Successful Company Agenda: Amazon Worksite Tour

TIME	ACTIVITY	DESCRIPTION
9:30 AM	Arrival	Students arrive at Doppler (2021 7th Ave. Seattle, WA 98121). They will need to check in with reception in the Lobby. Anyone older than 18 will need to bring ID. The bus should pull up to Doppler on 6th between Lenora and Virginia. *(Bus can park in reserved spot in Discovery Center Surface Lot: 101 Westlake Avenue N, Seattle, WA 98109.)
9:45 AM	Tour	Students take tour of Doppler with two different employers and will end at lab.
10:45 AM	Activity	10:45 AM: Kindle team does 5-min Kindle presentation, then encourages the students to come up with their own Kindle ideas. 11:20 AM: Students quickly present their projects. 11:45am: Amazon employee volunteers quickly introduce themselves.
12:00 PM	Lunch	Students make lunch plates. Amazon volunteers mix and mingle with students while they eat! Amazon employees will move around the room, making sure they are talking with lots of students and answering lots of questions!
1:00 PM	Adjourn	Bus meets students back at Doppler: 2021 7th Ave. Seattle, WA 98121

Successful Company Agenda: Expedia Worksite Tour

TIME	ACTIVITY	DESCRIPTION
9:30 AM	Arrival	Students arrive, check-in, get their photo taken. Students go to a conference room, get the layout of the day, get broken up into three groups.
10:00 AM	Activity	Activity (groups start at one of the activities and then will circle through; see activity list below)
10:35 AM	Transition	Walk to next activity
10:45 AM	Activity	Activity (groups start at one of the activities and then will circle through; see activity list below)
11:15 AM	Transition	Walk to next activity
11:20 AM	Activity	Activity (groups start at one of the activities and then will circle through; see activity list below)
12:00 PM	Transition	Walk to lunch
12:05 PM	Lunch	Lunch will be provided by Expedia with vegetarian and gluten free options • Lunch will be a speed date style, where we will have six tables set-up (3-4 students at each) with a seat for a rotating Expedia employee to explain their role within the company and answer any questions the students may have • Employees will rotate tables throughout lunch
1:00 PM	Adjourn	Depart on buses

Expedia Activities
1. **Virtual Reality**
    a. Introduction to virtual reality and explanation of how it is being used at Expedia
    b. Students will get the opportunity to each experience virtual reality
2. **Usability Lab**
    a. Experience the lab and learn about the different elements of the tests that are run
        i. Eye tracking
        ii. EMG
        iii. Mobile/PC set-up
    b. Students will get the opportunity to participate in a study
3. **Rewards Programs Overview**
    a. Educate the students about the various loyalty/rewards programs at Expedia
    b. Share videos/commercials about Expedia's various programs
    c. Talk about how Expedia comes up with these ideas
    d. Have the students brainstorm their own loyalty programs

Successful Company Agenda: Madrona Venture Group Worksite Tour

TIME	ACTIVITY	DESCRIPTION
9:30 AM	Welcome	- Welcome students to Madrona, and express excitement for having them here. Explain we have a fun set of speakers and activities planned today - Ask students what they think Madrona does and what a startup is, if they have any friends or family that are working at startups - Briefly explain my job, my career pathway, and what I do on a day-to-day basis at Madrona, including a challenge I've faced and a major accomplishment - Go over the agenda for the rest of the day, the "Shark Tank" style pitch competition and ask students to start thinking of ideas while I introduce the panel
9:45 AM	Panel	- Each panelist does a 3-5 minute introduction to themselves sharing their education and job pathway - Students can then ask questions to the panel (or facilitator will ask if there are not enough questions)
10:15 AM	Activity	Start pitch competition - Explain the expectations for the pitches in greater detail and key points of what should be in each pitch - Show an example of what we would like to see in a final poster and share a few examples of great ideas from previous events - Separate students into groups of 5, ideally with help from the chaperones/teachers - As facilitators work with groups, make sure they do a short introduction on their job and some fun ideas
10:30 AM	Activity	Prepare Presentations - Break into groups, employees introduce themselves/their jobs - Each team creates a 5-minute presentation and poster to describe a company/product idea - Distribute materials for a poster making (posters and markers)
11:45 AM	Lunch	Distribute lunches and allow students to finish adding final touches to presentation
12:15 PM	Activity	Final Presentations - Students present their business ideas and receive feedback from a panel of judges - GREATER will be recording videos of each pitch to be posted on a password-protected website, so students can share with family
12:45 PM	Activity	Awards and Farewells - Judges choose winners and (potentially) an audience choice award - All teams receive some company gear/swag

