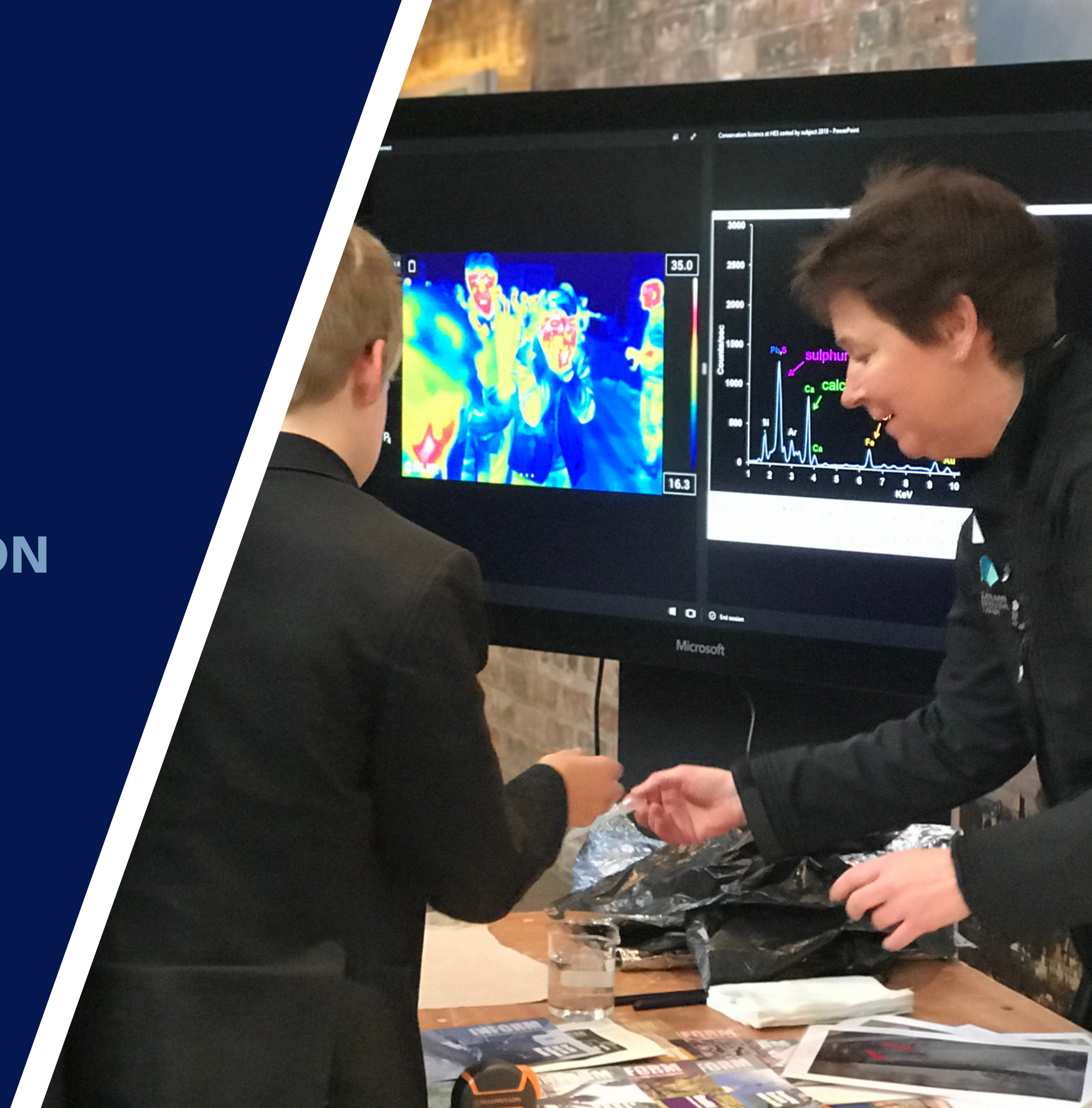


## EMPLOYERS GUIDE TO ENGAGING WITH EDUCATION AND YOUNG PEOPLE



# INTRODUCTION

Developing the Young Workforce brings together employers, education and young people to ensure that all of Scotland's young people are fully and fairly supported into employment. Businesses from all sectors and of all sizes can be involved in a range of different opportunities to suit their needs and priorities:

- Promote your industry – dispel myths and stereotypes speak to young people about your job and experience
- Provide virtual support to add value to learning and teaching
- Contextualise the curriculum
- Highlight and support the importance of employability skills
- Host a workplace visit
- Support mock interviews
- Set a real-life business challenge or use your expertise to bring a classroom topic to life.
- Promote your business in a positive way to the local community.

