



SPEAKERS
for schools

PRACTICE EXAMPLE

Issued October 2021.

All published data correct at time of issue.



OUR STORY TO DATE



2010-2011

Speakers for Schools was launched

Robert Peston initiated what we now know as the Inspiration programme to give young people from UK state schools free access to inspiring talks by high-profile guest speakers to help raise career ambitions and encourage social mobility.

2014-2015

Growth of Inspiration programme

Network of 1,586 schools and 972 eminent guest speakers from the world of business, politics, entertainment, and sport.

2016-2017

Start of our Experience programme

We brought employers into our network to provide young people from state secondary schools and colleges the opportunity to experience the world of work first-hand.

2018-2019

Growth of Inspiration and Experience programmes

Combined network of 2,528 schools connected to a network of 70 employers and 1,400 speakers.

OUR STORY TO DATE



2019-2020

Virtual delivery model introduced for our Inspiration and Experience programmes

Having committed to virtual programmes in November 2019, we were well-placed to counter the effects of the pandemic by offering a fully scalable viable alternative to in-person talks and work experience.

Growth of virtual Inspiration and Experience programmes

Combined network of 3,960 schools connected to a network of 662 employers and 1,500+ speakers. Number of Experience opportunities up by 1,576%. Annual target for Inspiration already achieved.

2020-2021

Introduction of Youth Card mobile app

Youth Card will provide a fully scalable internet-based platform for all our services. This will allow us to target individuals with the highest need as well as to start tracking impact and outcomes for all our services. National roll-out with MIS-integration for our partner schools starts summer 2020.

Planning underway for new Progression programme

We are currently developing a personalised service for young people that will use the data insights from Youth Card to help us offer tailored guidance on post-16 career pathways.

IMPACT TO DATE OF THE EXPERIENCE PROGRAMME



Annual growth of Experience programme since 2016-2017

We are the only non-profit organisation operating at this scale to offer free UK-wide work experience.

| Academic year | Number of schools registered for Experience | Number of active employers | Number of work experience placements offered |
|---------------|---|----------------------------|--|
| 2016-2017 | 109 | 16 | 70 |
| 2017-2018 | 372 | 44 | 560 |
| 2018-2019 | 767 | 70 | 1,263 |
| 2019-2020 | 1,564 | 193 | 3,498 |
| 2020-2021 | 3,094 | 662 | 56,792 |



INTRODUCING THE EXPERIENCE PROGRAMME

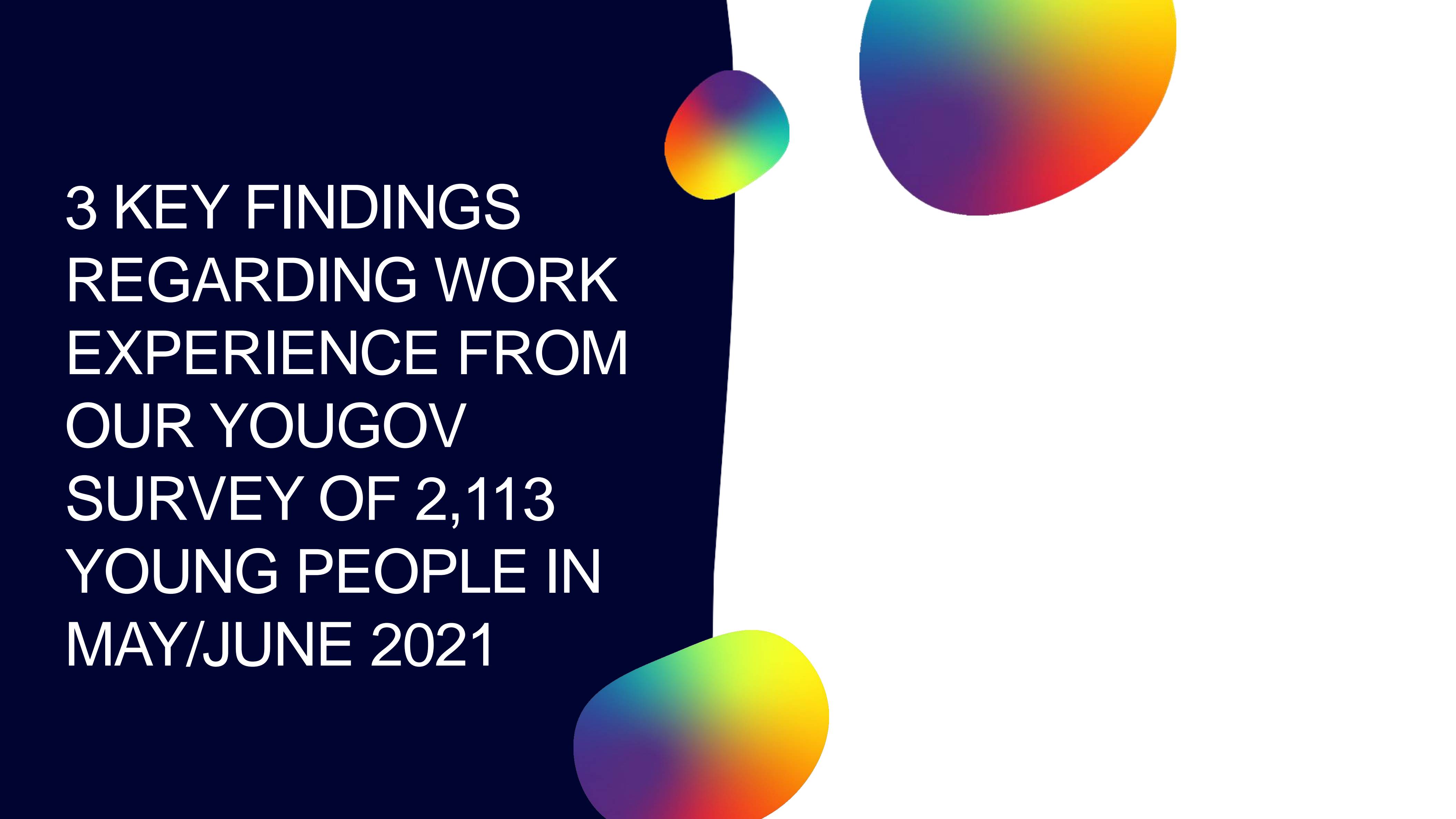


Together with our growing network of employers, we host high-quality placements for young people to give them meaningful experience of the world of work.

This programme connects young people to leading UK employers:

- to enable young people to experience the workplace for themselves.
- to expand their understanding of the different careers available.
- to educate them on the different pathways into a particular profession.

