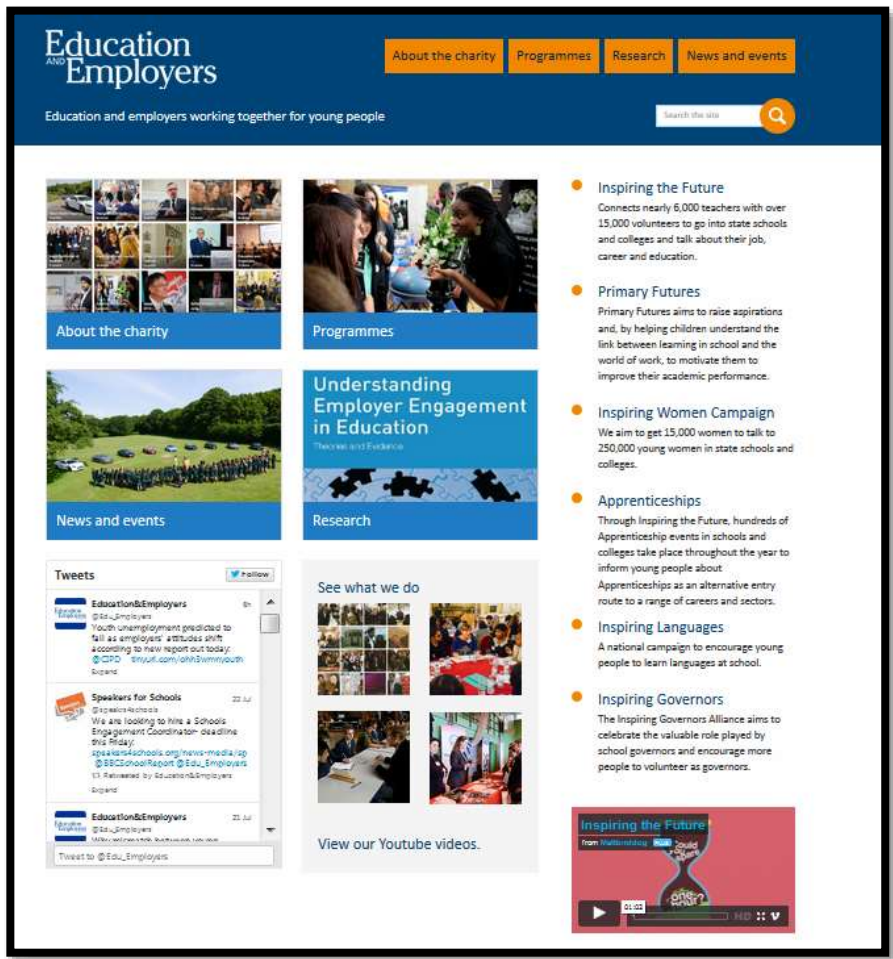


inspiring the future

Working together to help young people achieve their potential



www.inspiringthefuture.org



Our vision

That every school and college has an effective partnership with employers to provide its young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so to secure the UK's future prosperity.



It's who you meet: *why employer contacts at school make a difference to the employment prospects of young adults –*

- Shows a significant link between young people's experience of the world of work whilst at school and the chances of them becoming NEET
 - **26.1%** of young people who could recall **no contact with employers** whilst at school went on to become NEET
 - This reduced significantly to **4.3%** for those who had taken part in four or more activities involving employers
-

- 95% of young people would like employers to be more involved in providing advice and guidance about careers and jobs
- 42% of young people had no contact with employers at all
- Young people who had been in contact with 4 or more employers were nearly **twice** as likely to believe that they had a good idea of the knowledge and skills needed for the jobs they wanted to do



DFE Guidance (EET & ITF)



Careers guidance and inspiration for young people in schools - statutory

Evidence from the Education and Employers Taskforce shows that access to a network of employers is associated with better outcomes for young people. Employers can pass on the benefits of their experience to both pupils and teachers, helping to link curriculum subjects to employment and providing an overview of the different routes into careers.



Careers guidance and inspiration for young people in schools - non-statutory

Education and Employers Taskforce – Supports effective partnership between schools, colleges and employers to inspire young people.

