

Career Colleges[®]

14-19 *Preparing young people for work*



**A blueprint for Career Colleges
in an information economy**

Securing the Digital Future

Career Colleges increase the range and choice of vocational education opportunities for 14–19-year-olds – providing young people with a clear line of sight to work.

With employers and Further Education (FE) colleges working closely together, this unique and innovative model of education helps address the growing skills gap we are seeing in the UK.

Career Colleges have carefully designed programmes that incorporate core academic elements with highly practical vocational and technical education. This education is designed to equip young people with the skills to enter a career in a particular industry.

In short, the curriculum of each Career College is designed by employers, for employment. Students get involved in industry projects and develop enterprise and communication skills, to prepare them for work and life.

Equipped with such relevant academic and vocational skills, students can progress onto a higher level apprenticeship, University or work. Apprenticeship or degree-level education can, of course, also be combined with work.



"The expansion and improvement of technical and vocational education is vital to support the economic success of the UK and address the shortage of talent, particularly in relation to the Information Economy and digital skills. There is no other sector where the risk is so great, or the opportunity so large.

"I am delighted that the Career Colleges Trust is working with Britain's business leaders to shape digital skills, applying creativity, design and technology to drive our country forward."

Lord Baker – Founder and Trustee of the Career Colleges Trust

England's Digital Clusters

The Tech Nation 2015 report from Tech City UK has identified digital technology clusters around the country, England's clusters are highlighted below:



The Digital Challenge



"Through my experience as an owner of many businesses, I've seen first-hand that to remain successful, modern businesses must be able to move quickly, adapt to changing customer expectations and develop new business models. This ability to adapt is fundamentally enabled by the application of new technology and a skilled and agile team."

"Career Colleges offer an exciting new way to help young people develop the technical skills required in modern businesses, alongside the personal behaviours that make them attractive and employable in a fast moving, digital economy. Career College students will develop the skills for success in an exciting, ever changing world."

Luke Johnson,
Chairman of the Career Colleges Trust

Technology is all around us, transforming the way we live, work and do business. The Digital Economy is growing and is now almost 20 times bigger than it was in 2009. UK digital tech companies currently contribute 8% to UK GVA and employ 1.2 million people¹, and whilst London has the largest concentration of tech businesses and employees, 74% of digital businesses are based outside the capital. The Tech City UK report 'Tech Nation'² identifies areas of the country where digital clusters are developing.

One of the biggest barriers facing the sector is lack of sufficiently skilled staff and this is a problem characterised by technology graduates who lack employability skills. There is also a lack of female talent entering the industry, with only 16% of the technology workforce being female³ – an issue coupled with the fast moving development in technology and the rapid change in the types of jobs required. In a recent analysis (amongst LinkedIn users) of the top ten most popular job titles that did not exist five years ago, eight of the ten new titles were in roles associated with technology or digital jobs⁴.

A further challenge facing the country is the 'digitisation' of all sectors. This will require a significant shift in the skills required by employers in well-established occupations such as retail, health, financial services and construction to name but a few. Digitisation will impact on our lives both as employees and as consumers and service users, with the transformation requiring UK citizens to acquire greater levels of digital awareness and skills.

Career Colleges Trust Commitment

The Career Colleges Trust is committed to supporting economic growth through the development of employer-led models of education in areas where skills shortages exist. Our commitment to the challenges facing the digital economy goes further and we are committed to:

- 1 Proactively developing a network of specialised Digital Career Colleges in identified growth clusters across England. This will increase the supply of new talent to the digital economy by inspiring young people to follow digital careers and developing the skills required for digital industries to grow.
- 2 Ensuring that all students (aged 14 to 19) studying within a Career College, regardless of their specialism, has an entitlement to develop the necessary digital literacy skills to enable them to participate and add value to their community and economy in an informed, safe and managed way.
- 3 Supporting Career College leaders, managers and teachers to develop and keep pace with the skills required in this fast moving industry and to use technology effectively in teaching and learning.

1. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/306854/bis-14-707-industrial-strategy-progress-report.pdf

2. <http://www.techcityuk.com/technation/>

3. https://www.thetechpartnership.com/globalassets/pdfs/informationeconomydigitalskillsstrategy_oct14.pdf

4. <http://talent.linkedin.com/blog/index.php/2014/01/top-10-job-titles-that-didnt-exist-5-years-ago-infographic>

Developing a network of Digital Career Colleges to increase the supply of new talent into the digital economy

The Career Colleges Trust will ensure this commitment is delivered by:

Proactively engaging with FE Colleges in the nine tech clusters to increase the number of Digital Career Colleges and supply of talent.

