FIND YOUR PATH

Youth Career Expo

George R. Brown Convention Center October 1, 2014 9:00 am to 1:00 pm

INFORMATION GUIDE

The Find Your Path - Youth Career Expo is an excellent opportunity to plant positive seeds in the minds of our youth.



Hosted by the City of Houston Human Resources Department, the Find Your Path Youth Career Expo will allow thousands of high school students to discover a wide variety of career opportunities available in the public sector, as well as in Houston's major growth industries. Exhibitors will also include representatives from colleges, universities, and resource agencies. This is a community sustainability initiative that will help us "grow our own" future workforce, by providing students with a wide variety of potential career options and positive motivation.

Grow Your Own WORKFORCE

The Find Your Path – Youth Career Expo is sub-program of the City of Houston's "Grow Your Own Workforce" initiative. The Grow Your Own Workforce program seeks to plant seeds in the minds of students about the wide variety of career opportunities in municipal government, to "grow our own" workforce for the future. City Departments participate by offering internships and co-op opportunities, guest speakers, tours, Adopt-a-School programs, and the Find Your Path Career Day Expo. Our objective is for students to consider, prepare for, and even experience a job with the City, so that our educational institutions can become viable "pipelines" for future employees.

If you are interested in becoming a GYOW partner or want more information about the program, call 832-393-6100.

2014 FIND YOUR PATH EXPO OVERVIEW

This 2014 Find Your Path Expo will take place at the George R. Brown (Halls A and B) on October 1, 2014 from 9:00 am to 1:00 pm. This year's expo is projected to attract 5,000 high school juniors and seniors from HISD and surrounding school districts. Students will arrive on a staggered arrival schedule. There are educational / informative demonstrations scheduled every 30 minutes throughout the day for students.

Floor plan

Click the link below to view the floor plan:

http://www.houstonconventionctr.com/Home/FloorPlans.aspx

Find Your Path Expo Schedule

Sponsor Breakfast	8:00 am – 9:00 am
Expo	9:30 am – 1:00 pm
Demostrations	• 10:00 am to 10:30 am • 10:30 am to 11:00 am • 11:00 am to 11:30 am • 11:30 am to 12:00 pm

SPONSORSHIP LEVELS

Trailblazer
(Title Sponsor)
$30,000

- 20 x 20 or greater exhibit space
- Scanner (75.00 value)
- Photo with Presentation of Mayoral Proclamation
- Featured Recognition in Find Your Path Program & Schedule of Events
- Visibility in Radio, Print & Television Opportunities
- Featured Logo on Find Your Path signage
- Recognition in Find Your Path Press Releases
- Company Logo with Click-through to Company Website on Find Your Path Page
- Company Follow & Mention on Find Your Path, Facebook Page & Twitter Account
- Power, Tables & Chairs for Exhibit Space
- Four VIP Parking Passes, Eight Regular Parking Passes & Twelve Wristbands for VIP Reception Area

Navigator
$20,000

- 10 x 20 exhibit space
- Scanner (75.00 value)
- Featured Recognition in Find Your Path Program & Schedule of Events
- Visibility in Radio, Print & Television Opportunities
- Featured Logo on Find Your Path signage
- Recognition in Find Your Path Press Releases
- Company Logo with Click-through to Company Website on Find Your Path Page
- Company Follow & Mention on Find Your Path, Facebook Page & Twitter Account
- Power, Tables & Chairs for Exhibit Space
- One VIP Parking Pass, Six Regular Parking Passes & Eight Wristbands for VIP Reception Area

Pathfinder
$5,000

- 10 x 10 exhibit space
- Scanner (75.00 value)
- Featured Recognition in Find Your Path Program & Schedule of Events
- Visibility in Print Opportunities
- Company Logo with Click-through to Company Website on Find Your Path Page
- Company Follow & Mention on Find Your Path, Facebook Page & Twitter Account
- Power, Tables & Chairs for Exhibit Space
- Four Regular Parking Passes & Two Wristbands for VIP Reception Area

SPONSORSHIP LEVELS- Continued

Prospector
$2,500

- 10 x 10 exhibit space
- Scanner (75.00 value)
- Featured Recognition in Find Your Path Program & Schedule of Events Corporate
- Company Logo with Click-through to Company Website on Find Your Path Page
- Company Follow & Mention on Find Your Path, Facebook Page & Twitter Account
- Power, Tables & Chairs for Exhibit Space
- Two Regular Parking Passes & Two Wristbands for VIP Reception Area

In-Kind Donations

- Examples of In-Kind donations (T-shirts, promotional items, banners, etc.)

