

# Maximising links with schools to boost apprenticeship starts

**Anna Morrison**

24<sup>th</sup> June 2019





Department  
for Education

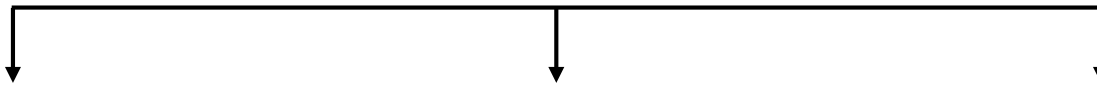


Apprenticeships



ASK

Apprenticeship Support  
and Knowledge  
for schools and colleges



  
**Amazing**  
Apprenticeships



Learn 

# The Apprenticeship Support & Knowledge for Schools & Colleges Programme (ASK)



Schools & Colleges engaged

**3,631**  
so far...

Students engaged

**774,053**  
so far...

Registrations on FAA

**110,331**  
so far...

Apprenticeship Champions

**1,600**  
so far...



# The ASK programme 19/20



**Students**

**Teachers**

**Parents**

**ASK planning meeting with school/college to develop a 3 year strategy**

- ✓ Every school and college in England
- ✓ Fully funded by the Department for Education
- ✓ Three more academic years to 2021/22 (+2 if funding available)
- ✓ Continuing to build on existing good practice in schools and provide additional support where needed
- ✓ All mapped to the 8 Gatsby Benchmarks

# The 2019/20 ASK programme



## Students

- ☐ Awareness assemblies  
\*featuring apprentice(s)
- ☐ Registration & application workshops
- ☐ Mock assessment centre workshops
- ☐ Careers fairs

## Teachers

- ☐ Teacher presentations
  - General awareness
  - Subject specific
- ☐ 6<sup>th</sup> form tutor training  
\*new\*
- ☐ Specialist programme for staff working with disadvantaged students  
\*new\*

## Parents

- ☐ Parent presentations
  - General awareness
  - How to search & apply
- ☐ Attendance at parents evenings

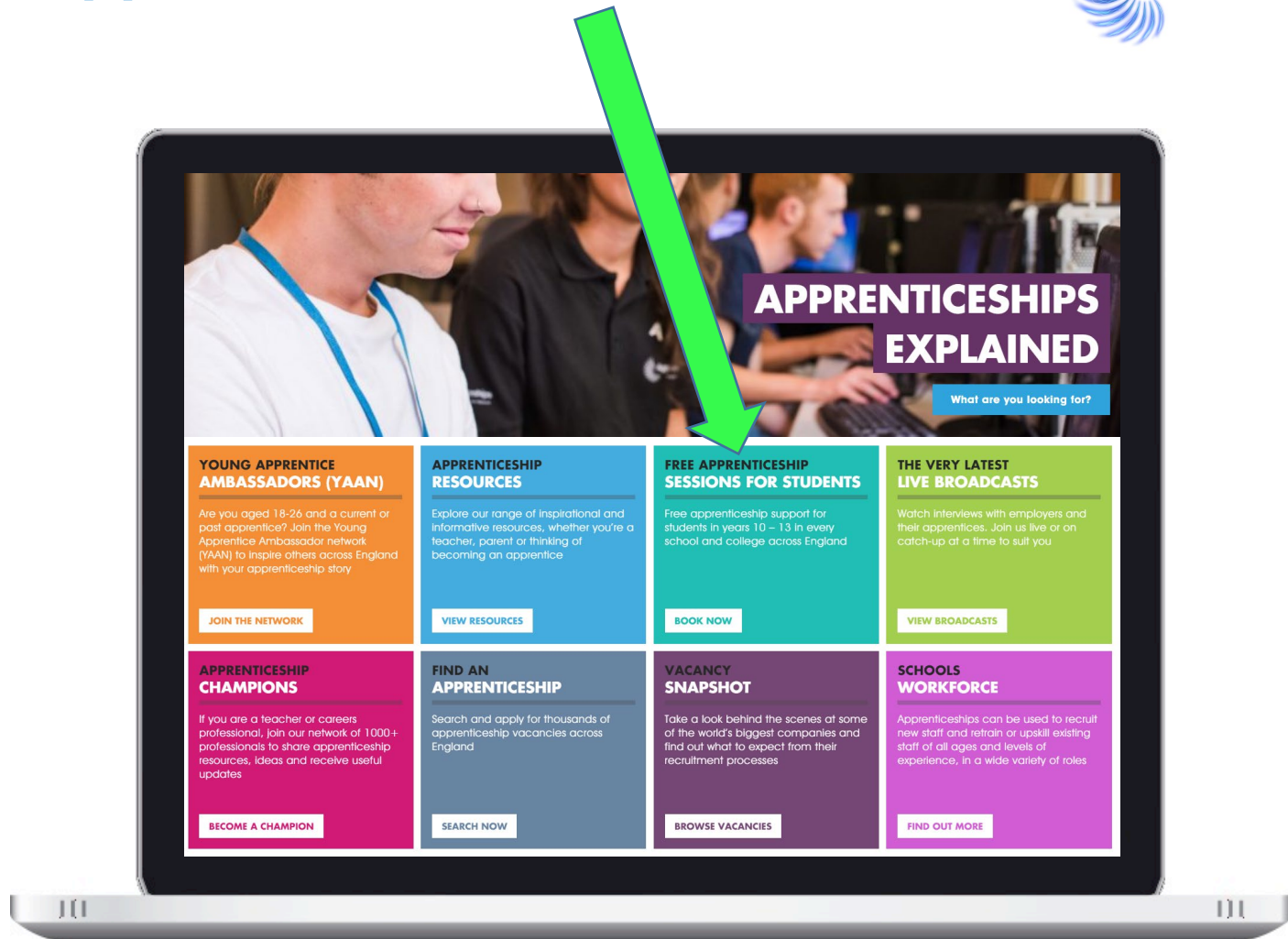
## Supported digitally by Amazing Apprenticeships