The Trust has identified five pathways that will bring new talent to the Digital sector:

- 1 Digital Development**
offering specialisation in front end or server side development
- 2 Digital Design**
which introduces User Experience, User Interface and Product design
- 3 Digital Marketing**
incorporating social media, audience and brand planning
- 4 Digital Business**
e.g. e-commerce, project management and data analysis
- 5 Digital Networks & Infrastructure**
e.g. cloud, hosting, broadband and wireless technologies

Developing an industry blueprint for each of the five pathways

The Trust is committed to employer-led, co-designed and co-delivered education and training for 14 to 19-year-olds to develop both academic and vocational skills. The Trust will support its Career Colleges by facilitating employer engagement and working collaboratively to develop a blueprint of knowledge, skills, attitudes and behaviours required by employers in each of the five pathways. This will provide students with a strong foundation and transferable skills for a potentially global career.

Supporting Digital Career Colleges to develop high quality relationships with local and national employers

The Trust will ensure that the Career College delivers an educational experience that meets the needs of local business and delivers the priorities of the UK's Information Economy Digital Skills Strategy.

Supporting our Career Colleges to transform the digital curriculum and teaching to meet the needs of employers as well as the qualification

"It's personality that counts." Employers tell us that they will almost always recruit on attitude and cultural fit, so it is essential that Career Colleges focus on not only what is taught, but also how it is learnt. Students in Career Colleges should be curious, confident communicators and able to collaborate in cross-disciplinary teams.

Ensuring all students are digitally literate and able to make a valuable contribution as citizens and participants in the UK economy



The Career Colleges Trust will ensure this commitment is delivered by:

Developing a digital literacy skills framework which builds on the Go ON UK campaign, and its definition of basic digital literacy skills.

The framework will be used when setting expectations for Career Colleges and will ensure students can live and work in a digital society efficiently, effectively and safely. The framework will include:

- **Managing information:** Find, manage, display and store digital information and content
- **Communicating:** Communicate, interact, collaborate, share and connect with others in a personal and business context
- **Transacting:** Purchase and sell goods and services, use banking and other financial services and use of digital government services
- **Problem-solving:** Increase independence and confidence by solving problems and finding solutions using digital tools
- **Creating:** Create basic digital content in order to engage with digital communities and organisations
- **Develop:** Entrepreneurial skills through the use of social media and appropriate technology

Ensuring Career College Students are aware of and able to use the latest technology in their vocational sector.

- All students, regardless of vocational specialism, must have access to state-of-the-art equipment and technology as part of their academic and vocational studies
- Career Colleges must involve employers in the curriculum design, delivery and assessment to ensure that latest work place practices are used in the classroom.

Supporting Career College leaders, managers and teachers to develop and keep pace with the skills required in this fast moving industry and to use technology effectively in teaching and learning

Teachers are crucial for Career College and student success, yet there is a shortage of teachers with strong digital skills, across all areas of the education system.

The Lords Select Committee highlights this and goes on to state that *"...we are in danger of being let down by the teacher education system..."*



The Career Colleges Trust will ensure this commitment is delivered by:

● **Providing a programme of continuous professional develop to support academic and vocational teachers within Career Colleges to assess and develop their own individual literacy skills**

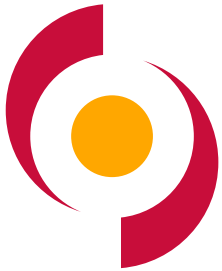
● **Supporting Career College staff to keep abreast of industry developments, techniques and technologies, including help to source industrial placements, network events and two-way mentoring initiatives with industry peers**

● **Using technology and social media to communicate, learn and share information through:**

- The use of online learning to provide CPD for staff
- The use of technology to communicate and collaborate including through social media, online meeting tools, blogs and discussion fora embedded into the Career College Portal.
- Encouraging Career College staff to experiment with new technologies in the classroom – so that curiosity and the learning journey can be shared between teacher and students.

For further information about Career Colleges and about our commitment to supporting the digital economy and improving career prospects for 14–19-year-olds, please visit: www.careercolleges.org.uk

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