

**Engage  
with...  
Employers**

# **Get Ready**

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**Educator  
Resource Pack**

# Engagement Ideas for School or College Programme

The aim of this document is to provide you with some ideas of what other schools and colleges are offering to employers, so you can decide what activities you can offer.

Below is a list of ideas that your school or college might consider running as part of your employer engagement programme. You may want to start with just 1 or 2 employers coming into school or offering a site visit and, as confidence increases, they may be willing to get more engaged in a range of activities.

## Low-Level Commitment for Employers – 1 Hour to ½ Day

The following suggestions are fairly easy to organise and shouldn't take up too much of an employer's time, so are good entry-level events for employers you may not have worked with before, or who are restricted on the amount of time they can offer.

### Opportunity

Interview practice.

#### Details

- Invite employees to come into school to run an interview preparation training session and come back to actually conduct a mock interview.
- A next stage might involve a student making their own way to an employer's premises and attend more of a real-life interview.

#### Things to consider

- Teaching staff will need to work with employees to help prepare questions in advance.
- Schedule time to practice some of the questions and answers in class.
- Agree, with the employer volunteers, how to provide feedback to the students, focusing on the positive aspects. Ask them to share more of the constructive advice directly with teaching staff afterwards.

Low  
Level

**Low  
Level**

## **Opportunity**

Invite employers to visit.

### **Details**

- Invite 1 or more members of staff from a local employer to visit your school or college.
- They could speak at assembly about their company or spend time in a specific class talking about job opportunities.

### **Things to consider**

- Work with your employer to devise some questions that students can ask.

**Low  
Level**

## **Opportunity**

Visit an employer workplace – in person or via a virtual tour.

### **Details**

- Staff and students have a tour of the premises and a presentation from staff.
- Ask the hosts to include a practical task or activity for students to engage in, so they are more engaged.

### **Things to consider**

- One of the team will need to: do a site visit; complete a risk assessment; check for any access issues; agree how many people they can accommodate; confirm if refreshments will be offered.
- Seek permission from parents or carers.

**Low  
Level**

## **Opportunity**

Organise a business speed networking event on site, or a careers fair.

### **Details**

- Careers fair: employers have a stand with information about their organisation and what jobs might be available.
- Speed networking event: students are encouraged to speak to a range of employers with some pre-set questions.

### **Things to consider**

- Think about which employers you can invite and send them a full brief of what they need to bring, timings and what to expect.
- Create an events plan: room layout, timings, security.

## Medium-Level Commitment for Employers – 1–2 Days Over a Period of Time or Regular Commitment

Medium  
Level

### Opportunity

Mentoring.

#### Details

- For those students who are ready to move into paid employment, having access to a coach or mentor who works in a relevant business can be invaluable. This could be just one hour a month for a set period of time and would usually take place in the school or college setting.

#### Things to consider

- Think about which employers you can invite and send them a full brief of what they need to bring, timings and what to expect.
- Create an events plan: room layout, timings, security.

Medium  
Level

### Opportunity

Work-related project.

#### Details

- The employer and school staff will need to come up with a project – for example: an accessibility survey on one of their sites, a review of their marketing literature, testing a new product or service.
- Working with a team of employees will help both groups develop new skills and improve their self-confidence.

#### Things to consider

- Visit the employer to discuss what projects might be suitable. It needs to capture the interest of your students and be useful to the employer, too.
- Decide if it works best at school or college or the employer workplace and create a plan and risk assessments.

Medium  
Level

### Opportunity

Deliver a lesson in school that links to the curriculum.

#### Details

- This is one way of fully embedding employability into your curriculum.

#### Things to consider

- Employers would welcome a list of possible topics that employees could talk about that link to your curriculum.
- Your role is to support the employees to deliver an engaging and interactive session.

## Higher-Level Commitment for Employers – Regular Time Commitment

### Higher Level

#### Opportunity

Enterprise activities.

#### Details

- These can take on a number of different formats. Examples include: employers working with students for a day to create something to make and sell; taking a team (or more) to set up and run an enterprise project; running a competition to solve a business challenge.

