

Erasmus Plus 21st Century Skills

Linking businesses to schools

Tuesday 26th March 2019



Today's session

By the end of this session, you will be able to:

- Identify the **value and importance** of employer encounters for young people
- Recognise what makes an encounter **meaningful**
- Identify **principles for effective** employer encounters

So, linking businesses to schools...why is this important?

Why is this important?

1. A young person who has **four or more encounters** with an employer is **86% less likely to be unemployed** or not in education or training, and can earn up to 18% more during their career.

Education and Employers Taskforce

Why is this important?

2. There is “a gap between education and the preparation people need for their future,” as well as “a gap between the skills needed and those people have”. **Employer encounters help address these gaps in skills and knowledge.**

CBI/Pearson Education

Why is this important?

3. Social background has a profound effect on progression in learning and work. Expanding employer encounters broadens students' horizons for action and fosters community cohesion.

King's College London

Why is this important?

4. Structuring employer encounters within the school curriculum **strengthens aspirations and attainment.** It supports students to take action to achieve their full potential.

Careers and Enterprise Company

Why is this important?

5. New jobs are emerging, many in growing sectors like digital technology. First-hand encounters expand a **student's understanding of areas of growth.**

Careers and Enterprise Company

Why is this important?

6. Jobs are under threat of automation over the next 2 decades. It is vital that students have first-hand contact with employers to help their **understanding of the skills needed for their futures.**

Bank of England

Why is this important?

7. There are significant ongoing weaknesses in the (STEM) talent-base, including under-representation of women and minority groups. Well-planned employer encounters can help **address imbalance**.

Careers and Enterprise Company

UK guidance

The Gatsby Benchmarks - a framework of 8 guidelines that define best careers provision in schools/colleges:

1

A STABLE CAREERS
PROGRAMME

2

LEARNING FROM CAREER
AND LABOUR MARKET
INFORMATION

3

ADDRESSING THE NEEDS OF
EACH PUPIL

4

LINKING CURRICULUM
LEARNING TO CAREERS

5

ENCOUNTERS WITH
EMPLOYERS AND
EMPLOYEES

6

EXPERIENCES OF
WORKPLACES

7

ENCOUNTERS WITH
FURTHER AND HIGHER
EDUCATION

8

PERSONAL GUIDANCE

UK Careers Strategy & Statutory Guidance

December 2017

- **Careers Strategy:** Making the most of everyone's skills and talents

January 2018 (updated in October 2018)

- Careers guidance & access **for education and training providers** – Statutory guidance for government bodies, school leaders & school staff
- Careers guidance - guide **for further education colleges and sixth form** colleges
- Destinations data – Good practice guide



Careers strategy:
making the most of
everyone's skills and
talents

December 2017

Linking businesses to schools

What does good look like?

- Every student should have **multiple opportunities** to learn from employers about work, employment and the skills that are valued in the workplace
- Students should participate in at least one meaningful encounter with an employer every year **from the age of 11**
- Work with your **local authority** to make sure you are aligning to the strategic economic plan of the region

Gatsby Benchmark Toolkit guidance

What do we mean by a 'meaningful' encounter?

What it is:

- One in which the student has the opportunity to learn about what work is like or what it takes to be successful in the workplace (Gatsby Benchmarks, DfE)
- Links to other benchmarks e.g. #2 & #4



What it isn't:

- A poorly planned, brief employer visit
- A one-off activity taking place in isolation



UK guidance

The Gatsby Benchmarks - a framework of 8 guidelines that define best careers provision in schools/colleges.

<p>1</p> <p>A STABLE CAREERS PROGRAMME</p>	<p>2</p> <p>LEARNING FROM CAREER AND LABOUR MARKET INFORMATION</p>	<p>3</p> <p>ADDRESSING THE NEEDS OF EACH PUPIL</p>	<p>4</p> <p>LINKING CURRICULUM LEARNING TO CAREERS</p>
<p>5</p> <p>ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES</p>	<p>6</p> <p>EXPERIENCES OF WORKPLACES</p>	<p>7</p> <p>ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION</p>	<p>8</p> <p>PERSONAL GUIDANCE</p>

What do we mean by a 'meaningful' encounter?

What it is:

- One in which the student has the opportunity to learn about what work is like or what it takes to be successful in the workplace (Gatsby Benchmarks, DfE)
- Links to other benchmarks e.g. #2 & #4



What it isn't:

- A poorly planned, brief employer visit
- A one-off activity taking place in isolation



Principles of effective encounters

1. Clearly identified outcomes
2. Focus on learning
3. Delivered as part of a broader programme
4. A regular feature
5. Varied
6. Experiential
7. Designed and co-delivered with teaching staff
8. Students prepared
9. Differentiated and personalised
10. Feedback and assessment



Types of employer encounters

- Enterprise days
- Careers carousels ('speed networking')
- Careers fairs
- Careers talks
- Employer involvement in the curriculum
- Employer mentoring
- Transition skills workshops
- Interviewing a working family member or friend as homework

Types of employer encounters



With this in mind, let's hear from our employers and schools...

