St. Martin de Porres Catholic School
2300 West Lehigh Avenue
Philadelphia, PA 19132
FRIDAY, MAY 2, 2014

Speakers’ Guide
This guide covers everything you need to know to maximize your experience as a speaker or facilitator during the Career Exploration Series program.

2014 EVENT SPONSORS
SPEAKERS’ GUIDE: St. Martin de Porres Catholic School

TABLE OF CONTENTS:

Welcome .................................................. Page 3
CES Planning Team ................................. Page 4
Getting Prepared ................................. Page 5
Venue/Directions .................................. Page 6
Program Schedule ................................. Page 7
Speaker Information Session .............. Page 9
Volunteers ............................................. Page 10
Frequently Asked Questions ............... Page 11
Marketing & Public Relations .......... Page 13
Socialize with Us ............................... Page 14
Welcome

On behalf of the planning committee, we thank you for your willingness to lend your time, talent, and insight to the students at St. Martin de Porres Catholic School. We look forward to hearing your input and know that the students will gain valuable information that will help them begin planning for their careers – including internships and school leadership positions.

We have tried to include everything you will need to prepare for your participation in the Career Exploration Series; however, if you have a question, comment, or need more details, please do not hesitate to contact us (see page 4). Finally, we will host a few teleconferences to share updates, tips, and answer speakers’ questions (see page 9). Know someone who wants to volunteer during the event? Get the details on page 10. Finally, we encourage you to show your support of the CES by donning our colors, shades of blue, in your professional attire on the day of the event.

Again, thank you for helping us prepare tomorrow’s workforce today.
ABOUT ST. MARTIN DE PORRES
St. Martin de Porres Catholic School is located in the heart of North Philadelphia, PA. Led by Principal Nancy Fitzgerald, SSJ, the school provides a solid Christian education for students in Kindergarten through Eighth grade.

YOUR EVENT TEAM

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CES: www.ksgsc.com/cesprogram

SOCIAL MEDIA
Twitter:
@CESProgram
@KesiStribling

Facebook:
www.facebook.com/CareerConnectUSA

WEBSITE: www.smdpschool.org
Getting Prepared for the Career Exploration Series

We hope that you are as excited about speaking with the students at St. Martin de Porres as we are! Our team has tried to make the program schedule and content easy to deliver and enjoyable. Following are some tips to help you prepare for maximizing your participation in the Career Exploration Series. **NOTE:** You will receive the topics/questions for your segment prior to the event.

**General Tips**

*For your participation in the CES program – Opening Plenary Session, Breakout #1 (SWITCH!), Breakout #2 (All About Resumes), and the Closing Plenary Session – we recommend:*

- Planning in advance what you want to emphasize during your segment
- Providing as many “props,” such as equipment, devices, tools, uniforms, documents, and other items related to your profession, so that the students can touch, see, and ask about them.
- Thinking about how you want to engage students in conversations about careers, preparing for internships and volunteer leadership roles, decision-making, interpersonal skills, ethical behavior, and interacting with coworkers.
- Mapping your route to St. Martin de Porres before the CES program.
- Attending at least one Speakers’ Information Session by teleconference to ask questions, hear updates, and talk with other presenters/facilitators (see page 9 of this guide for more details).
- Reviewing the materials and/or questions for your segment before the program.
- Sharing your participation in the CES with your coworkers, employers, friends and family, and community by word-of-mouth, email or through social media.

**On the day of the program...**

- Please arrive on time, or early *(check-in times are listed in the schedule on pages 7-8)*
- Check-in and pick up your Speakers’ Information Packet at the Speakers’ Registration Table (St. Martin de Porres Auditorium)
- Report to your designated room at the assigned time
- Ask our CES Team or volunteers for assistance. We’re here to serve you!
- Complete and return the Speaker Evaluation Form before you leave
- Have fun!
VENUE
St. Martin de Porres Catholic School
2300 West Lehigh Avenue
Philadelphia, PA 19132

Located in North Philadelphia, St. Martin de Porres is the beautiful stone structure nestled on Lehigh Avenue, between 23rd and 24th Streets.

The main entrance is on Lehigh Avenue, closest to 23rd Street (look for the CES volunteer at the door).

