



"A place where learning has no limits and together we work for the success of all."

August 16, 2019

Dear HCPS School/Business Advisory Council Member,

I am working on the Worlds of Work event with the Blue Ridge Career Pathways Consortium, and I wanted to make sure you knew about the event. We are working to give over 2,500 seventh graders a glimpse of careers that many may not be thinking of, and show them opportunities. I am hoping you may consider participating.

Employers often think about their future workforce needs and worry about the readiness of today's students to succeed in tomorrow's careers. We often hear people say that preparation should start sooner in a child's education. Responding to these community needs, a local consortium of schools, workforce leaders, and Blue Ridge Community College will be launching an exciting new endeavor this fall - the Worlds of Work Expo.

We would love to have your company join us on October 15, 2019 at the Rockingham County Fair Grounds. The purpose of the event is to introduce 7th grade students from our area to the "Worlds of Work" that exist after high school - careers they might never have thought about before but that they might love!

We are seeking exhibitors who can provide short, hands-on experiences to students who visit their exhibits.

Experiences that could help a 7th grader understand and get excited about the careers in your company might include:

- Simulating a key function of a job, such as hammering a nail or performing a surgery
- Trying on an interesting uniform or holding a tool related to the job and having the opportunity for a selfie portrait
- Engaging in a role play for "soft skills" related to your job
- Seeing/touching/smelling/tasting the stages of a product your company makes
- Identifying key information about your industry in a game or quiz format

Here is a short video of the event held a few years ago in our area:

<https://drive.google.com/file/d/0BwbzqNHZL9gES05EMEJIYnpQMhM/view?invite=CLSF6a8E&ts=5813a301>

Because this is a joint effort of multiple school systems including Augusta, Harrisonburg City, Rockingham, Staunton City, and Waynesboro, we expect to have around 2,500 students take part over the course of two days. Your company would be recognized in promotional material and your visibility at the event would send a strong message about your company's engagement with the community. There is no cost for being an exhibitor, but space is limited.

If you are interested in participating, please fill out the following short survey found here:

<https://tinyurl.com/y4uqc4dx>

Thank you!

Bethany Everidge

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