

How to articulate the needs of schools and colleges to your local employer network?

Being able to articulate the needs of the schools and colleges in your network, in a way that enables your local employer network to fulfil that need, is a key step for successful employer engagement.

The Careers & Enterprise Company is exploring how it can best support the network to identify the needs of local schools and colleges. In the meantime, we've provided an example of how you can articulate a local school/college need which you can modify for your local use.



Identifying the need:

The first step is to identify what the needs are of your local schools and colleges. You will have various ways that you can capture this information e.g. Compass, Tracker, school and college activity plans, meetings with Careers Leaders.

We have produced a template for you to use that has been used successfully in the network, at meetings and at events to showcase to business the needs of the local schools and colleges to engage business volunteers.

When compiling this document, you should consider:

- 1** | Compass results, to understand which schools/colleges are most in need of support for Gatsby Benchmark 5.
- 2** | Tracker plans to understand which activities schools/colleges already want to undertake and which, if any, they need business volunteers for.
- 3** | The Careers & Enterprise Company funded activities that require volunteers. If you don't know who your local funded providers are then please contact your Regional Lead.
- 4** | Any local events or multi-school activities that business volunteers could attend or participate in e.g. Careers Fairs or competitions.
- 5** | Work with your schools/colleges and Enterprise Advisers to make the details in this document as specific and accurate as possible to ensure it's easy for volunteers to respond and engage.
- 6** | Check with the schools/colleges which, if any of these activities, will require a DBS check.

The following two templates have been used in the network to generate interest in getting involved in schools and colleges. It was produced based on knowledge of what each of the local schools and colleges need and the Compass data for the area. You could tailor this to leave with prospective employers who are interested in getting involved to give them a picture of what you're asking them to do.

Template for articulating specific careers activities needing support

Name of local area:

Specific gaps where employer support is needed:

	School/college name	Type (mainstream/ SEND/PRU)	Objectives of employer activity	Activity type suggested	Key Stage and year groups targeted	Who will lead activity? E.g. Programme Provider, school/ college teacher	Number of volunteers needed	Date/proposed date
Jan	Fernhill School	SEND	Raise awareness of and support development of employability skills.	Mock Interviews and CV writing workshop.	Year 11	School will organise the session with a full briefing provided for employer volunteers.	2	2pm - 3pm 5 January
	Burnside School	Mainstream	Raise awareness of roles in following sectors: Automotive, Creative and Digital, Health and Social Care (including Nurseries), Legal Services, Public Services and the Visitor Economy.	Careers Fair.	Year 9	School will facilitate, every employer to plan their own table activity.	2 throughout the day, can be different volunteers AM/PM.	10am - 3pm 5 January
Feb								
Mar								
Apr								
May								
June								

[Download the example template here](#)

Template for general careers activities support:

Raising career aspirations in local young people: why & how?

Why are we asking business to engage with schools and colleges?

- Research shows young people who have four or more encounters with the world of work during their time at school or college are 86% less likely to become NEET (not in education, employment or training) and have higher earning potential.
- By offering your support through The Careers & Enterprise Company we will ensure your time and resources are directed to where they're needed most. Together we can ensure every young person gets an inspirational and aspiration raising careers education while in education.

- **You can tailor this section to be relevant to your area:** We are particularly keen to engage with the local Growth Sectors which are; Creative and Digital, Construction, Health and Social care, STEM (Energy and Environmental Technologies, Advanced Manufacturing and Engineering), Financial and Professional Services and the Visitor Economy.

How can you get involved?

Schools and colleges in **your area** have identified the types of careers activities they would like help with.

Type of activity	Includes:	Key details: E.g. length of commitment, where activity takes place, how long activity takes
Workplace Visits	Host a group of pupils at your workplace Whilst on the workplace visit students could work on a project in your office, meet your staff and find out about their job roles, have a tour of your office or factory The aim is to show students what you do, how you do it and how they could do it too.	<ul style="list-style-type: none">• Can be a one off ½ day activity or repeated throughout the year depending on your capacity.• Activity takes place at your workplace with as many students as you're able to host.• You'll be supported by your local Enterprise Coordinator to plan an activity that works for you and the needs of the local students.
"Taster" sessions	Interactive sessions which give young people an idea of the types of jobs, and skills required, in different work environments.	<ul style="list-style-type: none">• Typically, a 1-2 hour activity delivered to a class of young people, which brings to life an element of your work.• Session can take place either in a school or college or at your work place.

Example template (continued)

Type of activity	Includes:	Key details: E.g. length of commitment, where activity takes place, how long activity takes
Mentoring	Work with individual pupils over an extended period to support them through their education journey and career aspirations.	<ul style="list-style-type: none"> • If you'd like to support a young person on a regular, long term basis through mentoring then we'll introduce you to a local mentoring organisation who will match your requirements with the needs of local young people.
Careers Talks	One-hour sessions/talks on career opportunities in your sector.	<ul style="list-style-type: none"> • Delivered in a school or college, these sessions last the length of a class and you can either develop the session yourself or use one of our template lesson plans which are facilitated by the teacher.
Experience of the workplace	Opportunities for individual or small groups of students to come into your business and spend a period of time with you, getting to know what you do, seeing first-hand how your business operates and perhaps taking on tasks that support your business.	<ul style="list-style-type: none"> • Could either be a one off insight day, a week-long placement or one day a week over a few weeks. • Work Experience is for Year 10, Year 12 and Year 13 pupils. • To find out more about work experience you can visit BITC's Work Inspiration toolkit.
Become an Enterprise Adviser	<ul style="list-style-type: none"> • Use your knowledge of the local business landscape to support the headteacher and/or careers team at a specific schools and colleges to develop an effective careers plan. • You'll create opportunities from your business contacts in the area to support their students. 	<ul style="list-style-type: none"> • This senior-level volunteering opportunity requires a one-year commitment. • Volunteers are matched with a school or college in their area (either close to work or home, whichever is most suitable). • Volunteers are provided with training and supported locally by a full-time Enterprise Coordinator.