

Evaluation of the Enterprise Adviser Network

School and College Survey 2019



Publication information

The Careers & Enterprise Company & SQW
(2020). *Evaluation of the Enterprise Adviser
Network: School and College Survey 2019*.
London: The Careers & Enterprise Company.

Acknowledgements

This report was prepared by Gerard Dominguez-
Reig using data prepared by SQW.

Our thanks go to all of the Careers Leaders who
took part in this survey.

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1 | Introduction

The Enterprise Adviser Network is designed to strengthen the links between education and employers to inspire and prepare young people for the world of work.

Through the network, schools and colleges receive support from Enterprise Advisers (senior business volunteers) and locally based Enterprise Coordinators. They can also access a range of tools and resources to help them meet the requirements set out in the Government's Careers Strategy and to track their progress.

The Enterprise Adviser Network was launched in 2015. By summer 2017, 2,000 schools and colleges had joined the network, rising to 2,500 a year later, and to 3,300 by summer 2019.

A **Careers Hub** is a group of 20 or more secondary schools and colleges located in the same geographic area, working together, and with partners in the business, public, education and voluntary sectors to deliver the Gatsby Benchmarks and ensure that careers outcomes are improved for all young people. Schools and colleges in Careers Hubs have the support of Enterprise Advisers and Enterprise Coordinators just like any other provider in the Enterprise Adviser Network. In addition, each Careers Hub has the support of a Hub Lead and a Cornerstone Employer. The Government's Careers Strategy requires Careers Hubs to focus on young people and areas most in need.

Careers Hubs pilots were launched in September 2018 in 22 areas of England. In September 2019, the Careers Hubs were expanded to include 18 new Careers Hubs and 2 extensions of existing Careers Hubs. With the second wave of Careers Hubs up and running, just over 1,300 secondary schools and colleges (one quarter of all state-funded schools and colleges) are now part of a Careers Hub.

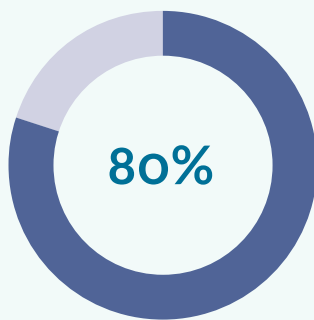


2 | Key messages

Schools and colleges that are part of the Enterprise Adviser Network are satisfied with the support they receive, and very positive about the impact of being part of the network on the school/college and its pupils. Both satisfaction levels and perceived impact are particularly positive among schools and colleges in Careers Hubs.

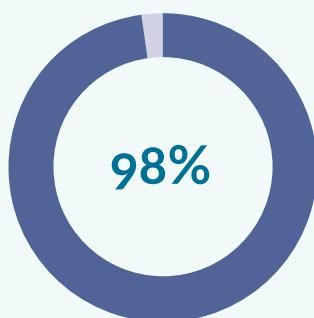
Schools and colleges report high levels of satisfaction with their Enterprise Advisers and Enterprise Coordinators, with 80% of them recommending the network to other schools or colleges. Almost all schools and colleges report that being part of the network has helped them to get closer to achieving the Gatsby Benchmarks, and to improve their careers provision.

Many schools and colleges report a very positive impact of being in the Enterprise Adviser Network on their pupils, including better career readiness and employability skills, and a lower likelihood of not being in education, employment, or training.



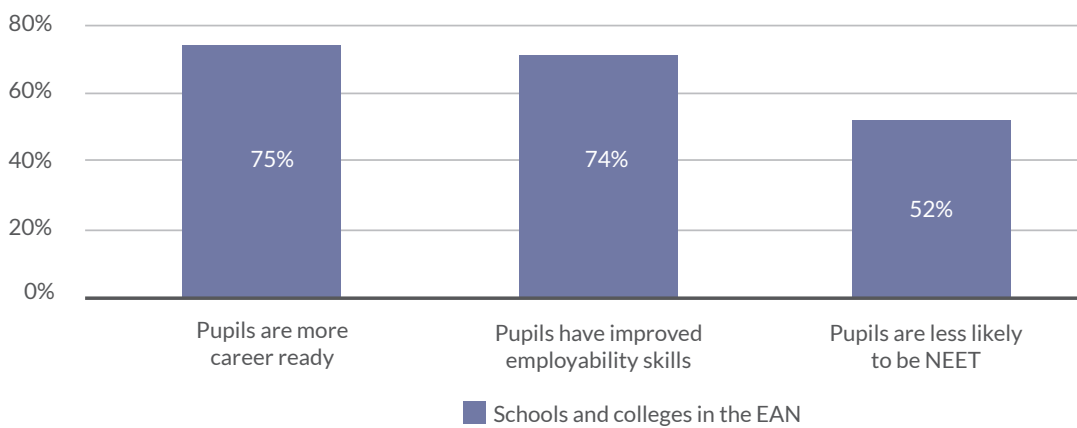
would recommend the Enterprise Adviser Network to another school/college

(84% of those in Careers Hubs)



report Enterprise Advisers helped them move toward the Gatsby Benchmarks

Over 70% of schools and colleges report that pupils are **more career ready** and have **better employability skills**, and over half reported pupils are **less likely to be NEET**, as a result of joining the Enterprise Adviser Network.



