



How employers can support
careers education



The report

- Report commissioned by the Education and Employers Taskforce, published October 2010. Available at www.educationandemployers.org
- **Interviews** - 100 people from a range of organisations including schools (teachers, leaders and students), Education Business Partnership Organisations, employers, employer organisations, professional associations and other interested parties;
- **On-line surveys** – 500 young people by the b-live foundation, staff from 81 primary and secondary schools, 44 employers; and
- **Literature review** – Examining a variety of publications relating to the subject
- Support and guidance in developing and issuing the surveys was provided by Lightspeed Research, a part of WPP,

Organisations that supported the research

- Lightspeed Research and WPP
- The B-Live Foundation
- The Confederation of British Industry
- The Federation of Small Businesses
- The TUC
- The Alliance of Sector Skills Councils, and
- The Edge Foundation and SHM Consulting
- A list of interviewees and their organisations is contained in the appendices of the report



95% of young people want employers to be more involved in providing advice and guidance about careers and jobs

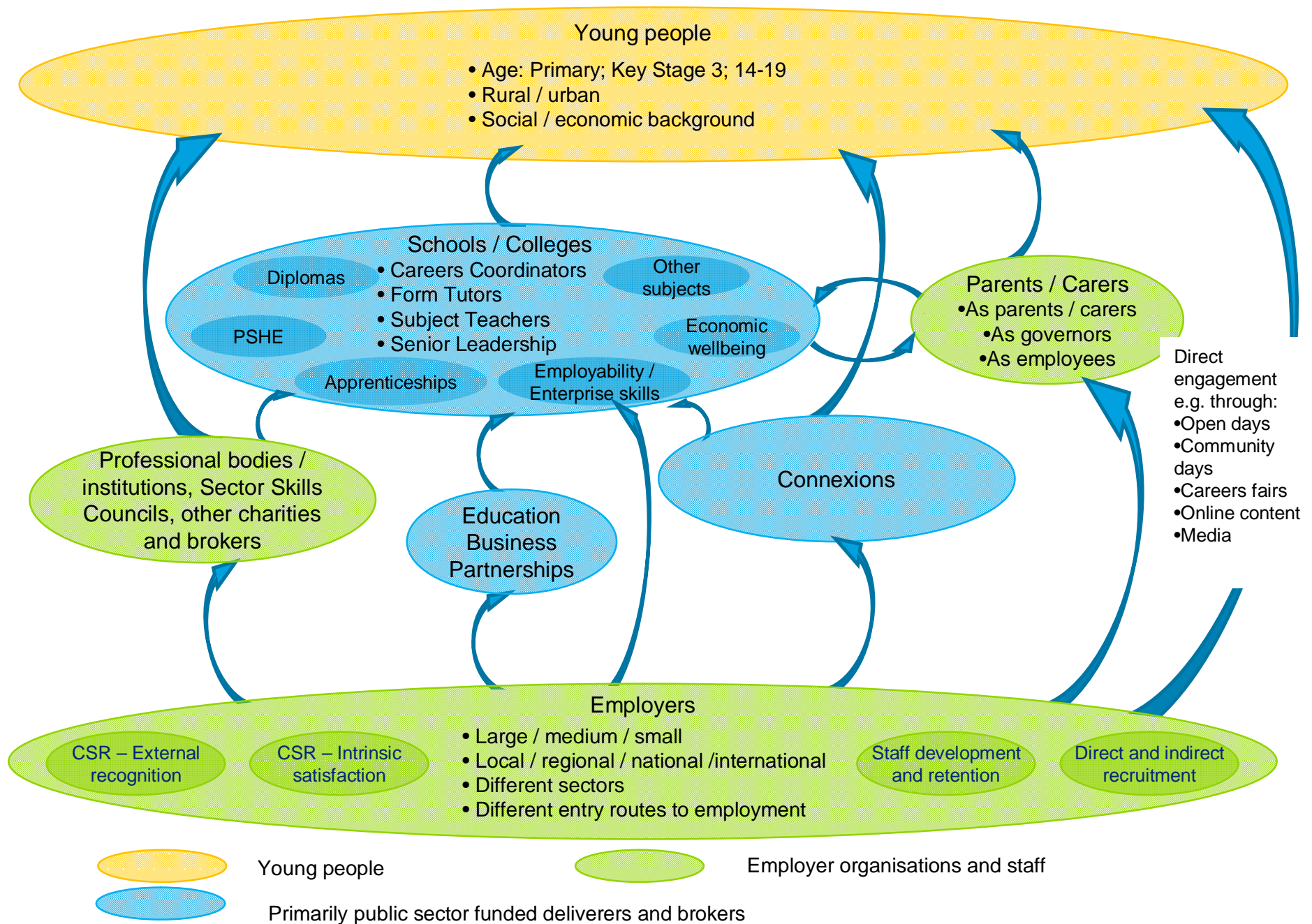
- Recalling their experience of the last two years 82% of young people recalled fewer than five employers being involved in their lessons;
- 42% of those surveyed said they had no contact with employers at all;
- Young people who had been in contact with four or more employers in the last 2 years of school 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;



Employers are willing to get involved

- Nearly half (48%) of the employers surveyed believed they had increased their involvement in schools over the last 2 years;
- Around half (44%) had aspirations to do more;
- 90% of employer respondents to the survey agreed that employers should take a role in providing careers advice related activities to young people





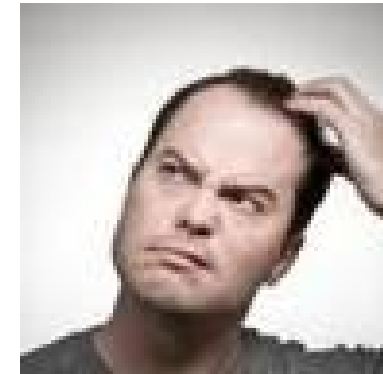
There are barriers to employers working with schools and colleges

Communication: Employers and schools not knowing who to speak to;

Awareness: Employers not knowing what schools want, and schools not knowing what employers can offer;

Capability and experience: Businesses can be unsure how to best engage with schools and young people; Teachers and head teachers little help and support on how best to access support from employers;

Geography: Schools in rural areas or certain parts of the country can struggle to access a diverse range of employers.

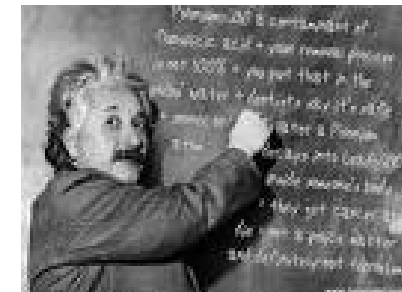


Recommendations in the report fall into four themes

- Encouraging employers to contribute to careers advice by making it easier for them to understand the role they could play;
- Encouraging the development of effective sustainable partnerships between schools and employers and demonstrating the mutual benefits to both;
- Developing the school workforce by building more professional development in this area;
- Raising the priority of careers education, information, advice and guidance in the curriculum so it is embedded in more lessons.



Recommendations are a mix of strategic and operational



To be launched in Autumn

- **Speakers for Schools** – aim to get inspirational speakers of national prominence, leaders in their professional fields, to give talks in state school for free
- **Inspiring the future** – aim to get 100,000 people from all sectors and professions agreeing to go into schools and colleges to talk about their jobs and career routes

For details of these campaigns see www.educationandemployers.org, website of Education and Employers Taskforce - Brings together leaders of main employer bodies, teaching unions and other organisations

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