

inspiring the future

Working together to help young people achieve their potential



www.inspiringthefuture.org

Education AND Employers

About the charity | Programmes | Research | News and events

Education and employers working together for young people

Search the site

About the charity

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Research

Understanding Employer Engagement in Education
The work and evidence

See what we do

View our Youtube videos.

Tweets

Education&Employers @Edu_Employers
Youth unemployment predicted to fall as employers' attitudes shift according to their report out today: CPD - tinyurl.com/9hB5vmm youthbizland

Speakers for Schools @speakers4schools
We are looking to hire a Schools Engagement Coordinator - deadline this Friday: speakers4schools.org/news-media/ug @BBCSchoolReport @Edu_Employers
Retweeted by Education&Employers bizland

Education&Employers @Edu_Employers
Mentioned in tweets, articles and blogs

Tweet to @Edu_Employers

Inspiring the Future
Connects nearly 6,000 teachers with over 15,000 volunteers to go into state schools and colleges and talk about their job, career and education.

Primary Futures
Primary Futures aims to raise aspirations and, by helping children understand the link between learning in school and the world of work, to motivate them to improve their academic performance.

Inspiring Women Campaign
We aim to get 15,000 women to talk to 250,000 young women in state schools and colleges.

Apprenticeships
Through Inspiring the Future, hundreds of Apprenticeship events in schools and colleges take place throughout the year to inform young people about Apprenticeships as an alternative entry route to a range of careers and sectors.

Inspiring Languages
A national campaign to encourage young people to learn languages at school.

Inspiring Governors
The Inspiring Governors Alliance aims to celebrate the valuable role played by school governors and encourage more people to volunteer as governors.

Inspiring the Future
from Multitasking to Social Skills
one hour

Our vision: to ensure 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.

Our Partnerships Board

Senior representatives of the national organisations representing schools and colleges;



...and employers;



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.

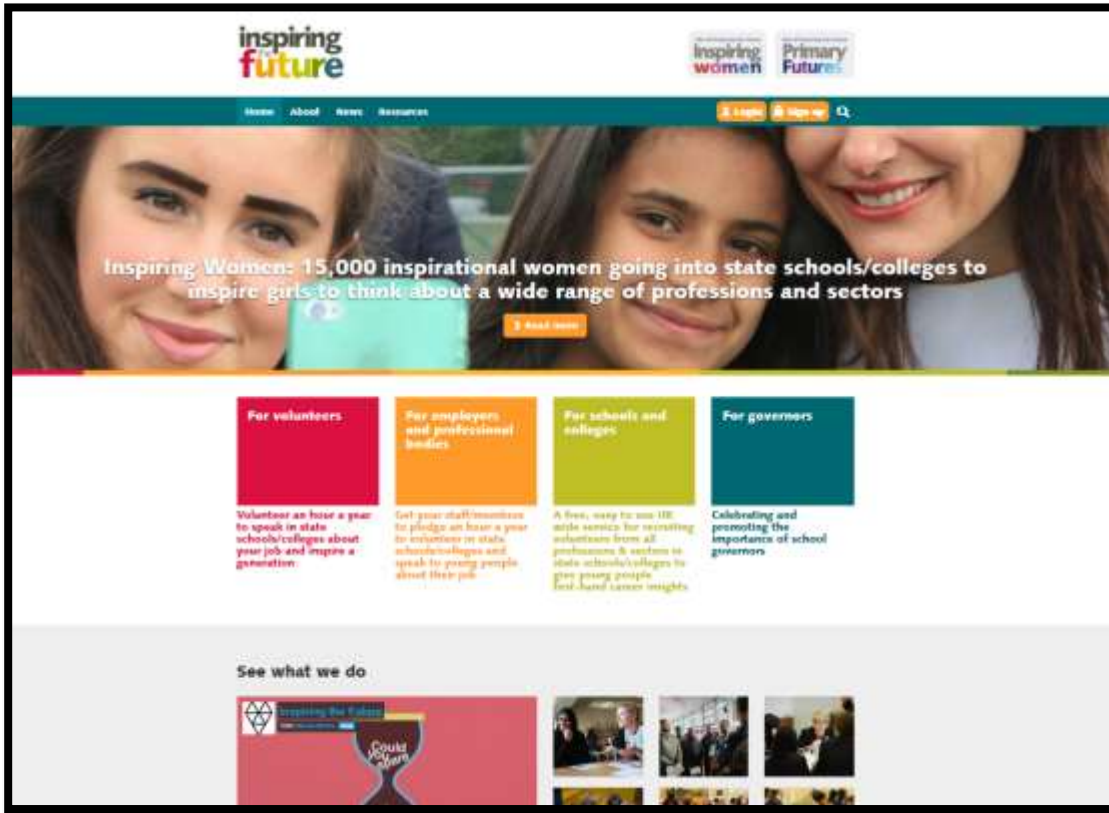
Inspiring the Future – A free service across England with volunteers from all sectors and professions going into state secondary schools and colleges to talk about their jobs and sectors.



