

Best Practices: Contacting and Interviewing Employers

Employers are busy, and you want to work on *their* schedule.

- Start by calling and emailing.
- Describe the project, what you're looking for, and how they can help.
- Schedule yourself enough time to capture the footage you'll need.

When they respond, tell them what you will need on the day of the interview.

- Access to their work area.
- A place to stage an interview.
- A few current employees who wouldn't mind being interviewed.

Draw the link between employers and high school courses.

- One goal of filming employers is to show how your high school courses or career pathways aligns with the world of work.
 - In some cases, employers have hired current or former students from your school and this shows the path a student can take from the classroom to the work world.
 - In other cases, employers can talk about the value of real-world skills and why they like to hire employees who have these skills.

Possible Interview Questions:

Employers have a lot to say about the value of hands-on, relevant education. Here are some questions to get them started.

- Have you hired any students? If so, what skills do they bring?
- Do you offer job shadowing opportunities? Apprenticeships? Internships?
- Do you have any inspiring stories about students who really enjoyed their work here, and saw this as a career path?
- What's a typical day for someone in this career?
- Talk about the hands-on part of your work.
- What sets Career and Technical students apart from others you've hired?
- How can students gain skills or experience in high school to prepare for this career?

****After interviewing an employer or their employees, *always* follow up with a hand-written Thank You card that expresses your appreciation!****