

PLANNING AND COMMUNICATION GUIDE

How to use this guide

This guide offers examples of how to communicate with an organization or job site to organize a job shadowing or industry tour opportunity for your students. The provided email templates are meant to help you communicate critical information. You can copy and paste the template text into an email and add in the placeholder text, or you can modify them to suit your community and the job site you are working with.

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Email Template 1: Recruiting Worksite Visits

When to use this template

Use this template to write an initial email to a worksite or organization to inquire about bringing students on a worksite visit. Send this email from your school email address, even if you have a personal relationship with the person you are contacting. If your contact was provided by a peer, include your peer's name in the first email, or allow them to make the initial contact and include you. Check your district's policy for corresponding with external email addresses and monitor email filters to ensure that you do not miss your contact's response.

Template

Subject: Opportunity to Host a Student Job Shadow Visit

Email Body:

Hi [CONTACT NAME],

My name is [YOUR NAME], and I am a [YOUR ROLE] at [SCHOOL NAME]. We're coordinating a small-group job shadow visit to help students explore careers through real-world experiences.

We believe your organization's work in the [CAREER CLUSTER] field would offer valuable insight to our students. This visit would be a great opportunity to share your team's expertise and inspire the next generation.

If you're open to learning more and possibly hosting a group of students, please feel free to reply to this email or contact me at [YOUR EMAIL AND/OR PHONE NUMBER].

Thank you for considering this opportunity!

Sincerely,

[YOUR NAME]

[CONTACT INFORMATION OR EMAIL SIGNATURE]

Email Template 2: Visit Details with Agenda and Activities

When to use this template

Send this email once a worksite has agreed to host students for a visit. This email helps to establish critical information and details about the event. Include a copy of the “Agenda Template for Worksite” or a similar document that the worksite can use to share requested information.

Template

Subject: Planning Details for Upcoming Student Job Shadow Visit

Email Body:

Hi [CONTACT NAME],

Thank you for your willingness to host a job shadow visit for our students from [SCHOOL NAME]. We’re excited for them to learn directly from professionals in the [CAREER CLUSTER] field at [ORGANIZATION NAME].

Preparing for the visit

Before arriving, students will participate in classroom activities that introduce your organization’s purpose, career paths, and the education or training required for various roles.

To make the visit meaningful, we’d love to know more about your vision for the event. During the visit, students would especially benefit from experiences such as:

- A tour of your facility
- Conversations with staff about their roles, responsibilities, and career paths
- Insights into the types of jobs available at your site and the education or training required
- A hands-on or job-related activity (if feasible)
- Time to ask questions about careers and workplace experiences

Planning details

Please share a brief agenda or timeline for the visit. An agenda or timeline helps us align transportation and school schedules. We’ve attached a short planning form that you may use, or feel free to reply to this email with scheduling details.

Please include details such as:

- Preferred date and time

- Activities or presentations you plan to include
- Staff members who will be involved
- Any special instructions or requirements for our group

Scheduling considerations

We are available to visit between [INSERT SCHOOL START TIME] and [INSERT SCHOOL END TIME]. We are flexible and happy to adjust, within that window, for what works best for your team.

We're here to support you in planning and can offer suggestions or coordinate logistics as needed. Thank you again for partnering with us to provide students with an authentic and inspiring learning experience.

Sincerely,

[YOUR NAME]

[CONTACT INFORMATION OR EMAIL SIGNATURE]

Agenda Template for Worksite

When to use this template

Provide this form or a modified version to the worksite as an attachment to the email you create using “Email Template 2: Visit Details with Agenda and Activities.” Alternatively, you can make a copy in Google Docs and share a link to the form with the worksite. In this case, ensure you have properly set sharing permissions to “Anyone with the link can edit” before sending the link. This template is also available as a separate document attached to the “Job Shadowing and Industry Tour” resource in LEARN.

