

School Outreach – How to Drive Social Mobility and Increase Inclusion

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Today's Speakers



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UCAS aims to be the go-to place for all post-secondary options and enable students to navigate apprenticeship opportunities side by side with undergraduate courses.

Clare Marchant, UCAS Chief Executive

Interest in apprenticeships is increasing, but opportunities have been declining

Over ½ of students interested in applying for uni in 2022 also registered an interest in apprenticeships

In Sept 2020, **54%** of SMEs (and **46%** of large employers) felt unable to commit to apprenticeships in the immediate future

In 2019/20, the number of apprenticeship starts **fell** in **every** enterprise size band compared to 2018/19

The Apprenticeship journey is difficult to navigate

Apprenticeships are not seen as prestigious as a university degree.

Guidance in understanding the benefits of a degree vs an apprenticeship.

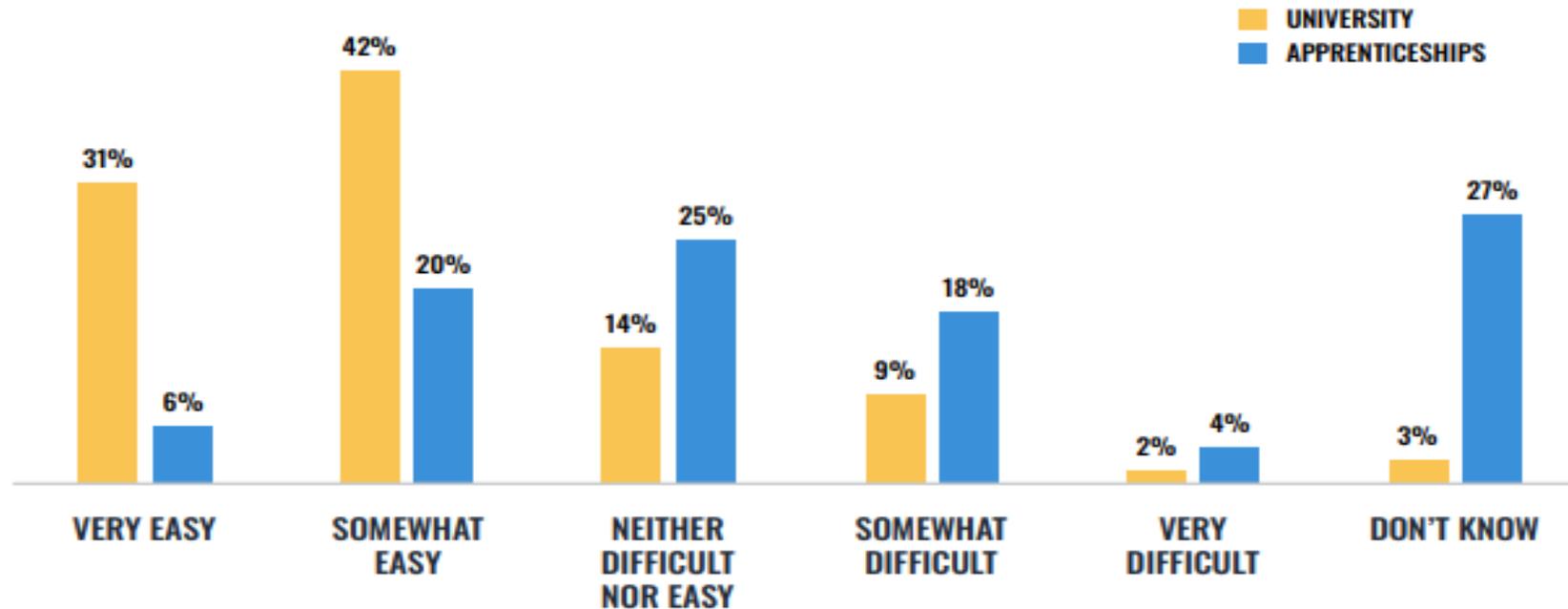
Finding an Apprenticeship can be difficult.

Navigating the application journey is difficult.

The interview process can be daunting with psychometric tests & interviews.

