

Getting Started



How to run a career activity

Sponsorship made easy

Great team building ideas

Get more bang out of your promotional bucks



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For more information or to order free resources:
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Getting Started is published for Canada Career Week event planners by the Canada Career Consortium (CCC).

Working with its members, partners and stakeholders, the CCC is a national organization which identifies and embraces issues, trends and opportunities that impact the development, distribution and marketing of career and labour market information.

Visit www.careerccc.org.

Getting Started

Your Resource Guide for Canada Career Week

WELCOME! Canada Career Week is a time to help Canadians make decisions about their working lives. Through a variety of local activities, career seekers can find out about job trends, pursue their career interests, attend career fairs, talk to role models and learn more about the value of an education. At the same time, working Canadians get the information they need to change careers.

Of course, efforts are not confined to one week only. Whenever you talk to students or clients about their future or point out a possible career path to an adult, you are celebrating Canada Career Week. That's why we say, "Celebrate it every week of the year."

The success of Canada Career Week depends on its organizers—people like you. To help you get going, the Canada Career Consortium has developed this edition of *Getting Started*. *Getting Started* highlights the very best of previous issues, including articles on publicity, media relations, and career fairs. It also features suggestions from employment counsellors, teachers and local volunteers who have found imaginative ways to celebrate Canada Career Week.

Since good ideas never go out of date, we hope you can use this guide every year. Keep *Getting Started* on your bookshelf, and refer to it every time you need Canada Career Week information or inspiration!

HOW CANADA CAREER WEEK STARTED

Canada Career Week has been around for many years.

It began in the 1970s with the Canadian Guidance and Counselling Association, and the former University and College Placement Association. Career Week, as it was then known, quickly became an important event in many communities.

Since the earliest days of Canada Career Week, the federal government has provided resource materials to organizers. However, in 1986 the government became further involved after the regional office of Human Resources Development Canada (HRDC) in Newfoundland suggested that more communities might participate if Career Week were coordinated at the national level, in collaboration with the provinces and territories. This approach has worked well. Currently, more than 2,000 communities participate in Canada Career Week.

A vast, community-based effort, Canada Career Week involves Human Resources Development Canada Centres, provincial and territorial Ministries of Education, schools, and businesses in all parts of the country.

Businesses and the media in each community play a vital role. They enjoy participating in events that foster goodwill and also help to build a dynamic workforce for Canada's future. Parents become involved by touring career fair exhibits with their children, listening to their dreams and helping them set goals.

Everyone benefits. Canada Career Week is an opportunity for Canadians—those employed and those preparing for the workforce—to set the course for their future.

Getting Started is your invitation to make it all happen in your community. Good luck! The work that you do on Canada Career Week will have a lasting impact on tomorrow's Canada.

YOUR GETTING STARTED CHECKLIST

At least two months before Canada Career Week:

- Form a committee
- List tasks and set target dates (CCW is usually the week before Remembrance Day)
- Select coordinators for major areas of responsibility
- Meet with your committee to identify work to be done, plan budget, goals, activities and publicity
- Encourage coordinators to recruit their own volunteers and set up sub-committees
- Find sponsors (space, equipment, publicity, etc.)
- Enlist the support of other community groups; explain plans for Canada Career Week
- Hold regular meetings or teleconferences to discuss progress and confirm plans
- Create a mailing list of previous exhibitors; plan new lists
- Send invitations to people on mailing lists
- Order Canada Career Week materials based on response to invitations (Visit www.canadacareerweek.com to order free resources)
- Identify speakers and exhibitors
- Assemble information packages for exhibitors (personal letter, important information, floor plan)
- Prepare media kits (news releases, backgrounders, photos, articles)
- Arrange publicity (advertising, announcements, posters, contest, mayor's proclamation)

Four weeks before:

- Send personal letters and information packages to exhibitors and speakers
- Send media kits
- Invite media to attend an information event such as a news conference or a pre-positioning event
- Be available for media interviews
- Plan for large crowds (stagger hours for visiting groups, recruit volunteers to direct traffic in the parking lot)

Five days before:

- Phone all exhibitors and speakers to confirm their attendance
- Decorate facility (banners; balloons; signs for exhibits, washrooms and exits)
- Conduct a "dry run" for problems (double-check equipment, test microphones)

During Canada Career Week activities:

- Meet and greet your guests
- Answer any questions from exhibitors, speakers, attendees and media
- Monitor activities and be ready to provide assistance
- At the end of the event, thank exhibitors, speakers and sponsors

Step One:

Get going with a great team

You know the date. You've got ideas. Now how do you make Canada Career Week happen?

Behind every successful Canada Career Week, there's a great team. Therefore, your first step is to set up a Canada Career Week team. Keep your team to a reasonable size. Otherwise, it may become hard to manage.

- **At your first meeting, make a list of key responsibilities.** These tasks might include coordination, budgeting, publicity, event-planning, sponsorship, media relations, recruiting and coordinating volunteers, and communicating with participants, community organizations and associations.
- **Appoint coordinators for each major task.** Ask them to assemble their own groups of volunteers.
- **Hold regular meetings.** Meetings keep lines of communication open during the months and weeks leading up to Canada Career Week.

Canada Career Week Tip

If your team is on e-mail, use it.

Send out regular bulletins to record what has been completed and remind the team of upcoming deadlines. You can ask for feedback on important issues. E-mail is an excellent way of staying in touch without time-intensive, face-to-face meetings.

Canada Career Week Tip

Talk to people who have organized Canada Career Week activities in the past. *They can offer great ideas, based on their experience.*

Executing a Canada Career Week program is an excellent cross-curricular project for a class (or for a group of students from a variety of classes) to undertake. Students acquire skills and experience that will be valuable in their future working lives.

