



STUDENT OUTREACH GUIDE

Build Your Future (BYF) encourages both industry representatives and educators to create meaningful connections. Together, let’s spread the word about the wide range of successful construction career paths and shift the public’s perception of careers in our industry.

Not sure how to connect with teachers and faculty at schools? The best point of contact varies from district to district. Here are some tips and tricks to help you find the right person, ask the best questions and make a meaningful connection.

TABLE OF CONTENTS

WHO TO CONTACT.....2

QUESTIONS TO ASK.....4

WAYS TO CONNECT.....5

FOLLOWING UP.....8

APPENDICES

A. Email Template.....9

B. Helpful Hints for Career Day Exhibitors.....10

WHO TO CONTACT

To find the best point of contact, start by identifying local middle and high schools that you would like to present at and call their front desk. Introduce yourself and your reason for calling, then ask them who the best contact is. If you prefer not to call, you can also do some research of your own.

First, find your local school district's website. From here, look at their staff listings and see if they have contact information for any of the following positions. If they do, these would be the best initial individuals to call or email.



**Career & technical
education director**



**Volunteer & business
partnership coordinator**



**Special programs
coordinator**



PRO TIP

Googling the name of your county along with the term 'school district' is the easiest way to find your school district's website.



WHO TO CONTACT *CONTINUED*

If you're not able to find these positions, start checking local schools for other contacts. Navigate to the school's website where you want to present and find the "Faculty & Staff" page, which will display all the teachers and administrators at the school. Look for people in these areas:

- Principals/Vice Principals/Dean
- School counselors
- STEM teachers (Science, Technology, Engineering, Math)
- CTE teachers (Career & Technical Education)

Reach out as soon as possible through phone or email. While each school is different, a survey conducted by BYF found that most schools prefer to be contacted one to two months in advance. Use the next section to find the best questions to ask.



PRO TIP

If anyone in your organization knows somebody at a local school, leverage those relationships to find the best point of contact quickly.

QUESTIONS TO ASK

Introduce yourself and provide a brief summary of your request.

Always start the conversation by being clear about who you are, who you work for and what you are trying to do: Help educators and counselors introduce students to the opportunities of a career in construction.

“Are you the best person to help?”

If the response is “Yes,” great! Keep the conversation going. If not, thank them for their time and contact who they refer you to.

“What approvals are needed and how far in advance do I need to obtain them?”

“Are in-class visits an option? Are virtual visits an option?”

“If visits are not an option, may I provide a recorded presentation or video to be shown in classrooms at your school?”

“May I send you some materials to distribute to counselors and teachers?”

BYF has dedicated a page to providing educators with free classroom materials. Share this page with educators to bring the topic of construction careers into the classroom: byf.org/classroom.



! REMINDER

Every school is different, including how and when they discuss career options with students. Some schools regularly engage with students, while others prefer to do a presentation for students once a year. Remember to be sensitive and discuss options that meet their needs while achieving your objective.

WAYS TO CONNECT

Once you have made a connection, it is important to have a plan for how to connect with students. There are endless ways to engage with students and introduce them to the world of construction. Whichever way you interact with the students, remember the intention is to get students excited about careers in construction while being a resource for any questions.

Here are some suggestions for how to connect with students:

CLASSROOM PRESENTATIONS

With the emergence of virtual and hybrid learning environments, it may be possible to host your presentation virtually.

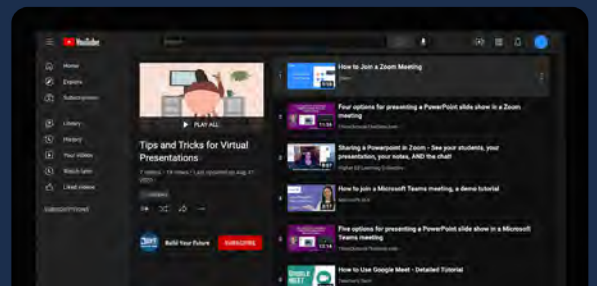
Whether you are giving a presentation in person, digitally or recording a video to be played in a classroom:

Use BYF's pre-made Industry Recruitment PowerPoint with talking points available at byf.org/resources. This will help you create an interactive presentation that speaks about your company and the benefits of a career in construction.



PRO TIP

If you are using a virtual platform to present, check here for a few useful videos: byf.org/video-tips.



To effectively connect with the students, **send a young person from your company** that has an energetic and engaging personality. Whoever represents you should be knowledgeable and passionate about the industry. Students really respond to someone who is authentic and answers questions with tangible and relatable examples.