And it's hard to get information

HOW EASY OR DIFFICULT DO YOU FIND ACCESSING INFORMATION FOR APPLYING FOR THE FOLLOWING?



2 in 5 students believe they would have made better choices with more I&A



60% of these students want the advice pre-GCSE/ National 5

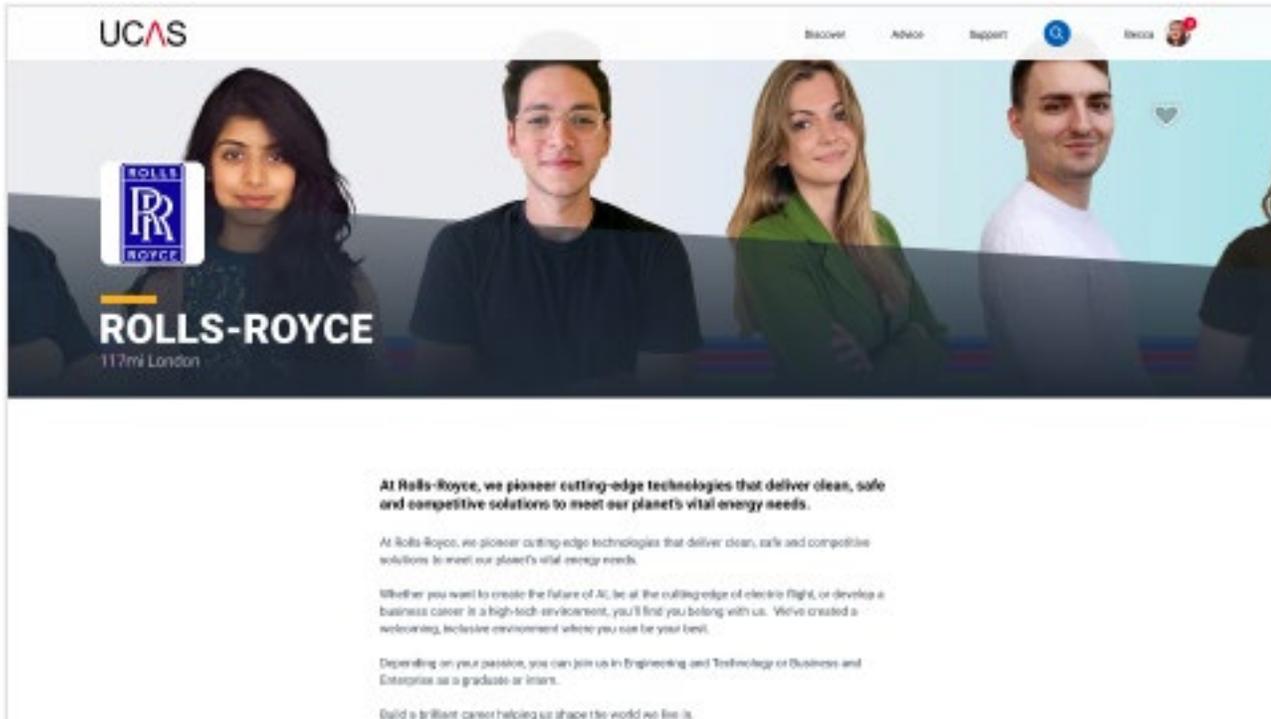


Students who want more I&A are **three times more likely** to have a 'door closed'



More likely to affect **disadvantaged** students

Employer profile on UCAS.COM



UCAS

Discover Advice Support Events

ROLLS-ROYCE
117mi London

At Rolls-Royce, we pioneer cutting-edge technologies that deliver clean, safe and competitive solutions to meet our planet's vital energy needs.

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Whether you want to create the future of AI, be at the cutting edge of electric flight, or develop a business career in a high-tech environment, you'll find you belong with us. We've created a welcoming, inclusive environment where you can be your best.

Depending on your passion, you can join us in Engineering and Technology or Business and Enterprise as a graduate or intern.

Build a brilliant career helping us shape the world we live in.

