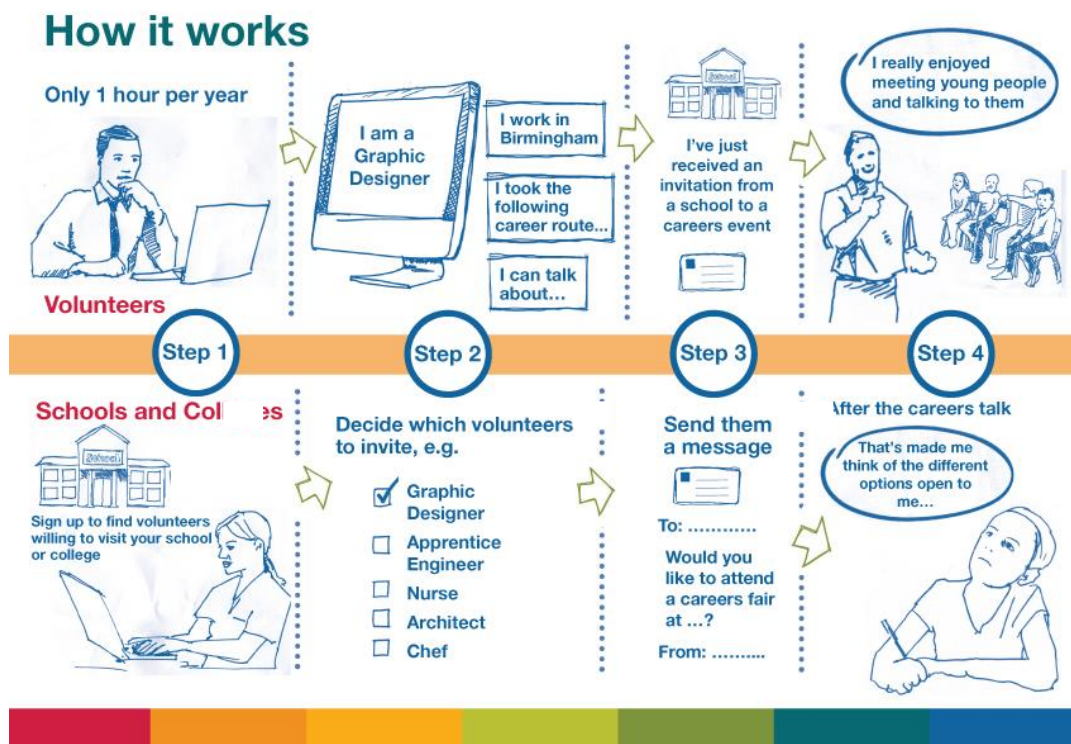


Guide for Employers

Overview

Inspiring the Future is a **free service** that makes it **easy for employees from all sectors and professions, Apprentices to CEO's to volunteer in schools and colleges** to inspire young people and give them insights into a range of different careers, jobs and educational routes.

Inspiring the Future uses a secure online platform to link up volunteers with state schools and colleges across the UK. **Volunteers chat to young people about their jobs in a range of school settings from one on one to larger groups. In addition, they can volunteer to help with CV workshops and mock interviews**, their interest in having a chat about becoming a school governor, or in a primary school setting relating their job to reading and numbers. We ask volunteers to pledge only **one hour, once a year**, in a school/college near their home or place of work. The **Inspiring Women** and **Primary Future** campaigns use the same technology to help get female role models into schools and widen the horizons and raise aspirations of primary students respectively. If you would like support for either campaign we can provide that separately.



Visit [www. Inspiringthefuture.org](http://www.Inspiringthefuture.org) to register or email oliver.hallam@educationandemployers.org with any questions about *Inspiring the Future* or our campaigns.

Top tips when signing up volunteers

3 times a charm

When planning your promotion strategy remember that you should aim to bring Inspiring the Future to people's attention at least a couple of times. The majority of people believe that helping young people to make informed decisions is important and are prepared to commit the small amount of time needed to sign up to Inspiring the Future, but we know with busy schedules and large 'to-do' lists signing up sometimes falls between the cracks. Aiming to give three timely reminders about ITF will help make sure people who want to sign up, to actually do.

An internal sponsor adds gravitas

If there is a board member or director that is passionate about education/social responsibility/volunteering, then get them to send out the email encouraging people to sign up.

Advocates are key

Sometimes potential volunteers can feel a bit intimidated about going back into schools, especially if they haven't done it before. If you can get a colleagues who have previously undertaken an Inspiring the Future event in schools this helps allay those fears. Once you have been up and running for a short while, it's even better if you can case study someone who has done an Inspiring the Future event either in written form with photos, or in a talking heads video!

