



Versa Professional Services Ltd



Changing Attitudes to Apprenticeships School Support Matrix

January – December 2009

Changing Attitudes to Apprenticeships

What is it?

The Changing Attitudes Project is being funded by the LSC/ NAS to change perceptions about apprenticeships among young people and others from BME communities, with the long term goal of encouraging more young people from these communities to see them as a positive and real choice, and take up an apprenticeship. Versa, an education specialist company, has been commissioned to work with local partners to deliver Changing Attitudes in Yorkshire. The first programme was delivered in Leeds, and involved working closely with schools, community and youth groups, local employers and training providers.

What is on offer?

Working with schools we can deliver a range of events and activities to help inform and raise awareness with young people. We also work with parents and the wider BME communities. The activities we deliver in schools are tailored to any specific needs or issues the schools identify, they can range for example from presentations, information stalls and talks in assemblies, to more focused sessions for smaller groups, or information sessions for teachers. We aim to deliver creative and engaging sessions and for example bring in young role models who have done apprenticeships to work with students, and representatives from employers.

What is needed from schools?

All of the support we are offering is free, and tailored to your school's needs and timetables. An initial discussion with you will help us shape our proposals for what we will deliver in your school. All we need is for you to get involved!

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Activities we offer



Element	Need	Activity	Outcomes	Planning Notes
<p>Working with Year 11</p>	<p>Year 11 pupils make their destination choices between October and March. They should make an informed choice with their peers and parents based on good quality up to date information.</p>	<p>We are able to offer sessions to individual tutor groups, or whole year groups or sessions for those specifically expressing an interest. With this year group we will focus on potential opportunities and local vacancies as well as applying for apprenticeships.</p> <p>We would offer sessions with suitable trained and vetted role models. We would also seek to bring in employers who work with apprentices and who can advocate the positive benefits of the modern approach to apprenticeships.</p> <p>We offer a range of 'Roadshow' activities which will be tailored to the audience and duration of each session, eg talks, games, quizzes, demonstrations, presentations. We aim to make each session as interactive and engaging for the audience as possible.</p>	<p>Year 11 young people have received several sessions on apprenticeships. This will be open to all Y11 young people; to all and to invited groups.</p> <p>Young people would have access to role models and employers. This is a successful vehicle to help young people make an informed choice.</p>	<p>We would suggest that sessions with role models and employers are offered at key points in the school year and existing careers events and activities.</p>
<p>Working with Year 10</p>	<p>Year 10 young people if offered good information about apprenticeships early on, are less likely to reject apprenticeships information offered later in Year 11.</p>	<p>We would offer a soft touch approach for Year 10. We would be able to offer sessions with role models and employers and also access to the Roadshow. This aims to increase the awareness of this year group so they view apprenticeships as a positive choice and realistic option.</p> <p>We offer a range of 'Roadshow' activities which will be tailored to the audience and duration of each session, eg talks, games, quizzes, demonstrations, presentations. We aim to make each session as interactive and engaging for the audience</p>	<p>Year 10 young people will have been offered apprenticeship advice and access to the resources during timetabled PSHE sessions.</p>	<p>We would suggest building sessions into the normal PSHE timetable for the year group.</p>

		as possible.		
Working with Year 9	Year 9 young people make their GCSE choices and may seek a wider career plan or consider vocational routes earlier if exposed to good advice. This also supports the development of Young Apprentices and Diplomas when and where offered.	<p>We aim to increase the awareness and engage this year group as they consider and make GSCE and career path options.</p> <p>We would also offer sessions with role models and access to the resources of the Roadshow.</p> <p>We offer a range of 'Roadshow' activities which will be tailored to the audience and duration of each session, eg talks, games, quizzes, demonstrations, presentations. We aim to make each session as interactive and engaging for the audience as possible.</p>	<p>Year 9 choices informed by an understanding of the structure of apprenticeships.</p> <p>Sessions in YA programmes and Diplomas potentially available.</p>	We would propose sessions within the PSHE timetable or existing choices events and activities
Parents Consultation Evenings	<p>Many parents hold fixed views of apprenticeships and place them below other forms of learning in terms of value.</p> <p>Cultural differences also affect the way in which parents have knowledge of or understand apprenticeships.</p> <p>Some lack an up to date view of the range of opportunities available and are therefore unsure of their advice to young people</p>	<p>We would offer a surgery for parents at parents' consultation evenings and other events at which parents are invited.</p> <p>We would use employers and other suitable invitees to support messages for parents. They would have access to Roadshow resources at such evenings.</p> <p>These evenings may be held in a community setting rather than in school as parents from the BME community may feel more comfortable attending this type of outreach session.</p>	We would provide parents with a range of resources to help them support their children make an informed choice at 16 or before if YA programmes are considered.	We would seek to work within the schools parental consultation process and any community/ outreach activities already established.
Careers or Choices Evenings	Young people, with their parents can get information in a setting in which they feel comfortable to discuss unfamiliar areas of understanding.	<p>We would offer a presentation and/ or surgery for parents at parents' consultation evenings and other events at which parents are invited.</p> <p>We would use employers and other suitable invitees to support messages for</p>	We would support parents and offer them a brochure of Case Studies for use at home to discuss careers choices with their children.	We would seek to work within the school's parental consultation process with the potential for additional activity around apprenticeship week.

		<p>parents. They would have access to Roadshow resources at such evenings.</p> <p>We would also offer sessions for parents during careers choices evenings.</p>		
CPD For Teaching Staff	<p>Some teaching staff may benefit from up to date training on the mechanism for securing apprenticeships, the programmes and jobs potentially on offer and how to advise young people on the suitability of apprenticeships – especially to higher achieving students</p>	<p>Versa is able to undertake small group sessions for staff, alongside some support materials on apprenticeships, the process of brokering apprenticeships and ways in which young people can access vocational routes.</p> <p>This session will not adopt a “fixing a problem” approach, instead some up to date practical advice on programmes and how apprenticeships are undertaken with employers. We are also able to invite role models and/or employers in to these sessions</p>	<p>A series of support sessions for teaching staff mapped around CPD programmes or similar.</p> <p>Staff will have an updated knowledge of apprenticeships so that programmes can be actively promoted with up to date examples of their application</p>	<p>We would always suggest building this programme in to existing CPD activities or running workshops on training days to minimise disruption and to maximise teacher interest in the activities.</p> <p>We would welcome your advice on suitable dates for this activity if desired</p>
Support For Careers Teachers	<p>Careers teachers should use up to date resources to actively promote apprenticeships to young people from Year 9 onwards</p>	<p>We would be able to provide support sessions focusing on the processes of securing apprenticeship programmes for young people leaving school at Year 11 or for young people considering the Young Apprentice programme.</p>	<p>A series of activities for careers teachers with a focus on the practicalities of working with training providers and colleges to move Year 11 leavers seamlessly into apprenticeship programmes.</p>	<p>We would suggest that we offer a single session for careers staff, of approximately two hours duration.</p>

