

INSPIRING WORCESTERSHIRE



**TEACHER
ENCOUNTER
PROGRAMME**

**EMPLOYER
GUIDE**

- > **PROGRAMME OVERVIEW**
- > **THE BENEFITS OF
TEACHER ENCOUNTERS**
- > **THE REGISTRATION
PROCESS EXPLAINED**
- > **DELIVERING YOUR
ENCOUNTER**

INSPIRING WORCESTERSHIRE CAREERS HUB...

WHO ARE WE?

The Inspiring Worcestershire Careers Hub is part of a national initiative led by the Careers and Enterprise Company to support the delivery of high-quality careers education within education establishments across Worcestershire.

WHAT DO WE DO?

Through our work with education establishments across Worcestershire, our aim is to ensure that **EVERY YOUNG PERSON** receives the exceptional standard of careers education they need to make sure they are fully prepared to enter the world of work.

WHY DO WE DO IT?

If young people across Worcestershire fail to receive a high-quality careers education it is highly likely that they will not undertake a careers pathway that is right for them.

Failure to provide young people with a high-quality careers education will also have a negative impact on the future workforce available to Worcestershire employers.

If Worcestershire's economy is to continue to grow then it is vital that our employers have access to a pipeline of young people who hold the skills, qualifications and experience they are looking for. Providing this pipeline of young people to employers will ensure that they are able to replace employees quickly and efficiently, as well as ensure that young people do not feel the need to travel outside of Worcestershire to secure employment.

WHO DO WE SUPPORT?

The variety of bespoke support programmes and activities delivered through the Inspiring Worcestershire Careers Hub ensures that we are not only supporting over 40,000 young people each year who attend our education establishments but also our network of Head Teachers, Senior Leaders, Parents and Local Employers.

By working together, we can ensure that our young people stand the best chance possible to secure a future which matches their career aspirations and ensure that Worcestershire remains a great place to live and work.



WELCOME TO THE INSPIRING WORCESTERSHIRE TEACHER ENCOUNTER PROGRAMME

We all know that, when deciding on a career pathway, a student can often feel like it is a very daunting process for them to undertake. It can be challenging for them to know exactly what their options are and how they can achieve their longer term career goals.

In addition to the high-quality careers education being delivered in schools across England, evidence shows that teachers are one of the most accessed sources of support by young people when making careers decisions. However, only a small proportion of teachers actually feel they are prepared to offer this support.

This brochure will support you to fully understand how your business can support local teachers to undertake a meaningful Teacher Encounter and support them to increase their understanding of both your business and your industry sector, in turn providing them with key knowledge which they can share with students within the classroom.

PAGE 4 - 6
INFORMATION FOR EMPLOYERS

PAGE 7 - 13
**PREPARING AND DELIVERING
A TEACHER ENCOUNTER**

PAGE 14 - 16
THE EMPLOYER REGISTRATION PROCESS

PAGE 17 - 18
**SUPPORTING INFORMATION
AND DOCUMENTS**

INFORMATION FOR EMPLOYERS

CONTEXT

There has been considerable progress in careers education in recent years and the next stage of careers development is to deepen the relationship between classroom teachers and our network of employers.

We know that helping young people find their best next step from education into employment is a shared mission for teachers and businesses. To embed a culture of careers within education, careers needs to become a mainstream focus in our schools and colleges.

Teachers pass on messages about career pathways through the relationships they build with young people and the curriculum they teach but they need support, especially because they do not always have the knowledge or experience of all the pathways, the labour market, or the skills that employers need and value. Being able to link the curriculum to the world of work can enable students and teachers to relate education to future career pathways and we have an opportunity to influence both curriculum intent and delivery, as well as increasing awareness of different pathways and opportunities.

Opportunities in the workplace, the ways employers recruit and the skills, qualifications and attributes that are valued and in demand is a rapidly changing landscape. It is vital for employers to have the opportunity to upskill the education workforce to enable them to keep up to date with these changes and to ensure a suitable talent pipeline exists to meet the future needs of the economy.