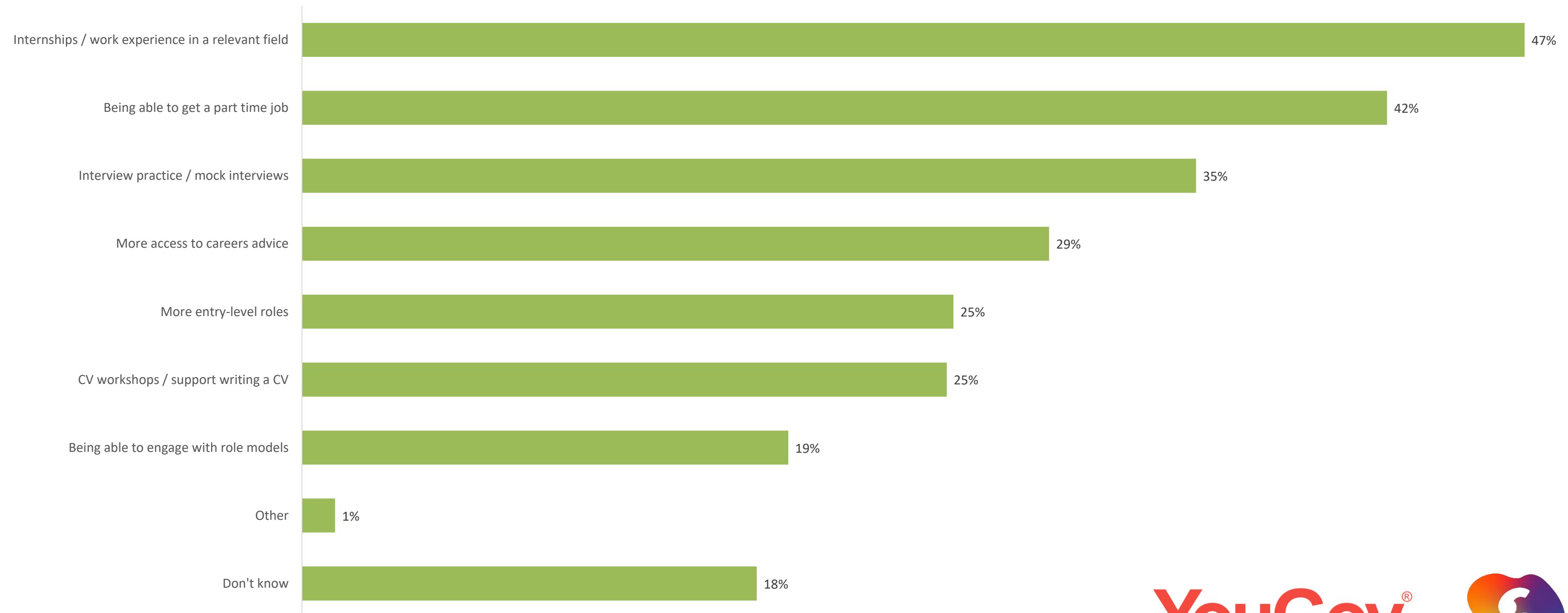




3 KEY FINDINGS
REGARDING WORK
EXPERIENCE FROM
OUR YOUNG
SURVEY OF 2,113
YOUNG PEOPLE IN
MAY/JUNE 2021

Young people view internships/work experience as the most helpful way to improve their confidence in their future career prospects

When thinking about your future career, which of the following, if any, do you think would be most helpful in improving your confidence? Please select all that apply.

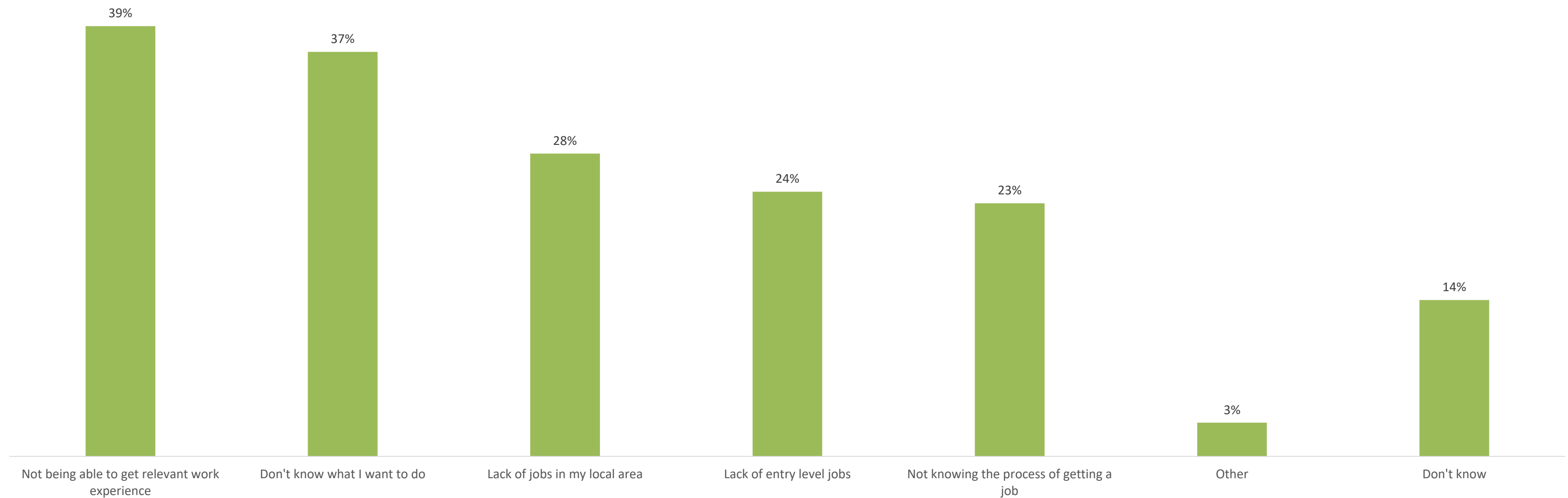


Base: 2,113 Young people (aged 11-19) in UK



Young people perceive the biggest barriers to success in their future careers being not being able to secure relevant work experience and not knowing what they would like to do

Which of the following, if any, do you think are the biggest barrier to success in your future career? Please select all that apply.

