

# Employer Engagement

My role: Careers Co-ordinator

To co-ordinate a programme of career related activities, work experience placements and preparing pupils for their post 16 options

Hall Green School: An Academy

900 pupils aged 11-16

10% of pupils have a learning or physical disability

18% are on our Free School Meal (FSM) register



**Hall Green Secondary School**  
"Learning together, shaping the future" **An Academy**

# Employer Engagement

External support that used to be available to schools

**Education Business Links** organised careers events, guest speakers in school, as well as careers visits and CPD for school staff

**Guess My Job, Practice Interviews, Work Experience Preparation, Talk and Tour of Jaguar Land Rover, Talk and Tour of Birmingham Airport, Termly CPD days to hear from local employers.**

# Education Business Links

- ▶ Organised the format of the events
- ▶ Introduced the event to pupils through presentations and assemblies
- ▶ Provided worksheets and resources
- ▶ Recruited employers
- ▶ Facilitated the day
- ▶ Produced an evaluation of the event with pupil and employers questionnaires/impact measures

Schools are now responsible for organising their careers programmes in house due to budget cuts, but there isn't the money to support staff

*'All children should receive a rich provision of classroom and extra-curricular activities, that develop a range of character attributes,...which underpin success in education and employment.'*

*High quality, independent careers guidance is also crucial in helping pupils emerge from school more fully rounded and ready for the world of work. Young people want and need to be well-informed when making subject and career decisions'.*

Careers Guidance and Inspiration in Schools, Statutory Guidance, Department of Education,  
March 2015

# How do we currently engage with employers?

- ▶ Work experience placements
- ▶ Careers Fairs
- ▶ Practice Interviews
- ▶ Talks
- ▶ Workshops
- ▶ Apprenticeships Presentation
- ▶ Dragons Den Day with Year 11 Business Studies pupils
- ▶ Business Enterprise Day - with BT

# The challenges are...

- ▶ Schools must provide careers education from year 8 upwards
- ▶ Time constraints and lack of human resources to organise events and communicate effectively with employers
- ▶ It is difficult to keep up-to-date with the contacts you've made
- ▶ How do you know which organisations want to get involved and support your careers events?
- ▶ To gain support from your school to run the events you think will be of benefit for the pupils?

This can result in different schools providing very different programmes.

# National Careers Service Inspirational Agenda

- ▶ We recently worked with the new Inspiration Agenda team to recruit 3 employers for our Practice Interviews event.
- ▶ We identified where there were gaps in careers sectors we wanted to work with on the day.
- ▶ We emailed our requests and they supplied volunteers from their database.
- ▶ The volunteers enjoyed the being part of the day, by inspiring our pupils and agreed to work with the school again in the future.



# Benefits

- ▶ Pupils gained a greater understanding of the employers roles and the organisations they work for.
- ▶ Helped to inspire career ideas for the future.
- ▶ Improved awareness of the routes, qualifications and attributes needed for a particular career.
- ▶ Challenges gender stereotypes.
- ▶ Improved the knowledge of the school staff involved.
- ▶ School newsletters promote the organisations to parents and guardians.
- ▶ Employers felt they were making a valuable contribution.
- ▶ Enjoyment for both pupils and employers!