

The logo for DYW (Developing the Young Workforce) is displayed in large, bold, white capital letters.

FORTH VALLEY
Developing the
Young Workforce

ENGAGEMENT GUIDE FOR EDUCATION



Developing the Young Workforce (DYW) is the Scottish Government's Youth Employment strategy to better prepare young people for the world of work.

DYW Forth Valley belongs to a network of 21 industry led DYW Regional Groups that have been established covering the whole of Scotland. DYW Forth Valley is here to encourage and support direct engagement between employers and education to ensure that all of Scotland's young people are fully and fairly supported into employment by bridging the gap between education and business.

Whether you are a school or college, education head or member of teaching staff, DYW Forth Valley can help you to engage with employers who can support your learning programmes and help meet the Career Education Standard. Whatever the activity and however you want employers to support you to bring a classroom topic to life,
DYW Forth Valley are here to support you.

These guidelines will ensure a positive experience for all involved whilst ensuring preparation and purpose of the engagement is understood. They also detail best practice before, during and after engagement.

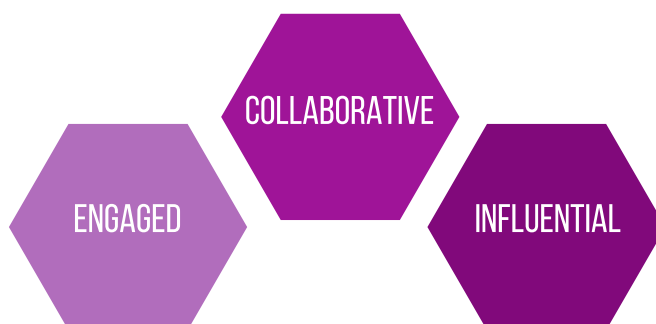
WWW.DYWFORTHVALLEY.COM



WHAT DOES A PARTNERSHIP LOOK LIKE?

Every partnership will be different and should be developed collaboratively, considering the needs and constraints of employers and education providers alike.

It's a good idea to document the engagement you already have with different businesses, employers and professional individuals; consider creating a database so you have an overview of the different relationships you are nurturing.



It is important to have varying types of partnerships, you may find you have lots of partners who are engaged in various activities throughout the academic year; some who are more prolific in the activities they offer and some who are invested in collaborating with your institution.

Once you have done this it will be easier to identify your priorities, understand where you can enhance existing partnerships and plan your future engagement activity which should form part of your improvement planning discussions and focus on a manageable number of DYW priorities that clearly show better outcomes for learners.

THINGS TO CONSIDER:

- Categorise– what is the added value of employer contribution
- Age and stage of engagement – can employers support across a number of ages and stages
- Growth potential - are employers already supporting a fellow colleague and could they potentially support you at a different age and stage
- Clutter - are several people talking to the same employer – can we streamline this to declutter the landscape for employers





TYPES OF ACTIVITY

You can collaborate with businesses to bring their skills, knowledge and experience to the classroom to enrich learning across the curriculum, and help young people to improve their understanding and readiness for employment.

Here are some examples of the types of activities you could ask employers to contribute to:

CAREER INSPIRATION ACTIVITIES

- Sector, industry & career insight session
- Workplace visits & work shadowing
- Work experience placements
- Participating in careers events
- Skills masterclasses

EMPLOYABILITY SKILLS

- CV building workshops
- Application writing advice
- Interview and assessment skills
- Entrepreneurial skills development
- Mentoring

PROFESSIONAL DEVELOPMENT

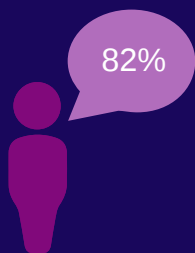
- Educator Insight Placements
- Continuous Professional Development (CPD) - work collaboratively with a business to design staff CPD

WORK LINKED LEARNING

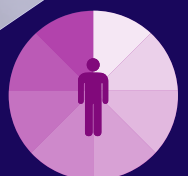
- Setting real business projects to challenge young people
- Contextualising the curriculum
- Showcasing the latest developments in their business
- Developing and delivering recognised qualifications and employability awards

These lists are not exhaustive and a business/employer may also be willing to enter a flexible long-term partnership which supports the success of a school or college in other ways. A discussion should take place in advance to scope mutual reasons for collaboration and to ensure that both parties are clear about the purpose and intended outcomes.

VISIT OUR WEBSITE FOR FURTHER INFORMATION ON
ACTIVITIES YOU CAN PLAN WITHIN YOUR SCHOOL.



