

Career Awareness Month Fact Sheet

February 1 - February 28, 2021



Share Your Company with Kern County Students & Parents During Career Awareness Month

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.

With our annual Career Expo canceled this year, we are excited to offer local employers the opportunity to virtually share videos, handouts, and other materials on the new interactive experience web page!

- The new interactive *Career Awareness Month* web page will share career opportunities and showcase employers and programs for Career Awareness Month: February 1 - February 28, 2021.
- Students and families will be able to watch videos, take quizzes, reach out to 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!
- Employers who would like to participate can have a featured section on the *Career Awareness Month* website and post videos, photos, and PDF's. Employers can post contact information and reach out to interested students, faculty, and staff.
- **Participate in Career Awareness Month by uploading your materials to:** <https://finditbeitkerncounty.org/contribute/>