



Workforce Week™ Event Guide:

OPPORTUNITY
YOUTH



About Workforce Week™

Workforce Week™ is an annual career development event first designed by Workday that connects job seekers from all walks of life with employees and organizations eager to help them. During Workforce Week™, you'll match jobseekers with employees to review resumes, host mock interviews, and discuss career paths—or any activity that prepares people of all ages for new careers.

How to Use This Guide

The steps included in this toolkit apply to a single event, but you can replicate and host as many events as you like during Workforce Week™ at your company. All resources can be edited to fit your guest's and company's specific needs, culture, and event format.

Content Outline

Planning Guide.....3

Sample Agenda.....6

Guest Speakers.....7

- Executive Welcome
- Professional Recruiter
- Early Career Panel
- First in Family to Go to College Panel

Workshops.....11

- Career Conversations
- Mock Interviews

Growing to a Full Workforce Week.....13



Planning Tips for Organizer

Ready to host your own Workforce Week™ event? These planning tips should be just what you need to get started.

SELECT A LOCAL NONPROFIT

Work with a local nonprofit who also shares your mission. Check out our “Suggested Nonprofit Partners” section on the web page or search for workforce development programs in your city.

If you don't have a relationship with an organization you'd like to work with, we suggest reaching out to its program director/manager or corporate engagement contact if available. Here's a sample email to get you started.



Draft Email to Nonprofit/School

My company is committed to workforce development and will be hosting a Workforce Week™ [DATES] at our office. Workforce Week events connect our employees with your jobseekers for mock interviews, resume reviews, and career conversations. The agenda is fully customized based on the needs of the group.

We are currently seeking interested nonprofits and schools who would want to participate and bring a minimum of 15 students or job seekers for a 3-to-4 hour job skills training session. We would work with you specifically to customize a session that best suits your needs in terms of content, length, and employee interaction.

We'd love to have your organization participate this year. Are you interested?

Here's what a session agenda could look like:

- 1 hour - Guest Speakers ([COMPANY] Employees from Various Functions)
- 45 mins - 1:1 Career Chat/Mock Interview
- 45 mins - Small Group Activity
- 45 mins - Resume/LinkedIn Review
- 30 mins - Networking/Meal

Let me know if you are interested! I'd love to block off some time for you.

DEFINE YOUR ROLE

In our experience, we've learned that it's best if you serve as the event planner who oversees the agenda. This also includes everything from overseeing the agenda and content creation to serving as the host on the day of the event.

PLAN A TIMELINE

Start planning at least five to six weeks in advance—keeping in mind that your timeline may vary depending on scope, volunteer recruitment, nonprofit partner(s), and venue.

Planning Tips for Organizer

DESIGNATE A BUDGET



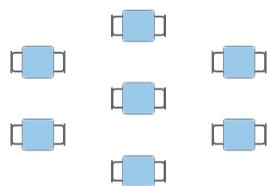
DEVELOP A CURRICULUM

Work directly with the nonprofit partner to customize the agenda to suit all participants. Consider making custom activities based on the skills, talents, and interests of your employees. For example, if you have marketing team volunteers, consider asking them to develop a “real life” challenge for guests to work through during the event. Always keep in mind the skill level of your guests.

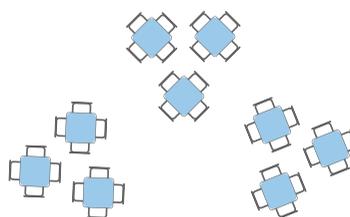
SECURE THE SPACE EARLY AND SET THE VIBE

We recommend a room that is easily accessible for guests, and has moveable tables and chairs, the capacity to fit all guests and employee volunteers, and AV capabilities. Set up the space depending on the agenda of the visit.

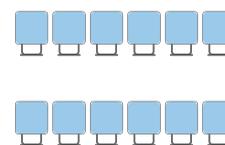
Interview Style:



Pods:



Classroom Style:



ENGAGE EMPLOYEE VOLUNTEERS

Engaging employees is one of our favorite parts of the planning experience. Determine your audience and recruit volunteers accordingly. We suggest recruiting a diverse group of volunteers of all ages, experience levels, and backgrounds. Reach out to your nonprofit partner to better understand your audience and their needs.

PLAN THE EXPERIENCE

From arrival to departure, you’ll want to make sure your guests have a great experience. This means lowering all barriers to participation and letting your company culture shine. Set your volunteers up for success by sending a one-page guide in advance as well as having them on hand at the event. For some extra fun, start the day off with icebreakers or a quick game of company trivia.

