



Advance
Central PA

Linking People & Business



PATH to CAREERS

BUSINESS USER MANUAL



What is Path To Careers?

Developed by Advance Central PA, Path To Careers is a website that helps **build meaningful connections** between businesses, schools, and young people in the community.

Path To Careers:

- Creates a place for businesses to **share key information targeted to young people, parents and educators** and **post available career experiences**.
- Streamlines communication between businesses and schools to help you **get connected to tomorrow's workforce** efficiently and on your terms!
- **Increases student access to career exploration activities** to help them identify career interests while **learning about local businesses** like yours!



How It Works

Step 1: Visit PathToCareers.org to register your business and create your profile.

After logging in, complete your business profile to highlight important information about your organization so students and educators can learn what you do.

Step 2: Create and post experiences.

Post the types of experiences you will offer such as job shadows or industry tours, and include details such as maximum number of students, available dates, and age restrictions.

Step 3: Receive requests from school contacts.

When a student is interested in an experience, they notify their teacher through the website. After confirming the experience is right for the student, you will receive an email from the website notifying you of the request.

Step 4: Coordinate with the school to set up the experience.

Your registered staff will finalize details with the school outside of Path To Careers via email or phone communications, etc.



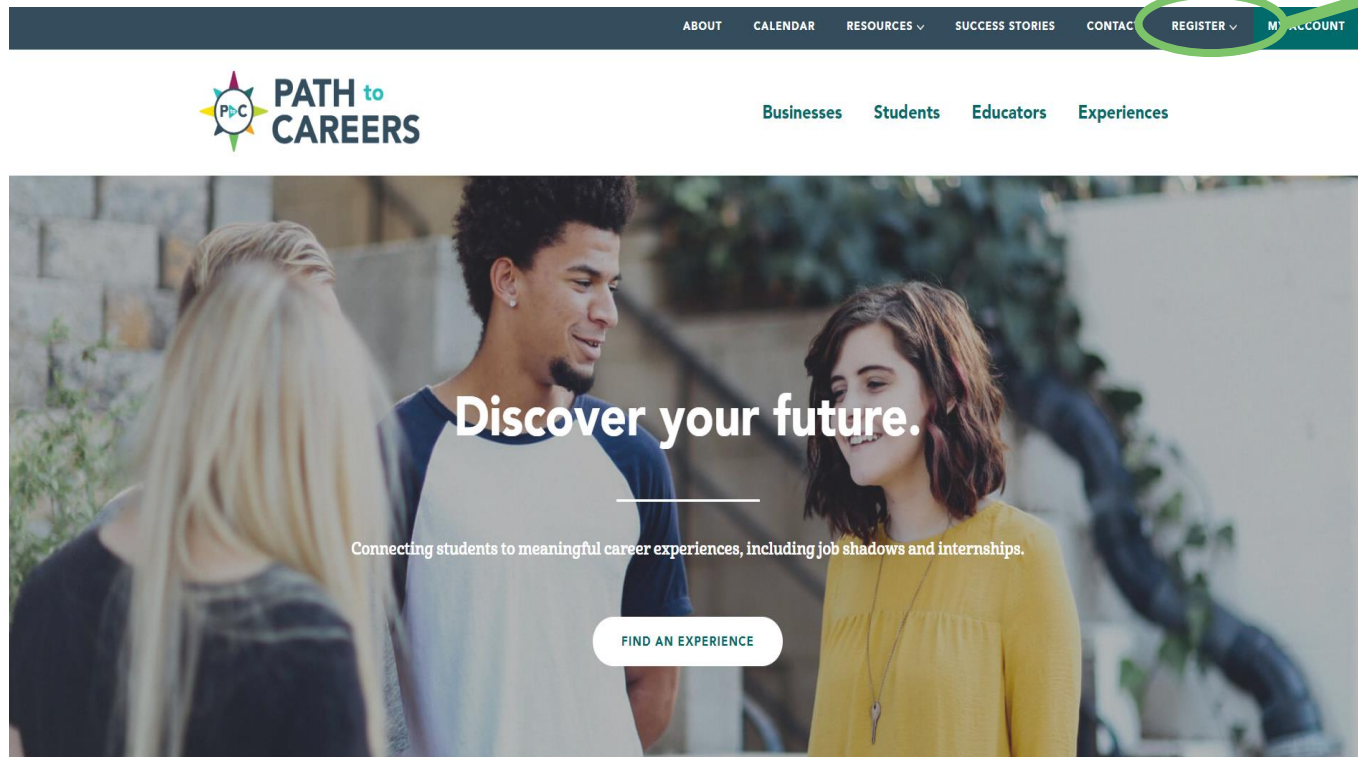


PATH to CAREERS

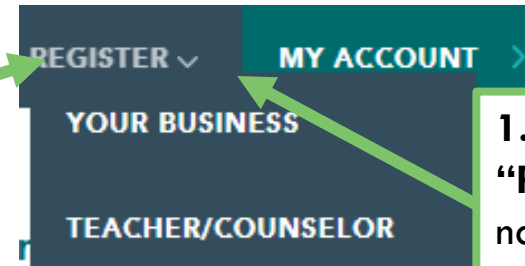
Step 1: Visit PathToCareers.org to register your business and create your profile.

Step 1: Register your business

From the homepage (pictured below), there are two ways to navigate to the business registration page:



www.PathToCareers.org



1. Hover over “Register” on the top navigation menu, then select “Your Business”.

Or...



2. Scroll down the page and select the “Register Your Business” button.

Connect to your future workforce

Register your business and easily post career exposure opportunities. Schools will contact you to request connections for their students. Get students in the door. Simple!

REGISTER YOUR BUSINESS



Step 1 Cont'd: Register your business

Important Tips:

Name: Use the name of the staff member who will be the primary point of contact for educators who request experiences.

Email: Please use an email address that is best for communication*. This is how your business will be notified of educator requests.

*If you would like to have multiple people managing the account, we suggest using a shared email address or creating an email group.