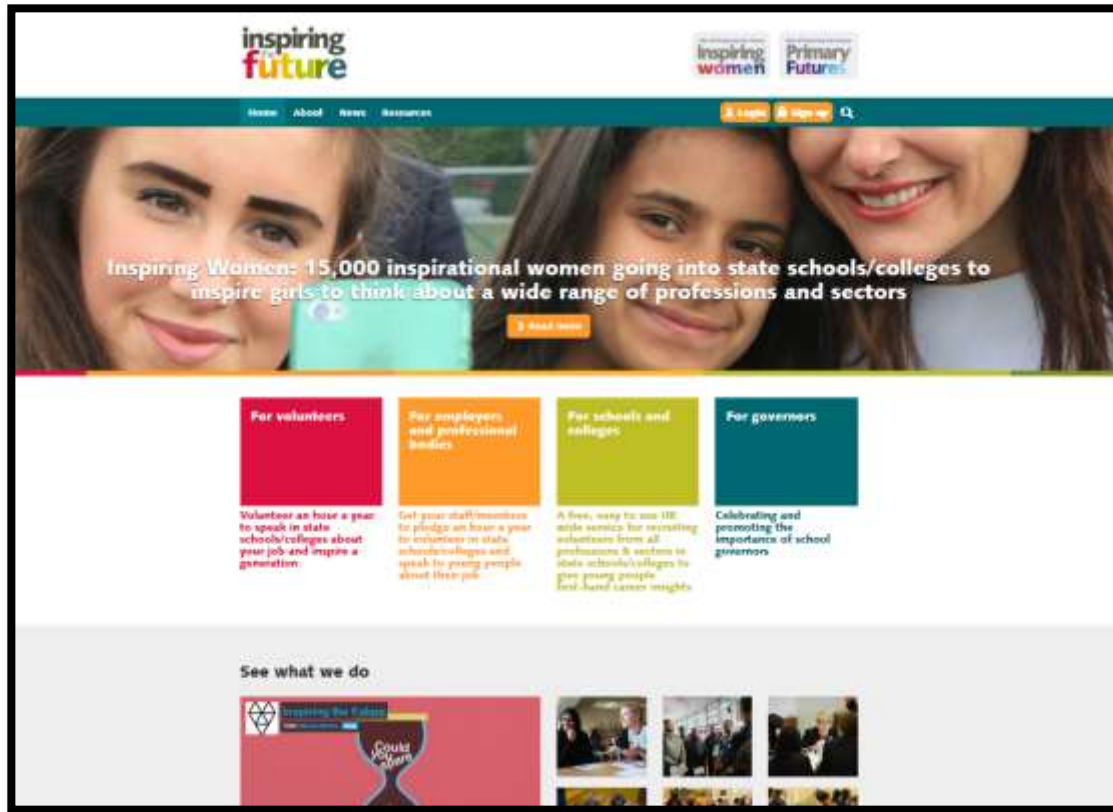
Inspiring the Future – A free service across England with volunteers from all sectors and professions going into state secondary schools and colleges to talk about their jobs and sectors.



Careers guidance and inspiration – general further education colleges & sixth-form colleges

Inspiring the Future – launched in July 2012 by the Education and Employers Taskforce, matches schools and colleges with inspiring employers who can give career insight talks.

What is Inspiring the Future?



- *Inspiring the Future* is a **FREE** service
- Employees from all sectors and professions from Apprentices to CEOs pledge one hour a year to volunteer to go into state schools and colleges to talk about their jobs, careers, and the education routes they took



How it works

Only 1 hour per year



Volunteers

Step 1



I work in
Birmingham

I took the
following
career route...

I can talk
about...

Step 2



I've just
received an
invitation from
a school to a
careers event



Step 3



I really enjoyed
meeting young people
and talking to them

Step 4

Schools and Colleges



Sign up to find volunteers
willing to visit your school
or college



Decide which volunteers
to invite, e.g.

- ☒ Graphic Designer
- ☐ Apprentice Engineer
- ☐ Nurse
- ☐ Architect
- ☐ Chef

Send them
a message



To:

Would you
like to attend
a careers fair
at ...?

From:

After the careers talk

That's made me
think of the different
options open to
me...



inspiringthe**future**

Primary Futures

Home

Find Volunteers

My Projects/Events

My Messages

My Feedback

My Profile

Help

Hello, Holder New Test

Log Out

News

My 3rd News Item
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent et nisi volutpat, porta eros amet.
see more

How to Guides

→ My How To Guide 3
→ My How To Guide 2
→ My How To Guide

Video

Welcome to the Internet of Customer
saleforce

Things of Interest

→ My Things of Interest 3
→ My Things of Interest 2
→ My Things of Interest
see more

FAQs

→
→
→

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Primary Futures

Home

Find Volunteers

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Help

Hello, Holder New Test

Log Out

Find volunteers in your area to invite

Activity: Career Insights

Sector: — None —

Volunteer Specialism: — None —

Themed Week / Campaign: — None —

Sort: Alphabetical

View As: List Map

Review and Invite Volunteers

47 Volunteers Found

ABC Volunteer

ABC limited
Admin & Business/Engineering

David Test Volunteer

Test Volunteer
Westbrook
Admin/Business/Catering/House

help

cancel

Search

Search for a specific volunteer if you know their name (optional)

input text

Search

Sector

☐ Admin/Business

☐ Aerospace/Aviation

☐ Agriculture/Food Production

☐ Building/Construction

☐ Education/Youth

Close

Selected Volunteers

Volunteers selected in this basket are for activity type: Career Insights

Name	Job Title	Organisation		
ABC Volunteer		ABC limited	View Profile	×
David Thompson	engineer	BSkyB	View Profile	×
Employee Volunteer 4		School 1	View Profile	×

→ Invite Volunteers

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future

Primary
Futures

Home

Find Volunteers

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Help

Hello, Holder New Test

Log Out

Send Invite

Activity Date

Total Hours *

Number of Students *

Year group covering ages * help

Select ages...