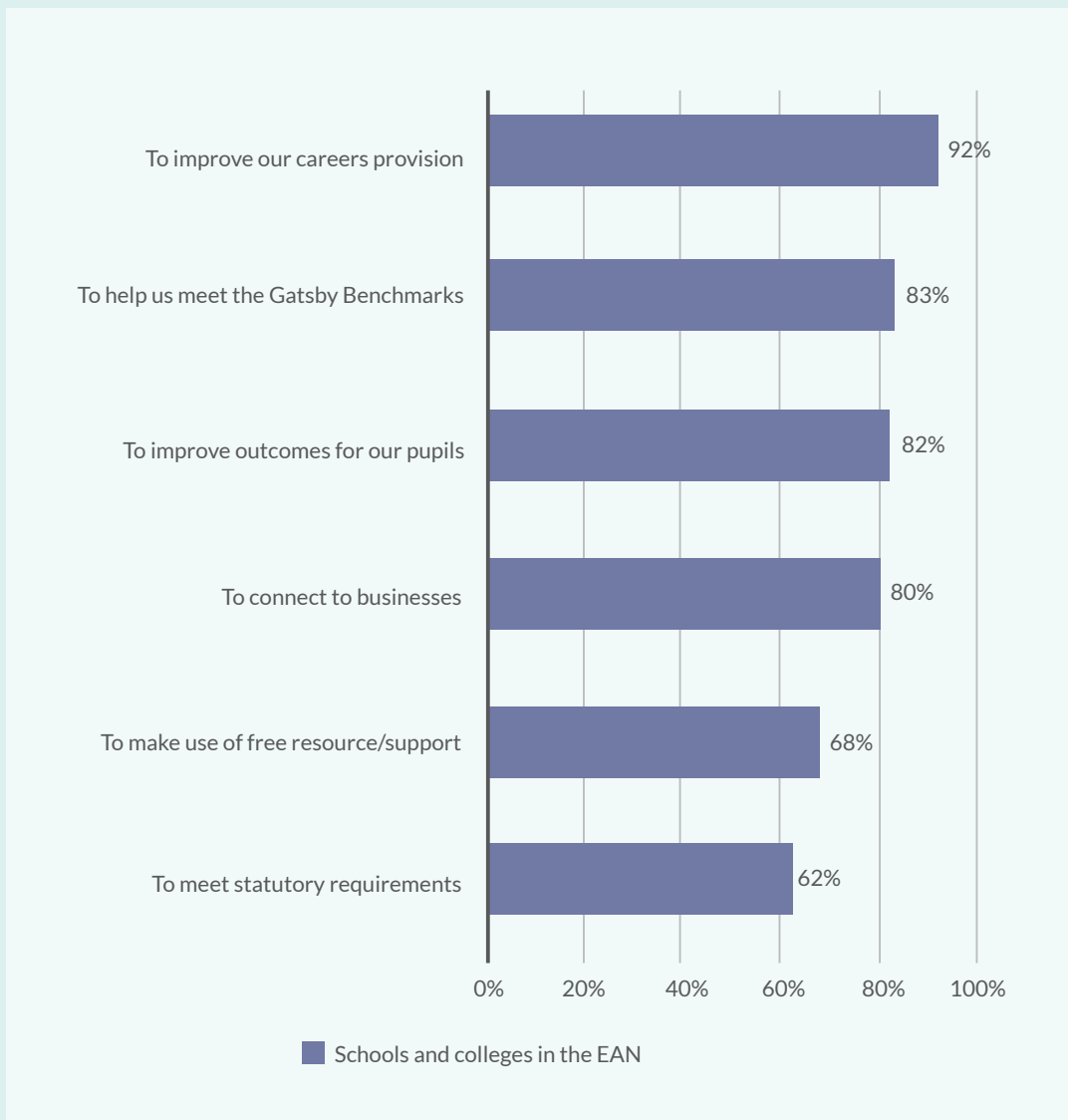
“We have a dynamic and proactive adviser and have developed a strong ongoing relationship with a fantastic large employer organisation. We have received advice which will directly benefit students and have reviewed some of our career planning as result of our partnership with our adviser”.

Quote from a Careers Leader

3 | Motivations for joining the Enterprise Adviser Network

Schools and colleges were motivated to join the Enterprise Adviser Network for a range of reasons, notably to improve careers provision. Fewer schools and colleges decided to engage with the network to meet statutory requirements or because support was free of charge.