The Inspiring Worcestershire Careers Hub will provide each of our registered employers with the support they need to facilitate a meaningful encounter and provide guidance on the structure they should follow as part of the process.

Evidence shows that, although teachers were one of the most accessed sources of careers information, advice and guidance for young people, only a small proportion found teachers' advice to be the most useful.

BENEFITS FOR EMPLOYERS AND EDUCATORS

HOW WILL YOUR ORGANISATION BENEFIT FROM PARTICIPATION IN THE TEACHER ENCOUNTER PROGRAMME?

- > Deliver key messages about your industry sector directly to educators and, in turn, the students they teach.
- > Increase educators' awareness of the knowledge, skills and behaviours you would like your future employees to hold.
- > Give educators a clear explanation of your recruitment processes.
- > Strengthen your links directly with local education establishments.
- > Promote the pathways and entry routes your business can offer young people considering a career within your sector.
- > Promote the key roles within your organisation and where you believe the jobs of the future may be.
- > Support the development and the enhancement of your future talent pipeline.
- > Demonstrate how subjects being delivered within the classroom are used within the workplace.
- > Improve staff CPD and raise your profile within the local community.

HOW WILL EDUCATORS BENEFIT FROM PARTICIPATING IN THE TEACHER ENCOUNTER PROGRAMME?

- > Enhanced curriculum delivery and engagement, as staff gain confidence to highlight the relevance of their subjects to future careers and make links to careers from the curriculum.
- > Increased confidence and knowledge to advise or signpost students, and articulate all available pathways (including technical and vocational) with equity and without bias.
- > Broadened subject experience, depth and range of knowledge to inform quality teaching practice.
- > A unique opportunity for experiential learning.
- > A valuable opportunity to develop and sustain meaningful contact with employers to enhance the curriculum.

BENEFITS FOR THEIR STUDENTS:

- > Valuable opportunities to recognise and articulate the skills employers value.
- > Increased progress through the creation of innovative and relevant learning opportunities.
- > Improved understanding of the relevance of the curriculum to their future employment.

INFORMATION FOR EMPLOYERS

HELP TO BRING REAL-LIFE WORKPLACE EXAMPLES INTO THE CLASSROOM AND CURRICULUM THROUGH TEACHER ENCOUNTERS.

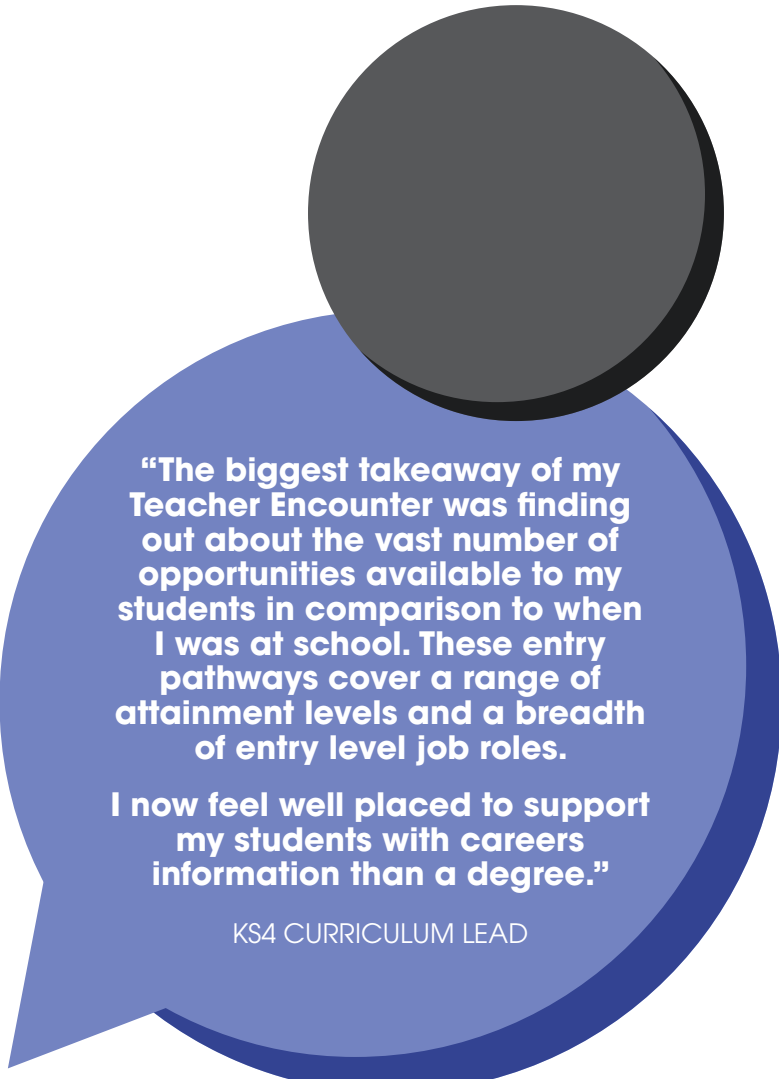
A meaningful Teacher Encounter with employers/ employees is one in which teachers/staff can develop their knowledge and understanding of sectors, careers and routes available to students at key transition stages.

