

Employer Guide for Hosting A Worksite Tour

A worksite tour (or site visit) involves a group of middle school or high school students visiting an employer's physical location. The purpose is for a business to show the company's operations, introduce employees in their professional environment, and allow students a firsthand understanding of the company culture, the day-to-day work, and the variety of career pathways available within the organization and industry. A tour typically lasts 1 to 2 hours.



To learn more, visit wblmt.org

Benefits of a Worksite Tour



Employer Benefits

- **Build Your Talent Pipeline:** Position your organization as an attractive employer.
- **Boost Community Reputation:** Invest in local talent and become a champion for economic growth.
- **Ignite Employee Engagement:** Current employees hone presentation and communication skills.
- **Strengthen Local Economy:** Every \$1 invested in work-based learning returns \$1.50–\$2.00 in local economic value through job growth and retention (Forbes).

Student Benefits

- **Career Exploration:** Broaden understanding of career opportunities in various career fields.
- **Skill Connection:** See how classroom learning is applied in a real-world settings.
- **Local Networking:** Establish contacts for future career connected experiences in a real-world setting.
- **Skill development:** Practice professional employability skills.



Make it Happen

- Make a connection:** reach out to your school's counseling department or organization, and let them know you are interested in getting involved with career/talent development by hosting a worksite tour experience.
- Understand your audience and objectives for the event:**
 - Work with the school/organization coordinator to clarify the specific learning goals for the worksite tour and the relevant academic content.
 - Which occupations will you showcase? Understand how many students will be present and their ages.
- Assign roles:**
 - Select a dedicated employee to lead each group.
 - Identify other key employees who will serve as hosts at specific stops along the route, speak about their job, and feel comfortable engaging with students.
- Plan the tour:** Helpful ideas
 - Introductions, welcome, overview of the organization and industry, the kinds of careers it offers, and what it takes to prepare for these careers.
 - Safety orientation if necessary
 - Tour route, talking points, and learning objectives aligned with teacher
 - Consider group size: the whole group at once, or the students may be split into smaller groups to rotate through several departments or work stations.
 - There may be one host that stays with the group(s) throughout the tour, or employees in each department or work station may talk to the students about their jobs, educational background, and career paths.
 - Wrap-up and questions to end the day

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- Logistics:**
 - Coordinate directly with the school/organization coordinator to determine the date(s), time, arrival location, check-in process maximum number of students and tour duration.
 - Establish and communicate safety protocols including PPE, restricted areas, and emergency procedures.
 - Work with the school coordinator to determine restrictions on taking photos, if any.
 - Complete any necessary paperwork in collaboration with the school or organization you're coordinating with. For a worksite tour during a school day, the school will carry the insurance.
- Internal communication:** Inform all relevant departments/employees about the tour date, time, and the specific areas that will be visited to minimize disruption and ensure all employees are aware and welcoming.
- Prep the Tour Leaders:** Provide tour leaders with the finalized route, suggested talking points, and details about the student audience (grade level, prior knowledge, and interests) to ensure the experience is relevant and engaging.
- Complete any follow up for your company or for the school/organization:** student evaluations, student feedback, host employee evaluations, etc.

Resources/Documents

- **Tour Route Map/Safety Briefing:** A simple map of the approved tour area with designated stops and a summary of mandatory safety rules for all participants.
- **Why Partner in Work-Based Learning:** A deeper look at employer benefits of work-based learning
- **Workplace Tour Resources**
- **Insurance Worksheet and Agreement:** form to document understanding of insurance responsibilities, signatures needed.

