

EA Survey 2022 Insight Briefing

Introduction

Since 2015, the Enterprise Adviser (EA) network has been growing across the country. There are currently over 4,000 EAs working alongside Careers Leaders and senior leaders in schools and colleges, volunteering their time to help bridge the gap between the world of work and education. EAs are now a well-established and embedded part of the careers system.

EAs work with Careers Leaders and senior leaders to create opportunities for young people. This is done in a variety of ways, tailored to the needs of the specific school or college. This may include supporting with their strategic careers plan, bringing in employer contacts, ensuring the local labour market is reflected in careers activities, or supporting senior leader or governor engagement with careers.

As a part of wider stakeholder engagement, The Careers & Enterprise Company runs regular surveys to understand the needs of the sector and key stakeholders. The EA survey was run in 2022 with the aim to support the ongoing growth of the EA network. The survey explores the impact of the EA role on schools, colleges, employers, young people, and EAs, as well as areas for further training and support. This year 1,180 EAs took part in the survey, 26% of the total EA population. This briefing explores some of key findings from the survey.



The EA role is supporting apprenticeship recruitment and talent pipeline

Long-term sustainable engagement of employers with careers education depends on tangible business benefits. Two-thirds (66%) of EAs reported that the role had positively impacted their employer. This proportion is higher for EAs who had been in post for longer with over three-quarters of EAs in role for over 4 years reporting a positive impact.

This impact was seen in a variety of ways including allowing their employer to develop relationships with local schools or colleges (30%), or to understand more about the skills of young people (20%). Over half of EAs (55%) reported that they have raised awareness of their sector or organisation through the role and almost a quarter (22%) reported developing the future pipeline of skills for their sector.

A small but notable proportion of EAs reported changes to their recruitment practices as a result of the role. Around one in ten (13%) EAs reported that their employer has recruited apprentices from local schools and colleges and 11% have started or improved their apprenticeship programme. These proportions are higher when looking at EAs who have been in role for longer with almost a quarter (24%) of EAs in post for over 4 years reporting that their employer has recruited apprentices from local schools and colleges.

Over 1 in 10 (13%) EAs reported that, as a result of their EA role, their employer is now able to attract a more diverse workforce.

Enterprise Advisers observe a positive impact of their work on careers provision

The longer EAs have been in post the more likely they are to report that they are impacting on the quality of careers provision. Half of EAs (50%) who had been in role for between 1-2 years reported contributing to improvements in young people's career readiness, this increased to 68% when looking at EAs who had been in post for over 3 years.

Similar patterns were seen across questions relating to young people's education or employment outcomes, raising awareness of apprenticeships and technical pathways and improving the quality of careers provision.

Around one fifth (16%) of EAs in post for less than a year believed they have improved young people's education or employment outcomes, this increased to 45% for EAs in post for over 3 years. Almost half (47%) of EAs who had been in post for over 3 years reported raising awareness of apprenticeships and technical pathways.

The longer EAs have been in their role, the more likely they are to report improving the quality of careers provision in their school or college. Just under one-fifth (19%) of EAs in role for less than a year reported they have improved the quality of careers provision in their school or college, this rose to almost three-fifths (57%) when looking at EAs who had been in role for over three years.

A small number of EAs reported working to build the capacity of careers within their school. For example, over one-in-ten (13%) have supported a business case to increase the capacity of the Careers Leader and 9% have worked to secure allocation of additional funding for careers activities.

