



# Sandwell Academy



## Employers' Newsletter ~ Issue 3 ~ July 2020

*Circulated to over 300 businesses across the region*

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

#### **National Apprenticeship Service**

Part of the Education and Skills Funding Agency, is a government agency that coordinates apprenticeships in England.

#### **Amazing Apprenticeships**

Helping educators, employers and students navigate the fast-changing world of apprenticeships and vocational education.

#### **Newman University**

Newman is a different kind of university; driven by the belief that higher education should enable us to develop new ways of understanding the world and help make a positive impact within it.

#### **Speakers 4 Schools**

Our aim is to end educational inequality by giving all young people access to the same prestigious networks available to the top fee-paying schools in the UK.

#### **UCAS**

Services to support young people making post-16 choices, as well as those applying for undergraduate and postgraduate courses.

#### **Spotify**

Spotify is the most popular global audio streaming subscription service with 286m users, including 130m subscribers, across 79 markets and are the largest driver of revenue to the music business today.

#### **Young Academies Group**

For aspiring journalists and storytellers, providing free training and opportunities from the best in both media and publishing industries.

#### **PwC**

One of the world's largest professional services firms, helping organisations solve their business problems.

#### **Mediacom**

As the trusted partner to more than 2000 brands globally, Mediacom are committed to keeping clients at the forefront of a constantly evolving industry, whether that's branding, performance or eCommerce.

### Message from the Careers Team

This term we have been busy getting to grips with the virtual world, as everyone has. We have taken our Careers Service and moved it online, keeping in contact with students of all year groups, helping with UCAS applications, apprenticeship options, employability skills and giving them access to the wealth of online resources now available since the pandemic began.

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.

### Employer Support



During these testing times, we understand that you may not want to, or be able to, come into the Academy and help with some of our usual careers related events and activities. During this last term, we have offered virtual sessions to students, and would hope to be able to continue that in September.

If you are able to help virtually, we would be looking for the following:

- Online virtual talks about your career path and industry to groups of students. These can be held via Zoom, Skype or Teams.
- Anything you can share that can be used in lessons, such as videos that promote your industry or the types of careers in your industry
- Job profiles for different roles in your company, along with company profiles
- Information about your recruitment process, how you shortlist candidates, what you look for and what to expect in an interview
- Hosts or sponsors for Business Enterprise competitions that students can be involved in.

If you can help with any of these activities to support our students, or anything else you would like to offer, in the upcoming academic year, please contact Clair Drummond by email at [cldrummond@sandwellacademy.com](mailto:cldrummond@sandwellacademy.com)

## Virtual Events

This term we have hosted virtual sessions for students, parents and teachers in conjunction with the National Apprenticeship Service and Amazing Apprenticeships, and also Newman University.



Year 10 students were given an insight into apprenticeships and found out about the different job roles available, what is involved with the work and study element of an apprenticeship, where to find an apprenticeship and the difference between degree apprenticeships and going to university. Students found this a useful starting point to gather information about the options available to them after they finish school or college.

We also hosted a session with Sandwell Academy teaching staff about apprenticeships and how teachers can link this information into the curriculum. The teachers found this extremely interesting and will be looking at ways they can incorporate this information into their lessons to enable students to find out about these types of opportunities.

Our final apprenticeship session was with Year 13 students who are currently applying for apprenticeships. This was a recap of all the things they should be doing in their search for an apprentice role. They were reminded where they can look online to find roles and given links to volunteering opportunities which they can undertake during lockdown to boost their CV. We also spoke about how things have changed for employers recruiting apprentices during the current pandemic and what the students should expect when applying for apprenticeships. Parents also attended this session which gave them a greater understanding of what their child should be focussing on when looking for an apprenticeship.



Newman University hosted a webinar for Year 12 Sandwell Academy students on how to write a personal statement. Year 12 students are now starting to look at university and course options and prepare draft personal statements. This session took the students through what to include and what not to include. There was an opportunity to ask questions throughout the interactive session, and the students all felt it had been a beneficial presentation and they gained a lot of knowledge about courses and what they need to include in their UCAS application.

## Virtual Work Experience and Webinars

Due to this year's work experience for Years 10 and 12 being cancelled, we have found alternative experiences for students to be able to link with employers. Speakers4Schools are linking with businesses across the country to provide virtual work experience opportunities and some of our students have successfully gained placements for these highly competitive opportunities at Spotify, Mediacom, Young Academies Group and PwC. The placements have offered the students the chance to find out about the company and attend virtual workshops covering employability skills, CV writing, working on a brief, networking, media training and meeting the staff for Q&A sessions.

Students have also attended many other webinars from various education institutions and businesses on a range of topics, including STEM, apprenticeships, university virtual open days and virtual talks from highly regarded career professionals.

The students have really engaged with this new way of gaining work experience and will find it a useful addition to their CV and a great boost to their knowledge, not only through what they have learned, but also using the technology to participate.

## How we can help you?

Employers working with Sandwell Academy not only benefits our students but can also benefit you. Working with us means that you are helping to influence and engage with the workforce of the future and, therefore, if you are able to share your opportunities with us we will be happy to pass these onto our students.

If you have any of the following opportunities available over the coming academic year, please email Clair Drummond at [cldrummond@sandwellacademy.com](mailto:cldrummond@sandwellacademy.com) to discuss further.

- Apprenticeship vacancies
- Part time jobs
- Volunteering opportunities

### 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 will be marked with an asterisk where we need employer support. The calendar will be updated accordingly. We are currently planning for September, so please keep checking back for updates.

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.