Subject *

Type of Event: Career Insights

Message *

To: ABC Volunteer, David Thompson, Employee Volunteer 4

Link URL

Link Title

School Details

SchoolOakwood Infant School

AddressChurch Lane Hartley Wintney
Hants RG27 8DY

Websitehttp://www.oakwood-hants.sch.uk/

Map

Hartley Wintney

Close Map

Send

Volunteers rely through the email

inspiring
future

Title :

Dear John Holder,

From: Charlotte Lightman, Taskforce School

Respond by clicking one of below links.

I am happy to be involved

I am unable to be involved

I need more information

Please log in to your account at www.inspiringthefuture.org to read full message and reply

Reply to Message

Required fields are marked with *

Response *

I am happy to be involved

I am unable to be involved

I need more information

Message *

Dear Mr Taylor

Thank you for the invitation to talk to your students. I would be delighted to attend on 3 March at 2pm

Send

inspiring
future

Home

Find Volunteers

My Projects/Events

My Messages

My Feedback

My Profile

Help

Hello, New Functionality

Log Out

My Messages

Filter

Actions

Inbox

Sent

From	Project	Event Date	Subject	Message Date	Latest Response
Adam Charlesworth	Chrome test with new name	Feb 7, 2015	Chrome Project - Prospects Test	Jan 19, 2015 13:55	Declined
John Holder	IE 8 Testing	Jan 23, 2015	Chrome Test	Jan 15, 2015 13:47	Declined