Teacher Encounters aim to build this knowledge and understanding to enhance approaches to embedding careers in the curriculum, and to drive positive student outcomes.

The Teacher Encounter you offer may vary from others as each employer will deliver a programme on the day which relates to their business and industry sector.

During a Teacher Encounter, ALL participating employers should expect to increase a teacher's knowledge and offer two-way engagement which covers the following core content:

- > Information about the organisation teachers are visiting.
- > A tour of the organisation.
- > Pathways and Entry Routes relating to the employer's recruitment processes.
- > Knowledge, Skills and Behaviours that employers value.
- > The Variety of Job Roles within the organisation.
- > Meet your Team.
- > How teachers intend to embed their careers knowledge within the curriculum.



“The biggest takeaway of my Teacher Encounter was finding out about the vast number of opportunities available to my students in comparison to when I was at school. These entry pathways cover a range of attainment levels and a breadth of entry level job roles.

I now feel well placed to support my students with careers information than a degree.”

KS4 CURRICULUM LEAD

PREPARING YOUR TEACHER ENCOUNTER

EMPLOYERS ARE BEST PLACED TO SHARE INSIGHTS INTO BOTH THEIR BUSINESS AND INDUSTRY SECTOR DIRECTLY WITH EDUCATORS THROUGH THE TEACHER ENCOUNTER PROGRAMME.

The Inspiring Worcestershire Careers Hub will support our employers to understand and facilitate a “Meaningful” Teacher Encounter. Our team will provide you with a range of information to support you to deliver YOUR encounter, YOUR way.

We will help you to structure your Teacher Encounter, providing you with the core content required to be covered but equally giving you the flexibility to share information with educators which directly relates to your business and/or your industry sector.

We strongly believe that EVERY business has a different story to tell and has something unique to offer young people as they journey towards the world of work. By delivering YOUR Teacher Encounter YOUR way, you will be able to share key knowledge and information to inspire your future workforce through local educators that could potentially help influence the careers choices of over 35,000 young people each year across Worcestershire.

Over the next few pages, we will provide you with some practical hints and tips on how to deliver your Teacher Encounter. We will also provide you with an example of how we think you should structure the day to make sure the core content is covered and to ensure you deliver a meaningful Teacher Encounter.

“Since the conception of the Inspiring Worcestershire Careers Hub in 2018, the delivery within our hub member schools has primarily focused on increasing the quality of the careers education and supporting students on their journey towards the world of work.

Even though we know Worcestershire is one of the leading careers hubs in the country we feel the time has come for us to adapt our approach and begin to “influence the influencers.”

Our Teacher Encounter programme provides a platform for employers to share vital industry related information directly with educators which will, in turn, increase their knowledge and confidence to hold meaningful careers conversations with students and shape the curriculum they are delivering with the workplace in mind.