Motivation for joining the Enterprise Adviser Network

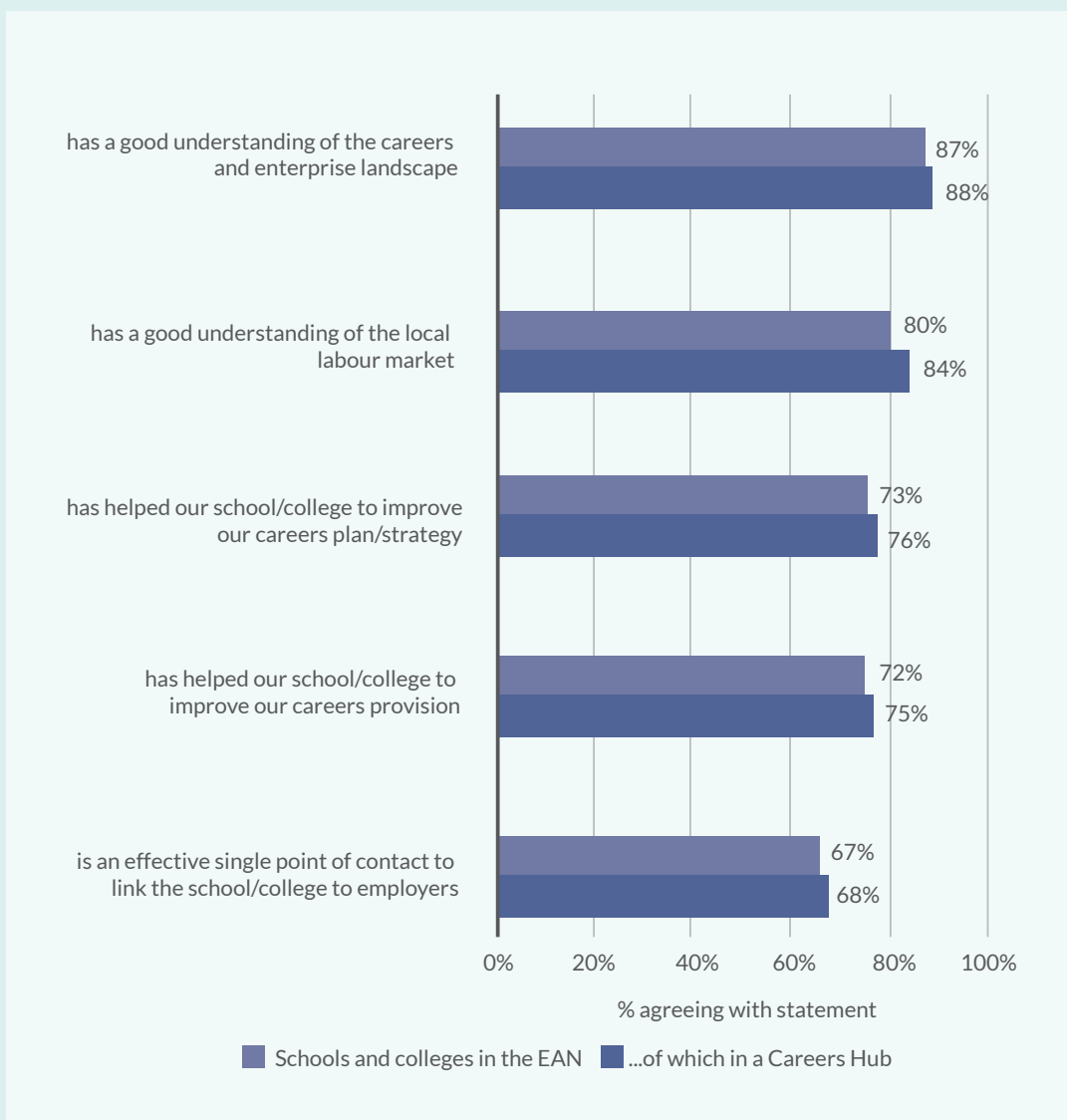


4 | Satisfaction with the Enterprise Adviser Network

How Enterprise Coordinators support schools and colleges

Schools and colleges reported very high levels of satisfaction with their Enterprise Coordinator, especially those in Careers Hubs. Over 80% were satisfied with their Enterprise Coordinator's understanding of the enterprise landscape and the local labour market, and over 70% thought that Enterprise Coordinators had helped them improve their careers strategy and provision.

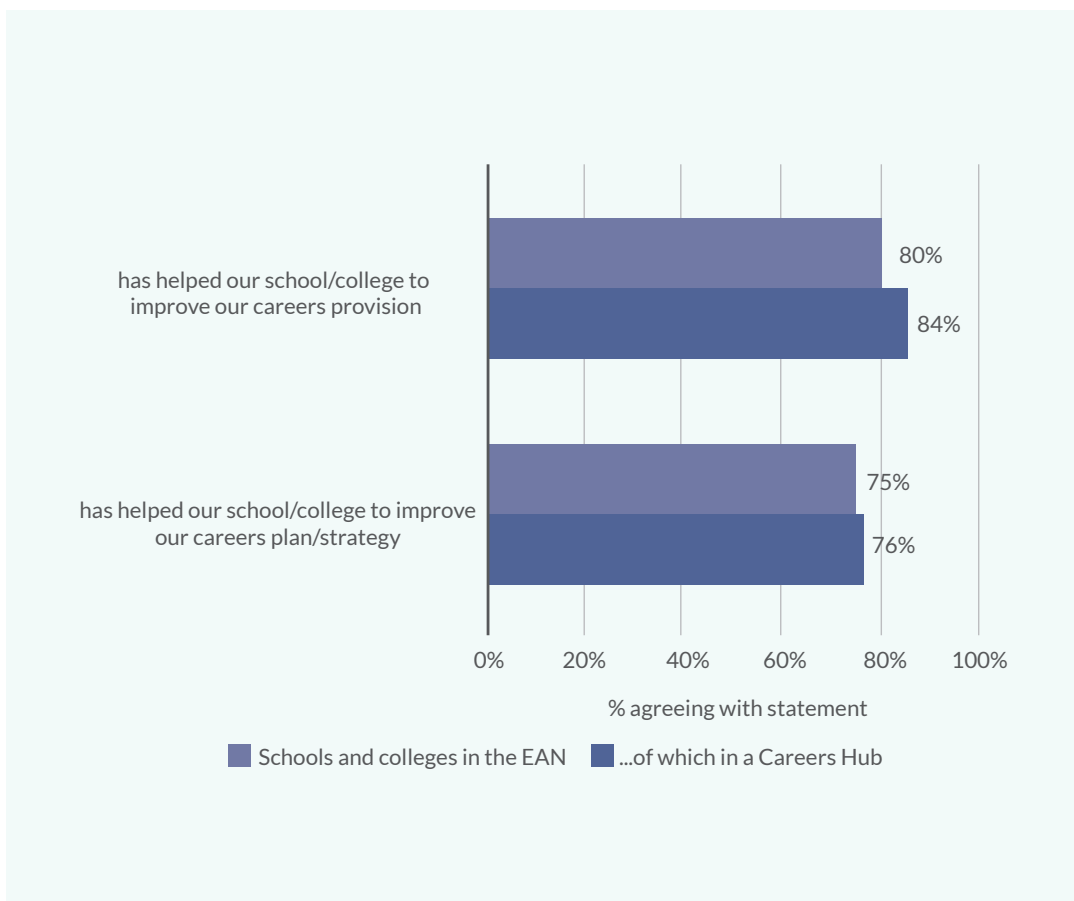
Our Enterprise Coordinator...



How Enterprise Advisers support schools and colleges

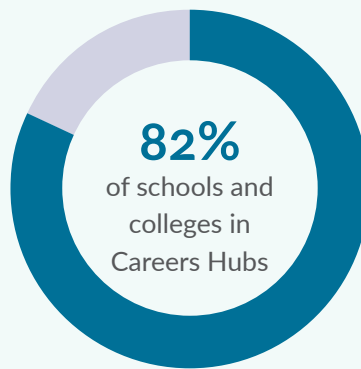
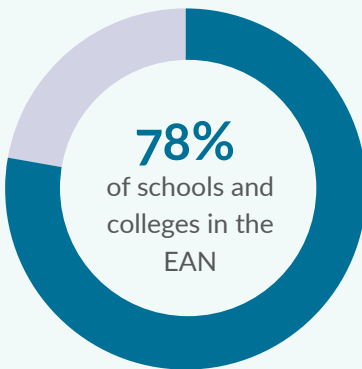
Schools and colleges were also satisfied with the contribution of Enterprise Advisers to their careers strategy and provision, especially those in Careers Hubs.

Our Enterprise Adviser...