Please note: All new business profiles are carefully reviewed prior to activation to protect the integrity and safety of the website. Your business will not appear on the website until the business profile is complete and reviewed by Advance Central PA staff.

Register Business

Name *

Email *

Password *

Confirm Password *

Register >



Step 1 Cont'd: Navigating your account

Edit your name, email, and password.

Add photos and videos to your profile.

Review/edit previously created experiences.

Create a new experience.

EDIT ACCOUNT

BUSINESS PROFILE

BUSINESS MEDIA

EXPERIENCES

NEW EXPERIENCE

Sign out >

HAVE AN EVENT?

If you have an event, like an open house, etc., please add it to our calendar by submitting the form at the link below.

Submit Event >

Edit Account

To change information about your account, please enter it below and click 'Save.'

Name *

Email *

Leave this area blank unless you want to change your password.

Password

Confirm Password

Save >

Submit an event to the calendar.

Start Here: After logging in for the first time, begin by completing your business profile. Then, use the other links to make edits and create experiences.



Step 1 Cont'd: Complete your business profile

Important:

Students and educators can filter searches by the following criteria:

- **Business Name**
- **Address**
- **City**
- **Zip**
- **County**

Please ensure the information you enter is accurate.

Contact Person's Name *

Contact Person's Email *

Business Name *

Logo

Choose File No file chosen

Phone Number *

Website *

Please copy and paste the URL directly from the address bar of your browser including the http:// or https://.

http://www.cpwdc.org

Address *

130 Kelly Square Suite 1

City *

Lewisburg

Zip *

17837

County

Union



Tips

- Contact information is only visible to other businesses and educators.
- Preferred logo formats: .PNG or .JPEG files under 1 mb.
- Copy your entire URL from a web browser then paste.
- Businesses with multiple locations are encouraged to create one business profile for each location.*
*Will require the use of a second email address.



Step 1 Cont'd: Complete your business profile

Mission: Tell students and educators more about your business. Consider sharing the following:

- When and why your business started
- What your business does
- Company values
- Community impact
- Company culture

Description: Share what is great about your business. Consider sharing the following:

- Work environment
- Job opportunities and career pathways
- Wage information
- The skills and education you look for

When finished adding information to your profile, click **Submit Profile for Approval**.

Industry *

Government & Public Administration

Secondary Industry

Mission Heading

Enter a heading for a section that briefly introduces your business, for example: Our Core Values or Our Mission and Vision.

Mission

Please Note: Your description will not show up on the front end of the website unless you add a heading in the field above. Please clear all text formatting before entering any text into the editor.