Employers are without doubt in the best position to educate the educators and, by hosting local Teacher Encounters, they can help us ensure we are inspiring YOUR FUTURE WORKFORCE.”

Matt Tope – Strategic Careers Hub Manager,
Worcestershire LEP

PREPARING YOUR TEACHER ENCOUNTER

BEFORE THE ENCOUNTER TAKES PLACE

You may wish to consider some of the following actions prior to your Teacher Encounter taking place:

> **Pre-Encounter Welcome and Introductions**

It is always recommended that the employer contacts the participants via email to share some general information a few days before the encounter is due to take place. These instructions could include directions to your location, where you would like them to park, where they need to go upon arrival, details of who will be meeting them, any equipment they may require, confirmation of refreshments and lunch arrangements for the day, and confirmation that you would like them to arrive on site at around 9:00am to be ready for a 9:30am start.

> **Visitor Registration Process**

As every Teacher Encounter should start at 9:30am, it is advisable for you to ensure that participants arrive onsite at around 9:00am so that they can complete your visitor registration processes and allow them enough time to grab a quick drink before the formal elements of the encounter are delivered.

> **Plan Your Delivery**

Make sure that you have walked through and planned every element of what you intend to deliver throughout the day. Ensure that those hosting the encounter have everything they need to deliver the encounter and ensure that additional staff who are involved throughout the day are fully briefed and know what they are required to deliver, where they need to be and at what time.

> **Raise Awareness of the Encounter with your Senior Managers**

It would be a nice touch for a senior manager/s within your organisation to pop in and say hello to the participants at some point during the day. This also ensures that your own time and effort in hosting and arranging the encounter is recognised.

> **Make Contingency Plans**

As we know, staff illness and absence can happen when we least expect it. Please try to plan as best as you can for cover to be in place should the worst-case scenario happen, and a staff member involved in the day is unable to attend. Unfortunately, cancelling the Teacher Encounter will not be an option as the participants have been granted leave from their teaching schedules during term time to be with you and it will be highly unlikely that the encounter could be re-arranged before delivery deadline closes.

> **Risk Assessments and PPE**

You may wish to consider if accessing any areas of your building during the tour will require a risk assessment to be carried out and/or if the participants may require PPE should you have any hands-on activities planned for them during their encounter.

PREPARING YOUR TEACHER ENCOUNTER

DURING THE ENCOUNTER

During **EVERY** stage of the Teacher Encounter, please try to build in interaction between yourselves as the host and those participating in the encounter. This interaction could be in the form of questions to the participants before you reveal the actual responses and/or small activities which you set the participants to demonstrate the knowledge they hold prior to you sharing specific information with them.


An example of this could be:

QUESTION TO PARTICIPANTS: What Knowledge, Skills or Behaviours do you think we would be looking for entry level employees to hold when they join our organisation?

Each participant would then share their responses with the host before you inform them of the actual Knowledge, Skills, and Behaviours your organisation is looking for entry level employees to hold.

Always take time to summarise and review the knowledge participants should have gained from each element of your programme throughout the day or, before each formal break, you can summarise and check the knowledge they have obtained by asking them questions and/or inviting them to ask you questions regarding those specific topics.

Where appropriate we would always suggest employers consider hands-on tasks for participants to complete. These types of tasks can really bring the learning to life and can provide participants with a key insight into the types of activities that their students may also undertake during a site visit to your organisation.



**The most
MEANINGFUL
encounters ALWAYS
include two-way
interaction between
the participants and
the hosts.**

AT THE END OF THE ENCOUNTER

At the end of the encounter, please ensure that you remind the participants to complete the formal evaluations which will be shared with them directly by the Inspiring Worcestershire Delivery Team and centrally by the Careers and Enterprise Company. Completion of the evaluation processes are a mandatory part of the programme.

POST-ENCOUNTER

Following the encounter, it is always advisable to make contact one last time via email with the participants to thank them for taking part in your Teacher Encounter and to obtain any feedback on the delivery elements throughout the day. This will support you as an organisation to refine your programme and ensure any future encounters you facilitate are improved.

