

Industry Insight Placements – a guide for educators

As an educator, you are one of the most important influences on a young person's career choice and there is a challenge at national level to bring the world of work into the classroom. This expectation on you, in an ever-changing employment market, is a huge ask considering the range of careers, pathways and technological developments. An Industry Insight Placement is a great opportunity to support you in doing this.

What is an industry insight placement?

A placement within industry for influencers – teachers, career advisers and lecturers - involving active participation as well as an insight into a sector/ business.

So.....why go on a placement?

- Potential to enrich teaching through providing real world context for lesson planning.
- Support challenge to bring the world of work into the classroom (HGIOS 4 and NIF).
- Chance to update understanding of current industry practice, procedures and techniques.
- Hear first-hand from employers what they are looking for from young people – academic qualifications and soft skills.
- Raise awareness of different career opportunities and routes into employment.
- Increase confidence in offering advice and guidance on careers and pathways available.
- CPD opportunity.
- Potential to create sustainable links between school and employer.



Educators

So what may it involve?

- A placement of up to one day with a host employer relevant to your subject area or specialism.
- Overview of the business – objectives, functions, targets, roles etc.
- Tour of the workplace.
- Introduction to key people from the organisation from Managing Director to Modern Apprentice.
- Hands on activity or work shadowing.

So what do employers want?

- An opportunity to influence you as an influencer.
- Enthuse and increase understanding of their business, sector and career opportunities.
- Through educators better prepare young people for the world of work.
- Showcase the wide range of opportunities in the local area.
- Challenge misconceptions of their industry e.g. people in supermarkets only stack shelves.



Employers

Evidence of Success

I had a very useful and productive day and have come back all inspired - Galashiels Academy.

I really enjoyed it and thought it was very worthwhile – Jedburgh Grammar School.

It was an invaluable investment in time, as I believe that the soft skills they require can be brought into my teaching to help develop them in our students. It also gave me valuable insight into what they look for in interviews and what positions/ apprenticeships are available - Berwickshire High School.

It has given me a brilliant insight into the textile industry and now I look forward to helping to develop a course in school using the knowledge gained and hopefully with support from J of E – Hawick High School.

It gave me an excellent insight into an industry I only knew a little about and it gave me a very good understanding of the jobs on offer and the skills required – Kelso High School.

It was an incredibly exciting and informative day. I learnt so much about an industry that I had misunderstood. I think there is great potential for learners to gain insight into employment opportunities as well as building up their knowledge - Earlston High School.

How to make the best of the opportunity

Before

- Negotiate a suitable date for the placement, based on teaching commitment and SQA timetable.
- Do your research on the company i.e. website, social media and word of mouth.
- Ask some students what they might like to know.
- Consider what you want to get out of the placement -
 - Are there particular aspects of the business that relate to your subject area?
 - Do you have questions regarding academic qualifications or soft skills the business might be looking for?
 - Have you got ideas about further engagement with the company that you'd like to discuss?

During

- Where possible, speak to a range of employees about what it's like to work there.
- Explore the potential routes to employment within the company and whether they have current or future vacancies.
- Try to make the experience as relevant as possible and identify how the work you observe links to the curriculum.
- To get the most from the placement be open to work shadowing or hands on activity.
- If appropriate discuss future partnership working e.g.
 - Would they consider offering a work placement for a student?
 - Are they interested in speaking to students about what they are looking for in a new employee?
 - Is there an opportunity for a pupil site visit to discuss the application of specific knowledge or technology?

After

- Evaluate the placement to help identify what worked and what could be improved and identify the impact of the placement.
- Share your experience with colleagues, pupils and on social media.