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Self Awareness, evaluation and motivation system
Enhancing learning and integration and contrast ESL and
NEET:
2014-1-IT01-KA202002472G86G14000410006

SAVE MULTIPLIER EVENT 2: UK

APRICOT TRAINING MANAGEMENT LIMITED

Project Title	<i>Self Awareness, evaluation and motivation system Enhancing learning and integration and contrast ELS and NEET</i>
Acronym	SAVE
Grant Agreement	2014-1-IT01-KA202-002472 - G86G14000410006
Place	Keyworth, Nottingham
Date of delivery	20/10/2015
Author/s:	Hilary Hale, Apricot Training Management Limited

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INTRODUCTION

The 2nd Multiplier Event delivered by the UK partners, Apricot was held on 20th October 2015 at the British Geological Survey Centre in Keyworth, Nottingham.

The Multiplier Event was delivered as part of the Rushcliffe Business Partnership Annual Showcase 2015 organised by the Rushcliffe Business Partnership.

Approximately 350 people attended the event and associated exhibition with 21 attending the SAVE Project Showcase and 7 of these staying on for the workshop.

The Multiplier Event explored the employer's role in:

- addressing youth unemployment by examining the drivers and barriers to the recruitment of young people;
- reviewing how employers can help support young people through the school to work transition.
- Reviewing the role of apprenticeships, traineeships and work-experience in supporting the transition of young people from school or unemployment into work.

Inspiring Growth and Youth Employment

- 9:30 – 10.00 Exhibition, networking and refreshments
- 10:00 – 10.15 **Welcome and Housekeeping**
John Collins – Chair, Rushcliffe Business Partnership and Cllr Simon Robinson – Economic Development portfolio holder, Rushcliffe Borough Council
- 10.15 – 10.35 **James Clayfield – co-founder of Playerlayer, one of Nottingham’s fastest growing firms**
- 10:40 – 11:00 **Serena Humphrey – The F Word, how to build a financially resilient business**
- 11:00 – 12:00 **Showcases, Exhibition, networking and refreshments**
- 11:30 – 12.15 **3D Presentations – British Geological Survey 3D suite**
A chance for your to experience the application of cutting edge 3D technology which is in daily use at the British Geological Survey, 3D models which help you to visualise the ground beneath your feet without the need for training in complex geological techniques. These exciting interactive presentations will be taking place at 11.15 and 11.35 although you will have to book at registration as there are only 10 spaces available for each session
- 11:30 – 12.15 **SAVE: A NEET Solution! - Apricot**
How can your organisation help to tackle youth unemployment – and why? What is the business case for hiring young people? What is your experience of supporting the recruitment and training of young people – particularly though who are early school leavers or currently Not in Education, Employment or training? How can your business benefit from engagement in the **SAVE** project?
- 12:15 - 12:45 **Gary Rees – former England International Rugby Player**
- 12:45 – 14:30 Lunch, exhibition and networking
- 14:30 – 16:00 **SAVE Project Workshop 2: A NEET Solution! – Apricot.**
An interactive workshop to explore the employer’s role in:
 - addressing youth unemployment by examining the drivers and barriers to the recruitment of young people;
 - reviewing how employers can help support young people through the school to work transition.
 - Reviewing the role of apprenticeships, traineeships and work-experience in supporting the transition of young people from school or unemployment into work.

Apricot Training Management

SAVE Multiplier 2: A NEET solution?

Date: 20th October 2015

Event: Rushcliffe Business Partnership Annual Showcase 2015

Venue: British Geological Survey, Keyworth, NG12 5GD Nottingham

No. of Participants: 21 participants for the initial presentation with 7 of these staying for the whole event including the workshop

Type of Participant: Managers/Officers from companies in both the public and private sectors.

REPORT

The employer's role in tackling youth unemployment

The employers agreed that they have a fundamental contribution to make in tackling youth unemployment. They provide the job opportunities which enable young people to enter the labour market, and they can also engage with young people in other ways to help them prepare for work.

It was clear however that the process by which young people move into employment is becoming more difficult. Youth unemployment began to rise in the mid-2000s, reaching one million after the onset of recession. Although recent months have seen a substantial fall in these numbers, the fact that young people are finding the transition from education and unemployment into work more difficult raises important questions about the relationship between employers and young people.

The Multiplier Event explored the employer's role in:

- addressing youth unemployment by examining the drivers and barriers to the recruitment of young people;
- reviewing how employers can help support young people through the school to work transition.
- Reviewing the role of apprenticeships, traineeships and work-experience in supporting the transition of young people from school or unemployment into work.

(NB. See PowerPoint Presentation)

The Outcomes:

1. The business case for employing young people

Much has been made of the 'business case' for hiring young people. The idea is that employers are more likely to employ young people if they feel doing so is in their interest. However, it is likely that the extent to which employers see a business case varies between firms and sectors.

This prompted us to review the business case for employing young people through the SAVE Multiplier Event 2. The key questions were:

- What are the benefits of employing young people?
- What are the perceived drawbacks?

To do this we have reviewed the existing evidence on the business case, and also interviewed employers at the multiplier event about their recruitment decisions and practices, their perceptions of young people, and any engagement they had had with young people in schools and those making the transition to work.

We found that, overall, the ways employers viewed the business case for employing young people were quite different. Many of our employer interviewees did see benefits to employing young people.

In particular, employers liked:

- the fact that young people enable them to mould their workforce to suit their needs,
- they often liked the positive effect employing young people had on their company profile,
- they appreciated young people's greater digital literacy, and
- recognised the benefits to their sector and geographical area from giving young people employment.