Types of Events – Schools/Colleges use ITF for

Careers Networking



Careers Fair

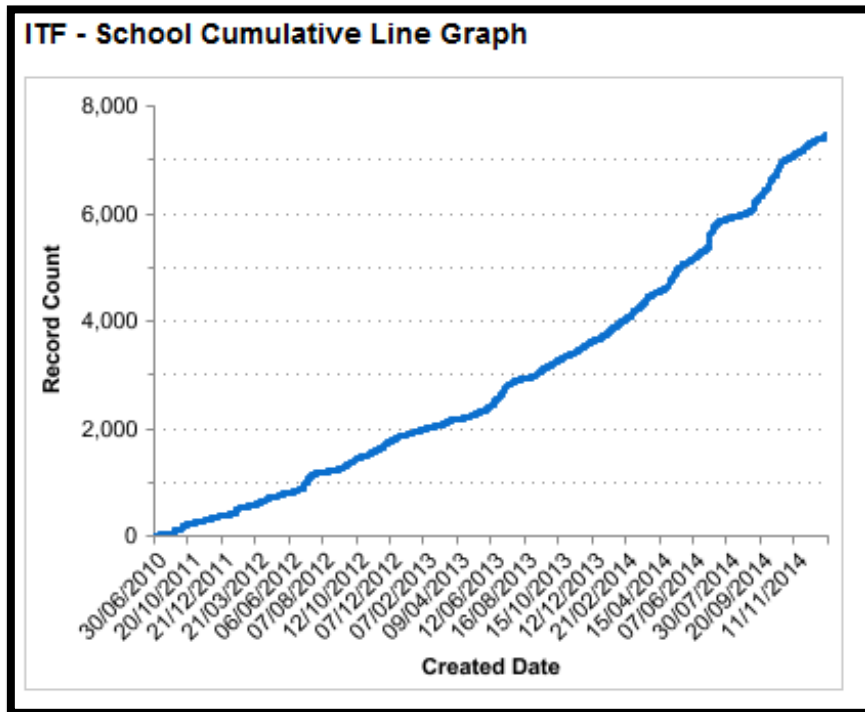


Talk

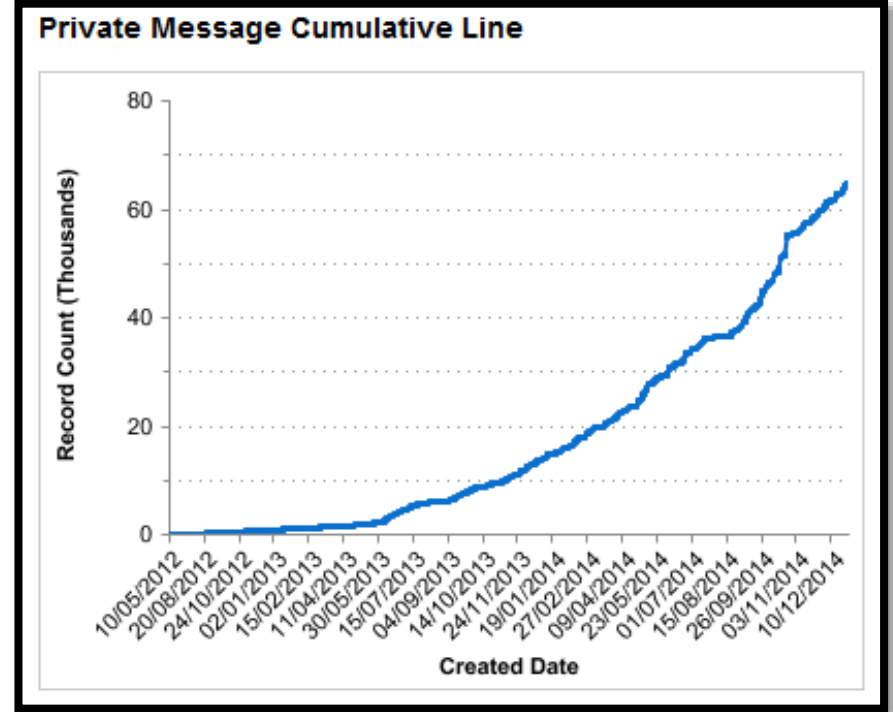


- We have signed up over 20,000 volunteers from 5,000 different organisations and our growth is steadily rising
- Over 7,700 teachers from more than 4,500 schools and colleges have already signed up, and we have recently launched our Primary Futures campaign to primary schools
- Over 70,000 invites have been sent from teachers to volunteers

School Teacher Cumulative Line Graph



Invite/Message Cumulative Line Graph



Benefits for Employers/Professional Bodies

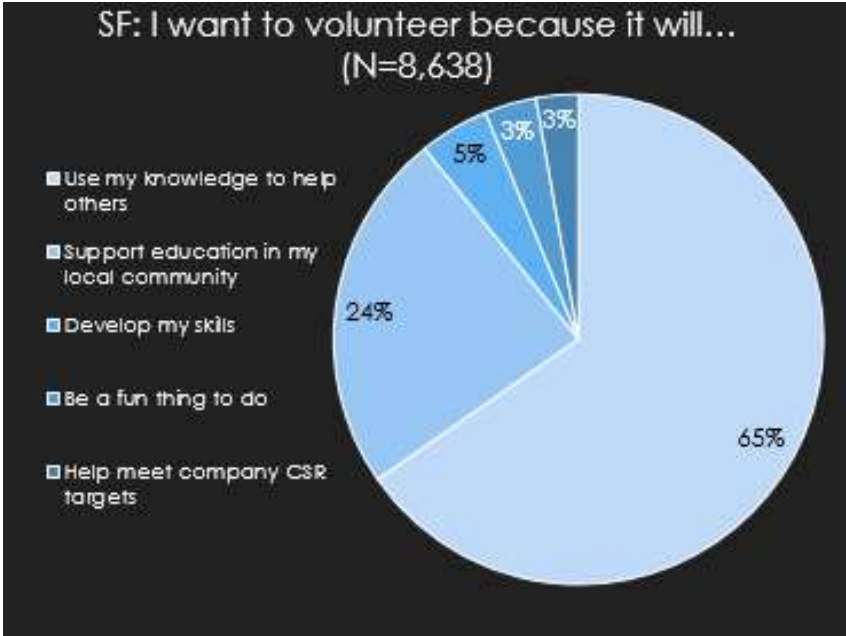
- **Free secure service** that makes it easy to engage with state schools and colleges by **matching employee volunteers**
- Communicating with young people offers excellent **personal development opportunities for employees**
- An effective means of supporting **corporate social responsibility** and long-term **recruitment objectives**
- A gateway to working with schools and colleges, across a wide range of activities that support learning and progression
- Free reports for employers through dedicated registration links, and professional bodies through membership indicators

