

[*Education and Employers*](#) is an independent UK based charity launched in 2009 with the vision of “*providing children and young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential*”. It aims to achieve this by working with schools, employers, the national bodies that represent them and a wide range of other partners including the government and third sector organisations. The charity also works with partners internationally – more details [here](#).

The charity runs [*Inspiring the Future*](#), a free service which uses innovative [match-making technology](#) to connect volunteers with state schools and colleges, quickly, simply and at scale. Schools can very easily search a massive database of willing volunteers, filter against a wide range of criteria – e.g. subject, sector, career route and send them a message. It enables young people, wherever they live, whichever school they attend, the opportunity to meet people from a wide range of backgrounds doing jobs from across the whole world of work. It has revolutionised the way young people interact with the working world meaning that it is no longer limited to the jobs their parents do, who their parents know or the alumni that went to their school.

Over 42,000 people have already volunteered in the UK - people from all levels: apprentices to CEOs and all sectors: apps designers to zoologists and over 80% of English secondary schools have registered. People can volunteer from an hour a year in a local primary or secondary school to chat informally about their job and career route, take part in career speed networking session, give careers insights, provide mock interviews or feedback on CVs through to serving as a governor or trustee. There is also the opportunity to link up with schools for workplace visits, job shadowing and mentoring.

Inspiring the Future operates on a technology platform kindly developed in partnership with Deloitte, Salesforce and Ordnance Survey. It allows the charity to run national [campaigns](#) such as [*Inspiring Women*](#) and others focused on specific geographic areas or economic sectors such as engineering, science, health and arts and culture. In partnership with the National Association of Head Teachers the charity has developed a version for primary schools called [*Primary Futures*](#) and over 3,500 primaries have already signed up. To see a short clip on how it works please click [here](#). All campaigns run through *Inspiring the Future* share a common objective: to broaden young people’s horizons, raise their aspirations and show them the range of opportunities and careers routes e.g. apprenticeships and university open to them. Over 1.5 million interactions between young people and volunteers from the world of work have already taken place.

In partnership with the National Governance Association the charity runs [*Inspiring Governance*](#) the free governor recruitment and support service. This Department for Education funded service aims to get highly skilled volunteers to serve as governors in some of the some disadvantaged schools in England and in so doing help raise educational achievement.

Since the charity’s launch, Education and Employers has sought to understand what difference employer engagement in education makes to young people and the economy. It works with academics and researchers from around the world and its own research is regularly cited by government and international organisations like the OECD. The research, which has informed and influenced a range of government policies, shows that employer engagement helps improve social mobility, reduces the likelihood of young people becoming NEET (not in education, employment of training), increases the amount they earn in adult life and helps them make better informed career choices.

Some of its research finding include:

- The more young people encounter employers whilst in school (4 or more occasions often being cited), the more they earn and the lower their chances of becoming NEET as young adults ([2013](#), [2014](#), [2016](#), [2017](#))
- Statistically there is “nothing in common” between the career aspirations of young people and labour market demand ([2013](#))
- Young people who take part in careers activities such as jobs fairs and job shadowing are more positive about schooling and its helpfulness in adulthood ([2016](#), [2017](#), [2017](#))
- Those young people who have most to gain from employer engagement currently have least access to it ([2017](#))
- Structural changes in the operation of the youth labour market are making employer engagement outside of initiatives like ITF more important for young people ([2016](#))
- Fee-paying private schools have extensive links with employers and use those ties to give students advantages in their transitions out of school e.g. university admissions ([2012](#))
- Evidence suggests that employment gains stemming from teenage employer engagement are more due to enhanced social capital and career knowledge than enhanced employability skills ([2014](#))
- Children’s aspirations are shaped by their gender and who they know. The patterns of jobs chosen by seven-year-olds mirror those selected by 17-year olds ([2018](#))

Its latest report – an international survey of 20,000 primary school children has significant implications for social mobility and gender equality – please see below for details. And to see all of its research finding and access its free searchable on-line library with other research from around the world please click here: [Research](#).

Its sister charity is [Speakers for Schools](#) which it set up and ran for the first three years before facilitating its transition to an independent charity following generous funding from a philanthropist.

To see a list of the Trustees please click [here](#) and Staff click [here](#).

For more information about the work of the charity please see its [video](#) and [picture](#) libraries.

The charity is very grateful to Bank of America Merrill Lynch who have been its key strategic partner and lead corporate supporter since 2012.