Click the image to watch a short animation to understand the types of activity you could be involved in at different ages and stages of education.

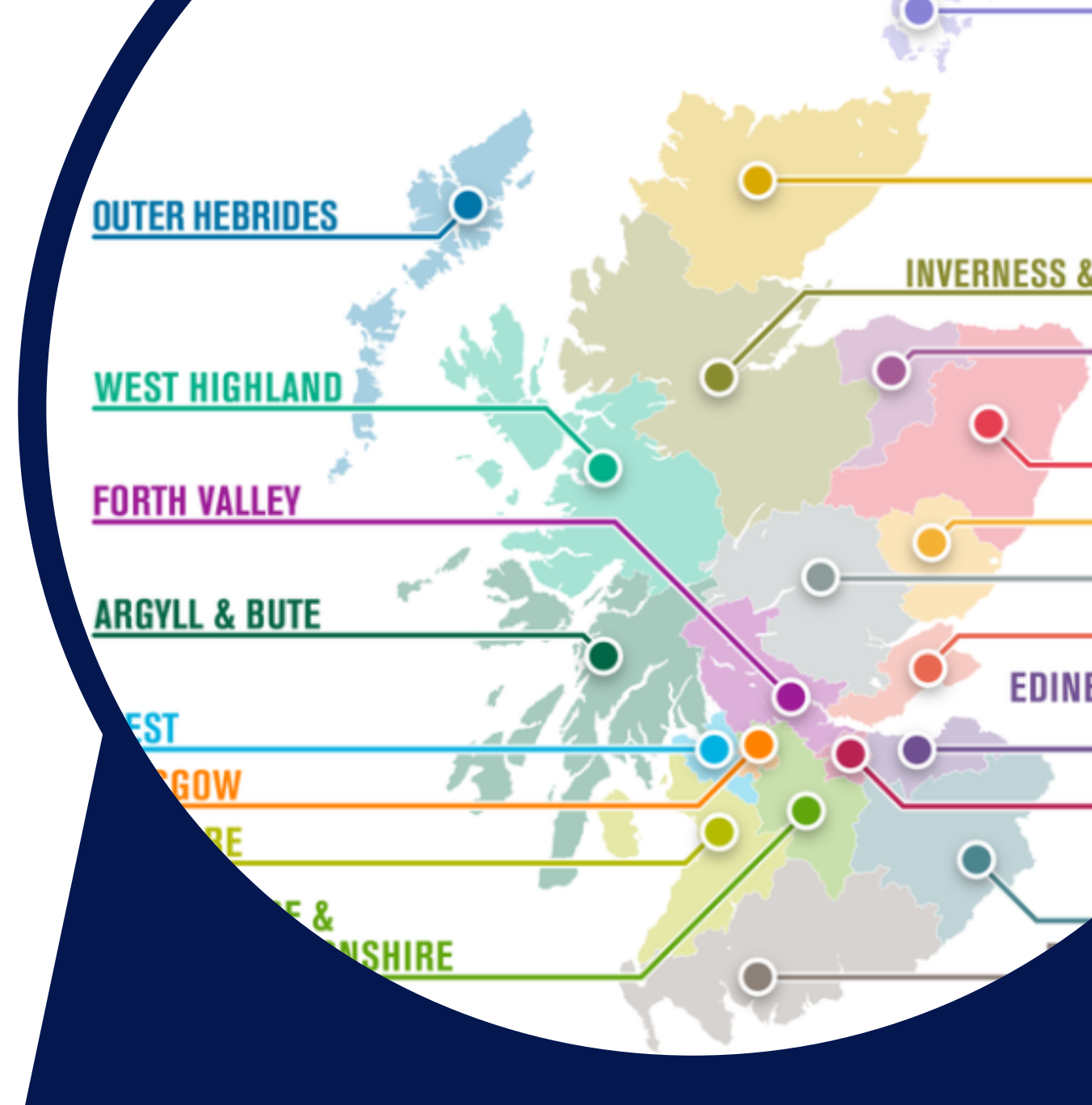




# DYW ARE HERE TO SUPPORT YOU

Whatever your business needs and priorities for engaging with education are, DYW Regional Groups are here to support you to achieve your business outcomes:

- Promote vacancies and careers in your organisation
- Address your skills gaps and predicted skills gaps
- Gain insight into the youth market
- Benefit from the ideas, experiences, knowledge and unique approach of young people.