#### Things to consider

- You may need to come up with some initial ideas of a project you would like an employer to run and if the activities will take place at your site or their premises.
- Agree what the costs might be (ingredients, set-up costs) and who is covering them.

### Higher Level

#### Opportunity

Work experience.

#### Details

- Schools have a requirement to provide work experience opportunities for students. This is usually for students in years 10–13 and either takes place in a block (of 3–5 days) or can be 1–2 days a week for up to a year.

#### Things to consider

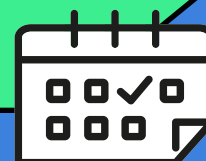
- You need to work with the employer to ensure they have enough work for the students for the number of days planned.
- Particular care will need to be taken around: health and safety, safeguarding and ensuring there is sufficient support on site throughout the day.

Once you have established a good contact with an employer, you need to retain their interest and support. Make sure you keep in touch with them, even if you don't specifically need their help for another year. Consider: a phone call once a term; sending them a copy of the school newsletter; adding them to the Christmas card list; updating them if something positive happens as a result of what activities they did with you.

# Events Calendar

Don't think that you have to create all your own resources from scratch, there is a wealth of information available to support your careers team, teachers and wider staff during the year, with resources across a range of areas. Unfortunately, most of the information is not specifically tailored to a SEN audience, so you may need to modify some of the resources to suit students' needs. The details below may also help you plan different areas to focus on throughout the school year: via lessons as part of the school curriculum; visiting relevant local companies; inviting local employers to come into school or running an internal competition or project.

Why not use the calendar to plan your year and take advantage of the national focus on different sectors.



## Calendar

### September

Date(s)	Event	Description	List local or national companies you could approach here
14th – 20th	National Coding Week	Opportunity to raise the profile of coding. A range of resources for schools and individuals. <a href="http://codingweek.org/">codingweek.org/</a>	

### October

Date(s)	Event	Description	List local or national companies you could approach here
1st week October	World Space Week	The largest space event on Earth with over 8,000 events in 96 countries. <a href="http://worldspaceweek.org/">worldspaceweek.org/</a>	

## October

Date(s)	Event	Description	List local or national companies you could approach here
2nd week October	Digital Leaders Week	A chance to highlight the main roles that exist in the digital sector. <b>digileaders.com/week/</b>	
2nd week October	Rail Week	A focus of activities to highlight roles in the rail industry. Why not visit your local train station or talk about roles in transport in general? <b>railweek.com/</b>	
27th October	National Mentoring Day	Opportunity to approach local companies to get involved in mentoring your students. <b>nationalmentoringday.org</b>	
3rd week October	Love Our Colleges Week	The campaign provides you with the chance to highlight potential careers choices in the education sector, as well as talking to students about how to apply to College. <b>loveourcolleges.co.uk/</b>	

## November

Date(s)	Event	Description	List local or national companies you could approach here
Early November	Tomorrow's Engineers Week	A range of resources to use in school or college. You could broaden the theme to focus on STEM subjects (Science, Technology, Engineering, Maths). <b>tomorrowsengineers.org.uk</b> <b>stem.org.uk</b>	

## November

Date(s)	Event	Description	List local or national companies you could approach here
Mid-November	Global Entrepreneurship Week	Some students may want to set up and run their own business. Use this week to encourage a focus on entrepreneurship and invite local business owners to talk about their personal journey.  <b>genglobal.org/gew</b>	
Mid-November	World Skills Live	Download their resource kit at any time of the year to learn about apprenticeships and careers in a range of careers.  <b>worldskillsuk.org</b>	
3rd week November	National Careers Leaders Conference	Visit the website to access a range of activities for students to take part in.  <b>thecdi.net/Home</b>	

## December

Date(s)	Event	Description	List local or national companies you could approach here
1st week December	International Volunteers Day	What a great opportunity to raise the benefits of volunteering, often as a first step into moving into employment. Visit a local charity, invite them to come into your school, get students to run a charity event.  <b>www.un.org/en/observances/volunteer-day</b>	



