

Primary Futures Case Study

Oak Meadow Primary School

Event Focus

The children focussed on what they thought their dream job would be and about what they might like to do in the future. The career insight talks both broadened horizons and also showed the importance of qualifications in creating a career path. Each speaker focussed on how important both Maths and Literacy were to them in their everyday work and gave practical examples of this. The school was also very keen to challenge stereotypes.

Our aims for the day

- * To widen the horizons and aspirations of the children with regards to their own futures
- * To develop their understanding of the key role their education and reading and numeracy skills will play in their future careers
- * To encourage the world of work to connect with the world of schools and foster long term partnerships where possible
- * To challenge stereotypes

Communication with volunteers

As this was early on in the Pilot, only a couple of speakers were sourced through the Primary Futures Website with the others approached personally in the locality. There are now many more volunteers to choose from although it's always good to recruit people you know and then persuade them to register on the site after the event and thereby support other schools! We approached local businesses and services such as Police, Doctors etc. Regular communication was vital and we set up a group email once everyone had agreed to participate, sending updates and guidance on what to expect from the day.

School organisation of our PF events

Having one person lead and manage the event was very important. We planned two pilot events at two different West Midland schools using similar models for both.

Our volunteers

Eight volunteers from many different fields of work agreed to talk to the children a year group of children at a time. They talked about: What they do and 'an average day', what learning route they took and how important English and Maths have been in their career pathway and in their every day work and what advice would they give young people hoping to get into the field now.

They included: PC Bethan Pye and PCSO Ant Cook – West Midlands Police, Vicky Williams – Clinical Nurse Specialist for Cystic Fibrosis - Wolverhampton Health Authority, Andy Mulligan – Director of Sports Plus, Elrond Burrell - Associate with Architype Architects, Richard Sanders – Lecturer Newman College Media and IT, Kate Benton – Usborne Publishers - children's book designer and illustrator, Deb Horton – Barclays Bank, Laura Pringle – Carpentry Apprentice RAF Cosford currently working on the Dornier 17 Restoration Project.

The event/s

In the launch assembly, children were challenged to think about what their dream job would be, were shown images of many different careers and discussed how jobs and career paths are changing. In preparation, over half term, all the children in KS2 had completed a homework project researching different jobs and thinking about their dream job. After the Career talks, children worked with school staff on outcomes of the day including writing a CV, designing an advert for a dream job and looking at job advertisements in local papers and online. Year 6 children were so inspired that they found a job for a designer working for Usborne books and created their own CVs to support their applications. They even set up interviews for the shortlisted candidates!

We decided to ask Volunteers to work in pairs and this worked very well. Each spoke for around ten minutes with time available for children to ask questions. A number were quite nervous speaking to 60 children at a time and working in pairs helped. They also learnt from each other and said that they picked up 'tips' as they went along.

The plan for the day

There was a launch assembly to start the day for the whole school with children aged 4 to 11. The assembly included an outline for the day for the children and a presentation on the world of work and the many different jobs available.

Time				
9.00 – 9.30	Whole School Launch Assembly			
	Year 3	Year 4	Year 5	Year 6
9.45 – 10.15	Speakers A and B talk to Year 3	Speakers G and H talk to Year 4	Speakers E and F talk to Year 5	Speakers C and D talk to Year 6
10.30 – 11.00	Speakers C and D talk to Year 3	Speakers A and B talk to Year 4	Speakers G and H talk to Year 5	Speakers E and F talk to Year 6
11.20 – 11.50	Speakers E and F talk to Year 3	Speakers C and D talk to Year 4	Speakers A and B talk to Year 5	Speakers G and H talk to Year 6
12.00 – 12.30	Speakers G and H talk to Year 3	Speakers E and F talk to Year 4	Speakers C and D talk to Year 5	Speakers A and B talk to Year 6

Staff had prepared the children and told them a little about each volunteer's jobs so questions were already thought through. Staff welcomed each volunteer and managed the question sessions. Invariably, staff had some of their own questions too!

Guidance notes were given to all the volunteers and through regular communication, we were able to confirm IT requirements. Some speakers brought presentations and these were all loaded onto the server at the start of the day so that they could be accessed from all classrooms.