Guest speaker

Name: Stephen Blackmore

Job Title: Fuel & Driver Safety Management

Company: Turners (Soham) Ltd

How we currently work with schools/colleges:

- A total work experience
- Long term support linked to curriculum - Business studies GCSE
- Long term support - Foundation groups
- Mock interviews / CV workshops / Enterprise days / Mentoring All via 'Form the Future' partnership

Guest speaker

Name: Simon Humphrey

Job Title: Senior Sustainability Manager

Company: Arm Limited

How we currently work with schools:

- Arm Schools Programme
- Work Experience
- Career Ready
- Cambridge Launchpad
- Engineering Development Trust and Industrial Cadets
- Micro:Bit

The Arm logo is displayed in white lowercase letters on a teal square background. The letters are bold and sans-serif, with the 'a' and 'm' having a slightly rounded appearance.

Guest speaker

Name: Michael Evans

Job Title: Chief Executive Officer

Company: Cambridge Carbon Capture Ltd

How we currently work with schools:

- Work experience
- Enterprise Days
- Careers carousels



Guest speaker

Name: Heidi Mulvey

Job Title: Head of Community Engagement

Company: Cambridge University Press (CUP)

How we currently work with schools:

- World Book Day
- Work experience
- Onsite interview practice, CV workshops, Enterprise Days, careers carousels
- Reading practice



How CUP currently works with schools:



Guest speaker

Name: Stephen Riches

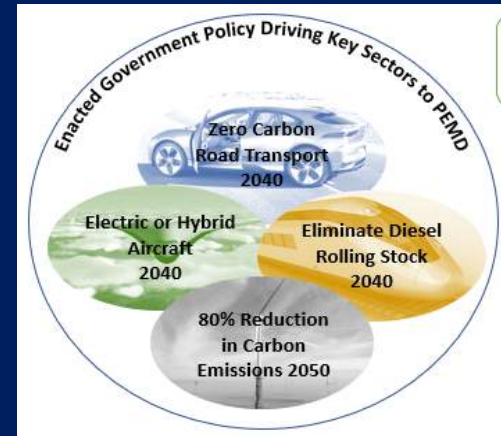
Job Title: Director

Company: Tribus-D Ltd

[Micro-SME developing solutions for miniaturising electronics in automotive and aerospace applications]

How we currently work with schools:

- Enterprise Days, What's my Line and Careers Carousel with Form the Future
- Enterprise Advisor for St Bede's School, Cambridge



Guest speaker

Name: Veronique Ivory-Johnson

Job Title: Teacher of English

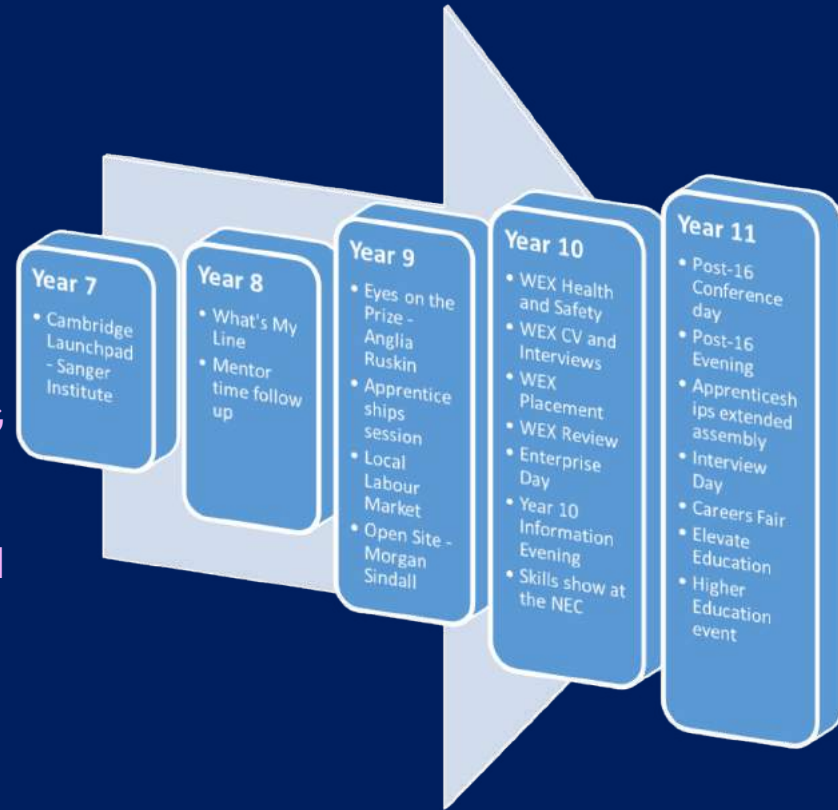
School: Sawston Village College (SVC)