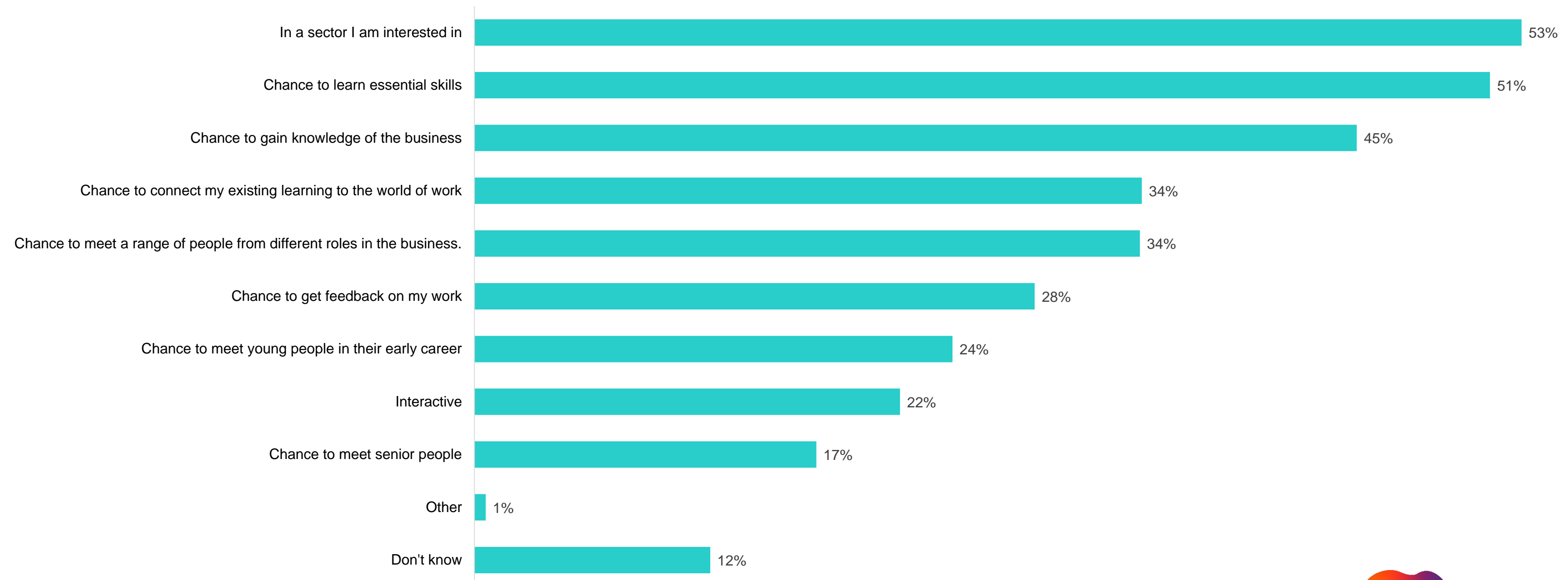


Base: 2,113 Young people (aged 11-19) in UK



Over half of young people say that the most important things to consider when getting work experience is that it is in a sector they are interested in, and that they have a chance to learn essential skills

Now, thinking about work experience in the future. Which of the following, if any, do you think are most important when getting work experience? Please select all that apply.



Base: 2,113 Young people (aged 11-19) in UK



ACTION AND OUTCOMES

ACTION

- Pre-visit preparation with young people.
- School leadership support
- Integrated into careers programme
- Curriculum link
- Interactive
- Personalised
- Multiple
- Challenge stereotypes
- Interact with people who have different experiences to share

IMMEDIATE OUTCOMES

- Increased insights into jobs and careers
- Increased motivation to find out more about potential careers
- Awareness of and opportunity to practice essential skills

SUSTAINED OUTCOMES

- Personal development – increased confidence, self efficacy
- Increased aspiration
- Social and Cultural capital
- Increased motivation to study
- Increased motivation to undertake next steps - employment, FE/HE

WHAT ARE THE ADVANTAGES OF VIRTUAL WORK EXPERIENCE PLACEMENTS?



Interactive: Sessions are always live. Young people get to ask those micro questions in the moments that matter across chat, forums and video to keep engagement high.

Flexibility: Educators decide when their young people engage. We offered experiences across the calendar year so schools promote to their young people when it fits in with their career planning.

Accessibility: Logistics are challenging right now. That is why our offer is available on smartphones as well as PCs so young people could access it at home during lockdown or via school facilities.



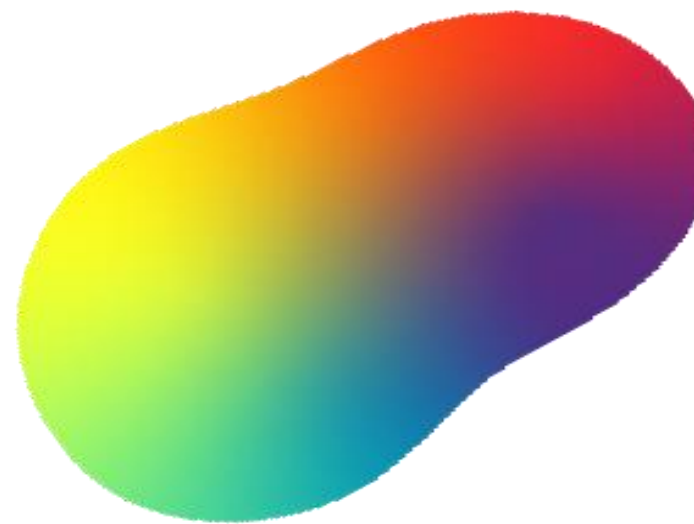
WHAT ARE THE CHALLENGES OF RUNNING VIRTUAL WORK EXPERIENCE PLACEMENTS?



Platform integration: Schools and young people often have restrictions on their devices that restricts them from accessing video calls.

Lack of digital skills: Signing in to the platform requires using a dedicated account for safeguarding reasons which participants struggle with. The quality of the placement, especially week long placements will also be impacted by the digital skills of the organiser in creating engaging content.

Access to devices and internet: Income level of participants can impact their participation as they might be sharing a device with siblings or parents. They might also not be able to afford internet connection for the number of hours required for a meaningful placement. They might also have to turn off their video or reduce the interactivity to save on data costs.



OUTCOMES – WHAT THE EVIDENCE TELLS US WE SHOULD EXPECT FROM EMPLOYER ENGAGEMENT IN SCHOOLS

The development of personal and cultural capital – this includes confidence and self efficacy in being able to plan and made decisions for the future.

That increased personal and cultural capital leads to increased motivation, which leads to higher academic achievement, greater focus on making future plans, and higher wages.



OUR IMPACT DATA BACKS THIS UP



This research evidence is borne out by our impact data.

99% of young people who attended Green Skills Week placements (spring 2021) said it made them feel more confident about the world of work. The top 3 areas in which they were more confident were: 1) knowing what careers pathways are available (64%), 2) knowing their career options, (57%), 3) knowing what employers are looking for (49%).

Following their placement, 9 out of 10 young people felt well informed or very well informed about careers in that industry/sector.

Following the placement, the percentage of young people not considering a career in the industry/sector dropped from 19% to 6%, whilst those actively considering a career in the industry went up from 40% to 51%.

And we are keen to learn more – the Youth Card gives us the **opportunity to empower young people**, track young people's journeys, **share data** to prove whether confidence leads to motivation and achievement, as the evidence leads us to expect.



LEARNING

- **Prioritising disadvantage** geography and individual
- **Teacher led** – aligned with careers programme, tailored to young person. Preparation and reflection – how, evidence
- **Partnership** – LEPs, LAs, CEC, Code community. Co-creation of content
- **Clear learning outcomes**
- **Interactive, and safe** – Q&As, whiteboards, breakout sessions, small groups on project work
- **Individual feedback** on project work that supports the young person's development
- **Repeated**



WHAT YOUNG PEOPLE HAVE TO SAY

My placement was an amazing experience for me to grow in confidence and team working skill as well in getting a taster of the real world of work in green careers. It's increased my knowledge of working and has made me feel more confident for the future.

It was a great experience and I wish that it lasted longer. I learnt many skills and it was a unique experience that was a positive from this pandemic.





KEY FINDINGS
FROM OUR
IMPACT DATA
FOR PERIOD
FEBRUARY 2021
TO JULY 2021

METHODOLOGY

The impact data in this presentation is based on students responses from February 2021 to July 2021.

11, 138 young people completed the pre-placement survey.

3,148 young people participated in the post-placement survey.

