



National Wildlife Federation Career Services Toolkit: Facilitation Guide

This is a guide for teachers, guidance counselors, and other career services professionals who are utilizing the National Wildlife Federation's (NWF) Career Services Toolkit and is meant to be used in conjunction with the *NWF Career Center PowerPoint*; the *Career Planning Strategy Worksheet*; the *EcoCareers Conference Host Guide*; and *Promotional Materials*.

While all of the tools, resources, and events provided by the NWF Career Center are available for individual students and young leaders to use on their own, this toolkit is intended to support advocates in bringing these resources to classes or other groups.

Step 1: Review the *NWF Career Center Presentation*

- First, you will need to familiarize yourself with the offerings of the NWF EcoLeaders Career Center (<http://www.nwfecoleaders.org/careercenter>) by downloading and running through the *Career Center PowerPoint Presentation*.
- If you are working as a team to utilize this toolkit, share this presentation with the team or, ideally, present the PowerPoint to the team using the Presenter Notes.
- If desired, a member of the NWF EcoLeaders team can also present this PowerPoint to your team through web conferencing software, such as Webex or Skype.

Step 2: Complete the *NWF Career Planning Strategy Worksheet* and Download Optional *Promotional Materials*

- This Strategy Worksheet is an opportunity to become familiar with the internal and external resources that are recommended for your students to use along with the NWF Career Planning Tool and to map out its usage with the youth you are guiding.
- Be sure to download, customize, and utilize the promotional materials packet alongside the Career Planning Strategy. These materials include template emails, flyers, and social media posts that you can easily customize to advertise your efforts to your students and to your community.

Step 3: Review annual EcoCareers Planning Calendar to incorporate activities throughout the academic year

- Download and review the EcoCareers Planning Calendar and review recommended observances, events, and activity ideas to incorporate career exploration and planning ideas throughout the entire academic year.



Step 4: Host the EcoCareers Conference in your school, on your campus, or in your community

- Download and follow the EcoCareers Conference host guide to bring the annual event to your campus or community. While, again, individuals can participate in the conference on their own, having an in person event, whether it is simply airing the conference in a classroom or conference room or hosting additional locally focused events, will enhance the experience.