



INDUSTRY: DIGITAL

PROGRAMME: 'DESIGN YOUR FUTURE'

ACTIVITY: CAREER INSIGHT

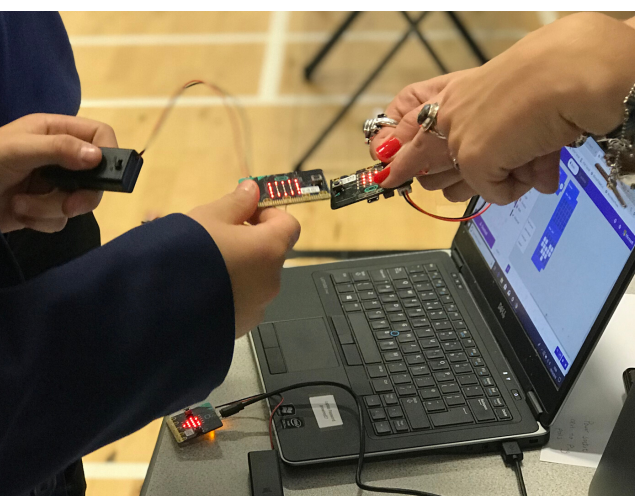
ORGANISATION: MULTIPLE

SCHOOL: STIRLING HIGH

EMPLOYERS HELP PUPILS DESIGN THEIR FUTURES

Local businesses, working in partnership with DYW Forth Valley took part in 'Design Your Future' at Stirling High School, a programme of events aimed to highlight how digital skills are fundamental to tomorrow's jobs.

The term 'digital skills' covers a wide array of competencies, knowledge, and skills and 'Design Your Future' aimed to explore as many of these as possible to give pupils a better understanding of the wide range of applications digital skills can cover.



'Developing one or more digital skills is a great advantage for young people in today's economy, these are highly sought after skills, and this was a great event that had positive outcomes for both employers and young people however it is important to stress to pupils that 'digital' does not necessarily mean the 'tech' sector; these skills are in demand across all areas of the economy.'

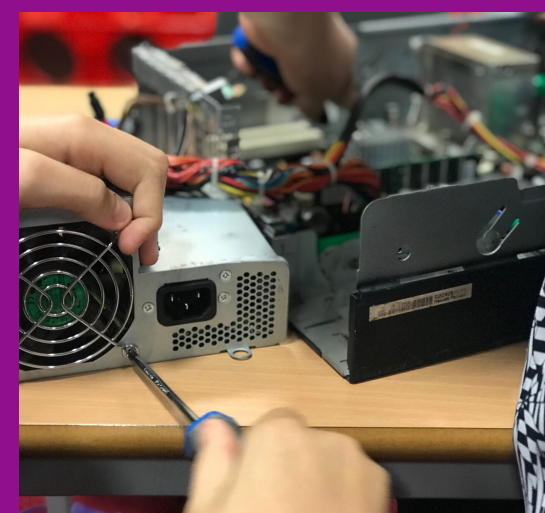
RACHAEL DORMAN,
DYW FORTH VALLEY COORDINATOR

Across the week pupils from every year group, as well as some of Stirling High's learning community primary schools, gained insight and practical experience of different industries. Interactive sessions were organised across computer-aided design for prospective engineers and technicians, search engine optimisation for those considering marketing, as well as insight into data analysis, coding and programming.

Campbell's Shortbread positioned a manufacturing challenge contextualising the curriculum for S3 Business Studies pupils and BAM Nuttall, in collaboration with the Institute of Chartered Engineers delivered 'Bridges to Schools' for primary seven pupils who will be transitioning to secondary school next year, providing the opportunity to visit the school and start talking about their skills in context of the next phase of their education.

One of the businesses involved in the week's programme was Codebase, an innovative hub that gathers and supports Stirling's growing tech community. In partnership with many of their tenants, Codebase pioneer in digital skills development offering varied and comprehensive workshops to educate and inspire the next generation of tech entrepreneurs and digital mavericks. Barry McDonald said: *'Being involved in 'Design Your Future' gave us the chance to demonstrate basic digital skills to pupils and encourage them to sign up for our fortnightly Coding Club or our Coding for Girls group which is designed to try and breakdown barriers and encourage more young women into coding.'*

Partnering with education is a great way to raise awareness of the desired skills required within your industry and show the next generation workforce exactly how their studies can be applied in the world of work.



'Digital skills will be fundamental to an ever growing number of jobs and industry sectors, so it is important that today's young people understand just what an essential role they will play in the future of work.'

BARRY MCDONALD,
COMMUNITY & PROGRAMME MANAGER, CODEBASE