

#NCW2022 #NCW2022 #NCW2022

Edition_04

National Careers Week



THE CAREERS DOWNLOAD

National Careers Week



Headline Partner:





Thank you

Our theme for #NCW2022 was YOU and YOU made it what it was!

YOU got involved.

YOU inspired.

YOU shared.

Thank YOU!

#NCW2022 in numbers.

Every year we use Twitter as our baseline statistical measure – after all, that’s where @CareersWeek started eleven years ago – and so we buy a professional statistical analysis and have a look at what happened during the run-up to and week of #NCW2022.

And then we pick ourselves up off the floor and have a proper look. Here are the headline numbers (you may want to sit down for this bit...) During #NCW2022 there were:



42,401

Tweets with the official #NCW2022 hashtag during National Careers Week.



10,995

Total Contributors using the #NCW2022 hashtag



16,250

Original tweets created during #NCW2022 itself.



Potential reach of all tweets with the #NCW2022 hashtag over

47 million...

YES, a potential Twitter reach of 47,1287,435

These statistics are only for the OFFICIAL #NCW2022 hashtag on Twitter – there were loads of other hashtags used throughout the week and across all other platforms including Instagram, LinkedIn and Facebook

Virtual Careers Fair.

Your Virtual Careers Fair will remain open for the remainder of the Academic Year, that's right – until the end of July 2022.

With more than 423,170 visitors during National Careers Week, we're more convinced than ever that the VCF is something that you and your students really value.

Our brilliant partners really pulled together some superb content for you this year and whether your students are looking to study at FE, Sixth Form, University, Higher-Level Apprenticeships or into a Graduate Scheme there's a room and floor in the VCF for them.

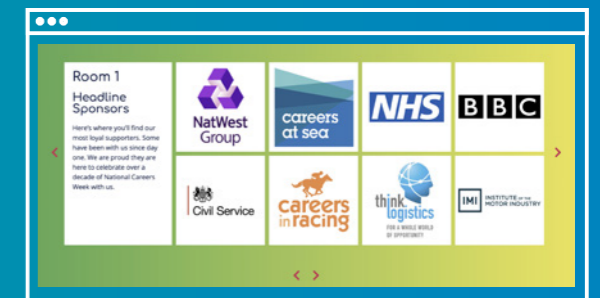


Start in the lobby here

You can get your students to visit large organisations with thousands of employees and hundreds of opportunities, universities and organisations that support young people as well as advocates for industries that may not have crossed their radar yet.

Room 1 features our Headline Sponsors and Partners.

ncw2022.co.uk/vcf-lobby/room-1/



Room 2 - Careers Week Supporters.

Room Two includes a range of amazing supporter organisations including Not Going to Uni, the Power of Women in all areas of leadership, the High Performance Podcast, Young Enterprise, Tech She Can for women into IT, World Skills UK, Humber Coast and Vale opportunities and Trotman publishing as well as two centres focusing on animal welfare and husbandry the BVNA and Myercoough College.

ncw2022.co.uk/vcf-lobby/room-2/

Top 10 related hashtags:

#NCW2022	30,583
#NATIONALCAREERSWEEK	5,528
#CAREERS	4,358
#NCW22	1714
#CAREERSWEEK	1602
#IWD2022	896
#CEIAG	780
#CAREER	695
#APPRENTICESHIPS	596

THANK YOU! In terms of engagement with big names and important organisations we are delighted to have been supported by our incredible partners in NCW as well as the following organisations who brought our message of unlocking potential through careers education to their huge audiences, including Nadhim Zahawi the Education Secretary, The Meteorological Office, Penguin Books UK, Jake Humphrey (one of the founders of our partner the High Performance Podcast), Thorpe Park and Wildlife enthusiast Chris Packham to name a few.