[Education and Employers](#)

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[Working Together for Young People](#)

Drawing the Future

The report *Drawing the Future* by the charity Education and Employers has revealed that the difference between children’s career aspirations from the age of seven to 17 are marginal and often

based on gender stereotypes, socio-economic backgrounds and TV and social media. The report also highlights a significant mismatch between the jobs children aspire to and projected workforce needs. The report can be viewed here: <https://www.educationandemployers.org/drawing-the-future-report-published/>

The report was formally launched at a live-streamed panel event from Davos on the 25th January 2018. The panel kindly hosted by Deloitte discussed how the gender stereotypes children have about jobs may be a key reason why so little progress is being made towards gender equality and explored some simple actions that could be taken to bring about much needed change:

<https://www.youtube.com/watch?v=OOQ9kp77dgv>

The report is based on a survey, the largest of its kind done in partnership with Tes, the National Association of Head Teachers (NAHT), UCL Institute of Education and OECD Education and Skills which asked primary school children aged seven to 11 to draw a picture of the job they want to do when they grow up. It was done in response to the interest in the 2 minute film [Redraw the Balance](#) which the charity published to mark International Women's Day 2016. Made pro-bono for the charity by Mullen Lowe it shows children being asked to draw a surgeon, a fire fighter and a pilot in a school. 61 of the children drew a picture of a man, 5 of a women:

https://www.youtube.com/watch?v=kJP1zPOfq_0 . It has been viewed over 50 million times around the world and a number of countries have replicated it including in China:

<https://www.youtube.com/watch?v=SyngMSbO-Vg>).

To determine the factors influencing career choices, the Drawing the Future survey also asked participants whether they personally knew anyone who did the job, and if not, how they knew about the job, as well as their favourite subject. Over 20,000 entries have been received (from UK and internationally) and international participants include Australia, Belarus, Bangladesh, China, Columbia, Indonesia, Pakistan, Romania, Russia, Switzerland, Uganda and Zambia.

The findings and a two-minute clip can be viewed here:

https://twitter.com/Edu_Employers/status/954285693861285888 .

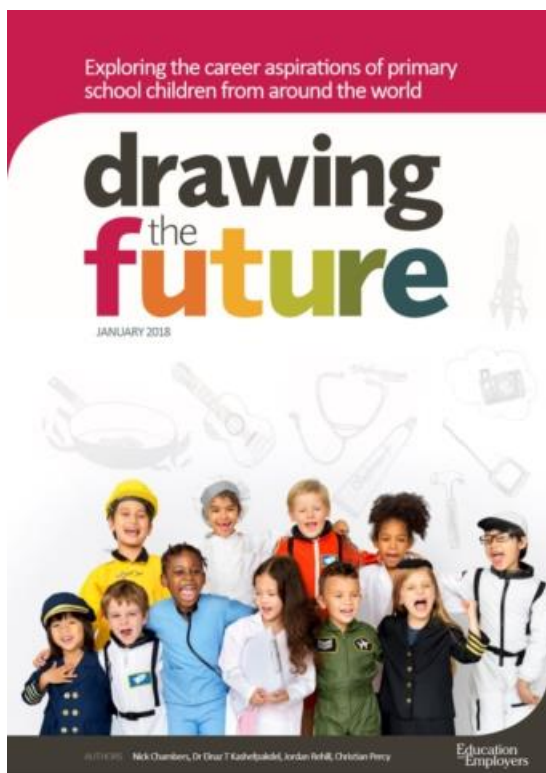
Key findings include:

- Gender stereotyping about jobs is set from a young age and it is a global issue
- The patterns of jobs chosen by seven-year-olds are similar to those selected by 17-year olds
- Family, TV, radio and film have the biggest influence on children's choices
- There is a need for greater access to career role models from a young age
- Children's career aspirations have little in common with projected workforce needs, which could have serious economic implications
- Children in some developing countries often aspire to more professional jobs than those in some affluent countries.

Some of the coverage of the report:

- World Economic Forum: Agenda: <https://www.weforum.org/agenda/2018/01/kids-draw-their-future-jobs-careers>
- World Economic Forum: Facebook: <https://www.facebook.com/worldeconomicforum/videos/10155068032731479/>
- BBC TV News: <https://www.youtube.com/watch?v=Its--dLceY>
- Sky TV News: <https://www.youtube.com/watch?v=qeJb16Mqx30>

- ITV TV: <http://www.itv.com/news/2018-02-07/mind-the-gap-research-shows-gender-barriers-are-set-in-childhood/>
- OECD: <http://oecdeducationtoday.blogspot.co.uk/2018/01/drawing-future-what-children-want-to-be.html>
- TES: <https://www.tes.com/news/school-news/breaking-views/exclusive-primary-pupils-top-job-choices-are-sportsperson-or-teacher>
- BBC Online: <http://www.bbc.co.uk/news/av/uk-42735095/what-do-children-draw-when-asked-about-their-future-jobs>
- The Guardian science blog: <https://amp.theguardian.com/science/occams-corner/2018/jan/26/children-can-only-aspire-to-the-roles-visible-to-them-time-to-get-into-the-classroom>



The report showed that in the UK 36 per cent of children from as young as seven years old, base their career aspirations on people they know. For those who didn't, 45 per cent stated that TV, film and radio were the biggest factors influencing their choice. Meanwhile, less than 1 per cent of children knew about a job from someone visiting their school. This has real implications for social mobility, as children from poorer backgrounds may not have successful role models from the world of work and their aspirations are limited as a result.