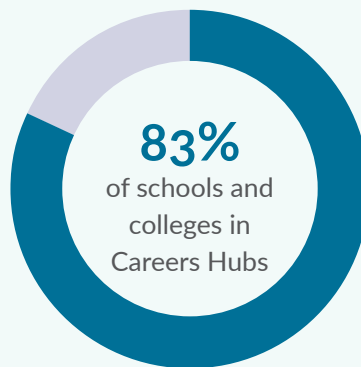
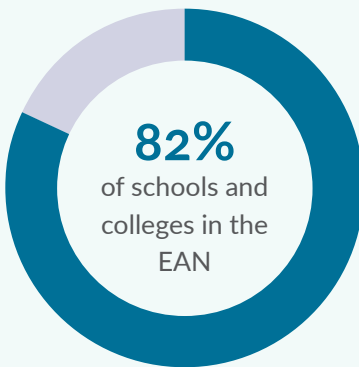


Satisfaction with support from Enterprise Coordinators and Enterprise Advisers

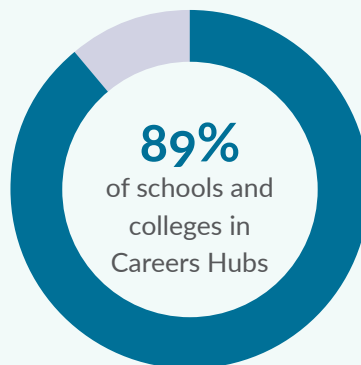
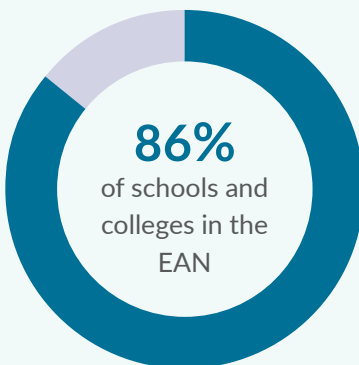
Schools and colleges were highly satisfied with the support from Enterprise Coordinators and Enterprise Advisers. Satisfaction levels were particularly high among schools and colleges in Careers Hubs.



are satisfied with the **support** they received from Enterprise Coordinators



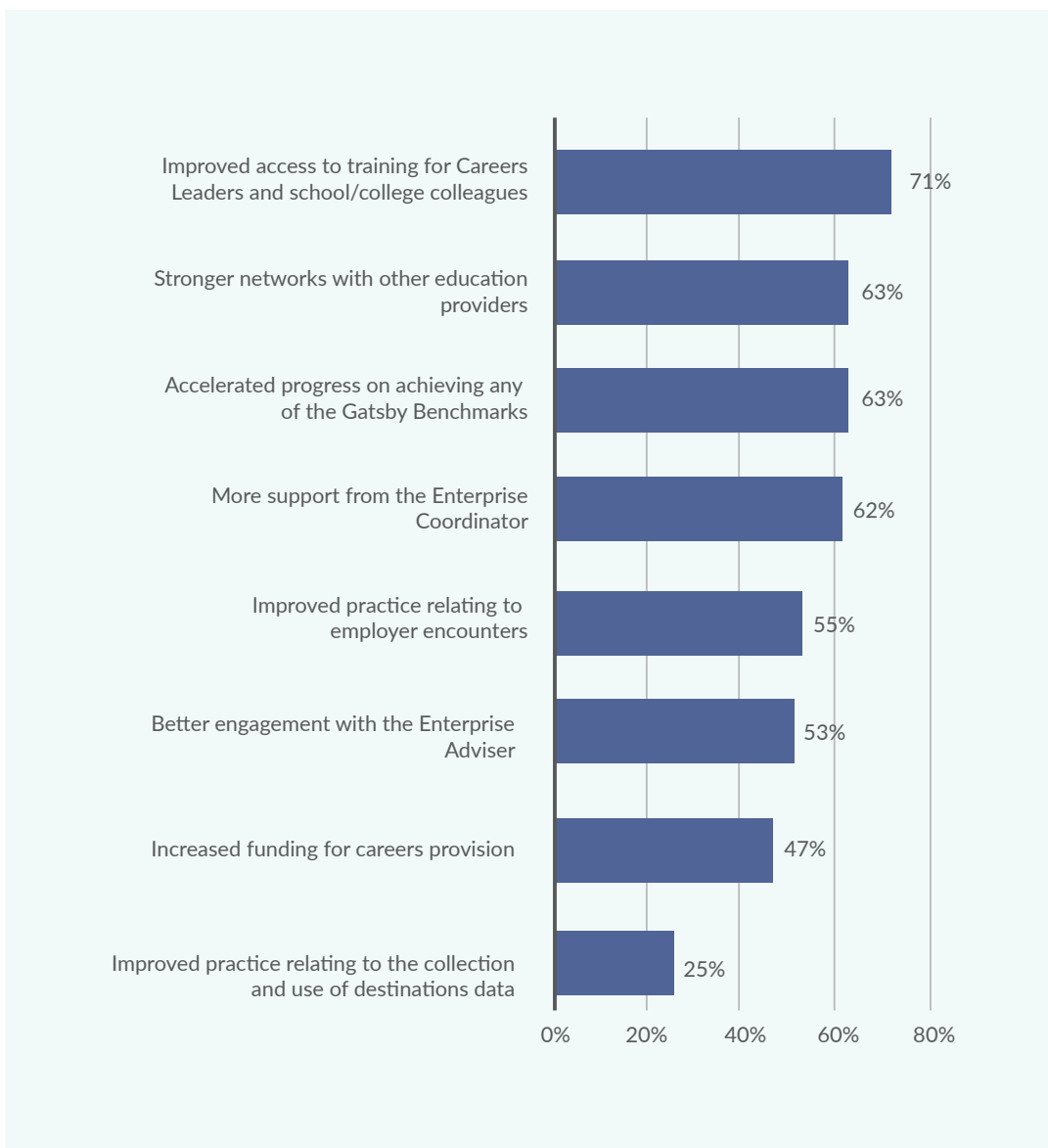
are satisfied with the **communications** from Enterprise Coordinators



