

Digital Skills

Cornerstone Employer Case Study



THE CAREERS & ENTERPRISE COMPANY

Background

The idea originated from the Skilled Workforce strand of the local Digital Skills Partnership. Basic digital skills are increasingly required in a wide range of occupations and sectors that would not traditionally be associated with digital.

Lack of digital skills are not only a barrier to entry but also a barrier to progress, for example in construction where new devices and technology are regularly used.

The Cornerstone Employer Group has identified 'digital skills' as a focus area so took an active role in developing case studies to demonstrate how vital these skills are.

Aims

Raise awareness amongst young people, providers and careers advisors about the need for digital skills.

Support the local labour market to shift from manual roles to a high skilled, high wage economy.

Myth-bust by showing that even traditionally manual sectors, such as logistics, have undergone huge changes requiring more digital skills. Similarly, most parts of the arts and creative sectors now require digital skills.

Actions

- Agree roles and responsibilities – the Cornerstone Employer group agreed to own the project.
- Pilot first – our initial case studies all came from Cornerstone Employers – it helped to have regular contact and allowed us to learn and iterate within a controlled group.
- Enlist help - a work experience student from a local university helped design the resources to ensure the assets will engage young people.



We know in our organisation (Cadent) and that of my Cornerstone colleagues that digital skills touch the working lives of most people. We Discover Digital is a step towards highlighting that, as well as good grades, having digital skills is essential and sought after by employers. We recognise young people are heavily engaged with social and entertainment media but that doesn't always equate to being digitally literate

Mary O'Shaughnessy, Project Manager - People Services (Cadent). Employer Chair of the Cornerstone Employer Group.



We know from our work with the Careers Hub that employers look for digital skills in the same way that they look for literacy and numeracy skills. Shining a light on this is really important. If the students at Wigston College and Wigston Academy are not equipped with digital skills that are transferable across a range of job roles then they will be at a disadvantage against their peers. We Discover Digital it a great way to showcase a range of digital skills in a wide range of jobs with local employers.

Natasha Box, Careers Leader and Assistant Head at Wigston Academy and Wigston College

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Outcomes

Early Wins:

We are still in very early stages. However, our first case studies have been useful within Digital Skills Partnership (DSP) materials to help articulate the issue to providers and small businesses. We have also been able to share a video on social media to promote our work with local business.

Our first case studies include:

- Taylor, Electrical Design Apprentice – use of CAD software to create and edit drawings, and use of collaboration tools including video-conferencing.
- Jack, Electrical Control & Instrumentation Engineer – use of 3D modelling software such as Autodesk and simulation packages such as Multisim.
- Yasin, Studio Owner – various software for label management and global collaboration.
- Divya, Picker in a Distribution Centre – monitoring and logging of work performance.

Emerging:

After enlisting additional production support, we are planning a more focussed campaign via both the Digital Skills Partnership and Careers Hub as well as ongoing slots in newsletters and publications for the campaign to gain traction and familiarity.

Learnings

It can be hard to find case studies that convey relevant information to young people in a relatable way.

People often don't realise how much technology they use in work and when asked for examples, many employees say they don't really 'do digital!'.

To ensure momentum it's key to have a dedicated person for the task. The workload isn't large or complex but requires someone to request, chase and process the case studies.

Rolling out the resources can take time – ours have so far been used in flyers and newsletters – but as we get more examples we will continue to embed across our Careers Hub work.

Relates to Careers Hub Coordinated Actions



Careers education as part of economic recovery



Employers build long term sustainable, mutually beneficial partnerships with schools and colleges

Relates to Gatsby Benchmarks

4 | Linking curriculum learning to careers.

6 | Experiences of workplaces.

How did the work align with the Cornerstone Employer role?



Helped to embed careers education in the Cornerstone Employers' organisations



Highlighting the need for digital skills across various sectors

Next Steps

We will continue to step up the production and branding of the case studies we have collected for use in a more coherent campaign for schools, advisers, training providers and the wider Digital Skills Partnership.

We will continue to roll out and embed the case studies so that they gain traction.

To see our digital skills case study resource, click [here](#).