

National Careers Service West Midlands

Aimhigher Event

8 July 2015

Gloria Smith, Meera Kotak and Partners

**National
Careers
Service**

Helping you take
the next step



European Union
European Social Fund
Investing in jobs and skills

Employer Engagement – How can we help?

Workshop Partners:

- Gill Roberts - Construction Industry Training Board (CITB)
- Leanne Stanley - Coventry Building Society
- Michelle Homer – Hall Green School

Employers inspiring the next generation!



What is the Inspiration Agenda?

The Inspiration Agenda is a new, **FREE**, offer from the National Careers Service in the West Midlands.

It aims to:

- Broker relationships between schools and colleges, communities, people in custody and employers to stimulate interest in careers, jobs, sectors and industries to provide a better informed and motivated workforce.
- Bring people in touch with employers offering inspiring insights into jobs and careers; real jobs, work experience and work tasters.

Background to the Inspiration Agenda

- Ofsted evaluation of schools' effectiveness in providing appropriate careers guidance based on visits to 60 institutions – 6 from the West Midlands – *'Going in the Right Direction'* September 2012.
- Former Skills Minister Matthew Hancock's 'Inspiration Vision Statement' – September 2013
- Careers Guidance and inspiration in schools - Statutory and non statutory guidance for governing bodies, school leaders and school staff – April 2014

Background to the Inspiration Agenda

- Links between careers guidance and local employment opportunities weak.
- Too few schools used partnerships with employers, local enterprise partnerships and other organisations to ensure that the career guidance given to students was in line with the broad range of career pathways available locally and nationally.
- Too few of the students had sufficient opportunities to encounter a wide range of potentially stimulating and inspiring information and ideas about career pathways directly from employers

Government recommendations

Employers and employer networks should:

- Work with the National Careers Service to broker links between employers and schools and colleges and provide young people with greater direct exposure to the world of work and the full range of career pathways

Inspiration Agenda - Employer offer

Available to:

- Schools and colleges
- Local communities
- Individuals in and leaving custody

Includes:

- Careers talks and presentations
- Attendance at careers fairs
- Labour market insight talks
- Employer visits and work tasters

Benefits of employer engagement

- Hearing first hand from employers about their jobs, careers and industries
- Understanding the realities of the job market
- Finding out about new jobs, career paths and industries not previously considered
- Understanding skills and qualifications employers need
- Have a real and practical insight into employment from employers
- Hearing about job vacancies and recruitment practices.

Employer Engagement - Barriers

- Inspiration process not completed
- Short notice requests
- Cancelled events at the last minute
- Notice required a few months in advance
- Clash of dates with employer priorities

Inspiration Agenda offer

The Inspiration Agenda menu offer includes:

- Co-ordinating brokerage opportunities for employers to be involved in events – BMET Jobs Week/Bournville Progression Week/South and City Careers Fair
- Employer workshops, webinars and visits to learn more about careers, sectors and industries – Hilton event
- Sharing Labour Market Information/Intelligence through newsletters, National Careers Service (NCS) website
- Promoting the resources available on the NCS website
- LMI resources/CPD Training

Outcomes

1 October 2014 – 31 March 2015

3,225 outcomes:

- Area Advisory Board meetings
- Employer database
- Promotional Events
- Inspiring Organisations researched and shared with schools/colleges
- Schools and colleges/stakeholders contacted

3,225 outcomes

- LMI Resource Pack – Posters/lesson plans/LMI Bulletins/newsletters developed and promoted
- Inspirational activities
- Careers events
- LEPs
- Case Studies
- Evaluation

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Future Plans

- Labour market information webinars
- Employer visits
- LMI CPD
- LMI Survey
- Careers Resources – World Skills Show/Big Bang
- Evaluation – Dr Deirdre Hughes OBE
- The new careers and enterprise company – Enterprise Advisers

Feedback so far

- “I have learnt things about apprenticeships that I did not know before”
- “I am going to google and look at different job areas, about the company and roles within them”
- “I have been given confidence how to get jobs”
- “I found out there are lots of different parts of banking I did not know about”
- “Very motivating and inspiring”
- “It has showed me that there are more opportunities in the future”

Feedback so far

- “I think the event was fantastic and the students really seemed engaged and all learnt something. It was my first time today and enjoyed it very much and can’t wait for the next event”
- “The students were fabulous, so engaged”
- “The Inspiring activity went well, yes I liked the way pupils spoke with different organisations to discuss opportunities”
- “The students were fabulous, so engaged”

Contacts

The Inspiration Team

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