DIRECTIONS

From Center City Philadelphia:
1. Take North Broad Street (PA-611) to West York Street.
2. Make a LEFT onto West York Street.
3. Drive until you reach West 22nd Street, and make a RIGHT.
4. Turn LEFT on to West Lehigh Avenue, and drive for 0.08 miles.
5. St. Martin de Porres (2300 West Lehigh Avenue) is on your LEFT.

From Northwest Philadelphia:
1. Take West Cheltenham Avenue to North Broad Street (PA-611).
2. Make a RIGHT onto North Broad Street.
3. Drive to West Glenwood Avenue and make a RIGHT.
4. Drive until you reach West Lehigh Avenue, and make a slight RIGHT.
5. St. Martin de Porres (2300 West Lehigh Avenue) is on your LEFT.

Get directions from your home or office by visiting www.mapquest.com, or plug into your GPS system. If you are traveling from the Washington, DC area, email CESprogram@ksgsc.com to get information about hotels and travel to the venue.
# CES PROGRAM SCHEDULE (Subject to Change)

## Pre-Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.</td>
<td>CES Team arrival (staff, volunteers, photographer)</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Sponsors and Partners arrive</td>
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<tr>
<td>8:30 a.m.</td>
<td>Opening Plenary Speakers arrive</td>
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<tr>
<td></td>
<td>Special Guests arrive</td>
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<tr>
<td></td>
<td>Press Interviews (Auditorium) - concludes at 8:55 a.m.</td>
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<tr>
<td>8:45 a.m.</td>
<td>Student Arrival and Check-In</td>
</tr>
<tr>
<td></td>
<td>BREAKOUT #1 (SWITCH!) Speakers arrive, check-in, and report to assigned rooms</td>
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## Career Exploration Series Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Series Introduction/Survey Results</td>
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<tr>
<td></td>
<td>• Welcome: Sister Nancy Fitzgerald</td>
</tr>
<tr>
<td></td>
<td>• Purpose and Student Survey Highlights:</td>
</tr>
<tr>
<td></td>
<td>Kesi Stribling</td>
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<tr>
<td></td>
<td>• Remarks (Special Guests)</td>
</tr>
<tr>
<td></td>
<td>• Introduction of the moderator</td>
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<tr>
<td></td>
<td>OPENING PLENARY</td>
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<td></td>
<td>Introduction of Panelists by Moderator</td>
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<tr>
<td></td>
<td>Panel Discussion</td>
</tr>
<tr>
<td>9:25 a.m.</td>
<td>Activity #1: Switch! (3rd Floor Classrooms)</td>
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<tr>
<td></td>
<td>Groups of students will participate in the activity, and switch to a different group two additional times during the activity. Each Switch! segment is 25 minutes.</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Financial Planning Workshop hosted by Wells Fargo Bank</td>
</tr>
<tr>
<td></td>
<td>Facilitators for BREAKOUT #2 (All About Resumes) arrive, check-in, and report to assigned rooms</td>
</tr>
</tbody>
</table>
CES PROGRAM SCHEDULE, continued (Subject to Change)

Career Exploration Series Program

11:30 a.m.  Activity #2: All About Resumes (Various Rooms)
Groups of students will participate in the activity to work on the resume exercise, which is facilitated by human resources, recruiting, and hiring professionals

Closing Plenary Panelists arrive, check-in, and are seated in the Auditorium

Set-up for the Networking Lunch in Church Hall

12:10 p.m.  Career Preparation Action Plan/Closing Panel
Introduction of Moderator
Introduction of Panelists
Panel Discussion

12:30 p.m.  Program Conclusion & Acknowledgement
Students’ Pledge/Commitment Form
Students’ First Steps
Complete evaluation
Certificates of Completion

12:45 p.m.  Networking Lunch (Location: Church Hall) – all speakers are invited to attend so that students may talk with them

Post-event Press Interviews - concludes at 1:00 p.m.

1:00 p.m.  Event wrap-up and break-down
Speakers’ Information Sessions

The Career Exploration Series planning team will host Speakers’ Information Sessions, by teleconference, to address any questions from the speakers or facilitators, provide updates, and detail any program changes. These sessions are optional; however, it is recommended that speakers attend one. Registrants will receive a confirmation after signing up for the info session(s).

UPCOMING SPEAKERS’ INFORMATION SESSIONS

Opening Plenary Session Speakers

**Date:** Wednesday, April 23, 2014  
**Time:** 8:30 a.m. – 8:45 a.m.  
**Date:** Thursday, April 24, 2014  
**Time:** 8:00 p.m. – 8:15 p.m.