82% of teachers don't feel confident advising students about careers
(Association of Colleges 2012)



"Pupils with four or more contacts with employers before they left school would be 86% less likely to become a NEET"
(BBC News – 2017)

EDUCATOR INSIGHT

The focus of this activity is for educators to gain insight into, and better understanding of a business/sector or college department. These insight placements are bespoke, dependent on the organisation and/or specific requests of each individual and usually last up to one day.

Feedback indicates that the impact of these insight placements is that educators feel more confident that they can better prepare young people for the world of work, which assists them in embedding DYW and giving current knowledge and context to their subjects and curricular outcomes.

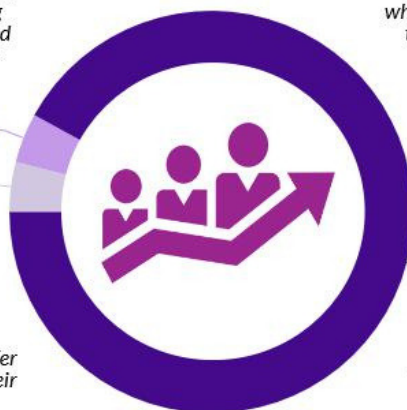
FEEDBACK FROM EDUCATORS

"I feel better informed about this specific pathway."

"This placement has the potential to be the start of a fantastic way of inspiring young people, of giving them opportunity beyond the school gates. I would feel as if I let my students down if they didn't now get the chance to be part of this opportunity."
Audrey

"Having not worked in this sector my placement gave me an insight into the possible destinations of my pupils."
Fiona

"There are many apprenticeships that offer places to kids who don't quite achieve their desired qualifications."
Keiran



"The visit has given me a fantastic insight into what young people have to go through to get to the interview stage. It will allow me to better advise my pupils."
Rosanna

"It has also encouraged me to find out more about alternative routes for students through access, vocational and apprentice routes."
Kate

"I had no idea there were so many different jobs requiring so many different skills within the industry, this will enable me to better inform my pupils."
Lauren

■ Disagree (4%) ■ Unsure (4%) ■ Agree (92%)

Employers and businesses tell us they feel that hosting an insight placement is a great way to impart knowledge, build relationships with schools and for them to understand current teaching practice.

FOR MORE INFORMATION ABOUT INSIGHT PLACEMENTS SPEAK TO YOUR DYW LEAD WITHIN SCHOOL OR CONTACT US AT
GETINVOLVED@DYW.FORTHVALLEY.AC.UK

"It was more about communication and behaviour management skills for the job, I think this is something I will definitely incorporate in lessons to allow pupils to consider and reflect on their own skills development."

Dave Paterson, St Modan's High



SUCCESSFUL COLLABORATION

Businesses and employers give their time freely to help young people develop the attitudes, skills and knowledge that they need for their business. Successful collaboration will leave your partners feeling valued and enthusiastic about continuing to develop further relationships with education.

HERE ARE OUR GENERAL TOP TIPS TO BEING AN EXCELLENT HOST WHEN INVITING PROFESSIONALS TO YOUR SCHOOL:

1 Ensure reception staff are aware that an event is taking place and, where possible, have pupils greet representatives on arrival; brief your pupils with info about your guest's try to encourage them to chat and ask questions

2 Have car-parking spaces reserved; guests often bring a lot of visual aids with them

3 Ensure housekeeping is covered and wherever possible introduce your guests to the head teacher and/or senior members of staff and relevant faculty teachers

4 If an event runs over break and/or lunchtime then provide refreshments

5 Prior to the visit make sure you have any resources and requirements set up that your visitor might need access to e.g. IT equipment/materials

6 In advance, brief pupils on the purpose of the event and that they will be required to be interactive; they should understand what to expect and that they should be using the opportunity to discover and explore

7 Do not leave guests on their own with pupils; always have a teacher or member of staff present and ensure appropriate levels of staff support throughout the event

8 Ensure that good order is maintained at all times; it is not the employer's role to discipline your pupils

9 Ensure you are aware of pupils who do not have photographic consent; use your school's own procedures for this

10 Always ask for an evaluation from businesses (if you do not have your own, DYW Forth Valley can support you with this)

11 Provide feedback to employers on how you feel their involvement has been; businesses really value this information

12 Thank guests for their time and input. The event organiser should send a thank you letter or email. Consider asking pupil participants to action this

13 Tag businesses on social media platforms to highlight the activity that you have both been involved in - see our Social Media Tips