- ☐ Classroom resources & activity ideas
- ☐ Posters by subject theme and general awareness
- ☐ Vacancy Snapshot
- ☐ Live Broadcasts & films
- ☐ KS3 activity packs \*new\*
- ☐ NAW2020 activity pack
- ☐ 6<sup>th</sup> form programme \*new\*

- ☐ Apprenticeship Champions Network
- ☐ Staffroom posters
- ☐ Benchmark tool
- ☐ Guidance for SLT \*new\*
- ☐ Regional LMI & weekly vacancies
- ☐ Expert webinars \*new\*

- ☐ Monthly Parents' Pack
- ☐ Translated Apprenticeship factsheets for parents
- ☐ Parents Page on Amazing Apprenticeships site \*new\*

# Book support for 2019/20



## AMAZINGAPPRENTICESHIPS.COM



# The Young Apprentice Ambassador Network (YAAN)



- Funded 1 day public speaking programme
- Ongoing CPD
- Meetings, networking + social activities
- USP when tendering with employers
- Excellent opportunity for apprentices within SMEs

## Help schools to understand what an Independent Training Provider is

- Where you are based and what you offer
- The employers you work with
- The number of apprentices that you support
- Your Ofsted rating
- The flexibility of different delivery models

Some ideas...

- Hold open days and invite teachers / careers leaders
- Host teacher/careers leader meetings (include a tour/talk)
- Create short explainer videos



## **Demonstrate the benefits of building a relationship with you**

- First sight of local vacancies
- Detailed understanding of the local economy
- Help them to meet GB7
- Specialist knowledge of apprenticeships and particular sectors
- Expertise around recruitment practices

Some ideas...

- Offer to circulate information on vacancies
- Input into meetings about local trends / emerging opportunities

## Offer a range of activities

- Avoid the sales pitch assemblies
- Enhance the ASK programme offer and other local offers
- Speak to local schools about what is missing / their biggest challenges

### Some ideas...

- Deliver a workshop around a specialist area of interest
- Work with the school to identify candidates and support pipeline opportunities from school to apprenticeship
- Support in preparing students for the transition from school to workplace – a workshop / use existing apprentices
- Introduce employers to them / support with events  
e.g. speed networking, work experience, shadow an apprentice

## Make it easy for schools

- Become a trusted advisor
- Build connections
- Ask other schools to introduce you
- Using your local provider network as the neutral umbrella
- Tell them about the success of their past students

### Some ideas...

- Provide a single point of contact / schools case-loaded to staff
- Ask staff about personal connections to school
- Join the school governing body
- Encourage your apprentices to join the YAAN
- Prepare posters for the school featuring past pupils and what they are doing now through apprenticeships

**What else could we  
do to help you?**

[Anna@AmazingApprenticeships.com](mailto:Anna@AmazingApprenticeships.com)