## February

Date(s)	Event	Description	List local or national companies you could approach here
1st 2 weeks February	National Skills Days	A great chance for staff, students and parents to showcase their skills. <b><a href="http://nationalcareersweek.com/national-skills-days/">nationalcareersweek.com/national-skills-days/</a></b>	
2nd week February	International Day of Women and Girls in Science	Highlight the critical role women and girls play in science and technology and focus on STEM subjects (Science, Technology, Engineering, Maths). <b><a href="http://un.org/en/observances/women-and-girls-in-science-day">un.org/en/observances/women-and-girls-in-science-day</a></b> <b><a href="http://stem.org.uk">stem.org.uk</a></b>	
8th – 14th February	National Apprenticeship Week	A chance to highlight the value of apprenticeships and what opportunities there are in your local area. <b><a href="http://amazingapprenticeships.com">amazingapprenticeships.com</a></b>	

## March

Date(s)	Event	Description	List local or national companies you could approach here
1st – 5th March	National Careers Week	A great opportunity to hold careers events for students, parents and carers and to start talking about transitions and future options. <b><a href="http://nationalcareersweek.com/">nationalcareersweek.com/</a></b>	
TBC	Discover Creative Careers Week	An often-overlooked sector offering great prospects for students with creative talents. Visit a theatre or museum, put on a show, design a mural. <b><a href="http://nationalcareersweek.com/">nationalcareersweek.com/</a></b>	

## March

Date(s)	Event	Description	List local or national companies you could approach here
Early March	British Science Week	Events, school projects, challenges. Grants, support and resources available. Why not get the class involved in some practical science projects?  <a href="http://britishscienceweek.org/">britishscienceweek.org/</a>	

## May

Date(s)	Event	Description	List local or national companies you could approach here
End of month	English Tourism Week	Opportunity to promote jobs within the tourism sector. Encourage students to identify local tourist attractions and find out how they attract visitors.  <a href="http://visitbritain.org/english-tourism-week">visitbritain.org/english-tourism-week</a>	

## June

Date(s)	Event	Description	List local or national companies you could approach here
1st week June	Volunteers Week	Encourage your students to get involved in a volunteering project or invite a local volunteer in to talk about their work.  <a href="http://volunteersweek.org/">volunteersweek.org/</a>	

# Competitions

## Step into the NHS Competition

Students choose an NHS career that interests them and create a job description and an advert. Invite representatives from the local NHS into your school and find out about their roles.

## Tomorrow's Engineers EEP Robotics Challenge.

Deadline: Enrolment by mid-Jan

Students (aged 11–14) learn how to build, program and control LEGO robots to complete a series of short, exciting missions.

You may want to encourage your students to take part in some national competitions which help them learn more about the careers that are available in different sectors, as well as the potential of winning some prizes.

[roboticschallenge.org.uk/](http://roboticschallenge.org.uk/)

## Greenpower Electric Car Challenge

Greenpower Education Trust inspire young people around the world to excel in STEM (Science, Technology, Engineering and Maths) through a unique challenge: to design, build and race an electric car.

[greenpower.co.uk/](http://greenpower.co.uk/)



## Energy Quest: The Bright Ideas Challenge

Deadline: mid-May

Cross-curricular competition with prizes worth up to £10,000, where students to imagine innovative solutions to power cities of the future.

[tinyurl.com/33e7fuww](http://tinyurl.com/33e7fuww)

## BASE Business and Accounting Competition.

Deadline: Jan-March

An exciting team challenge experience for 16–17-year-old students to help them understand what it's like to be a Chartered Accountant whilst developing their key employability skills.

[tinyurl.com/2r4haht6](http://tinyurl.com/2r4haht6)

# General Resources

Here are some useful sites that could provide rich resources for your curriculum.

## UK Fin Tech

Range of resources for schools to encourage interest in the Finance Technology industry.

[innovatefinance.com/fintechforschools](http://innovatefinance.com/fintechforschools)

## Association of Colleges

The Association of Colleges brings together a range of information for students thinking of going to college.

[aoc-services.co.uk](http://aoc-services.co.uk)

## #iwill Campaign

This is a national campaign that aims to encourage young people under the age of 20 to take part in social action in their local community.

