




JA Career Speaker Video - Virtual Volunteer Guide

Young students have a strong curiosity about the world. Share your personal and professional experiences with them as they explore future careers in a virtual platform.

Volunteer Role

As a virtual Career Speaker volunteer, you will share your career path and experiences with students by creating a short 10-15-minute prerecorded video using your laptop, tablet, or smartphone. Your video will be viewed by students as part of their school's digital curriculum or with the guidance of their classroom teacher.

- ★ We welcome volunteers to **partner** with a co-worker or form a company **team** presentation (4 max)

 **Time Commitment** – Approx. **2 hour(s)** including prep, set-up, filming, and uploading your file to Dropbox.

Volunteer Steps to Complete

- All Volunteers must complete and sign the [JA Volunteer Registration Media Policy & Conduct Standards Form](#)
 - **INSTRUCTIONS** when completing the registration form:
 - ! Please select under **Volunteer Engagement - Virtual Recorded – Career Speaker**
 - ! In the **JA representative** you are currently working with **box** – *type JA staff name (if aware)*
 - Volunteers **must** be **18 or older** and only registered volunteers may appear in the video
- IMPORTANT for partners or team – schedule a rehearsal pre-call time before recording the video (page 2)
- Film your video and upload it to a [secure Dropbox folder](#) (further instructions below).
 - You **do not** need a Dropbox account to upload your video to this folder.
 - JA will review and edit your video with our JAUM branding.
 - Your video will be uploaded to our YouTube Career Speaker playlist (unlisted) which will be shared with classroom teachers.
- Review** information on **pages 2-5**
 - ★ Preparing the Presentation & Tips and Techniques for a Successful Presentation – page 2
 - ★ Presentation Outline – page 3
 - ★ Career Journey Questions – page 4
 - ★ Creating & Submitting your video – page 5

Preparing the Presentation

Logistics

- Many platforms (WebEx, Teams, Google Meet, Zoom, etc.) have the record option
- Recommend **business attire**
 - Avoid patterns and high contrast pinstripes
 - Blues and natural tones or pastel colors
- Partner/Team Presentation Models
 - Work together or assign a 'Team Captain' to set a date & time to record presentation
 - Schedule a pre-call/rehearsal prior to the video recording date
 - ✦ Pre-call – to walk through and discuss role and content, identify who will press record & stop recording and upload the video
 - ✦ Rehearsal – do a dry-run of the content that will be presented. Think about the option to record the dry run as well to see how you are on camera during the recording

Tips and Techniques for a Successful Presentation

- ✦ The key to a smooth presentation is volunteers taking time to practice presenting their content on their own
- ✦ Produce a script to use as a guide (optional) – check out a [video series](#) on benefits & how to tips
 - If using a script/notes during recording, place behind the camera to ensure level eye-contact
- ✦ Before video recording session stretch out your face and mouth, yawn with noise (helps tremendously)

When presenting.....

- ✦ **Speaker Energy**
 - Create 'virtual body language' using facial expressions and hand gestures
 - Vary the pace of delivery and emphasis. Speak slowly and clearly
 - Stand or sit up straight and gesture like you are talking to an audience in person
 - Be conversational and use the word YOU as if you are speaking to one person
- ✦ **Storytelling**
 - Engage the audience by telling stories and using descriptive language. Include details
- ✦ **Push through any errors**
 - Starting over with an answer during the recording is acceptable

Presentation Outline

Volunteer Introduction *(Individual, Partners and Team presentations)*

- Name, pronouns
- The company/organization you work at
 - Partners & teams @ same company - **1 person provide company intro**
- Describe your position and basic job duties
- Your “job story” with the students —why you choose to do it.
- Break the ice. Tell students something about your career path that might surprise them.
 - EX: an unusual job responsibility.
- Provide an opportunity for students and teacher/parent/adult to pause the video and have a discussion by asking students:
 - What they already know about careers. For instance, “If you were entering the working world tomorrow, what do you already know about choosing, getting, and keeping a job?”

Journey Categories ✨

Choosing a Career

Landing & Keeping a Job

Building a Career

- ★ Use sample questions for each Journey Category (see page 4)
- ★ Presentation should leave students with a lesson or take-away message. When preparing your story answer, ask yourself “what did I learn from my experience?”