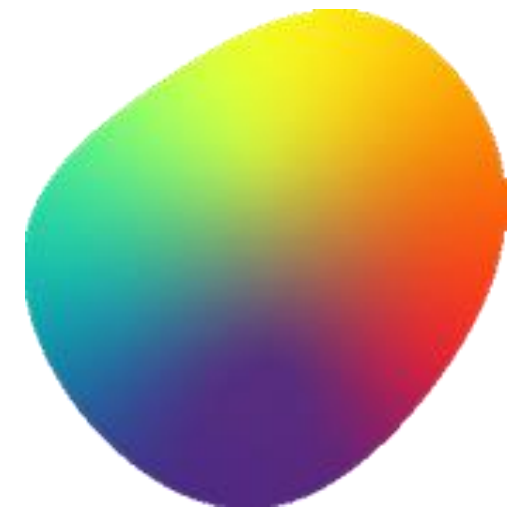
143 employers offered placements to the young people who responded to the questionnaires.



THE AGE AND OTHER CHARACTERISTICS OF THE STUDENTS WHO PARTICIPATED

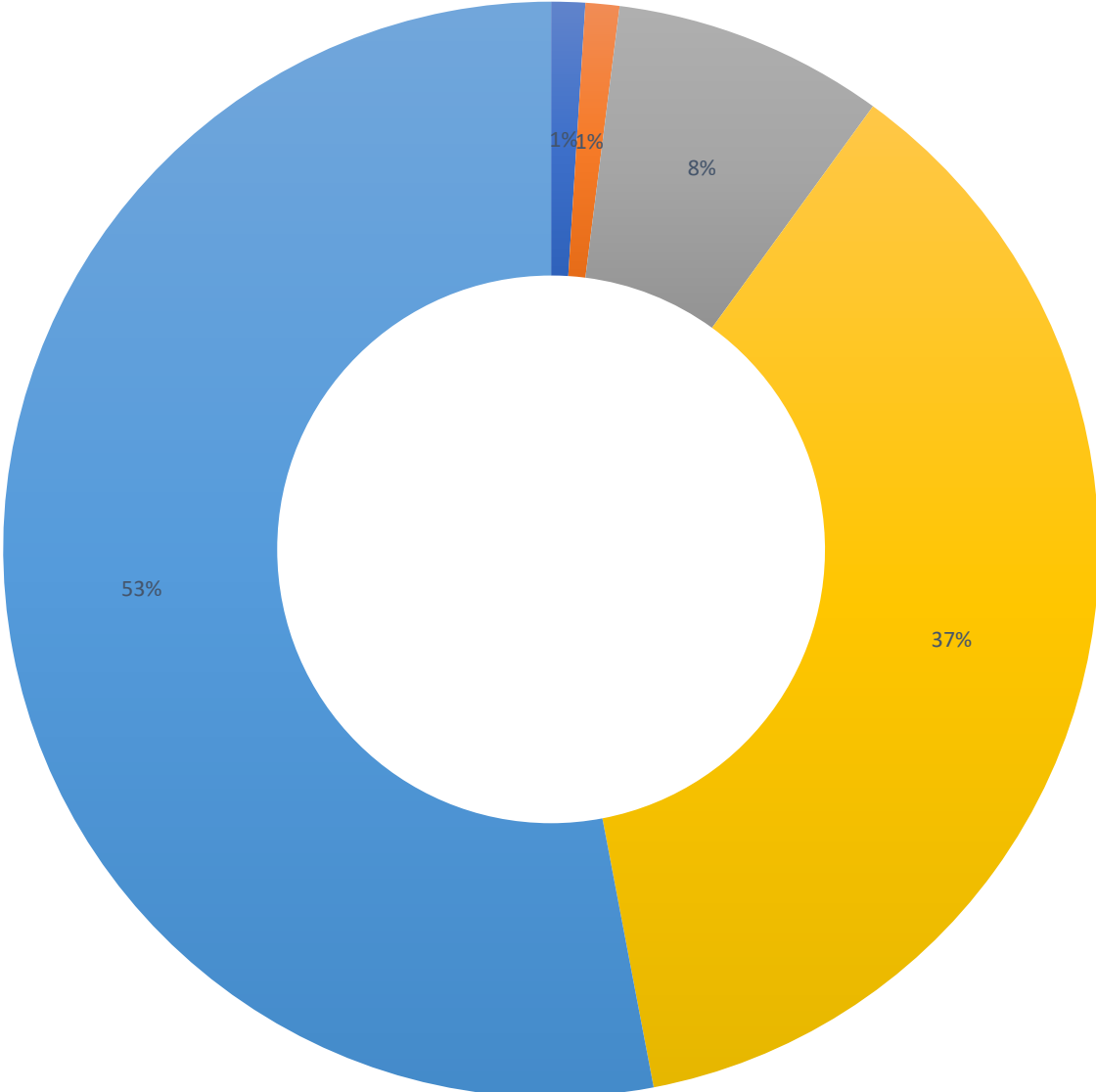
- **Female - 57%. Male - 42% . Other / Prefer not to say – 1%.**
- **Special Education Needs – 3.4%**

Of those that had attended work experience previously, 48% had attended a placement through Speakers for Schools, 52% had attended a placement sourced through other providers.



STUDENT POST-PLACEMENT QUESTION:

What overall star rating would you give your placement?



■ 1 Star ■ 2 Stars ■ 3 Stars ■ 4 Stars ■ 5 Stars



91% rated the placements '4 -5 stars', indicating that overall 9 out of 10 young people found it very good or excellent.



STUDENT POST-PLACEMENT QUESTION:

Following your placement, how confident or nervous do you now feel about your future possibilities in the world of work?

