

Visit our Schools & Colleges

Campaign
update



The newsletter of the Education and Employers Taskforce

SEPTEMBER 2010 | ISSUE 3

Visit our Schools and Colleges – 100s of schools, colleges and employers sign up

High profile visits

The first Visit our Schools and Colleges campaign is gaining momentum with hundreds of schools and colleges inviting local employers to visit and talk to them about how they can help young people aged 5 – 19 gain the skills they need.

Diverse employers have registered so far, including 75 high-profile chief executives and company chairs, many of them from FTSE 100 companies, who have pledged a school visit during the campaign week. Many are taking some of their Board members, supply chains and their local business networks with them on the visit.

“I’ve always believed strongly in getting out and working with young people to help them build the skills and experience that they need for the modern workplace and to be fully engaged citizens. So I’m delighted that the BBC is involved with the Visit our Schools and Colleges campaign and look forward to my visit,” **Caroline Thomson, Chief Operating Officer, BBC**

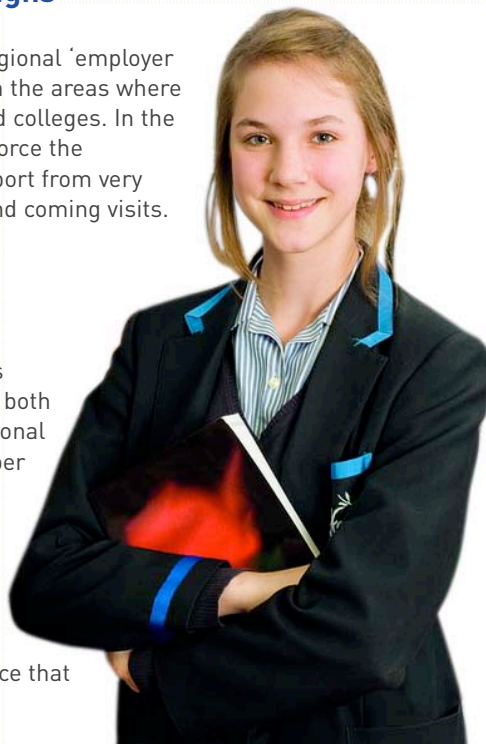
Across the country visits are now being arranged by **volunteer members** of the Institute for Education Business Excellence (**IEBE**), the professional body dedicated to promoting the highest possible standards in Education Business Partnership Organisations (EBPOs). The Taskforce is hugely grateful to the IEBE and its members for their support for the campaign.

National and regional media campaigns

During the week of 13 September there was a regional ‘employer facing’ media campaign, concentrating largely on the areas where we have overwhelming demand from schools and colleges. In the following fortnight a national campaign will reinforce the messages already out there, the strength of support from very high profile organisations and highlight the up and coming visits.

The Financial Times supplement

The Visit our Schools and Colleges campaign has generated substantial interest across the media; both business and education sectors and also the national mainstream press. The Financial Times newspaper is planning supplement to hit the streets that same time as the Visit our Schools and Colleges campaign to celebrate the innovative work being done in education and employer partnership. We are hopeful that the week will serve to capture the public mind about the importance of employers working with schools and the difference that this can make to young people.



Education
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The Point of Partnership: Understanding Employer Engagement in Education

University of Warwick, Fri 15
October 2010

Bringing together for the first time leading researchers in the field together with policy-makers and practitioners, **The Point of Partnership: Understanding Employer Engagement in Education** conference will address all aspects of employer engagement in education.

The conference will cover key questions such as: What happens when employers work with schools and colleges? Why do young people enjoy and value engaging with employers? What is the link to attainment and motivation? Employability? Career aspiration? What’s in it for the employer? How can relationships be best managed? Are there recruitment savings? How does employee volunteering contribute to staff engagement?

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Visit our Schools & Colleges

New PR Toolkit available

Coverage in local and regional media (newspapers, radio and TV) is a vital element to this campaign so we have updated our user friendly **Media and PR Toolkit** for supporters to use to generate local media interest in Visit our Schools and Colleges. We have a suggested Media Release, template email to local editors, letter to employers and letter to schools. You can adapt these for your own organisation .