Feedback and impact

Staff, children and volunteers were thrilled with the day. The level of engagement of all age groups was excellent and volunteers reported that they enjoyed the sessions and were very impressed by their questions. We took a large number of photos ensuring that we had parental permission to use them on the website and also give them to the volunteers so that they could use them at work.

The follow up work from all groups was very good with Year 6 excelling themselves in writing CVs and setting up mock interviews! (Appendix 1) They also did a class assembly for the whole school and parents which helped to spread some of the key messages.

Children

'It was awesome! Who knew that you could get a job doing Art! The illustrator had to use Numeracy to organise contracts and costs of the book so I guess I'm going to have to keep trying with Numeracy!'

'Since me and my friend are planning to be advanced Scientists, it was a really useful day. At least I've got a plan for the future now!'

'I hadn't really thought that engineers could be girls. This one was a bit of an archaeologist too! What a job!'

'I didn't realise that I could get to have so many chances! I'm really excited now about what I could do.'

Volunteers

'We need to spread the word so that more volunteers sign up. It's a small amount of time to give up to make such a big difference.'

'To be frank, I was very nervous talking to such a large group of children but the staff and children put me at my ease and I was amazed at the insightful questions they asked.'

What could we improve on or develop

This worked very well with all year groups within KS2 and we felt that KS1 would benefit from a similar activity. They already have the project 'People Who Help Us' and we think that this could be extended.

We took large numbers of photographs and filmed the day asking volunteers and children to describe what they had got from the day. Another time we would also have an evaluation sheet for volunteers to complete.

Appendix 1

CVs and Mock interviews

CHILDREN'S BOOK DESIGNER

We are looking for an imaginative designer to create highly visual books for children. You should be able to work quickly with flair and enthusiasm to a very high standard.

We are based in an historic listed building in central Wolverhampton, with an independent cinema and café in the courtyard below. The train and bus stations are a minute's walk away.

Experience of working with Adobe Creative Suite is desirable.

Please send your CV and printed samples of your work (no CDs please):

Karen Tomlins
Usborne Publishing, Unit 37,
The Chubb Building, Fryer Street,
Wolverhampton, WV1 1HT

Only successful applicants will be contacted

1. Introduce yourself in three sentences.
2. Education
3. Interests
4. What I can offer Usborne Publishing

I am an independent, enthusiastic student and I enjoy being creative. In addition to this, I have an artistic style. Moreover, I am self-motivated, I have flair and I can meet deadlines.

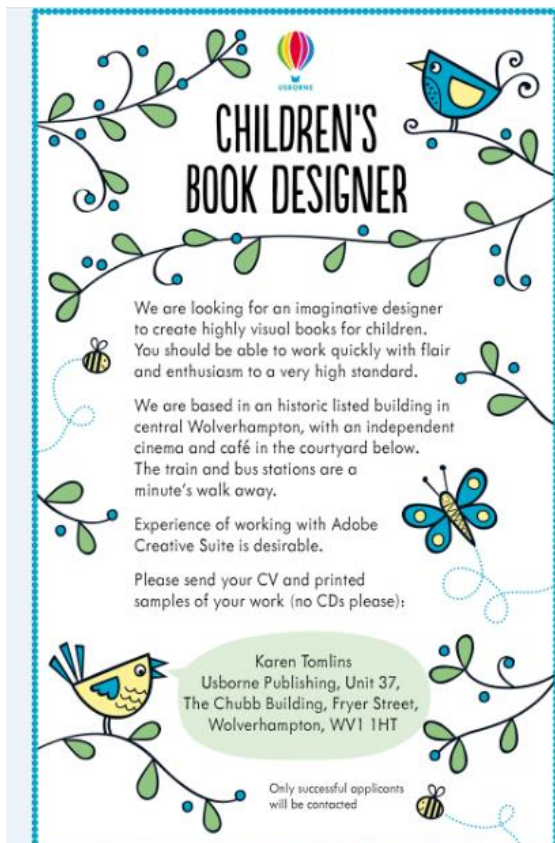
I am very academic and I have outstanding communication skills. Also, I am especially gifted

in practical work. I am a very punctual person and I take pride in my appearance.

I currently attend Oak Meadow Primary School and I have a lot of stamina in my work. I excel in art and take criticism on board - also I listen to advice. I am captain of my sports team and I believe that being in a team is a vital part of my life. However, I am an independent individual with pride and dignity.