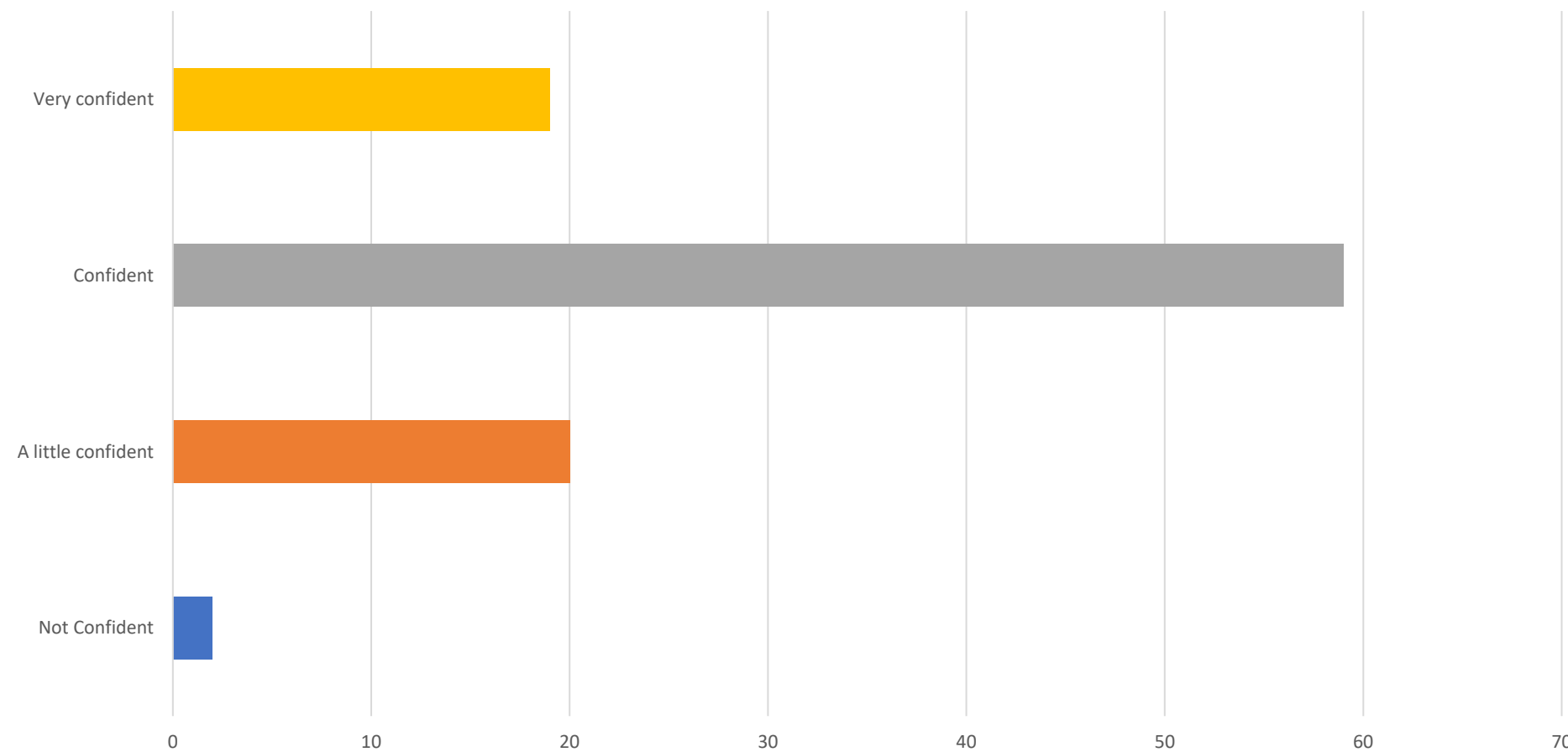


78% of young people who attended placements feel confident or very confident about their future career possibilities.



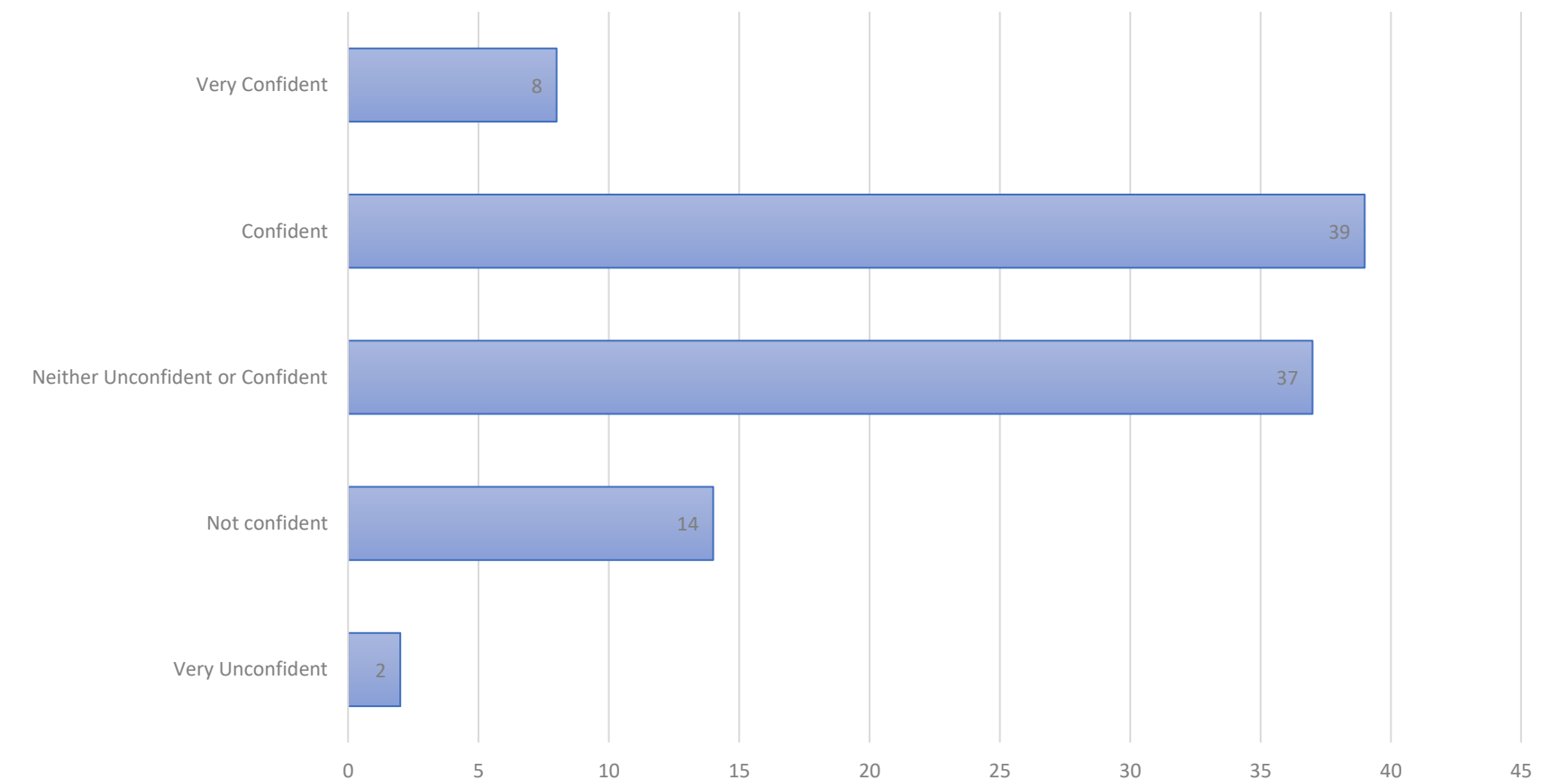
Prior to the placement, 47% of students indicated they were confident or very confident about their future career possibilities

Following your placement, how confident do you feel about your future in the world of work? (%)



Post-Placement Survey

How confident or nervous do you feel about your future possibilities in the world of work?