Think of all of the school subjects that can be linked to a Canada Career Week project:

- English (writing, editing, reading, speaking)
- mathematics and accounting (project management, budgeting, bookkeeping, allocating space for an event)
- art and desktop publishing (producing posters, signs, flyers)
- industrial design (building booths, entranceways, display boards)
- history and geography (conducting research on local businesses and industries, analysing labour market information)

And so many more.

Students are motivated and feel achievement in real work tasks. A Canada Career Week project provides an opportunity for them to have their skills and efforts recognized. Yes, marks should be awarded for their contribution — but the real reward will be the wide recognition of their contributions to an important school event.



- **Chart your progress by using a Canada Career Week checklist.** (Use the following sample as a guide for your own list.) Identify every task that must be completed between now and Canada Career Week, and set target dates for each one.
- **Follow up.** Assigning responsibilities is one thing; ensuring that your team members carry out their responsibilities is another. Keep in touch with your coordinators and make sure that they report to you regularly on what has been accomplished. Watch for problems. At the first sign that some work is not getting done, take action.

Canada Career Week Tip

Remember to check the Canada Career Week Activities Calendar (www.canadacareerweek.com) to post your event ideas and view others'!

SAMPLE CANADA CAREER WEEK CHECKLIST

Task	Person Resp.	Deadline	Status and comments	Complete
Book and manage site for career fair, Nov. 5–6				
Survey potential sites	Richard Chan	Sept. 11	5 sites identified. Hubbard Hall and Lady Evelyn School gym appear to be best sites	✓
Contact site managers for availability	Richard	Sept. 18	Both sites are available. Lady Evelyn School will provide site free if their students can attend	✓
Book site	Richard	Sept. 25		
Contact site one week before	Richard	Oct. 29		
Ensure site is open for set-up	Richard	Nov. 4		
Ensure site is open for clean-up	Richard	Nov. 6		
Get team for set-up and clean-up	Linda LaChance	Oct. 23		
Manage set-up	Linda	Nov. 4		
Manage clean-up	Linda	Nov. 6		
Promotion				
Develop communications plan	Alysa Dewar and Robert Merklinger	Sept. 11	Plan has been prepared and is being reviewed by team	✓
Draft news release, public service announcement, articles, etc.	Alysa and Robert	Oct. 6	In progress	

Canada Career Week Tip

Get organized early. Allow enough time to accomplish all your goals. Because Canada Career Week is in November, you should begin planning in September. If there are preparations that can be done sooner, do them.

Step Two:

Get partners involved

Getting partners involved in your Canada Career Week activities is the key to making the week a special event. If you are a teacher, get the support of staff members, administrators, students and parents. But also seek team members from your community: business people, service club members, municipal representatives, and so on. These people bring you a host of benefits: expertise and ideas, resources (such as publicity, hall rental and equipment costs), shared responsibilities and workload, and a wider audience.

SPONSORSHIPS

The most significant way to involve partners is through sponsorships. Sponsorships are mutually beneficial relationships between your school or group and local businesses. Your organization can obtain a wide variety of donated goods and services that will increase the impact of Canada Career Week. In return, you provide your sponsors with prominent displays of their names and the products or services they have provided. Some local businesses may also be interested in using Canada Career Week as an opportunity to recruit new employees. Here are some of the contributions you can solicit from sponsors:

- services such as a sound system
- space in which to hold Canada Career Week events
- ads in newspapers or on the radio
- loans of tables or booths
- refreshments such as coffee, soft drinks and doughnuts
- cash donations to offset expenses
- door prizes
- printing of promotional flyers
- entertainment
- computer rentals or Internet workshops at career fairs.

Form a sponsorship team and set a target of 8 to 10 sponsors. The team can develop a sponsorship kit to send out to prospective sponsors. The kit can include:

- a letter (explain the appropriateness and benefits to the sponsor)
- a brochure or fact sheet explaining what Canada Career Week is, what it does, and what the business will receive in return for being a sponsor
- a response form—in the brochure or as a separate sheet in the kit—that the business can fill in to become a sponsor.

Send the kits out to likely sponsors and then have team members follow up with a telephone call.



"Staging an event requires a commitment from the entire school, not just a small group of individuals," says Gilles Fournier, a Canada Career Week organizer at Polyvalente Saint-Jérôme in Quebec. "School administrators have to believe in the project and support your efforts. If you are aiming for a community-wide event, your team will have to capture the interest of other schools, businesses, local organizations and the media."

Bringing all of these sectors together is how a committee in the Ottawa region managed to stage its first career event. The region's school boards were the first groups to cooperate. "We learned that it's easier to enlist the participation of colleges and the business community if we approach them as a unified group," explained one school board representative.

Canada Career Week Tip

Contact us! Canada Career Consortium can provide initial resources to get you started.

Start with our Web site at www.canadacareerweek.com

Step Three:



Get the word out

Your committee has planned everything down to the last detail. You have organized terrific activities, sent out the invitations and your displays are ready. Only a couple of pieces are still missing from the puzzle: promotion and publicity.

PROMOTION

Blitz the neighbourhood

Spread the word by hanging posters in store windows and on bulletin boards. Don't forget grocery stores, schools and recreation centres. Include event information and a telephone number to call for more details.

Hold an open house

Since Canada Career Week introduces people to the places where they can go for career information and support, you may want to open your employment centre or guidance office to the public.

Invite everyone to your open house, but be sensitive to your different audiences. Young people, for example, are more likely to visit during school hours. However, you'll want to stay open late to give greater flexibility to parents and full-time workers.

Update your bulletin boards with Canada Career Week information. Don't forget to ask sponsors to donate coffee, soft drinks, doughnuts and prizes.