However, other elements of the business case for employing young people resonated less. In particular – **employers' thoughts on young people's enthusiasm and attitude were mixed**. This was also true of young people's cost, and the likelihood of them becoming long-term employees. Furthermore, these positive and mixed factors are set against one major drawback – that young people have less experience, both of specific jobs and of work in general.

Overall, therefore, an appeal to the business case for employing young people seems unlikely to be the silver bullet in addressing youth unemployment. There is of course a compelling moral case for employers to do more to address youth unemployment, but that is not the same as a business case.

Apprenticeships

The Government set out its promise to "seek ways to support the creation of apprenticeships, internships, work pairings and college and workplace training places as part of a wider programme to get Britain working".

- Apprenticeships were once confined to manufacturing; now they are seen as the quickest route into many industries, including retail, the media and even finance.
- This year has seen an increase in Government spending on apprenticeships from £1.3 billion to £1.4 billion, while some 50,000 extra employers have taken on apprentices. Retailers Next and Asda and hotel chain Travelodge have launched apprenticeship programmes recently and Kraft Foods is poised to expand its existing scheme. Manufacturing giant BAE Systems offers apprenticeships to 1,000 each year. This year it received 6,000 applications (4,000 in 2010) - with an increasing number having A levels.
- The *Learning a Living* report, produced 2012 by skills consultancy Working Links, shows apprenticeships are a "highly effective" route to getting young people into work. The research comprised of an online survey of 150 employers and 500 16-to-24-year-olds not in full time

employment. It shows **80% of employers surveyed believe apprenticeships will help reduce youth unemployment and an overwhelming 100% believe apprenticeships give people the skills they need to find lasting work.**

- **David Way, at National Apprenticeships Service**, does not believe apprenticeship should be a replacement for degrees. "It depends on the individual. If a degree equips the individual best for their career, then great. Apprenticeships offer another route - a fantastic opportunity." He stresses it is possible for young people to go into higher education after apprenticeship and move into different job sectors.

The Government's promise seems to have been fulfilled. As it generates the numbers of apprenticeships, school leavers' results improve year-on-year. The onus for the success of apprenticeships is on employers. It's your call...

Traineeships

Traineeships are designed help young people who want to get an apprenticeship or job but don't yet have appropriate skills or experience.

A traineeship is an education and training programme with work experience that unlocks the great potential of young people and prepares them for their future careers by helping them to become 'work ready'.

Designed to help young people aged 16 to 24 who don't yet have the appropriate skills or experience, traineeships provide the essential work preparation training, English, maths and work experience needed to secure an apprenticeship or employment.

Traineeships can last up to a maximum of 6 months and will include:

- work preparation training provided by the training organisation
- English and maths support if required, provided by the training organisation
- a high-quality work experience placement with an employer

19,400 Young people completed a traineeships during 2014/15

The Youth Guarantee

The Youth Guarantee is a new approach to tackling youth unemployment which ensures that **all young people under 25** – whether registered with employment services or not – get a good-quality, concrete offer within 4 months of them leaving formal education or becoming unemployed.

Over
250,000
workplaces in England
offer apprenticeships.



The good-quality offer should be for a **job, apprenticeship, traineeship**, or continued **education** and be adapted to each individual need and situation.

EU countries endorsed the principle of the Youth Guarantee in April 2013

How are Youth Guarantee schemes being set up?

Developing and delivering a Youth Guarantee scheme requires **strong cooperation** between all the key stakeholders: public authorities, employment services, career guidance providers, education & training institutions, youth support services, business, employers, trade unions, etc.

The European Commission has helped each EU country to develop its own national Youth Guarantee Implementation Plan and start implementation. The Commission has supported **awareness raising activities** on the setting up of the Youth Guarantee, with a **pilot** running in **4 Member States** (Latvia, Finland, Portugal and Romania) in 2015. The concept, products and visuals from this pilot, as well as lessons learnt, have been put at the disposal of national, regional and local authorities who wish to use it further as an [electronic toolkit](#).

The Commission continues to **support awareness raising and outreach activities in further four Member States** (Bulgaria, Greece, Lithuania and Slovenia) in 2016-17

In addition, a [call for proposals](#) is has been launched in April 2016 to provide support to Youth Guarantee outreach activities in five more Member States in 2017-18.

Success story

Finland has developed a comprehensive Youth Guarantee scheme. A Eurofound evaluation found that, in 2011, 83.5% of young job seekers received a successful offer within 3 months of registering as unemployed. The Finnish scheme has led to personalised plans for young people being drawn up more quickly, ultimately lowering unemployment.

Funding

To make the Youth Guarantee a reality, national budgets should prioritise youth employment to avoid higher costs in the future.

The EU will top-up national spending on these schemes through the European Social Fund and the €6bn Youth Employment Initiative.

Quotes from the Event

SAVE Participant 1 (Food manufacturing): "We need to recruit from a range of backgrounds and we have programmes to do that. There's a big thing around culture - you can mould young people to understand workplace culture and develop employability skills well, between the ages of 17 and 20."

"Employers are providing apprenticeships from the point of view of retention of high skill. The UK has been good at higher education, but lousy at intermediate skills, compared to countries such as France and Germany. The apprenticeship route weakened in the past, but is now being strengthened as a result of the work of the Government,".