Breakout #1 (SWITCH!) Speakers

**Date:** Tuesday, April 22, 2014  
**Time:** 11:00 a.m. – 11:15 a.m.  
**Date:** Thursday, April 24, 2014  
**Time:** 4:00 p.m. – 4:15 p.m.

Breakout #2 (All About Resumes) Speakers

**Date:** Tuesday, April 22, 2014  
**Time:** 11:30 a.m. – 11:45 a.m.  
**Date:** Thursday, April 24, 2014  
**Time:** 4:30 p.m. – 5:00 p.m.

Closing Plenary Session Speakers

**Date:** Wednesday, April 23, 2014  
**Time:** 2:00 p.m. – 2:15 p.m.  
**Date:** Thursday, April 24, 2014  
**Time:** 8:30 p.m. – 8:45 p.m.
Volunteer Information Sessions

We are seeking volunteers for the Career Exploration Series before, during, and after the event. If you know someone who is interested in volunteering, please share the following information. All volunteer inquiries should be sent to Ms. Denise Hall Nash, CES Volunteer Coordinator, at CESvolunteer@ksgsc.com.

NOTE: Invited and confirmed CES Speakers and Facilitators do not need to participate in the volunteer calls!

Upcoming Volunteer Information Sessions:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 23, 2014</td>
<td>10:00 a.m. – 10:30 a.m.</td>
</tr>
<tr>
<td>Wednesday, April 23, 2014</td>
<td>7:30 p.m. – 8:00 p.m.</td>
</tr>
</tbody>
</table>

Volunteer Needs:
Evaluations, Greeters, Logistics, Marketing & Public Relations, Networking Lunch, Recorders, Registration, Speakers/Facilitators, Special Guests, and Volunteers.

Additional volunteer information
Visit www.ksgsc.com/cesvolunteer for the latest updates regarding volunteers and frequently asked questions. You may also call (202) 904-1380 or email CESvolunteer@ksgsc.com.

Thank you for spreading the word about CES volunteer opportunities!

Denise Hall Nash
CES Volunteer Coordinator

Online: www.ksgsc.com/cesvolunteer   Email: CESvolunteer@ksgsc.com
Frequently Asked Questions (FAQs)
Visit www.ksgsc.com/cesfaq for the most updated list of frequently asked
questions about the CES.

1. What exactly is the Career Exploration Series?
The Career Exploration Series is a national youth career program under the aegis of Career Connect USA – a
workforce development initiative sponsored by our parent company, KSG Strategic Consulting. Known as
Career Day on Steroids, the CES is unlike any traditional "career day." What makes it unique?

Opening Plenary: A half-day program, the CES begins with an opening plenary which highlights their
career survey results, sets the tone for the remaining activities, and provides students with suggestions on
maximizing what they will learn during the program.

SWITCH! Breakout: Students rotate among three different professionals (based on their survey responses
before the program), who share day-to-day activities in the workplace, provide an opportunity for students to
see and touch tools, equipment and instruments used to perform their jobs, such as a stethoscope, computer,
food preparation items, financial worksheets. Facilitators also talk about ethical issues and interpersonal
challenges, and how they can be resolved, in the workplace.

All About Resumes: During this breakout session, students learn about resumes, including the different
sections and information to include, how to write a resume for internships, college applications, and their first
jobs. This breakout is facilitated by human resources, recruitment, and hiring professionals.

Networking Lunch: Sponsored by a national restaurant chain, students will dine and network with
speakers during the CES program. In addition to providing youth with an opportunity to talk with leaders in
various professions, they learn corporate dining etiquette.

Closing Plenary: The closing plenary shares best practices with students on crafting their own career

2. Who can attend the Career Exploration Series programs?
The Career Exploration Series is intended for junior high (7th and 8th grade) and high school (9th, 10th, 11th,
and 12th grade) students. Participants are current students at the schools where the CES is held, and
therefore, is closed to students from other schools. For example, all student participants at the CES in May
2014 are 6th, 7th, and 8th grade students at St. Martin de Porres Catholic Schools.