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?



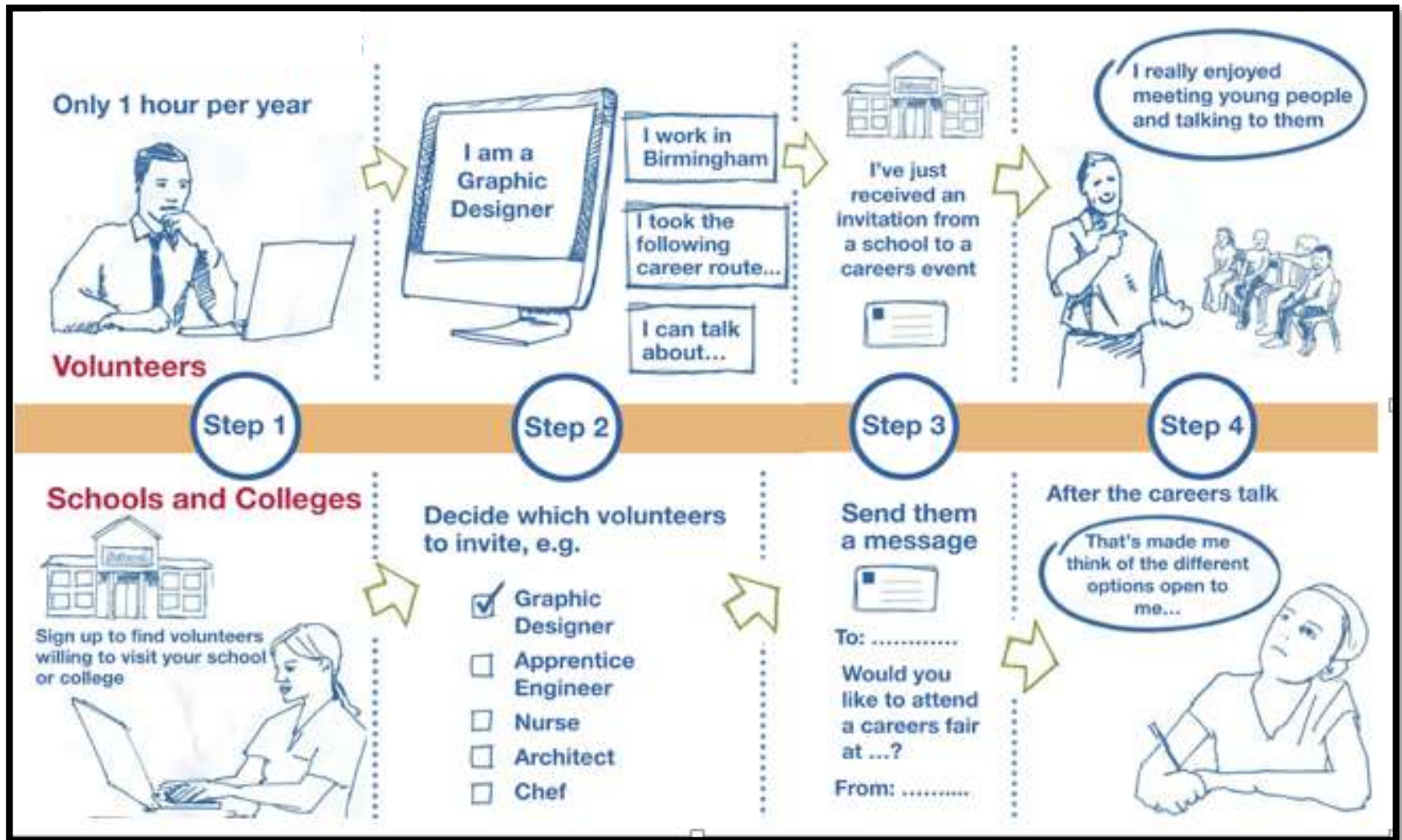
- *Inspiring the Future* is a **FREE** service
- Employees from all sectors and professions from Apprentices to CEOs pledge one hour a year to volunteer to go into state schools and colleges to talk about their jobs, careers, and the education routes they took

