

Work Ready

Cornerstone Employer Case Study

Background

Local employers on the East Sussex Careers Hub Cornerstone group were finding that young people seemed uncertain about recruitment practices and had difficulty navigating the different stages of the recruitment process.

Some young people also found the transition to work challenging as they may lack familiarity with the skills required such as effective communication and using initiative.

Aims

To better prepare young people to apply for and start in the world of work.

To pilot new ways of sharing information about recruitment processes and entering the workplace.

To develop a better understanding of the skills needed to be effective in applying for roles and for starting in the workplace.



Having a professional company involved in the production of these videos, allows businesses to showcase their work with apprentices and training to its fullest. The students and teachers viewing this, see an informative and professional video that strengthen the excellent work that Cornerstone Employers deliver

Scott Monk from GM Monk



Giving students the opportunity to hear from employers and industry experts is essential in their careers education to help them understand how the knowledge and skills they are gaining in school relate to future careers paths. It also gives them the chance to hear about some of the huge range of job roles that there are – many of which they may never have heard of. All of this can lead to students feeling more motivated in their learning as they feel they have more direction and can see the purpose of their education journey.

Careers Leader, Hailsham Community College

Actions

The Cornerstone Employer group decided to develop a series of short videos, supported by crib sheets ('top tips') and lessons plans.

The Hub agreed the resources would be a valuable addition and funded the videos from central funds.

The resources aim to give students an overview of different aspects of applying for and starting work, including:

- recruitment practices to help prepare for applications and interviews
- what it is like to work in the business
- progression pathways
- essential and transferable skills

Each video is employer-led, filmed onsite, and around 90-120 seconds (in line with previous feedback about length). Each employer develops an accompanying crib sheet, and the hub provides lesson plans, with links to apply for vacancies.

The video, top tip sheet and lesson plans are linked, but can also be used separately. There are also links to subject areas, as well as other videos and resources developed by the hub e.g. apprenticeship videos etc. The videos were shared at events in June - all resources will be launched to schools in Term 1 22-23.

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Outcomes

Early Wins:

The films were launched to Careers Leaders at the Career Hub's summer CPD event on 15 June, and also used at the ICAN careers event on 30 June. ICAN is an event for young people with SEND and we had an employer from that industry speaking alongside the video.

The films have been shared on employer websites, in newsletters and on social media.

Emerging:

The films and resources will be shared with all schools in the new academic year.

Learnings

- Have a clear brief and a good videographer who understands your specification and requirements.
- Identify a person to lead the work within the hub.
- Focus on your priority sector industries.
- Provide a succinct template to CEs for the top tip sheets.

Next Steps

The project has already developed as we have a new Cornerstone Employer who is producing a poster project on careers and this can link into this video project, which seems an ideal collaboration. The posters will relate to the videos and possible careers within the industries.

Relates to Careers Hub Coordinated Actions



Amplifying technical and vocational routes



Effective transitions



Careers education as part of economic recovery

Relates to Gatsby Benchmarks

5 | Encounters with employers and employees.

How did the work align with the Cornerstone Employer role?



Helped to embed careers education in the Cornerstone Employers' organisations



Helped to achieve better outcomes for young people