

DELTA EMC

More than you think

2019 Foundation Apprenticeship Recruitment
Toolkit for Schools and Other Local Partners

About this toolkit

This toolkit is designed to help schools, colleges, local authorities, DYW groups and other local partners explain Foundation Apprenticeships to young people and their parents and carers.

It contains information about:

- Messaging
- Presentation materials
- Photography
- Video content (including case studies)
- Leaflets, posters and printed material
- Social media

You can access these resources through our website: <http://bit.ly/FAresources>

If you need advice, require different sizes or would like to discuss additional requirements please get in touch with the Skills Development Scotland Communications & Marketing team:

marketing@sds.co.uk

Foundation Apprenticeships in an educational context

Skills
Development
Scotland

FOUNDATION APPRENTICESHIPS

GET WORK EXPERIENCE, GET QUALIFIED



EUROPE & SCOTLAND
European Social Fund
Investing in a Smart, Sustainable and Inclusive Future



CAREER EDUCATION

FAs support delivery of the Career Education Standard entitlements for learners, notably:

- Experience a curriculum through which they learn about the world of work and job possibilities and which makes clear the strengths and skills needed to take advantage of these opportunities
- Develop skills for learning, life and work as an integral part of their education and be clear about how all their achievements relate to these
- Develop understanding of the responsibilities and duties placed on employers and employees
- Have access to a broad range of pathways through their senior phase including learning opportunities leading to work-related qualifications.

FAs also support the more personalised and flexible approach to work placements with better links to career aspirations as described in the **Work Placement Standard**.

RAISING ATTAINMENT, CLOSING THE GAP

FAs are a new qualification certificated by SQA and set at SCQF Level 6.

They blend academic and work-based learning which extends the range of options available to learners in their senior phase choices.

'Hands-on' learning in a workplace context can motivate and engage learners so improving their overall achievement and attainment.

FAs have a positive impact on whole school attainment with typically 340 – 580 insight tariff points depending on the framework (compared to 204 for Grade A Higher). FAs are available in a range of industries and job roles that have high demand and strong growth prospects.

Visit apprenticeships.scot to find out more about framework availability in your school.

VISIT
APPRENTICESHIPS.SCOT
FOR MORE
INFORMATION



EDUCATION POLICY ALIGNMENT

National Improvement Framework

Particularly the priorities to raise attainment, close the attainment gap and improve employability skills and sustained positive destinations.

Developing the Young Workforce

Rec 1 "Pathways should start in the senior phase which lead to the delivery of industry recognised qualifications alongside academic qualifications."

KPI 3 "Increase the percentage of school leavers attaining vocational qualifications at SCQF 5 and above by 2021."

The 15-24 Learner Journey Review

Rec 10 "We will support and enable Foundation Apprenticeships and other vocational qualifications to be embedded, providing a range of options for all learners in the senior phase by 2021".

HGIOS? 4

QIs relating to curriculum (2.2), transition (2.6), partnerships (2.7), achievement and attainment (3.2) and employability (3.3).

PROGRESSION AND EMPLOYABILITY

FAs provide industry recognised qualifications in key sectors where there is demand for skilled employees.

Delivered in partnership with employers, they provide meaningful experience of the world of work and the chance to develop skills important to employers such as resilience, problem solving, communication and team working.

FAs enhance Scotland's work-based learning system and countries with well-developed vocational learning systems have the lowest levels of youth unemployment.

There are a range of possible next steps with an FA:

- Earning: direct to employment with the skills employers are looking for
- Earning and learning: Modern and Graduate Apprenticeships – FAs can be a fast-track to achieving a related MA
- Learning: all Scottish colleges and universities recognise FAs as a Higher equivalent entry qualification.

To support teachers and practitioners by summarising how Foundation Apprenticeships fit in an educational context.

You can access it at: <http://bit.ly/Fateachers>

Messaging and positioning



August 2018

FOUNDATION APPRENTICESHIPS: POSITIONING, FEATURES AND BENEFITS FOR YOUNG PEOPLE:

What is it?
A Foundation Apprenticeship is a new type of apprenticeship that helps you get qualified through work experience and work-based learning. Usually you take it as one of your S5 subject choices and work towards a qualification over 1 or 2 years. It's the same qualification level as a Higher, but unlike your other subjects, your Foundation Apprenticeship takes you out of the classroom and lets you working on real projects with a real business. You spend time at school and get training with an employer and with a local learning provider.