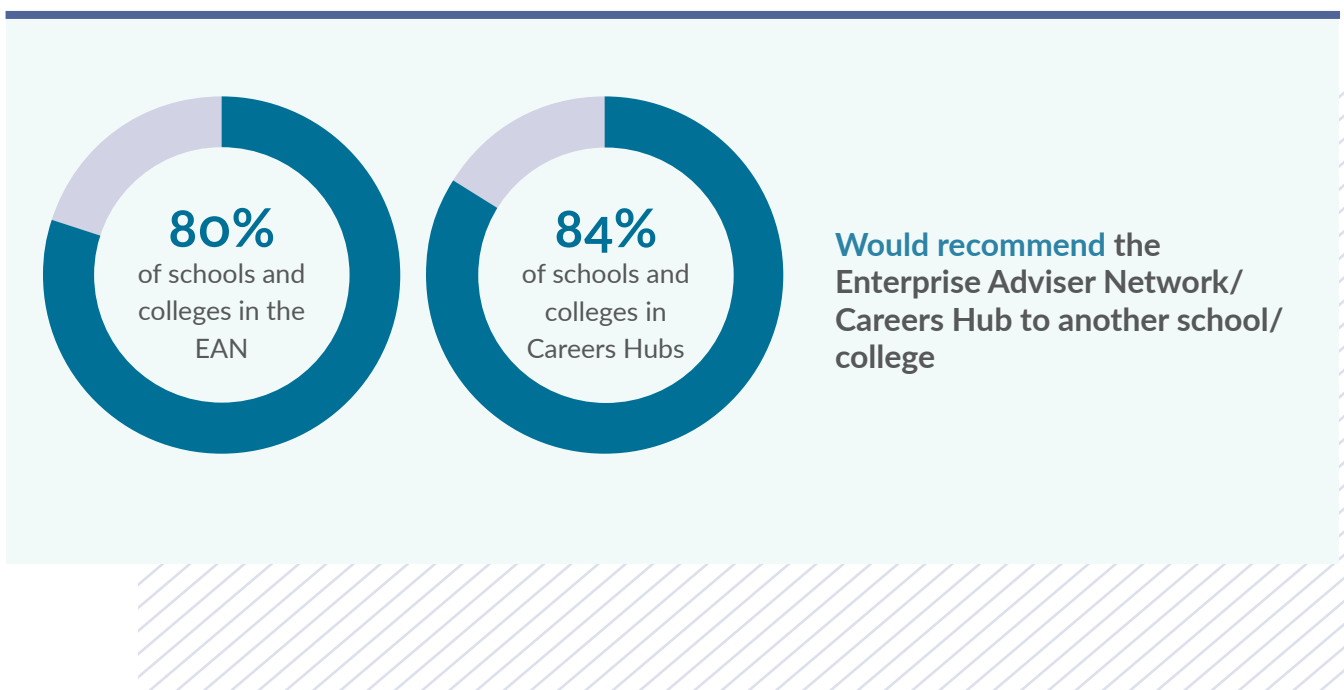
are satisfied with the **support** they received from Enterprise Advisers

High levels of satisfaction among schools and colleges in Careers Hubs is not surprising, as most providers were positive about the changes experienced since joining a Careers Hub. 71% reported better access to training, and over 60% agreed that they had received more support from their Enterprise Coordinator, that they were making progress toward the Gatsby Benchmarks more quickly, and that their networks with other education institutions had become stronger, among other benefits.

Changes noticed since joining the Careers Hub



Widespread satisfaction may explain why 80% of schools and colleges would recommend the Enterprise Adviser Network to other schools and colleges – 84% among those in Careers Hubs.



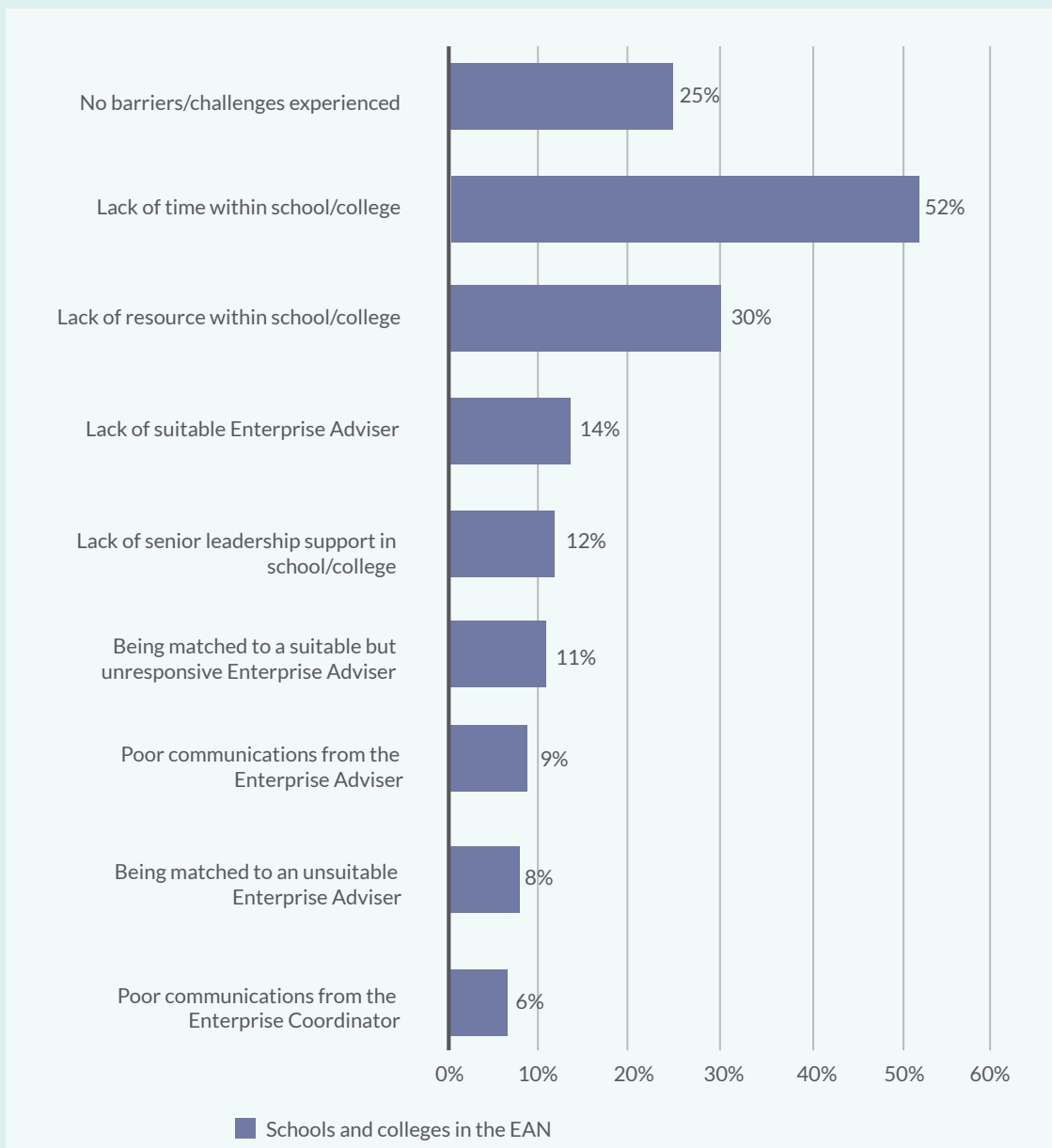
“The support from our Enterprise Coordinator is invaluable. Collaborative working between schools in the town means we progress together, which is brilliant for the town as a whole”.