Description Heading

Enter a heading for a section to share information you want students, parents, and educators to know about your company, for example: More About Us.

Description

Please Note: Your description will not show up on the front end of the website unless you add a heading in the field above. Please clear all text formatting before entering any text into the editor.

Example; Our Core Values

File Edit View Format

Paragraph B I

POWERED BY TINY

Example; More About Us

File Edit View Format

Paragraph B I

Industry: Will be used in the search functionality and will be included with experiences you post.

Secondary Industry: Will appear only inside your business profile.

Mission and Description Headings: Enter brief introductory statements which will appear as titles in your completed profile. Keep it at just a couple of words.

To save your work on an in-progress profile, click **Save and Finish Later**.

Submit Profile for Approval >

Save and Finish Later >



[Click Here to View a Live Profile](#)

Example Profile

Business Example (Search View)

**CONESTOGA™
WOOD SPECIALTIES**

Conestoga Wood Specialties

BEAVER SPRINGS, 17812 | Snyder

Manufacturing [Learn More](#)

Logo & Name

Mission Heading & Mission

Industry

Description Heading & Description

Location

Industry | County
Location | Website

Industry

Clicking "Learn More" opens this page.

**This is how the profile information
you enter will display on the website.**

**CONESTOGA™
WOOD SPECIALTIES**

MANUFACTURING
Conestoga Wood Specialties

VISION AND MISSION

Our vision is to be the premier global supplier of components to the new constructin and remodeling markets.

Our mission is to create and produce innovative, competitive wood component products and supporting services of superior quality.

MORE ABOUT US

Since 1964 Conestoga Wood Specialties has manufactured the highest quality cabinet doors and wood components for the Kitchen & Bath industry. From our modest beginnings in a small garage in Lancaster County, PA over fifty years ago, we've grown into the industry leader known for our dependability in both product performance and on time delivery.

Our company remains a family owned business with personnel and production facilities dedicated to servicing individual market segments including Custom Kitchen and Bath, OFM and

INDUSTRY
Manufacturing

COUNTY
Snyder

TOWN
BEAVER SPRINGS, 17812

WEBSITE
<https://www.conestogawood.com/>





PATH to CAREERS

Step 2: Create and post experiences.

Step 2: Create a new experience

EDIT ACCOUNT

BUSINESS PROFILE

BUSINESS MEDIA

EXPERIENCES

NEW EXPERIENCE

Sign out >

Address *

City *

State
Pennsylvania

Zip *

County
Centre

Experience type *
Other

Age/Grade requirements *

Max attendance *

Dates available _____ to _____

Frequency
If your experience is only available during certain days of the week, times, or seasons, etc. please notate this here.

Location: Use the address, city, state, zip, and county of the location where the experience will take place.

Experience Type: Choose from a list of options ranging from visiting classrooms to internships and summer employment.

Age/Grade Requirements: Open text field allows you to specify the types of students the experience is for. (Ex: 5th – 12th grades)

Dates Available: When, and for what length of time, are you able to offer the experience? Use two different dates to show a window of availability. (Ex: 8/1/2021-12/30/2021)
If always available, extend the second date out at least a full year from the open date.

Frequency: How often you are willing to provide the experience during the window of availability?
Ex: Once per month, Bi-Weekly, Every Friday

Important
Location Info and Experience Type are used in the search function

Additional Fields – Next Page



Step 2 Cont'd: Create a new experience

Departments: Select all departments that could be associated with the experience. Including a variety of departments will increase the number of students who may be interested in requesting the opportunity.

Ex: A manufacturing business could offer a job shadow experience in their accounting/finance, marketing, and human resources departments.

Please note: All new experiences are reviewed prior to activation to protect the integrity and safety of the website. Your experience will not appear on the website until the experience is complete and reviewed by an Advance Central PA staff member.

After adding information to your experience, select **Submit Experience for Approval**.

- Accounting/Finance
- Direct Care
- Environmental Health and Safety
- Manufacturing, Production, Operations
- Purchasing, Supply Chain Management
- Research and Development
- Other
- Customer Service
- Human Resources
- Information Technology
- Marketing
- Quality Assurance
- Sales

Description Heading
Enter a heading for a section that briefly introduces your experience, for example: Description.

Description
Please Note: Your description will not show up on the front end of the website unless you add a heading in the field above.

