



# Sandwell Academy



Employers' Newsletter ~ Issue 2 ~ April 2020

*Circulated to over 300 businesses across the region*

## Some of the employers we have engaged with this term

### **Affinity Design Management**

A team of architects, quantity surveyors, project managers and design engineers will design a space that works for the client.

### **Studio 83**

Predominantly working within the retail marketing and creative sector for the past five years, delivering award winning projects.

### **Clover HR**

Clover HR has a strong relationship with local businesses in the West Midlands.

They pride themselves on providing bespoke HR and Coaching solutions to a diverse range of businesses.

### **Hays Education**

Working with over 1,000 schools and colleges with access to the latest supply, long term or permanent teaching jobs.

### **HomeServe**

One of the country's leading home assistance providers, with over 25 years' experience in looking after UK homes.

### **Interserve**

Offering advice, design, construction and support services for society's infrastructure. Interserve work in true partnership throughout the lifecycle of a project.

### **Next Gen Makers**

An innovative private sector initiative in the West Midlands that organises and facilitates activity to enable Engineering and Manufacturing firms to inspire more young engineers into their workforce.

### **Royal Navy**

Helping to stabilise the seas, keeping the maritime trade that's the lifeblood of the UK economy flowing. Acting as a guardian, a diplomat, a humanitarian force for good, and a peacekeeper on the global stage.

### **Vinci Facilities**

Vinci Facilities delivers Facilities Management and Building Solutions to organisations across a wide range of sectors.

## Message from the Careers Team

The Spring Term was busy with visits from employers to the Academy providing a range of activities to students, including an insight to their careers journey, presentations on a variety of sectors and career pathways and workshops. All of which helped to provide the students with a real view of the world of work.

Sandwell Academy continues to work closely with, and places a high premium on, all our links with businesses. We feel that these links not only benefit the students but also you and, to this end we welcome your continued support and advice. We believe that these links will become even more important in the next few years as the Government looks to bring qualifications more in line with the needs of industry.

## Speaker Visits

In the Spring Term, we were visited by several employers who spoke to students about their profession. These included a Graphic Designer from Studio 83 who spoke about his career path, from his choices at school and university, to his first job and what he is doing now. Students were really engaged and found this very interesting, as it is an unusual and competitive career choice.



Year 11 and Sixth Form students enjoyed a presentation from Affinity Design Management about what an Architect does and the types of projects that the company is involved in.

We also were visited by Next Gen Makers who spoke to students about careers in Engineering and Manufacturing and the apprenticeship routes available. Again, students were captivated with the wealth of information and choice of careers that you can take in Engineering.

## Dragons' Den Activity

Year 7 Business students took part in a Dragons' Den Activity with some local employers. The students had to prepare a marketing pitch for a new chocolate bar and present it to the "Dragons". The students researched things such as price, gaps in the market and sustaining the environment. They then designed their PowerPoint presentation based on what they had researched. The students presented to groups of two to three employers and then answered questions about their product.

The students did amazingly well, having undertaken some excellent research and then confidently presenting to people they did not know. The employers involved were so impressed and could not believe the students were only in Year 7. The students learned many skills by doing this activity including research, presenting and looking at marketing and branding, which helps them in their Business lessons.



Michel Doolin from Clover HR, who was one of the "Dragons", said: *"Clover HR is delighted to participate in a wide and interesting programme of career awareness sessions at Sandwell Academy. We have always found the Academy brimming with a rich vein of bright, talented and engaging students hungry to understand more about the world of work. The investment of our time is more than recouped in seeing confidence grow around the wealth of possibilities and opportunities that students can now access"*.

## Year 8 Mock Interviews

Students in Year 8 took part in Mock Interviews as part of their Business lesson. This involved employers interviewing students in 10 minute slots to ask them about themselves, what they are doing at school and what they want to do in the future. The employers then gave the students feedback on how they presented themselves and the types of answers they gave.

For most of these students this was the first experience they had of being interviewed. A lot of the students were nervous going into their interview but came out having enjoyed the experience and having learnt something about interviews and what they need to do to prepare.

Some of the employers involved in the sessions included HomeServe, Vinci, Hays Recruitment, Sandwell College, Hadley Group and Halesowen College.

Alisha Henry from HomeServe, who interviewed students, said: *"I have been given a great opportunity to get involved with Sandwell Academy by coming along to Dragon Den events. I get to experience what Sandwell Academy has on offer as a school and the amazing children who attend. I have learned numerous things such as the business minds of the students, the structure of the school and the respect which is shown from students to teachers."*

## How can you get involved?

There are a number of ways to support the staff and students at Sandwell Academy, including:

- **T-Level Industrial Placements**
- **Mock Interviews**
- **CV Workshops**
- **Work Experience Placements** (Year 10 and Year 12 students)
- **Dragons' Den** - Students pitch their ideas to a panel of judges as a part of their Business course
- **Inspirational Speakers**
- **Curriculum linked projects**
- **Curriculum linked workshops** - Support teaching staff to enhance lessons by providing a workshop related to your industry
- **Industry visits** – Provide an opportunity for our students to come and visit you and see a business or factory at work.

### Requests for Employer Support

Upcoming requests for employer support with events and activities are available to view on our Employer Calendar on the Careers website:

<https://www.sandwellacademy.com/page/employer-activity.aspx>

The activities on the Employer Calendar marked with an asterisk are where we need employer support. Please note, the events currently listed are unable to go ahead now due to Covid-19. The calendar will be updated accordingly.

Please email [stimms@sandwellacademy.com](mailto:stimms@sandwellacademy.com) for more information and if you have any other suggestions on how you can work with us.