How SVC currently work with employers:

- Sustained relationships with local employers e.g. Morgan Sindall, The Welding Institute
- Strong relationship with Form the Future for organising key events and forming relationships with employers
- High Quality Work Experience sits at the centre of sustained work related experiences for all pupils (we work with TEP – The Employability Partnership)
- Strong relationships with Post-16 and Higher Education providers

How SVC currently work with employers:

- All pupils follow our Careers Education, Information, Advice and Guidance (CEIAG) programme.
- Taught in dedicated CEIAG lessons, PSHE days, through assemblies, mentor periods and collapsed mornings.
- Employer engagement is a central part of the CEIAG programme throughout pupils' time at the college. There is an opportunity in all years for pupils to engage with employers, from Cambridge Launchpad in Year 7 to the multiple employer engagements in Year 11, such as the Careers Fair or Interview Day.
- **In 2018-19 so far over 100 employers have been involved in these events.**



Guest speaker

Name: Graham Oxborrow

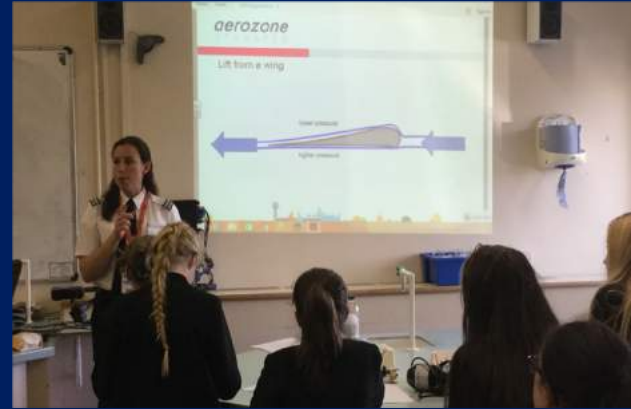
Job Title: Director of Curriculum (Careers Leader)

School: Saffron Walden County High School (SWCHS)

How SWCHS currently works with employers

- Bi-annual **Careers Fair & Apprenticeship Information Evenings**
- **Subject-based employer inputs** e.g. Mott MacDonald & Stansted Airport 'Aerozone'
- **STEM inputs** to address gender bias in GCSE options
- Year 10 '**World of Work**'
- **Lunch-time drop-ins**
- **Advertising local training & apprenticeship opportunities** to students/parents
- **Year 12 Mock Interviews** by local Rotary Club
- **Form the Future events:** 'What's My Line,' Enterprise Days, Mock Interviews
- **Spreadsheet records encounters** as students move through school

How SWCHS currently works with employers:



2,500 people (students and parents) attended 2018 Careers Fair with over 80 employers/education providers present

Group exercise

In groups, discuss:

- ❑ What does your school **currently** do?
- ❑ What **challenges** do you face in involving employers in school activity?
- ❑ How could employers best contribute to **embedding** 21st Century Skills into the curriculum at **your** schools?



Panel Q&A

Take this unique opportunity to ask questions which will help inform employer engagement in your schools/colleges.

Panellists:

- ❑ Stephen Blackmore, *Fuel & Driver Safety Management*, Turners (Soham) Ltd
- ❑ Michael Evans, *Chief Executive Officer*, Cambridge Carbon Capture Ltd
- ❑ Simon Humphrey, *Senior Sustainability Manager*, Arm Limited
- ❑ Heidi Mulvey, *Head of Community Engagement*, Cambridge University Press
- ❑ Stephen Riches, *Director*, Tribus-D Ltd

Linking businesses to schools

In summary

- Employer engagement in schools/colleges is critical to young people **acquiring the necessary skills** for the future
- Schools, colleges and employers need to work together to provide **first-hand encounters** with employers as part of careers provision for **11-18 years olds**
- This Erasmus Plus programme provides the opportunity to learn and build upon your approach from peers – **use the network!**

Today's session

By the end of this session, you show now be able to:

- Identify the **value and importance** of employer encounters for young people
- Recognise what makes an encounter **meaningful**
- Identify **principles for effective** employer encounters

Thank you.

✉ info@formthefuture.org.uk

🌐 www.formthefuture.org.uk

🐦 @form_future

🏢 Form the Future CIC

 FORM THE FUTURE