Quote from a Careers Leader

5 | Barriers to engaging with the Enterprise Adviser Network

One in four schools and colleges did not experience barriers or challenges to working with the Enterprise Adviser Network. In those that did, the main barriers identified related to limitations within schools and colleges, including their lack of time and resource.

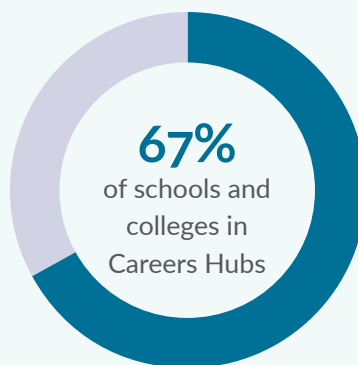
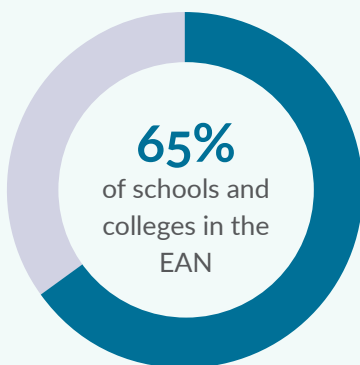
Barriers and challenges to engaging with the Enterprise Adviser Network



6 | Impact of the Enterprise Adviser Network

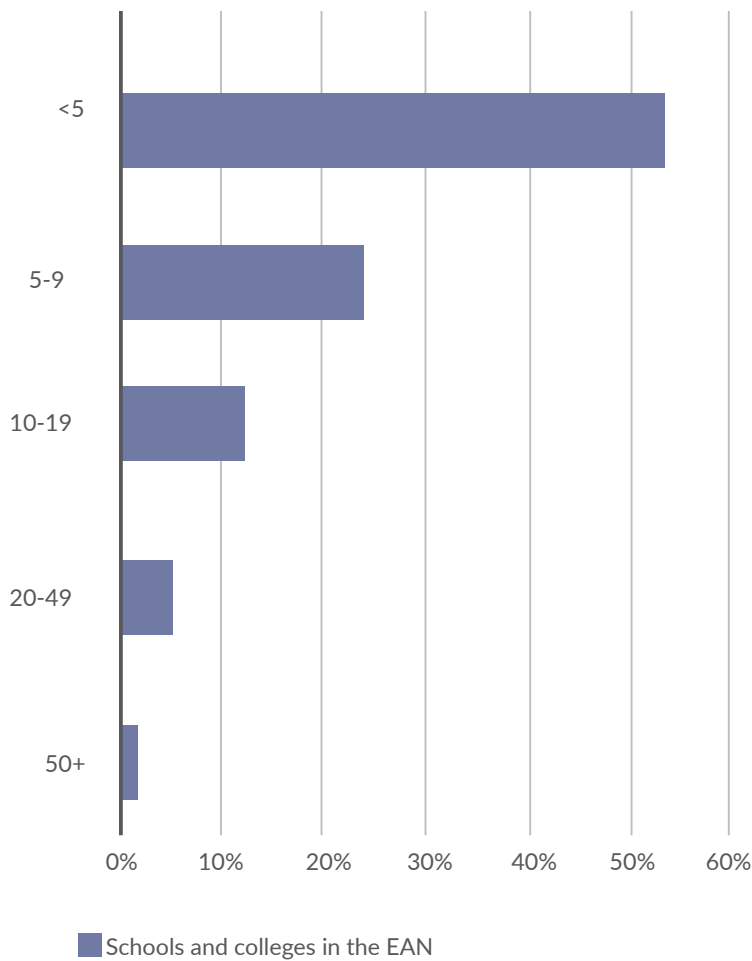
We expect that by actively engaging with the Enterprise Adviser Network and being matched to an Enterprise Adviser, schools and colleges will be able to establish relationships with more employers, which will result in better careers provision and better outcomes for young people. Therefore, this section focusses on providers that were actively engaged with the network, matched to an Enterprise Adviser, and working with additional employers to understand the impact of successful, intensive engagement.

