

# Employer engagement in careers education:

Insights 2020/21

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# About this report

This report presents key insights into how and why young people in England. It is based on responses to employers who work with young people via schools, colleges and Careers Hubs across the country. The goal is not to represent what all employers are doing engagement currently looks like across this group. Survey data was collected in Autumn 2021 and explored what employers did in the 2020/21 academic

[scale data](#)

to understand how employers are helping to prepare

Find out more about [The Careers & Enterprise Company](#)

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# Foreword

Oli de Bot on

Chief Executive at The Careers & Enterprise Company

# Foreword

Debbie Joce

Group Head of Early Careers at Babcock International Group

with the pandemic.

curriculum. Schools have worked extremely hard to ensure young people are not overtly disadvantaged

impacted.

I have no doubt that employers will welcome the

what highly engaged employers around the country are

This enables employers to review their own plans and programmes against what other businesses are doing. These insights can also be shared among wider

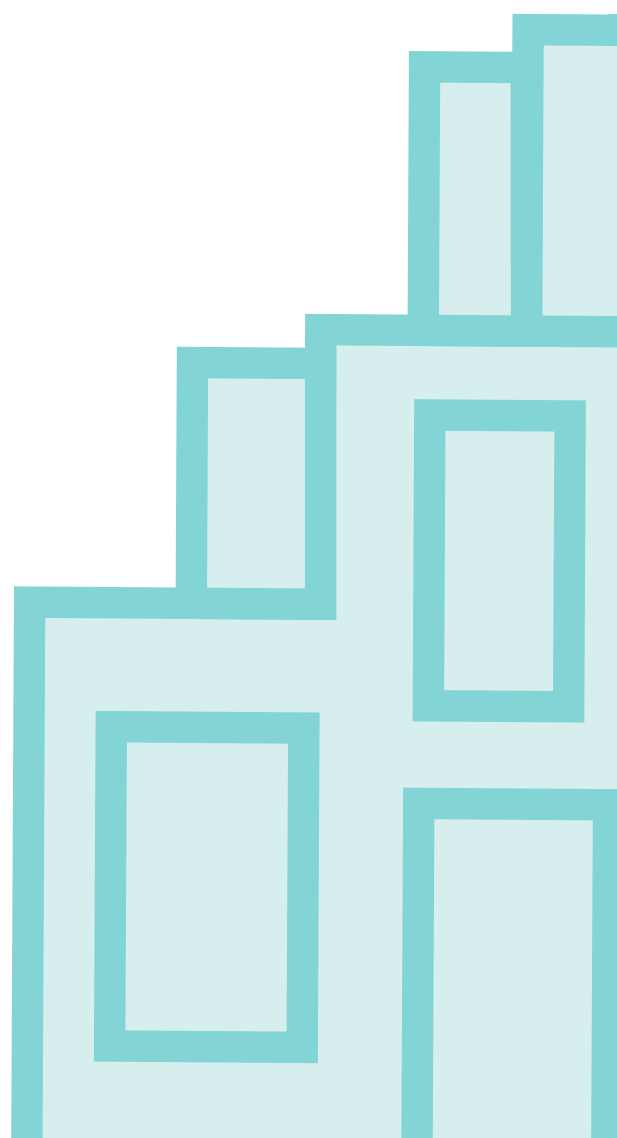
engage more.

This report, combined with The Careers & Enterprise

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engagement with young people and supports them

helping employees and businesses to grow.





# About the survey

Employers who work closely with schools and colleges across England, an online survey over six weeks in September to October 2021.

issues. This included ways that employers support young people through they work strategically in their local area. Ninety employers took part in the



## Insight 1

### Employers are strengthening their talent pipeline by working with schools and colleges

The employers who took part in this research reported that by working with schools and colleges they are strengthening their talent pipeline, increasing the

By talking directly with students, their teachers and and sectors, they increased awareness, work readiness represented groups. However, skill gaps remain,

### Employers increase student and teacher knowledge about different pathways into the workplace

For six in ten employers, this included talking to

### Employers communicated this information through a range of activities

enable employers to engage with parents and carers

and technical pathways into their business.



**For employers, these activities are an effective way to strengthen their talent pipeline**

working directly with schools and colleges on their

“We are better able to understand the needs of young people & their perceptions of working in our sector. We are able to engage meaningfully with schools and colleges as we are guided as to their needs and can target our approach accordingly.”