A Foundation Apprenticeship gives you the combination of a qualification and valuable work place experience in some of Scotland's most exciting industries, all with protected growth in jobs.

Who is it for?
Foundation Apprenticeships are for pupils making decisions about which subjects they'll study in S5 and S6. In general they are suited to pupils who:

- Are capable of working at SCQF Level 6 – the same level of learning as a Higher
- Want to try an alternative way to learn, not just in the classroom
- Have an interest in developing greater awareness of a specific industry with an aspiration of pursuing a career in that area.

Whether you want to go to university or college, do an Apprenticeship or go straight into work, a Foundation Apprenticeship can help.

- Going to university or college? Foundation Apprenticeships are recognised by all of Scotland's universities and colleges as the same level of qualification as a Higher.
- What's more, industry experience will help your application stand out.
- Thinking about an Apprenticeship? A Foundation Apprenticeship is a great stepping stone on to a Modern Apprenticeship or Graduate Apprenticeship.
- Headed straight to work? A Foundation Apprenticeship gives you the specific skills an employer is looking for in their industry plus more general ones like problem solving, communication and teamwork. You'll also be able to show qualities employers are looking for, like good time keeping and a positive attitude.

Foundation Apprenticeships are available in a range of industries that have excellent job prospects. Here are the subjects they are currently available in:

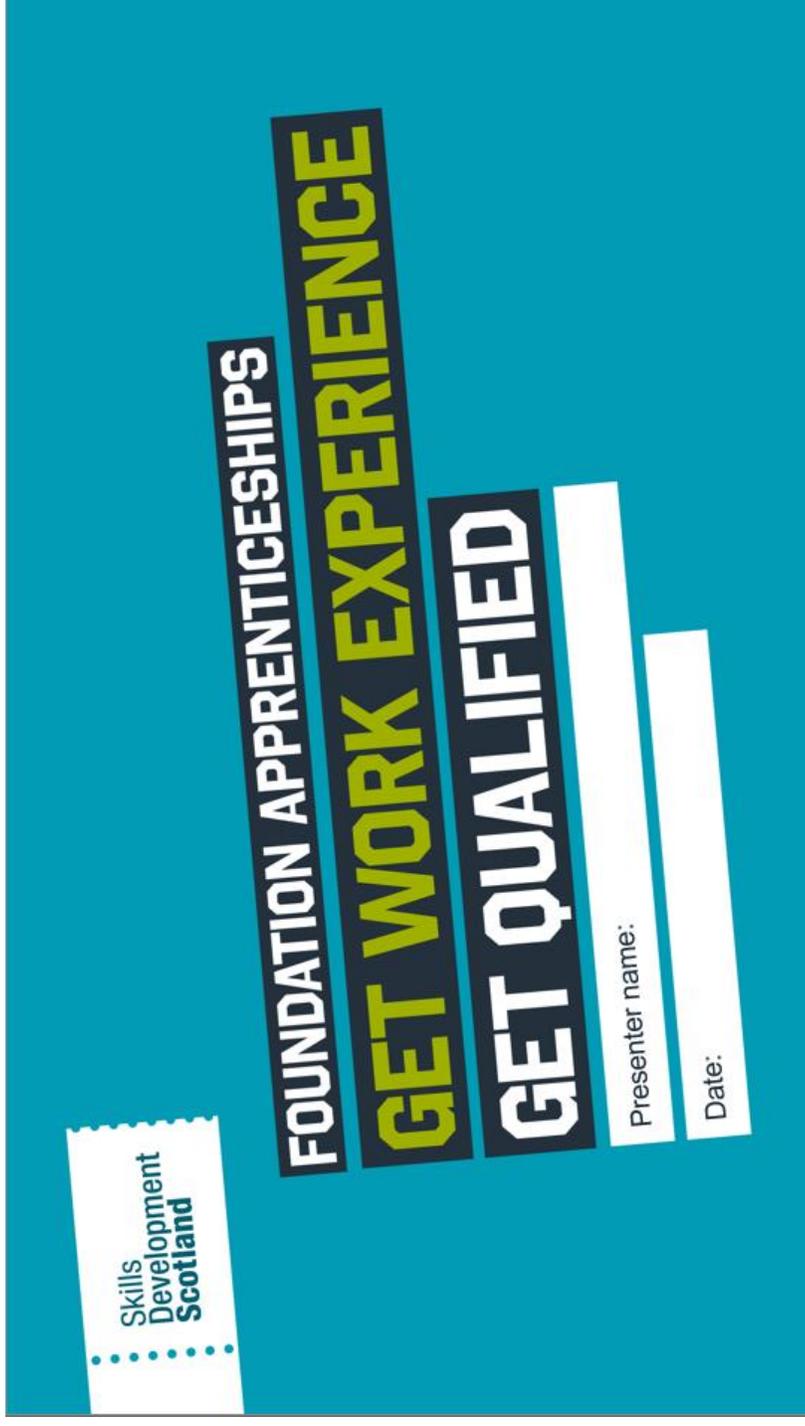
It's important young people, parents, carers and practitioners receive consistent information about the benefits and features of Foundation Apprenticeships.