DIGITAL PLATFORMS

Skills
Development
Scotland

DYW | Developing the
Young Workforce

Marketplace: Connecting schools and colleges with employers



myworldofwork.co.uk/marketplace



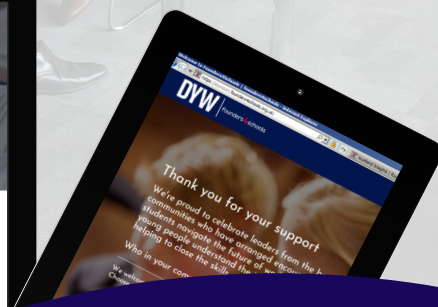
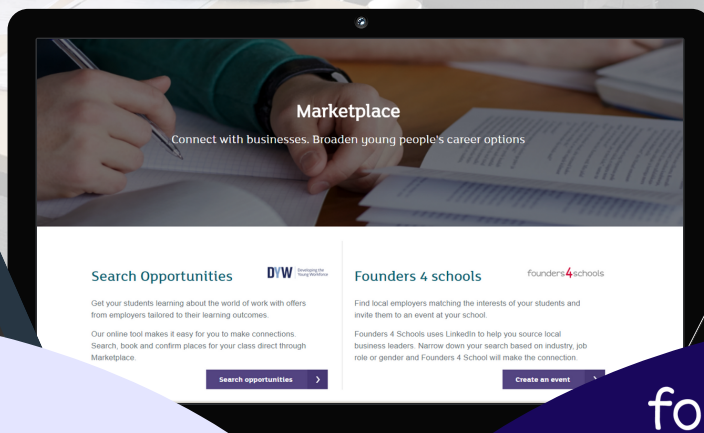
*"Marketplace gives teachers one place to view and source employers and businesses who want to work with their school. We have been using it now for nearly a year and have connected with STV, Apex hotels, Tesco, EY and Morrison Construction."
(Midlothian School)*



My World of Work

Marketplace is a simple, easy to use online tool, delivered by SDS and DYW, and accessible to educators through My World of Work. Employers register to use Marketplace and start passing on knowledge of their sector through workshops, talks or workplace visits.

Your school or college can use Marketplace to search for the opportunities posted by employers or use Founders4Schools to find and invite business leaders to an event.



Go Construct is a tool to help pupils find the right job and route into the sector. For educators its about managing expectations and raising aspirations of jobs in construction or looking at their next steps.

founders4schools

F4S is a charity set up to allow teachers to connect with business people and ask for businesses to come in and engage with pupils. The teacher has control of when they seek the support and experience of the business person to inspire and to bring curriculum to life.



INDUSTRY: HEALTHCARE
PROGRAMME: PRIMARY ASPIRATIONS
ACTIVITY: CAREER INSIGHT
BUSINESS: MEARS GROUP
SCHOOL: COALSNAUGHTON PRIMARY



'Primary Aspirations' has been developed to inspire pupils to think of work as being part of their future. It involves local businesses delivering career insight sessions to P6/7 pupils to raise their aspirations.

Gwyneth Morrison, Head of Supported Living for Scotland at Mears Group, is committed to giving time and resources to engage and work with schools and Further Education to highlight the opportunities and career pathways available in Care. After the programme Gwyneth mentioned that she was astounded by the variety of questions the pupils asked and the genuine interest in careers in this sector.

Seeing the benefits of earlier interventions, Mears have committed to continue their support for the 'Primary Aspirations' Programme in 2018/19.

With support from DYW Forth Valley, they are also expanding their engagement to secondary schools by delivering 'Careers in Care' insight sessions, both for S4 - S5 pupils who are already considering a career in this sector; and to raise awareness of the range of diverse roles within the industry to influence pupils who have not made their career choices yet.

WHY DID MEARS WANT TO GET INVOLVED WITH DYW FORTH VALLEY?

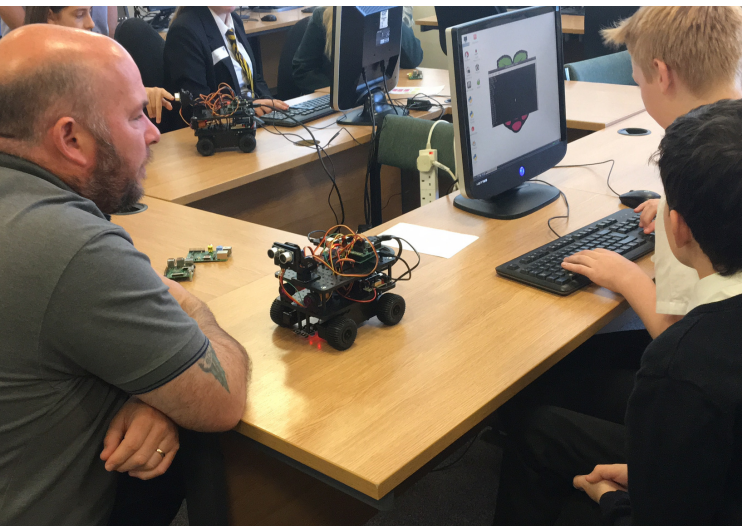
"There is a shortage of young people choosing and sustaining a career in Care. Working with DYW gives us the opportunity to have earlier access to young people and allows us to provide them with detailed knowledge and understanding of the roles and expectations required to work in this sector to help them decide that this is a positive destination and career choice."