Connect with your local library

Most libraries have display tables where they feature books with a common theme. Work with the librarian to select career-related books from the library's collection, and supply Canada Career Week materials for the backdrop.

Invite local celebrities

Local athletes and entertainment personalities always draw a crowd. Send them a personal letter, inviting them to talk about their career path. Encourage them to promote their involvement at local sporting or entertainment events.

PUBLICITY

Reporters love a good story. To attract media attention, create unique events they won't want to miss! Develop a media strategy to ensure your Canada Career Week activities receive the best possible exposure.

Create a media list

A media list includes:

- the names of newspapers, radio and TV stations
- their addresses, phone and fax numbers, email
- people to contact.

Start your research with the telephone book. A call to the general inquiry or information number will usually get you the name of the person to contact. You can often verify addresses and numbers on the Internet. Another source is the *Matthews Media Directory* that is available in most libraries.

Use your list to distribute news releases and public service announcements. Aim to submit them several weeks before Canada Career Week or your scheduled activity.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

Develop a media kit

A typical media kit includes:

- a news release (see sample on page 8)
- a feature article for the local newspaper
- a public service announcement (see sample on page 7)
- camera-ready advertisements
- the mayor's proclamation to officially launch Canada Career Week
- a list of sponsors, special guests, presenters and exhibitors
- maps, directions, parking passes

Get support from local and regional leaders

Meet in advance with the mayor to explain your plans for Canada Career Week. Write a declaration for the mayor to read at your official launch, and make sure the media is there to cover it! Perhaps invite MPPs, MLAs and/or MPs to participate.

Radio and television stations provide free air time for public service announcements (PSAs) to promote local events. Similarly, many newspapers publish a regular "community bulletin board" of upcoming activities. Draft your own announcement and submit it to local stations and newspapers. Note that some media outlets require your PSA several weeks in advance of the event. Remember to check with each outlet to find out about deadlines!

SAMPLE PSA

DATE: October 15, 2001

CONTACT: Marlene Simms (work: 854-2006; home: 268-2976)

PSA TIME: 60 SECONDS **RELEASE:** (dates to air)

ANNOUNCER: This is Canada Career Week.

Canada Career Week is an annual event, celebrated in more than 2,000 communities across the country.

The focus of the week is to provide Canadians, especially young people, with career information.

This year in Fort Samuel, people of all ages are invited to a career fair in the Norm Pascal Arena, 134 Southway Dr., from 4 to 8 p.m. on Wednesday, November 7 and Thursday, November 8, 2001. There will be exhibits highlighting a wide variety of career choices, staffed with knowledgeable resource people. Coffee and refreshments will also be available.

For more information, please call Marlene Simms at 854-2006 during the day.

WRITE A NEWS RELEASE

Your news release should be typed, double spaced, on your organization's letterhead. The message should be clear, concise and accurate. Try to keep it to one page, or a maximum of two pages. Use a simple headline, and highlight your activities in the first paragraph. If possible, include a quote from an organizer or community leader to emphasize the importance of Canada Career Week, or to explain why you chose your particular event. Often, you can write the quote and simply ask the person to approve it for publication under his or her name.

The news release should also provide general Canada Career Week information, including this year's theme, as

well as key information on local activities: the "who, what, when, where, why and how and how much" of the story. Conclude with contact names, their roles and their telephone numbers. These are the people reporters will call for more information and quotes. (Make sure your spokespersons are prepared to give answers!) Where possible, entice reporters with photo opportunities for camera crews and photographers. (For example, offer to show them interesting exhibits and to introduce them to exhibitors, speakers and special guests.)

When you've finished, proofread your news release, and ask others to check for spelling and grammatical errors. Above all, be accurate. Check and double-check the facts.

SAMPLE NEWS RELEASE

NEWS RELEASE FOR IMMEDIATE RELEASE — October 24, 2001

Always begin with this heading.

Date and distribute the news release one week before Canada Career Week or your scheduled event.

Sir John A. Macdonald High School Celebrates Canada Career Week.

Use a short but effective headline.

Sir John A. Macdonald High School will join more than 2,000 communities across the country to celebrate Canada Career Week from November 4th to 10th, 2001. Local activities include a career fair and presentations on a wide variety of career choices.

Highlight your activities in the first paragraph.

"Canada Career Week has become an important event for our community," says Jean Martin, the principal of Sir John A. Macdonald. "It's a week dedicated to helping young people and others plan for their future, and make wise career decisions." Canada Career Week is an annual event coordinated nationally by the Canada Career Consortium with the participation of its members, partners and stakeholders.

Include a quote from a local organizer.

This year's theme is "Learning—Power for life."

Use CCC promotional material to elaborate on this year's theme.

Local activities include:

- A career fair in the Norm Pascal Arena, 134 Southway Dr., from 4:00 to 8:00 p.m. on Wednesday, November 7 and Thursday, November 8, 2001. This will include exhibits that highlight a wide variety of career choices, staffed with knowledgeable resource people. Coffee and refreshments will also be available.
- Half-hour career presentations at 12:00 noon from Monday, November 5 through Friday, November 9 in the auditorium of Sir John A. Macdonald High School, 1404 Centre St. The topics will range from "Careers in the Foreign Service" to "Career Opportunities for Technicians and Technologists."
- "Take Our Kids To Work™ Day" on Wednesday, November 7, 2001. Grade 9 students will be invited to spend the day at a parent's workplace to give them real-life experience in a work environment.

Give important details on local events, including dates, times and locations.

For more information, please contact: Peter Samson, Chairperson
2001 Canada Career Week Committee
(737-4018 - work; 267-3910 - home)
or: Marlene Simms, Events Coordinator
1999 Canada Career Week Committee
(854-2006 - work; 268-2976 - home)

Make sure your spokespersons are knowledgeable about events and available for interviews!