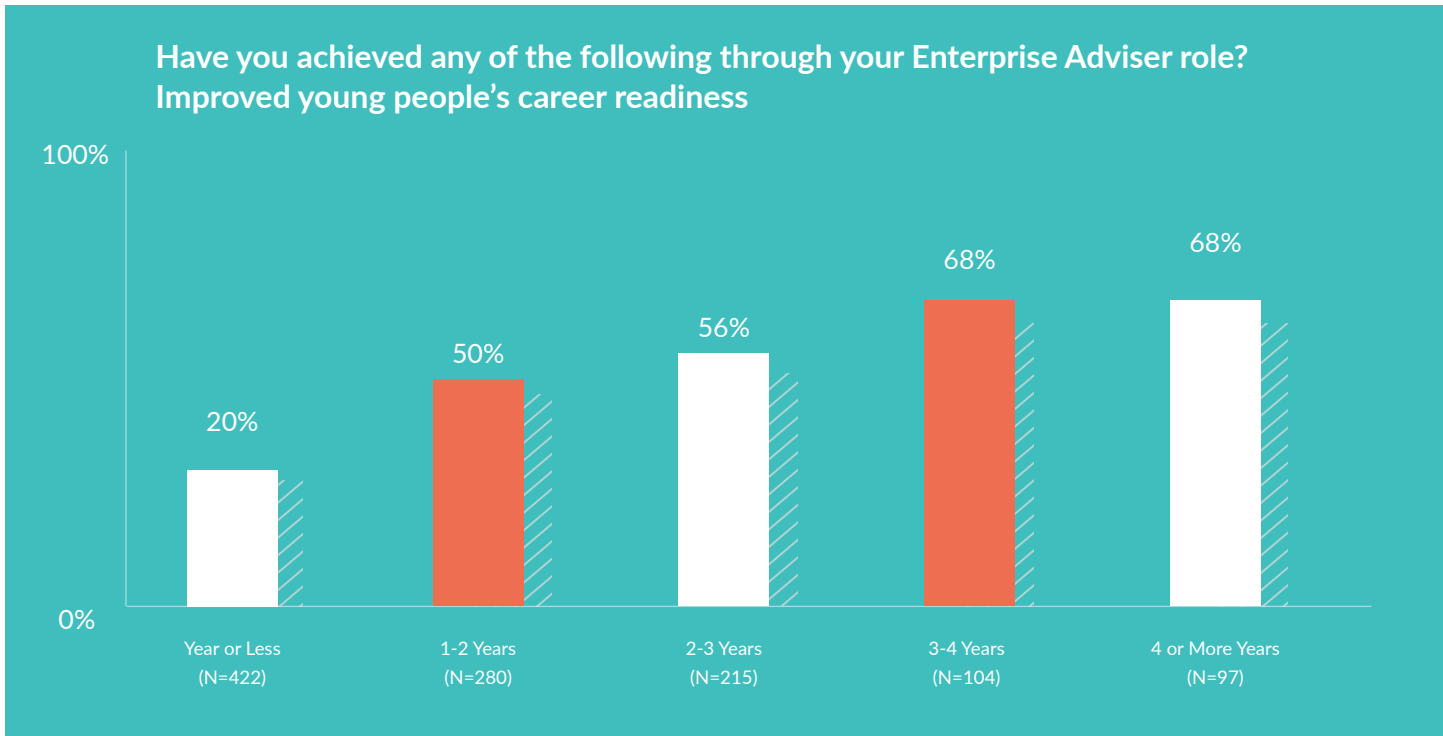


Figure 1: Proportion of EAs reporting they have improved young people's career readiness by the length of time they've been in the EA role.

The majority of Enterprise Advisers believe that the programme is a cost-effective way of improving business engagement with schools and colleges

Over three quarters (78%) of Enterprise Advisers see the programme as a cost-effective way of improving business engagement. This increases over time. Almost 9 in 10 (89%) Enterprise Advisers who had been in the role for over 4 years believe that being an Enterprise Adviser is a cost-effective way to improve business engagement with schools and colleges. A further 7% are unsure, leaving only a small proportion (2%) disagreeing.

