



What is Job Shadow Week?

Job Shadow Week is a national career readiness education initiative, sponsored by K12, to expose high school students to the world of work. It connects curriculum with the real world by inviting industry professionals to ignite students' curiosity for a career they might not have even known existed.

For five days, students will have an opportunity to participate in live chats with career professionals to 'test drive a career experience' as well as access 9,000 recorded sessions across multiple industries. The provided content places an emphasis on agribusiness, advanced manufacturing, business management, healthcare, & IT because of the predicted high growth opportunities for new collar jobs¹ that can offer career exposure and work-based learning experiences.

Importantly, the calendar also includes topics like entrepreneurship and soft skills, and how to present themselves when interviewing.

By being virtual, we will *meet students where they are*. The program embraces and celebrates students' infectious sense of wonder.

Job Shadow Week is free and open to all students aged 13+ in the US in grades 9 – 12 regardless of where they attend school - public, private, charter and virtual high schools. They can participate using any device with an internet connection and a camera.

Why this initiative so important?

There is a very real talent pipeline gap in jobs that require education and training beyond high school but less than a bachelor's degree². This sector of the job market is booming, with employers looking for hundreds of thousands of workers with these skills.

¹ [Susan Lund](#), [James Manyika](#), [Liz Hilton Segel](#), [André Dua](#), [Bryan Hancock](#), [Scott Rutherford](#), and Brent Macon, "The Future of Work in America," McKinsey Global Institute, July 2019.

²"The Global Talent Crunch," Korn Ferry, February 2015.

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Whereas the workplace has changed dramatically in the last decade, for most students, high school and the high school-to-work pathway have not. Yet we as a society have an unrealistic expectation that our students enter life after high school and survive, thrive with pretty much the same set of competencies and capabilities as we did some 20 to 30 years ago.

There are three critical Generation Z gaps that are presenting a challenge to employers in the US.³

1. The obvious talent gap – that is the sheer number of people able to fill the roles available
2. The skills gap – the actual credentialed people to fill available roles
3. The interest gap - getting young people truly aware, informed and interested in certain fields

A student cannot aspire to something they don't know exists. Every student *should* have access to career-ready insights beyond the walls of their classroom. Today's 21st-century technology makes this a reality.

When is Job Shadow Week and what does a week look like?

During the week of July 13 – 20, 2020, there will be five days of virtual learning through live chats and video experiences with industry professionals. This allows more professionals — whether they are diversity and inclusion experts, healthcare providers, human resource specialists, software engineers, and others — to present what they and their colleagues do, share what it is like to work for their organization, and explain the training or education that's required to enter their field or company.

Two sessions each day (morning and afternoon) will allow for live interaction with a career professional in the respective field.

Educators can leverage a platform of experts to connect curriculum topics to their local and regional economy, serve as mentors for long-term projects, and/or evaluate student presentations.

³ ibid

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Students can participate in Job Shadow Week from home or other quiet venues via these virtual opportunities. Students can use the industry chats to ask questions and potentially build relationships that could lead to job opportunities. At the very least, it opens their minds to new possibilities.

Businesses can be the catalyst that ignites students' curiosity for a career they didn't know existed. Below are a few ideas for what might be shared:

- **Job Demonstration** - Show a real-life work task
- **Workspace Tour** - Offer a virtual tour of a work environment
- **Financial Literacy** - Discuss working in finance, offer tips for saving, etc.
- **Earth Day** - Introduce professions or ways to help the environment

What companies will participate in Job Shadow Week?

Job Shadow Week partners are medium to large national or local companies and nonprofits that want to help close the gap between high school education and career readiness and may have high-opportunity jobs to fill. They are authorized and encouraged to promote the Job Shadow Week movement internally and externally.

What role does K12 play in Job Shadow Week?

K12 has launched Job Shadow Week as one of its many initiatives to transform learning for every student.

Destinations Career Academy is K12's solution for career readiness education. Destinations is a network of nationwide secondary schools that provides college and career readiness programs in combination with traditional high school academics.

Destinations collaborates with companies and organizations who share a vision for reimagining education. It offers a way to improve inequitable access by addressing societal issues and bridging economic problems.



Who are K12's partners and what are their roles?

It can be said that K12 *powers* Job Shadow Week and it *brings it to life* through its partners Nepris and Tallo.

Through these business partnerships, students are offered ways to keep up to date with an industry's most sought after skills, and ways to engage in work-based learning, year-round.

JobShadowWeek.com will serve as the primary portal for the pre-Job Shadow Week experience. The website will describe what the program is, how it works and what students can expect. Students will be redirected to the Nepris registration page to register.

Nepris is the engine fueling the virtual experience. It's a cloud-based platform that facilitates students' exposure to careers through live and recorded video experiences with industry professionals. It covers almost any curriculum topic where an educator wants to bring in industry expertise.

Nepris will schedule, manage, support and track all industry chats and will communicate by email to registered students leading up to Job Shadow Week. Nepris will also troubleshoot any technical problems during the week.

To learn more, visit www.Nepris.com.

Tallo is another critical part of this reimagined high school experience. Simply put, it is a free online platform and app that lets students showcase themselves and get discovered by colleges and companies across the country. It can lead students to work-based learning experiences, internships, and scholarships.

Tallo helps students design a career pathway and learn how to position themselves professionally, it is often the first concrete step toward a successful, confident future.

Students effectively build a resume by creating a profile on Tallo. There's a professional, templated format that they populate with their own specifics – activities, extracurriculars, work experience, test scores, accomplishments, school courses and goals. This interactive process helps them develop their own voices and a professional online presence.

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The opportunity to shine continues. Students can explore colleges and companies on Tallo, apply for posted opportunities like apprenticeships and scholarships, and connect with colleges, companies, and organizations on Tallo through one on one communication. Students can make themselves stand out to talent seekers by adding Digital Badges to their profile to showcase their extracurricular involvement and accomplishments.

Tallo also gives students the ability to match with \$20 billion in scholarships and financial aid through the scholarship matching engine Red Kite. Students can view the current dollar amount they qualify for, as well as a “match score” that indicates how well the student matches up with current scholarship opportunities.

Tallo has more than 900,000 student users from more than 22,000 different high schools across all 50 states. It’s free for students, and Tallo users are entirely in control of what personal information they chose to add to the Tallo platform. Tallo users cannot view other users’ profiles, and a user’s profile cannot be accessed via search engines.

Tallo does not sell student email addresses or other personal data to third parties for their direct marketing purposes.

To learn more, visit Tallo.com.

How do I get involved?

Start at jobshadowweek.com. It leads to Nepris, the registration hub for Job Shadow Week, bringing everyone together: students (aged 13+), companies, nonprofit organizations, and more. It’s for talent and talent seekers alike.

We recommend professionals also become virtual volunteers! More than ever, students need ways to expand their learning through an online channel. Nepris can virtually connect you with teachers and students so that you can share your profession. There is interest in every field in every industry, everywhere.

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To recap

- K12's main portal, jobshadowweek.com hosts all event related information and resources and will direct participating students and newly interested businesses to the right resources
- All virtual sessions are hosted by Nepris
- Students can easily choose which events to attend
- Industry partners can leverage existing Nepris training resources
- Full technical support is offered by the Nepris team
- If the FAQs on these pages do not address your questions, you can contact us through jobshadow@k12.com.