This document provides simple, straightforward information that can ensure everyone supporting young people's choices has consistent messaging in how Foundation Apprenticeships are explained.

Please refer to this document if you are planning promotional activity around Foundation Apprenticeships.

You can access it at: <http://bit.ly/FApositioning>

Presentation materials



This standard presentation is designed to introduce Foundation Apprenticeships to young people. It contains broad information on what they are and how they work.

You can access it at: <http://bit.ly/FAintropresentation>

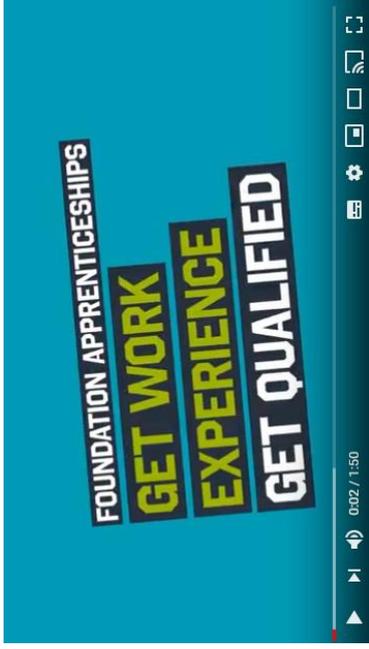
Photography



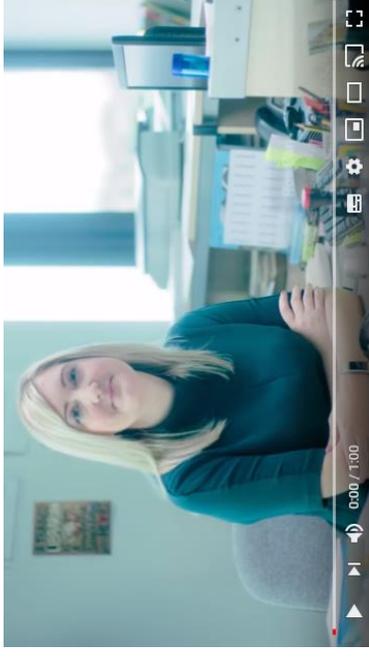
All of our photography shows real Foundation Apprentices in real school or work settings. You can access a range of photography at:

<http://bit.ly/FAphotography>

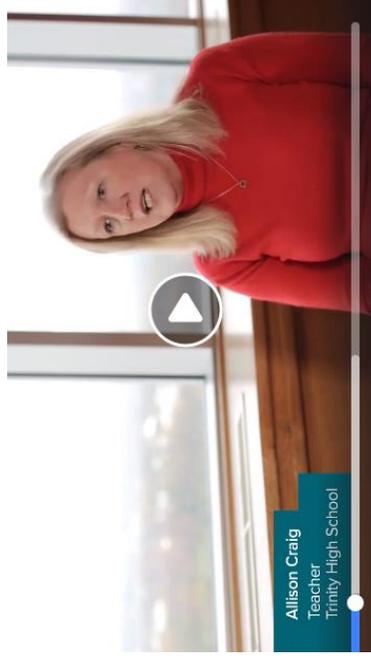
Films



Intro to FAs video



Parents 60 second TV Ad



High School Teacher
Allison Craig



Director of Education
Tony McDauid

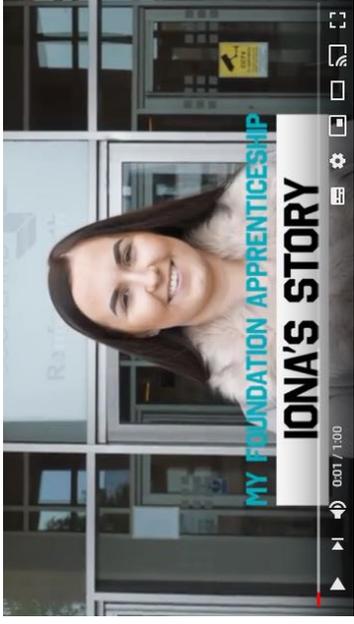
Above is a selection of videos which can be used in schools, in presentations or via social media. These are YouTube and Facebook links. Original files can be provided on request.

You can access all of our videos on YouTube: <http://bit.ly/ApprenticeshipYouTube>

Films – case studies



2018 Apprentice of the Year
Fraser Wallace
(Engineering FA with
GE Capital)



Iona Mitchell
(Health & Social Care FA)



Logan Cameron
(Financial Services FA with
Prudential)

Above is a selection of films which can be used in school or via your social media channels. These are [YouTube](#) links, however original files video files can be easily provided on request.

You can view all of our films at:
<http://bit.ly/ApprenticeshipYouTube>

Printed materials



Parents Guide to
Scottish Apprenticeships



Foundation Apprenticeship
Booklet for Young People

Printed materials including leaflets and posters are available through your SDS
Careers Adviser, or by contacting marketing@sds.co.uk

Apprenticeships.scot

APPRENTICESHIPS .SCOT
Part of the Foundation Apprenticeship

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FIND A VACANCY ADVERTISE A VACANCY

**THERE'S MORE TO SCHOOL
THAN YOU THINK**

Choose a Foundation Apprenticeship as one of your subjects in S5 or S6 to get work experience and get qualified.

FIND A FOUNDATION APPRENTICESHIP

642 APPRENTICESHIPS
AVAILABLE TODAY
START YOUR SEARCH

Keywords
Postcode or town

SEARCH

Feedback

Website **apprenticeships.scot** has lots of information on Foundation

Apprenticeships, including:

- Case studies and films
- Details of frameworks
- What frameworks are available in your area
- An expression of interest form which gets passed on to our highly qualified careers advisers

You can access it at: <http://bit.ly/FoundationApprenticeshipsScotland>

Apprenticeships.scot

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Part of the Foundation Apprenticeship

ABOUT ▾ BECOME AN APPRENTICE ▾ FOR EMPLOYERS ▾ FIND A VACANCY ADVERTISE A VACANCY

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THERE'S MORE TO SCHOOL THAN YOU THINK

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FIND A FOUNDATION APPRENTICESHIP

642 APPRENTICESHIPS AVAILABLE TODAY

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Keywords

Postcode or town

SEARCH

Feedback

Please help us ensure parents and young people know about **apprenticeships.scot** by including links:

- On your school website
- In your social media posts
- In your school newsletters and other communications

Please use the link: <http://bit.ly/FoundationApprenticeshipsScotland>

Social media

Our social media channels have all the latest on apprenticeships:

www.twitter.com/apprentice_scot

www.facebook.com/scottishapprenticeships

www.instagram.com/apprentice_scot

www.youtube.com/scottishapprenticeships

Support the promotion of Foundation Apprenticeships in four easy ways:

1. **Following us** on social media
2. **Share the content** outlined in this toolkit through your social media channels
3. **@mention our social media channels** so that we can retweet / repost
4. Use the **#FoundationApprenticeship hashtag**

For more information

If you have any questions or need support with promoting Foundation Apprenticeships in your school or area, contact marketing@sds.co.uk and we'll get right back to you.