Host Organization Information

Organization name:

Contact person name:

Contact email address:

Contact phone number:

Visit Details

Preferred visit date(s) and time(s):

Planned activities (check all that apply, add details if possible)

- ☐ Facility tour
- ☐ Staff introductions and career path conversations
- ☐ Discussion of available jobs, roles and responsibilities, and required education or training
- ☐ Hands-on or job-related activity (please describe):
- ☐ Q&A session with students
- ☐ Other:

Host Organization Staff

Names and roles of participating staff:

Special Instructions or Requirements

(e.g., safety gear, dress code, ID requirements, parking, group size limits):

Student Lunch Details

Space where students can eat lunch:

Is there an on-site dining facility that can provide lunch for students (e.g., cafeteria)? *If there is an on-site dining facility, please provide the approximate cost of lunch for students.*

Agenda or Timeline

Please outline the order of activities for students or attach a schedule.

Email Template 3: Confirming Worksite Visit Information

When to use this template

Send this email after a worksite has provided the information requested on the “Agenda Template for Worksite” form or by email. Use this template to respond when no changes are needed to the plan the worksite proposed. If the worksite’s plan requires modifications, modify the template to describe the changes you would like to request.

Template

Subject: Confirmation of Job Shadow Visit Details

Email Body:

Hi [CONTACT NAME],

Thank you again for partnering with us to host a job shadow visit for our students from [SCHOOL NAME]. We truly appreciate the time and effort you have invested to create a meaningful experience for our students.

We’re confirming the following details for the visit:

- Date and Time: [Insert confirmed date and time]
- Location: [Insert venue name and address, if applicable]
- Agenda: [Briefly summarize or reference the agenda provided. E.g., “Tour, staff presentations, hands-on activity, and Q&A session.”]

Your planned activities align closely with our goals for authentic, hands-on learning. We’re excited for our students to engage with your team and explore career pathways in your field.

If any updates arise or additional support is needed, please don’t hesitate to reach out. We’ll follow up soon with logistical details, including transportation and other considerations.

Thank you again for your collaboration and commitment to student learning!

Sincerely,

[YOUR NAME]

[CONTACT INFORMATION OR EMAIL SIGNATURE]

Email Template 4: Event Details and Needed Information

When to use this template

Send this email a few days before the scheduled event. Depending on factors such as school and business closures, send this email three to five working days before the scheduled event. Depending on circumstances and preferences, consider using this template to send another email the day before the scheduled event. Include a copy of the agreed-upon agenda with this email.

Template

Subject: Final Logistics for Upcoming Job Shadow Visit

Email Body:

Hi [CONTACT NAME],

We hope this message finds you well! We're looking forward to visiting your organization on [DATE] for the upcoming job shadow event.

Our group plans to arrive approximately 15 minutes early to allow time for check-in and preparation. We will be arriving by [SCHOOL BUS OR DISTRICT VAN]. If there are any specific parking instructions, building entry procedures, or required parking passes, please let us know.

Thank you again for sharing your finalized agenda with us. Our students are excited to learn from your team and hear more about the career opportunities within your organization.

If there is anything else you need from us prior to the visit, please don't hesitate to reach out.

Sincerely,

[YOUR NAME]

[CONTACT INFORMATION OR EMAIL SIGNATURE]

Email Template 5: Thank You

When to use this template

Send this email as soon as possible after the visit. You may also consider having students sign a card to send via mail or drop off at the worksite in addition to the email.

Template

Subject: Thank You for Hosting Our Job Shadow Visit

Email Body:

Hi [CONTACT NAME],

Thank you so much for being a gracious host during our job shadowing event on [DATE]. We truly appreciate the time and energy you and your team dedicated to making the visit engaging and informative.

Our students thoroughly enjoyed learning about the career opportunities at [ORGANIZATION NAME] and were inspired by the insights you shared. Your willingness to speak about your professional journey and offer a behind-the-scenes look at your work made a lasting impression.

We're grateful for your partnership and hope to collaborate again in the future, if the opportunity arises.

Thank you again for your generosity and your support of student learning!

Sincerely,

[YOUR NAME]

[CONTACT INFORMATION OR EMAIL SIGNATURE]