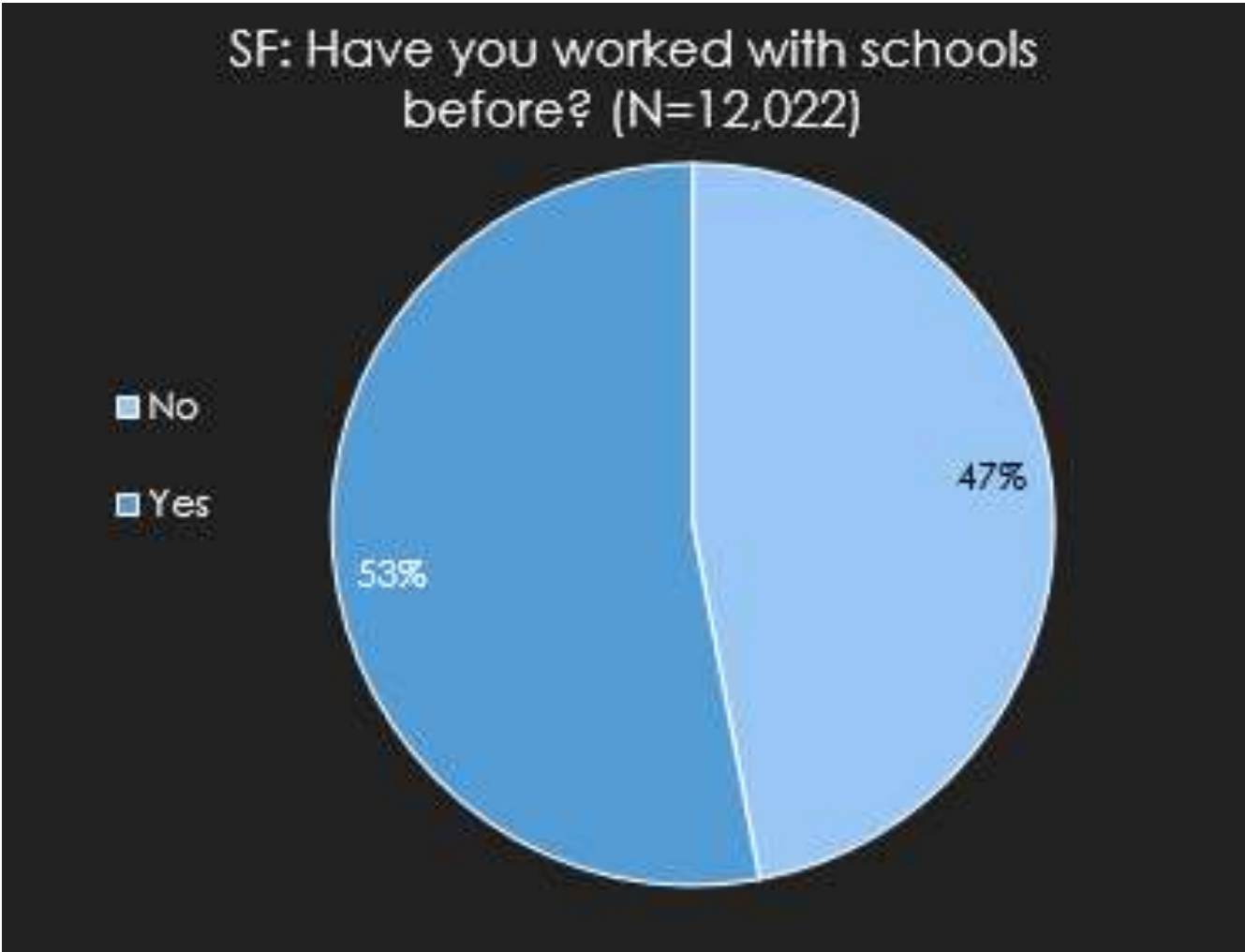
"I just thought I would drop you a note about the careers fair today. It was a great event where young people were given the opportunity to explore ALL the different options open to them when they leave school. The young people I met were really engaged and I really enjoyed assisting them on widening their horizons". Volunteer PwC

ITF Employer Reports

First Name	Last Name	Job role/Title	Education Centre Name	Latest Invite Response	Activity Menu Item	ITF Activity Date	Hours
		Project Manager	Kidderminster College	I'm happy to be involved	Career Insights	04/03/2014	1
		Higher Apprentice	Priory School	I'm happy to be involved	Career Insights	04/03/2014	1
		IT Consultant	Greenbank High School	I'm happy to be involved	Career Insights	10/07/2014	1
		Training Manager	Rossett School	I'm happy to be involved	Mock Interviews	11/07/2014	1
		Director	Rossett School	I'm happy to be involved	Help with CVs	11/07/2014	1
		Business Development Manager	Kidderminster College	I'm happy to be involved	Career Insights	04/03/2014	1
		Junior Developer	The George Eliot School	I'm happy to be involved	Career Insights	07/03/2014	1
		Recruitment Officer	Aldermoor Farm Primary School	I'm happy to be involved	Career Insights	09/06/2014	1
		Graphic Designer	Dunraven School	I'm happy to be involved	Career Insights	09/07/2014	1
		Communications Manager	St Bede's Catholic School & 6th Form College	I'm happy to be involved	Career Insights	04/07/2014	1
		HR Business Partner	Whitley Academy	I'm happy to be involved	Career Insights	03/07/2014	1
		Graduate Accountant	Bishop Vesey's Grammar School	I'm happy to be involved	Career Insights	30/06/2014	1

2. Volunteers survey (934 responses)





Benefits for Schools and Colleges

- Over 20,000 diverse volunteers waiting for teachers to invite them to talk to their pupils about their jobs, and the routes they took to get there, or even CV and interview insights at the click of a button

How does it work

- When teaching staff log on to the system, they get a list of all those people registered in their area who can speak to young people about different specialisms and activities, and it's a simple process to send a message through the system to get in touch