Most Popular	Followers	Top Likes Engagers	Likes
@PenguinUKBooks Penguin Books UK	1,883,728	@MU_Foundaton Manchester Unit...	153.00
@mrjakehumphrey Jake Humphrey	894,148	@giveagradago Give A Grad A Go	100.00
@metoffice Met Office	885,025	@THORPEPARK THORPE PARK R...	88.00
@MarchMadnessWBB NCAA March Ma...	614,047	@nadhimzahawi Nadhim Zahawi	56.50
@ChrisGPackham Chris Packham	540,728	@MarchMadnessWBB NCAA March Ma...	44.00

Get set for **Room 3** where you'll find more inspiration for a broad range of future pathways – Green Careers can be explored at the FutureGoals Go Green site including Yorkshire's plans for thousands of Green Jobs and the challenge quiz - change the world with the Institution of Civil Engineers, the ECITB, ADA the National College for Digital alongside BAE Systems, Generation Medics, O2, ACAS and the Royal College of Psychiatry. Don't sit back, we've got hands-on careers with cats, hairdressing, musician Jacob Reddy and the world of food production is covered by This Is Agriculture.



ncw2022.co.uk/vcf-lobby/room-3/ ➔

Seriously, AND there's more in **Room 4...**



Room 4 is EVERYTHING you need to know about going to university from our friends at the Humber Outreach Programme (HOP).

It's about all universities, and helps you decide all the elements you need to consider in thinking about going to uni – your course, wellbeing, future plans, finances and where to go and get

the university experience at Open Days. Essential info for all HE hopefuls.

ncw2022.co.uk/vcf-lobby/room-4/ ➔

Finally, here are some sheets to help direct your students to explore the VCF – use these or create your own!

nationalcareersweek.com/download/25396/ ➔



NatWest Early Careers

Our headline partner, NatWest Group Early Careers have a huge range of careers to choose from and plenty of entry routes into them.

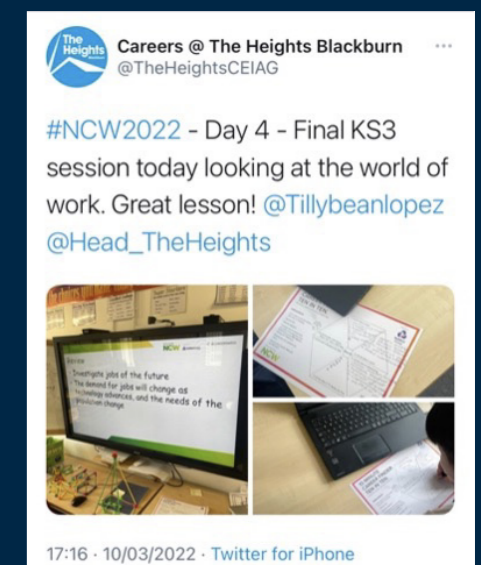
Follow the below link for access to the most up to date information on their options for a career in financial services and beyond.

jobs.natwestgroup.com/pages/early-careers ➔

NatWest have great options for all types of careers, careers which move you from wherever you start to wherever your ambition takes you. Dive into the VCF page for NatWest Early Careers and have a look.

Resources in action.

Twitter snapshots – here's a few snapshots of how schools across the UK used our free resources throughout **#NCW2022**:



Great free resources for the whole of the year!

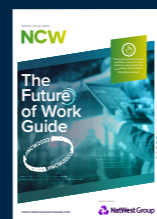
All of the resources on the site are available for the whole of the year and can be downloaded and used for free! Here's five of the best:



NCW Champions – introducing a team of Careers Ambassadors is easier than you think and more powerful than you could imagine. With the NCW Champions pack you can download templates for job descriptions, digital badges and activity suggestions to get you started – the rest is up to your students!

ncw2020.co.uk/ncw-champions/ →

The Future of Work Guide – our publication draws together research and LMI for what the future may look like. It's a vital and interesting read into what future career opportunities may exist for young people:



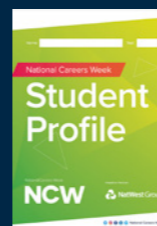
nationalcareersweek.com/2022fow/ →



Careers Café – set up a careers café in your school and invite local employers in to talk about their work:

nationalcareersweek.com/ncw-2019-careers-cafe-resources/ →

Student Profile – the students profile sheet allows students to explore what they are good at, where they've got their skills from and how they can improve them.



nationalcareersweek.com/download/23542/ →



You're The Catalyst – what could a career in chemistry look like and how do you get into one?

nationalcareersweek.com/download/23615/ →

SUTTON TRUST – Paving The Way report.

We are delighted that our friends at The Sutton Trust decided to issue their new research report into careers guidance in Secondary schools – Paving The Way – during **#NCW2022**.

The Sutton Trust champions social mobility through evidence-based programmes, agenda setting research and advocacy and this report highlights their findings when analysing what has been happening with careers guidance in 11-18 education in the UK.