Individual Presentation Model	Partner Presentation Model	Team Presentation Model
<p>Intro</p> <p>Prepare to <i>answer</i> career journey questions</p> <p>Share additional career stories that may not be represented in the journey questions</p> <p>Closing</p>	<p>Both volunteers introduce</p> <p>Determine who <i>asks</i> first question and how to best <i>alternate</i> asking & answering career journey questions</p> <p>Both volunteers engage in closing</p>	<p>All volunteers introduce</p> <p><i>Presentation option 1</i> - one person assigned the role of a video host to ask volunteers questions</p> <p><i>Presentation option 2</i> – assign who is asking 1st question & how to alternate asking/answering questions</p> <p>All volunteers engage in closing</p>
<p>Closing & Wrap for all presentation models:</p> <p>Words of encouragement and reassurance to the students, especially during these uncertain times. Celebrate their resiliency and perseverance</p>		

JA Career Speaker Video | Sample Career Journey Questions

Individual Presentation

- Review sample questions below and choose one or more from each category to help illustrate your career journey.

Partner or Team Presentation

- Prepare who asks the first question and how you will alternate asking and answering questions from there. Avoid having multiple volunteers answer the same question.

For Individual & Partner/Team Presentations:

When choosing a story to tell, ask yourself - "What did I learn from my experience?" And try to tell your story in a way that will help students understand that message.

Choosing a Career

- What did I want to be when I was in middle or high school? How does that connect to where I am today?
- What education, training, or certifications have I acquired? Do I use them in my daily work?
- How many different types of jobs have I had? Did all of them relate to my current position?
- What advice would I give to my younger self, if I could do my career path over again?
- What is the first job I had, and how did I get hired?
- What did I learn from my first job—positive or negative?
- Was my first job in the field I still work in today? Why did I change fields?

Landing & Keeping a Job

- What tips do I have about successful job hunting? What unsuccessful job-hunting experiences have I learned from?
- Do I have any guidance on writing a résumé, filling out a job application, or other job-hunting skills?
- What do I look for when I hire someone?
- What's my top tip for successful job interviewing? What's the biggest mistake in interviewing?
- Is there anything unique to consider if students want to enter my career field?
- When and how did I come to an agreement about how much to accept in wages or salary?

Building a Career

- What does my day-to-day work look like? What do I do? What do I love about my work?
- When I have a decision or problem at work, how do I go about solving it?
- How has my work ethic affected me in individual jobs or over my whole career?
- Have I gotten a promotion or job change that taught me a valuable lesson?
- Where do I see myself in 5 years, and how do I plan to get there?
- What is one mistake I've seen an employee make that had negative consequences?

Creating Your Video

Setting the “Stage”

- Volunteer(s) find quiet location, away from distracting elements and without background noise from tv, family members, etc. keep the background behind you neutral.
- Use ample lighting to make sure you can clearly be seen. Your lighting source should come from in front of you and not behind you. Please experiment with lighting first before recording.

Video Framework

- Create video by using the camera on device or recording on a virtual sharing platform. Feel free to use props, tools, or pictures to help explain your work.

Ready, Set, Action!

Laptop

- Open your camera function, start your video.
- Virtual Meeting – have the camera on and make sure to press **record** on the toolbar.
- Utilize a screen sharing function if you would like to share photos or files in your intro.
- Once you end your recording, you will be able to download and save the video file.

Smart phone or tablet:

- Stabilize your device to avoid shaking. Use tripod, stand, or someone film the video for you.
- If a person is recording – have them sit, or rest elbows on a flat surface to be a “human-tri-pod”
- Shoot the video in landscape mode (also known as horizontal or sideways).
- Do not use a flash. No flash needed if you have good lighting.
- When using a phone - make sure that the person who is filming does not cover up the microphone near the charging port with their hand.
- Export your video in one of the following formats - .MOV, MP4, ProRes, MXF, WAV, AIF, M4A, AAC, PSD.

That’s a Wrap! – Time to Submit Your Video

Once you’ve finalized your video, please upload the file to JAUM’s Dropbox via this [link](#)

IMPORTANT – please **name** your file using the instructions below:

Individual volunteer recording FILE NAMING: “First Name.Last Name_Company – Career Speaker”

*Example: “John.Doe_Junior Achievement – Career Speaker”.

Partner volunteer recording FILE NAMING: “First Name - First Name_Company – Career Speaker”

*Example: “John - Judy_Junior Achievement – Career Speaker”.

Team volunteer recording FILE NAMING: “First Name of each team member _Company – Career Speaker”

*Example: “John – Judy – Sam - Lauren_Junior Achievement – Career Speaker”.