File Edit View Format
Paragraph B I
P

Description Heading & Description: Include information about the experience to assist students and educators to better understand the expectations and facilitate efficient planning.

Consider including the following: How long is the experience? What is the itinerary? What type of clothing should they wear? Are there any safety precautions? Are there any forms they need to complete before the experience?

Tip – Youth-Friendly Language

When writing the description, consider your audience. Use these tips to make your experience more appealing:

- Avoid industry or company jargon. Most students have minimal exposure to the professional world.
- Speak directly to or about them. Use, “You will...” or “Students have...”
- Express willingness to tailor experiences to their interests.

To save your work on an in-progress experience, click **Save and Finish Later**.

Submit Experience for Approval >

Save and Finish Later >



[Click Here to View a Live Experience](#)

Example Experience

Experience Example (Search View)

The image shows a search view for a job experience. At the top, there's a header with the company logo and name, 'CO-OP Conestoga Wood Specialties', and a 'REQUEST EXPERIENCE' button. Below this is a list of experiences, with the selected one expanded to show details. The details include a description, departments, and a sidebar with filters like Industry, Town, County, Age/Grade Requirements, Max Attendance, and Available dates. A 'Learn More' button is at the bottom of the list view.

Experience Type: CO-OP

Contact Information: SHOW CONTACT INFO

Description Heading: CONESTOGA WOOD SPECIALTIES

Description: Looking to join a maintenance team? Come co-op with us and this could be what you're looking for after graduation. Ever wonder what we do at Conestoga Wood Specialties? Now you can come see for yourself when you decide to co-op with our company and get paid while doing it as a maintenance technician. We'll work with you and your school to give you a schedule that works best for you. With knowledge in switchgears, motors, PLCs, ladder logic, instrumentation, switches, controls, pneumatics and other electrical components, you can become a key part in maintaining, customizing, and enhancing the machines that create our finished product. With your help, our dedicated employees, and state of the art equipment, we're able to become one of the premier, leading companies in home building and renovations.

Departments: Information Technology, Manufacturing, Production, Operations, Other

Industry: Manufacturing

Town: BEAVER SPRINGS, 17812

County: Snyder

Age/Grade Requirements: 18 years old

Max Attendance: 1

Available: Nov 18, 2019 - Dec 31, 2020

Clicking "Learn More" opens this page.



Step 2 Cont'd: Managing your experiences

The image shows a user profile page on the left with a sidebar menu containing 'EDIT ACCOUNT', 'BUSINESS PROFILE', 'BUSINESS MEDIA', 'EXPERIENCES', and 'NEW EXPERIENCE'. A teal 'Sign out' button is at the bottom. A dashed green arrow points from the 'EXPERIENCES' menu item to a larger screenshot of an experience entry on the right. This entry is annotated with green boxes and arrows: 'Experience Type' points to 'Guest Speaker', 'Date Created' points to '12/06/2019', and 'Departments' points to 'Customer Service, Human Resources, Other'. To the right of the entry is a control menu with icons for 'EDIT' (teal pencil), 'MEDIA' (camera), 'DEACTIVATE' (red X), and 'DELETE' (yellow trash can).

Experience Type: Guest Speaker

Date Created: 12/06/2019

Departments: Customer Service, Human Resources, Other

EDIT (Pencil icon)

MEDIA (Camera icon)

DEACTIVATE (Red X icon)

DELETE (Trash can icon)

Edit: Add, update, or change the details of the experience.

Media: Upload pictures and/or videos to appear with the experience.

Deactivate: Temporarily make the experience invisible to other users.

Delete: Permanently remove the experience from the website.





PATH to CAREERS

Step 3: Receive requests from school contacts.

Step 3: Receive requests

After your business profile and experience(s) have been approved, they will be published to the live website and become visible to local educators and students.

Experience Request Process:

1. **Student** is interested in your experience and **notifies their advisor through the site.**
2. **Educator vets the request** which includes confirming alignment of student's interests, verifying the student meets the specified requirements you posted, and ensuring the student is appropriately prepared.
3. **Educator requests the experience** using a form on the website.
4. **You will receive an email** from PathToCareers@AdvanceCentralPA.org notifying you of the request (example on the next page).
5. **The planning process continues external to the website** via direct email or phone between you and the school contact.