Local media are always after human interest stories with a local angle, and especially those with photos opportunities. You can play an invaluable role in making Visit our Schools and Colleges a success by using local media to encourage local school, colleges and business leaders to register free on the site. **Schools and colleges can register until 1 October and employers until 11 October.**

Amid the economic challenges facing us all, the campaign offers a wonderful opportunity to celebrate employers and schools working together to make a real difference for our young people. It is also an opportunity to raise awareness of your organisation. If you want advice on approaching and dealing with the local media please contact:
carol.glover@educationandemployers.org

Guidance for the visits on its way

The Taskforce will be issuing the Guidance for the visits soon; this Guidance is for schools, colleges and employers to use to structure their conversation on the day. This incorporates suggestions for how to structure the conversation, what you could potentially discuss and how to take it forward to build a long lasting relationship.

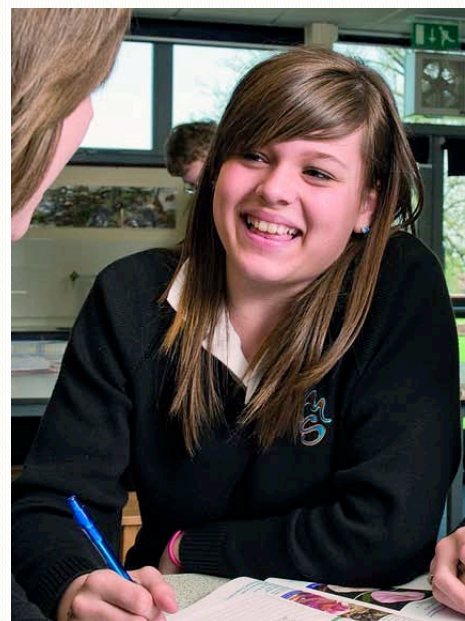
Campaign timeline

- **September** - local partners who are members of the Institute for Education and Business Excellence (IEBE) in touch to support the visit and arrange logistics
- **1 October** - registration deadline for schools and colleges to take part.
- **11 October** - registration deadline for schools and colleges to take part.
- **11 – 15 October** - campaign week in Bradford, Leicester and Leicestershire when face-to-face visits take place
- **18 – 22 October** - campaign week in the rest of England when face-to-face visits take place
- **After the visits** – it's over to participants whether and how a partnership grows
- January 2011 campaign evaluation by schools, colleges and employers – what worked for you?

Celebrating the best in partnership

The VOSC campaign is celebrating the best in education and employer partnership so to see this in action visit: <http://www.employers-guide.org/case-studies.aspx>

We have diverse examples such as a Wakefield and District Housing Association doing mentoring, Jaguar doing a *GT Racing Sports Car in Schools Challenge* and Reuters doing Reading Partners, Cadbury doing internships in different areas of the company, Royal Mail helping secondary school pupils with maths and IBM engaging in online mentoring. You can find the full programme [here](#).



Professor Hugh Lauder (University of Bath), editor of the **Journal of Education and Work**, will be joined as a keynote speaker by **Hans van der Loo, Vice President, European Union Liaison at Shell International**, who will speak on talent as a strategic resource, and the urgent need for employers to work with governments, schools, colleges and universities to secure Europe's future prosperity.

Hans is part of the European Roundtable of Industrialists (ERT), whose work has driven the commitment in the EU's recently adopted 2020 Strategy to provide active encouragement to member states to support closer working between schools and employers. The ERT proposal for a European Co-ordinating Body to help co-ordinate and build on school-business partnerships across Europe has been adopted by the EU and is due to launch in January 2011.

Professor Hugh Lauder will unveil his new book **The Global Auction: The broken promises of education, jobs, and incomes**. The book offers unconventional thinking in looking at the link between education and national prosperity.

You can find the full programme at:
www.educationandemployers.org/researchconference