The screenshot shows the top navigation bar with the logo 'inspiring the future Primary Futures' on the left. A horizontal menu contains buttons for 'Home', 'Find Volunteers', 'My Projects/Events', 'My Messages', 'My Feedback', 'My Profile', and 'Help'. On the right, it says 'Hello, Holder New Test' and has a 'Log Out' button. Below the menu, there are three main sections: 'News' with a featured item 'My 3rd News Item', 'How to Guides' with three links, and 'Video' with a video player showing 'Welcome to the Internet of Customer'. At the bottom, there are 'Things of Interest' and 'FAQs' sections, each with three links and a 'see more' button.

This screenshot shows a search interface for finding volunteers. It features a search bar with filters for 'Activity', 'Sector', 'Volunteer Specialism', 'Themed Week / Campaign', and 'Sort'. A 'Search' button is present. Below the search bar, there are four volunteer profiles displayed in a grid. Each profile includes a name, a role, a company/organization, and a 'Select for Inviting' button. The profiles are: 'ABC Volunteer' (ABC limited, Admin & Business, Engineering), 'AG Test XXX' (Test IT Organisation 1, Admin & Business), 'David Test Volunteer' (Test Volunteer, Westbrook, Admin/Business, Catering/Host), and 'David Thompson' (engineer, BSKyB, Engineering, Admin/Business, T). A 'Review and Invite Volunteers' button is located at the top right of the search results area.

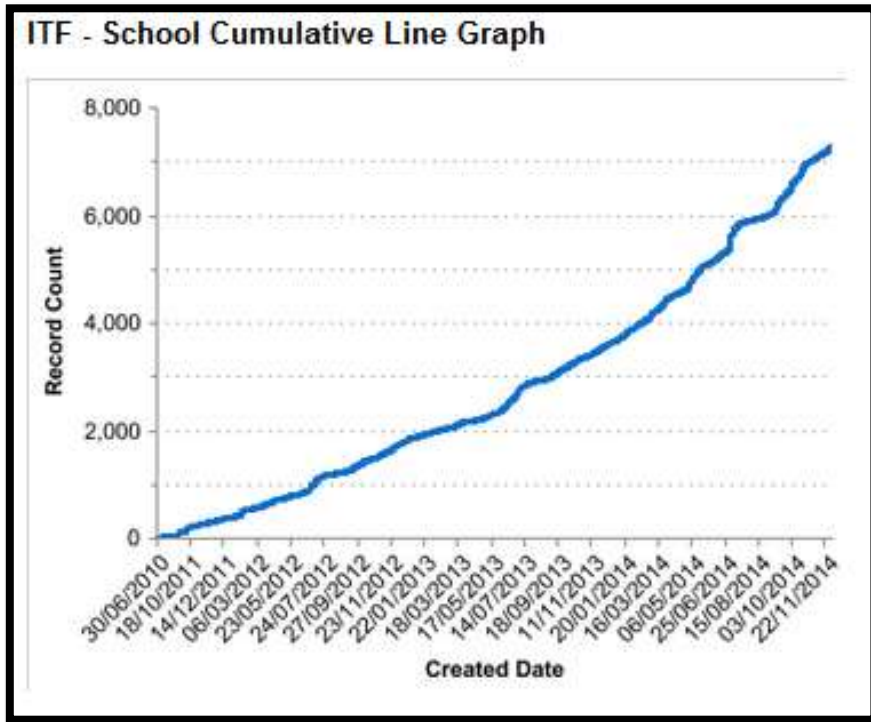
How it works

- When teaching staff log on to the system, they get a list of all the people registered in their area. It's a simple process to send a message through the system to get in touch
- Already over 70,000 invite messages have been sent between teachers and volunteers