SAVE Participant 2 (Accountants): is in favour of businesses taking on school leavers, describing the process as "healthy". However he thinks the terminology is unhelpful - an apprentice, in his view, is a 12th century concept that needs rebranding. His company is recruiting with developing talent in mind: "With a 19-year-old, you get a better opportunity to mould them and can retain them more easily than graduates, who tend to change jobs fairly quickly,".

Recruiting at entry level, the company is looking for ability, but also energy, motivation and drive. Some work experience and skills are desirable, but not a raft of qualifications.

SAVE Participant 3 (Web design): Our company launched its apprenticeship scheme in the spring, partners with local apprentice 'providers', including the College, to make sure apprentices are the right fit. "The College identifies people and connects them with appropriate businesses for specific roles. This is a creative, easy solution and provides adequate support.

"There is, of course a CSR angle in doing this, but from a business perspective, we invest time in our apprentices and train and develop them, we receive their loyalty to their job, in return. This is definitely beneficial to us."

SAVE Participant 4 (Financial Services): doesn't see her company's scheme as a purely altruistic way of helping young people. "Apprenticeships ensure our workforce has the practical skills and qualifications the business needs," she says. "We're not just training a young person, but also building someone with a passion for what our company does. Our apprentices will provide the future talent pipeline for our Nottingham and UK business as a whole."

Responses to discussion questions:

How do apprenticeship schemes benefit business?

- Investing in young people, nurturing their talent, skills and enthusiasm, is not only the responsible and right thing to do, but it's the smart thing to do.
- Without doubt, businesses benefit from having a skilled and engaged workforce. However, it is the young people themselves who feel the greatest benefit of training programmes, such as apprenticeships.
- Skills open up opportunities and choices and allow people to build a career, not just a job.
- Offering programmes such as apprenticeships also sends out a clear message we value the contributions of our young colleagues. Nearly a quarter of our workforce are 18-24 years old and

a third of all new starters fall into that age bracket. We want to support our young people to realise their potential and to develop a fulfilling career.

How do apprenticeship schemes aid social mobility and tackle the NEET problem?

- Skills are so important - they can be life-changing. Work-based training and skills development can have an enormously positive effect and open up a number of different opportunities, possibilities and choices to our colleagues. We know the importance of skills - they give you self-confidence to get a job and to build a great career. Investing in our staff in this way helps them to realise their potential and enables us to develop a skilled, motivated workforce that is also more productive.

Recommendations for employers ref Apprenticeship+:

Key messages are:

- Apprenticeships need to be embedded in a workforce planning approach, as part of a long-term strategy on workforce growth and skills development.
- A pre-requisite for a successful apprenticeship programme is clarity about the role that apprentices play in the organisation and how they will be supported.
- Winning the support of the existing workforce, senior management as well as line managers and trade unions, is crucial.
- The training apprentices receive on and off the job needs to be high-quality and tailored to employers' needs. The relationship with the training provider needs to be managed carefully.
- Recruiting apprentices may differ from the usual recruitment procedure, especially when the candidate in question is very young and has no prior work experience. Alternative and more informal recruitment methods need to be considered
- It is important to be aware of the legal framework: Apprentices have the status of an employee and thus have similar rights.
- To ensure success, the apprentice needs to be placed at the heart of the apprenticeship programme and employers must provide ongoing support, pastoral care and mentoring.
- Employers need to make sure they provide fair access to their apprenticeship schemes and widen the talent pool from which they recruit in terms of gender, ethnicity and diversity.

Recommendations for policy makers

The task for policymakers is three-fold:

- To challenge some of the misperceptions about young people which some employers hold and which make them less likely to see taking on young people as a good investment.
- Second, they must find ways for educators and employers to better work together to ensure that young people are able to develop the skills and experience they need to succeed in work.
- Finally, they also need to do more to convince employers to take a longer-term view of the investment in their workforce.

Recommendations for employers' recruitment methods

Our research and discussions show that the way employers recruit can hinder young people's employment chances. Recruiting informally, through networks often less accessible to young people, can form a real barrier for young people in finding work. *There is clear scope for employers to do more to ensure that their recruitment practices are youth friendly.*

Young people need support to compete with older jobseekers. This includes work experience.

Action must concentrate on improving young people's relative job prospects. This means focusing on giving young people the experience they need to compete for jobs against older workers. Apprenticeships are part of the solution. They are popular amongst employers that hire apprentices, and allow young people to gain work experience while still learning.

For other young people the Government should invest in the **new Traineeships programme** to ensure young people have the skills they need. They should also consider guarantee jobs for young people that have been unemployed for 9 months.

Employers can help young people make the transition from education to work

Besides offering employment, there is more that employers can do. Young people are finding the transition from school to work more difficult. Employers can help young people prepare for work.

Some evidence suggests that contact with employers while at school – through work experience, career days, mentoring, as well as other activities – improves the job prospects and earning potential of young people once they leave education.

We therefore call on all employers to find time to engage with young people in some way. To offer careers talks at their local school, to offer meaningful work experience to young people, or to engage in other schemes which are available locally.

Engagement is sometimes not easy, and our discussions have highlighted some of the barriers that employers face in trying to engage with young people and schools. These include:

- the time commitment required,
- a lack of understanding about how to go about engaging with young people, and in some cases
- a feeling that schools could be uncooperative.

Yet large numbers of employers are already doing valuable work with young people, and others should follow suit.

Recommendations for improving how employers work with and recruit young people

In conclusion we discussed a number of recommendations for improving how employers work with and recruit young people.