<u>People</u>
- ☐ **3-5 speakers** signed up to talk to students about their jobs
- ☐ **5-6 facilitators** signed up to work with students during Shark-Tank activity
- ☐ **3-4 judges** signed up to watch final presentations and award prize and swag
- ☐ [Optional] 1 person to **record video or take photos** of event

<u>Materials / Logistics</u>
- ☐ **Order lunch** for ~40-50 people – 30 students, 5 chaperones, and company
- ☐ **Poster materials** – poster boards, paper, easels, sticky notes, markets
- ☐ **Pre-made example of a great poster** (see Geekwire napkins for inspiration)
- ☐ **Print out** presentation guides for what each group's presentation will be graded on
- ☐ **Print out** morning's agenda to keep track of time and keep schedule moving
- ☐ **Company swag** – something for students to take home
- ☐ **Prize(s)** – some token or prize for the top team(s) to bring home

<u>Resources for speakers</u>
- ☐ **Meet with** speakers / facilitators / judges to cover expectations and answer questions
- ☐ **Send bullet points** to each group of speakers on topics to cover (see following page)
- ☐ **Write down personal speaking points** for welcoming the students, transitions between activities, closing

"About DiscoverU" to send out to company volunteers

During the week of October 17 – 21, 2016, the Road Map Project will be partnering with Challenge Seattle on DiscoverU, a week of career events targeted at 8th and 9th grade students in South King County.

The events will include CEO visits to schools, career panels in classrooms, and worksite visits to Challenge Seattle member companies. In total, the Road Map Project expects these activities to reach 1,200 students at high-needs schools during DiscoverU, and within five years, the goal is for every student in the region to visit a company during the 9th grade.

In conjunction with Madrona Venture Group, several local startups, including [Apptio/Smartsheet], are planning to host worksite visits for these students. The worksite visits are a way for students to engage with companies and employees in a real-world setting and help students begin to learn more about the wide variety of jobs across a range of companies.

[Apptio/Smartsheet/Madrona] is planning to host one of these visits, with a classroom of 30 students from [Lindbergh High School/Renton High School]. The plan for our worksite visit is to give students a taste of the startup world with short descriptions of different jobs at [Apptio/Smartsheet/Madrona] as well as an interactive "Shark Tank"/Startup Weekend-style activity.

The visit will be approximately 3 hours long, and at a high-level, the agenda will be:
- An introduction to [Apptio/Smartsheet/Madrona] and startups
- 3-5 minute talks from employees about what they do and their educational pathway
- An interactive activity structured like a hackathon/Shark Tank-type experience
- A closing awards ceremony where all students receive company swag

We think this will be a fantastic way to get young students in Washington State thinking about the wide variety of career opportunities at local companies, and in particular in the technology sector.

Job Speakers

Hi [NAMES],

Thanks so much for offering to help with our DiscoverU worksite visit on [Thursday, October 20]! As I discussed with each of you individually, I wanted to send all of you an email before the event with a few additional details on the event, when you need to be there, and what to talk about. Let me know if you have additional questions about anything below.

When: [9:30 – 10:15, October 20]
Where: [Madrona Venture Group]
What to talk about: For this section of the day, we will be doing a 'panel' discussion where each of you will talk about your education and career journey for 3-5 minutes and then we open the floor to questions. The main goals are to:

1. Share your personal story
2. Spark students' interest in careers and education beyond high school
3. Connect your job skills to what students are learning in class
4. Inspire students to want to work at startups in the future!

I'll start the conversation off with a few questions including:

- What was your first job (preferably in high school)?
- What do you do now and what type of education is required for what you do now?
- Can you share a fun story of a recent accomplishment at work?

And afterwards we'll let the students ask questions. If there aren't enough questions from the audience, we'll have a few additional ones ready like:

- Did you always do really well in school?
- What was the most challenging part of school for you?
- When did you decide you wanted to be a [fill in job name]? Have you always been a []?
- What is your favorite part of being a [fill in job name]?
- If you could go back to 9th grade, what piece of advice would you give yourself?