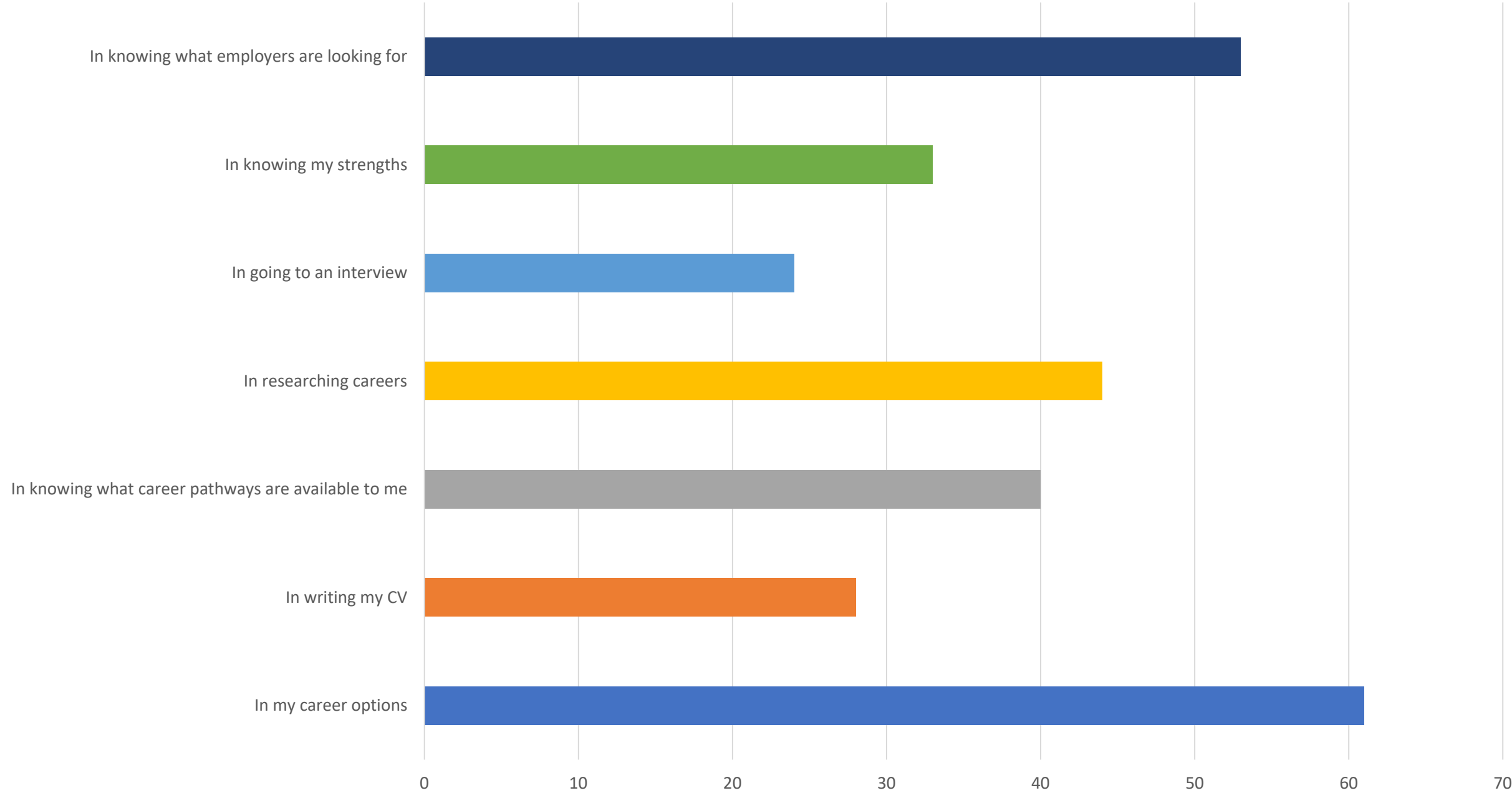
Pre-Placement Survey

STUDENT POST-PLACEMENT QUESTION:

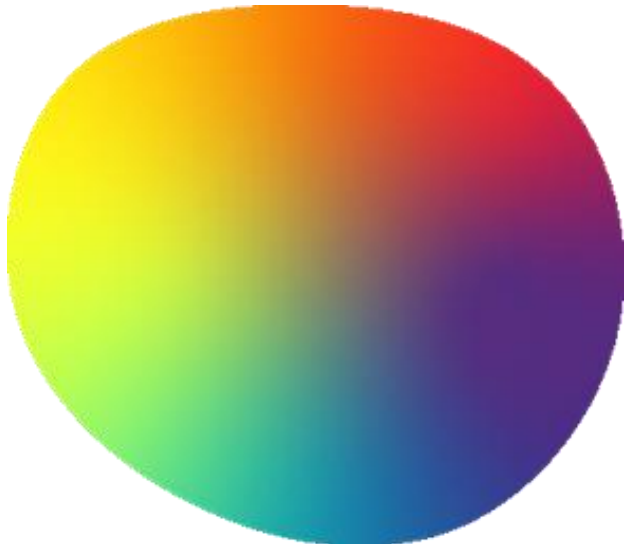
In which of the following areas, if any, did the placement help you feel more confident? You can choose more than one option.



In which of the following areas, if any, did the placement help you feel more confident? You can choose more than one option (%)



The top three areas young people who attended placements feel more confident are in knowing their career options (61%), in knowing what employers are looking for (53%) and in researching careers (44%).

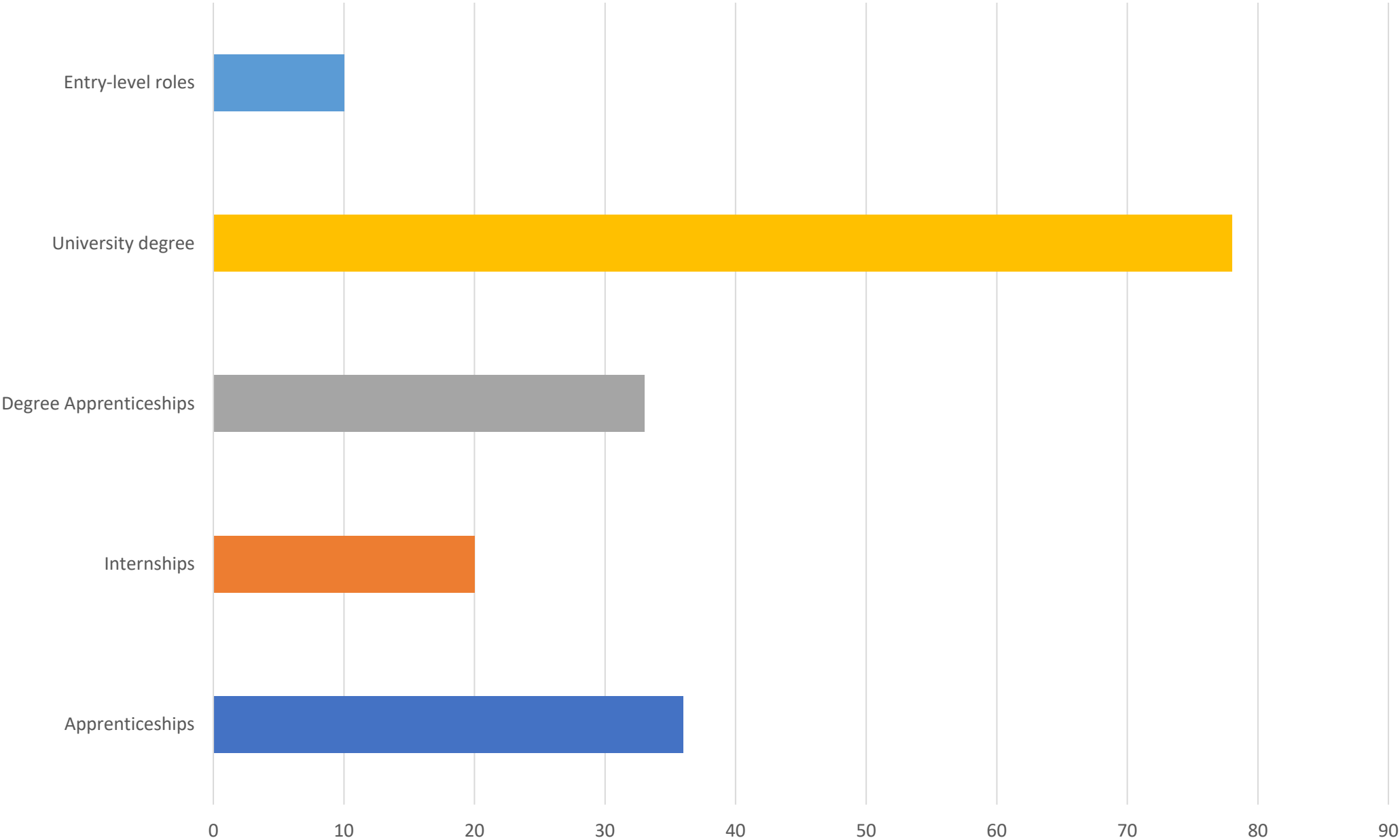


STUDENT POST-PLACEMENT QUESTION:

Which of the following career routes would you consider following this insight day? You can choose more than one option.