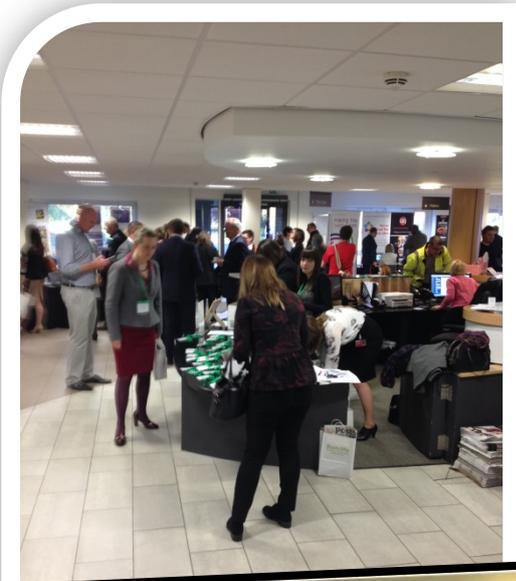
These can be summarised as:

1. All employers should try to engage with young people to help prepare them for work. This can be made easier by:

- Offering employers a range of options to suit their availability
 - Bringing back the requirement for work experience in Key Stage 4
 - Requiring schools to publish annual careers plans, set how they are engaging with local employers, and potentially bringing a local employer onto their governing boards to help oversee these activities
 - Having ‘business champions’ to promote employer-education engagement
2. Employers should make their recruitment as youth friendly as possible, by
- Limiting the use of informal recruitment
 - Evaluating their recruitment processes, and in particular the use of qualifications. Employers should ensure qualifications are used as filters only when necessary, and should seek to use only qualifications which are relevant to the job.
3. Educators and employers need to work together to give young people the experience they need to compete for jobs. This requires:
- Expansion of the apprenticeships programme
 - Investment in the ‘Traineeships’ programme
 - (A guaranteed part-time job for long-term unemployed young people who need additional support.)
4. Government should reward and publicise employers that are good employers of young people.
- An accreditation scheme or kitemark for employers with ‘youth-friendly’ recruitment practices would provide an incentive for employers to adopt such practices.
5. Policy makers should work to change employers’ sometimes negative perceptions of young people.
- Too often the debate about young people uses terms that are pejorative, and the debate around welfare more generally has too often been demonising. There is a need for more emphasis in the public discourse about the benefits to employing young people. Business networks should share good practice and positive experiences.

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Self Awaren
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self awareness • motivation
learning • evaluation

A NEET Solution! The Business Case



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*ERASMUS + 2014
Strategic Partnership Project*



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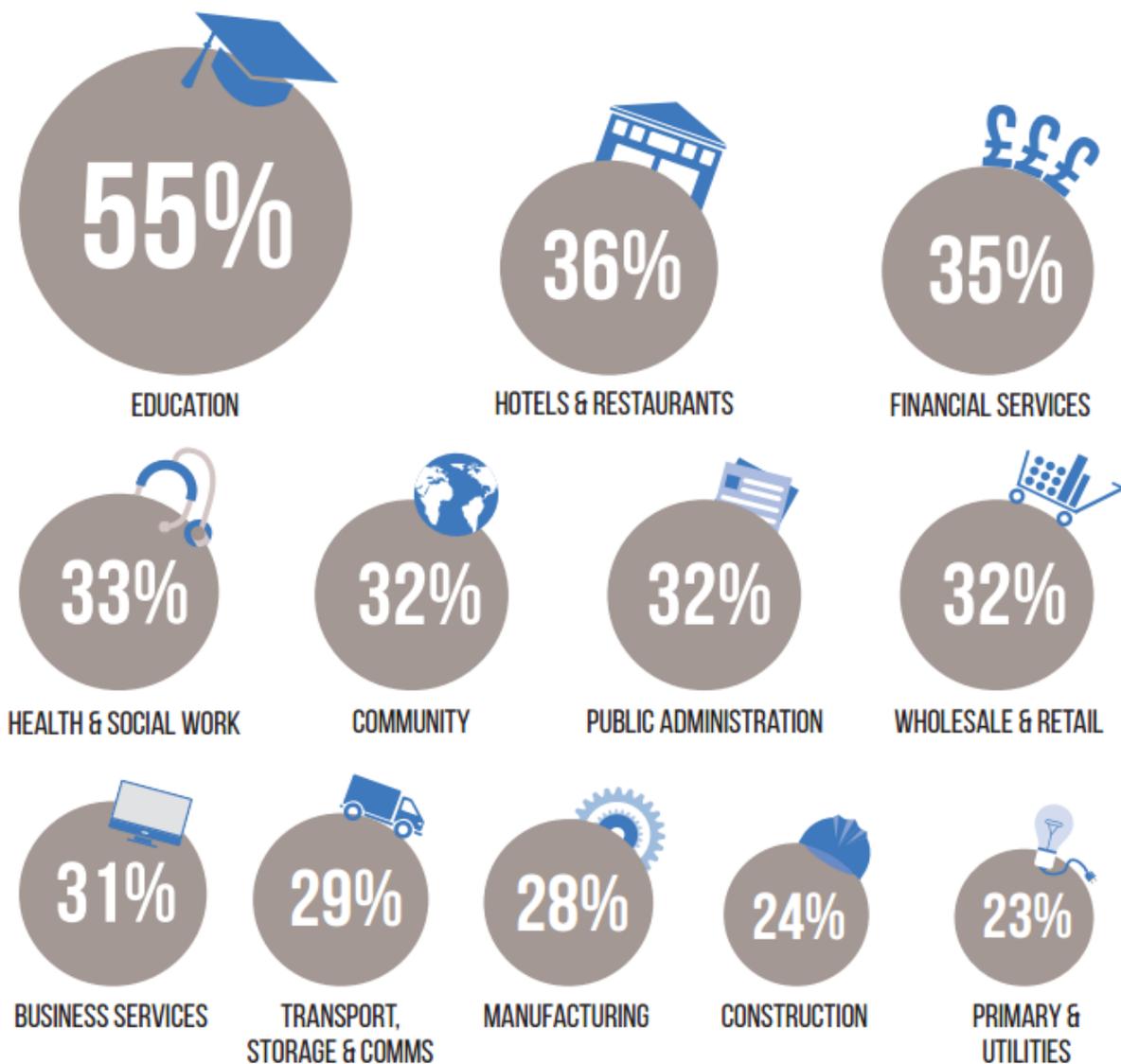


