

Community Issues: Business and Industry Involvement in the Community

Notes to the Teacher

1. Explain to students that business and industry leaders consider reaching out to the community an essential component of being a good corporate partner. Individuals in business and industry are encouraged to join associations that promote their professions and enhance the community in which they live. Business and industry leaders encourage employees to support activities such as United Way campaign and walk-a-thons in support of causes/organizations such as March of Dimes or Heart Fund. Many organizations have programs to encourage and support literacy in the schools and community for students and adults. Equipment is often donated for school programs and projects, leaders serve on advisory committees, and workers at all levels serve as resource speakers for classes.
2. Assign students to work in teams to interview parents, neighbors, and/or community leaders to determine why and how the companies they work for are involved with the community. Take steps to assure safety of students. Have students prepare a report to present to the class.
3. Assign students a project to conduct research and prepare a report on professional organizations associated with their field of study. Ask them to include information about what the organizations are, the benefits they provide to their members, and key issues the organizations support. Also ask students to review and report on magazines and trade journals associated with their field of study.

Variations/Extensions

1. Invite a representative from a community-oriented business to speak to the class.
2. Involve the class in a discussion about community service opportunities, and have them select a project in which they would like to become involved. This could be done as a class project or a project sponsored by the student organization associated with the students' program area.
3. Involve the students in a project to improve or enhance their school.