Step 3: Receive requests – email example

Please Note: The notification email may go directly to spam folders. After you receive the first email, create a rule for future emails from Path To Careers. We're happy to help!



PATH to CAREERS

Hello!

We are interested in an experience you've posted on Path to Careers. Please contact me at the email address below to coordinate next steps and increase awareness of your company for our student(s).

Name	John Doe
Email	BusinessUserManual@cpwdc.org
Start Date	2020-05-25
End Date	2020-07-31
Number of Students	1
Age/Grade of Students	11th grade/17 years old
Message	This is where the educator user will add a brief note to provide additional information about the experience request. After you receive this email, you can choose how you would like to continue the planning conversation with that educator.

Start/End Date:

Educators are asked to enter specific dates when completing the request form. If you are unable to accommodate these dates, check to see if a different time would work.

Message:

Educators will use this area to share more information about the request.

Educator Name and Email

Student(s) Information





PATH to CAREERS

**Step 4: Coordinate with the school to
arrange the experience.**

Step 4: Coordinate with the school to arrange the experience

After you receive an experience request email, the coordination of the experience will continue off the website through means decided between the representative of your business and the educator. Here are a few things to consider:

1. When your business receives an email from Path To Careers, the next step is for you to contact the requestor via email.
2. Review all parts of the request email carefully. The message an educator adds to the request will provide additional information that will impact your response.
3. Please try to respond as soon as practical. The educators and students may have deadlines associated with the experience.





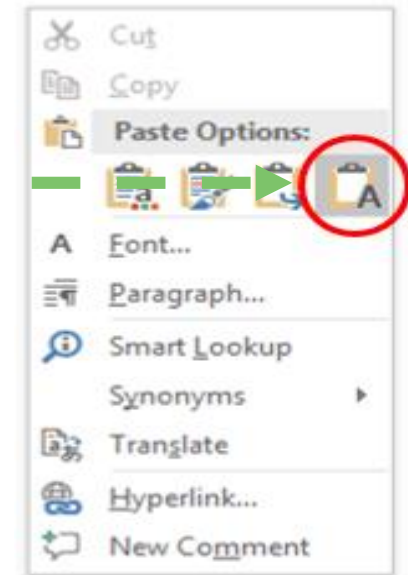
PATH to CAREERS

Additional Tips

Use Microsoft Word to prepare your content

If using information directly from your website, we suggest following the steps below to avoid formatting inconsistencies:

- Highlight and copy the content from the website
- Paste “text only” into a blank Word document
- Review to check for any spelling or grammatical errors
- Highlight and copy the text
- Paste the content directly into the field in your Business Profile



If you have questions, we are happy to help!