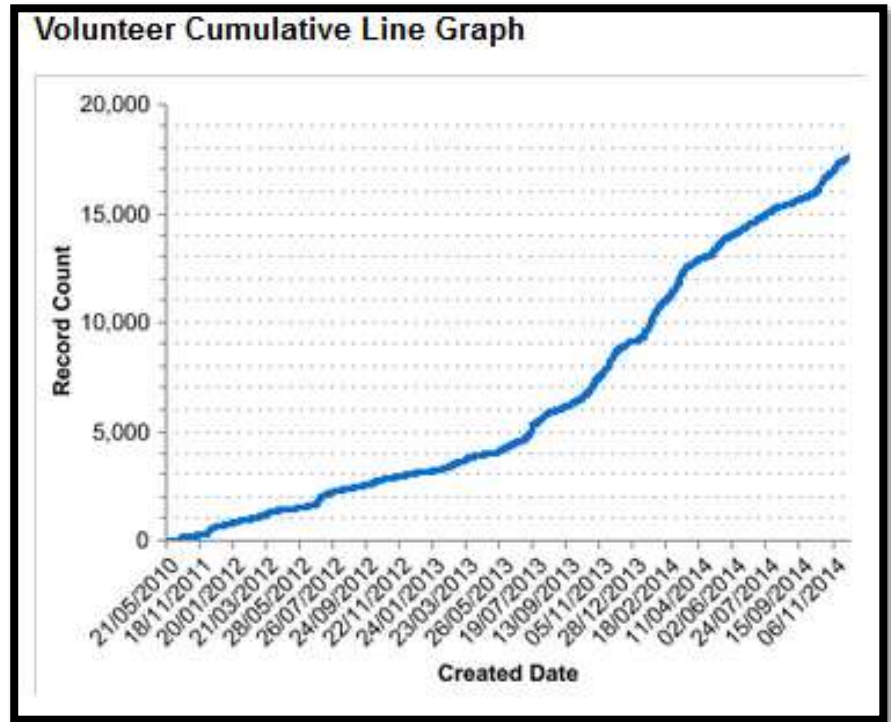


- We have signed up nearly 20,000 volunteers from 5,000 different organisations and our growth is steadily rising
- Over 7,700 teachers from more than 4,500 schools and colleges have already signed up across primary and secondary
- Over 70,000 invite messages have been sent from teachers to volunteers

School Teacher Cumulative Line Graph



Volunteer Cumulative Line Graph



Benefits for Professional Bodies

- **Free secure service** that makes it easy for your staff and members to engage with state schools and colleges by **matching employee volunteers**
- Communicating with young people offers excellent **personal development opportunities for employees and members**
- An effective means of supporting **corporate social responsibility** and long-term **recruitment objectives for your profession**
- A gateway to working with schools and colleges, across a wide range of activities that support learning and progression
- Free reports for professional bodies and employers
- Online general guidance will be provided by *Inspiring the Future*, to both volunteers and registered schools and colleges.
- **DBS checks are not required for career insight talks as a teacher will always be present**

"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

Benefits for Schools and Colleges

- Nearly 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

Careers Networking



Careers Fair



Talk





Professions Week

10-16 November 2014

professionsweek.org

inspiringthe**future**.org

About

- A number of leading professional bodies joined forces in 2013 to launch the UK's first ever Professions Week.
- One of the aims is to build engagement with young people across the UK, and raise awareness of the different professions
- The Access to Professions Group has expressed a desire to use the events aspect of Professions Week to reach more young people throughout the year, rather than a one-off event in London.

Professional Bodies signed up to ITF



Signing up is quick and easy

 Register now

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+ndvK2@gagroup.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? *

CEB

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 unchecking the box, but not removed.

Name of Organisation	Relationship	Active?
<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>

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

Next

Signing up as a member

- As a professional body, so we can track and report on your members engagement with Inspiring the Future you would need to ask your members to do the following:
- Go to www.inspiringthefuture.org, click register and **'volunteers register here'**
- So we know you and your staff are members of your professional body please ask them to indicate professional bodies membership in the following section:

My memberships of professional association/trade unions/livery companies or Schools/Colleges /Universities attended 		
Name of Organisation	Relationship	Active?
westbrook	My old school/college	
Chartered Institute of Personnel Development (CIPD)	Professional Association	✓

Signing up is quick and easy

My Profile

Job Profile

Job Title *

Economic Sector *

No. of staff in your organisation *

Sector *

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

Please describe your job in a sentence or two *

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

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

By the age of **6** children are already classifying certain jobs as 'male' and 'female'

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

55% of young women surveyed in 2012 said that they don't feel that they have enough positive female role models (2012 Inspiring Women, 2012)

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, Fisher & Green, 2008)

(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

Example of some of the Employers and Professional bodies signed up



Key Contacts

For any queries please contact:

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Schools Team	Charlotte Lightman	Schools Liaison Manager	charlotte.lightman@educationandemployers.org	0207 566 4880
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