Self Awareness, evaluation and motivation system
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Our Goal

- To examine the employer's role in tackling youth unemployment – is there a Business case? What are the main issues?
- To gain a better understanding of recruitment methods and identify any barriers to employment for young people
- To discuss how you, as employers, can help young people make the transition from education to work – do you have a role and if so what is it?
- To hear your views on the value of the following for NEETS and ESL:
 - Apprenticeships
 - Traineeships
 - Internments
 - Work-experience

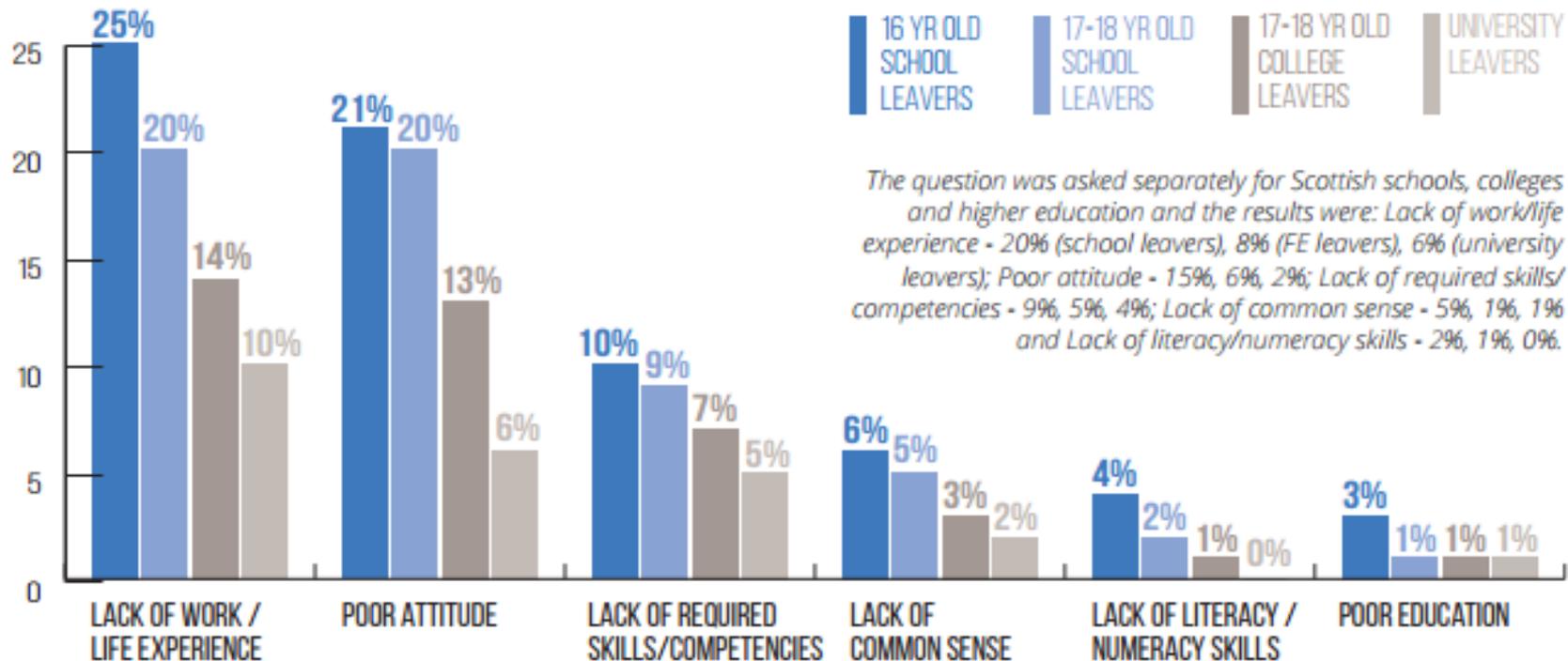
Proportion of employers that have taken on someone into their first job on leaving school, college or university within the past 2-3 years by sector (Base: All establishments)



'Catch 22'

Without opportunities to come in contact with the world of work and get into the labour market, young people can be caught in a Catch-22 situation - **unable to get work without experience and unable to get experience without work.**

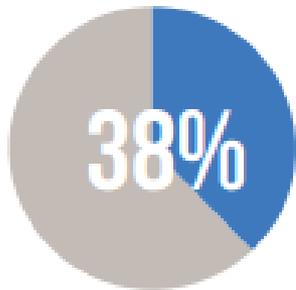
What skills do you think are lacking amongst young people entering their first job?



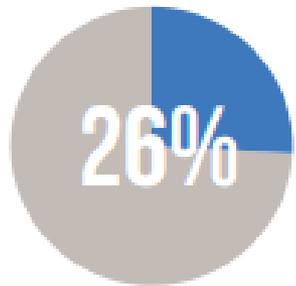
What problems do you encounter when engaging with educational institutions for the purposes of providing work experience?

