

Demonstrating Value: telling the EAN story

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“How can I contribute to demonstrating the national impact of the Enterprise Adviser Network?”

Engaging with MPs - talking with one voice

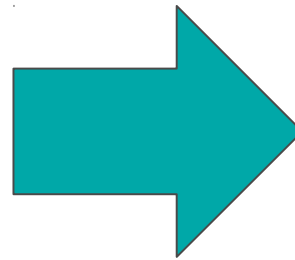


The importance of engaging with MPs for the Careers & Enterprise Company

Advocates in a time of 'all change'

- Building understanding on what it takes to give young people good careers education
- Building understanding of the crucial role the Careers & Enterprise Company plays – we are making a difference
- The Careers Strategy & the new spotlight on the Careers & Enterprise Company – the importance of showing impact

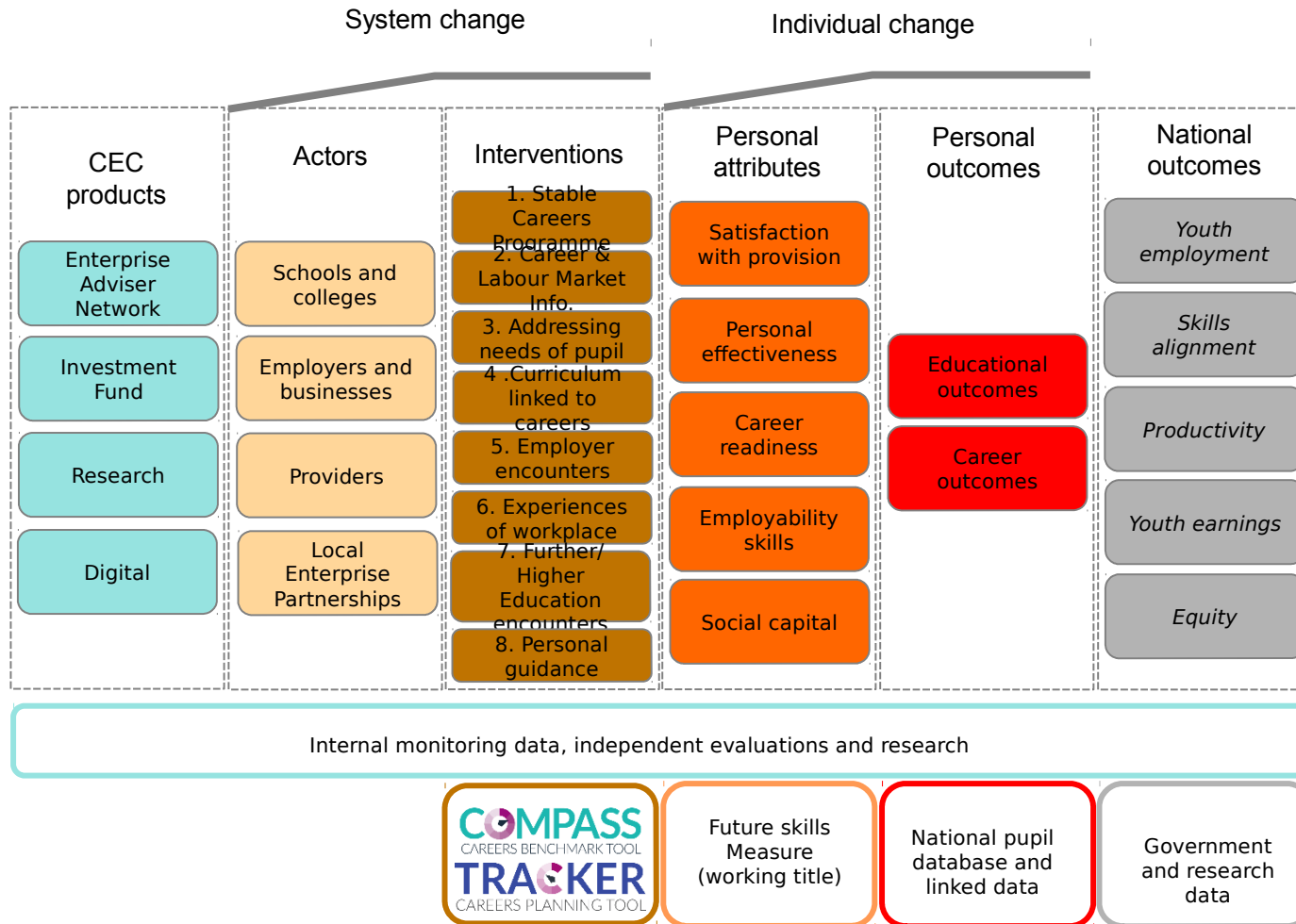
From Westminster to the constituency



Telling our story with one voice & being heard

- Consistent messaging and working in tandem
- Framing what you do in the national context
- The added value/impact **you** and the Network have brought to local schools and young people
- Local examples of impactful activity – story telling

**How do you know that
the EAN is having an
impact?**



What we know so far

- The numbers of schools/colleges and Enterprise Advisers joining continues to rise at a steady pace.
- Stakeholders are positive about the network and associated benefits
 - 94% of schools/colleges would recommend joining the network
 - 80% of Enterprise Advisers are satisfied
- Schools and colleges in the network are linking with more employers and are generating more employer encounters (50% increase).
- Schools/colleges report that pupils are more engaged with the careers programme (65%), have improved employability skills (66%) and are more career ready (62%).

**Table discussions:
what are your stand out
examples of impact?**

**THE CAREERS &
ENTERPRISE
COMPANY**

National evaluation

- **Final report in September 2020**
- **Interim reports in March 2019 and March 2020**

Primary research

- Surveys
- Consultations/ interviews
- Workshops with young people

Secondary research

- Network monitoring data
- Compass analysis
- Administrative datasets

At CEC, we need to...

- Focus on capturing outcomes
- Understand progress over time
- Communicate our data and findings

Out in the network, we need you to...

- Reflect on the impact locally and share stories
- Read and learn from the evidence
- Innovate and spot what might work

Reflection

How can I contribute to demonstrating the national impact of the Enterprise Adviser Network?”