Specialisms	Activities
Apprenticeships	Career Insights
Design and Manufacturing	Help with CVs
Enterprise/Entrepreneurs	Mock Interviews
Financial Literacy	Numeracy relating to careers (Primary)
Maths – Using it at work	Reading relating to careers (Primary)
Science and Technology	Being contacted about becoming a school governor
Languages – French, German, Italian, Spanish, Russian, Mandarin, Japanese, Urdu, Arabic	

"The applicants really enjoyed the session and it was great to have help from such an enthusiastic and knowledgeable volunteer. In fact, 2 out of the 6 applicants who attended the session on 17th January, have since secured an Apprenticeship position which is brilliant". Northampton College

Our Campaigns

Part of Inspiring the Future

Inspiring
women

Part of Inspiring the Future

Primary
Futures

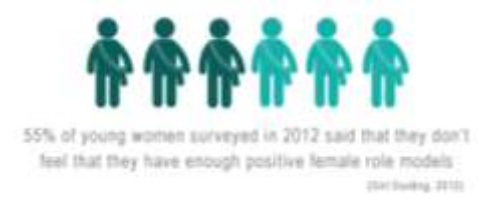
Inspiring the Future: Inspiring Women Campaign



- The ***Inspiring the Future: Inspiring Women*** campaigns aims to get 15,000 inspirational women by the end of 2014 into schools, talking to girls to broaden their horizons and raise aspirations



and by
13 many have already limited their career aspirations to fit in with gendered stereotypes (Gottfredson & Lapan, 1997)



2 in 3 
girls would be tempted to train for a job usually done by the opposite sex if they had more information about the kind of work they could be doing (Beck, Fyler & Green, 2004)

(EOC, 2009)
75%
of women still end up in the

5 'C's
of employment:

- Cleaning
- Caring
- Catering
- Cashiering
- Clerical



Inspiring the Future: Primary Futures

- Primary school project working under the banner of 'Inspiring the Future'
- Innovative approaches which will allow primary schools to easily engage volunteers to work with primary aged children, run in partnership with the NAHT
- Volunteers can talk about their current job and why reading and numeracy in their primary school days were so important in achieving their current status



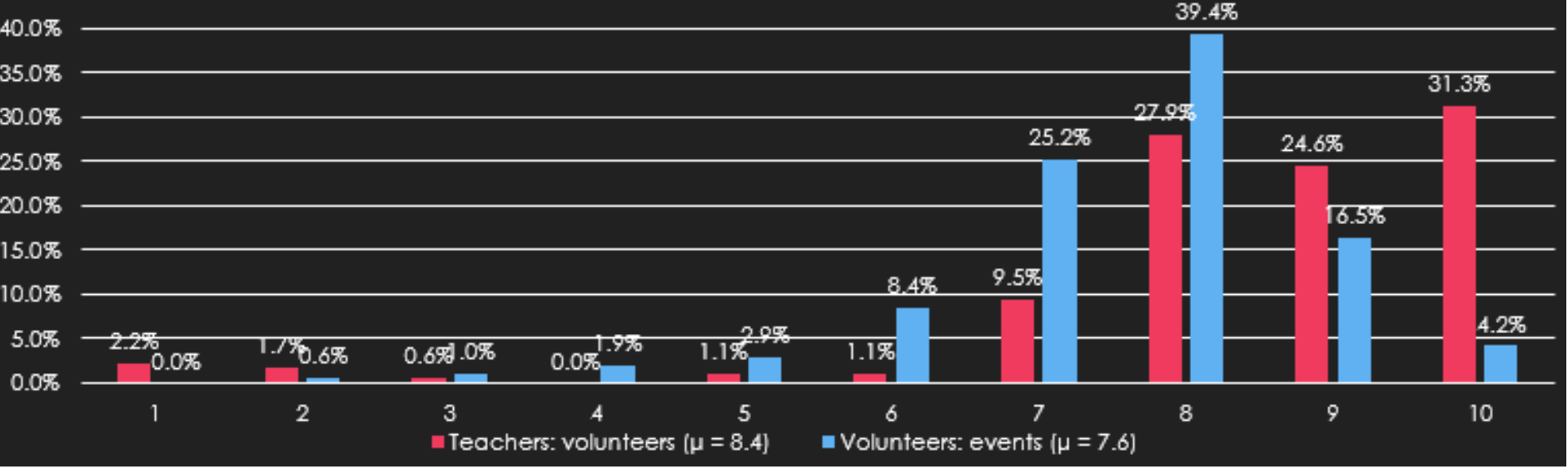
"We need to give our children and young people a vision of the opportunities available to them, so that they understand the value of learning and in doing so raise aspirations. It is never too soon to start this. We also need better connections between schools and the communities and businesses they work with. "