Finally, here are a few notes of caution:
- The students will likely ask you how much you earn. If you get asked this question, feel free to give a typical salary range for a person in your position.
- Be sure to demonstrate respect for all jobs – not just jobs that require four year degrees. Avoid comments like, "You wouldn't want to end up working at McDonalds' or in a low wage job." Remember, many of the students have relatives or friends working in these jobs, and they're just as valuable to them as being a CEO.

Group Facilitators
Hi [NAMES],

Thanks so much for offering to help with our DiscoverU worksite visit on [Thursday, October 20]! As I discussed with each of you individually, I wanted to send all of you an email before the event with a few additional details on the event, when you need to be there, and what you need to do at the event.

I'm sure each of you will have your own way to work with the students, and that is awesome, but to help make sure the presentations they are creating all end up being great, I put together some suggested timings on different

questions you can use to prod your group to make sure the creative process moves along, and all of the groups have a nice presentation at the end.

Let me know if you have additional questions about anything below!

When: [10:00 – 11:45 (11:45 - 1:00 optional for lunch and awards ceremony), October 20]
Where: [Madrona Venture Group]
What you need to do: For this part of the day, we will be doing a "Shark Tank"/Startup Weekend-style activity where the students break up into small groups and each comes up with a business idea and pitches it to a panel of judges.

Guidelines for Facilitators (we will print this out for you on the day of the event)

The two main things we would like to get out of the facilitators are:
- The opportunity for students to ask more in-depth questions and learn more about different types of jobs at [Madrona]
- Someone who can make sure that each group is on-track towards putting on a great presentation in front of the larger group. Note: We will be recording the pitch presentations and posters to upload to a website so that students will be able to share the experience will their family and friends

First 5 minutes
Introduce yourself to your team of ~5 students and what you do at your company as the first step in meeting with your group. The goal of the day is to get students thinking and talking about the variety of different jobs at a company

Next 10-20 minutes
Spend ~10-20 minutes letting the students brainstorm ideas and convincing one another what the group should work on. If there is a lack of ideas, try giving students some inspiration based on recent startup ideas that you really like, or ask them questions about products or services they use that could be improved

Next 30 minutes
After that, spend ~5-10 minutes on each of the topics below so that every presentation will answer these key questions about the business.

1. Try *not* to get caught up in figuring out a **team/product name** before the rest of these questions are answered

2. Explain the **value proposition** for your customers. What benefits do customers get from your company? Can you do a mock demonstration of how the product works?

3. Compare your product or service to **competitors**. Who are the competitors to your offering and what makes your product better than using existing solutions?

4. Who is the **target customer** for your company?

5. How you would **sell the product** to your customers? Do you sell this online, through social media, in stores? How would people hear about it?

6. Think about what **types of jobs** would be required to sell the product, build the product, keep customers happy after purchase, etc.
   o The students may need the most help thinking about what types of jobs would be required to build the business. Offering examples from your experience would be a great way to help out in

this section and let students realize the number of different people required to do something like build an app

Next 20-30 minutes
Turn all of the notes from the discussion into one poster or several posters. Ideally each person will have a part in putting together part of the poster, and they can present it during the final presentation, but no need to force everyone to present

Last 10 minutes / Over lunch if necessary
Make sure to ask the students to do a full run-through of their presentation in front of you before time is up so they can get a rehearsal pitch in. Also give them some practice by asking them some questions that the panel of judges might ask as well!

The final presentations will be judged on creativity of the idea, strength of the market and customer analysis, sales plan, and understanding of what it takes to build the idea.

Judges

Hi [NAMES],

Thanks so much for offering to help with our DiscoverU worksite visit on [Thursday, October 20]! As we discussed last week, I wanted to send all of you an email before the event with a few additional details, when you need to be there, and what you need to do at the event.

Let me know if you have additional questions about anything below!

When: [11:45 - 1:00 (lunch from 11:45 - 12:15 is optional), October 20]
Where: [Madrona Venture Group]
What you need to do: For this part of the day, we will be doing a "Shark Tank"/Startup Weekend-style activity where the students break up into small groups and each comes up with business idea and pitches it to the three of you. Each pitch should be ~4 minutes, and we will have ~2 minutes of questions at the end of each pitch.

We have a bunch of great facilitators that will be working with each team to help the students put together their presentations, so each presentation should have the following:
1. **Value proposition** for your customers
2. Comparison of product/service to **competitors**
3. **Target customer** for the company
4. Strategy to **sell the product** to customer
5. The **types of jobs** would be required to build the company
   o This is an extra thing for the "DiscoverU" week. Since there is a focus on the wide variety of jobs at all types of companies, we want the students to think more about all the people that would be required to build an app, set up a meal-delivery service, etc.