Planning Tips for Organizer

COMMUNICATIONS & MARKETING

Event communication is important for both internal and external parties. Think about using some of the communication materials below that would work best with your company culture.

Communicate to employee volunteers

- Recruiting email or social post
- Calendar invite to block time
- Pre-event email with agenda, guest profile, and what is expected of volunteers
- Thank you email at conclusion of event
- Volunteer manuals printed for day-of use

Communicate to guests

- Draft an email that the nonprofit can use to invite their jobseeker network that includes the who, what, where, and why of your event.
- Share a parking and logistics one-pager for your guests. Does your company require an NDA to be signed? Ask your nonprofit partner to communicate to their attendees.
- Help them come prepared. Do you plan to do a resume workshop? Have the guests bring a printed resume or description of a job that interests them.
- If you plan to take and share photos, we suggest sending a photo waiver in advance for review. This is typically required if guests are under the age of 18.

Materials for the day

- Check in with your company security team to let them know your plan
- We suggest preparing a few short slides for your guests to guide the day as well as provide brief background on the company itself. This is a great time to show what your company is all about. You can even show a video if you'd like.
- Thank-you notes to send to volunteers and guests. Take photos during the event to use in the notes.

Sample Agenda

We've included a sample agenda below, but we do recommend reviewing your agenda with the nonprofit partner to customize the event to suit the participants and their needs. We've found that the ideal visit is between 3 to 4 hours long with one snack and/or lunch break. We have also included specific instructions for each element of the agenda.

Resources	Time 3.5 hours	Activity	Volunteers Needed
<i>See "Guest Speaker" section for details</i>	5 minutes	Arrival and Get Settled	1
	15 minutes	Executive Welcome	1
	35 minutes	Recruiter Presentation	1
<i>See "Workshops" section for details</i>	45 minutes	Guest Speaking Panel	3-4
	45 minutes	Workshop: Career Chat	20 1:1 or 1:2
	10 minutes	Break	
	25 minutes	Workshop: Mock Interview	20 1:1 or 1:2
	30 minutes	Lunch and Networking	



Guest Speakers

EXECUTIVE WELCOME

Note to Organizer

An executive welcome is a great way to start your career day visit. Take your audience into consideration when selecting which executive. With Opportunity Youth, consider an executive who had a nontraditional start to their career, who comes from a diverse background, or who was first in their family to go to college. If your guests are coming from a specific training program, such as a coding bootcamp, consider approaching an executive in your product development group.

In addition to an executive welcome, you will need to assign a host for the visit to introduce speakers and ensure the group stays on schedule. This can be your role during the day, or someone else's who has a good understanding of the flow of the event if you are not comfortable in front of crowds. The host will be the main point of contact for the day, greeting the guests when they arrive, getting them settled, ensuring the group follows the agenda, and managing all activity transitions until departure.



Copy, Paste
& Customize

Draft Email to Executive

We are hosting a Workforce Week™ event where we will be inviting jobseekers from [PARTNER ORGANIZATION] to participate in a half-day career experience on our campus. This is part of our company-wide effort to help job seekers who face barriers to employment learn about opportunities in our field. We'd love to have you share a few words as a welcome to our group if your schedule allows.

This volunteer opportunity would include speaking for 10 to 15 minutes where you'd share a quick overview of your particular role and department, and/or answer one or more of the questions below.

Let me know if you are available, and I'll send you a calendar invite with details.

Thank you for your consideration.

Talking Points:

- Share a brief overview of the company and major moments in company history.
- What do you love most about working here?
- Can you briefly share your career journey? Did you always work in this field or did you try other roles along the way?
- What is the company culture here?
- What type of people are successful here?
- What is the best piece of career advice you've ever been given?

Guest Speakers

PROFESSIONAL RECRUITER

Note to Organizer

Our recruiter guest speakers repeatedly get rave reviews from our guests. We highly recommend having someone from your hiring team share job search and interview tips and tricks. After the recruiter has agreed to participate, send a calendar invite with details about the audience. They should adapt their presentation according to the age and experience level of the group.



Copy Paste
& Customize

Draft Email to Recruiter

We are hosting a Workforce Week™ event where we will be inviting jobseekers from [PARTNER ORGANIZATION] to participate in a half-day career training experience. We'd love to have you (or someone from your team) share insights about the job search process and how to ace an interview.

Your guest speaker shift would be about 30 minutes in total—15 minutes of prepared comments followed by 15 minutes of Q&A. You can prepare slides if you'd like, but they are not required.