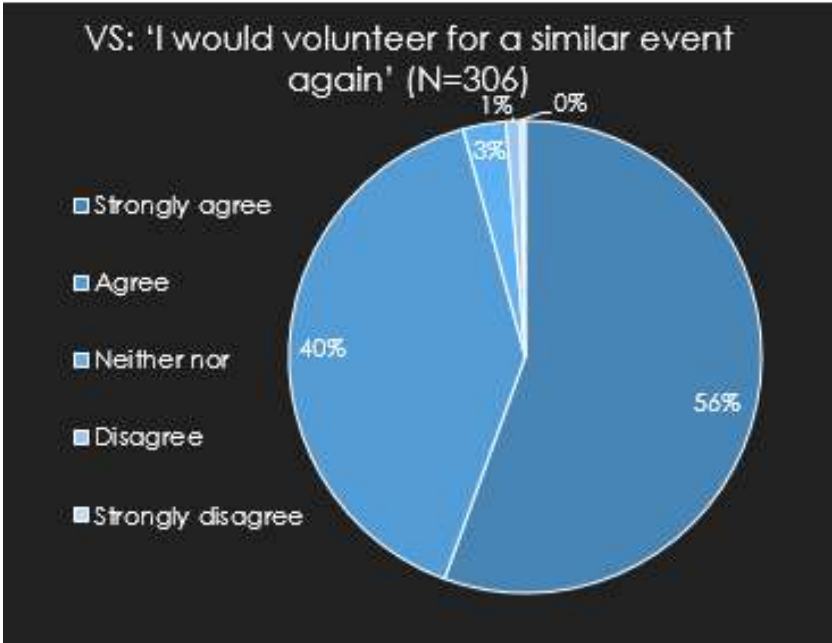
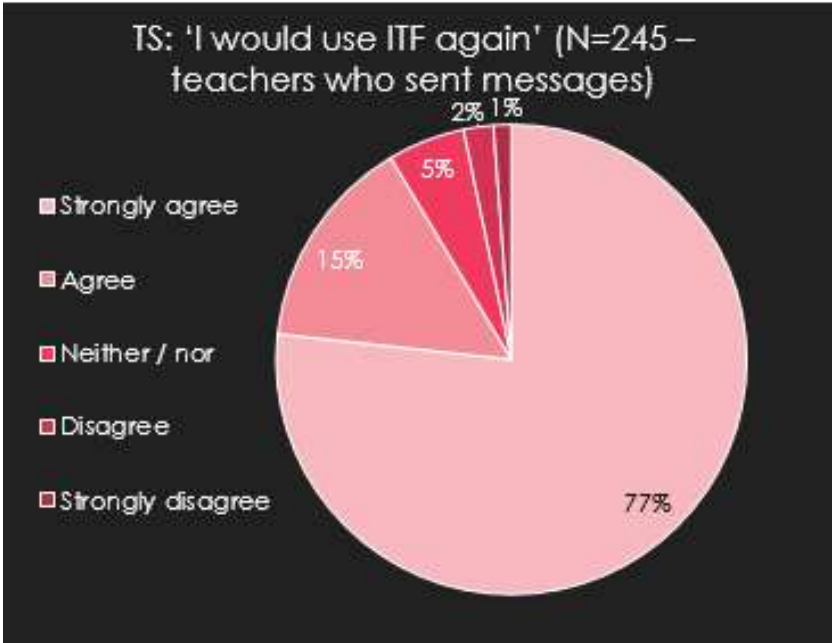
Russell Hobby, NAHT General Secretary

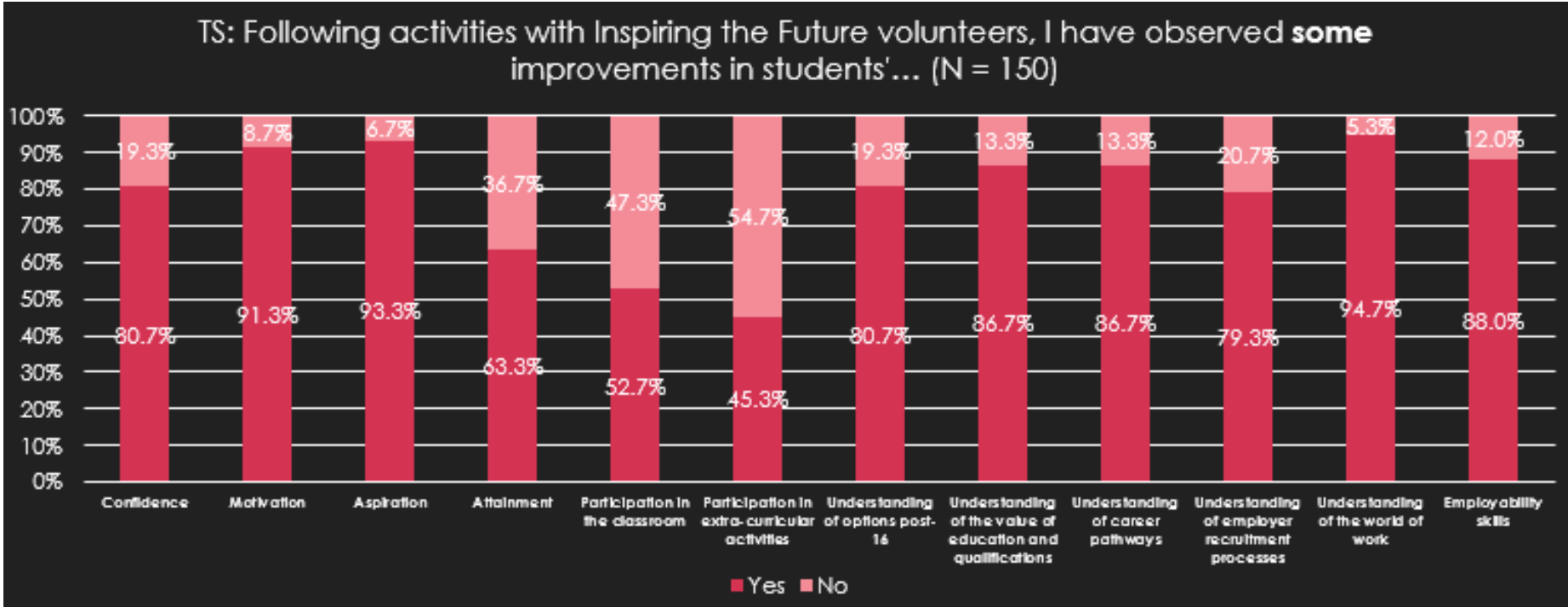
On a scale of 1 (dreadful) to 10 (wonderful)...