- Providing students with the information they need to make the right choice
- Engaged and eager to learn more
- Earlier access to students interested in apprenticeships

**What does this mean for
employers?**

What students want from employers

Practical vs emotional needs at play

Facts

- Role: starting salary, detailed job description, typical day/tasks, specific skills gained etc
- Process: application process and timelines
- Requirements: qualifications/experience/skills/employer expectations

Benefits

- Future prospects and progression
- Examples of previous successful apprentices

'Do i need qualifications?
What qualifications?
What will be expected of
me? Skills that may be
useful Salary Perks How
to contact them'

'For me seeing what they
can offer in terms of
benefits for employees is
important as well as the
chance to progress further
into the company'

What students want from employers

Practical vs emotional needs at play

Connections

- Social aspects of apprenticeships
- Making friends
- Experiences

Overall they are hungry for detail and reassurance

'Any coronavirus restrictions. the average age of an apprentice in their organisation, to allow you to see if you would fit in with the dynamic'

'How many people they're taking on, and whether you would be working with other people your age or you'd be the only apprentice they're taking on.'

Earlier, broader and more personalised

- Almost **1 in 3** applicants receive no information about apprenticeships but **over 50%** are considering alongside University applications
- Learners want more information and advice that reflects all pathways but they expect personalisation
- Potential candidates want more reassurance and information on pastoral support, social and cultural aspects





Amy Sutcliffe
Events Lead

UTC READING
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UTC Reading offers something different.

And we expect students to want something different:

- to follow their interest in computing, engineering or STEM while studying for their GCSEs or A Levels
- to learn differently through challenges and projects set by our industry partners
- to want the best chance of moving into employment or further and higher education in their chosen field

A UTC is different from the other schools because it has support and backing from local, high profile industry partners who are involved in the development of the curriculum.

