

WORKFORCE | COMMUNITY | GROWTH

# Inspire

by Career Cruising



Career Cruising®



# CONNECTING TODAY'S EMPLOYERS WITH **TOMORROW'S WORKFORCE**

People are most successful when their passions, interests, and skills are utilized in their professional roles. Inspire by Career Cruising works together with Career Cruising for K-12 to link students to local employers and community mentors, providing them with real world experience, enriching the local workforce and ultimately stimulating community growth. The sooner students understand their career passions, and the sooner employers can identify talent coming through the education system, the more effectively communities can retain and grow local talent, and the more prepared students can be for future careers.







## **Successful Transition to the Workforce**

Students face many transitions during their academic career. The most important and often most challenging transition is entering the workforce. Prepare them with experiences that connect them to real people and real employers in the community.

## **Student Engagement & Achievement**

Students are engaged in learning and motivated to succeed when classroom achievement is directly connected to career possibilities. Every student has an individualized plan to prepare them for life beyond the classroom. Inspire provides students real-world opportunities to connect with employers and careers aligning to future career plans.

## **Every Student Future Ready**

Real-world connections to mentors, employers, and community members help students explore real life possibilities. They engage with people who know first-hand what different careers are like, and test drive options for their future. Educators facilitate experience beyond the classroom to make students more future ready, while community members and local employers help mold the next generation of community builders.



**Cloud-based for  
anytime, anywhere  
access from any  
device.**

# WHEN COMMUNITY WORKS TOGETHER, IT WINS TOGETHER

I'm Interested in ...

