



Site Visit Tips for Employers

The Manufacturers Association (MACNY) and Partners for Education & Business (PEB) are excited that you are considering hosting students for a site visit. Please see below for some tips to maximize your time and efforts in capturing students' interest and making it an impactful event for everyone involved.

Goal: Give students an opportunity to see your company's work in action, make it an interactive experience, and give students the confidence that they can pursue careers in manufacturing.

- **Make a personal connection early.** Encourage students to introduce themselves with their name and an icebreaker.
- **Interaction is key.** Engage students through an activity. Refer to the Activity Guide for employers for further information and examples.
- **Know your audience.** The same materials that you use to present to a CEO or director will not garner the same reaction as a high schooler. Also, presenting to a 9th grader is much different than a 12th grader. Think about what might capture the interest of the specific group of students.
- **Minimize the screen time.** Students oftentimes see PowerPoint presentations in class, and their interest is quickly lost in a lecture format. Give them an overview of your company in a more interactive way such as a trivia game. If you use a presentation, keep it to less than 15 minutes. Show students your office or facility, not just a presentation in a conference room.
- **Keep it moving.** If possible, have students move. If you want them to hear from different departments, consider students rotating through different stations.
- **Demonstrate diversity.** Many of our partnering schools have a wide array of races, ethnicities, and cultures. Whenever possible, try to include any of your staff members that reflect that diversity. If possible, have the tour guides be young professionals or people of color.
- **Connect to curriculum whenever possible.** When students see something from the classroom being used or done in the workplace, they can solidify what they have learned. They can also better engage in conversation. We can work with teachers to identify potential topics.
- **Keep accessibility in mind.** For large groups of students, it can be difficult for individuals in the back to hear the tour leader. If possible, it is helpful to have smaller groups. Some employers may also have access to radio headsets. However, we understand that taking employees away from their work to host students is a challenge.