Please let me know if you are available and I'll send you a calendar invite with more details on the group.

Thank you for your consideration.

Talking Points:

Prepare 15 minutes of content to share:

- How to utilize LinkedIn, Indeed, or other search engines.
- What is an informational interview, and how can you request one?
- What should you expect in a phone interview?
- How can you stand out in an interview?
- Come prepared: what to research?
- Come prepared: what to wear?
- How to follow up?
- Common mistakes: how to avoid hiring pitfalls in your job search

Open up for questions from the audience

Guest Speakers

EARLY CAREER PANEL

Note to Organizer

Many Opportunity Youth benefit from hearing young professionals share their stories about how they moved into their first careers. We suggest using regular volunteer recruitment channels to find guest speakers. For us, that's a call-out on our internal social channels to see if any employees who are early in their careers would be interested in serving on a panel. You can also try asking for speakers through your college hiring programs team, if applicable.



Copy, Paste
& Customize

Draft Internal Social Post

Is [COMPANY] your first career out of college? Calling all young professionals who launched their careers within the last two years! [COMPANY] is hosting a special volunteer event on [DATE] where we will be inviting young adults from [PARTNER ORGANIZATION] to participate in a half-day career training experience on our campus. We are looking for 3 to 4 employees to serve on a panel and share their career stories and best career wisdom.



Copy, Paste
& Customize

Draft Email to Early Career Panel

Thank you for your willingness to speak on a panel for students from [PARTNER ORGANIZATION.] Our guests are working toward their future careers and for many, their next job will be their first corporate role. They are eager to hear from you! Our guests will be participating in a half-day of career training workshops on [DATE.] The employee panel will begin at [TIME] and end by [TIME.] Please plan to arrive to [ROOM] at least 5 minutes in advance.

Please see the list of possible questions below for an idea of what to expect. After 20 to 30 minutes of curated questions, the moderator will open up the floor to audience questions for the last 15 to 25 minutes.

1. Introduce yourself, and state how long you've worked here and your role.
2. Tell us about your career journey. How did you end up here?
3. Did networking play a role in getting your job?
4. What was the interview process like?
5. How did you choose the company?
6. What has been the biggest challenge as you transitioned to your role?
7. What is one piece of advice you'd give about being successful in your first career?
8. What are you most proud of from your time here?

Don't hesitate to reach out if you have any questions about the day. Thank you for sharing your story!

Guest Speakers

FIRST IN FAMILY TO GO TO COLLEGE

Note to Organizer

Many Opportunity Youth may be the first in their families to go to college and could benefit from hearing from others who were once in their shoes. Put a call-out on your company's internal social channels to see if any employees were the first in their family to go to college and are interested in serving on a panel. If the host for the day is comfortable, we suggest they serve as the moderator for this panel.



Copy, Paste
& Customize

Draft Internal Post

Were you the first in your family to go to college? We'd love to hear from you. [COMPANY] is hosting a special event on [DATE] where we will be inviting jobseekers from [PARTNER ORGANIZATION] to participate in a half-day career training event on our campus. We are looking for 3 to 4 employees who were first-generation college students to serve on a panel and share their experience. Comment below if you're interested. All levels welcome. Management experience not required.



Copy, Paste
& Customize

Draft Email to First-Generation Panel

Thank you for your willingness to speak on a panel for our guests from [PARTNER ORGANIZATION.] Many of our guests are first-generation college students, and we think it will be very beneficial for them to hear from your experience. Our guests will be participating in a half-day of career training workshops on [DATE.] The employee panel will begin at [TIME] and end by [TIME.] Please plan to arrive to [ROOM] at least 5 minutes in advance.

Please see the list of possible questions below for an idea of what to expect. After 30 minutes of curated questions, the moderator will open up the floor to audience questions for the last 15 minutes.

1. Introduce yourself, state how long you've worked here and your role.
2. What is one piece of advice you'd give about your first year at college?
3. How did you approach your college years? Where was your main focus?
4. Did you have a part-time job during college? If so, how did you balance your time?
5. How did you approach finding and securing an internship?
6. What was your transition out of college and into work life like?
7. How did you ultimately end up working for your current company?
8. What is the best piece of career advice you've ever been given?
9. What is the best piece of interview advice you've ever been given?

Don't hesitate to reach out if you have any questions about the day. Thank you for sharing your story!

