

#BigParentsEve

#ScotAppWeek



SCOTLAND'S BIGGEST PARENTS' EVENING

Wednesday 6 March 2019

Apprenticeships and career pathways explained

Employer Toolkit

DYW

Developing the
Young Workforce

Skills
Development
Scotland



About apprenticeships

Right now, there are over 37,000 people in Scotland working as apprentices in industries ranging from financial services to engineering and from digital technologies to health and social care.

Work-based learning through an apprenticeship means developing skills on the job, working with an employer with structured training and assessment along the way.

Scottish Apprenticeships are designed with employers so they're based on the real jobs that people do now and in the future.

There are three types of Scottish Apprenticeship:

- **Foundation Apprenticeships (FAs)**

With a Foundation Apprenticeship pupils learn in the workplace, developing industry specific skills and an industry-recognised qualification, alongside their other subject choices.

They'll spend part of the school week out of the classroom with a learning provider and in a workplace. On completion, they will achieve a qualification at the same level of learning as a Higher (SCQF level 6)

- **Modern Apprenticeships (MAs)**

Modern Apprenticeships are jobs open to anyone aged 16 or over. For young people they mean working, learning and earning.

There are more than 80 different types of apprenticeships covering hundreds of different jobs. Over 10,500 women started a Modern Apprenticeship last year – so they definitely aren't just for men!

- **Graduate Apprenticeships (GAs)**

Graduate Apprenticeships are a new way to study up to Master's Degree level while in a job. Most of the learning happens at the employer's workplace.

Graduate Apprenticeships offer valuable work-based learning in some of Scotland's most exciting industries.

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**In 2017/18, 27,145
individuals started
an apprenticeship
in Scotland.**



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**There are 12
Foundation
Apprenticeship
subjects to choose
from for senior
phase pupils.**



Aims and objectives

Aims

- Encourage more young people to choose an apprenticeship.
- Harnessing the power of the Developing the Young Workforce network to raise awareness of apprenticeships through a unique campaign during Scottish Apprenticeship Week 2019.
- Increase the understanding of developments in apprenticeships including the introduction of Graduate and Foundation Apprenticeships in addition to Modern Apprenticeships.
- Debunk myths and misconceptions about apprenticeships that are common among parents and carers.

Objectives

- Develop a national campaign during Scottish Apprenticeship Week targeted at parents and carers.
- Engage our employer networks and invite them to share key messages with the parents and carers within their workforce.
- Provide key information and guides about apprenticeships, particularly Foundation and Graduate level apprenticeships.

About Scotland's Biggest Parents' Evening

As an employer, you are invited to take part in the biggest ever parents' evening in Scotland by helping parents and carers within your organisation to discover and understand how an apprenticeship can equip a young person with the skills, experience and qualifications to set them up for a bright future.

On 6 March 2019, **Developing the Young Workforce (DYW)** is inviting parents and carers, as key influencers of young people, to discover the benefits and changes to the apprenticeship.

Developed in collaboration with **Skills Development Scotland**, Scotland's Biggest Parents' Evening will see all 21 DYW regional groups partner with local employers to showcase apprenticeship and career opportunities through local events across the country.

Scotland's Biggest Parents' Evening is a part of **Scottish Apprenticeship Week 2019** - the annual campaign highlighting the value apprenticeships and work-based learning brings to individuals, employers and the economy.

This toolkit contains all the information and resources your organisation needs to get involved.

Scotland's Biggest Parents' Evening - 6 March 2019

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There are over 80
different Modern
Apprenticeship
frameworks.



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The Scottish Government's ambition is to make 5,000 Foundation Apprenticeship opportunities available in schools by the end of 2019.



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PARENTS' EVENING

Get involved

There are three big ways your organisation can get involved. Whichever you choose, this toolkit contains all the information and resources you need to get started.

Host your own event for your staff

As an employer, hosting an event for your staff who are parents and carers is a fantastic way to showcase apprenticeships as a positive destination after school as well as advertise opportunities within your organisation. We've put together a guide to help you get started [here](#).

Support an event in your region

Across the country, DYW groups will be hosting various events on Wednesday 6 March 2019 to showcase apprenticeships. Find out about events in your region by contacting your [DYW Regional Group](#) or visiting [Apprenticeships.scot](#).