UTC Reading Student Destinations





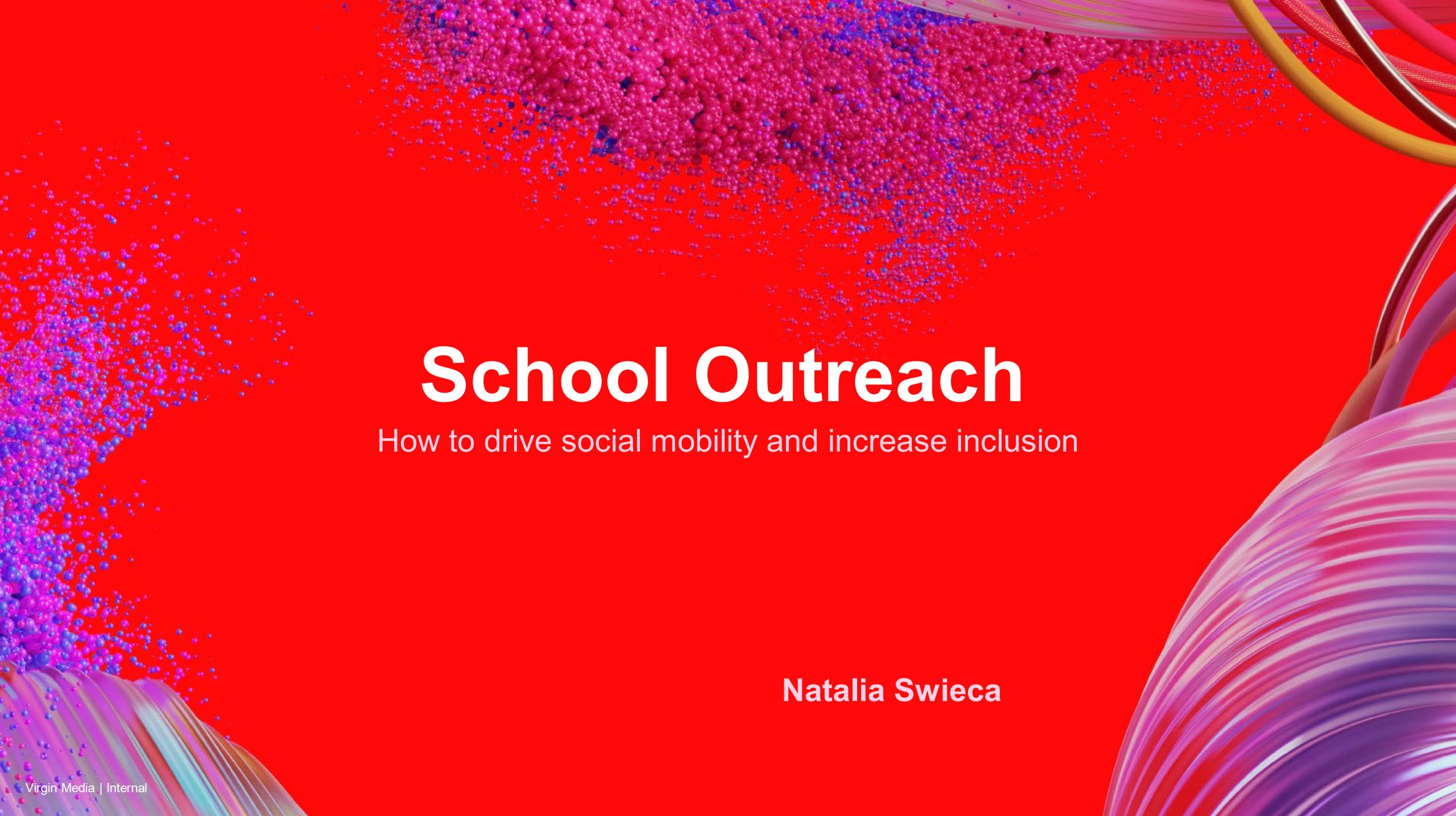
Natalia Swieca

Future Careers Recruitment Lead

Virgin Media

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The background is a vibrant red with a large, abstract shape composed of numerous small, semi-transparent spheres in shades of purple and blue. This shape is positioned in the upper left and center. On the right side, there are several thick, flowing, multi-colored ribbons in shades of purple, blue, and yellow, creating a sense of movement and depth.

School Outreach

How to drive social mobility and increase inclusion

Natalia Swieca

Agenda

So, what am I going to cover today?

- Why we did school outreach
- The what and how
- Results
- Key learnings
- Q&A



Why we did school outreach



Why we did school outreach

- Increased Apprentices demand



Why we did school outreach

- Our DE&I strategy



Why we did school outreach

- Giving back



The what and how



The what and how

- Big challenge



The what and how

- Big challenge
- Partnering with Cohesion



The what and how

- Big challenge
- Partnering with Cohesion
- Interactive tools..... Let's take a closer look!



Diversity & Inclusion at Virgin Media

Four small video thumbnails of participants are visible on the right side of the slide.

Michael Robson Future Careers Specialist

What I will cover:

- Virgin Media
- Virgin Values
- North Star & Our Purpose
- Our Meaningful Connection Plan
- What We Offer
- The Recruitment Process

A central image shows Michael Robson sitting at a table with a large burger and other food items.

Your Speakers



Kallie Hudson
Future Careers
Recruitment Specialist



Jorgia Loftus
Planning Apprentice



Antiana Loxha
Apprentice Project
Manager

Five small video thumbnails of participants are arranged in a grid on the right side.

Love Tech? Live It!

Looking for a job fixing and installing the latest technology? Want to continue studying and working towards further qualifications? Join us on our 15-month Field Technician Apprenticeship Scheme and you can do both.

Who are our Field Technicians?
What is required?
What we look for?
What's in it for you?

Register your interest for September 2021 start:
<https://careers.virginmedia.com/future-careers/apprenticeships/apprenticeship-schemes/field-technician/>

Day in the Life: <https://vimeo.com/352238860>

A central image shows a technician in a red jacket standing next to a white van.

Five small video thumbnails of participants are arranged in a grid on the right side.

Webinars



The what and how

- Big challenge
- Partnering with Cohesion
- Interactive tools..... Let's take a closer look!

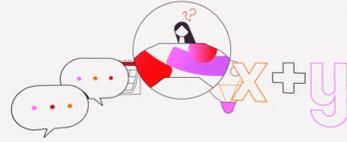


Match Me

#AmazeYourself



I most enjoy...