65% of schools and colleges in the Enterprise Adviser Network had engaged with additional employers since joining the network; 67% of those in a Careers Hub. Over half of them had engaged with up to 5 additional employers, over a fifth had engaged with 6-10 additional employers, and under a fifth had engaged with more than 10 new employers since joining the network or the Careers Hub.



have engaged with additional employers to support their careers plans since being part of the Enterprise Adviser Network or Careers Hub

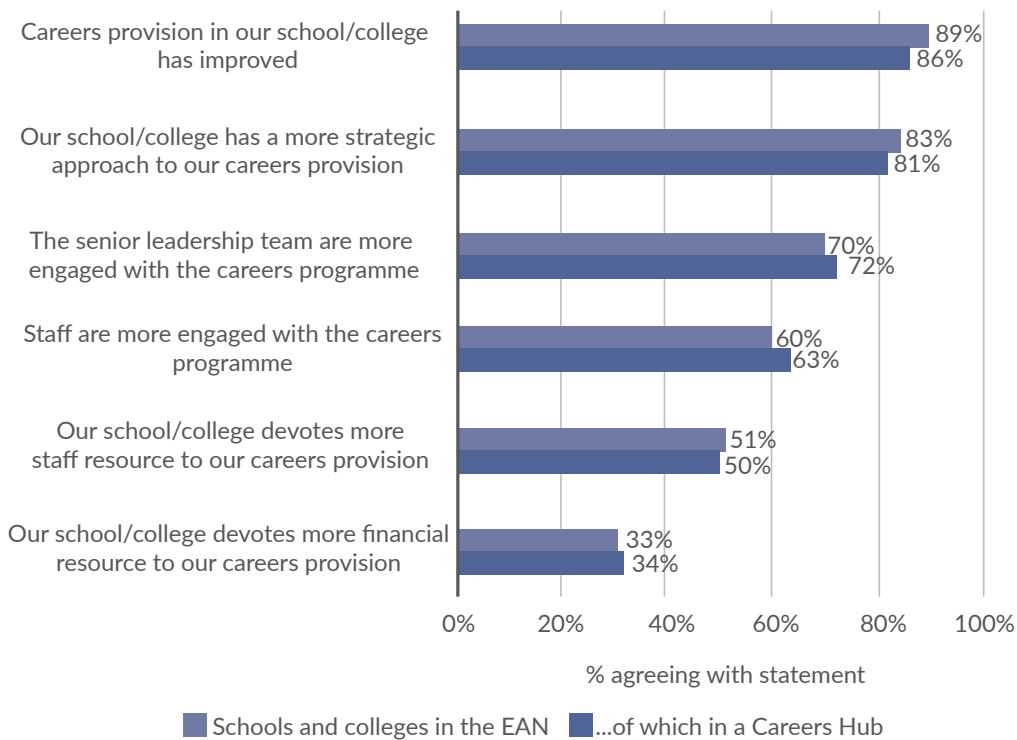
Number of additional employers engaged as a result of being part of the EAN



Impact on the school/college

Just under 90% of schools and colleges that are matched to an Enterprise Adviser agreed that being part of the Enterprise Adviser Network helped them to improve their careers provision. Over 80% reported having a more strategic approach to careers provision as a result of being part of the network and well over 50% observed higher levels of engagement from staff and senior leadership teams with the careers programme. About half of schools and colleges noted that more staff resource was being devoted to careers provision, and a third that more financial resource was being invested in careers provision. More schools and colleges in Careers Hubs reported higher levels of staff and SLT engagement, and more financial resources devoted to careers.

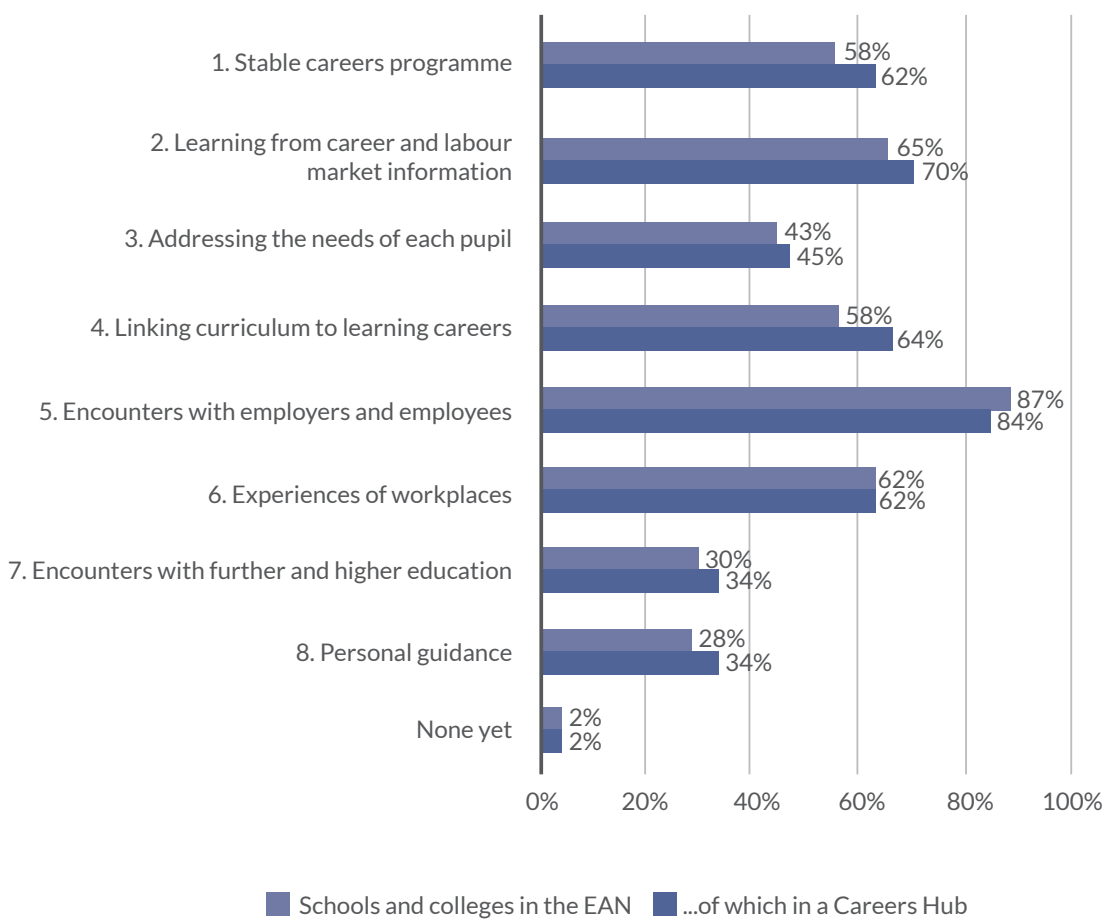
Impact of the Enterprise Adviser Network on schools and colleges



98% of schools and colleges that are engaged with an Enterprise Adviser were confident that their Enterprise Adviser had helped them get closer to achieving the Gatsby Benchmarks, notably Benchmark 5 – encounters with employers and employees. Schools and colleges in Careers Hubs noted greater levels of impact of their engagement with Enterprise Adviser on making progress toward all but one benchmark. This is consistent with the findings in our "Careers Hubs: One Year On" report, which showed that schools and colleges in Careers Hubs were making more progress toward the Gatsby Benchmarks.¹

1. Hutchinson, J., Morris, M., Percy, C., Tanner, E. and Williams, H. (2019) Careers Hubs: One Year On. London: The Careers & Enterprise Company.