Spread the word to parents and carers in your organisation

Using the [resources](#) provided in this toolkit, use your communications channels to cascade the message to parents within your organisation.

Host your own event for your staff

Hosting an event is a great way to start the conversation around apprenticeships, address common misconceptions, help parents understand the difference between different types of apprenticeship and showcase the opportunities that are available within your industry/business.

Below are some suggestions to get you thinking about your event:

Format

The format of your event is completely up to you! We've pulled together some examples as inspiration for how you can shape your event:

- Hold an informative **breakfast/lunch/twilight session**. The format can vary, but you may want to invite:
 - An apprentice - Foundation, Modern or Graduate - to speak about their experience
 - Someone from your regional DYW group

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75% of employers
who recruit a
Modern Apprentice
said it improves
productivity.



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There are already
more than
37,000 young
people working,
learning and
earning as Modern
Apprentices.



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Host your own event for your staff (cont.)

- A speaker from Skills Development Scotland - the national agency responsible for apprenticeships. Your **local DYW team** can put you in touch.
 - Someone within your business who is responsible for apprenticeship recruitment or training.
 - Provide a **drop-in session** to allow parents to pop in at a time that suits them during their busy day using our **helpful handouts** as information.
 - Host a **live, online Q&A** with apprentices within your organisation, allowing parents to ask questions directly to those in the know. A great tool you can use for this is **Pubble**.
 - Host a **webinar** to reach your colleagues across the country. Some examples of tools you could use for this are **join.me** or **appear.in**.
 - **Contact your local school** and deliver something in partnership or support an activity they may already be doing.
- Don't forget to register your event at **Apprenticeships.scot** and we can help to promote it on your behalf!

Host your own event for parents (cont.)

Resources

- **Scottish Apprenticeships - A Guide for Parents***
This guide gives parents, carers and teachers an overview of Scottish Apprenticeships.
- **Scottish Apprenticeships - A Guide for Employers***
This guide gives employers an overview of Scottish Apprenticeships.
- **SCQF Guide for Parents and Carers**
A guide to current Scottish qualifications.
- **Scottish National Qualifications - Old vs. New**
Scottish qualifications have changed a lot since most parents were at school. This handy table shows how current and old qualifications relate to each other.
- **Scotland's Biggest Parents' Evening presentation slide**
A slide for use in presentations at events
- **Parent feedback survey - bit.ly/bigparentseve**
A short, online survey to share with parents after your event to help evaluate the success of the campaign

Further resources will be available [here](#).

* Printed copies of these documents can be requested by e-mailing scotapprenticeweek@sds.co.uk

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96% of employers
say former
apprentices are
better equipped
to do their job.



Promotion

Graphics and logos

SBPE logo - colour (PNG)

SBPE logo - colour (SVG)

SBPE logo - white (PNG)

SBPE logo - white (SVG)

SBPE social media graphic 1600px x 900px (PNG)

SBPE social media graphic 900px x 900px (PNG)

Need logos in an alternative format? Please contact
jennifer.hood@glasgowchamberofcommerce.com.

Printables

Event poster (PDF)

Includes space to input your event details

If you would like to request the artwork for this poster, please contact
jennifer.hood@glasgowchamberofcommerce.com.

Scotland's Biggest Parents' Evening - 6 March 2019

Promotion (cont.)

Social media

Example tweets and posts

- We're supporting [#BigParentsEve](#) on 6 March - explaining apprenticeships and career paths. [#ScotAppWeek](#)
- Looking forward to our [#BigParentsEve](#) event on 6 March to promote the benefits of [#apprenticeships](#) to parents and carers. [#ScotAppWeek](#)
- Parents and carers are invited to join [#BigParentsEve](#) at [business name] on Wednesday 6 March 2019. Hear how an apprenticeship can be your child's next step in their journey. [#ScotAppWeek](#)

Don't forget to register your event at [Apprenticeships.scot](#) and we can help to promote it on your behalf!

Scotland's Biggest Parents' Evening - 6 March 2019

[#BigParentsEve](#)
[#ScotAppWeek](#)

**86% of Foundation
Apprentices would
recommend to a
friend or family
member**



Contact

For more information or to tell us what you'll be up to, contact your regional DYW group:

DYW Argyll and Bute
Maureen.McKenna@uhi.ac.uk

DYW Ayrshire
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