DELIVERING YOUR TEACHER ENCOUNTER

THE FORMAT OF A TEACHER ENCOUNTER DAY

As we have mentioned earlier in this document, in order to make the Teacher Encounter a “Meaningful” experience for participants, there will be certain core content that **MUST** be delivered as part of the day.

To support you to facilitate your Teacher Encounter, we have provided you with an example of what a typical day should look like and the content we would ask you to cover.

Even though we have provided you with this guidance and structure of what a typical day should look like, how you deliver this content is entirely your decision: you know your business and industry sector best, and you may already have ideas on the best way to share this core information with the participants.

Many businesses already have corporate videos which explain who they are and what they do. Using these are a great way to bring the session to life and provide a visual way of demonstrating to participants your products, the range of services you offer and the variety of roles within your business. Some businesses may also wish to demonstrate the products and services on offer to their customers through simple hands-on activities. Put simply, we are happy for you to deliver this core content in whichever way you see fit.

However, when delivering your content, please make sure that you are providing a consistent two-way interaction with the participants. Try to keep the participants involved at every stage: ask them questions about their existing knowledge, and ask them for ideas about how you could improve your engagement with education. Doing this may not only help you learn more about the challenges they face in the classroom but, more importantly, may also help you to support the promotion of careers within your organisation and aid in the development your future workforce.

Over the next few pages, we will set out an example timeline for the day which you may wish to follow and details of the core content which is required to be included as part of your delivery.

We have highlighted the core content in **YELLOW** and the optional content has been left **BLANK**. The morning session should be focused on the sharing of information and the afternoon session should include more focus on guest speakers and the practical elements of delivery.

All of the timings listed are to be used as a guide. As such, you may wish to adjust these to suit the level of content you are sharing with the participants.



DELIVERING YOUR TEACHER ENCOUNTER

THE TEACHER ENCOUNTER DAY

MORNING SESSION 9:00AM TO 12:30PM (3.5 HOURS)

Arrival and Registration 9:00 am.

Delivery starts 9:30 am.

> **Welcome, Agenda and Introductions
(10 mins)**

A formal welcome and introduction from the employer host, followed by a cover of the agenda for the day and any internal housekeeping (e.g. Fire Alarms, Toilets, Refreshments etc.) This should also involve round table introductions from participants to include who they are, their school, subject specialisms, and an overview of their career to date.

> **Company Overview (20 mins)**

Here, the employer host should provide an overview of the organisation and what they do, explaining topics such as the following examples: any products and services they provide, their company history, whether they are local, national, or international, how many staff they have, and a brief outline of key roles they have within the organisation. If the organisation has a corporate video about what they do, then this would be a great time to play it.

> **Site Tour (45 mins - 1 hour)**

Here, the employer host should provide a comprehensive tour of their site, visiting as many different teams as possible and highlighting the activities these teams undertake for their business and, where appropriate, how these activities utilise the curriculum subjects taught in school. Where possible, provide participants with opportunity to get hands-on by undertaking a short activity linked to the products or services their business offers to their customers.

> **Pathways and Entry Routes (20 mins)**

At this point, the employer host should provide details of the different entry pathways, routes, and opportunities within their organisation, highlighting some success stories from young people who have progressed within the industry by following the non-university routes. During this, they should include any entry criteria such as the minimum required level of qualifications.

DELIVERING YOUR TEACHER ENCOUNTER

MORNING SESSION CONTINUED

> **Our Recruitment Process (20 mins)**

The employer host should demonstrate the recruitment process that an entry level employee might have to undertake to join their organisation. This could include undertaking a short task or getting participants to complete an application form/any aptitude tests the business may use.

> **Knowledge, Skills, and Behaviours (20 mins)**

Here, employer hosts could undertake an activity where teachers share with them a list of the Knowledge, Skills, and Behaviours which they think the employer would be looking for from a potential employee. The employer could then present on the actual Knowledge, Skills, and Behaviours they are looking for from entry level employees.