I can bring unique, inventive ideas to this job and I would be so determined to be the best.

Year 6 Pupil Oak Meadow Primary School



1. Introduce yourself in three sentences.
2. Education
3. Interests
4. What I can offer Usborne Publishing

Enthusiastic, punctual, creative and artistic - that's me! I am an inventive student who enjoys doodling in my spare time. I can work to a deadline but work thoroughly and do the best that I can in the time slot given.

Education

I have a good education and I am predicted Level 5s in all subjects except maths, where I am hoping for a level 6. Communication is one of my strongest points as well as being sociable consequently I have been a school councillor twice, a house captain and a librarian. I hope to carry on excelling in all of my subjects (especially art and English) and to be a prefect when I am in my new school - Walsall Academy.

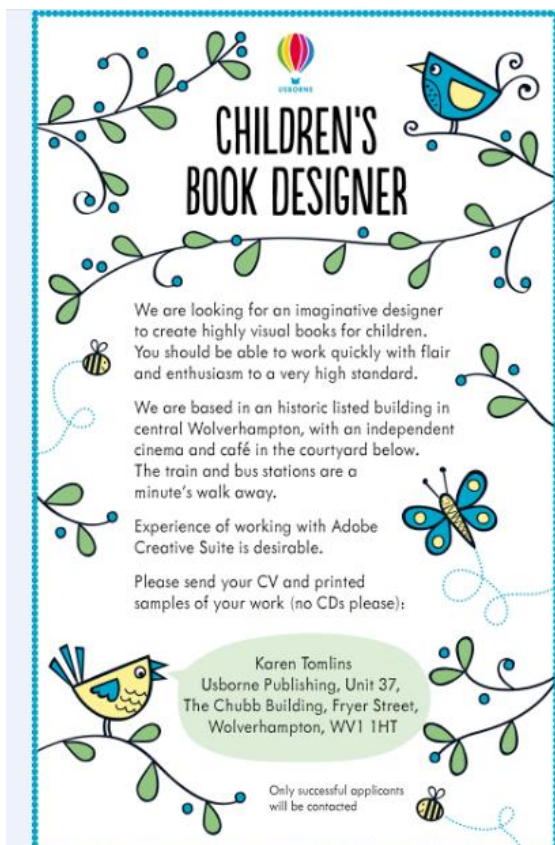
Interests

I love reading, art and everything to do with books with all my heart. With a pen and a paper in my hand I have to doodle.

What I can offer to Usborne Publishing

I can offer a wide range of academic skills, vivid, vivacious drawings as well as a well-presented, dedicated, passionate employee - ME! I hope that I have persuaded you to give me a chance and will be able to offer me an interview.

Year 6 Pupil Oak Meadow Primary School



1. Introduce yourself in three sentences.
2. Education
3. Interests
4. What I can offer Usborne Publishing

I am an artistic and enthusiastic student who always draws in any spare time. I am creative in all subjects especially art; my teachers say I have got a lot of flair. I'm good with computers and take pride in everything I do.

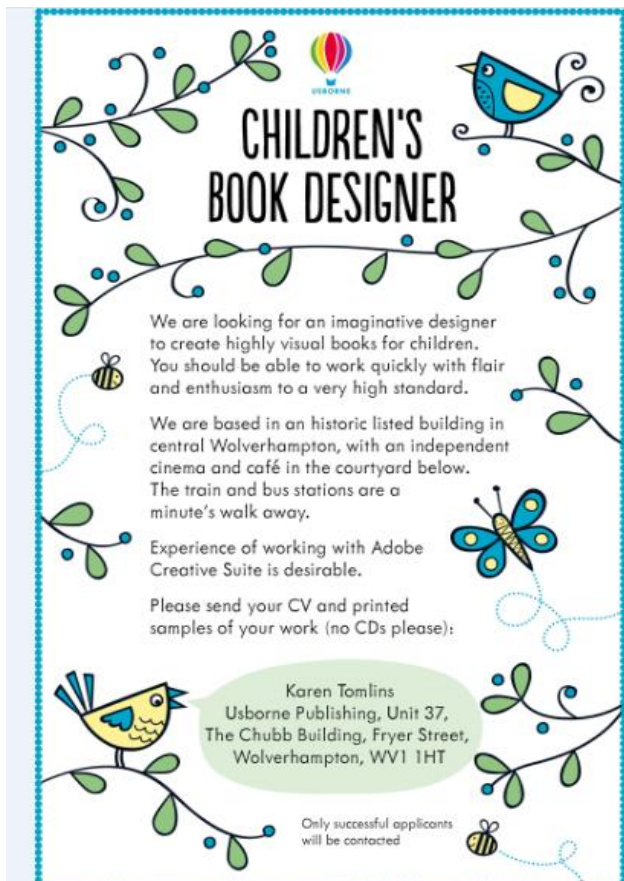
My education is my top priority; I always do my homework on time and I never lose interest at school. My SATs level is predicted to be a

