

JobCon Works Best When...

The WSB JobCon series of career exploration is successful when organized around the following elements:

- Held on a weekday, either after an early-release day or during instruction to ensure students attend;
- Schedule approximately 2-3 hours for students to visit with employers. This provides just enough time for them to talk with employers and maintain interest in the event;
- Teachers should promote and encourage students to attend event and help them identify their strengths, interest, and values, which will help them maximize their engagement at the event.



1,100 EPISD Career & Technical Education Students

35 regional employers

JobCon **September 28, 2017**

Workforce Solutions Borderplex (WSB) and the El Paso Independent School District (EPISD) hosted the First Annual JOBCON on Thursday, September 28, at the Judson F. Williams Convention Center located in downtown El Paso.

Geared towards high school freshman sophomores, over 1,100 students witnessed first-hand what careers are available to them. WSB found that students at this age are curious about careers and are able to make decisions and changes in their learning track to courses and programs that will guide them towards their career goals.



Participating companies were asked to exhibit interactive booths with actual professionals working in their trade. Many employers utilized hands-on activities and even games to engage the students.

Along with career exploration, Workforce Solutions Borderplex asked students to identify their strengths, interests and values in which students can relate themselves to the common workplace cultures companies offer. Participating students and employers completed pre-event surveys to identify their SIVs in hopes that conversations would emerge where commonalities between students and employers existed.

The Post-Millennials Generation Z is a workforce with unique and challenging expectations when it comes to their future and their careers. According to Forbes Magazine's article titled "Make Way for Generation Z", this growing workforce demographic offers exciting new habits such as advanced skills and comfort with technology. Generation Z'ers crave excitement from the work they do, they have an entrepreneurial and innovative spirit, and they are comfortable accepting change and new ideas.

JobCon generated a lot of interest from other school districts and WSB is working with various partners to host smaller versions of the event in order to reach a more targeted audience.

