

# PetrochemWorks

## CAREERS FOR A LIFETIME

### PetrochemWorks Ambassadors

Thank you so much for volunteering your time and expertise with students!

There will be several opportunities to share the PetrochemWorks message throughout the academic school year. These opportunities may consist of campus career fairs, college and career day, or other outreach activities in schools, colleges and community. Below is more information about the different settings and resources available.

#### **KEY POINTS**

As time, setting and audience allow, please follow the guidance below for the key points of your message:

##### **Introduction**

- Introduce yourself
- Describe your job/role
- Highlight your company, products, benefits, etc.

##### **How did I get hired?**

- What attracted you to this field?
- How did I find out about the job?
- What **skills** are required of your craft?
- What training or education is required of your occupation?
- Describe what high school courses or training would benefit your occupation.
- Describe the importance of soft skills including work ethic with regard to your career.

##### **More about your job and career:**

- Describe a typical day or week at your job
- What do you like best about your job?
- Future opportunities

##### **Address importance of:**

- Exploring options, interests and abilities – prepare, ask for help
- Connecting with: teachers, counselors, mentors
- Following rules, leading with good behavior, making good choices – having self-control/ discipline, showing respect.
- Joining teams, clubs, groups – learning and demonstrating teamwork

##### **Final inspiring message**

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### ***CLASSROOM GUIDANCE***

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***What to expect:*** Classroom presentations typically are 10-30 students and last from 30-90 minutes. This setting is the **most effective** to share information, and engage and motivate Teachers and Students.

***Resources that will be provided to you:***

- Presentation template with Industry Information, Video links, Resources, etc.
- Tablecloth, banner, flyers, giveaways, etc. – if deemed needed, and if allowed in school.
- Event contact information

***What you must provide:***

- Allow sufficient time to arrive and set up.
  - May need a computer and monitor to present information; may or may not have wifi. Save the presentation and videos in your hard drive or USB as backup.
  - Consider wearing work uniform/clothing and bringing props aids to emphasize your message.
  - **Respect** – Move around the room if possible to give everyone attention. Refrain from touching the students. Consider the audience age and adjust as needed. Students may be asked to take notes.
  - **Engage** with a strong opening, and recognize their perspective. **Interact** – ask questions throughout and at the end.
  - **Personalize** the templates provided for duration and sequence.
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### **AUDITORIUM OR GYM GUIDANCE**

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**What to Expect:** In large auditoriums or gyms, the set-up is typically a large screen, a table for your computer, props, etc. A large number of students will be sitting down far from you. They may not know much about our industry, or what to ask.

#### **Resources that will be provided to you:**

- Presentation with Industry Information, Video link Resources
- Setup – tablecloth, banner, flyers, giveaways, etc. – check if allowed in school.
- WILL NEED a computer or USB to present information; may or may not have wifi. May be asked to send the presentation ahead of time.
- In most instances, a microphone will be provided.
- Event contact information

#### **What you must provide – Tips for Engaging AUDITORIUM/GYM Visitors**

- Allow sufficient time to arrive and set up.
  - Consider wearing work uniform/clothing and bringing props aids to emphasize your message.
  - **Respect** – Move around the room if possible to give everyone attention. Consider the audience age and adjust as needed - recognize their perspective.
  - **Personalize** the templates provided for duration and sequence. *Use more images than words in the presentation.*
  - **Engage** – with a strong opening. Preferably, multiple speakers will be available. Take turns presenting. To bridge the physical distance, speak clearly and move around the room. Ask questions. **Interact** – ask questions throughout. If allowed, provide incentives for participation – consider a friendly competition, asking for volunteers, etc.
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### ***BOOTH GUIDANCE***

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***What to Expect:*** In career fairs the set-up is typically a booth or table. A large number of students will be seeking information about different career fields, and it's likely they may not know much about our industry, or what to ask.

***Resources that will be provided to you:***

- Industry Information
- Video link Resources
- Booth setup – tablecloth, banner, flyers, giveaways, etc. – check if allowed.
- May need a computer and monitor to present information; may or may not have wifi.
- Event contact information

***What you must provide – Tips for Engaging Booth Visitors***

- Allow sufficient time to arrive and set up.
  - Consider wearing work uniform/clothing and bringing props aids to emphasize your message.
  - **Attract** – Say hello and smile!
  - **Respect** – Be accessible- stand in front of the booth. Shaking hands may be acceptable, but refrain from touching the students. Consider the audience age and adjust as needed. Students may be asked to take notes as you share your story.
  - **Initiate** the conversation. **Show and Tell** - A brief message since time will probably be limited to engage. Showcase [www.petrochemworks.com](http://www.petrochemworks.com). **Engage** by asking questions.
  - **Recognize** - Place and give away promo items (if allowed). If available, use the Outreach Wheel game to promote prize giveaways. Make it fun!
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