### Employers perceive young people to be better prepared for the world of work

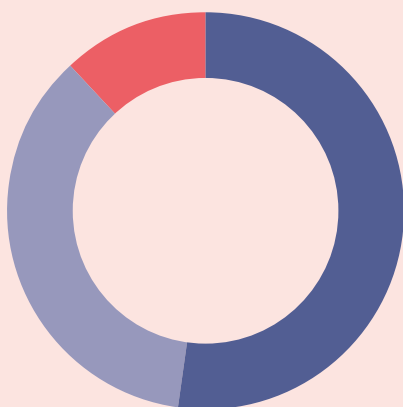
More than nine in ten employers taking part in this research believed that business engagement with schools and colleges is helping young people to be

Nine in ten employers also stated that improving young their careers programmes.

young adults they recruited in the last two to three the right skills to do their job.

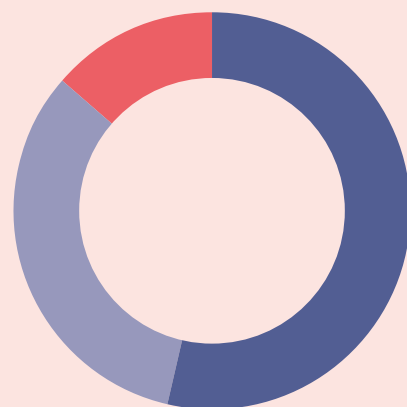
needs to be done to provide students with the right

59 out of 67 employers said their engagement work impacted ‘a lot’ (35) or ‘a little’ (24) on young people’s understanding of their organisation.



- 35 (‘a lot’)
- 24 (‘a little’)
- 8 (‘not at all’)

58 out of 68 employers said their engagement work impacted ‘a lot’ (36) or ‘a little’ (22) on young people’s career knowledge and skills.



- 36 (‘a lot’)
- 22 (‘a little’)
- 9 (‘not at all’)

## Employers engaged with schools and



## Blended models of in person and virtual engagement look set to continue

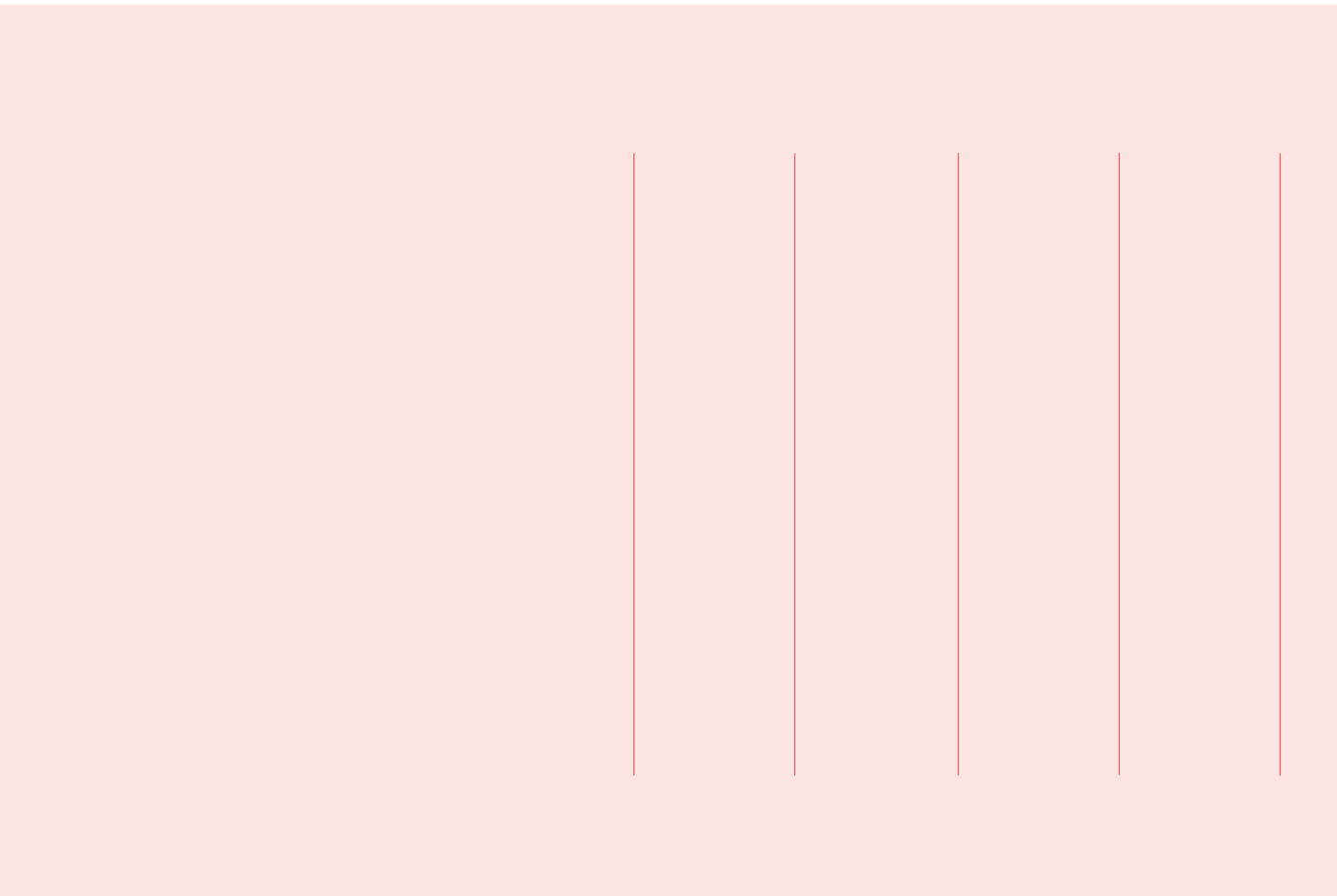
Employers taking part in this study believed that

