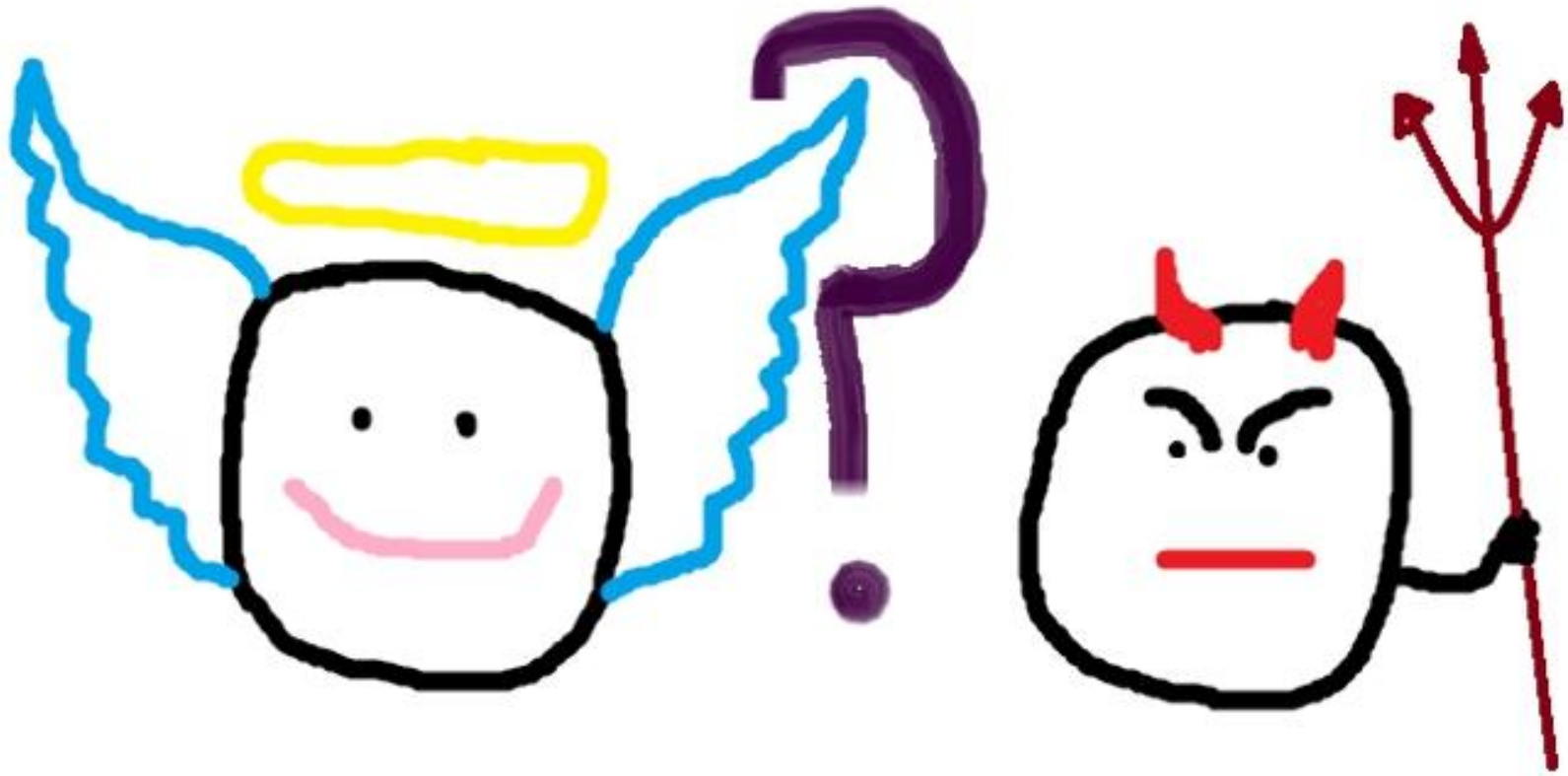


Attracting and Employing Young People

Jayne Cullen – TMP Worldwide

Why Bother?!





