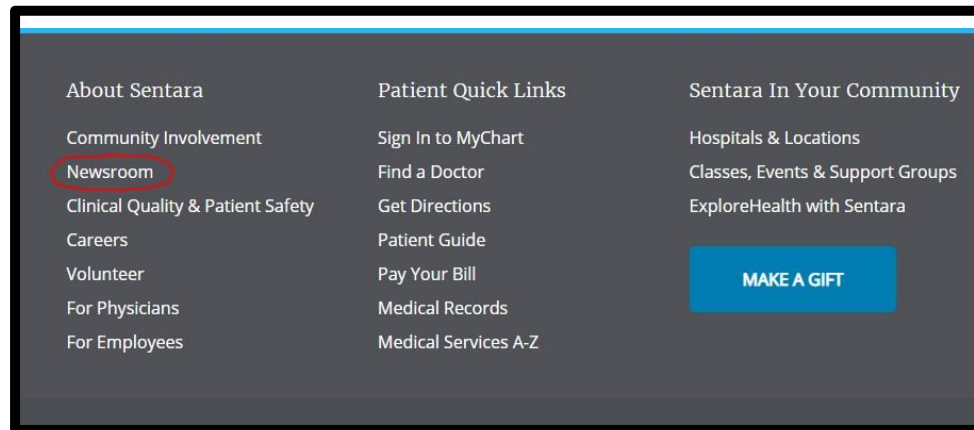


For the demonstration, we will use the website for Sentara, a large hospital system in Virginia.

Step 2.

Find Recent Company Achievements

Look carefully for a page that highlights recent company events or accomplishments.



For Sentara, we find the page we want – “Newsroom” – at the bottom of the home page.

Other pages to look for:

- Recent News
- Latest News
- Blog
- Press
- Press Releases

Step 3.

Read About One Accomplishment

On the page you selected, locate one piece of news and read it all the way to the end.

Stage IV lung cancer survivor now teaching fitness class for cancer patients

By: Kelly Kennedy

About Sentara, Patient Experience

Share



Here's a piece of news from the Sentara "Newsroom."

Now find your own article on the website of the company you visited.

Step 4.

Prepare a Question from Your Research

After you read the news about the company, you will write out a question about the news. You can ask the question during the interview.

Stage IV lung cancer survivor now teaching fitness class for cancer patients

By: Kelly Kennedy

About Sentara, Patient Experience

Share



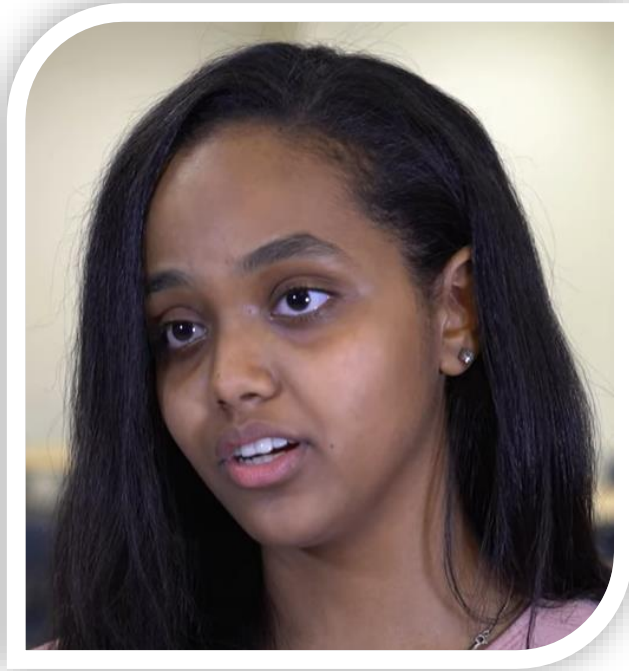
Sample question:

"I read that Frank, the cancer survivor, received treatment at the Sentara Brock Cancer Center. How many people are treated for cancer there each year?"

Final Thought

When you ask a question that comes from your research, the employer will be impressed at your preparation and level of interest.





Bezawit Abate

Rising Junior

Potomac Senior High School





Earn Your PD Points!

Please complete the
survey at the end of this
Zoom session