Questions about sponsorship opportunities and in-kind donations?
Please email erika.johnson@houstontx.gov

OUR COMMITTEES

Find Your Path – Youth Career Expo
Velma Laws, Chair
Erika N. Johnson, Co-Chair

Logistics committee
The logistics committee consists of the City of Houston Human Resources Special Projects team. Duties included, but are not limited to; budget and forecasting, reporting, stakeholder communication, resource management, strategic event planning, scheduling, and committee coordination.

Transportation committee
The transportation committee's primary objective is to organize the expo's traffic flow and school bus coordination. Duties include, but are not limited to; Securing street permits, coordinating bus arrival and departure, coordinating parking for exhibitors and VIP guests, event committee members and exhibitors.

Outreach committee
The outreach committee's primary objective is to communicate with participating school districts to keep them abreast of the updates and information concerning the expo. The duties include, but are not limited to; communicating with school representatives, student registration, and updating student registration list.

Sponsorship committee
The sponsorship's committee's primary goal is to reach out to potential sponsors. Duties include, but are not limited to; sponsor outreach and sponsorship reporting.

Exhibitor committee
The exhibitor committee's primary goal is to reach-out to exhibitors and keep them abreast of the updates and information concerning the expo. The duties include, but are not limited to; communicating with exhibitors, exhibitor registration, and updating exhibitor registration list. Also, coordinating exhibitor check-in on the day of the event.

Communications committee
The communications committee's primary goal is to create digital/print media for the expo as well as coordinate press releases and communication. The duties include creation of signage, programs, posters, webpages, banners, press releasing, memos and other documents.

Volunteer Committee
The volunteer committee's primary goal is to recruit and coordinate volunteers for pre-event, day-of and post event activities. The volunteer committee duties include, but are not limited to; Volunteer recruitment; volunteer scheduling, and volunteer task coordination.

FREQUENTLY ASKED QUESTIONS

What is different from the 2013 Find Your Path Expo?
Based on information collected from post event surveys and a lessons learned analysis we made the following changes:

- Lunch will not be provided for students however snacks will be provided in lieu of lunch.
- No general assembly. However there will be small-scale demonstrations scheduled every 30 minutes.
- No hole punch prize passports

How many students are expected to attend?
This year we anticipate 5,000 students to be in attendance from HISD and surrounding school districts.

Is there a cost for students to attend?
No, there is no registration cost for students.

Can 9th and 10th graders attend?
No, at this time the expo is only open to 11th and 12th grade students.

I am a parent and I would like to register my child to attend. Can I register my child?
No, at this time only high school counselors and officials can register students for the Find Your Path Expo. If you would like your child's school to participate, please contact your child's high school counselor.

I would like to exhibit at the expo, what is the cost form me to attend?
The exhibitor fee covers your exhibitor space, electricity, and scanner (Wi-Fi is a separate cost).
Public sector exhibitor fee: Exempt from fee.
Private sector exhibitor fee: $500.00
College/University Exhibitor fee: Exempt from fee.

I am an exhibitor and I want to know more about the scanner.
The scanner is a data collection tool that allows exhibitors to track who has visited their booth along with those students information for follow-up purposes. Cost of exhibitor scanner: $75.00

Is there any information available about past events?
Yes, please see the link below.
http://cohemployeenews.com/articles-savvy/item/780-life-after-high-school-expo-gives-students-a-glimpse



CONTACT US

Do you have questions about the expo? Please send inquiries to FindYourPath@houstontx.gov

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