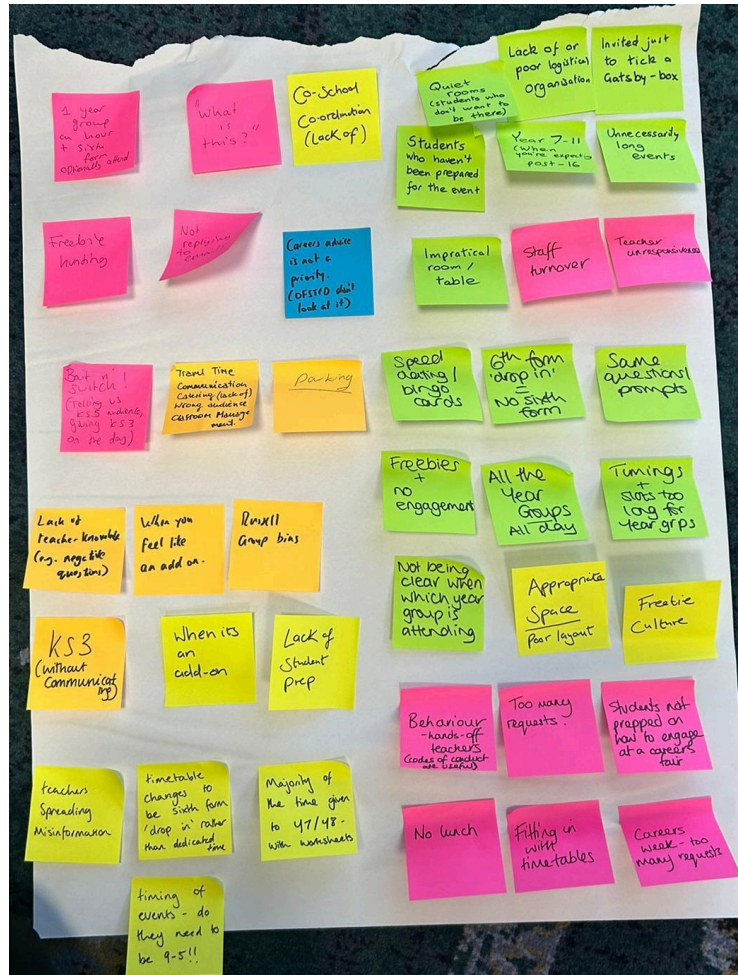


<b>Session Title:</b>	Optimising Engagement: How University Advisors Can Avoid Wasting Time in Secondary Schools, Sixth Forms and Colleges
<b>Speaker(s):</b>	Elizabeth Lloyd – The Careers People
<b>Chair:</b>	Becci Williams
<b>Reporter:</b>	Alex Whitham

<b>Speaker/Institution Bio/Information:</b>	<p>Liz is a Level 6 Qualified Careers Advisor, with over 20 years' experience in the Careers and Recruitment industry.</p> <p>She has worked in both state and independent schools, providing advice from Year 7 through to Year 13, and has substantial experience with UCAS as well as international university applications.</p>
<b>Overview/Aim of session:</b>	<p>To understand how to make a careers event in school useful, for all parties involved.</p> <p>Looking at how to optimise our engagement – specifically at careers events, considering what works and what doesn't in our opinion.</p>
<b>Workshop Content</b>	<p>To start, using sticky notes on tables to consider our top 5 frustrations about careers events in schools. Photo below to show responses from the room.</p>



Liz expected most of these things and whilst many are out of the hands of school staff, will be feeding back our opinions to help ensure these events are worthwhile. We discussed how schools often face the following restrictions that can cause issues:

- **Space.** Example given of having to move from hall for lunch, and then come back in as that was the only space available. Often those spaces aren't available, or not big enough and people have to spread out, which reduces the buzz of the event.
- **Time.** Trying to take students off timetable can be a huge barrier for staff within school, even though they are aware of the benefit of doing this. Staff are trying to fit so much stuff into the curriculum, that often there is no time.
- **Teachers to support.** Having a teacher in the room can be very tricky due to being short staffed, and careers staff struggle to get them on board.
- **Students not engaged.** Communicating with

students of this age range can be a tricky task. Example given of students being very unwilling to ring university admissions teams. They need to learn to engage and have these conversations.

To attempt to avoid these issues, Liz suggested the following things as ones that schools should be telling us, or that we should feel confident in asking prior to confirming our attendance at events:

- Who will be attending. What year groups can we expect and when.
- Could it be an assembly rather than a careers event? Schools are often on the lookout to fill assembly time and might be keen to have us in to do this. They are short periods of time that we can have a big impact on.
- Who else will be attending in terms of providers?
- Have students been briefed or prepped on how they can engage with us?
- Can we provide them with interactive content from us beforehand, such as a video letting them know who will be attending on the day and the sort of things they could come and ask us.
- Be clear about logistics, for instance to ask directly where we will be able to park. Could provide them with a checklist of things we need to know beforehand.

