



Crater Region Reverse Career Fair

Districts Combining Resources to Provide Opportunities for Students

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Participating School Districts

- Dinwiddie
- Hopewell
- Prince George
- Colonial Heights
- Amelia
- Sussex
- Petersburg



Higher Education Partner

- Brightpoint Community College - Career Education Consortium





Purpose

- Provide seniors with opportunities to meet with regional employers looking to hire for career-oriented, entry-level positions
- Help local employers meet workforce needs
- Collaborate with neighboring districts to provide a efficient and productive experience for our students and industry partners



What's it look like?

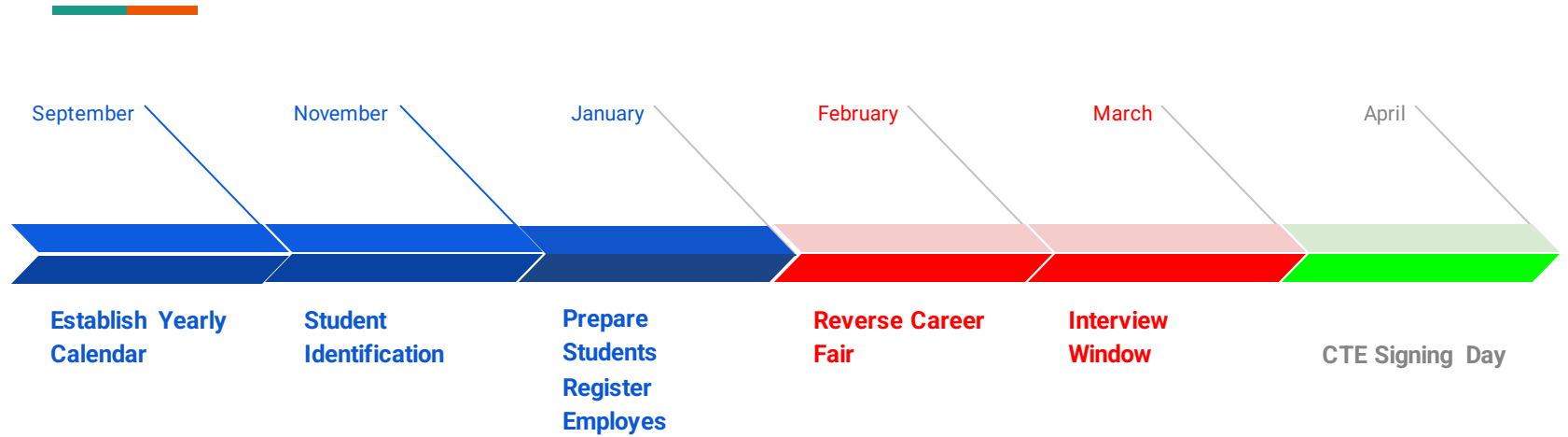
...let's begin with the end.







Annual Timeline





Step 1: Establish Yearly Calendar

- Dates and Considerations:
 - Monthly meeting dates, times, and locations
 - Need participation from all districts so that everyone is on the same page
 - Student and Employer registration deadlines
 - Reverse Career Fair Date (and rain/snow date!)
 - Interview Window Dates
 - Employer deadline to extend job offers
 - Must have time to prepare for CTE Signing Day ceremony
 - CTE Signing Day date



Step 2: Student Identification

- Use multiple sources
 - Junior / [Senior Class meeting](#) with follow up Workforce Development Initiative [survey](#)
 - School counselors
 - Teachers
 - Technical Center
 - Work-based learning students



Step 3: Prepare Students

Student preparation needs to include:

- Determining career aspirations
- Resume writing
- Interview preparation and practice
- Dress code
- Creating student display board....remember this is a “Reverse” Career Fair



Step 4: Register Employers

- Employer / Student ratio is a key factor
- Look at your students career goals to help determine which employers to invite. (i.e. if you have a student who wants to go to work in ECE but no preschool or childcare provider at the event, the student will be very disappointed)
- Employers **MUST** know expectations. The culmination of this process is CTE Signing Day which means they **MUST** be willing to extend job offers to successful students. You must be clear about this from the start. Be aware of pre-employment requirements such as testing requirements, certification requirements, age requirements from the start! Include information in the [Employer Registration Form](#).

2024 Crater Region Reverse Career Fair Participating Employers:





Step 5: Reverse Career Fair

Consider the following:

- Logistics
 - When can busses ACTUALLY arrive?
 - How early do you want employers arriving and would attendance be better in the morning or afternoon?
 - How long should your fair be? (may adjust based on student/employer numbers)
 - [Ballroom Layout](#)
- Registration
- [Event Program](#)
 - Include employer logos!
- [Student Rosters](#)



Step 5: Reverse Career Fair Con't

Consider the following:

- Feedback forms
 - Collect these AT THE FAIR!
 - Also, remember to solicit feedback from employers about the event
- Food (for employers and students)
- Parking
 - Employers are busy and need easy access, BUT, they do not have display boards, marketing materials, etc... to bring into the fair.
- Employer Appreciation Gifts



Step 6: Student Interviews

- Develop [Interview Lists](#)
- Decide as a group if you would like to do combined interviews OR if each school will set up their own interviews.
- Need to determine how employers prefer to interview
 - On-site vs. at the high school vs. virtual
- Interviews take time....we allot a six-eight week window



Step 7: CTE Signing Day

- Secure a location and time
- Invites.....Who do you want to invite?
 - Students
 - Parents/Families
 - Employers
 - School administration
- Letter of Intent Copies
- Again, consider facilities, AV needs, food, ceremony program, thank you gift for industry partners.



Final Thoughts...

- Collaborate with districts around you (you share the same industry partners).
- Develop relationships with industry partners ...most of them need your graduates!
- Start planning early
- Begin identifying students early
- Start small, but expect to see growth





Feedback / Questions?