> **Labour Market Information Did You know...**

(15 mins)

This optional element will allow employers to provide some local Labour Market Information (LMI) to participants which is linked to their industry sector. This could be delivered in a "Did you know" format, where a question is shared with participants, and they guess the answer before the employer reveals the true statistic or fact.

> **Job Profiles and Jobs of the Future (15 mins)**

This element will allow employer hosts to focus on sharing information about a few different job roles within their business. We would suggest that these are focused on the job roles which have relevant links to the subject specialisms of the teachers in attendance. As an optional element, the employer could also share with attendees how these job roles may change in the future, considering the impact that technological advancements may have on certain roles.

12:30PM - BREAK FOR LUNCH

DELIVERING YOUR TEACHER ENCOUNTER

AFTERNOON SESSION 1:00PM TO 4:00PM (3 HOURS)

> **Meet the Team - My careers journey so far... (30 mins)**

Building on the job profile section, we would like employer hosts to ask staff from within their business to explain their "Careers Journey" so far. Ideally, these staff members should be apprentices/interns or staff who joined the business at a young age and have since progressed within the organisation. It would be great for the staff members to share their own experiences of careers advice within school and what they wished they had been told from their subject teachers which may have helped them enter the world of work.

> **1-to-1 Time (min. 1 hour)**

We would like each participating teacher to spend some one-on-one time with a staff member within the business whose role links to their subject specialism. During this time, the staff member can explain their job role, the activities they undertake and how the related subject is used in the workplace as part of their role.

> **Participant Activity (30 mins)**

Here, participants should be asked to complete an activity where they will be asked to demonstrate how the knowledge and understanding of the organisation, and the job roles within it, could be linked to their curriculum delivery. This activity should be delivered as part of a presentation to follow.

> **Participant Presentations (30 mins)**

Participants should then be asked to present their feedback to the group, demonstrating how they would use this knowledge in practice within the classroom.

> **Q & A Review (20 mins)**

The employer host should then facilitate a Q and A session, reviewing the day and the outcomes of the activity. They should aim to explain how, if the participants linked this new career knowledge to the curriculum, it would have an impact on the student's ability to secure employment, highlighting that they would be more likely to hold the Knowledge, Skills, and Behaviours which the employer is looking for from their entry level staff.

> **Feedback and Evaluation (10 mins)**

The final task of the day would be to complete the evaluation form supplied by the Inspiring Worcestershire Careers Hub, along with a reminder to complete the CEC evaluation once it has been shared with them post-encounter.

4:00PM - CLOSE

REGISTERING WITH THE CAREERS AND ENTERPRISE COMPANY

THE EMPLOYER REGISTRATION PROCESS

As this programme is being facilitated centrally by the Careers and Enterprise Company, they have introduced an online registration and evaluation process for both participants and employers who are providing these encounters to complete.

EMPLOYER REGISTRATION PROCESS

Once you have identified an employer willing to offer a Teacher Encounter, they will be required to follow a simple registration process by following the link below:

PLEASE NOTE: Participating employers will also be required to complete the Inspiring Worcestershire Careers Hub registration form. (SEE PAGE 18)

In order to support the completion of this process we have provided you with the step-by-step guide below in order for you to share with the employer:



**EMPLOYERS:
REGISTER
HERE**

STEP 1

EMPLOYERS will be asked to share how they heard about the Teacher Encounter programme from a series of options provided within a drop down menu.

LOCAL CAREERS HUB COMMUNICATION would cover an introduction from any hub member school to a local employer.

STEP 2

EMPLOYERS will then be asked to provide details of their **COMPANY NAME** and **GEOGRAPHICAL** location.

This information can be linked directly to Company House Data, which can be obtained by following the relevant link within the registration form.

REGISTERING WITH THE CAREERS AND ENTERPRISE COMPANY

STEP 3

EMPLOYERS will then be asked to provide the contact details of the **PRIMARY CONTACT** within the organisation.

This person should ideally be the employee who will be liaising with participating teachers and dealing with the booking process.