3. How can my child participate in the Career Exploration Series?
We would love to host the Career Exploration Series! In 2014, we will host the program in Philadelphia, PA;
Athens, GA; and, Oxon Hill, MD. If you would like us to come to your child's school, or if you are a school
administrator who would like to host the CES, contact us.

The Career Exploration Series is held at public, private, Catholic, and Charter Schools. A special program for
online junior and high school students will launch in 2015.
Frequently Asked Questions, continued

4. Are adults able to attend the program?

The Career Exploration Series is intended to prepare junior and high school students for their careers. Parents of students at the schools at which a CES program is held are always asked to volunteer during the event, or recommend potential sponsors and partners. Information on volunteering is individually crafted for each school and shared with parents through school administrators.

If you are an adult who is interested in Career Connect USA programs and services, take a look at our offerings.

5. How can my organization become a partner?

We welcome national and local partners to help us deliver stellar programs. Feel free to contact us for more information about potentially becoming a partner for Career Connect USA and the Career Exploration Series.

6. My business or company would like to become a sponsor. Whom should I contact?

We offer the Career Exploration Series free of charge for all schools. In order to deliver this unique program, we engage the assistance of companies and organizations to defray costs associated with hosting the program (currently $88.00 per student). A bevy of sponsor benefits make it a mutually beneficial opportunity.

Contact us for more information, including sponsorship levels and benefits.

7. I'm a member of the media who would like to cover the Career Exploration Series. Whom should I contact?

If you would like to request an interview, the media kit, or cover an upcoming CES program, contact our Media Relations Manager.

8. I would like to volunteer for the Career Exploration Series. Whom should I contact?

Most of our volunteers are affiliated with the school where the CES is hosted, sponsors, and partners, however, limited volunteer opportunities are available before, during, and after each CES program. Contact our Volunteer Coordinator, Ms. Hall, for more information.

8. I would like to volunteer for the Career Exploration Series. Whom should I contact?

Most of our volunteers are affiliated with the school where the CES is hosted, sponsors, and partners, however, limited volunteer opportunities are available before, during, and after each CES program. Contact our Volunteer Coordinator, Ms. Hall, for more information.

9. Do you offer other career programs?

Career Connect USA offers adult and youth career programs. Our signature youth programs include the Wealth & Wellness Summit (for college students), the Career Exploration Series (junior and high school students), and STEM Lab (co-ed and girls' STEM mentor program for students in 1st through 6th grade launches in 2015).

Do you have a question that was not covered in our Frequently Asked Questions section? Contact us and we will respond promptly.

Last revised on 3/14/2014
Marketing & Public Relations

We are launching a comprehensive marketing and public relations campaign around the Career Exploration Series, including local coverage in the Greater Philadelphia area and national media outlets.

We’ll be sure to update you before and after the event to share coverage by television, print, radio, and online outlets (including bloggers).

Here’s a link to the press release announcing the launch of the Career Exploration Series: (add release link)

If you have any questions about media coverage, or would like talking points to use when you discuss your involvement as a CES speaker, contact our Marketing & Public Relations Team:

**Jillian McKoy**, Media Relations Manager
**Madeleine Marshall**, Program and Outreach Intern

**Phone**: (202) 904-1380  
**Email**: JPMcKoy@ksgsc.com

We are pleased to have **Brian Communications** as a Strategic Alliance, which enables us to enhance media outreach and awareness about the Career Exploration Series in Philadelphia, PA.

Learn more about Brian Communications: www.brianpr.com

SPEAKERS’ HEAD SHOTS & BIOS

If you have not already done so, please email your head shot and bio (no more than one paragraph) to JPMcKoy@ksgsc.com by **Monday, April 14, 2014**.
Socialize with the Career Exploration Series

Website: www.ksgsc.com/careerconnectusa

TWITTER
We are live Tweeting during the Career Exploration Series. Use hashtags #CESProgram and #CareerDayOnSteroids.

Follow us:
@CESProgram
@KesiStribling

FACEBOOK
Be sure to like us on Facebook!
Career Connect USA: www.facebook.com/CareerConnectUSA
Career Exploration Series: www.facebook.com/groups/CareerExplorationSeries

PINTEREST
Check us out on Pinterest: www.pinterest.com/ksgsc

INSTAGRAM
Share our captured moments on Instagram
www.instagram.com/CareerConnectUSA

YOUTUBE
View our videos and get career tips on our YouTube
www.youtube.com/user/CareerConnectUSA

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