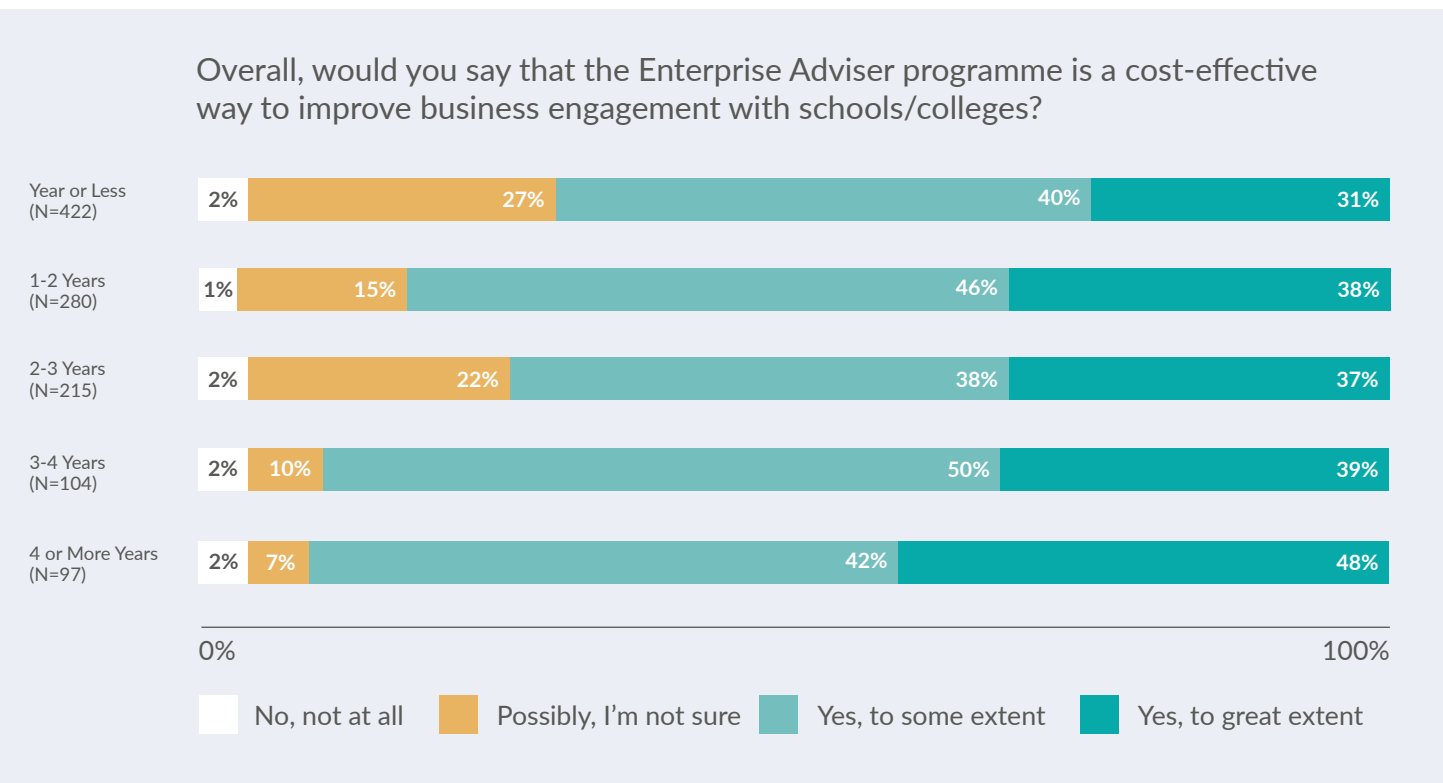


Figure 2: EA responses to "Overall, would you say that the Enterprise Adviser programme is a cost-effective way to improve business engagement with schools/ colleges?" by the length of time they've been in the EA role.

Enterprise Advisers report that the role offers professional benefits

Enterprise Advisers are positive about the role, with 82% reporting they would recommend the role to someone else. Over half of EAs (52%) have already done so. Enterprise Advisers are also reporting professional benefits of taking up the role. Over two-thirds (67%) of Enterprise Advisers reported that the role provides them with a sense of mission and purpose and over half (54%) had the opportunity to meet new people and grow their network.

Two-thirds (67%) of Enterprise Advisers reported having developed skills in their role, with almost half (47%) of EAs developing communication skills and 45% developing relationship management skills. Almost 1 in 5 EAs (18%) have applied these skills back in their workplace.

Has being an Enterprise Adviser helped you develop any of the following skills?