Resources we can provide

- Email templates to promote
- Dedicated link to include (sent on request)
- One pager of information about Inspiring the Future
- Power Point presentation (sent on request)



Top tips for getting the most out of volunteers on the system

Appropriate profiles

Use our profile guide to make sure volunteers have thought about the right things when writing their profiles. For example, job titles and sector specific jargon whilst understandable to those in different industries, can be very confusing to teachers.

Support for people going into schools

We have made a generic guide to help volunteers to prepare to go into schools. This guidance is generic, and you may want to supplement this with your own guide for your organisation with any key messages you want to go into schools.

Tracking activity

We can provide you with regular reports to track who has signed up and what activity has been undertaken (*the frequency depends on what level of supporter you are, see our corporate supporters pack for more information*). The most successful employers use these reports to make sure that people have fully completed their profiles, feel comfortable replying to messages, and that the volunteer list is up to date by letting us know when volunteers have moved on from the organisation. We have created a couple of email templates to help you do this.

Resources

- Profile guide
- Volunteer activity guides
- Email template for people who are inactive
- Email template for people who have left the organisation



Email Template

Subject: Volunteer opportunities- Inspiring the Future



SPACE FOR YOU PREAMBLE

What is *Inspiring the Future*?

Inspiring the Future is a free service which has over 23,000 volunteers from all sectors and professions, Apprentices to CEO's who have pledged an hour a year to go into state schools and colleges to talk about their job, career, and the education route they took.

Everyone from CEOs to Apprentices can volunteer for *Inspiring the Future* and its campaigns.

Recent graduates, school leavers and people in the early stages of their career can be inspirational to teenagers - being close in age they are easy to relate to; while senior staff have a wealth of knowledge and experience to share. By giving a short 'career insight' talk and speaking with young people in a school or college, you can make a real difference to their perceptions of what jobs are available, and it may inspire them to consider options that they had previously thought about.

How does it work?

It just takes five minutes to register on *Inspiring the Future*. By signing up, you make it easy for local schools and colleges to get in touch to see if you can help them help their students make better decisions about the future. You might be asked if you could take part in a careers' fair, in career networking (speed dating about jobs) or do a lunchtime talk to sixth formers about your job and how you got it. Typically, volunteers will go into schools/colleges just once a year to speak with young people. During busy times, it's easy to suspend your account.

***Inspiring the Future* is free, easy, effective & fun**

Volunteers and education providers are connected securely online, and volunteering can take place near home or work as employees specify the geographic locations that suit them. Criminal Records Bureau checks are NOT needed for career insights talks.

Why volunteer in a local school or college?

- To help young people make informed choices. Going into state schools and colleges can help dispel myths about jobs and professions, and importantly, ensure that young people have a realistic view of the world of work and the routes into it.
- Practice communication and presentation skills in a different environment. Young people are a receptive, enthusiastic and inquisitive audience; they often ask unexpected questions.
- Getting young people interested in your job, profession or sector can help develop the talent pool and ensure a skilled workforce in the future.

Sign up to our dedicated link: **INSERT YOUR LINK HERE AS A HYPERLINK**

Inspiring the Future

Inspiring the Future is a **free service** that makes it **easy for employees from all sectors and professions, Apprentices to CEO's to volunteer in schools and colleges** to inspire young people and give them insights into a range of different careers, jobs and educational routes.

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How it works

Only 1 hour per year



Why volunteer in a local school or college through Inspiring the Future?

- To help young people make informed choices. Going into state schools and colleges can help dispel myths about jobs and professions, and importantly, ensure that young people have a realistic view of the world of work and the routes into it.
- Getting young people interested in your job, profession or sector can help develop the talent pool and ensure a skilled workforce in the future.
- As a national program ITF provides a service that has community level impact on a national scale, allowing employers to engage with schools and report on impact for very little resource.
- It is addressing an important need in schools *“Too many students were unaware of the wide range of occupations and careers that they might consider....schools did not work well enough with employers” OFSTED (Sept 2013)*

Visit [www. Inspiringthefuture.org](http://www.Inspiringthefuture.org) to register or email oliver.hallam@educationandemployers.org with any questions

Email Template

SUBJECT : Inspiring the Future- Completing you profile



Top tips for maximising your visibility as an *Inspiring the Future* volunteer

A well written and informative profile

- Short and simple profiles are great, but teachers may not know much about the skills and opportunities in your sector. When they read your profile it is best to give interesting information about you but also some information about the variety of career opportunities in your sector.
- Briefly state your education route, such as university, apprenticeship etc. because young people and teachers want to learn more about the options available. It's useful for them to know that many jobs have diverse entry routes.
- Try to avoid jargon, technical terms and acronyms. Keep the language simple and clear.