Workshops

CAREER CONVERSATIONS

In this activity, your guests from the nonprofit partner group will “interview” your employee volunteers. We suggest setting aside 20 to 45 minutes for this workshop. You can always shorten or expand the workshop as needed by allowing guests to be matched with new volunteers. We recommend no fewer than 15 minutes for each conversation; 20 to 25 minutes is ideal. Repeat the career conversation with a new pair or group for as long as your agenda permits.

- If you are short on time, have jobseekers and volunteers stay in their pairs or small groups and walk through the guide below.
- With a full 45 minutes, this activity can be conducted in a speed-interview style where groups rotate every 15 minutes to meet with a new professional.

We recommend printing a guide with sample questions for volunteers. We also suggest encouraging volunteers to simply share their stories if that’s more comfortable for them.

Start with the guide at the end of this toolkit and feel free to make adjustments to best suit your event. You can email the guide in advance to your volunteers, and we also suggest having physical copies for volunteers to use on the day of the event.

Your guests may be slightly intimidated at the thought of this workshop since they will serve as interviewers—and that’s OK! We suggest sending a copy of the questions below in advance as well as having a copy on hand for them to use.

The room layout should be interview style with chairs on either side of a table.



Workshops

MOCK INTERVIEWS

This activity allows the participant to practice their interview skills. You can do this workshop in a few different ways depending on the amount of time you wish to spend on it. With 20 minutes, you can complete this once. With 45 minutes, you can switch partners halfway through and complete twice for extra practice.

We recommend preparing a guide for volunteers to follow when they are conducting mock interviews. Start with the guide at the end of this toolkit and feel free to make adjustments to best suit you. You can send this in advance in an email, but we suggest having physical copies for volunteers.

Depending on the age and comfort level of your guests, they may be slightly intimidated at the thought of this workshop, and that's OK! To help prepare them, send the questions the volunteer will use in advance. Also have them prepare their elevator pitch, print off their resume or LinkedIn profile, and bring in a sample job description that interests them.

The room layout should be interview style with chairs on either side of a table.



Growing to a Full Workforce Week

While Workforce Week can start as a single event to support job seekers, we hope you'll consider expanding those events to a full week of service focused on workforce development. Our sample calendar below shows you what Workforce Week might look like at scale.

Downloadable guides are available for all of the partner populations you see below.

Sample Workforce Week Calendar

DAY	Time	Partner	No. of Guests	No. of Speakers	No. of Volunteers	Host	Bus?
Monday	8:30AM-12:30PM	HS Students	40	5/5	30/40	Sara	Y
	1:00PM-5:00PM	HS Students	25	3/5	11/25	James	N
Tuesday	8:30AM-12:00PM	Adult Jobseekers	20	5/5	19/20	Sara	Y
	1:00PM-5:00PM	Adult Jobseekers	20	5/5	15/20	James	N
Wednesday	11:00AM-3:00PM	Adult Jobseekers	30	4/6	15/30	James	N
Thursday	8:30AM-12:30PM	Opportunity Youth	30	2/6	25/30	James	N
	1:00PM-5:00PM	Opportunity Youth	25	4/4	25/25	Sara	Y

ADAPT AND PRINT THE FOLLOWING
CAREER CONVERSATIONS GUIDE

CAREER CONVERSATIONS GUIDE

Thank you for joining for an interactive volunteer experience. You'll be sharing your professional expertise to help equip [INSERT DETAILS OF GUESTS]. We're excited to partner with [PARTNER ORGANIZATION] for this on-site volunteer event.

WHAT SHOULD I EXPECT?

After a short introduction from [NAME OF EVENT HOST], you'll be matched with one or more young adult jobseekers. As a volunteer, this is your opportunity to share your professional journey and any insights you've learned along the way. This should be an informal chat. We suggest beginning with an icebreaker question to get the conversation started.

Our Career Conversations session is your opportunity to share your career journey while asking our guests to "interview" our employee volunteers. Your answers should illustrate your career experience and learnings—how you got to where you are today, how your prior role(s) contributed to your success, and so on.

INSTRUCTIONS

1. Your partner job seeker(s) will have a copy of the questions below and may have prepared their own questions for you as well.
2. When it's time to begin, instruct them to choose questions from the below list to "interview" you.
3. If you finish early feel free to pose some of the questions back to your partner, but use your best judgment to determine which are most appropriate for a job seeker at their level.
4. The questions outlined below are just that - an outline, so let the conversation flow naturally or explore other career related topics as they arise.

CONVERSATION STARTERS

The guest jobseekers should ask the employee volunteer questions from the list below. If there is more than one student per group, students should rotate asking questions to the volunteer.

