

**To: Members of the Boston Private Industry Council**

**From: Chris Smith, Josh Bruno, and Tara Mitchell**

**Re: Job Shadow Day 2008**

**Date: March 5, 2008**

On February 1<sup>st</sup>, 965 Boston high school students “shadowed” professionals at 155 businesses and organizations, a slight increase over last year’s total of 951 students and 142 businesses. This year’s effort was particularly notable because we placed more students with seven fewer staff. Each of our 17 career specialist placed an average of 57 students, compared with 41 students placed per career specialist in 2007. Also noteworthy, employer organizers recruited 40 new employers to the effort this year.

For the second consecutive year, the Boston Globe, with 80 shadows, sponsored the largest number of job shadow students. Hospitals, banks, construction companies, and hotels were major contributors to the effort. The top private sector sites are as follows:

- The Boston Globe (80)
- Massachusetts General Hospital (52)
- Sovereign Bank (40)
- Bank of America (35)
- Harvard University (30)
- Beth Israel Deaconess Medical Center (26)
- Dana Farber Cancer Institute (26)
- Children’s Hospital (22)
- Seaport Hotel (22)
- UMass Boston (22)
- Bank of New York Mellon (20)
- Brigham and Women’s Hospital (20)
- Faulkner Hospital (20)
- State Street (20)
- Tufts New England Medical Center (20)
- Museum of Science (19)
- IBM (18)
- Shawmut Design and Construction (18)
- Skanska USA Building (18)
- Verizon (16)
- Federal Reserve Bank (14)
- Boston Park Plaza Hotel and Towers (14)
- Natixis Global Associates (14)
- Gilbane Building Company (12)
- John Hancock Financial Services (12)
- Radisson Hotel Boston (10)

We also placed students with public officials, including Mayor Thomas M. Menino, Secretary of Labor and Workforce Development Suzanne Bump; State Senator Jack Hart; Boston Representatives Linda Dorcea Forry, Gloria Fox, Marie St. Fleur, and Marty Walsh; and Boston City Councilors Michael Ross, Charles Yancey, and Rob Consalvo.

### **Student Shadow Demographics**

Demographic trends for 2008 indicate greater gender balance in student participation than in previous years. Though more female students participated than males (61% female, 39% male), we improved on last year’s gender imbalance in which female participants outnumbered males, 68% to 32%.

We also increased the percentage of Hispanic student participants, from 29% in 2007 to 33% this year. This increase was coupled with decreases in the percentage of participants who were Asian (8% in 2008, down 12% in 2007) and white (7% in 2008, 9% in 2007).

## Selected Host Survey Results

Following each job shadow effort, we survey shadow “hosts” to evaluate the performance of PIC staff and participating students. This year, 248 hosts completed the survey, which we estimate is over a 30% response rate. The results indicate that, despite being short-staffed this year, we improved the quality of the job shadow experience for supervisors. Complete survey results can be found behind this memorandum. Highlights include the following:

- **More timely information on students’ background and career interests.** This year, 82.4% of supervisors surveyed reported that they received their student’s profile prior to shadow day -- a four percentage point increase over last year. Among supervisors, this was the top suggestion for improvement in 2007. Increased computer and technology access helped streamline this process, as career specialists scanned and e-mailed student profiles to employers, rather than faxing them. Nevertheless, last minute student substitutions remain a challenge for hosts, as we sent out 40 “backup” student shadows this year.
- **On-time arrivals.** Over 95% of hosts indicated that their student shadows arrived on time, nearly 10 percentage points higher than last year. An increased focus on punctuality in student preparation efforts, more detailed directions to host sites, and targeted support from school faculty and staff contributed to this increase.
- **Interest in the host’s industry.** Nearly 91% of respondents reported that their students demonstrated an interest in their industry, compared to 88% last year. The modest increase was likely due to some direct recruitment of companies based on individual student interests. However, while some students have specific career interests, many are still exploring their options and may be unsure of their career interests.
- **Overall satisfaction.** Host satisfaction improved slightly from last year as well. 78.7% of respondents said that they were “very satisfied”, up from 76.5% last year; 19.5% said they were “somewhat satisfied”, compared to 18.2% last year. Host satisfaction is critical, as we are approaching these contacts as potential summer job supervisors.