	SCHOOLS	FE COLLEGES	UNIVERSITIES
THESE INSTITUTIONS ARE NOT INTERESTED IN ENGAGING WITH OUR ORGANISATION / INDUSTRY	36%	22%	36%
POOR QUALITY CANDIDATES / TUITION	21%	23%	8%
DIFFICULTIES COMMUNICATING WITH THESE INSTITUTIONS - INITIAL CONTACT	15%	15%	28%
DIFFICULTIES COMMUNICATING WITH THESE INSTITUTIONS - AFTER INITIAL CONTACT	13%	18%	19%
TOO MUCH BUREAUCRACY / RED TAPE	13%	7%	16%
HARD TO FIT WORK EXPERIENCE AROUND ACADEMIC CALENDAR / TIMETABLE	5%	5%	5%
INTERNAL ISSUES WITHIN THE INSTITUTIONS (INTERNAL POLITICS, LACK OF ORGANISATION)	3%	7%	4%
NOT BEEN APPROACHED BY THESE INSTITUTIONS	2%	1%	0%
VERY FEW INSTITUTIONS IN THE LOCAL AREA	2%	0%	1%
OTHER	9%	22%	14%

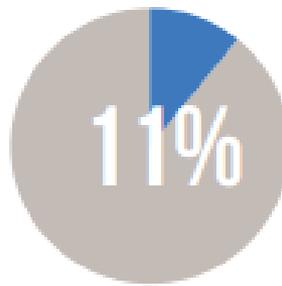
What is the main reason for NOT offering placement/internship programmes to students of educational institutions?



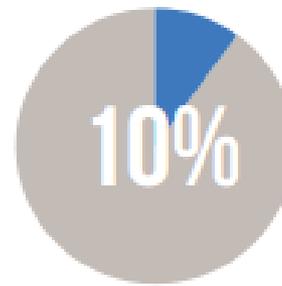
WE HAVE NO
SUITABLE ROLES



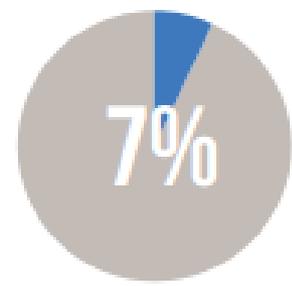
DO NOT HAVE THE TIME /
RESOURCE TO MANAGE IT



NOT SUITABLE DUE TO THE
SIZE OF ESTABLISHMENT



NO ONE HAS
APPROACHED US

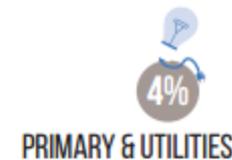
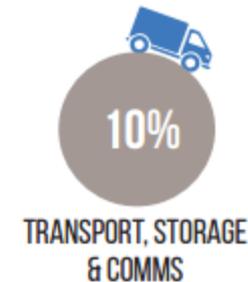
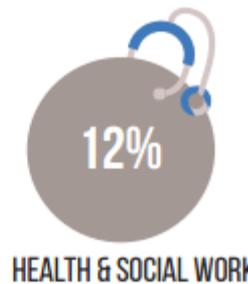
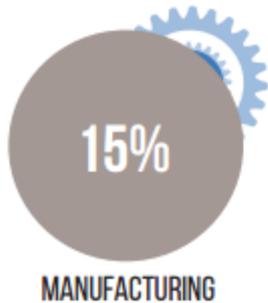


RECRUITMENT
FREEZE

If you do NOT offer work experience to young people, what things could be done to encourage you to engage with educational institutions for this purpose?

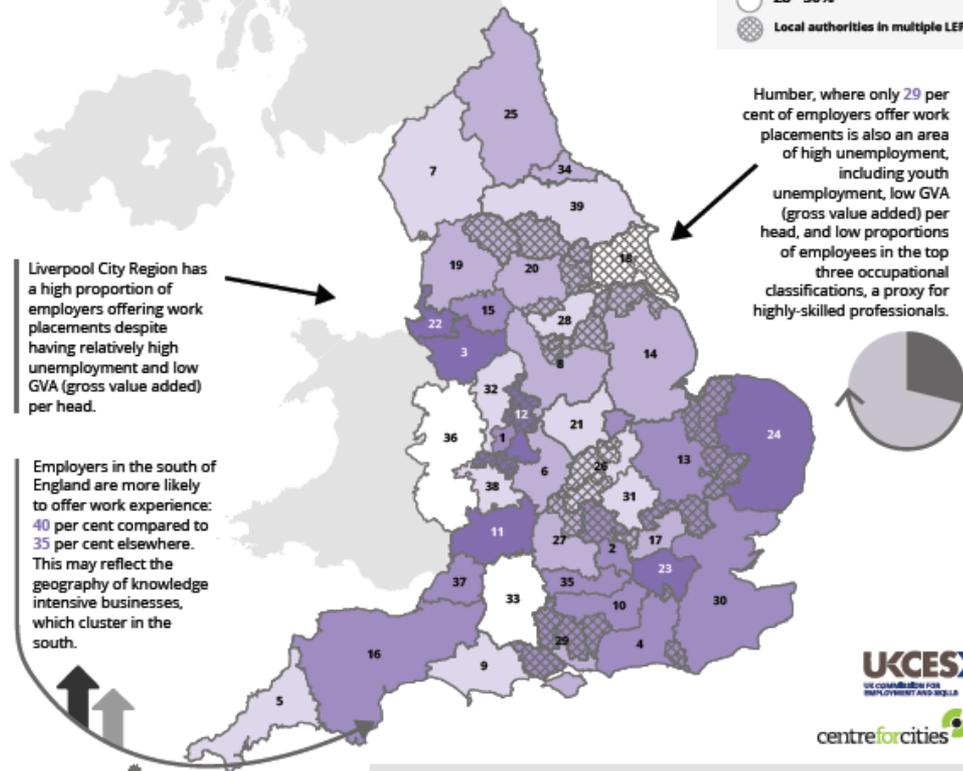
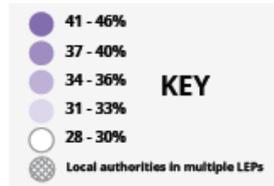
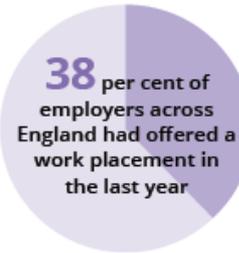