4A. I use every opportunity to improve my work. At school I'm a librarian so that gives me lots of time to read books and look at illustrations which inspire me to want to draw them myself.

I love art and there's no wall in my house that isn't covered by my drawings. I can play the drums and music has become a passion.

If I worked for Usborne, I would offer fresh ideas to keep the business going for a lifetime.

Year 6 Pupil Oak Meadow Primary School



Imagine that you are the head of recruitment at Usborne Publishers.

You have received several C.V.s for the position of a Children's Book Designer.

Pose questions to find out what each candidate can contribute to your organisation.

For example, you could ask them about:

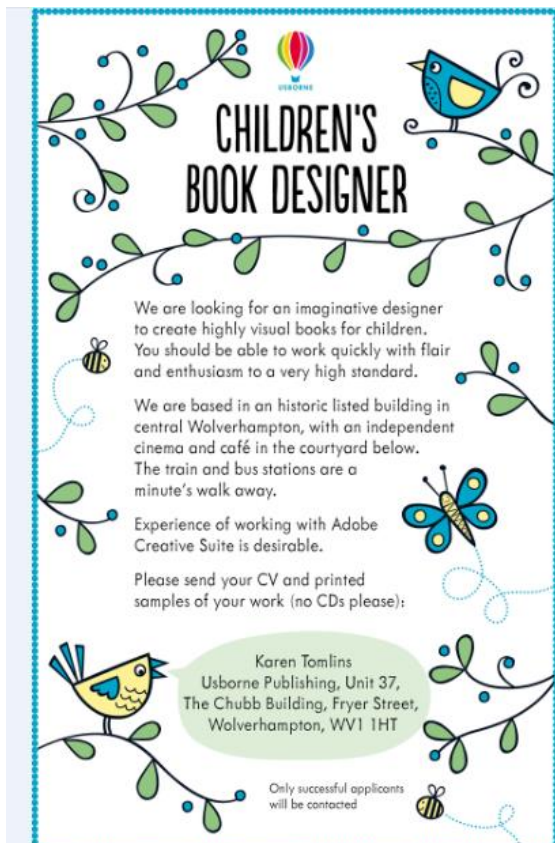
- Their previous experiences
- Inspirational authors and illustrators
- Their skills
- Ability to work under pressure

Good Morning. Take a seat.

- *What inspired you to apply for this job?*
- *Describe yourself in one word. Why did you choose that word?*
- *Can you describe to me a situation where you have had to work to a deadline?*
- *Explain to me a predicament when you had to work under pressure. How did you cope?*
- *Can you tell me how you use art and English computer software?*
- *What would you say are the most important personality traits for this position?*

Thank you for your time. We will let you know later this week.

Year 6 pupil Oak Meadow Primary School



1. Introduce yourself in three sentences.
2. Education
3. Interests
4. What I can offer Usborne Publishing

I am a really well-presented, punctual, independent and artistic person who loves making creative and amazing books. I am proficient at using various software packages however I excel at using the more traditional methods. In my free time, I love to draw for hours on end.

At Oak Meadow, I have been getting good scores in everything (especially art). My best subject is art because my teachers always comment that I show a great flair in art as well as in English. I try my best and will continue in Coppice (the high school I will soon be attending).

I am responsible for helping little children on the playground and sometimes I read to them.

I have lots of great ideas for you. I am enthusiastic and can work to a very high standard.

I hope you will consider offering me an interview.

Year 6 Pupil Oak Meadow Primary School