Step Four:

Getting into gear

CAREER FAIRS

Career fairs help your school or community members make sound career decisions. At a career fair, young people and adults explore a variety of occupations and/or industries, all under one roof. Fairs can be small—limited to one school class—or large, community-wide events. They may include information on many sectors of the economy or focus on specific industries such as high-tech or tourism. Career fairs require lots of involvement and hard work, but the pay-offs are enormous. The key to success is planning. Start early and plan ahead.

Do all that you can to make your career fair informative, fun and interactive.

Encourage exhibitors to show their wares and let participants touch and experience the occupation.

A golf pro can offer tips on stance and swing; a chef can do a cooking demonstration; a fireman can use the “jaws of life”; a paramedic can put a willing volunteer in traction, or a local cable station can

bring cameras, and let attendees “shoot” the action. Be creative! Experience has shown that interaction is a key to success.

Team

Assemble a career fair team and assign a coordinator to keep track of all the tasks. You’ll also need individuals (or sub-committees) to take on major responsibilities such as programming (soliciting presenters), location, volunteers, sponsorships, promotion and publicity. Meet with your team on a regular basis.

Date

Pick a good date. Select a day during Canada Career Week (usually the week before Remembrance Day). If this week conflicts with other major events or mid-term exams, you might have to hold your career fair just before or after Canada Career Week. Be sure to select a date that will not be in competition with other community events. If you’re trying to attract teens, don’t schedule the career fair for the same night as a community dance or rock concert.

Location

Choose a site that is welcoming, comfortable and accessible to people with special needs. It should be in a convenient location and large enough to accommodate a crowd. Popular locations include community centres, hockey arenas, schools, shopping centres, hotels, even old airline hangars. Reserve the facility and rental equipment well in advance, and confirm your reservations a few weeks before the career fair.



Exhibitors

Draw up a list of potential exhibitors that represent a wide variety of careers: small businesses, large corporations, the public service and non-profit organizations. Highlight the major industries in your region and include local entrepreneurs.

Call the names on your “wish list” several months ahead. Busy people need time to set aside a day for the event and to plan an exhibit. As an added enticement, you may want to invite key people to demonstrate their products or work, if appropriate. You can also set up a “talk to the experts” panel so exhibitors can engage in lively debate with each other and answer questions.

Send them a letter that contains all the details (including the place, time, date, floor plan and list of facilities). They’ll appreciate knowing how much space they’ll have for their exhibit, the available facilities (audio-visual equipment, electrical outlets, backdrops, tables and chairs), and the location of doors, washrooms and the cafeteria. They will also want information on potential attendees so they can anticipate the

kinds of questions they may be asked and prepare answers. Advise them where to unload equipment and where they can park during the event.

One week before the fair, call exhibitors for confirmation of attendance and to answer any questions. At the event, greet exhibitors when they arrive. Volunteers should be on hand to help them set up.

Publicity/Promotion

Make sure your career fair gets noticed! Experienced career fair organizers have come up with imaginative ways to attract large crowds. Here are some suggestions:

- Invite radio stations to broadcast “live” from your career fair.
- Send public service announcements and news releases to the media.
- Provide local television stations with information on Canada Career Week and your fair.
- Invite creative writing or music students to compose a song to promote the fair on the radio.

SOME TIPS FOR PRESENTERS: CREATE A WINNING EXHIBIT

Career fair exhibits can be more than a table of brochures. They can be inviting, colourful, creative and eye-catching. Think back to some of the career fairs, conferences and similar events that you’ve attended. Which exhibits stood out from the rest? Give some thought to what made them memorable.

- First, they were probably inviting. A welcoming atmosphere and enthusiastic, well-informed staff go a long way.
- Second, they caught your attention. It might have been the crowd at the booth, the vibrant colours, the imaginative backdrop, or possibly the subject itself. Often the best displays cost very little to assemble.

Where do you begin? Think of interesting ways to demonstrate the theme of your booth. A kindergarten teacher might cover a backdrop with children’s artwork, while an architect could decorate a booth with old blueprints and pictures of buildings.

At a Human Resources Development Canada Centre exhibit, you might include the interactive computer program, InterOptions. Or try something different. One creative HRDC team ran a game show at their booth, based on the old TV favourite “What’s My Line?” Why not dream up a Canada Career Week version of “Jeopardy”?

Offer a quick, “hands-on” workshop on the Web, and the career information sources available through the Internet. Depending on the size of the career fair, there could be a room, or separate area, set aside for attendees. The workshop leader can provide highlights about the various sites available, and the benefits of labour market information. The information session will take about 10-15 minutes—then participants can start conducting their own search, with the workshop leader standing by for assistance. These sessions could run about four to five times during the day.

Interactivity is the key. People love “hands-on” displays. Here’s what some other creative exhibitors have tried:

- a butcher brought along his afternoon’s work of deboning a turkey;
- a hair stylist captivated an audience by giving “new looks” to volunteers;
- a baker showed the finer techniques of decorating a cake;
- a doctor demonstrated an electrocardiogram machine; and
- a bricklayer built a wall at his exhibit, giving visitors a chance to spread mortar with a trowel.

- Challenge local schools to see which one can send the most students to the career fair. The prize could be a dance sponsored by a local radio station.
- Hold a contest for “best booth” and “friendliest exhibitor.” Prizes can be donated by local businesses.
- Attract adults’ attention to the career fair with a notice in the local newspaper’s career section.
- Post notices at Human Resources Development Canada Centres and around town.

Prepare the Participants

Brief the people who will attend. They’ll get more out of a career fair if they’ve reviewed career-planning materials beforehand, and prepared questions for exhibitors and presenters. If the fair is large, provide a floor map showing where presenters are stationed.