TS: How would you rate the ITF volunteers you've worked with (N=179)

VS: How would you rate the events you participated in? (N=310)







Signing up is quick and easy

inspiringthe**future**.org



Sign Up

Please select if you would like to get involved independently as a volunteer:

Volunteers register here

Or if wanting to sign up on behalf of your organisation as an employer:

Employers register here

Or if wanting to sign up as a school or college:

Teachers register here

Or if you are seeking governors on behalf of a school:

To recruit Governors – register here

My Profile

My Personal Details

1/4

Salutation

Mr

First Name *

John

Last Name *

John

Last Name *

Holder Independent Test

Email *

nyoko+ndw@2@agroup.com

Alternate Email **Help**

Campaign Name **Help**

inspiring women

Have you worked with schools before? *

Yes

Gender

Male

Age range

Male

Age range

36+

Business Phone

02032560510

I want to volunteer because it will *

Use my knowledge to help others

How did you hear about ITF? *

CE

My memberships of Professional Association/Trade Unions/Livery Companies or Schools/Colleges/Universities attended **Help**

You can remove just added (unsaved) relationship. Saved relationships can be de-activated by unticking the box, but not removed.

Name of Organisation

Relationship

Active?

Type few characters and wait for suggestions

☐ Please tick this box if you do **not** wish to receive news updates from us about Inspiring the Future

Next

Signing up is quick and easy

inspiringthe**future**.org

My Profile

Job Profile

Do you have experience at work of any of the following *

Apprenticeships
Design & Manufacturing
Engineering
Enterprise/ Entrepreneurs
Languages - Cantonese

Add different specialisms

Tell schools a little bit about your job and qualifications

Please describe your job in a sentence or two: *

I do marketing and communications for a stationery supplies company. I manage five staff, and am responsible for our website and marketing materials

Add different locations where you can volunteer in

First half of preferred postcode of volunteering *

WC1V

Region *

London

Search for Local Authorities

(e.g. Manchester, Hampshire, or Camden.
Please select as many areas as possible.)

Type few characters and wait for result

- ✕ Hampshire
- ✕ Southampton
- ✕ London - All

Back

Next

Select different activities you could help with

Activities **new**

Your profile is almost complete. On this page we ask you to tell us the activities you can offer if you are a volunteer, or that you need if you are a school or college. Please click Submit when you have finished and you will be taken to your Home Page.

You can remove just added (unsaved) activity. Saved activities can be de-activated but not removed.

Activity		Status
✕ De-activate	Career insights	Active
✕ De-activate	School Governor	Active

Add More Activities

Back

Submit

Example of some of the Employers and Professional bodies signed up



Key Contacts

For any queries please contact:

Department	Name	Job Title	Email Address	Telephone Number
Inspiring the Future Director	Phil Pyatt	Director – Inspiring the Future	phil.pyatt@educationandemployers.org	0207 566 4880
Employer Engagement	Oliver Hallam	Business Development Manager	oliver.hallam@educationandemployers.org	0207 566 4881
Inspiring Women Campaign	Gabriella Oakley	Inspiring Women Engagement Manager	gabriella.oakley@educationandemployers.org	07703 734840
Schools Team	Charlotte Lightman	Schools Liaison Manager	charlotte.lightman@educationandemployers.org	0207 566 4880
PR & Communications	Carol Glover	PR & Communications Manager	carol.glover@educationandemployers.org	07939 061 850
General Enquiries			enquiries@inspiringthefuture.org	0207 566 4880