I don't think we will give actual scores to each of the companies, but I think it will be cool to give out a first place and a runner-up award, so if you have any ideas on stuff to give away that would be awesome. Otherwise, we are currently planning on giving all of the students Madrona t-shirts and notebooks, and we can think about some grand prizes.

Successful Company Agenda: Microsoft (MTC) Worksite Tour

TIME	ACTIVITY	DESCRIPTION
9:30 AM	Welcome	Welcome to Microsoft ▪ Ask the youth what they think your company does, and what problems it addresses. When you expand on what they say, connect it to the kind of impact your company will have on students' lives, now and/or in the future. ▪ How did the company start? Why did it start? How old is the company? ▪ How many employees do you have? How many offices? Is the company in the US only or global? If global – where? ▪ Share some proud company accomplishments ▪ Talk about challenges facing the company; things employees are working on to figure out ▪ Describe Microsoft partners – which entities or businesses does Microsoft partner with? ▪ Describe the broad array of jobs within the company such as: software developers, marketing, legal, HR, communications, etc. ▪ Describe the types of people who are interested in working at Microsoft - such as people who are problem solvers; people who like to think about [add topic] . . or work in teams, etc. ▪ Describe what is unique about your company's culture Opening speaker describes their job and why they enjoy working at Microsoft, as well as a few fun facts about themselves (hobbies, family life, etc.)
9:45 AM	Tour	Ask them to look for 3 key things we will discuss back in the room. Reminder to remain quiet during the tour.
10:05 AM	Activity	Career Panel Discussion In front of all 30 students, Microsoft employees -- in 3 minutes or less -- give students a sense of their job and education path by addressing these questions: ▪ What is your job? How do you contribute to your company? ▪ What are your main tasks and responsibilities? *(Talk to students at their level, avoid acronyms. Try to connect to their lives by using examples that they can understand.)* ▪ What do you like about your job? Not like? ▪ What was your education path? ▪ Personal questions – when I was in 8th grade I wanted to be a _____; outside of work, I like to_____; Once all the employees have spoken, ask for a few general questions from students. Students may ask about things that sparked their interests.

10:30 AM	Activity	Mentor Challenge in Small Groups
		After the short presentations, students will form small groups of 5 based on nametag. Employees will join a small group and lead the discussion. Employees will provide more information about their job, allow students to ask questions, and help students make the connection between their classroom studies and the employees' job.
		The second part will be to work as a group to develop a solution to societal problem using technology. This could be an app, an IoT solution, or hardware. The group will create a presentation (poster, skit, etc) that introduces:
		• The problem • The technical solution • The target audience • And plans for marketing the solution
		Mentor questions:
		Ask Questions of Students-Start Here to Engage Students Immediately
		▪ What types of careers are you interested in? Why are you interested in that career? *Note: explain to the students how their career interests fit in at Microsoft, or at another company you know about.* ▪ What classes are you taking right now? *Note: make the connection between the students' studies and every day skills you use on the job.*
		Talk About Your Career
		▪ Say more about your job: Why did you choose this career? What inspired you? ▪ What are some of your career accomplishments? What were some setbacks or failures you have faced in your job and how did you learn from them? ▪ What do you look for in a job? What characteristics are important to you? ▪ How did you get your job at Microsoft? What did you do to prepare? ▪ Did you have any mentors? Who were they? How did they help you? How did you find your mentors? ▪ What skills are most important in your job? Describe both the technical and soft skills. ▪ What are you working on right now? What challenge are you facing or trying to solve in your work? ("I am planning event for 300 employees who will do x." Or "I am part of a team that needs to figure out how to make sure x works." ▪ What is cool about your workplace or company?
		Share Your Education Path
		▪ Did you follow a straight line from school to a job? What detours did you take along the way?