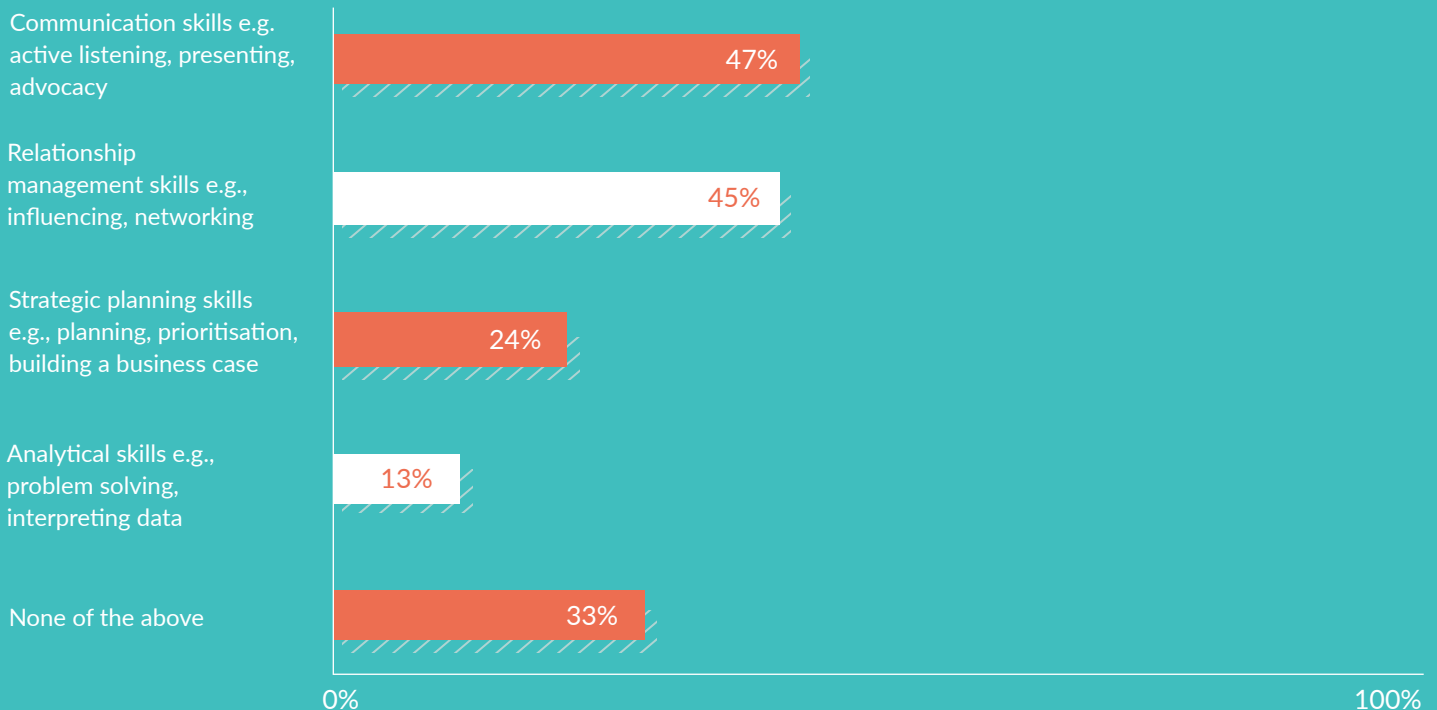


Figure 3: Proportion of EAs reporting developing skills as a result of their EA role.

The most experienced Enterprise Advisers are observing improvements in the careers system

Enterprise Advisers have a unique position within schools and colleges by bringing a valuable outside perspective on the careers system. In this survey we asked for their perceptions on how the careers system has changed since they became an EA. For this question we analysed results by the length of time an EA had been in the role. The longer that EAs have been in role the more likely they are to be positive that careers provision is improving. Some of the factors influencing this may be that these EAs have had more time to observe change or more opportunity to contribute. EAs who have been in role for longer are also more likely to feel positive about improvement in the careers agenda.

Enterprise Advisers reflected that awareness of apprenticeships and technical pathways has increased since they began in their role. Over half of EAs who had been in the role for 1-2 years agreed that awareness of

apprenticeships and technical pathways has increased. This proportion grew markedly the longer the EA had been in post, with over 83% of EAs who had been in the role for over 4 years agreeing.

Most Enterprise Advisers who had been in post for over 3 years reported that, compared to when starting their role, careers education is more of a priority for senior leaders. 62% of EAs who had been in the role for 3-4 years agreed, this increased to 70% for EAs who had been in the role for over 4 years.

Almost half (49%) of all Enterprise Advisers agreed that business engagement in schools and colleges had increased since they started the role. The proportion agreeing was higher for those who had been in the role for longer, with almost two-thirds (65%) of EAs in the role for over 4 years agreeing that business engagement had increased.

Over half of EAs who had been in the role for over 3 years agreed that, compared to when starting their role, young people were more prepared for the world of work.