[iwill.org.uk](http://iwill.org.uk)

## Takeover Challenge

Great website full of videos and information about different careers including what it's like to be a zoo-keeper!

[firstcareers.co.uk](http://firstcareers.co.uk)



## BIMA

Linking industry professionals in digital and tech with schools and colleges to raise awareness of the opportunities for young people in the digital sector.

[bima.co.uk/bima-programmes/bima-digital-day/](http://bima.co.uk/bima-programmes/bima-digital-day/)

## STEM Learning

Resources for teachers and educators, details about locally based STEM ambassadors. Information for primary, secondary, FE and colleges.

[stem.org.uk](http://stem.org.uk)

# Action Planning

Embarking on an employer engagement programme, or expanding one that you have already started, can seem like a daunting task. If you break it down into specific steps, it can enable you to plan sufficient time in the diary and ensure you don't miss out any key steps. The planner below contains a number of steps you might want to consider when planning an event. You could use this as a master and prepare a bespoke plan and action list for each event, deleting the steps that are not required.



## Agreeing the Activity

Area	Example (for you to populate)
<b>Need:</b> what has prompted you to run this activity?	Several students have identified they would like to work in a supermarket or in retail.
<b>Opportunity:</b> are there likely to be opportunities for work experience or work, locally?	There are lots of job vacancies in retail in our local area.
<b>Activity:</b> what are you planning to do?	Invite representatives from local supermarket to speak to the 6th Form about potential careers.
<b>Desired learning outcomes:</b> what do you want the outcome of the event to be?	Enable young people to hear from someone already employed in a supermarket to learn about the range of roles that are available and what the application process is.

# Key Actions

Potential Tasks	Who?	When?	Update
Example	Name of person in school	Activity deadline	Update on tasks progress
Agree need, opportunity, activity, and learning outcome			
Confirm which employers to target and a send letter or email			
Put time in the diary to follow up letter or email with a phone call			
Once agreed, invite employer(s) into the school for an informal visit			
Agree details for the activity: date; format; length of time; venue			
Agree a timeline for planning required, in the lead-up to the event			
Work with teaching staff to identify which students to invite and do some pre-event preparation work so they can identify some career-related learning			

# Key Actions

Potential Tasks	Who?	When?	Update
Inform parents and gain necessary consent, if required; provide them with tools and ideas of how to support linked conversations at home			
Prepare a brief for students and staff to: understand what they will be doing and what is expected of them			
Devise feedback forms and mechanisms for staff and students after the event			
Devise feedback forms for employers and business volunteers			
Record the activity on a careers tracker			
Schedule in time after the event to reflect on it and what they learnt so it's not just a one-off event			
Review the event and share learning with participants, including ideas of what to do differently next time, so as to inform future events			
Write up a Case Study and use it to celebrate success – newsletters, bulletin boards			

# Contacts Database

Once you have agreed on your action plan and done your research, you will probably have a list of several companies to target. It's really important that you keep track of what you are doing with each one so as to avoid duplication of effort or forgetting to do something that you have promised to do.

One way of doing this is to set up a simple tracker, in Excel or Word, that allows you to keep all the core details in one place.

<b>Company Name</b>	Name and address of company.	
<b>Address</b>		
<b>Town</b>		
<b>Postcode</b>		
<b>Name</b>	Details of key contacts.	
<b>Position</b>		
<b>Tel No.</b>		
<b>Email</b>		
<b>Sector</b>	The company's sector.	
<b>School Link</b>	Is there a named link in the school?	
<b>Activities</b>	What kind of activities do you think they might be interested or involved in?	
<b>Contact History</b>	It's important to keep track of when you have spoken to someone in a company so as not to duplicate effort.	
<b>Next Action</b>	What is the next thing that needs doing?	



Having this as a spreadsheet makes it easier to hide rows and print specific reports. For instance, you may just want to print an action list so you might need company name, contact name, phone, email and then the next action. Make sure you comply with your school or college GDPR Policy in terms of how you store the information.



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