Working with a similar mission to us to break social-mobility boundaries through targeted action, we want to highlight the key findings of the research here and provide a link to the report so you can access the information yourselves and see what you could do to help achieve the best careers outcomes for your students.

Paving The Way key findings:

- 32% of state school teachers said they don't have enough funding to deliver good quality careers guidance, compared to just 6% of private school teachers;
- 38% of state school pupils said that they had not taken part in any careers activities, considerably more than the 23% of private school pupils who claimed the same;
- 75% of state school teachers said that the pandemic had negatively affected their ability to deliver careers education;
- Less than a third of pupils aged 14 to 16 have completed work experience;
- 36% of secondary school students do not feel confident about their next steps in education and training;

So what are the solutions? The Sutton Trust argues that whilst there has been some decent progress in recent years, there is still a growing gap between careers advice at state and private schools AND that more needs to be done across the board to improve careers provision, activities and aspirations.

Their headline recommendations are included on the next page and we wholeheartedly agree with them and as you will know, we support educators at all levels, for free, to deliver them...and will continue to do so.

Our Recommendations

- ☑ The government should develop a new national strategy on careers education.
- ☑ Every school should have a Careers Leader, access to a professional careers adviser, and be in a 'Careers Hub'.
- ☑ All Pupils should have access to work experience between the ages of 14 and 16.

Careers Guidance in Secondary Schools

Download their report here:

suttontrust.com/wp-content/uploads/2022/03/Paving-the-Way.pdf ↗

This is Agriculture.

When you think about careers in Agriculture - the first job you probably think of is a farmer, right? Think again.

#ThisIsAgriculture is a campaign to raise awareness of the diverse career opportunities available in agriculture and encourage people to pursue a career in a well-paid industry that offers a great quality of life, the chance to help others and make a difference.

From scientific breakthroughs to designing autonomous robots, campaigning for change within Westminster to environmental engineering, agriculture is quite literally changing the world. For the first time **#ThisIsAgriculture** sponsored National Careers Week and going forwards will be partnering with them to highlight the breadth of diverse career opportunities agriculture has to offer people from all backgrounds.

Wherever your students want to go, agriculture can take you there.

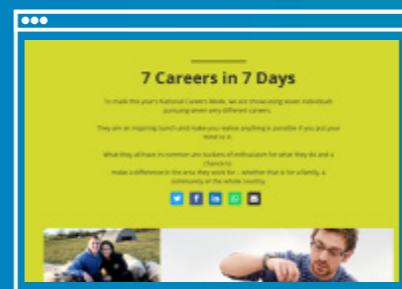


What does a career in agriculture look like: Watch our video

youtu.be/ftyyRuqvZDI ↗

What you don't know about agriculture: Read our digital careers magazine

agribriefing-2.foleon.com/this-is-ag/this-is-agriculture-2022/this-is-agriculture/ ↗



How about looking at 7 careers in 7 days?

Here's a range of seven different careers which we've put together to help you see what kind of jobs are available to you in agriculture.

agribriefing-2.foleon.com/this-is-ag/this-is-agriculture-2022/7-careers-in-7-days/ ↗

Here's the room in the VCF to help you explore agriculture in some more depth.

ncw2022.co.uk/vcf-lobby/room-3/tia/ ↗



Feature: Civil Service, joining the Operational Delivery Profession

The Operational Delivery Profession (ODP) is the largest profession across the Civil Service, involving around 250,000 of 465,000 civil servants. The ODP team provide services directly to the public or support those who do. Examples of these positions include:

- Keeping our borders safe, within the Home Office Border Force team
- Supporting people back into employment, as work coaches within the Department for Work and Pensions (DWP)
- Keeping the country running by collecting taxes, within Her Majesty's Revenue & Customs (HMRC)
- Protecting animal welfare, and the environment as part of the Department for Rural Affairs (DEFRA)