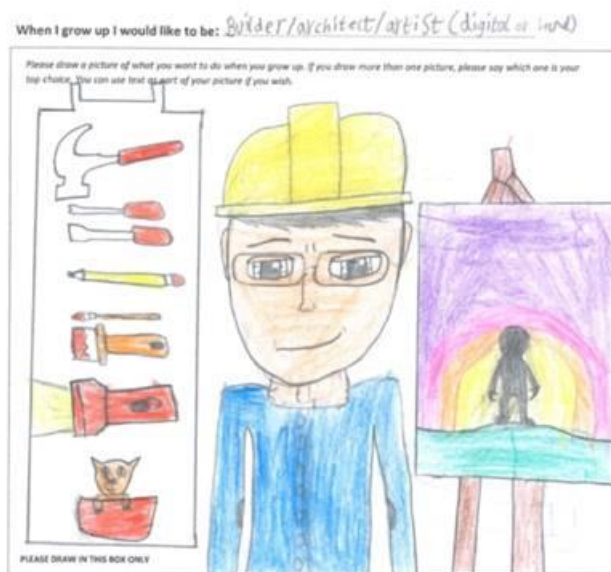
Socio-economic background wasn't the only factor impacting children's decisions. With 'sportsman' (8 per cent), 'social media' and 'gaming' (9.4 per cent) featuring top of list of chosen careers for boys, and 'teacher' within the top choices for girls (18.6 per cent) in the UK, it is clear gender stereotyping starts at a young age and there is more to do to promote gender equality in the workplace to help breakdown traditional gender roles.

The survey also revealed that children's career aspirations have little in common with projected workforce needs – proving that despite government interventions, we are failing to attract young people into careers in future growth sectors and those where there are already significant skills gaps. This is particularly troubling in the UK with Brexit on the horizon, given the country's current

reliance on migrant workers to fill gaps in sectors with a lack of interest in careers like engineering (2.47 per cent) and nursing (1.6 per cent).

However there is a simple way of addressing the problem – getting volunteers from the world of work to go into primary schools and talk to children about their job and career route. In the UK volunteers and schools can connect quickly, easily and for free via [Primary Futures](https://www.primaryfutures.org/) the online match-making service developed by the NAHT and Education and Employers. 40,000 people have already volunteered and it is hoped to double that number in the next two years in the UK.

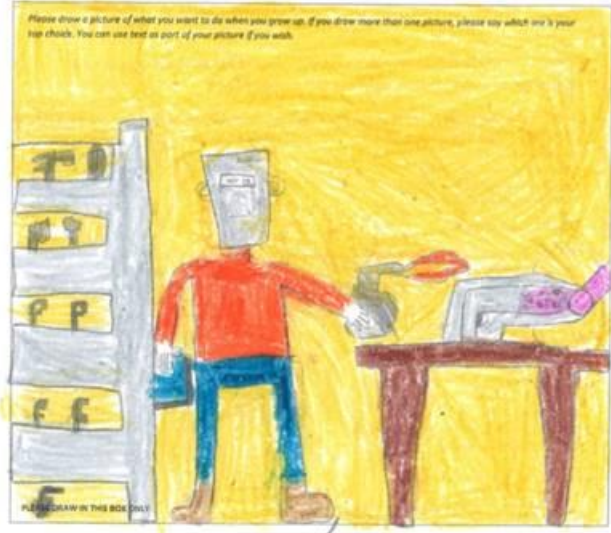
See how Primary Futures work: <https://www.youtube.com/watch?v=7VNO7iS28QI&t=11s>
See how the technology is being used to revolutionise how schools and volunteers connect: <https://www.educationandemployers.org/our-online-match-making-platform-salesforce/>
See some of the children's drawings here:



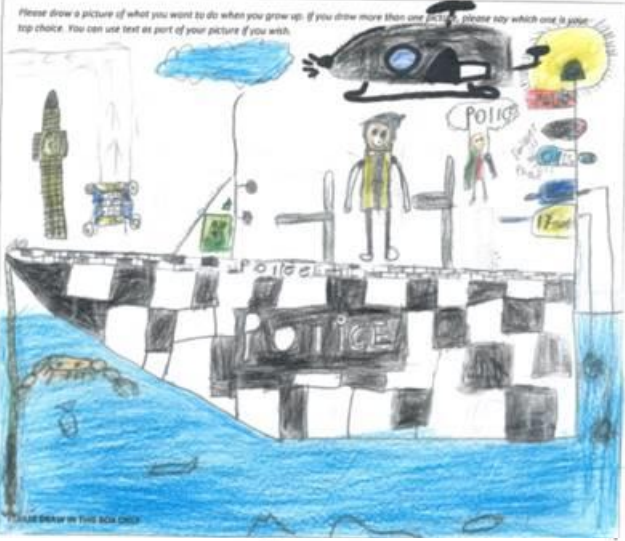
我长大后想当一名: Astronaut



When I grow up I would like to be: inventor



When I grow up I would like to be: Police Officer



When I grow up I would like to be: Author



When I grow up I would like to be: Accountant (Experienced)

Please draw a picture of what you want to do when you grow up. If you draw more than one picture, please say which one is your top choice. You can use text to describe your picture if you wish.





Please draw a picture of what you want to do when you grow up. If you draw more than one picture, please say which one is your top choice. You can use text as part of your picture if you wish.