STEP 4

EMPLOYERS will be required to select the **SIZE** of their business from a series of options provided within a drop down menu.

Participants should select the most appropriate option or select **UNKNOWN** if they are unable to provide the required information.

STEP 6

EMPLOYERS will then be asked to share the **POSTCODE** where the delivery of the teacher encounter will be taking place.

Please ensure this relates to the location of the site the encounter is taking place and **NOT** the registered office of the organisation.

STEP 5

EMPLOYERS will be required to select the **INDUSTRY SECTOR** relating to their business from a series of options provided within a drop down menu.

Employers should select the most appropriate option or select **OTHER** if their sector does not feature within the list provided.

STEP 7

Participants will finally be asked to **ACCEPT THE CAREERS AND ENTERPRISE COMPANY'S PRIVACY POLICY**. Participants can now press the **SUBMIT** button to complete the registration process.

REGISTERING WITH THE CAREERS HUB

The Inspiring Worcestershire Careers Hub will support any employer participating in the Teacher Encounter programme to develop the content and structure of the Teacher Encounter they are facilitating.

Providing this support will ensure that we can help standardise the experience our participating teachers will receive during their encounter, and make the process as easy as possible for our participating employers.

In order to undertake this process, we would ask that **ALL** participating **EMPLOYERS** complete the **EMPLOYER REGISTRATION FORM** as well as the Careers and Enterprise Company's online registration process.

The registration form can be found on **PAGE 19** of this document.

We would ask that the completed **REGISTRATION FORM** is shared directly with the Inspiring Worcestershire Careers Hub delivery team.

Please email the completed form to CEC@worcestershire.gov.uk

Upon receipt of a completed registration form a member of the team will contact the employer to begin the support process and ensure they receive the guidance they need to facilitate a meaningful Teacher Encounter.

POST-ENCOUNTER EVALUATION

All participating employers will be required to undertake a post-encounter evaluation. This information will be shared across the CEC network to support the further development of the Teacher Encounter programme.

SUPPORTING DOCUMENTS

Employer Registration Form

This registration form is also required to be completed by any participating employers. This form will allow the local team to track employer participation and ensure that teachers are matched with employers linked to their subject specialism.

Completed forms should be returned to the Inspiring Worcestershire Careers Hub Team at CEC@worcestershire.gov.uk

PowerPoint Presentation Template

We have developed the attached PowerPoint presentation which we would like you to use when delivering your teacher encounter. Space has been provided for you to add your company logo to the slide deck. Contained within the NOTES section of the slide deck are some content ideas for you to consider.

OTHER USEFUL LINKS



Skills 4 Worcestershire

Skills 4 Worcestershire is the Inspiring Worcestershire Careers Hubs comprehensive careers signposting website.



Simply Careers

Simply Careers is a NEW digital careers platform which provides students with all the careers information they need to make informed Post 16 decisions and explore key information from local employers.



Your Future Opportunities

Your Future Opportunities provides users with local labour market information, job profiles and much more.



WORCESTERSHIRE NEEDS YOU!

EMPLOYERS HAVE A KEY ROLE TO PLAY IN
THE DELIVERY OF CAREERS EDUCATION
ACROSS WORCESTERSHIRE.

Every employer no matter how large or small will always be looking at ways to future-proof their business.

Inspiring your Future Workforce is a key way in which you can support the creation of a talent pipeline which will help your business continue to grow in the future.

You can help us help you by supporting us and participating in a number of our careers related programmes and events.



**THE INSPIRING WORCESTERSHIRE
PLEDGE CARD**

If you feel your business would like to support our work across education establishments here in Worcestershire then please complete the attached card and return it via email to CEC@worcestershire.gov.uk

INSPIRING WORCESTERSHIRE



**TEACHER
ENCOUNTER
PROGRAMME**

**BROUGHT TO YOU BY THE
INSPIRING WORCESTERSHIRE CAREERS HUB**
WWW.SKILLS4WORCESTERSHIRE.CO.UK



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**THE CAREERS &
ENTERPRISE
COMPANY**

