



YOU

YRKES OG
UTDANNINGSMESSA
HITRA OG FRØYA



INCLUDING UNIVERSITY
STUDENTS IN THE
PLANNING AND
EXECUTION OF AN
EDUCATION AND TRADE
FAIR

- AN EXAMPLE FROM THE
YOU-FAIR

BRIDGES METHODOLOGY FOR PEDAGOGICAL
ENTREPRENEURSHIP

D11.6



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"It's all about YOU!"

This guideline is for anyone who seeks to mobilize university students in the planning and execution of an education and trade fair to better connect with youngsters, and with it, making the fair more relevant and effective. This guideline is made in a "plug-and-play"-format and can be used as is, or you can customize it to your needs.

What is "YOU"?

The YOU-fair is an education and trade fair for youngsters from the island regions of Hitra and Frøya, developed by Blått Kompetansesenter (Blue Competence Center).

In Norwegian, a trade and education fair is called «Yrkes- Og Utdanningsmesse», hence the acronym «YOU». The fair is made in collaboration with Guri Kunna upper secondary school, Trøndelag County, local industry commerce chambers, training offices, and middle schools, with support from the European Commission and the BRIDGES project.

This guideline will go over elements and strategies used by BKS to engage, manage and collaborate with university students to inspire younger students at a job fair to support SME development through continuing to study and to think outside the box.



Students and Innovation Actors

Blue Competence Center (BKS) believes that students are an important part of increasing innovation in the region. It is important to have committed students with a relevant, solid education that can drive industry and research forward, now and in the future. BKS therefore tries to connect with students, either through employment on the side of their studies, by having students at an internship, or as participants at events. That is why BKS partakes in the HIP-program at NTNU (Norwegian University of Science and Technology). The HIP-program, abbreviation for "Humanist in practice", is a program developed by NTNU to make the humanities more work-related and to give students an important insight into how their competence can be used in a business.

Every year, BKS welcomes 3-5 humanities students to a three-week internship. This coincides with the YOU-fair, and the students therefore get to take part in the planning and execution of the fair. One of the most important jobs the students do here is the workshop they lead where they help prepare youngsters for the fair, and their forthcoming educational choice. It is easier for students to connect with youngsters. This, and the students' knowledge of what it is like to be young today, is an invaluable resource in the planning and execution of the workshop and fair.

Workshop





Planned and lead by students



<h2>Objectives</h2>	<ul style="list-style-type: none"> • To prepare the youngsters for the fair • To prepare the youngsters for their upcoming educational choice of which field of study to choose at upper secondary school • The goal is to help them reflect on what they want to do. For some the choice might feel complex and daunting, resulting in uncertainty. Letting them reflect and talk about their choice helps them decide with more certainty and confidence, giving them a better chance at finding a field of study that interests them
<h2>Agenda</h2>	<p style="text-align: center;">Introduction</p> <p> Let them know why you are there. Use yourself as an example, e.g.: "When I faced the choice you now face, I was unsure and didn't know what to choose. Therefore, I now want to help you..."</p> <p style="text-align: center;">What you expect from the youngsters</p> <p> That they ask questions, take part in the discussions, ask the questions they have, etc.</p> <p style="text-align: center;">Present yourself</p> <p> Be personal and give them a story from your life they can relate to. Was it hard for you to choose the right field of study? Then share it! It is easier for the youngsters to share about themselves when you have done it first.</p> <p style="text-align: center;">Let the youngsters talk too</p> <p> Ask them questions connected to decision-making. E.g.: "Have you made a choice before? Who/what affect your decisions?"</p> <p> Let them talk with their fellow student in groups, and then take a round afterwards where they can share with the rest of the class.</p> <p style="text-align: center;">Information about the fair</p> <p> Might be a bit tedious, so make it short and concise.</p> <p> Explain who the exhibitors are and what skills needs they have</p> <p> Ask them if they have got any questions.</p> <p style="text-align: center;">Preparations for the fair</p> <p> Prepare some questions for them that the businesses/schools at the fair might ask them. E.g.: "What is important for you to feel comfortable at work? What interest you?" This is to help them reflect in advance, which can lead to better conversations between the youngsters and the businesses/schools at the fair.</p> <p> Help the youngsters prepare questions for the businesses/schools at the fair. Preferably open-ended questions. Prepare some questions in advance as examples. Extra emphasis on industry challenges and thinking outside the box.</p>
<h2>Preparations</h2>	<ul style="list-style-type: none"> • Plan with the school how to best implement this workshop into a class. Also introduce the teachers to what the plan for the workshop is and make a plan together with them on how they can help you throughout the workshop. They usually know their pupils well and can help keep order in class and facilitate discussions. • Fill out the agenda so it suits your needs • Practice makes perfect! Play out the workshop with somebody. Learn what you need to say by heart, and you will get a more effective workshop • Sometimes it might be a bit difficult getting youngsters to partake in the discussion and to answer questions, so prepare for such a scenario. If you notice they are not very talkative, try another tactic. Talking with the teachers about this in advance can also help you better prepare

University collaboration

University students' assignments during the fair

<p>Objectives</p>	<p>The primary objective is to be there for the youngsters. Talk with them, be supportive and help them get the most out of the fair.</p> <p> If you recognize somebody from the workshop, talk with them. If you see someone standing at the back, too nervous to speak with people on the stands, help them find the courage.</p> <p>Help out where it is needed. There are a lot of moving parts at a fair, and having an extra pair of hands when and where it is needed is an invaluable resource. Be on the lookout, and just be nice.</p>
<p>Preparations</p>	<p>Reflect on what happens at a fair</p> <p> Your primary concern is the youngsters, so what can you do to help them out? What do you do if you see someone standing in the back, too nervous to speak with people? How can you challenge them to take action, but in a kind way?</p> <p>Plan the day</p> <p> The fair lasts a good while, so when do you take a break? When do you eat? What happens when? Is there anything special happening during the fair that you can help inform the youngsters about? Is the fair near where you live, or do you need a place to stay? Should you be doing something nice afterwards to celebrate a well-executed fair?</p> <p>Be rested!</p> <p> A fair is quite tiresome, so being well-rested will help you keep your energy and mood up.</p>



UNIVERSITY STUDENTS AS A VALUABLE FAIR RESOURCE

T-shirts were printed with the fair logo and the sentence "Ask me!" so that facilitators, including the university students, were easily recognizable and lowered the threshold in asking for help.

