

Activate Industry: Engage

# Plan & Host a Student Field Trip

Hosting a field trip offers a unique opportunity to **connect with the next generation of talent** in a meaningful, hands-on way. By opening your doors to students, you **spark curiosity and introduce potential Energy & Natural Resources (ENR) career paths**, in addition to **building lasting brand recognition** and goodwill. It lays the groundwork for strong educational partnerships, positioning your company as a committed, forward-thinking leader.

## Field Trip Modalities:



### In Person

- Strong brand impression
- Talent attraction
- Local community engagement



### Virtual

- Scalable outreach
- Cost & time efficient
- Geographically agnostic

## HOW YOU BENEFIT: WHY HOST FIELD TRIPS?



### Engage with early talent

*Inspire interest early by introducing students to real career paths and opportunities within your company*



### Showcase innovation

*Highlight the technologies, practices, and ideas that set your company apart in a competitive industry*



### Strengthen partnerships

*Build meaningful relationships with schools and position your company as an invested, supportive educational partner*



### Establish your brand

*Create positive brand connections with students, educators, and the local community through direct engagement*



### Unlock untapped talent

*Reach students who may not have previously considered your field by providing an immersive, hands-on experience*



# DRAW INSPIRATION: HOW DO SOME ORGANIZATIONS DO THIS TODAY?



## IN-PERSON

### Establish a resource center

**PSEG's Energy and Environmental Resource Center:** PSEG's Energy & Environmental Resource Center is an educational hub featuring interactive exhibits within a former nuclear training facility. The center offers free, appointment-based programming and tours for grades 4–12 and adults, covering topics like electricity generation, climate change, nuclear energy, wetlands ecology, and careers. It also features meeting spaces and community access. PSEG leverages this center to engage the public on energy and environmental stewardship

**Southern Company Nuclear Plant Tours:** Southern Company offers tours at three of its nuclear facilities, aimed at teaching students how nuclear energy helps power their local communities



## VIRTUAL

### Highlight your offerings online

**Holland Board of Public Works:** Holland Board of Public Works sets the standard for public engagement. Their website offers detailed descriptions of age-specific tours, making it easy for educators to find the right fit. With clear guidance on which locations match each audience, getting involved is simple and straightforward

**Clark Public Utilities:** Clark Public Utilities offers up yearly student education programs, extending its reach to nearly 5,000 fourth and fifth graders across the county. Their website is notable for highlighting their field trip offerings and an easy-to-find sign up form

*\*These examples are non-exhaustive and not representative of all organizations*



# HOW CAN MY ORGANIZATION START ON THIS TODAY?

## Start with your Own Team

- ⚡ Identify locations that are safe, accessible, and realistic for hosting students
- Choose staff who are willing and able to engage with students of various ages

## Design Programs by Age Group

- ⚡ Avoid one-size fits all approaches. Create age-relevant experiences and materials
- Build 2-3 field trip “tracks” for varying school levels, based on some following tips:
  - Align the location with your mission or goals
  - Prioritize accessibility and logistics
  - Incorporate interactive and engaging elements
  - Ensure the location can handle your group safely

### Suggested learning objectives

#### Primary (K-8)

Foster basic environmental awareness and connection to nature through sensory and exploratory learning

#### Secondary (9-12)

Expand environmental literacy, introduce real-world sustainability challenges, and build interest in ENR careers

#### Post-Secondary (13+)

Deepen applied skills, connect academic learning to industry practices, and foster professional readiness

## Map Out Logistics & Make it Easy to Say Yes

- ⚡ Remove common barriers to participation by prepping transportation details, safety plans, and clear teacher instructions into an easily emailed format

## Promote your Offering Publicly

- ⚡ Create a dedicated page with program details, visuals, and booking information
- List what each age group will experience and an easy interest form for teachers

## Train your On-Site Hosts

- ⚡ Pick engaging staff members and prepare them with tools to connect with students
- Provide clear talking points and ditch the corporate talk. Emphasize being genuine, relatable, and relevant to classroom learning

## Follow Up & Improve

- ⚡ Gather feedback from teachers, administrators, and your own team
- Use feedback to make improvements and stay aligned with the schools’ needs and expectations