You can find more information and contact details for your local regional group here:

**DYW.SCOT**

# TIME COMMITMENT

How much time and how many activities you participate in is entirely your choice. It could be as little as one activity per year. The range of activities you may wish to become involved in include:

- Careers talks: talk to young people about career opportunities within your employment sector
- CV production and mock interviews
- Business start-up workshops
- Delivering work-based employability skills
- Partnership with a school

Whether your contribution can be made virtually or in person, your time can make a huge difference to the future employment of our young people

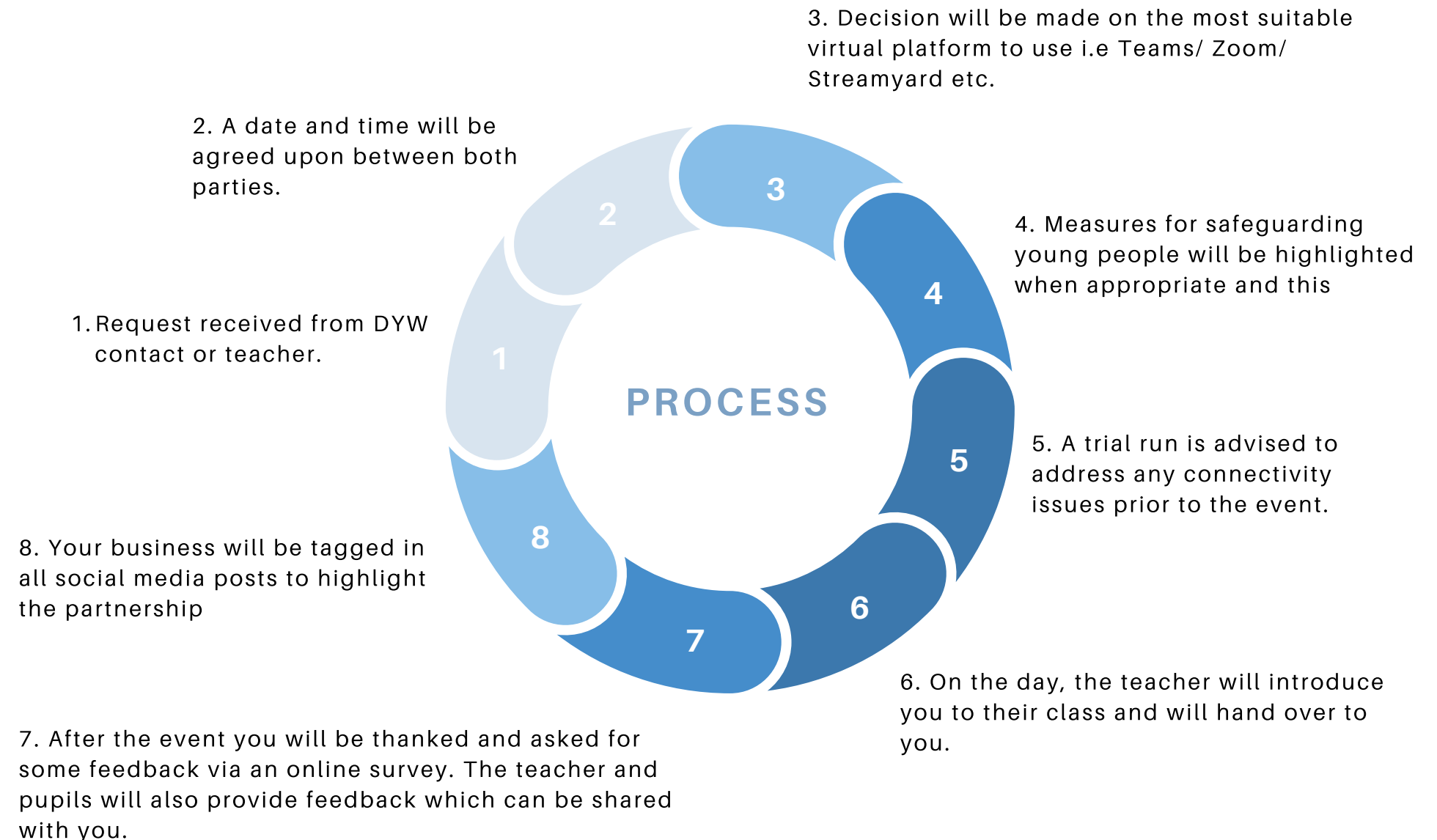


# VIRTUAL DELIVERY

Virtual connectivity is here to stay and here at DYW we are embracing all that is available to us. We strongly believe a virtual engagement between a business and a young person can add value to their curricular learning, broaden career pathway options and help upskill young people for the world of work.

Skills Development Scotland have created a Virtual Engagement resource which can be found [here](#).

The process of a virtual engagement can be seen below:



# SCHOOL ENGAGEMENT/ PARTNERSHIP ACTIVITY

Employers build and develop partnerships with education tailored to suit the needs of both the employer and the education provider. Employers can inspire young people to pursue a career in their industry.

Benefits of a partnership with a local school or college include the opportunity to:

- Promote your industry
- Create your future talent pipeline
- Exchanges of expertise and knowledge between education and business
- Supporting skills development and increasing understanding across the sectors
- Raise business profile and reputation within the community
- Being part of a wider business network who are directly influencing our young people







## CAREER INSPIRATION ACTIVITIES

- Sector, industry & career insight sessions
- Workplace visits & work shadowing
- Work experience placements
- Participating in primary or secondary careers events
- Skills masterclasses
- Primary School Career Events
- Secondary School Career Events

## EMPLOYABILITY SKILLS

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



# DIRECT IMPACT ON THE CURRICULUM

- Using your expertise to bring a classroom topic to life.
- An industry perspective can enhance the learning experience and bring this to life for pupils
- Your influence could encourage a young person to consider a career within your industry, it may be able to be used as evidence for an SQA qualification and could help a young person recall this topic area in an exam.
- Career Inspiration speaking to young people about your job.