"It was great to share with the pupils, information on the range of diverse roles and pathways required to work in this sector."





INDUSTRY: DIGITAL
PROGRAMME: ROBOT TAKEOVER DAY
ACTIVITY: CAREER INSPIRATION
ORGANISATION: FORTH VALLEY COLLEGE
SCHOOL: FALKIRK SECONDARY SCHOOLS



The Computing Department of Forth Valley College opened its doors to 65 pupils from 7 Falkirk Secondary schools for a day of highly interactive skills based activities.

The activities were delivered using robot technology to engage with a more practical side of computing. College lecturers and current students led fun and engaging workshops including how to programme and navigate a robot through a maze, how to make a simple game using the robots, creating phone controllers for the robots using App Inventor, creating animations and using a Raspberry Pi buggy.

Pupils told us that as well as having lots of fun on the day they have increased awareness of the range of skills, knowledge and qualifications

within Computing, including pathways from school to college and progression into further education and employment.

Teachers were also inspired to consider how they could use some of the robot workshop content to complement their existing curriculum.

FEEDBACK FROM SCHOOLS ABOUT THE ROBOT TAKEOVER DAY...

"What a fabulous event for our young people. All of the pupils had a really enjoyable day and learned lots, not only about coding, but also careers and options beyond school."

"This was a great event to spark pupils interest and we would most certainly welcome this as an annual event."





INDUSTRY: DIGITAL
PROGRAMME: IT MYTH BUSTER
ACTIVITY: CAREER INSIGHT
BUSINESS: COMTECH
SCHOOL: NEWLANDS PRIMARY



Chris Wakefield, owner of Comtech Ltd, admits he is a regular guy who loves fixing (and sometimes breaking) computers for a living.

Chris believes there are many preconceptions to working within IT. As a self employed IT expert, Chris is passionate about sharing his own experience to dispel these myths, both in terms of the work you can get involved in and the environment within which you can work. He frequently, and rather flamboyantly, regales the FSB Breakfast Buzz network with stories of his most recent outdoor work station, usually consisting of a mountain, solar satellite equipment and a tablet.

With Digital being a priority growth sector, DYW Forth Valley and Chris designed an IT Myth Buster session that could be easily adaptable for all ages to provide a career insight as well as hands-on opportunity.

A common misconception of SMEs and micro businesses is that they have limited capacity to engage and inspire people, often underestimating their value. This session was designed to cover some well known myths and deliver simple key messages for success in this sector. In order to make it easily deliverable within the school timetable, and not onerous for a business to deliver, it was designed as a 40 minute interactive session. The young people enjoyed taking computers, tablets and hard drives apart as well as chatting about their understanding of what the digital sector will be like in the future.

WHY DID COMTECH WANT TO GET INVOLVED WITH DYW FORTH VALLEY?

"I was very much influenced by what my parents wanted me to do which is why I ended up in a role I didn't feel suited to. It took me until I was older to figure out what I really wanted to do, if I can help young people to have more clarity earlier then that's great."





SOCIAL MEDIA

Using social media to highlight an activity that a business has brought to your school can be a great way to ensure a relationship is established between both your school and your partners.

HERE ARE OUR 5 TIPS FOR USING SOCIAL MEDIA EFFECTIVELY:

1 Take photos of young people engaging with local businesses during the activity (use a landscape shaped photo where possible as this will look better on posts). Remember to adhere to the photo permissions policy of your school/college

2 Get comments and quotes from the young people, teachers and business professionals involved in the activity about the impact it has had and what they have gained as a result - this can be in written form or as a video

3 Post this content on the social media platforms you are active on and develop into case studies to be housed on your website, shared with the business and DYW Forth Valley

4 Include any relevant links to websites, imagery and film content making sure that businesses and your school are appropriately referenced

5 Please make sure to tag the business where possible, and @DYW_ForthValley using the #youngworkforce

Don't forget to support the online twitter campaign
#NOWRONGPATH
in August



Find and follow us:



dyw-forth-valley
@DYW_ForthValley

WWW.DYWFORTHVALLEY.COM



If you are interested in exploring how
we can support your school to
engage with businesses and embed
DYW please get in touch with us at:

01259 726690



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