Which of the following career pathways would you consider following this placement? You can choose more than one option.



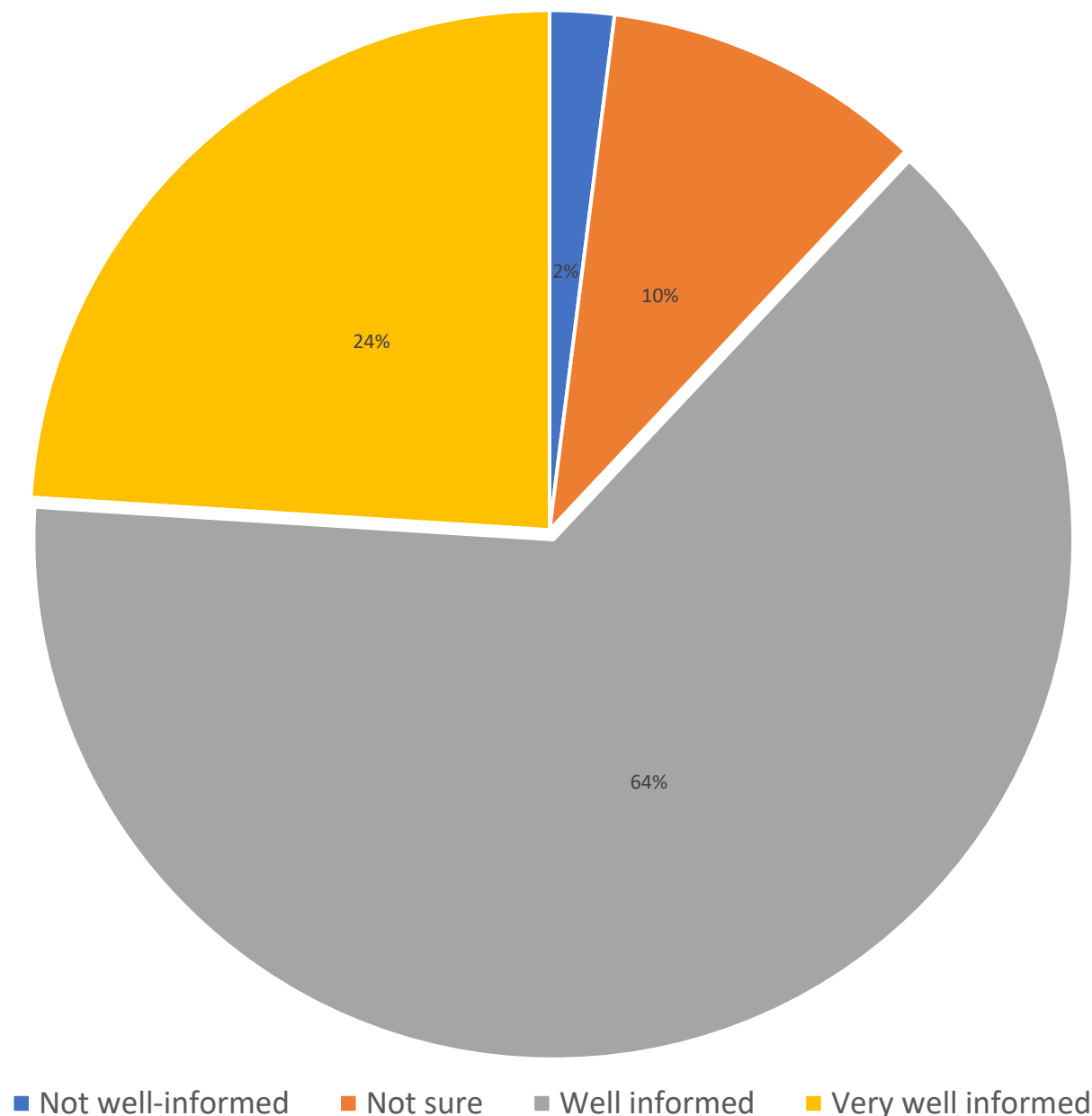
Young people are most likely to choose a university degree route in their career (78%), followed by apprenticeships (36%) and degree apprenticeships (33%).



STUDENT POST-PLACEMENT QUESTION:

Following your placement, how well informed do you feel about the business and the industry/sector your placement with was with?

Following your placement, how well-informed do you feel about careers in this industry/sector?



9 out of 10 young people who attended placements now feel well informed or very well informed about the employer and their industry or sector (88%).

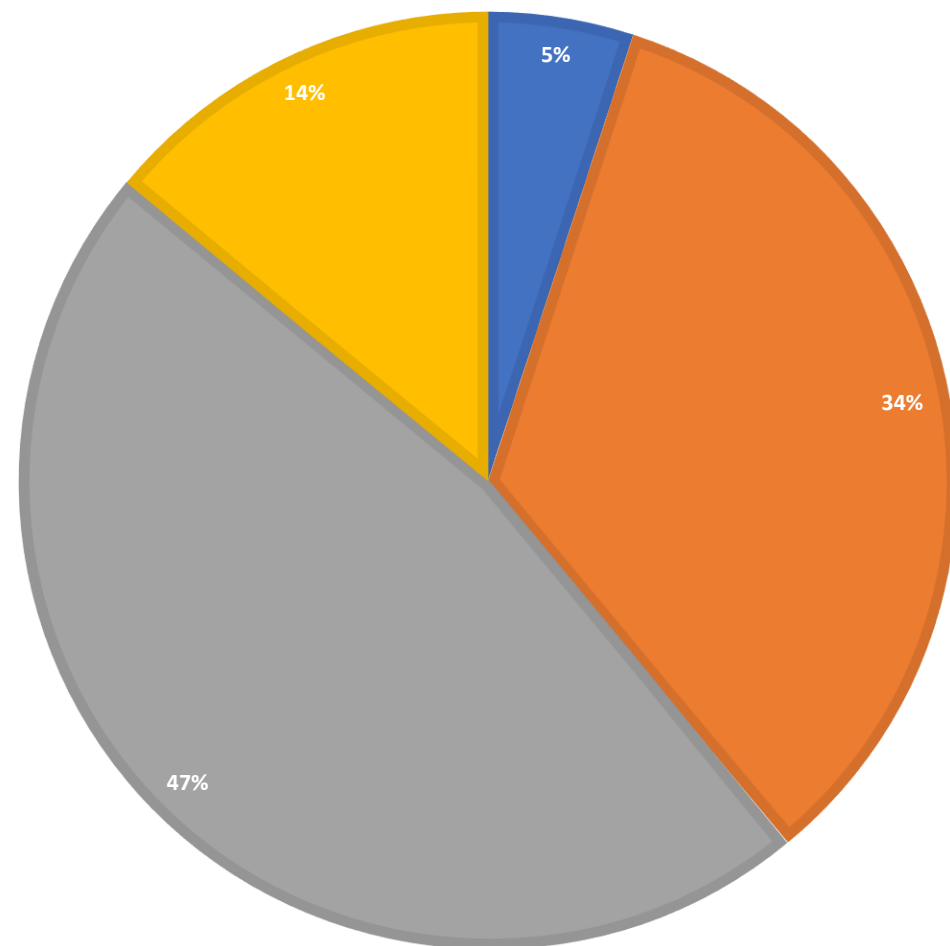
Prior to the placement only 4 out of 10 young people that secured a placement felt well informed about the employer or the industry in which they operated (38%)*.

