nepris
Connecting industry to every classroom

Industry Chat Series Planning Guide

An Industry Chat enables you to connect with multiple classrooms for a live, virtual session on the topic of your choice. Organizing a *series* of Industry Chats is a great way to amplify your impact by introducing students to a variety of new ideas, industries, and/ or careers. Here are some notes to help with planning.

General Recommendations

- Include a total of 3-8 Industry Chats in your series
- Schedule Chats across the span of a semester or back-to-back during a single week or month.
- Make each Chat's duration 30-45 minutes
- Vary Chat times so that classrooms can participate in multiple sessions
- Include a range of Chat structures - virtual tours, demonstrations, discussions, etc.
- Start each Chat's title with the series name to indicate it's part of a larger event. (e.g. "Careers in _____: *title of session*")

Ways to Focus a Series

- **Thematic** - Highlight different careers in a single company or within a single industry

- **World of Work (WOW)** - Expose students to a variety of fields in a region, such as marketing, IT, etc.

Series Publicity

Monthly Series Mailer Example

WOW Week Mailer Example

Speaker Outreach Sample Text

Hi [NAME],

I'm participating in a virtual volunteering opportunity to help inspire students locally and nationally during the week of [DATES]. I thought you might enjoy the experience as well - it's just leading a 30 minute session to build brand awareness and excite our future workforce about potential career paths.

If you're able to participate, I recommend you schedule your session ASAP before slots fill up. If you have additional questions, you can reach out to [NAME], and check out this document for more information on how it works.

Hope you're able to join us, thanks in advance!

-[NAME]

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Here is a suggested timeline for planning your Industry Chat series:

Nepris Activities

Partner Activities

6+ weeks prior

Nepris Activities:
- Discuss/confirm theme, dates
- Send info packet to partner *(timeline, calendar, instructions to share with presenters)*
- Provide any necessary training

Partner Activities:
- Discuss/confirm theme, dates
- Recruit presenters and share Chat requirements
- Presenters submit Chats

4 weeks prior

Nepris Activities:
- Ensure submissions are complete *(name, title, description, date, duration, grade span)*
- Develop marketing collateral

Partner Activities:
- Finalize and schedule Chats
- Plan "tour stops" if creating a virtual tour

3 weeks prior

Nepris Activities:
- Finalize marketing collateral
- Review and send marketing to schools within region/state
- Contact presenters for prep sessions

Partner Activities:
- Share marketing collateral with partners/contacts

2 weeks prior

Nepris Activities:
- Market series on social media and emails to entire educator user base

Partner Activities:
- Communicate any changes to Nepris
- Presenters complete technology checks

1 week prior

Nepris Activities:
- Finish technology checks
- Final push to market sessions

Partner Activities:
- Communicate any changes to Nepris
- Finalize details with presenters

Series Starts

Nepris Activities:
- Moderate sessions
- Send surveys following sessions

Partner Activities:
- Attend/moderate sessions as desired

After Series

Nepris Activities:
- Provide reporting on series
- Series Review - Discuss what went well and possible changes for future.

Partner Activities:
- Series review – Discuss what went well and possible changes for future.
- Begin planning next series