Gatsby Benchmarks that Enterprise Advisers have helped school/college move forwards on



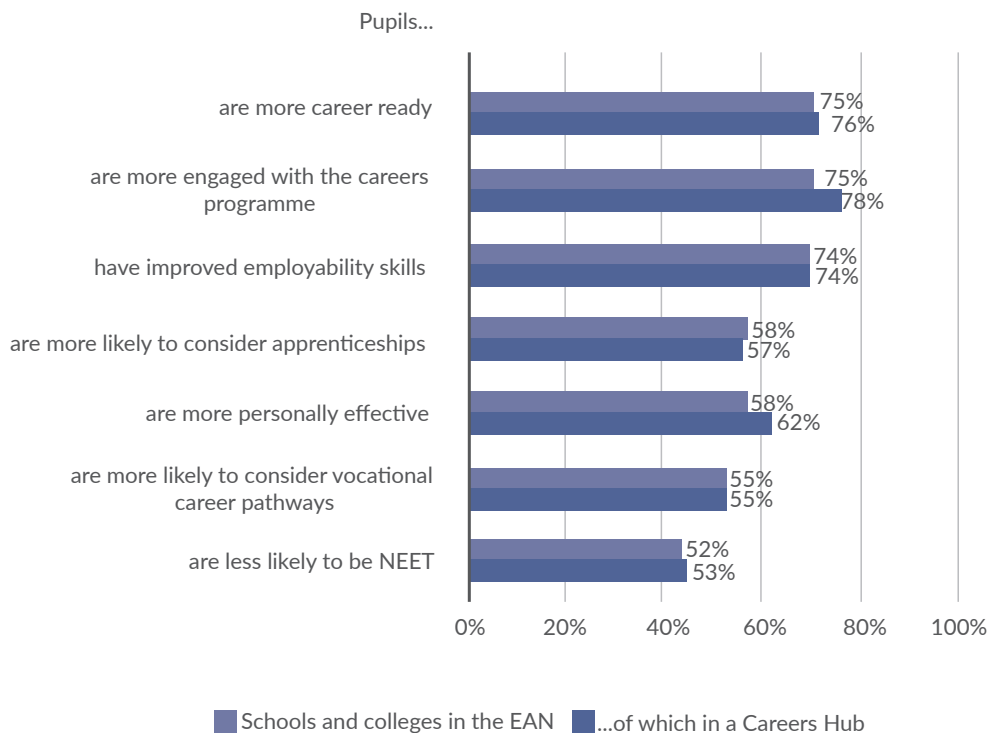
“Thanks to our amazing Enterprise Adviser and Coordinator, this year we have been able to deliver at least 2 meaningful employer encounters to all students within the school from Years 7 - 13. They have been a fantastic support to myself and the school and have had a huge impact on ensuring we have a strategic and meaningful careers programme that inspires our students to achieve above and beyond!”

Quote from a Careers Leader

Impact on pupils

Schools and colleges were positive about the impact of being in the Enterprise Adviser Network on their pupils, particularly those in Careers Hubs. Over 70% of schools and colleges that were matched to an Enterprise Adviser reported that their pupils were more career ready, more engaged with the careers programme, and had better employability skills since joining the network. Similarly, over half noted that pupils were less likely to be NEET, more likely to consider vocational pathways and apprenticeships, and more personally effective as a result of being part of the Enterprise Adviser Network.

Impact of the Enterprise Adviser Network on pupils



“I feel we have been afforded opportunities to expand, develop and grow our careers education for our pupils, offering pupils quality and appropriate careers guidance to suit their individual needs”.

Quote from a Careers Leader

7 | Response from The Careers & Enterprise Company

It is encouraging to see that the Enterprise Adviser Network has increased rapidly over the past two years, from 2,000 schools in summer 2017 to 3,300 two years later; an increase of just under two thirds. This is unsurprising considering the high levels of satisfaction across the board, both with Enterprise Coordinators and Enterprise Advisers. As a result, a large majority of schools and colleges would recommend the network to other institutions.

High levels of satisfaction flow from the perceived impact of the network on the school/college and pupils. A large proportion of institutions report that, as a result of being in the network, their careers provision has improved, and they have a more strategic approach to careers. In most cases, schools and colleges are confident that their pupils are more career ready, less likely to be NEET, and have better employability skills thanks to the support received from the network.

Satisfaction indicators and perceptions of impact are generally better among schools and colleges in Careers Hubs than in the rest of the network. This seems to indicate that the additional support received by schools and colleges in Careers Hubs translates into substantial returns for them and for their pupils.

The positive feedback from schools and colleges should not detract from the challenges associated with engaging with the network, from the lack of time and resources in some schools and colleges to the barriers to engaging with Enterprise Advisers and Enterprise Coordinators.

The Careers & Enterprise Company is:

- Supporting the expansion of the network so that as many schools and colleges as possible reap the benefits of its membership;
- Supporting and evaluating the Careers Hubs pilots, to understand effective practice, how best to address the barriers, and to maximise the impact on pupils across the country;
- Providing funding for Careers Leader training to increase resources within schools and colleges;
- Funding programmes to guarantee more and effective encounters for young people with employers;
- Testing new approaches to widen aspirations of disadvantaged young people through employer encounters, with a focus on pupils with SEND, looked-after children, care leavers, and Gypsy, Roma, and Traveller young people.

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