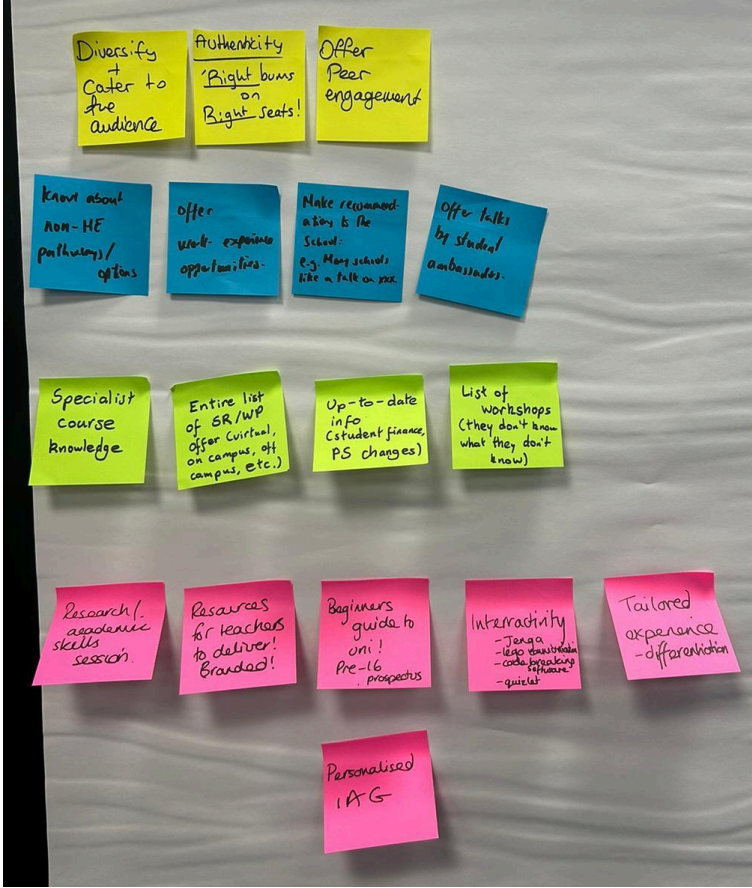
Liz reminded us that what we offer to schools is more than just hosting a productive event, and to try and consider the following:

A chance for students to have a professional conversation – this can be rare for them to have in other areas of their life.

An opportunity to explore options they never would have considered based on their life experiences and change the path of their future.

Networking and engagement skills.

Interactive learning and engagement – not just classroom teaching.

<p><b>Case Studies/Examples:</b></p>	<p>Example of a briefing sheet we can give out to contacts within schools, telling them about who we are, and what we can offer that they can put into their staff areas, so people within schools know their key contacts and what each university offers.</p> <p>A resource that we can give to younger age groups, to avoid them taking away something that lists detail they don't need to consider at that point.</p> <p>Resources we can send to schools for them to incorporate as part of their teaching where we potentially can't support in person.</p>
<p><b>Scenarios/Roundtable discussions:</b></p>	<p><b>Roundtable</b> – How can we add value? What could be something that we offer that would change this dynamic?</p> <p>Conversation on tables about what we can offer and the value we add by going into schools. Photo below to show responses from the room.</p>  <p>The sticky notes on the whiteboard contain the following text:</p> <ul style="list-style-type: none"> <li><b>Yellow notes:</b> <ul style="list-style-type: none"> <li>Diversify + Cater to the audience</li> <li>Authenticity - 'Right bums on Right seats!'</li> <li>Offer Peer engagement</li> </ul> </li> <li><b>Blue notes:</b> <ul style="list-style-type: none"> <li>Know about Non-HE pathways/options</li> <li>offer work experience opportunities</li> <li>Make recommendations to the School: e.g. Many schools like a talk on xxx</li> <li>Offer talks by student ambassadors</li> </ul> </li> <li><b>Light Green notes:</b> <ul style="list-style-type: none"> <li>Specialist course knowledge</li> <li>Entire list of SR/WP offer (virtual, on campus, off campus, etc.)</li> <li>Up-to-date info (student finance, PS changes)</li> <li>List of workshops (they don't know what they don't know)</li> </ul> </li> <li><b>Pink notes:</b> <ul style="list-style-type: none"> <li>Research/academic skills session</li> <li>Resources for teachers to deliver! Branded!</li> <li>Beginners guide to uni! Pre-16 prospectus</li> <li>Interactivity - Jenga - 100 questions - cards for asking questions - quizlet</li> <li>Tailored experience - differentiation</li> <li>Personalised 1 A-G</li> </ul> </li> </ul>

<b>Questions and Answers:</b>	<b>What times of year would be good to target schools who don't seem keen to have us in?</b>  Start and end of term can be a good time as school is quieter and less teaching to be missed.
<b>Summary/Key Takeaways:</b>	Remember that schools want an event to be successful as much as we do, just sometimes it is out of their hands! Feel free to ask questions that will help us prioritise our attendance, and keep in mind that our value add is much more than just the number of students we engage with.  Make sure to add Liz on Linked In (Elizabeth Lloyd) as she has a networking group that we could continue this kind of conversation in.