



# COMPANY GUIDE

## How to best leverage the WSCAM experience

- **During the Student Visits:**
  - Be sure there is equipment running that is eye catching for the students. Have any employees new to their career? Have any employees with an interesting or unique career pathway? The students would love to hear from them!
  - Consider having a debrief meeting with the students after the tour and see if they have any questions and begin creative brainstorming for video.
  - Have your marketing team post to social media about the program when the students visit - photos are great and eye-catching to your followers! Be sure to tag Catalyst Connection in the posts.
  - During the interviews with the students consider highlighting specific jobs that are in demand, so that they and the video viewers are aware of the openings.
  - Provide students with company swag (if you have any) and information about job openings for their guardians and older siblings.
- **After the Student Visits:**
  - Contact the school with a thank you to the principal/superintendent.
  - Make connections through the teacher coach with the district guidance counselor(s) to make connections with future students who are seeking internships or careers and more ways to get involved with their students.
  - Do you have any media contacts? Reach out to them. They would love to do a story on the program experience in your company.
- **During Voting Week & the Spring Awards Event:**
  - Once the video is done and voting week is happening - help your students get votes by promoting to your network (employees, other site locations, suppliers, vendors, social media, etc.) and encouraging them to vote.
  - Post the video to your website and/or social media accounts to show your company culture in a new light.
  - Attend the award ceremony and network with parents and other companies in your region!
  - Have a table at the award ceremony to promote careers at your company to potential future employees.
  - If your student team wins an award, take a photo with the team and share it with your network on social media.