Solving problems

Working with numbers

Planning and organising

Helping others

Match Me Tool



You have a match!



Take the quiz again

Network Engineer (Build) ^

You should look into our Network Engineer (Build) role. Our Network Engineers are the technical experts who design, build and take care of the physical network - from cables to cabinets - that carry our services from technical sites to customers' homes. They play a super important role in helping us to get the most out of our network - the largest in the UK and Europe!

[Register your interest here.](#)

[Click here to give feedback on the quiz.](#)

Network Engineer (Design) v

Network Engineer (Service) v





Welcome to Virgin Media's situational judgement test (SJT) practice page. We're chuffed you're here!

Situation

Steph has just taken on responsibility for processing orders for a piece of technical equipment. She has to process these orders on her system and then send them through to the Finance team. When she tried to process her first batch of orders, most of the codes used on the orders did not work. She knew this would create problems for the Finance team as they would not be able to match the orders to a budget.

If you were Steph what would you do?

Please choose the **most** effective and the **least** effective responses



So, what's a situational judgement test?

Possible outcomes

MOST EFFECTIVE LEAST EFFECTIVE

Contact the people who sent the original order to find out where they got their codes from so you can see where the error was coming from.

Send an email to your contact in the Finance department advising them that there are some issues with the codes, so they know what to expect.

Read all the documents about ordering this equipment to find out what the right codes should be, so you can make all the orders correct.

Send the orders through to the Finance department as they are; you have been asked to follow a step-by-step process and you do not want to move away from this.

Submit

Situational Judgement Tool (SJT)



The what and how

- Big challenge
- Partnering with Cohesion
- Interactive tools..... Let's take a closer look!
- Targeting criteria



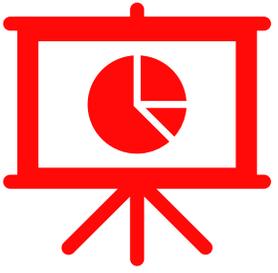
The what and how

- Big challenge
- Partnering with Cohesion
- Interactive tools..... Let's take a closer look!
- Targeting criteria
- Bespoke support



Results

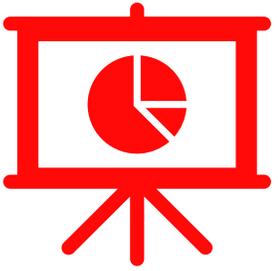
Here come the numbers!!



Results

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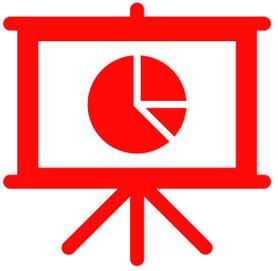
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Results

Here come the numbers!!

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- 43% of offers came from school outreach



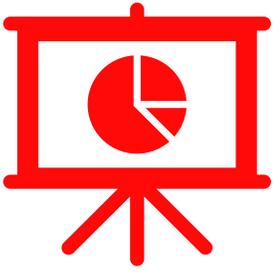
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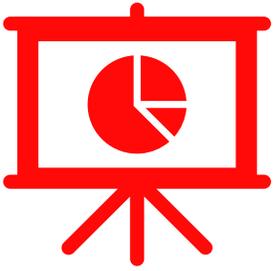
Innovative tools

- **Match Me:** 6.5K completions, overall rating of 9.2 with 100% of students rating as useful in identifying a suitable role
- **SJT:** Over 2k students engaged with practice SJT
- Very positive response from schools



Results

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Innovative tools

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- SJT: Over 2k students engaged with practice SJT
- Very positive response from schools
- **Social mobility:**
 - 42% of schools we had deeper engagement with were above 25% on the FSM index
 - 37% of all offers going to students from schools targeted by outreach were from schools which were above 25% on the FSM index (v. national average of 19%)



Key learnings



Key learnings

- Timing



Key learnings

- Short/Interactive



Key learnings

- Volunteer Network





Questions



cohesion

Early Talent

Q. & A.