Lovely Jobs v Lousy Jobs

+ Teamwork
Determination

(Drive) × Passion =
Success

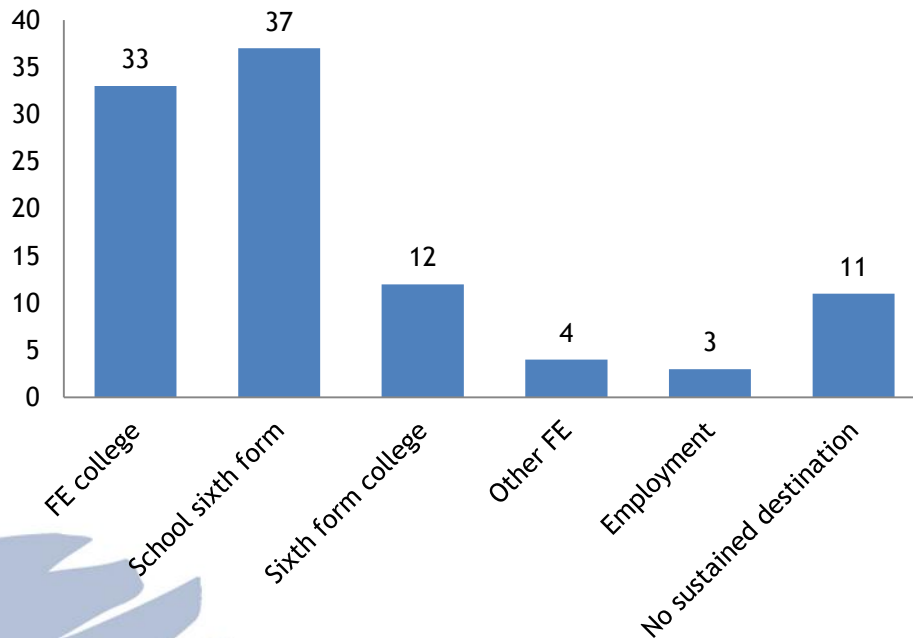




What do 16 Year olds do?

Where are young people two terms after finishing GCSEs?

- Just 5% do apprenticeships (registered as FE in the table)



FSM: 18% not in a sustained destination + just 23% in school sixth forms

What do they do?

- What % of young people take at least one A-level?

41%

- 260k doing A-levels; 150k other level 3; 200k NEET or lower level vocational qualifications.

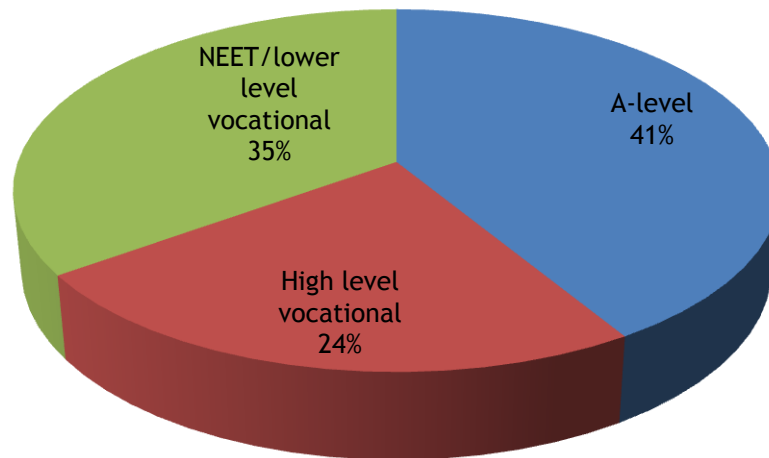
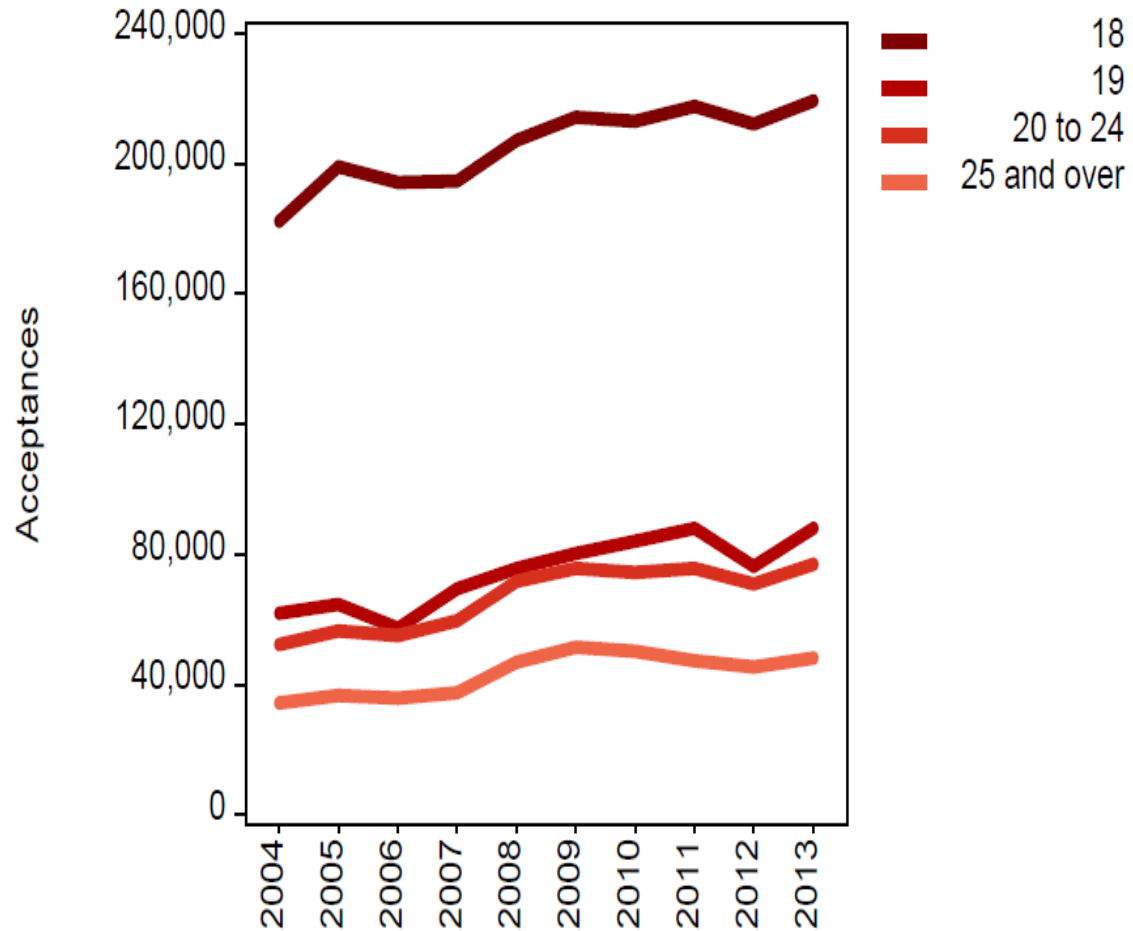