## WORKPLACE VISIT - PUPIL/STUDENT

This can take place in any industry, allowing the young person to experience a working environment first-hand. The format can be tailored to what works for you and the particular group of pupils visiting;

- Tour of your workplace
- Presentation about the company
- Series of small interactive workshops

## WORKPLACE VISIT - TEACHER/LECTURER

You may consider offering a teacher/lecturer an Insight Experience, where they spend some time shadowing an employee or experiencing work within an industry. This knowledge is then shared with other teachers/lecturers and used to influence the curriculum, positively affecting the future local workforce.

# WORK EXPERIENCE

Offering a young person work experience as part of their learning, this could be:

- Full time for a week
- A day per week over a number of weeks
- A number of virtual activities that combine to create a virtual work experience
- Flexible placement to suit the employer and young person
- Placement for a young person with additional support needs

# WORK LINKED LEARNING

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





# DIGITAL PLATFORMS

There are a number of digital platforms that you can utilise depending on the activities and resources you can offer as an employer.

## E-DYW

E-DYW Digital Resource Hub is designed to compliment the work of all stakeholders engaged in the DYW programme. This bank of resources aims to support those in the senior phase and beyond. If your organisation or business has an offering of resource, please talk to your local regional group or get in touch [here](#) to have it added to the hub.

## MARKETPLACE

If you know exactly what type of engagement you would like to offer young people the simplest process is to put your offer on Marketplace. This online platform allows companies and employees to offer events, visits and one-to-one sessions. Teachers can view and book the specific offers that would be beneficial to their students or themselves. Marketplace is simple to use and supported by Developing the Young Workforce Regional Teams and Skills Development Scotland (SDS). [www.ourskillsforce.co.uk/marketplace](http://www.ourskillsforce.co.uk/marketplace)



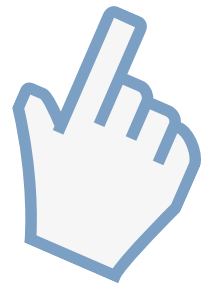


# FOUNDERS4SCHOOLS(F4S)

If you want to engage with young people and education a good starting point is to sign up to Founders4Schools. This online platform connects professionals and educators. Once you have signed up, your LinkedIn profile is visible to teachers who can use a variety of search criteria to find appropriate local professionals and invite them to take part in an event, speak to pupils or to fulfil a specific need. The decision to accept or decline is completely yours, with no minimum commitment.