WAYS TO CONNECT *CONTINUED*

SHARE EDUCATOR RESOURCES

BYF has created a complete lesson plan along with several interactive classroom activities suitable for students in middle and high school. The goal of these activities is to introduce students to the career opportunities in construction through exploration.



All of our classroom resources can be found here:
byf.org/classroom.

If you are sending BYF resources to a teacher, utilize the email template in the appendix and point them to our educator resources page.

EDUCATE THE EDUCATORS

BYF research shows that educators and counselors want to talk to students about the opportunities in construction — they just don't know enough about the industry to lead conversations. This demonstrates the need to educate educators and counselors on the industry and where to find resources, so they can more effectively help students.

A great way to engage with educators is to ask if you can host a breakfast or lunch for the teachers. Even if you're not able to present to the students, see if you can share resources about construction careers with the educators and let them know they have a contact in the industry through you.

If you want to share BYF resources virtually, we now have a landing page dedicated to help educators. Find resources for educators here: byf.org/educators.



PRO TIP

If you are sending resources, make sure your point of contact knows you are interested in future engagements and presentation opportunities with students! If you become a resource for counselors or teachers, you may be able to create a talent pipeline for recruitment.

WAYS TO CONNECT *CONTINUED*

CAREER DAYS

Attending career days is always an effective way to get in front of students.

Not sure what to do when you attend? We have helpful hints for career day exhibitors on our resources page and in appendix B. With information on what to bring and how to attract attention, it's a great resource for first-time exhibitors.

SITE VISITS

One of the best ways to get students excited about construction is by putting them in the middle of the action and hosting a site visit. By bringing students on site, they can see the variety of craft specialties and better gauge what they may be interested in. This can be done in-person or virtually, depending on what your company and the teacher find more feasible. For a virtual site visit, all you have to do is Zoom into the classroom and walk them around on site.



FOLLOWING UP

It's critical to think about school outreach as an opportunity to build lasting connections between your company and local schools. Remember to serve as a resource for the schools and maintain a list of the teachers or counselors you have spoken with.

After your connection, send thank you emails to each contact you spoke with and let them know you are happy to help with any questions about careers in construction.



APPENDIX A

EMAIL TEMPLATE

When providing classroom resources, be sure to establish that you are open to answering questions from educators or students about careers in construction. Please feel free to use the following email template:

SUBJECT: Resources for students to explore careers in construction

BODY: Hello [Teacher Name],

[Explain how you got their information, if you haven't previously spoken, or remind them of conversations you have had. i.e. After speaking with you Thursday, I wanted to send some resources for you to share in your classroom. Please use these resources to help introduce students to careers in construction.]

The resources below were developed by Build Your Future, a national construction initiative geared toward shifting perceptions of careers in construction while recruiting the next generation of craft professionals.

- Explore resources for teachers here: byf.org/educators.
- Explore FREE classroom materials including a full lesson plan here: byf.org/classroom.

Thank you for supporting the construction industry and introducing your students to these important career paths!

If you have any questions or comments, please reach me at **[insert contact information]**.

I look forward to hearing from you!

[Signature]

HELPFUL HINTS FOR CAREER DAY EXHIBITORS

Dynamic Displays

TV screens, computers and iPads are all attention grabbers. If you walk around showing your website to students on an iPad, you will most likely attract others who are curious. Playing interesting videos on TV screens will also bring students to your booth, allowing you to open the door for conversation.

Pre-Made Instructor Bags

If you have additional information for instructors, it's nice to have pre-made instructor packs behind the table. Ours include pre-made packs of trading cards, posters, collateral order forms, catalogs, pens and carpentry pencils.

Diversity in Collateral

Interesting displays are key to drawing attention from young groups. Make sure to have an inviting atmosphere with engaging pieces displayed to encourage students to come and interact with your booth.

Trinkets & Giveaways

Free stuff always gets attention. Be sure to have a few cool (branded) items for students and teachers to take home. Construction craft trading cards, pens and pencils, posters and t-shirts are just a few of the many things that will attract visitors.

Social Media


Many students will have their phones at the event. If so, encourage them to follow you on social media. Consider having a few special trinkets (lunchboxes, sling bags, water bottles) to give them if they follow your account right there. If they do not have smart phones, make sure to tell them to visit the sites when they get home.


Extra Bags

If you have a lot of print material or trinkets, be sure to have at least a few extra branded bags behind the booth. They are helpful for handing out customized packets of collateral quickly.



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