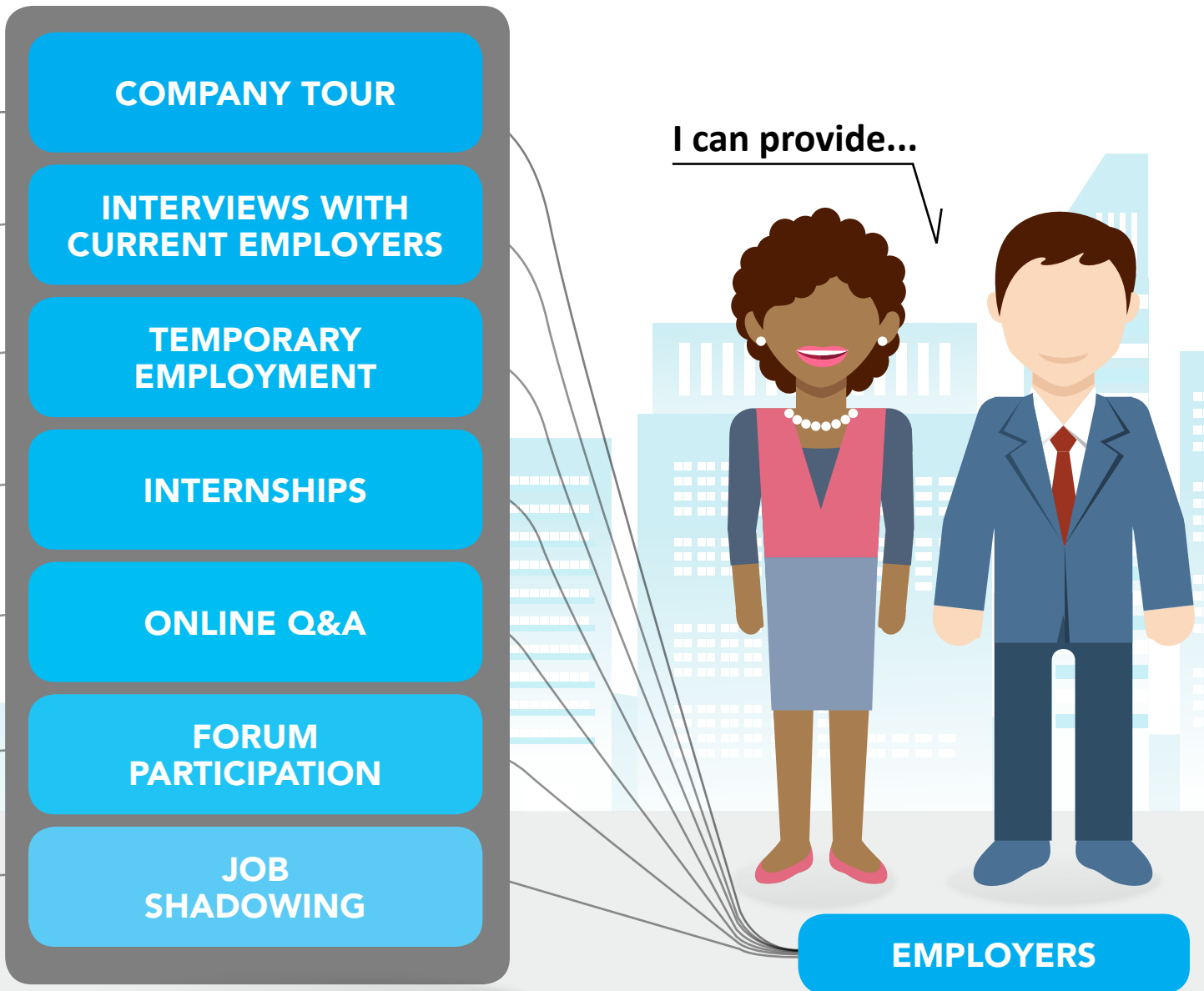


**STUDENTS**

**INSPIRE**  
makes connections  
easier.

## **Students**

There is no substitute for hands-on experience and guidance from professionals with experience. Students gain exposure in many different ways through interactive messaging with local professionals, job shadowing, interviewing opportunities, and even internships. There are many ways to interact with community mentors and local employers with Inspire. All of them build students' portfolio of knowledge as they plan for the next steps in their career.



## Community Leaders

Local leaders are challenged to invest in programs that make their communities stronger in the long run. Inspire brings established community members together with local students to make local organizations stronger from within. The investment in Inspire is an investment in the local economy and long term well-being of the community.

## Employers and Mentors

Hiring people with the skills needed for success is a challenge. When employers can identify people who are interested in developing skills for work they do before they're in the active job market, it gives them a competitive advantage over any other employers trying to recruit from the same pool. Beyond potential hires, exposing students to an organization's work and mission brings positive awareness to the importance of the organization and the work they do within the community.

# HOW DOES **INSPIRE WORK?**

The Inspire platform is cloud-based, so employers can connect with students and career planners to communicate with one another safely and securely. Under common circumstances, it's difficult for employers to know which local high school or community college students may be interested in entering their field, while it's equally difficult for students to connect with local experts in their field of interest. Inspire breaks down these barriers, enabling employers and students to interact on many different levels:







## **Job Shadowing**

---

Employers can make themselves or employees within the organization available for students to experience “a day in the life” of a professional in their career field of interest.

## **Interview a Professional**

---

Employers can allow students to interview them, or their employees in person, online or by phone to give students a better understanding of the work they do.

## **Employer Profiles**

---

Employer profiles help organizations showcase what they have to offer and allow students and employers to connect in safe and secure ways.

## **Career Coach Discussion Boards**

---

Employers and students can come together in the Inspire forum to trade questions and answers about professions of interest.

## **Work-based Learning Experiences**

---

Employers may decide to open up internships or temporary employment opportunities to career-seekers, an excellent way for students to gain exposure and help employers evaluate up and coming talent.

## **Company Tours**

---

This is an employer’s chance to allow their organization to shine as students tour the premises!

Communities are stronger when educators, students and employers work together, Inspire is the catalyst to make it a reality.



# Career Cruising<sup>®</sup>

## FOR MORE INFORMATION

Contact an **Inspire** by Career Cruising consultant:

**Call:** 1-800-965-8541

**Email:** [sales@CareerCruising.com](mailto:sales@CareerCruising.com)

**Visit Online:** [CareerCruising.com](http://CareerCruising.com)