PathToCareers@AdvanceCentralPA.org



(570) 568-6868

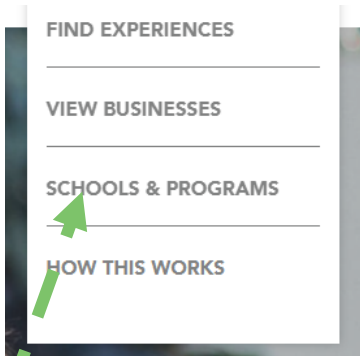


Use school profiles for experience ideas

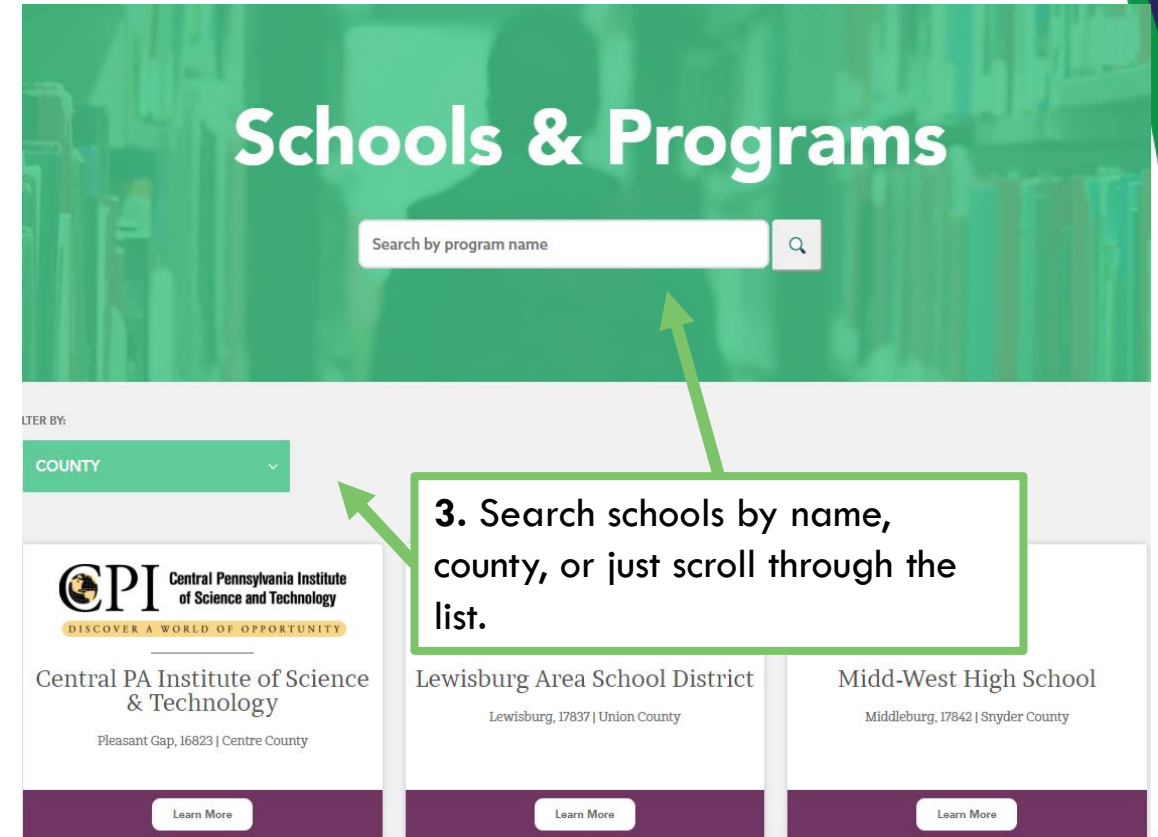
Schools are encouraged to share details of the career experiences they require their students to complete prior to graduation. Reviewing school profiles can provide ideas of the types of experiences that are in demand. Here is how to begin searching:



1. Hover over **“Experiences”** on the navigation bar (visible on all pages).



2. Select **“Schools & Programs”** from the dropdown menu to open the search page for Schools & Programs.



3. Search schools by name, county, or just scroll through the list.



Use school profiles for experience ideas cont'd

Profile Link


After locating the school or program you are interested in learning more about:



Mifflinburg Area High School
Mifflinburg, 17844 | Union County

[Learn More](#)

Click "Learn More" to open the school's profile.



Use the Description & Career Readiness Requirements for experience ideas.

DESCRIPTION

Mifflinburg Area High School empowers students to meet the demands and challenges of a rapidly changing and increasingly complex world by equipping all students with the skills, knowledge, and productive habits necessary to succeed as responsible members of society.

CAREER READINESS REQUIREMENTS

- All MAHS students are required to complete a semester half-credit Career Communications course through the English Language Arts department. During the Career Communications Semester, students will explore the many facets of planning for their futures. Students will use online tools to gain in-depth insight into the following topics: career exploration, budgeting, post-secondary exploration, and job skills. For each of these topics, students will have the opportunity to apply what they have learned in authentic, "real-life" ways. This semester will help students develop an accurate view of what life after high school will really be like. Students will be able to evaluate their dreams about their futures in light of the reality of today's society, culture, and economy. Students will set goals for their future and modify them based on what they learn throughout the course. The end result of the semester will be a five-year plan that each student creates based on what they have learned about career communications and themselves.
- In addition, MAHS students have accounts through Career Cruising web-based program. Students will complete surveys, activities, projects and reflections related to career awareness, career exploration and experiences in Career Communications and other courses throughout the four year high school time. Students will have the opportunity to create an online career portfolio with these activities. Parents and guardians will also have the ability to view their child's Career Cruising account activities.