Follow-Up

Follow-up is important. Group discussions or classroom activities can enhance what students have gathered. One student’s description of a presentation can trigger another student’s interest. Ask attendees to develop a

personalized career path map, based on what they learned at the fair.

Distribute questionnaires to attendees and exhibitors. Sit down with your committee to evaluate the comments—they could be useful in planning next year’s fair.

Show your appreciation to exhibitors and sponsors. Send out thank you letters to participants and publish a letter of appreciation in the local newspaper.

TAKE OUR KIDS TO WORK™ DAY

On Wednesday, November 7, 2001, thousands of Grade 9 students will spend the day at a parent’s workplace—and have great tales to tell. They’ll be participating in Take Our Kids To Work Day. It’s a great way to give kids a real-life experience in a work environment.

Organized by The Learning Partnership, Take Our Kids To Work Day offers every Grade 9 student in Canada the opportunity to spend a day at work with a parent, relative, adult friend, or volunteer host.

There are many benefits. Take Our Kids To Work Day offers students a realistic view of the work world. It emphasizes that education goes beyond the class-

These ideas appeal to the senses. Visitors to the booth can watch an activity or try it. People also like to hear or taste things. At a recent trade fair in France, a Canadian exhibit set the mood with a cassette of nature sounds from Canada. Passersby were invited to taste maple syrup.

Finally, hand-outs always attract people. Large companies distribute items such as posters and shopping bags, but giveaways can be quite inexpensive. For example, a geologist can give away rock samples. Or a stockbroker can distribute a one-page flyer with tips on how to read the stock exchange tables. Free items work in three ways. They inevitably draw people to the booth. They give visitors something to take home as a reminder of the exhibit. Finally, items identified by a name or logo advertise the organization or company. Of course, hand-outs can sometimes work too well. People can pick up expensive promotional materials without thinking, only to discard them later. Why not set up “display copies”? In this way, the people who really want to learn more will ask you for a copy to take home.

Adults are more than welcome

More and more adults are attending career activities. In fact, one third of the 30,000 visitors to a recent Manitoba Career Symposium were adults. They came because they were looking for a new beginning: some had been laid off, some were re-entering the workforce and others were thinking about changing careers. Manitoba’s event, which featured 300 different occupations, suggested some new directions. “At our booth, truck drivers and laid-off meat cutters were asking questions about careers in nursing,” said a representative from the Manitoba Association of Registered Nurses.

In Sturgeon Falls, Ontario, participants at a Career Planning for Women course went to a career fair together. “One woman told us the career fair gave her the boost she needed to re-enter the workforce,” said one exhibitor. She also said the fair helped some of her older friends realize that they could start a career at any age. Organizers in Windsor, Ontario were surprised by the number of adults who attended their career event. They hope to interest more adults in the future, and will encourage exhibitors to come prepared with materials suitable for a broader audience.

room and encourages students to stay in school. It also allows students to see their parents or volunteer hosts in different roles and responsibilities, and to understand what they do to support a family.

Celebrating its eighth birthday this year, Take Our Kids To Work Day is a success of national proportions. The overwhelming participation by students, hosts and workplaces throughout Canada—last year over 300,000 students and 75,000 workplaces took part—shows that Take Our Kids To Work Day is something in which the whole country can take pride.

Most of the kids will probably end up going to work with a parent, or someone that their parents know, but you may still have to find placements for some kids. But don't worry—it's not hard! There are more working adults in your community than Grade 9 students. As last year's numbers show, lots of companies and organizations out there are eager to help. Promote the program in the local newspaper and on the radio to find companies that will take kids whose parents or relatives are unable to participate or who work at home. As well, The Learning Partnership will provide public service announcements for both radio and newspapers.

A few other hints to help make Take Our Kids To Work Day a success for your school:

- Suggest that a workplace host an entire Grade 9 class (or at least two students who are unable to go to work with their parents or relatives).
- Solve transportation problems through car pooling or enlisting volunteer drivers from among staff, parents or workplaces unable to host students themselves.
- Bus the students to the workplace or to the area where several workplaces are located.
- Brainstorm with other high schools in your region, and coordinate with your local school board.
- Get help from staff at post-secondary schools in your community. Don't forget that co-op students would be great volunteer hosts!
- Invite school boards and their employees to participate.
- Modify the Take Our Kids to Work experience to suit your needs (e.g., host students on alternate days or extend the day over several weeks, etc.).

Prepare the kids by having them develop questions they can ask their new "employer." These could include things like:

- What do you enjoy about your job?
- What does your job involve?
- What kind of experience/education is required for this job?
- Why did you choose this kind of work?
- What new skills are you acquiring?
- How much could I earn in this kind of job?
- What would you change about your job if you could?
- What other jobs could you get with your experience?
- What advice can you give me about preparing for my future?

At Sir John Franklin High School in Yellowknife, NWT, Pam Monkman places a large thank you ad in the local paper after every Take Our Kids To Work™ Day, listing the names of the organizations that helped out. It's such great publicity that she often has lots of companies calling to volunteer as hosts for the next year!

"My son became fully aware of the skills needed and the training required for the job. He thoroughly enjoyed being treated as an adult and having specific tasks to perform."

(Take Our Kids To Work™ Day parent, Alberta)

After Take Our Kids To Work Day is over, you'll want to ensure that the kids got as much out of the experience as possible. Have the participants share their experiences in class, and schedule activities that will let them focus on what they've learned. Don't forget to encourage them to send a thank you note to their "employer." In addition, ask the kids to submit their experiences, concerns and solutions to The Learning Partnership's electronic newsgroup at: www.tlp.on.ca.

If you want to organize Take Our Kids To Work™ Day at your school, you can begin by contacting The Learning Partnership at 1-800-790-9113 (or www.tlp.on.ca/kidswork). They have provincial and territorial coordinators to help you get the ball rolling. They can also provide you with sign-up forms for parents and a video to show at a parents' meeting to raise interest.

