Impact Summary Template

A template for sharing your event's results with school administrators, community partners, funders, or local media. **Fill in the bracketed sections with your own event's information.** The last page is an example mock-up for presenting the information.

[Your Community/School Name] Demo Day: Event Impact Summary

Event Overview

On **[event date]**, **[your community/school]** hosted a Demo Day, a hands-on career exposure event connecting students with local employers across **[number]** career areas. **[Number]** students from **[number]** schools participated, supported by **[number]** local employers.

By the Numbers

Total Students Attended: **[number]**
Schools Represented: **[number]**
Employer Sessions Offered: **[number]**
Career Areas Covered: **[number]**
Completed Student Surveys: **[number**

What Changed for Students

Before and after Demo Day, students were asked about their familiarity with skilled career pathways and whether they were considering one after high school.

- Familiarity with skilled career pathways: **[X]% before, [X]% after**
- Considering a skilled career pathway: **[X]% before, [X]% after**

[Add a sentence contextualizing the shift, e.g., "Students who were unsure before the event moved meaningfully toward consideration, and students who already felt familiar with these pathways had that familiarity reinforced."]

Top Career Areas of Interest

Based on student responses, the most popular career areas of interest were:

1. **[Career area]**
2. **[Career area]**
3. **[Career area]**

In Students Own Words

[Include one or two direct, brief student quotes from the exit survey's open-ended question, "what was the most valuable thing you learned today?" Choose quotes that capture something concrete and specific, not generic praise.]

"[Student quote here.]"

What We Heard from Employers

[Optional: a brief line or two summarizing employer or partner feedback, if collected. ie. "Employers noted that students asked thoughtful, specific questions, and several expressed interest in participating again."]

"[Optional Employer/partner quote here.]"

Looking Ahead

Before and after Demo Day, students were asked about their familiarity with skilled career pathways and whether they were considering one after high school.

- Familiarity with skilled career pathways: **[X]% before, [X]% after**
- Considering a skilled career pathway: **[X]% before, [X]% after**

[Add a sentence contextualizing the shift, e.g., "Students who were unsure before the event moved meaningfully toward consideration, and students who already felt familiar with these pathways had that familiarity reinforced."]

Top Career Areas of Interest

Based on student responses, the most popular career areas of interest were:

1. [Career area]
2. [Career area]
3. [Career area]

DEMO DAY

Event Impact Summary

[Your Community/School Name] Demo Day

On [event date], [your community] hosted a Demo Day connecting students with local employers across [number] career areas.

[#]	[#]	[#]	[#]
students	schools	employers	surveys

What Changed for Students

Familiarity with skilled career pathways

[X]% → [X]%

Considering a skilled career pathway

[X]% → [X]%

Top Career Areas of Interest

1. [Career Area]
2. [Career Area]
3. [Career Area]

"[Student quote from the exit survey goes here, specific and concrete.]"

"[Employer feedback goes here, specific and concrete.]"

Looking Ahead

[A closing line about next steps, another event, expansion or follow-up with this cohort.]

Prepared by [name].
An initiative of Heartland Forward