



Development with a difference

## Career Role Models Program

Ignited helps you identify, train, and inspire employees from diverse backgrounds to become powerful professional role models for students and represent you in local schools as company and career ambassadors

### The Main Elements

Many careers are invisible to students. Without professional role models in their immediate families, kids from low-income communities never see the wide range of opportunities that may be possible. That's where your employees and our Career Role Models Program can make a difference.

The program:

- Connects employees from your diversity, resource, and affinity groups to students who need professional and career role models
- Brings teachers and your teams together to help every student learn more about specific careers
- Links careers to classroom subjects and concepts that students are studying
- Trains employees to be career role models and company ambassadors

Each employee who supports teachers and students follows a simple structure and is prepared with specific actions before they join a class (in person or virtually). As relationships develop, teachers and employees collaborate on new ideas, activities, experiments, and projects.

### Program Benefits

Our Career Role Models Program has a simple value proposition. It connects your diverse, motivated, and community-minded employees to the students who need professional role models. Everyone benefits from these connections:

- Students are inspired to explore more career paths and study new subjects
- Teachers increase the relevance of the subjects they teach by engaging your employees
- Employees feel more career satisfaction and a deeper sense of purpose
- You get higher employee morale and a stronger reputation in your local communities

We also customize each program to fit your teams, the schools you prefer to work with, and the careers you want to promote.

### Getting Started

To get started, we'll schedule a short call to outline the program, identify diversity group leaders, and discuss schools in your area.

To set up a 30-minute call, contact Jeff Schmidt at [jeff@ignitededucation.org](mailto:jeff@ignitededucation.org)

[www.ignitededucation.org/rolemodels](http://www.ignitededucation.org/rolemodels)