

## KNOW HOW TO CONNECT WITH GENERATION Y

Today's high school students are smart, savvy and looking for information.

- Don't hold up a mirror to them; focus on deliverables.
- Don't try to be cool.
- Talk to them, not like them.
- Don't underestimate peer power.
- Be interactive.
- Talk to everyone.
- Listen as much as you talk.
- Respond intelligently based on what you know.

## GENERAL HINTS

**Practice Makes Perfect**—Be sure to practice your presentation beforehand. This will make you more confident in front of students.

**Dress Appropriately**—Business casual probably is more approachable in a high school setting.

**Be Timely**—Instructors usually have a limited amount of time for outside presentations, so be considerate.

**Materials for Distribution**—Be sure to have plenty of magazines, pens or handouts for each student. They are all available in large quantities at [www.calcpa.org/members/knowledge/outreach/](http://www.calcpa.org/members/knowledge/outreach/).

**The Internet**—We strongly encourage volunteers to download all necessary presentation materials to their hard drive before the visit. Relying on accessing the internet from the school may be risky.

**Technology**—We strongly encourage volunteers to bring their own laptop and projector, because the quality and type of equipment can vary greatly from school to school. Also, make sure that the school has a projection screen. If you plan to use any of the school's equipment make sure to discuss their capabilities with the teacher before your visit, and to arrive at the school early to test it.

## KEEPING STUDENTS INVOLVED

The best way to keep a high school class interested is to get them involved. Here are a few suggestions on how to pique students' interest:

**For a Careers Presentation, use the Slide Show**—The PowerPoint slide show, created by CalCPA, is designed to enhance your student outreach presentation by providing visual reinforcement for your message.

**For a Financial Literacy Presentation, use a Lesson Plan**—The lesson plans recommended by CalCPA are designed to keep students actively involved in your presentation and are age appropriate relative to the topics covered—Budgeting, Credit, Savings & Investing.

**For all Presentations**—Distribute *Quest* magazines, a CalCPA publication that demystifies the CPA profession and reviews basic money management skills, and show the *Bring it On (CPA Careers)* DVD which features CalCPA members discussing their rewarding careers.

**Questions**—Asking students questions, as long as they are genuine, is a great way to have students tell you what they already know and then you can build upon that prior knowledge. Allowing them to ask you questions is also very important. When planning your presentation consider when you want to field questions—before, throughout or afterward.

**Use the Board**—Rather than strictly using material projected onto a screen, ask students to name the skills they think CPAs should have, or to define money management/concepts. Write their answers on the classroom whiteboard and discuss them.