Proportion of employers with apprentice(s) currently on site, sector breakdown



Employers offering work experience placements in the last 12 months, 2014 (%)

Where you live influences your likelihood of accessing work placements; across England there is a postcode lottery of opportunity



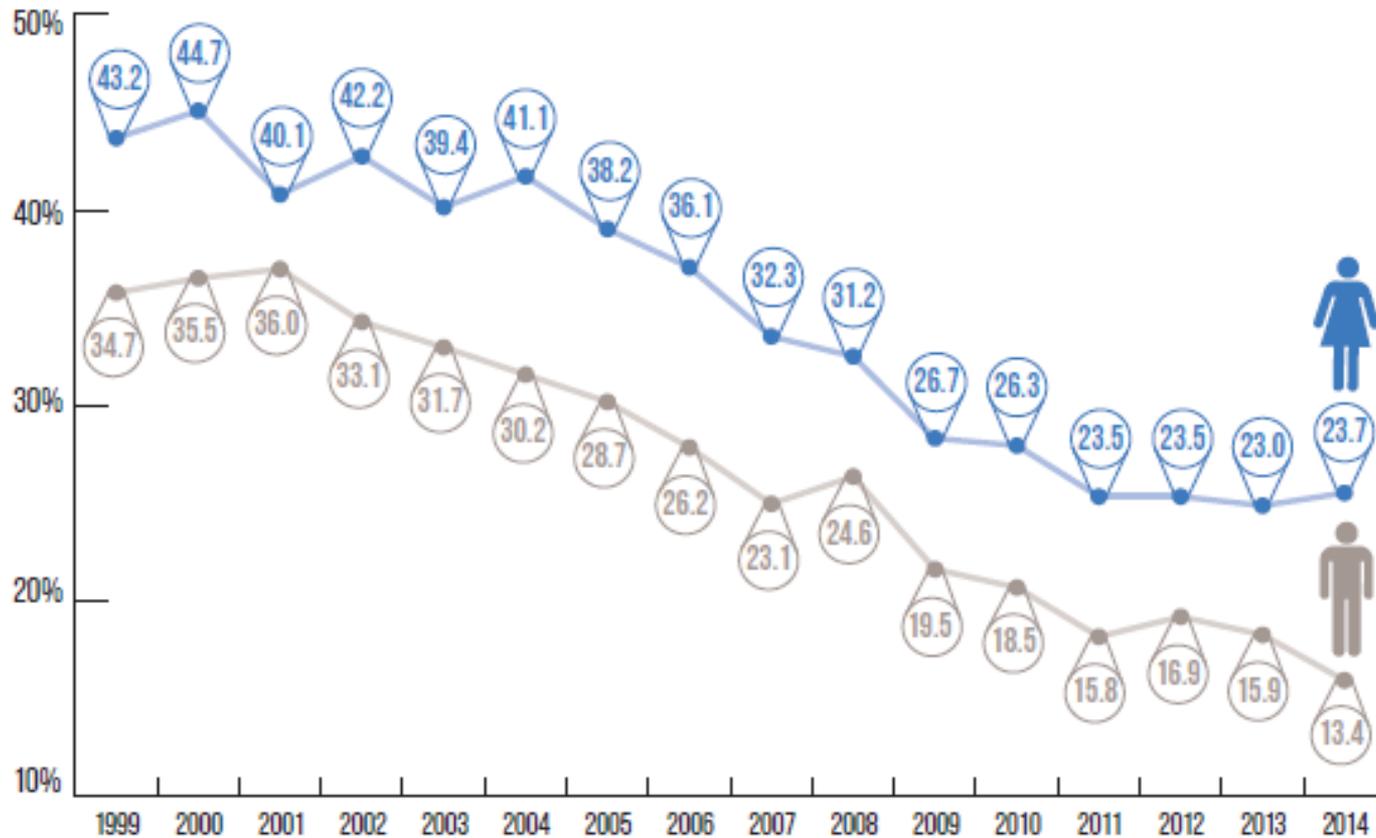
Note: This map shows the proportion of employers by LEP offering all work placements, including adult placements, work trials and internships, as well as placements for those in education.