FIND INTERESTING SPEAKERS

Good speakers are often closer than you think. Talk to teachers at your school, or staff at your workplace, about potential speakers. Ask co-op teachers for lists of employers that you can contact as possible speakers.

Your search at school doesn't have to stop with the staff. The parents of your students are another great source of information. In fact, some parents might make good speakers themselves. If not, they will almost certainly know someone, either personally or at their work, who could captivate an audience. Start your search by contacting a parents' advisory council or committee.

You can also contact other organizations to see if they have lists of speakers. This has two advantages. First, you know that people on these lists are willing to act as speakers. Second, they're more likely to be effective speakers since they've been nominated by their organization.

There are probably more lists out there than you think. Phyllis Bradshaw, career resource facilitator at Pinetree Secondary School in Coquitlam, BC recommends contacting city hall. The City of Coquitlam has selected several employees who can explain municipal services and what it's like to work there.

Industry Sector Councils may be able to suggest potential speakers from their respective industries. A list of Sector Councils can be found on pages 19 and 20.

Follow these steps and you'll soon develop an exciting list of speakers. If there's still a gap in your roster, you can probably fill it with a few phone calls. Decide what sort of employer or occupation you still need to find, then hit the books. Try that old stand-by, the Yellow Pages, or better yet, a local city directory.

ADAPT WINNING IDEAS

Canada Career Week may be a long way off, but now's the time to get the creative juices flowing. If you have favourite annual events—terrific. If you're looking for something new, why not borrow great ideas from others? Here are some suggestions from Canada Career Week organizers across the country.

Organize an Employer Forum

Like a career fair, an employer forum allows prospective employers to inform students and others about the work they do. Ask a variety of local businesses, governments and organizations to send someone to talk about their occupation.

Try to get a cross-section of local employers. Alternatively, take a poll to see what kinds of careers students want to know about. Prepare the students in advance and follow-up afterwards. This will greatly increase what they get out of the forum.

Hold a Public Forum

A public forum is sure to be a hit. Pick a challenging topic, invite interesting guests and arrange for media coverage.

The Human Resources Development Canada Centre in Corner Brook, Newfoundland held such a forum to promote the Stay-in-School theme during Canada Career Week. The Centre put together a panel of former dropouts, social workers, a youth strategist and a high-profile moderator.

Panelists discussed the importance of a diploma in a student's search for work; they talked about why students quit and proposed ways to encourage them to stay in school. The televised forum reached viewers throughout western Newfoundland.

Put on a Contest

There's nothing like a contest to catch people's attention. Poster, essay and photo contests have always been popular ways to get people involved in Canada Career Week.

Here are some other ideas:

Try a career trivia quiz. Tim Thorne, at the Brother T.I. Murphy Learning Resource Centre in St. John's, Newfoundland confirms that this works well. He posts career-related questions on the school walls—the sort that take some research to answer. Then he offers small prizes like caps, T-shirts and gift certificates from local video stores and restaurants. It's always a hit.

At Cobourg District Collegiate Institute East, Cobourg, Ontario, Doug Smith, head of guidance, uses a trivia quiz to pique students' interest in Canada Career Week and help them relate the idea of career choice to people they know. He has all the teachers make up a list of the jobs they held before becoming teachers. The list is distributed to all the school's classes, and the students have to match the jobs with the teacher they think held them. The class with the best

score wins a pizza party. Doug also suggests trying variations like using TV stars and their jobs.

A school can feature clues in their daily announcements. The York Students Career Centre in Toronto devised clues about four prominent Canadians. Students had to identify the individuals, and name the subjects and extracurricular activities that led to their success.

To reach a wider audience, get more ambitious. Write clues about a mystery person or career, and ask a local radio station to announce one clue every day during Canada Career Week.

Similarly, Canada Career Week organizers in Edmonton once ran a contest in the *Edmonton Journal*. Each day, the newspaper published clues about a mystery occupation. The winner, who correctly identified the mystery occupation, took home a mountain bike.

To help promote your career fair, hold a draw for an educational grant.

Publicize it in advance, and make the draw open to anyone—currently in school, or planning to attend school—who visits the event during Canada Career Week.

Using this idea, organizers in Edmonton attracted more than 4,500 Grade 9 students to their career fair. Scholarships, worth \$1,000 each, were offered as prizes. The funding came from the career fair exhibit fees of eight post-secondary schools.

Unlike most scholarships, the competition had nothing to do with academic achievement or performance. Winners were chosen through a random draw. Once they enrolled in a post-secondary program, students could claim their prize from a trust fund.

Use contests to attract attention to Canada Career Week and to promote your other activities. Add a promotional tag at the end of each day's clue: "This is Canada Career Week across Canada. The highlight of the week in our town will be a career fair at the Community Centre this Friday and Saturday. Bring a friend, and meet people representing 50 different professions. See you there."

Organize a “Dream Job Lottery”

A dream job lottery combines the idea behind Take Our Kids To Work™ Day with the fun of a contest.

Hand out ballots at each of your Canada Career Week events. The ballots list dream jobs for which you have already secured placements, or include a space for participants to list their choices of dream professions. The winner of the lottery spends a day in his/her dream job.

It’s up to you to arrange the placement. While hopes of spending a day as a Hollywood movie star might be out of reach, most dreams can be fulfilled with the help of local employers. They’re usually glad to participate, and often the media will profile the student’s career day.

Here are some of the dream jobs arranged by a creative committee in Saanich, British Columbia: operator of the Empress Hotel, air traffic controller, television news reporter and manager of the Victoria Symphony Orchestra.