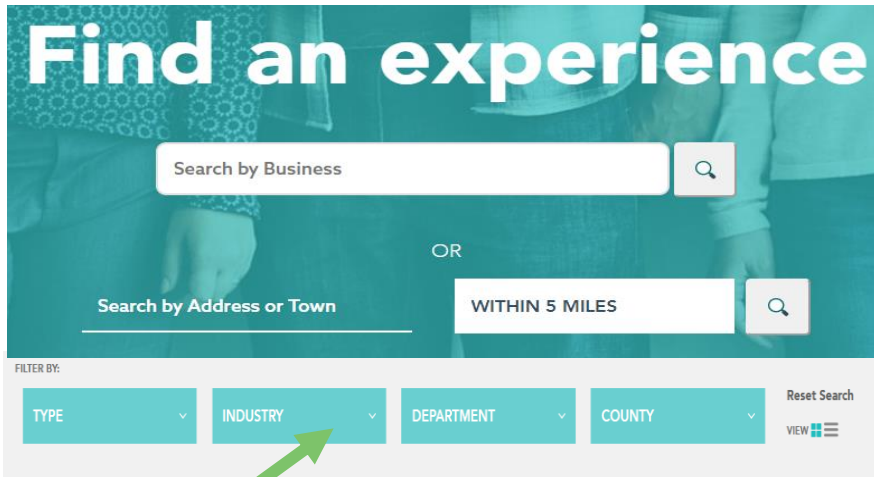
COUNTY Union	TOWN Mifflinburg, 17844
WEBSITE http://www.mifflinburg.org	

Location and Website

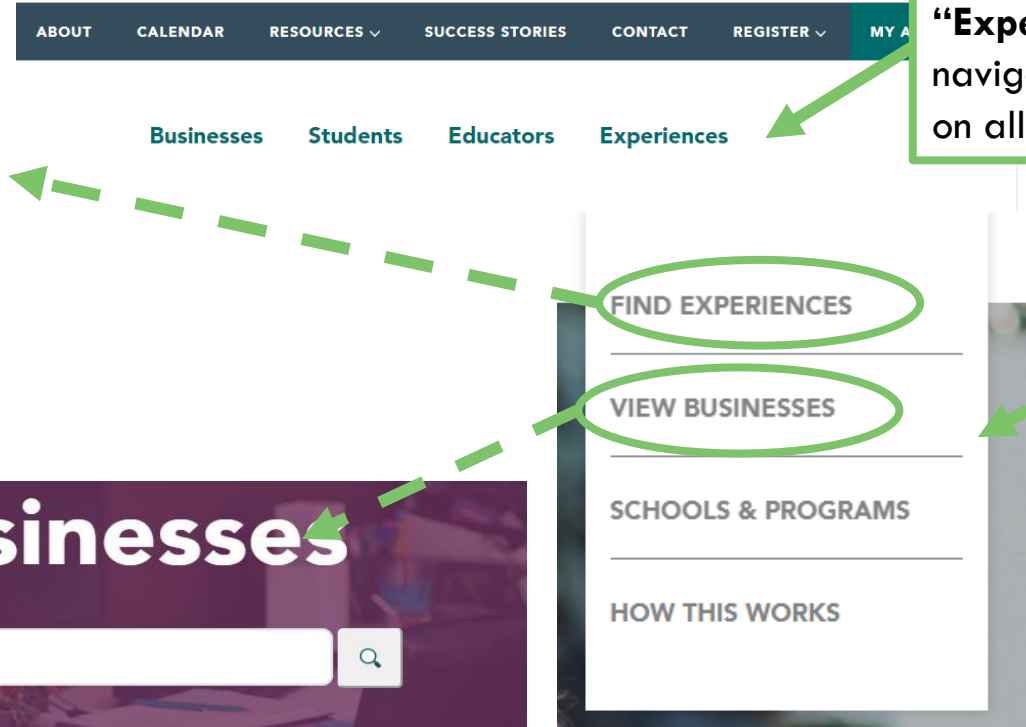


Review other business profiles and experiences for examples

If you are working on creating a profile or adding a new experience and are looking for ideas for what to include, take a look at what other businesses are sharing on the site. Here is how:



- Search experiences by:**
- Business name
 - Location
 - Experience Type
 - Department
 - Business Industry



1. Hover over **“Experiences”** on the navigation bar (visible on all pages).

2. Select **“View Businesses”** or **“Find Experiences”**.



- Search Businesses by:**
- Business name
 - Location
 - Business Industry





Advance Central PA

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**WE LOOK FORWARD TO
HEARING FROM YOU!**

PathToCareers@AdvanceCentralPA.org

(570) 568 - 6868



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