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For Immediate Release: October 10, 2008
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Brookings Youth Career Expo attracts 1,000 high school students

PIERRE, S.D. – The South Dakota Department of Labor (DOL) recently hosted the second annual Brookings Youth Career Expo at the Swiftel Center. Area high schools were invited to attend so students could learn first-hand from employers about South Dakota’s rewarding career opportunities.

Thirty-four area businesses set up display booths and provided hands-on activities for the students. Over 100 careers were showcased, and representatives in those specific occupations were present. “It was exciting to see the students asking questions about what they do in a particular job and showing real interest in what the employers had to share,” said Jeff Kjenstad, manager of the Brookings DOL office.

Information provided included the education needed for specific careers, rate of pay, how to climb the employment ladder and career exploration materials. “Whether a student chooses to enter the workforce right away, attend a post-secondary school or join the military, our goal is to make them aware of the opportunities in their own backyard,” said Kjenstad.

The Expo was coordinated with high school guidance counselors and funded by Vision Brookings who both partner with the Workforce 2025 initiative. The mission of Workforce 2025 is to ensure a quality and competent workforce to allow for future economic growth and expansion. This event is specifically part of the Live Dakota program, which aims to retain current South Dakotans in the workforce. For more information, visit www.Workforce2025.com.

Employers interested in learning more about participating in future Expos can visit the Brookings DOL office at 1310 Main Avenue South or call 605.688.4350.