

# Annex 22

## Quick Wins Tools

### Enhancing Careers Advice





## Connecting businesses with young talent in schools

Since August 2023 Interactive Opportunities (IO) has been carrying out action-based research with businesses from the Shropshire Chamber of Commerce and local schools trying to address the careers agenda and the skills gap.

IO has mentored businesses to help them develop their presentations and educational focussed resources so that they are accessible and more engaging for students, and their teachers, when they attend careers fairs and typically school assemblies.

IO has found significant good will by Shropshire Chamber of Commerce Businesses to engage with schools and support students' career education. However, on a regular basis this is considerably undermined by the short notice that businesses are given or by the administration burden placed upon all stakeholders.

Pursuing the problem IO has tested a number of methods by which to engage schools and their students in career based materials and experiences from businesses. For example careers videos from Furrow Car Dealership were sent out to 3500 headteachers in the West Midlands and achieved an open average rate of 43%. Videos placed on a schools website around agriculture tech had significant interest and traffic such that the school thought that their website was undergoing pre-inspection checks. Working with a firm of solicitors and a document management company students from a secondary school had a career encounter at the document management warehouse and created a short explainer video that was then circulated to their community and wider afield by the company with much interest and success.

Building on its competencies in education, business and media IO has now initiated a programme called Career.Cards which is all about introducing students to career interview videos from businesses, showing students the jobs on offer and the exciting career opportunities that are possible with local and national businesses. Introducing the students to real people, businesses and brands so that they can hear direct and relevant information.

Career.Cards is in soft launch phase with 16 off Shropshire Chamber of Commerce Businesses with each business producing an A6 career card for one or more employees that is then displayed on a Career.Card station (point of display) for students to collect and explore further by scanning the QR Code and being linked through to the appropriate page. Please see examples on the next page.

Career.Cards has really caught businesses attention and they can see how it is a way by which they can contribute and show their intent to support the young talent in schools and purposefully market their businesses. The Careers.Cards platform is being developed for its significant launch on September 1st when it will also have considerable functionality to

reduce the administration burden on career leads and their assistants in schools, and on the businesses participating.

Andrew Goff is the founder of Career.Cards with 30 years of experience as a teacher, senior leader in school and edtech entrepreneur having lead projects for Microsoft, Intel, PlayStation and Oxford University Press. Under his leadership Career.Cards is focussed on the co-creation of value between all parties leading to well informed students on careers and achieving business growth for the businesses involved.

Early in July 50 off Career.Cards stations will take 40,000 Career.Cards and distribute them to 50 secondary schools and their circa 40,000 students.

For further discussion on Career.cards please contact [Andrew.Goff@io.uk.com](mailto:Andrew.Goff@io.uk.com) or call 07967565882.

**Andrew Goff**  
Director - May 2023

Examples of Career.Cards



Generic Career.Cards Station

Industry Specific Career.Cards Station (energy)



## Who are we?

Career.Cards connects businesses with young talent in schools, showing the students the jobs on offer and the exciting career opportunities that are possible. Career.Cards is about businesses demonstrating their intent to support the younger generations in our schools to invent a sustainable future through whatever career they pursue. Career.Cards supports schools to deliver against the Gatsby Benchmarks and their Ofsted requirements.

## How does it work?

1

A series of cards are displayed in 'Career Card Stations' in schools and colleges across the country. Students can browse cards that take their interest and take them home for future reference.



2

Each card features a different person with details about their job role and the company or organisation they work for.



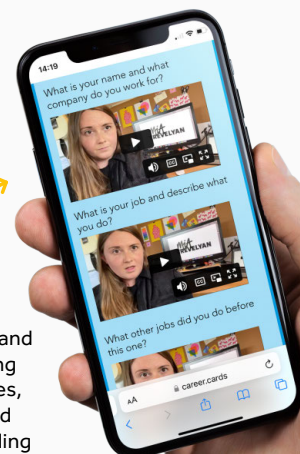
3

The student scans the QR code which takes them to the website. This can also be done as an activity in the classroom.



4

The website is built on a database and houses a series of videos teaching more about what that person does, what they like about their job and different the pathways to it, including apprenticeships where offered.



## Why are we doing this?

### For schools and colleges

To help them meet GATSBY Benchmarks, prepare for OFSTED inspection and engage students with interactive career advice.

### For local businesses

To help solve national and local recruitment shortages, build a future workforce and promote their businesses to local customers