# Founders4Schools

Sign up  
here



## CASE STUDIES

The Inspiration Station is home to a number of DYW case studies which detail various activities between employers, education and young people. Click [here](#) to visit these pages for inspiration.

Talk to your regional group about how your engagement activity can be presented as a National case study to inspire others.

**DYW** FORTH VALLEY  
Developing the  
Young Workforce

**INDUSTRY: CONSTRUCTION**  
**PROGRAMME: BUILD YOUR FUTURE**  
**ACTIVITY: VIRTUAL RESOURCES**

**NOW LIVE**  
**BUILD YOUR FUTURE**

**EMPLOYERS SUPPORT BUILD YOUR FUTURE**

Following the success of numerous construction skills events in Forth Valley, most recently, 'Women in Construction' in March 2020, and in response to the increasing challenges presented by the pandemic, an employer-led project group consisting of members of Forth Valley Traditional Building Forum, supported by DYW Forth Valley, immediately began to scope what delivery might look like in its next phase.

The initial plan was to design a model that would provide a universal virtual offer to promote the huge variety of careers in construction, complimented by business/education engagement in line with whichever tier restrictions were required at the point of delivery. This meant that even if the highest restrictions were in place young people would still be able to benefit from business input virtually.

It became apparent that although the project was being devised in Stirling, it would be easy to widen participation across Forth Valley and that a national audience would be a relevant goal, supported by the DYW Regional Group network.

Using the power of our collective networks the core group began to spread the word and consult with other businesses within the industry to explore if they could support the development of the programme. This approach was well received by industry and education. With the content being largely a virtual offer, businesses could very easily see how they could contribute to the resources being created.

As well as collating already existing material from our partners, new and exclusive content was developed. Key partners Construction Scotland Innovation Centre, designed an activity pack for educators themed around the built environment and innovation, to incorporate into lessons; and Scottish Futures Trust, using their network, created a film comprising of six projects, each of which focuses upon a different sector of the construction industry, explored by the individuals who worked in them, to show young people how a career in the industry actually contributes to building communities.

*"Morrison Construction are keen to continue to engage virtually wherever we can and, as we hopefully emerge from lockdown restrictions this year, we look forward to moving back to an even more interactive engagement with education. We know that young people respond positively to our engagement and 'Build Your Future' is a great initiative for us to support that will continue to evolve as we recover from covid..."*

CATLIN GUNN, COMMUNITIES & SOCIAL IMPACT MANAGER, MORRISON CONSTRUCTION

**DYW** WEST LOTHIAN  
Developing the  
Young Workforce

**PROGRAMME: VIRTUAL ENGAGEMENT**  
**ACTIVITY: INTERVIEW SKILLS**  
**BUSINESS: SKY**  
**SCHOOLS: SECONDARY**

**INTERVIEW SKILLS IN A VIRTUAL WORLD**

Businesses are continually adapting their working practices in response to ongoing social distancing measures and we are delighted that employers are finding innovative ways to continue to develop the young workforce.

DYW West Lothian has seen its ongoing partnership with Sky evolve and develop throughout lockdown, with the Early Careers team having created two videos to provide senior phase pupils and school leavers with an understanding of how to conduct a successful interview - with a focus on virtual interview skills.

The material was created on video to allow pupils and school leavers to access the material during lockdown, whilst schools were closed.

**VIRTUAL INTERVIEW SUCCESS:**

Four employees from Sky talk about the changing world of recruitment, with a particular focus on interview success in a virtual environment. The expert panel answer questions on recruitment and provide their top interview tips and techniques, provided by senior phase pupils from West Lothian schools.

**INTERVIEW SKILLS DO'S AND DON'TS:**

Sky apprentices Gavin and Ailie demonstrate examples of good and bad interview techniques. Shona - manager at Sky- provides tips on how to improve a CV and how to answer questions during an interview.

TO WATCH THE VIDEOS, PLEASE CLICK ON THE ICONS ABOVE.