Eight in ten employers believe they will interact

talks, beaming into assemblies or joining discussions with students.

delivery will help them to give students experiences

enabled.



### Insight 3

## Employers are influencing the careers education system locally as well as nationally

employers across the country also worked together to

working strategically with schools to design their careers programmes, working with Careers Hubs to

### Employers are working with schools and colleges strategically to design their careers programmes

part in this research were increasingly working with

Careers Leaders, headteachers and governors about

looks like.

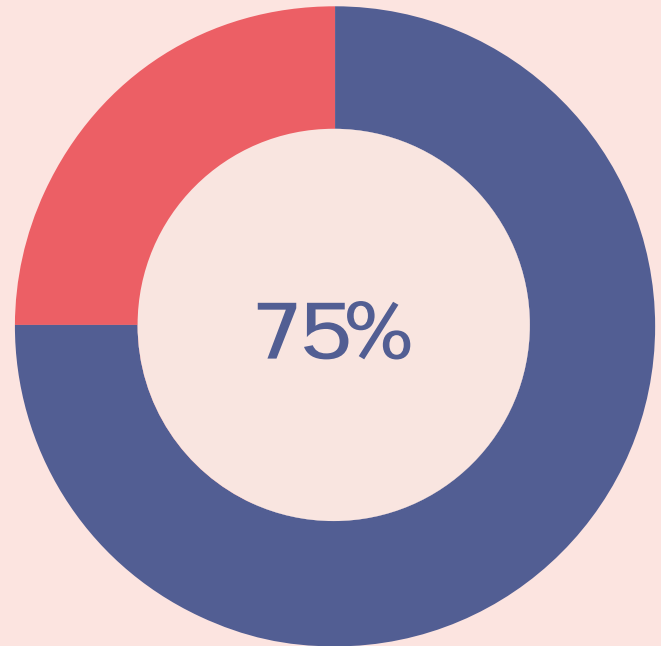
become Enterprise Advisers last year, and this expects

to join a local school or college as a governor, and a

Training was another way in which employers

schools and colleges to increase Careers Leaders

34 out of 45 employers said they work with their Careers Hub or Local Enterprise Partnership to identify local needs to support how they target their work.



## Employers help to strengthen the wider careers education system

that it is easier to work with schools and colleges now



### Engage directly with young people

'Give an hour' is a great way to make a difference and ignite your team. Volunteer in schools and colleges to deliver careers activities or host an inspiring experience at your workplace.

### Become an Enterprise Adviser

Partner with an individual school or college and use your business experience and networks to help them develop a strong careers programme.

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