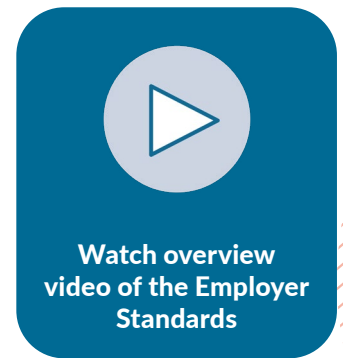


Employer Standards: Shaping the workforce of tomorrow

We all want to ensure that careers education makes a difference for young people. CEC's Employer Standards for Careers Education is a framework and tool to improve quality. It helps ensure that time is well spent and achieves impact for both young people and employers.



How can Enterprise Advisers help embed the Employer Standards?

Our Enterprise Adviser community is uniquely positioned to help embed the Employer Standards. Here's how you can contribute in three simple ways.

	What does it involve?	Need help?
1. Use the framework and self-assessment tool	If you're involved in careers education for your organisation, use the tool yourself and complete the self-assessment (you can complete on a site/department basis if you're not responsible for your whole organisation's approach)	Check out the one-pager for a quick look at the benefits.
2. Talk to a colleague	If another person leads at your organisation, ask them to complete a self-assessment and use the results to support your outreach.	Simply copy the email template and send it today.
3. Talk to other businesses	Help us spread the word across your employer networks. This could be with other employers working with the school/college you support; or people in your wider business networks.	Reshare the LinkedIn post with the pre-written caption to encourage others to get involved.



Join hundreds of employers already using the tool

Compare yourself by size, sector and region



FREE
to use



Just 25 minutes to undertake your self-assessment

Get results and tailored recommendations

Find out more on our [Employer Standards webpage](#) where you can watch our animation and employer videos, or sign up to a webinar. Questions? employerstandards@careersandenterprise.co.uk

"The Employer Standards is a brilliant eye-opener and once you've done it, you just think 'why didn't I think of that'. It's very useful."

Paul Mullen,
Enterprise Adviser,
Krempel Industries

Employer Standards overview

The Employer Standards have been developed to:

- Codify best practice so all businesses can learn from it
- Provide a roadmap of what has most impact for business and young people
- Support employers to continuously improve their approach



Inspire young people for their best next step



1. Provide meaningful opportunities

Give young people a taste of work by offering meaningful experiences with clear aims. Tailor activities to your audience and involve a breadth of young people from your workplace to make it relevant.



2. Be inclusive

Engage with schools, special schools or colleges most in need of support. Break down barriers – consider the relatability of the messenger, actively challenge stereotypes and preconceptions, and adapt to include all young people.



3. Evaluate and improve

Establish whether you are achieving impact and adapt where needed. Conduct evaluations with young people, teachers and employee volunteers.



Prepare young people to be career ready



4. Build essential skills and explain their relevance

Support young people to develop and practice essential skills so young people, teachers and Careers Leaders can reflect on and see their value in the workplace.



5. Prepare young people for application processes

Help young people understand and practice a range of application and selection processes, supporting them to describe their skills and experience effectively.



6. Raise awareness of pathways into work

Provide information about opportunities, pathways, subjects and qualification requirements for roles in your organisation and sector, linked to the local labour market – particularly at key transition points.



Collaborate for success



7. Engage over the long-term

Extend your engagement with schools, special schools and colleges by having repeat exposure with the same cohorts of young people and providing employees with long term volunteering opportunities.



8. Partner with others

Identify priority needs of a school, special school or college. Share knowledge about job opportunities, local labour market, and pathways with others - including teachers, Careers Leaders, parents, Careers Hubs, and activity providers. Support teachers/tutors to relate classroom learning to the world of work. Collaborate and share best practice with other employers.



9. Value the engagement

Embed careers education within business planning and enable employees to engage with outreach. Recognise impact on young people and share with employees. Review against business objectives.

Enterprise Adviser Assets

Email template copy

Share the following email to encourage others to get involved with Employer Standards and attach the [one-pager](#) for more information.

Subject line: Free tool to improve careers outreach with schools

Hi [name]

As a volunteer Enterprise Adviser, I help schools and colleges improve their careers provision. I've learnt of a new free tool hundreds of employers are using – and I think we might be missing out.

[Employer Standards tool](#) includes a free online self-assessment which lets us assess, benchmark, track and improve our careers outreach and includes lots of practical resources and insights.

Once we complete the self-assessment, we'll get real-time results and a recommendation report - 97% of employers have found the recommendations useful.

I have attached a one pager with more details, and happy to connect you to our local Careers Hub team if you'd like to chat before diving into the self-assessment. It's a great opportunity to see where we benchmark against other employers and where we need to improve.

Happy to connect and talk through in more detail or make the relevant connection. You can find out more [here](#).

LinkedIn caption copy

Repost the following [LinkedIn post](#) using the caption below.

As a volunteer Enterprise Adviser, I help schools and colleges improve their careers provision.

If you're looking for an easy way to assess, benchmark, track and improve your careers outreach, then check out Employer Standards.

It's full of practical resources and insights, it only takes 25 minutes to do, and you'll get live results. Find out more and try the [free self-assessment](#).