**DYW** INVERNESS & CENTRAL HIGHLAND  
Developing the  
Young Workforce

**PROGRAMME: PRESENT YOURSELF WITH CONFIDENCE**  
**ACTIVITY: INTERVIEW PREPARATION**  
**ORGANISATION: MARR COMMUNICATIONS**  
**SCHOOL: MULTIPLE**

**PRESENT YOURSELF WITH CONFIDENCE**

Preparing for interview is a key part of the employability activity that is undertaken by schools and Skills Development Scotland. Often the focus is on skills and qualifications, but another important aspect is confidence. Each candidate must have the ability to articulate and present themselves with confidence to ensure they leave a positive and lasting impression on potential employers.

Students reported the three key learnings they benefited from were:

- Learning about body language
- Theory of constructive feedback
- Practical role-play of giving & receiving feedback

The course will feature in next year's DYWICH's activity calendar and a series of introductions to Present Yourself with Confidence have been commissioned as three videos for DYWICH. These are available to view via DYWICH's YouTube channel by clicking the icon below.

That's where Developing the Young Workforce Inverness & Central Highland (DYWICH) partnership with Marr Communications comes in. 'Present Yourself with Confidence' is a workshop aimed at senior pupils which concentrates on developing personal presentation skills. It provides tools to ensure their content is correct to meet their specific audience and that they present all of this in a way that indicates to the interviewer the confidence and quality of the candidate and their suitability for the post.

Whether it's for a job, a university interview or just for networking, being able to present yourself confidently pays dividends. During the year, six sessions led by Nisby Marr were held in various schools, with 152 pupils were taken through the course.

To contact DYW Inverness & Central Highlands please email: [info@dywch.co.uk](mailto:info@dywch.co.uk)  
OR FOLLOW US ON SOCIAL MEDIA:

# APPRENTICESHIPS

## FOUNDATION APPRENTICESHIP

A new apprenticeship model for senior phase pupils, the equivalent of one or two Highers. Achieved over one or two years, the pupil continues to attend secondary school to achieve their other qualifications. Alongside this they attend college to study their apprenticeship course, complemented by spending time in a business to put their theory into practice.

## WORK-BASED MODERN APPRENTICESHIP

The learner works full time in their position and the work they do within that role forms the evidence of their learning. An assessor comes into the work place periodically to check the gathered evidence and do a formal assessment of the learner's skills and learning

## COLLEGE-BASED MODERN APPRENTICESHIP

The learner works within a company, in the position they are training in, but regularly attends college classes to provide the theoretical knowledge to accompany and support their practical experiences.

## SHARED APPRENTICESHIP

Several companies within the same industry agree to support an apprentice, and each company takes the learner for several months at a time, providing learning, opportunities to gather evidence and the chance to put theoretical knowledge into practice. This works well for smaller companies who cannot support an apprentice permanently. It also benefits the learner as they get the chance to try lots of different tasks, experience different methodologies, practices and policies.

## GRADUATE APPRENTICESHIP

This allows employees to work towards a qualification up to Masters Degree level. Around 80% of their time is spent in the workplace, and the remainder at University or College.

## ADOPT AN APPRENTICE

A company take on an apprentice who has been made redundant for the remainder of their learning period. Allows the apprentice to complete their apprenticeship period and achieve their industry recognised qualification






# TESTIMONIALS

*"I knew I wanted to be a Dietitian, however now that I know more about what the role entails, I am more confident that this is the career for me."*

**FIFTH YEAR PUPIL**

*"The activities were beneficial because they made us think about future careers and it was good to be allowed to visit local places. It makes you think of other things that you could do."*

**FOURTH YEAR PUPIL**



"Developing the Young Workforce and providing opportunities for young people is something we have always done at 4MS. It's great to have young and enthusiastic people who bring energy and talent that benefits our clients, colleagues and partners"

**HUGH MACKAY,  
DIRECTOR, 4MS**

*"This event has demonstrated the high level of interest by girls in traditional skills and has given them the chance to meet a variety of women who are experts in their field. It was an inspiring and engaging day with excellent feedback. We were delighted to be involved in the delivery of such an innovative and positive event."*

**LINDSAY LENNIE, TRUST MANAGER,  
STIRLING CITY HERITAGE TRUST**

