

# Visit our Schools & Colleges

Campaign  
update



The newsletter of the Education and Employers Taskforce

JULY 2010 | ISSUE 2

## Visit our Schools - public campaign launched

The Visit our Schools and Colleges campaign was publically launched on 13 July. Hundreds of schools, colleges and employers have now registered online and schools, colleges and employers can continue to do so until 30 September. Spread the word to your networks, contacts and supply chains because we want young people across England to benefit from contact with employers of all sectors and sizes. SMEs have an equally important role to play as multinationals.

This is a major national campaign to highlight the importance of education and employer engagement. It's a unique opportunity for CEOs and other decision makers from public, private and third sector employers to visit state schools and colleges. The campaign seeks to celebrate progress made and inspire greater future engagement.

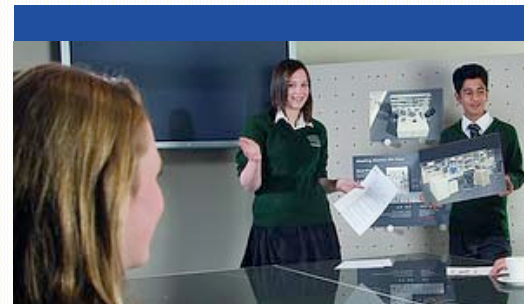
The campaign will match schools/colleges with local employers for discussion and exchange of ideas about how they can work together to boost young peoples' employability and staff development by things such as mentoring, careers guidance and work experience.

Taking part in Visit our Schools and Colleges week is free to everyone and only requires 1 or 2 hours of your time in the week of 18-22 October to visit a local school or college. For further details or to register by the 30th September: [www.visitourschools.org](http://www.visitourschools.org) and [www.visitourcolleges.org](http://www.visitourcolleges.org)

## Thank you to the IEBE and its members

The Taskforce is especially grateful to the Institute of Education and Business Excellence (IEBE) ([www.iebe.org.uk](http://www.iebe.org.uk)) for its support for Visit our Schools and Colleges week. Scores of IEBE members have volunteered to help match up schools and employers locally to ensure the success of Visit our Schools week. IEBE members will confirm details of local visits and help participants to understand the breadth of support there is to help make partnership easy.

Education  
AND  
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TASKFORCE



## National Framework priority areas for partnership

To coincide with the Visit our Schools campaign, Education and Employers Taskforce will lead a national and regional media drive to highlight the activities that most benefit schools and young people. These activities include:

- **Enterprise education and employability skills** including work experience, mentoring individuals or groups of students, workplace visits, supporting projects, classroom talks to young people, enterprise activities, careers advice and Young Apprenticeships
- **Supporting the curriculum** including literacy and numeracy initiatives, Diplomas, support for STEM (science, technology, engineering and maths) and Language teaching and the development of learning materials
- **Leadership and governance** including becoming governors, providing expert help and professional development for teaching staff



[www.teachers-guide.org](http://www.teachers-guide.org)

[www.educationandemployers.org](http://www.educationandemployers.org)  
[info@educationandemployers.com](mailto:info@educationandemployers.com)

[www.employers-guide.org](http://www.employers-guide.org)

# Visit our Schools

## Generating media coverage

The launch of Visit our School and Colleges attracted good media coverage across the national press, radio, education and business media. However, this is just the start of creating momentum. We have created a **user-friendly PR Toolkit** that is freely available to help any individual or organisation to generate coverage in their local newspapers, radio and TV for the week of 18 - 22 October.

It includes things such as a template press release, letter, logo and briefing paper. If you would like a copy of the PR Toolkit or advice on media opportunities please email: [carol.glover@educationandemployers.org](mailto:carol.glover@educationandemployers.org)

## Young people want greater access to business

Improving school career services and increasing young people's access to business would improve their job chances, argues a new report from Edge Learner Forum, Media Trust and National Youth Agency. 77% of young people believe that their future careers would be greatly improved by more involvement with business, with 49% declaring that current opportunities to get involved with business that are provided through the school system are inadequate. Some felt that the work experience they are offered is often 'wasted opportunity'.

The survey, conducted with over 4000 young people, found many respondents concluding that their work experience placements were often poorly matched with their personal interests and therefore less relevant to their career development. As a result young people feel they lack opportunities to work and gain experience, while 34% think the ideal age for young people to be involved in business is 11-14. However, most young people's first experience of involvement with business currently occurs around age 15-16. There was also a feeling that businesses tended to undervalue volunteers or young people on work experience.

There is some good news, 67% of young people have a positive experience with business. These tended to occur when young people were given real responsibility and tasks that were genuinely beneficial to the business. Being able to talk directly with business people was also seen as especially useful. For the full report visit: [www.edge.co.uk](http://www.edge.co.uk)

## New joiners to the Taskforce

Two new organisations are joining the Education and Employers Taskforce Partnership Board ([www.educationandemployers.org/who-we-are/the-partnership-board](http://www.educationandemployers.org/who-we-are/the-partnership-board)), the Director General of City and Guilds ([www.cityandguilds.com](http://www.cityandguilds.com)) and the CEO of the National Governors Association ([www.nga.org.uk](http://www.nga.org.uk)) will join the board from the autumn. We welcome the expertise of these important key organisations. The Taskforce is the charity behind Visit our Schools and Colleges.



## Inaugural national conference

The full programme for the Taskforce's Research conference – The point of partnership: understanding employer engagement in education – is now available online at: [www.educationandemployers.org/research-conference](http://www.educationandemployers.org/research-conference)

The Conference will bring researchers together with practitioners and policy-makers, looking at the wide range of activities, themes and perspectives relevant to employer engagement in education. Presentations include analyses of employer engagement in Diplomas, of STEM-related initiatives and of the business case for engagement, as well as international comparisons and historical overviews.

Many of the most prominent academics in the field will be speaking, including Prof Hugh Lauder (University of Bath), editor of the Journal of Education and Work (keynote), and leading researchers from the Centre of Education and Industry at the University of Warwick, and the Universities of Bath, Cardiff, Edinburgh, Exeter, Oxford and Warwick.