General professional story:

- How did you get to where you are in your career?
- What did you learn in school that contributes to your work?
- Discuss your current job and overall work experience.
- Discuss important lessons learned along the way, including, for example, the importance of identifying the right corporate culture.
- What has made you successful as a professional?
- Who has played an important role in your success? How?
- If you could change one thing about your professional career, what would that be?

General career advice:

- What is the best piece of career advice you've ever been given?
- Where is the best place to look for jobs?
- How do you "get your foot in the door?"
- What language on a resume stands out? What was the last resume that stood out to you as a hiring manager? Why?
- What qualities does your company look for when recruiting or hiring candidates?
- How can I make myself stand out?
- How can you expand your professional network?

Industry-specific questions:

- What is the best way to reach industry professionals?
- Are there professional associations, groups, meet ups, or other affiliations that might be helpful in this field?
- Discuss key employers in the field and similarities/differences.
- Can you suggest professional publications, LinkedIn groups, membership organizations or newsletters in your field?

ADAPT AND PRINT THE FOLLOWING
MOCK INTERVIEW GUIDE

MOCK INTERVIEW GUIDE

GOAL

Allow the job seeker(s) to practice their interview skills in a comfortable setting, with the volunteer modeling appropriate interview responses. This session will include time for practice and feedback and be more informal than a traditional interview. For the purposes of this exercise, the questions provided will be general enough to apply to any field.

[INCLUDE DETAIL ON EXPERIENCE LEVEL OF GUESTS]

INSTRUCTIONS

For all questions, have your job seeker answer the question, and then give a sample answer and/or provide feedback in the moment if appropriate. If there is more than one student per group, rotate who is answering the interview questions.

We've included a Mock Interview Feedback Worksheet for the job seeker(s) on the next page. Be sure to discuss your written comments once you've finished the first round of questions.

INTERVIEW QUESTIONS

If you haven't already, spend the first minute or so talking about the kind of work the job seeker(s) is interested in pursuing. Then dive into the interview questions below.

- Tell me about yourself and why you are interested in the career you are pursuing?
- How has your past work or school experience helped you prepare for a job with this company?
- Give me an example of a time when you demonstrated your creative problem-solving skills. Describe a problem you solved.
- What are your strengths? (what do you do better than most people?)
- Describe a (recent) situation in which you asked for advice or help.
- Tell me about a mistake you made at work or in school, what would you have done differently? What did you learn from this mistake?
- Outside of work, what is something that you are personally passionate about and why?
- Describe a time when you had to take on something very new or different and you had little or no guidance and support in doing so. How did you handle it?
- What are your short- and long-term goals? How does this career fit with your goals?
- What unique skills and experiences can you bring to our team?
- Tell me about the most difficult person you've had to work with. What was the situation and how did you address and resolve it?

- Describe a conflict with a coworker/friend/or customer and how you handled it.
- Tell me about the toughest decision you've had to make in your work or life.
- What is one of your weaknesses or areas of opportunity? What are you doing to improve?
- Describe a situation when miscommunication created a problem on the job or in school.
- Describe a situation when you were confronted by a difficult problem or challenging situation, and how you solved it.
- Describe a time when you accomplished a challenging goal.
- Describe how you work under pressure. Do you anticipate problems or react to them?
- Describe how you have handled rude, difficult or impatient people.

ROTATE if time allows

Now that the job seekers have practiced their first mock interview, rotate groups and allow job seekers to meet with a new volunteer to continue practicing.

WRAP UP

Encourage employees to share contact information or connect on LinkedIn if they are comfortable. This is totally optional. While we believe this offers additional skill-building opportunities around appropriate follow up and business communication, we realize it's not right for everybody or every company. Use your discretion.

MOCK INTERVIEW

INSTRUCTIONS

After you finish your mock interview session, complete the feedback sheet below and review with the job seeker(s). They can take this sheet home if they choose.

If possible, provide tangible examples for areas where the job seeker(s) needs improvement and in areas where they shine. You can also provide additional comments if necessary.

1. Engagement/Enthusiasm

Score: Excellent Good Satisfactory Needs Improvement

Comments: _____

2. Professional Appearance

Score: Excellent Good Satisfactory Needs Improvement

Comments: _____

3. Body Language

Score: Excellent Good Satisfactory Needs Improvement

Comments: _____

4. Communication Skills

Score: Excellent Good Satisfactory Needs Improvement

Comments: _____

5. General Preparedness

Score: Excellent Good Satisfactory Needs Improvement

Comments: _____

What are 1 to 3 interview answers that stood out to you and why?

