



THE PLAYBOOK: RECRUITMENT

A PLAYBOOK FOR RECRUITING AT HIGH SCHOOL EVENTS



choosewalton.com



Table Of Contents

Welcome Message

01

Development Authority Staff

02

School Information

03

You've Been Invited, Now What?

04

What's Important: An Overview

05

Ideas to get you started: Display

6-7

Ideas to get you started: Interactive & Giveaways

08



choosewalton.com



Welcome Message

As you embark on this journey to connect with and inspire the next generation, it's essential to understand the importance of reaching high school students in shaping their future careers.

High school is a formative time when students begin to seriously consider their interests, talents, and potential career paths. Engaging with them at this stage allows us to play a pivotal role in guiding their decisions and helping them build a strong foundation for their futures.

By reaching out to high school students, you can:

- **Ignite Interest Early:** Early exposure to career options helps students explore various fields, sparking curiosity and enthusiasm about their futures. This can lead to more informed decisions and a clearer sense of direction as they prepare for the next steps in their education and career.
- **Shape Future Talent:** Introducing students to potential career paths allows us to shape the skills and interests crucial in tomorrow's workforce.
- **Support Informed Decision-Making:** High school students face many choices impacting their future careers, from selecting courses to choosing post-secondary education or training. Your engagement helps them make these decisions confidently, leading to better outcomes in their professional lives.
- **Contribute to a Dynamic Workforce:** By helping students align their passions with career opportunities, we contribute to a workforce that is diverse, dynamic, and well-prepared to meet the challenges of the future.

This playbook is designed to provide you with the strategies, tools, and insights needed to effectively connect with high school students and guide them toward successful, fulfilling careers. Together, we can make a lasting impact on their futures and the future of the industries they will one day lead.

Thank you for your commitment to this important work!



Development Authority Staff



Shane Short

Shane Short has served as CEO/President of the Development Authority of Walton County since July 2013. He leads efforts to attract and retain industrial companies, resulting in over 10,000 new jobs and \$95 billion in investments from companies like Hitachi, Meta (formerly Facebook), and Rivian Automotive.



Ben McDaniel

Ben McDaniel is Vice President of the Development Authority of Walton County, focused on attracting high-quality jobs and strategic investment to strengthen the local economy. A Georgia Certified Economic Developer, he actively serves his community through leadership in Rotary, education, and youth sports.



Dessa Morris

Dessa Morris is the Senior Vice President of Industry Relations. She leads strategic initiatives that strengthen partnerships between industry, education, and the community to support economic growth and build a strong future workforce.



Jami Cash

Jami Cash has been the Vice President of Workforce and Education Partnerships since June 2024. Previously, she served as the CTI Coordinator at Monroe Area High School, where she played a key role in preparing students for career success. In her current role, she continues to bridge the gap between education and industry, driving workforce initiatives that benefit the community.



School Information

Walton County boasts strong public education options. There are 3 public school opportunities: Foothills Charter School, Social Circle City Schools, and Walton County School District.



Loganville High School
Loganville Middle School

Bay Creek Elementary
Loganville Elementary
Sharon Elementary



Monroe Area High School
Carver Middle School

Harmony Elementary
Monroe Elementary
Walker Park Elementary



Walnut Grove High School
Youth Middle School

Atha Road Elementary
Walnut Grove Elementary
Youth Elementary



Social Circle High School
Social Circle Middle School
Social Circle Elementary School



FOOTHILLS
REGIONAL HIGH SCHOOL

Monroe
Social Circle

Walton County also has multiple private school options including George Walton Academy, Loganville Christian Academy, Monroe County Day School, Trinity Prep School, and Victory Baptist School.



TRINITY PREP SCHOOL



VICTORY BAPTIST SCHOOL
WARRIORS

YOU'VE BEEN INVITED... NOW WHAT??

You have been invited to be a classroom guest speaker or host a booth at a career expo. How can you prepare? What do you need to prepare? What will make the biggest impact that will influence your future workforce?



**YOU SAID
YES!**

WHAT IS THE BEST WAY TO IMPACT?

Sounds crazy but saying YES is the best way to start the process of influencing your future workforce and helping your company be their first choice.

PLANNING

Before the event, there are a few things to consider to make sure this is a rewarding experience for the students and a good use of your time.

Define your message and what you want to convey about your company and careers.

Be selective about your fellow representatives/ speakers. They need to be knowledgeable and enthusiastic!

Create visuals (slides, pictures, videos, etc.) about your company and careers for students to be able to get better understanding.

Set up a practice booth before the expo or classroom visit to ensure you're well-prepared and make a strong impression.



What's Important: An Overview

YOUR COMPANY SPOKESPERSON

The first person a student meets from your company sets the tone, so first impressions are crucial! Choose someone who can relate well to students, especially recent graduates, as they tend to connect easily with young people.

EYE CATCHING DISPLAYS

Students are naturally curious. An attractive display naturally draws them in to learn why your company is a great workplace.

INTERACTIVE

High school students are really just big kids. They want to play. Many want to be hands-on which is why they are attracted to industrial careers.

GIVEAWAYS

Students, like adults, are drawn to free items or prizes, which can attract them to learn more about your company and careers.

NETWORKING OPPORTUNITIES

High school students are just starting their career journeys, making this a valuable opportunity to hone skills for future success..



IDEAS TO GET YOU STARTED

Each company and industry is different. Showcase what makes your company special! Use this playbook as a guide to inspire even more ideas! These are just ideas, not requirements.

EYE CATCHING DISPLAY

This is the first thing students will see, and it could be what attracts them to learn more about why your company is a great place to work. Consider including the following:

- Company branded table covering
- Your product
- Informational flyers
- Your tools
- Your gear
- Vertical banner

Bucket Activity



Equipment truck

Gear that can be used for selfies

Branded table

Be creative! Your company is unique and your booth ultimately needs to reflect your company to attract your future workforce.



choosewalton.com

MORE EXAMPLES



choosewalton.com

IDEAS TO GET YOU STARTED

BE INTERACTIVE

High school students are really just big kids. They want to play and be hands-on, which is why they are attracted to industrial careers.



Equipment they can try



Selfie station with props related to your industry



Mini demonstrations



Gamification: prize wheel, plinko, trivia, etc.



Gear they can put on



Challenges: measuring, basic tools, welding with icing, etc

BRING GIVEAWAYS

Like adults, students are drawn to free items or prizes, which can entice them to learn more about your company and careers.



Any branded company swag
Lanyards
Pens
Hats
Candy



choosewalton.com

Contact Information



Dessa Morris

Dessa@choosewalton.com
770-299-2518

Jami Cash

Jami@choosewalton.com
770-520-4030