Thinking back to when you started your Enterprise Adviser role, how much do you agree/ disagree with the following statement? Awareness of apprenticeships/ technical pathways in schools/ colleges has increased

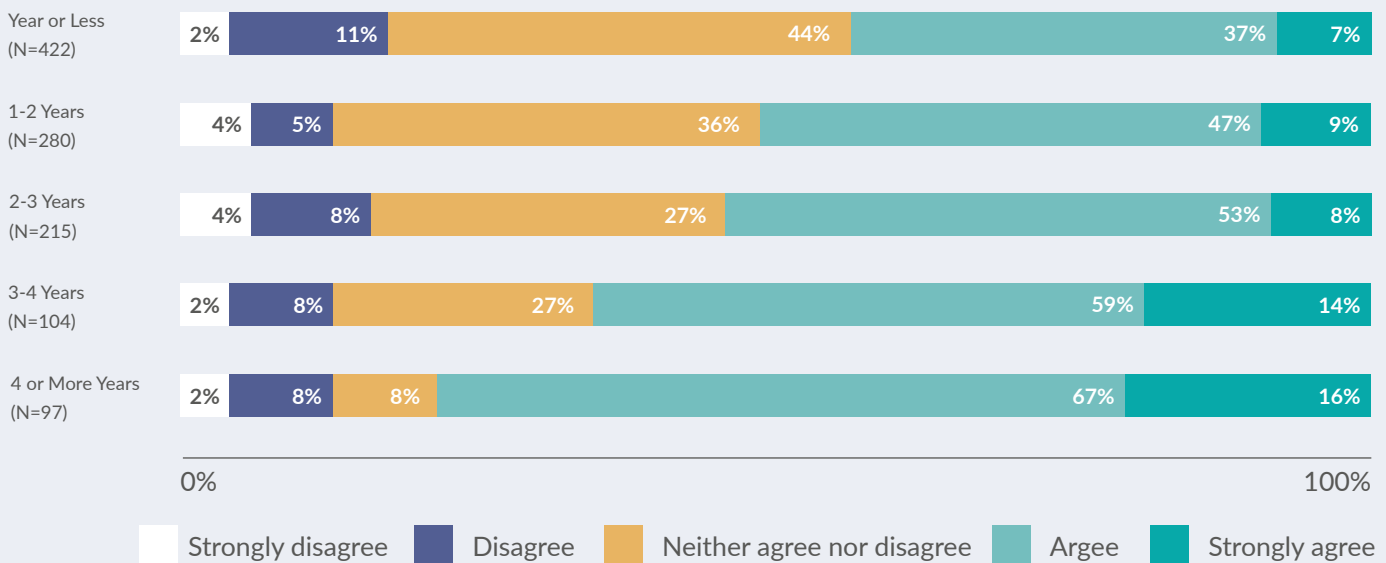


Figure 4: EA responses to "Thinking back to when you started your Enterprise Adviser role, how much do you agree/ disagree with the following statement? Awareness of apprenticeships/ technical pathways in schools/ colleges has increased" by the length of time they've been in the EA role.



Technical note

The Enterprise Adviser survey was open from February-March 2022. All Enterprise Advisers were invited to take part. 1,327 responses were received. Following data cleaning 1,180 responses remained, 26% of the total EA population.

Of the 1,180 EAs who responded to the survey, 1,131 were currently matched to an institution (25% of the total EA population). The analysis in this report is based on the 1,131 matched EAs who responded to the survey. Analysis was also broken down by the length of time EAs had been in role. A year or less N=422, 1-2 years N=280, 2-3 years N=215, 3-4 years N=104, 4 or more years N=97. 13 EAs did not respond to this question.

Responses were received from EAs across every Careers Hub.

A third (31%) of EAs who responded to the survey were in senior leadership positions e.g., Chief Executives, Chairs or Directors, 45% were middle managers and 11% were self-employed. Of the remaining EAs, 9% were supervisors or officers, and 4% preferred not to say.

The majority of EAs responding (51%) work in large businesses (250+ employees), and 15% came from medium businesses (50-249 employees). The remaining EAs worked for small (10-49 employees) or micro (1-9 employees) businesses (10% and 13% respectively) or were self-employed (11%).

EAs responding to the survey work in a variety of sectors, the most common being professional, scientific and technical activities (11%), construction (10%), manufacturing (10%) and education (9%). EAs from finance, health and social work, arts, entertainment, retail and accommodation and food services were also represented. 22% of EAs did not feel able to select a sector from the options provided and selected 'Other Activities Not Elsewhere Classified'.



