

Career Awareness Month Fact Sheet

February 1 - February 28, 2021



Announcing a New Way for Students & Parents to Learn About Kern County Careers, Employers, and Career Education Programs at Our Schools

New this year! Kern County Schools will be celebrating **National Career and Technical Education Month** with a brand new interactive experience for the Kern County community of students, parents, and employers.

- A new interactive *Career Awareness Month* section of the **Find It Be It. Kern County** recruitment website is in development to share career opportunities and showcase employers and programs, starting February 1, 2021.
- With the annual Career Expo canceled this year, our goal is to encourage employers to virtually share videos, handouts, and other materials that they would have showcased at the Expo on the new web page.
- In this new format, we are also offering faculty and staff the opportunity to showcase classes and programs with videos, handouts, and photos and share contact information.
- Students and families will be able to watch videos, take quizzes, reach out to faculty, staff, and employers, and learn more about our region's career opportunities. (Additional interactive experiences may be added throughout the month.)
- An advertising, social media, and public relations campaign will launch in late January to tell students about the new Career Awareness Month site at <http://careerawarenessmonth.org/> (launching 2/1/2021)
- By providing a virtual experience this year, we hope to reach an even larger audience than at past Expos and in the process, help meet equity goals.
- **Participate in Career Awareness Month by uploading your materials to:**
<https://finditbeitkerncounty.org/contribute/>