Get Your Message on Milk Cartons

Use your imagination and the support of local businesses to find creative ways to promote your event.

For example, a committee in the BC-Yukon region once asked well-known rock musicians to endorse Canada Career Week. The same team asked a milk producer to print a special message on milk cartons.

Other great places for free promotional messages include flyers, bulletin boards, hotel signs, pizza boxes and shopping bags. You can also get sponsors to pay for messages on tray liners at a local food court.

One year, a committee in Newfoundland advertised Canada Career Week on placemats that were distributed free to local restaurants. To produce the placemats, the committee enlisted the help of students enrolled in a desktop publishing program at the community college.

Give Students “Career Bundles”

What’s a career bundle? It’s everything about careers that you can stuff into a manila envelope—brochures, articles, newsletters, pins, posters and other incentives. You might call it a package of inspiration.

The idea comes from John Kensett, coordinator of student services at Lake of Two Mountains High School, 40 kilometres west of Montreal. As a guidance counsellor, he has received a vast amount of career-related information over the years. He never throws it out. In fact, several years ago he began sorting the information and distributing it to graduating students. He usually gives his individually addressed packages at Christmas, but they can just as easily be distributed during Canada Career Week. The downside? Mr. Kensett’s office is always full of boxes. Still, it’s a relatively easy and cost-efficient way to reach students.

Start a Career Club

Canada Career Week is the perfect opportunity to start a career club. Members meet regularly throughout the year to discuss their career plans and to organize special events for their school. Often students have the most creative ideas of all.

“Young people need to be more aware of their skills, of the labour market and of work search techniques. That’s what a career club is all about,” says guidance counsellor Charles Yorke, formerly of Cabot High School in Neil’s Harbour, Nova Scotia.

Organize a Skillathlon

What's a skillathlon? It's a school gym full of students, teachers and representatives from business and industry having a lot of fun—an annual event at Cabot High School.

The students visit booths set up around the gym, trying their hand at three-minute tasks needed for various professions. Teachers and people from the community create the tasks. For example, the shop teacher sets up a simple wood-binding task to measure a student's carpentry skills. Math problems test a student's accounting ability. Grammar questions reveal whether a student is suited to a career in editing. Some tasks measure judgement and cooperation—critical skills in any occupation.

In the end, students learn more about their abilities and interests, and can see the benefit of what they are learning in school.

Create a Career Path Map

Create a Career Path Map to help students identify their interests and talents.

One year, Human Resources Development Canada staff in Vernon, British Columbia published their map as a four-page newspaper supplement. The map served as a hands-on advertisement for Vernon's career fair. It caught the attention of young people, and invited them to follow up on their interests at the fair.

Since Human Resources Development Canada staff were able to interest enough local businesses in sponsoring the map, the project was funded entirely by private enterprise.

Get into the Spirit!

Invite everyone in your office or school to dress up in costumes that represent various occupations. Play career-related tunes during the week, and make it a fun experience. That's what Human Resources Development Canada staff did in Stephenville, Newfoundland. They held theme dress-up days, and made cassette tapes of songs like "Nine to Five," "Down in the Silver Mines" and "Jack Was Every Inch a Sailor" to play as background music during Canada Career Week.

"We started our plans early and decided we were really going to make a splash," says Brian House, coordinator. Indeed they did. With plenty of media attention, everyone in Stephenville knew it was Canada Career Week.

YOU MAKE IT HAPPEN!

Canada Career Week owes its success to people like you. Your involvement and hard work make it happen. And thousands of people—from coast to coast to coast—benefit from your efforts.

We hope that *Getting Started* has provided you with new, or renewed, inspiration for this year's Canada Career Week. Try some of the ideas described in the publication—or put your own imagination to work. Don't forget to share your ideas with us. You can use the response form on page 21—or you can provide more feedback and ideas through our Web site at www.canadacareerweek.com.

*Let's make this
the best
Canada Career Week
ever!*

Canada Career Week Tip

Order free Canada Career Week resources. Order copies of *Canada Prospects*, the *Canada Prospects Facilitators Guide*, *Canada Career Week Planning Calendar and Posters*, and/or this publication, *Getting Started*, at www.canadacareerweek.com

OR call toll-free **1-888-533-5683**

OR fax toll-free **1-877-929-3343**.

SAMPLE EVALUATION FORM

EVALUATE YOUR CANADA CAREER WEEK EVENT(S)

It's important to track your Canada Career Week event(s). You need to evaluate the areas that were successful, and those that need improvement. Your findings can help you decide how to organize next year's event(s).

The following evaluation form has been provided as a guide. You may wish to create your own form to fit your specific needs.

<p>Canada Career Week Event: Career Fair</p>	<p>Date(s) and Location(s): November 5 & 6, 2001, 6-9 p.m., Sir John A. Macdonald High School Auditorium</p>
<p>Objectives:</p> <ol style="list-style-type: none"> 1. Meet or exceed last year's attendance (3,000 students, parents and others) 2. Staff 25 booths/exhibits 3. Recover 60% of costs through sponsors 	<p>Were Objectives Met?</p> <ol style="list-style-type: none"> 1. 2. 3.
<p>How Successful Were Each of the Following?</p> <p>Publicity</p> <ul style="list-style-type: none"> • • <p>Sponsorship</p> <ul style="list-style-type: none"> • • <p>Logistics</p> <ul style="list-style-type: none"> • • <p>Other</p> <ul style="list-style-type: none"> • 	

Continued on page 18

What Could Be Improved?