Maximise the number of schools/colleges that can see you

- The more Local Authority areas that you can volunteer in, the more invitations you will receive. You can volunteer near home and/or work. For example, you may work in London but live in Brighton so you can also volunteer in Sussex, or along the travel route in between.
- Teachers may look for volunteers to help with curriculum based activities, so referring to subject areas may be of interest to you.

Promote your specialist knowledge and offer a range of activities

- Inspiring the Future has a tab where you can list any additional specialist knowledge that you might have such as languages, knowledge of enterprise or Apprenticeships.
- Schools and Colleges need assistance to run various activities for students. You can help with 'Mock Interviews' and 'CV workshops' by clicking on the 'My Activities' tab on your profile to select and add them to your profile. This makes you more visible when teachers search based on these activities.

Be flexible and encourage your colleagues to get involved

- Volunteering with ITF can be flexible and innovative. Some companies use Inspiring the Future school/college visits as a team building exercise. If you receive an invitation, maybe colleagues doing different jobs could join the session to 'complete the picture'.

- After taking a colleague with you encourage them to sign up on ITF. We need 100,000 volunteers in all professions and sectors in all areas of the UK to sustain demand.

When teachers log on to *Inspiring the Future* they see the volunteer's name, job title, organisation name and sector. They can click on a specific volunteer to see their profile. This is the information you have entered when completing your profile (their job, qualifications and specialisms). Teachers only see the text you have entered, therefore, this is solely what they use to guide their selection.

Good luck with your school/college volunteering

General Inspiring the Future Hints and Tips

Hints and Tips

Standing in front of individuals or groups of young people can be daunting if you are not used to it. However, like many of our biggest fears of the unknown, the reality is rarely as bad we imagined it. Here are some tips so that you, the school and the students get the most out of your visit.

Before

- ❖ Respond to the teachers in a timely manner to assist with their planning. Do not ignore their message. If you are unable to attend, let them know as they are waiting on your reply before they invite other volunteers!
- ❖ If possible, try to secure a 'backup volunteer' from work in the event that you've agreed but can no longer attend so as not to leave the school/college in the lurch.
- ❖ When planning your talk:
 - **Do not try to do too much** – less is often more. With younger audiences it is particularly important to identify a couple of key messages and concentrate on conveying these in a variety of different ways as powerfully as you can.
 - **Ensure that your language is accessible** - introduce jargon and technical terms alongside other more accessible phrases or visual clues; chunk your explanations into smaller steps. Always consult the teacher before the visit about how much they may already know.
 - **Plan to be interactive** –This is the only way to truly engage your audience. Plan lots of questions; plan opportunities to bring volunteers up to help you; even plan to get the audience to raise their hands to have collective votes on issues.
 - Be aware that **students are just as interested in you as a person** as they are in your job. Plan to share personal stories; explain why you are so passionate about your job; let your personality "leak out".
- ❖ Check timings and rehearse if you've been asked to do something more formal

On the day

- ❖ **Be understanding** – schools and colleges are very busy places can often seem chaotic. Be patient with teachers as you will be one of many people competing for their attention on the day. Adhere to timings and be aware that there could be things going on in the same room directly before and after your input.
- ❖ When presenting and/or answering questions, **be candid**, open, honest and frank (give your opinion too!).
- ❖ **Use visual aids and props from work**. Something as simple as a printed email can engage students as they are 'real-world' examples of work.
- ❖ **Avoid putting your audience on the spot**, teenagers in particular are self-conscious and many fear failure in front of a group. Rather ask open questions and get volunteers.

- ❖ **Avoid irrelevance and waffle** – leave room for interaction every 3-5 minutes
- ❖ **Make eye contact with your audience** and vary the tone, speed, pitch and volume of your voice as appropriate
- ❖ **Avoid any inappropriate language** or content.
- ❖ **Avoid trying to be cool** –this may seem obvious – just share your interests with students in a conversational and relaxed manner.
- ❖ **Communicate with enthusiasm and conviction** – It may seem unnatural to you, but it will read completely normally to the audience.
- ❖ **Do not show your fear** –Remember that the audience almost always wants you to succeed - your insecurities will just make them uncomfortable too. Adopt confident body language and slow your delivery down.
- ❖ **Monitor your audience carefully** and let their interests, reactions and questions shape your presentation/talk as it develops over time.
- ❖ Ensure that **you are never alone in a room** with the students. This is a legal requirement as our volunteers do not have to be DBS checked.
- ❖ Remember a **teacher is there** to manage behaviour – you have nothing to fear!

After

- ❖ Seek feedback on your presentation/subject talk so you know how to improve
- ❖ Complete feedback for Inspiring the Future