To access the underlying data used on these maps please go to: <https://www.gov.uk/government/publications/Employer-Perspectives-Survey-2014-England-and-local-data>

1 Black Country	11 Gloucestershire	20 Leeds City Region	30 South East
2 Buckinghamshire Thames Valley	12 Greater Birmingham and Solihull	21 Leicester and Leicestershire	31 South East Midlands
3 Cheshire and Warrington	13 Greater Cambs and Greater Peterborough	22 Liverpool City Region	32 Stoke-on-Trent and Staffordshire
4 Coast to Capital	14 Greater Lincolnshire	23 London	33 Swindon and Wiltshire
5 Cornwall and Isles of Scilly	15 Greater Manchester	24 New Anglia	34 Tees Valley
6 Coventry and Warwickshire	16 Heart of the South West	25 North Eastern	35 Thames Valley Berkshire
7 Cumbria	17 Hertfordshire	26 Northamptonshire	36 The Marches
8 Derby, Derbyshire, Nottingham and Nottinghamshire	18 Humber	27 Oxfordshire LEP	37 West of England
9 Dorset	19 Lancashire	28 Sheffield City Region	38 Worcestershire
10 Enterprise M3		29 Solent	39 York and North Yorkshire



Percentage of 16 and 17 year olds combining work with full-time education, gender split



Comparable figures for 18-24 year olds are not available.

Why is this happening?

In Summary

- Young people are well prepared for work but they lack experience
- Employers value work experience yet may not offer it (66% say work experience is critical but only 30% offer work experience placements)
- Where you live affects the opportunities available (employers in the south of England are more likely to offer placements – London is the internship capital of the UK!)
- The proportion of 16-17 year olds combining FT education with PT work has halved in 15 years
- More employers are offering Apprenticeships – north of England leading the way

The NEET Solution! Workshop

- Can employers help to tackle youth unemployment? If so, how?
- Is there a Business Case for employing young people? If so – what is it?
- How can employers help young people make the transition from education or unemployment to work?
- How can employers and schools/colleges work more closely to support transition into the workplace?

thank you

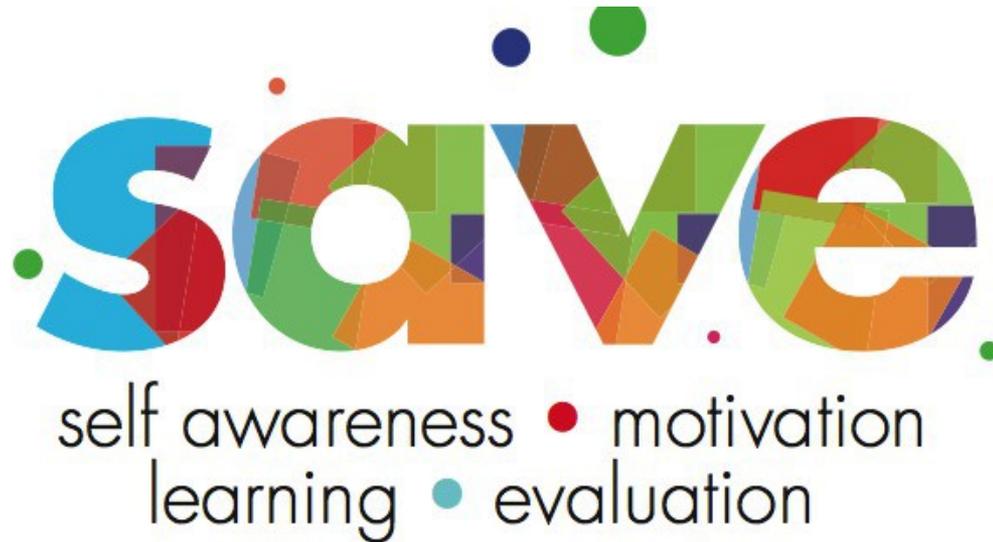
do you have any questions?



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use which may be made of the information contained therein



Self Awareness, evaluation and motivation system
Enhancing learning and integration and contrast ESL and NEET:
2014-1-IT01-KA202002472G86G14000410006



NETWORKING SKILLS



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LEARNING OUTCOMES

Explain why networking is important

Identify ways of describing themselves and their career goals succinctly

Recognise and take advantage of a networking opportunity when it arises

Develop networking skills

Increase awareness of networking resources

INTRODUCTIONS

Shake hands

Who you are, background

Subject studied

Interests/achievements/anything unusual

Career aspirations

NETWORKING IS...

“using the personal relationships people have with one another to increase your exposure to information and opportunity”

BUILDING YOUR NETWORK

Current network – you already have one!

- friends, family, lecturers
- contacts from voluntary work, societies/clubs
- Part-time work, internships voluntary work

Expand your network by:

- Attending careers fairs, employer presentations, conferences
- Ask people you know for other contacts
- Join professional associations (student membership)
- Study abroad
- Online networking

WHAT HAPPENS IF I GOOGLE YOU?

First impressions count – even online!

45% of employers use social networks to screen job candidates

35% of employers did not offer a job based on a candidate's content uncovered on a social networking site

Facebook, LinkedIn and My Space are targets

Provocative photos / references to drinking and drug use are cited by employers as 'red flags'

Bad mouthing previous employers/colleagues and poor online communication skills also a problem

Social media self-audit:

<http://mashable.com/2009/04/08/social-media-recruitment/>

SO...

Lock down your Facebook account!

Choose and accept your friends wisely

Be careful what you post

What does your online behaviour / presence say about you?



Gain access to experts & network – ‘gatekeepers’

Investigate career paths of others

Join relevant ‘communities of interest’

Search & enquire about jobs

www.linkedin.com

SUMMARY

70% job vacancies filled by recommendation or referral

The wider your network, more likely you are to find the right connections

Reach out to personal networks

Volunteer, get involved to meet new people

Keep your contacts informed – your 1st job won't be your last (long term process)

‘No man is an island’