Publicity

-
-

Sponsorship

-
-

Logistics

-
-

Other

-

Media Coverage:

Feedback From Exhibitors:

Feedback From Students:

Feedback From Parents and Other Attendees:

Feedback From Sponsors:

RESOURCE INFORMATION

INDUSTRY SECTOR COUNCILS & RELATED ORGANIZATIONS

Organization	Contact Information
Aboriginal Human Resources Development Council of Canada	www.ahrdcc.com Tel.: 306-956-5360
Apparel Human Resources Council	www.apparel-hrc.ca Tel.: 514-388-7779
Biotechnology Human Resource Council	www.bhrc.ca or www.biotechcareers.com Tel.: 613-235-1402
Canadian Aquaculture Industry Alliance	www.aquaculture.ca Tel.: 613-239-0612
Canadian Automotive Parts Manufacturers Association	www.capma.com Tel.: 416-620-4220
Canadian Automotive Repair and Service (CARS) Council	www.cars-council.ca Tel.: 905-709-1010
Canadian Aviation Maintenance Council	www.camc.ca Tel.: 613-727-8272
Canadian Council for Human Resources in the Environment Industry	www.cchrei.ca Tel.: 403-233-0748
Canadian Council of Professional Engineers	www.ccpe.ca Tel.: 613-232-2474
Canadian Council of Professional Fish Harvesters	www.ccpfh-ccpp.org Tel.: 613-235-3474
Canadian Council of Technicians and Technologists	www.cctt.ca Tel.: 613-238-8123
Canadian Equipment Industry Training Committee	www.caed.org/ceitc Tel.: 613-822-8861
Canadian Federation of Agriculture	www.cfa-fca.ca Tel.: 613-236-3633
Canadian Plastics Sector Council	www.cpssc-ccsp.ca Tel.: 613-850-6743
Canadian Professional Logistics Institute	www.loginstitute.ca Tel.: 416-363-3005
Canadian Steel Trade and Employment Congress	www.cstec.ca Tel.: 416-480-1797
Canadian Technology Human Resources Board	www.cthrb.ca Tel.: 613-233-1955
Canadian Tourism Human Resource Council	www.cthrc.ca Tel.: 613-231-6949
Canadian Trucking Human Resources Council	www.cthrc.com Tel.: 613-244-4800
Cultural Human Resources Council	www.culturalhrc.ca Tel.: 613-562-1535
Forum for International Trade Training	www.fitt.ca Tel.: 1-800-561-FITT (3488)
Horticultural Human Resource Council	Email: hort@nbnet.nb.ca Tel.: 506-363-3310
Mining Industry Training and Adjustment Council - Canada	www.mitac.ca Tel.: 613-230-1413

Motor Carrier Passenger Council of Canada	Email: joan.crawford@sympatico.ca Tel.: 905-762-0414
National Seafood Sector Council	www.nssc.ca Tel.: 613-782-2391
Repair and Installation Service Sector for Consumer Products	www.easi.ca Tel.: 416-241-3550
Software Human Resource Council	www.shrc.ca Tel.: 613-237-8551
Textiles Human Resources Council	www.thrc-crhit.org Tel.: 613-230-7217
Volunteer Canada	www.volunteer.ca 1-800-670-0401
WITT (Women in Trades and Technology National Network)	www.wittnn.com 1-800-895-WITT
The Alliance of Sector Councils	www.councils.org

PROVINCIAL AND TERRITORIAL WEB SITES

Province/Territory	Contact
Alberta	www.alis.gov.ab.ca or www.alis.gov.ab.ca/hotline Hotline: 1-800-661-3753
British Columbia	www.workinfont.net.bc.ca
Manitoba	www.edu.gov.mb.ca or www.mb.hrdc-drhc.gc.ca
New Brunswick	www.nb.workinfont.net.ca or www.gov.nb.ca
Newfoundland & Labrador	www.gov.nf.ca/nlwin Career Information Hotline: 1-800-563-6600
Northwest Territories	www.workinfont.net.ca/northwin
Nova Scotia	www.ns.hrdc-drhc.gc.ca Career Counselling Service: 902-491-3528
Nunavut	www.gov.nu.ca
Ontario	www.edu.gov.on.ca or www.youthjobs.gov.on.ca Training Hotline: 1-800-387-5656
Prince Edward Island	www.pe.hrdc-drhc.gc.ca
Québec	www.gouv.qc.ca or www.qc.hrdc-drhc.gc.ca/job-futures
Saskatchewan	www.sasknetwork.gov.sk.ca 1-800-597-8278
Yukon	www.workfutures.yk.ca

NATIONAL CAREER SITES

Campus WorkLink	www.campusworklink.com
Canada Career Consortium	www.careerccc.org
CanLearn Interactive	www.canlearn.ca
Electronic Labour Exchange	www.ele-spe.org
Job Futures	www.jobfutures.ca
Labour Market Information Service	http://lmi-imt.hrdc-drhc.gc.ca
Sectoral and Occupational Studies Division	www.hrdc-drhc.gc.ca/sector
The Career Information Site	www.hrdc.gc.ca/career
The Learning Partnership (Take Our Kids To Work)	www.tlp.on.ca
WorkinfoNET	www.workinfont.net.ca
WorkSearch	www.worksearch.gc.ca

HELP US HELP YOU

Please take a few minutes to complete the response form below. Your feedback is important to us.

Photocopy this form and fax to:

**Canada Career Week
Canada Career Consortium
Fax: (613) 230-7681**

Name: _____ Organization: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

I am a teacher counsellor employer community volunteer other (specify) _____

Please Check the appropriate box:

Strongly Agree

Strongly Disagree

Getting Started was useful in planning Canada Career Week event(s).

Getting Started provided the information needed to launch the event(s).

Getting Started was organized and easy-to-understand.

Getting Started contained helpful suggestions from other organizers.

I will use *Getting Started* again next year.

How can the Canada Career Consortium improve *Getting Started*? _____

The Canada Career Consortium would like to know about your Canada Career Week event(s).

Please describe your activities in the space below.