Source: Speakers for Schools Pre-Placement Survey

STUDENT POST-PLACEMENT QUESTION:

Following your placement, how confident do you feel in your skills right now? Speaking – how confident you communicate with others?

SPEAKING - THE ORAL TRANSMISSION OF INFORMATION OR IDEAS



■ Not confident ■ Neutral ■ Confident ■ Very confident



Majority of young people who attended placements feel confident or very confident about their speaking skills following their placement (61%).

Prior to the placements, 65% of young people did not feel confident about their speaking skills*.

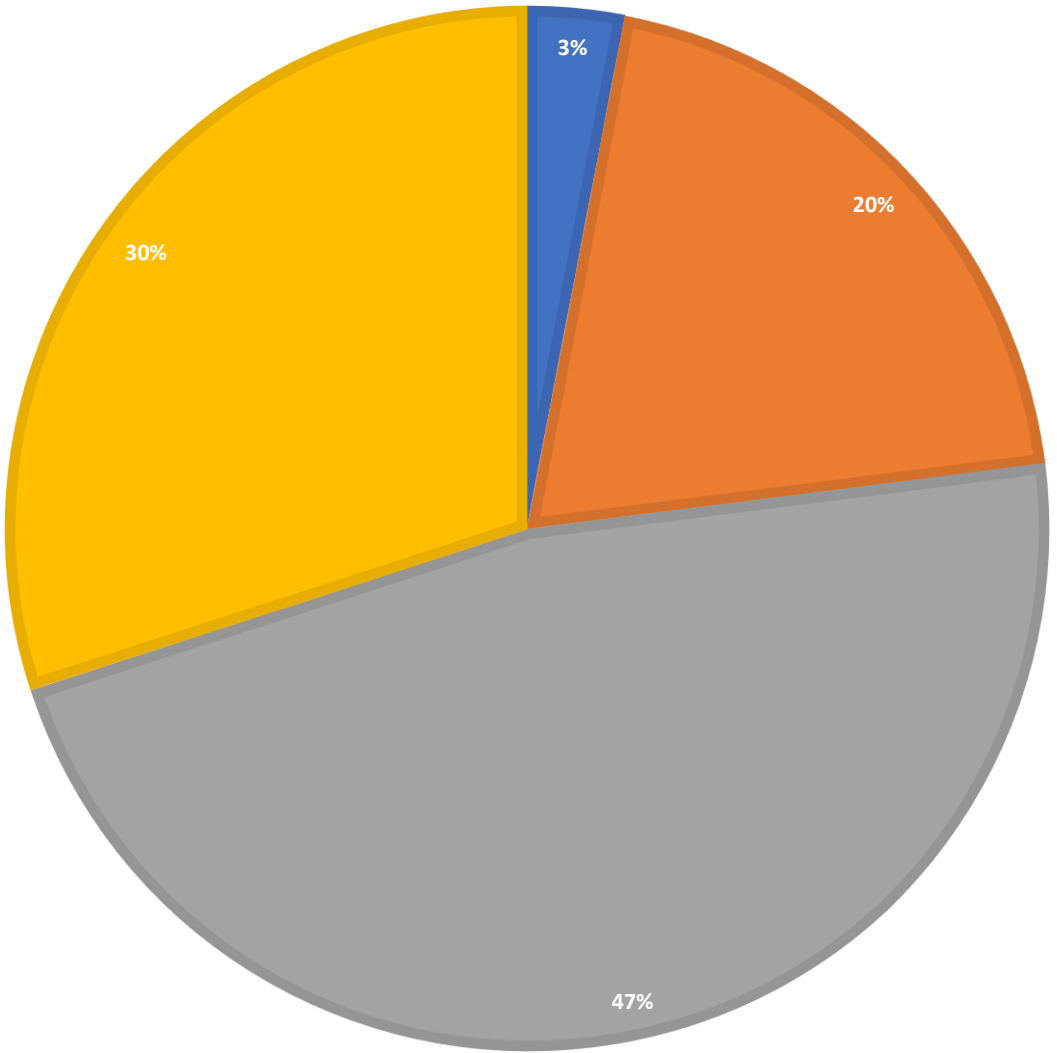
Source: Speakers for Schools pre placement survey

STUDENT POST-PLACEMENT QUESTION:

Following your placement, how confident do you feel in your skills right now? Teamwork – how confident do you feel achieving outcomes with others?



TEAMWORK - WORKING COOPERATIVELY WITH OTHERS TOWARDS ACHIEVING A SHARED GOAL

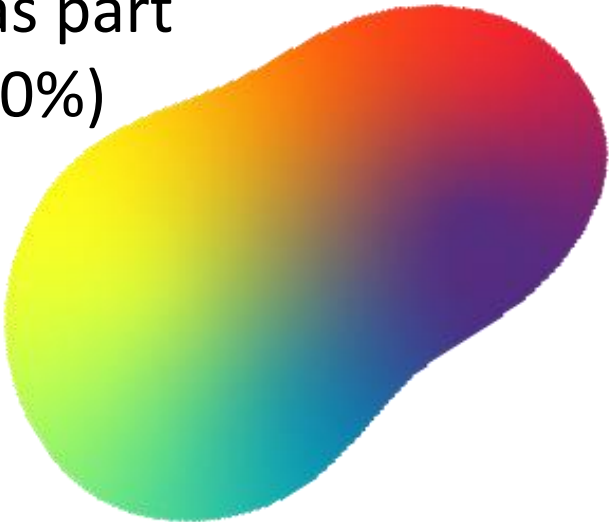


■ Not confident ■ Neutral ■ Confident ■ Very confident



Only 3 out of 100 of young people who attended placements said they were not confident about their ability to work as part of a team in delivering projects (3%).

This is a significant improvement from the pre placement survey, where 3 out of 10 of young people did not feel confident in their ability to work as part of a team in delivering projects (30%)



CONCLUSION

- 🔍 Young people feel more confident about their future career prospects after work experience placements.
- 🔍 Young people feel more well informed about their career options and how to research jobs in the industry or sector.
- 🔍 Placements help build confidence in essential skills.



OUR CYCLE

It starts with a business developing its offer, and advertising it on the portal. Schools know what their young people need, and will have prepared for this as part of a careers programme. Young people apply, the teacher signs it off, business selects, and runs the placement.





**THANK
YOU**

