

# Job Shadow Day

## Western Association of Convention and Visitors Bureaus Education and Research Foundation (WACVB Foundation)

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### Purpose

Partner with local high schools to provide junior and senior year students with an up-close look at career opportunities in the Tourism Industry. The Job Shadow Program reinforces the importance of continuous education, as well as the required employment skills needed to become career-ready.

### Implementation

The Program can be conducted within a three- to four-hour time frame. Students should be exposed to most aspects of the organization's operations and departments. A letter can be sent in advance to students providing them with a program overview. Some schools have utilized Job Shadow Days as a reward for academic achievement, therefore, you earn a seat at the table.

### Program Format

The President/CEO should kick off the event with an overview of the organization's mission and objectives. Each Senior Division/Department Head should address the group and discuss career paths within their areas. Students are always interested in learning about the academic and work experience of each speaker. The overview presentations should last approximately 90 minutes.

A workplace tour can be scheduled prior to beginning the Job Shadow portion of the program.

In advance, each student can select an area that he/she is most interested in shadowing. Each department will meet for approximately 90 minutes to share the role and work provided by their department. Essential to the discussion would be for students to understand the importance of collaboration, communication, creativity, business acumen, presentation skills and conflict resolution in the workplace.

As a part of the program, students should be exposed to the hiring practices of the organization. This will reinforce the school curriculum that prepares student for the work environment. It also allows students to understand specific factors that are considered when hiring an employee.

There might be a light project or a particular assignment that will reinforce the learning that can be incorporated into the program as well. Examples may be assisting with assembling Sales Kits, Bid Books, Fam Sites, Gift Bags, etc.

Food and beverage should be provided to the students during their visit.

# Job Shadow Day

## Sample Agenda

- 9:00am Welcome and Introductions
- 9:15am History and Mission of the Organization
- 9:30am Department/Division Overviews
- Marketing
  - Sales
  - Finance
  - Communications
  - Human Resources
- 10:45am Job Shadow Breakouts
- Digital Marketing
  - Tourism Insights
  - International Marketing
  - Promotions
  - Strategic Alliances
  - Communications
  - Citywide Sales
  - Self-Contained Sales
  - Destination Services
  - Accounting
  - Information Technology
- 12:30pm Recap of the Morning
- Questions and Answers
  - Working Lunch

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## Sample Sign-Up Sheet

We are looking forward to hosting a Hospitality Career Day on \_\_\_\_\_. As a part of our program, you will spend time with our staff and observe the work they perform. We encourage you to select an area of career interest. Please sign up for the Department you would like to participate with during the Job Shadow portion of our program.

Digital Marketing

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Tourism Insights

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International Marketing

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Promotions

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Strategic Alliances

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Communications

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Citywide Sales

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Sales

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Self-Contained Sales

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Destination Services

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Accounting

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Information Technology

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