		▪ What classes did you like the most? The least? ▪ How did you pay for your education beyond high school? ▪ Did you work in high school or during college? ▪ What was fun about college or other education/training you engaged in after high school? ▪ What class did you wish you had taken in high school and why? ▪ What classes best prepared you to succeed? ▪ What life experiences best prepared you to succeed? *Wrap Up Comments to Students* ▪ What advice would you give to your 9th grade self?
11:10 AM	Lunch	Explain to students how lunch works and some of the food options available. This is particularly important for students who have dietary restrictions.
11:40 AM	Activity	Three rotations in groups of 10 ● Interactive Center to explore 3D printing and Surface Hub ● Skype Rooms to hold a mock meeting ● Envisioning Center to see the space & present their challenge ideas
12:40 PM	Debrief	Debrief the day *Questions for Students:* ▪ What were the 2-3 most interesting thing you learned today? ▪ What classes or concepts do you think you would use in a job at Microsoft? ▪ If a friend told you he/she/they were interested in working at Microsoft, what would you tell them about what it's like to work at Microsoft?

Successful Company Agenda: PATH Worksite Tour

TIME	ACTIVITY	DESCRIPTION
9:15 AM	Arrival	Students and chaperones arrive in lobby. • *What type of check in or badging is required? Any other pre-steps before tour starts?*
9:45 AM	Welcome	Welcome to PATH • What we do and the problems we are helping to solve • Different types of jobs and education requirements at PATH • Proud accomplishments • Things we are still striving to figure out • Describe PATH partners – which entities or businesses does PATH part with • Who are PATH's competitors? • What type of people would be interested in working at PATH? (ie. Problem solvers, people who like to think about x or work in teams, etc.) Open speaker describes their job and why they enjoy working at PATH
9:45 AM	Activity	Job Vignettes By this time, students will have seen and experienced a lot of what goes on at PATH. Next, 5-6 PATH staff will talk about their jobs and careers (question guide below). o *What is your job? How do you contribute to your company?* o *What are your main tasks and responsibilities?* o *What do you like about your job? Not like?* o *What type of education is required? What was your education path?* • Form small groups of students based on which of the 5-6 careers they want to learn more about (staff can stand around the room, students walk to staff they want to learn about) • PATH staff ask students about what they are currently studying and show how it connects to the work of PATH (math, science, writing, art – which of these skills are used by the staff person or others at PATH • PATH staff asks students for questions • PATH staff hands out job descriptions and talks about information that is included; and how does a person apply for a job at PATH • PATH staff describe how the students in the future as college students can learn whether they would like to work at PATH or pursue a career in global health: internships
10:45 AM	Activity	Challenges

		Set context for activity: a challenge we face at PATH is making sure vaccines are maintained within a specific temperature range. • Ask students to form small groups of 4-5 students • Describe the goal of the activity • Describe the materials to be used • Students engage in activity Student groups present their solution • Intro & photo op • E- lead • (2-4 staff people for the tour portion)
11:30 AM	Tour	Students will have a tour of the shop at PATH
12:00 PM	Activity	The results of the challenge will be presented
12:10 PM	Lunch	Students will eat with their peers and the employees
12:45 PM	Debrief and Q&A	Questions for students: • What was the most interesting thing you learned today? • What classes or concepts that you are learning do you think you would use in a job at PATH? • If a friend told you he/she/they were interested in working at PATH, what would you tell them about what it's like to work at PATH? If there is extra time, engage students in small group activity (TBD)
1:00 PM	Adjourned	Load bus, distribute and fill out surveys, travel back to high school

Successful Company Agenda: Starbucks Worksite Tour

Goals of Worksite Visit
- Inspire students to want to work at Starbucks
- Showcase a variety of jobs that require different education pathways
- Connect careers to what students are learning
- Have fun!

TIME	ACTIVITY	DESCRIPTION
10:00 AM	Arrival	*30 Students/5 Adults check in at Partner Entrance-escort to conference room. 1-Bus to wait on Utah Avenue.* *(Permission slips will be available in case of emergency)*
10:15 AM	Welcome	Welcome to Starbucks by CEO • Iced tea + botanical tasting (Nancy Anderson coordinating/they will have tasting notes for Kevin and stay to help assist) • Overview of his career and education path • Maybe show video
10:45 AM	Activity	Beast Mode Frappuccino • Careers/roles involved in bringing this drink (and others) to life • Jobs behind the scenes + education paths • Sample and create your own Frappuccino
11:15 AM	Lunch	*Starbucks (pizza, etc.)*
11:45 AM	Activity	Panel • Moderator • StarbucksTech Café partner • Store Design partner • Barista / SODO 8 Store partner
12:30 PM	Debrief and Q&A	Debrief and Q&A with Panel Provide guests with SWAG/Recyclable tumbler and $5 card (Alexa Atkins assembling)
1:00 PM	Adjourn	Bus at Partner entrance. Escort Out.