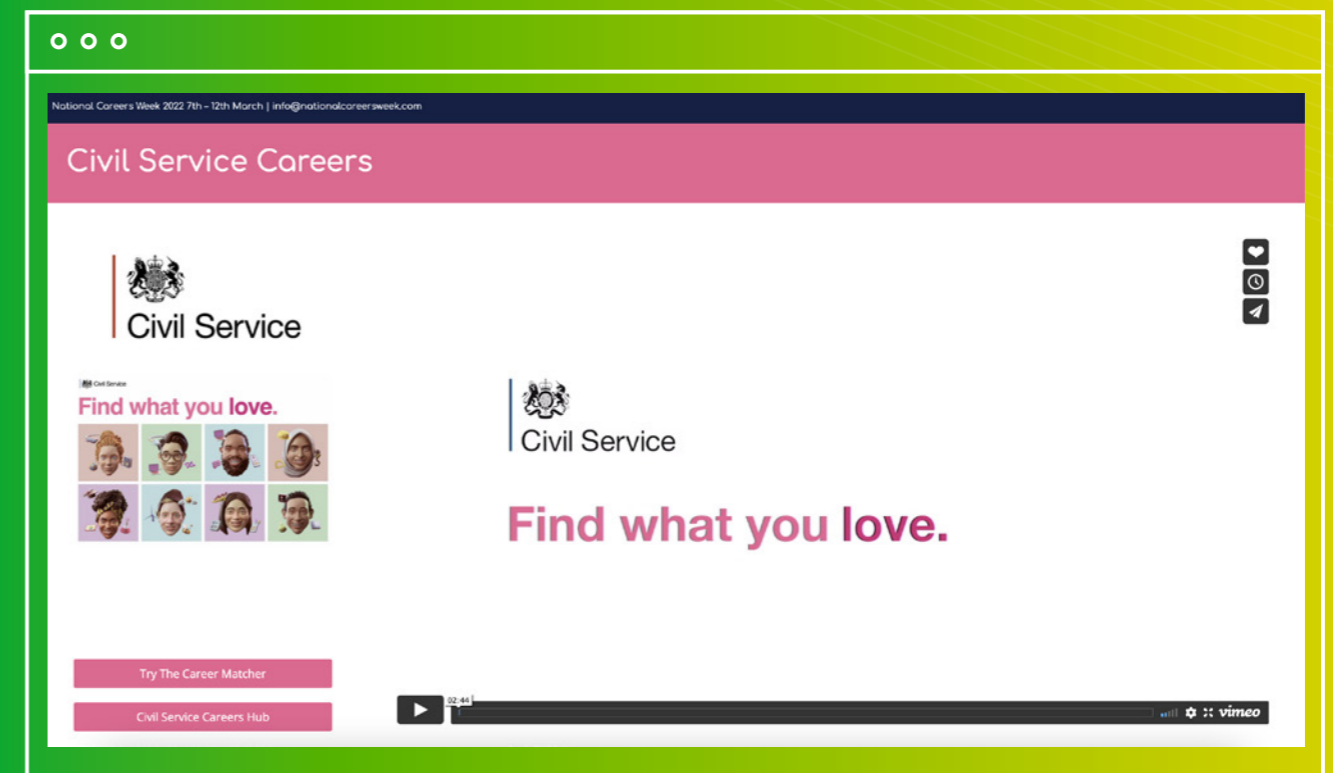
The cross-government Operational Delivery Profession Central Apprenticeship Team is here to support all the different departments listed above and many more, to ensure that everyone on an apprenticeship has a quality learning experience.



The apprenticeships offered allow individuals to work on the front-line, in different public facing roles, within the Civil Service and build a professional Operational Delivery workforce that continuously delivers a quality customer service to the millions of customers it serves. Some of the apprenticeships they offer also allow individuals to achieve an Operational Delivery qualification alongside an apprenticeship, achieving professional accreditation. This is just one of many benefits to completing one.

The team has been working hard to develop products, to show school/ college leavers throughout the UK, the hundreds of apprenticeship opportunities offered every year and the benefits they can offer, regardless of a personal situation, opening up the Civil Service for all.

During #NCW2022, the team promoted these in the early stages in the form of a video and prospectus for all to see why these individuals should consider an apprenticeship within the ODP. Case studies of previous apprentices and apprenticeship leads within the different civil service departments were also featured in the Virtual Careers Fair. You can see case studies from some of our staff and check which type of career in the Civil Service would suit you – go and check it out here:



ncw2022.co.uk/vcf-lobby/room-1/civilservice/ →

Please take a look on the ODP twitter and LinkedIn pages too.

twitter.com/OpsDelProf/status/1502237920932990976?s=20&t=GfCB1dej0mXGmogXOcXNVg →

linkedin.com/feed/update/urn:li:activity:6908001717800349697 →





The Careers Download

Edition 1: nationalcareersweek.com/download/25339/

Edition 2: nationalcareersweek.com/download/25524

Edition 3: nationalcareersweek.com/download/26074/

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NatWest Group