Figure 3 UK acceptances by age group



Where do A level students go?

64% of young people were in a sustained education, with:

- 8% at a further education college

- 2% at a school sixth form or sixth form college

- 2% on an apprenticeship at these institutions and

- 52% at a higher education institution - with one per cent at Oxbridge and another 8% at other Russell Group universities

And regionally London fairs well with 61% at KS5 entering HE

Top 10 LAs - highest proportion going to a higher education institution

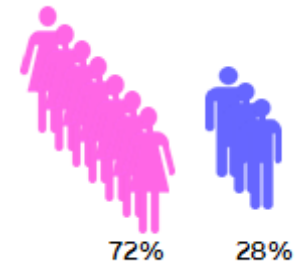
Local Authority	Percentage
Redbridge	72
Brent	71
Tower Hamlets	70
Ealing	68
Merton	67
Luton	67
Hounslow	66
Sutton	65
Waltham Forest	65
Islington	65

So back to....

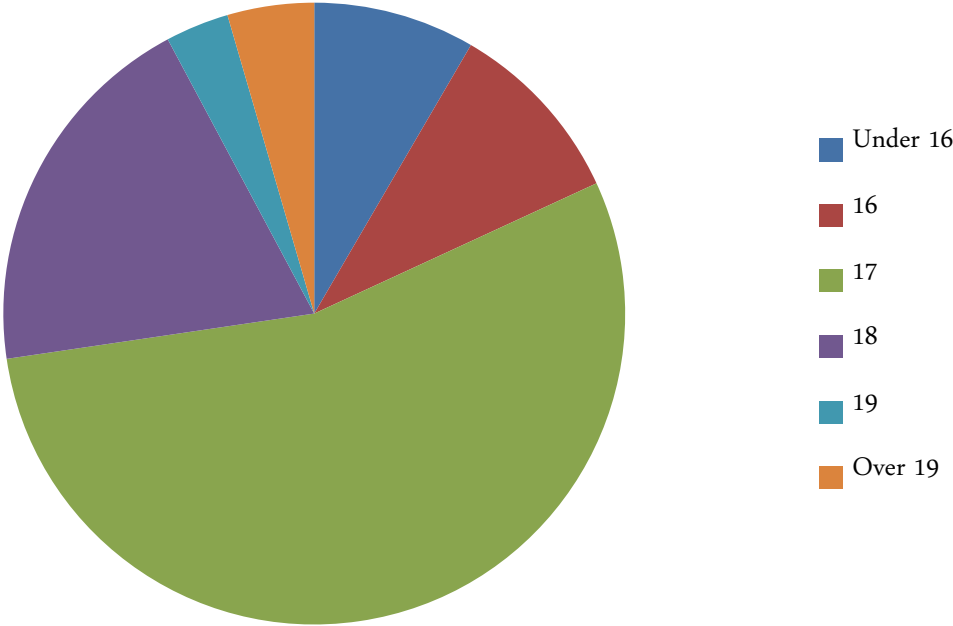
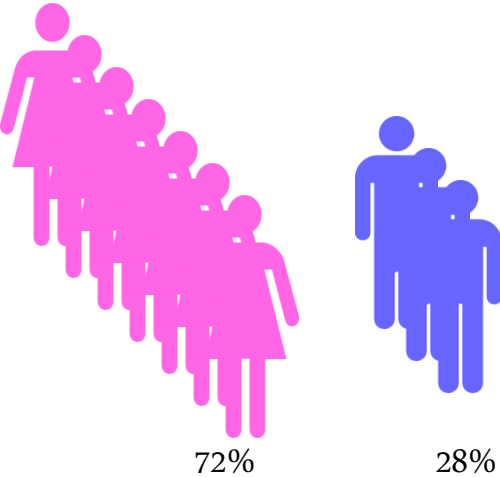


Methodology

- An online survey was completed by 1,739 individuals
- Focus groups amongst pupils aged between 16-18 – Manchester and Birmingham
- We also interviewed parents of children aged 14-18
- Fieldwork was conducted in December 2013



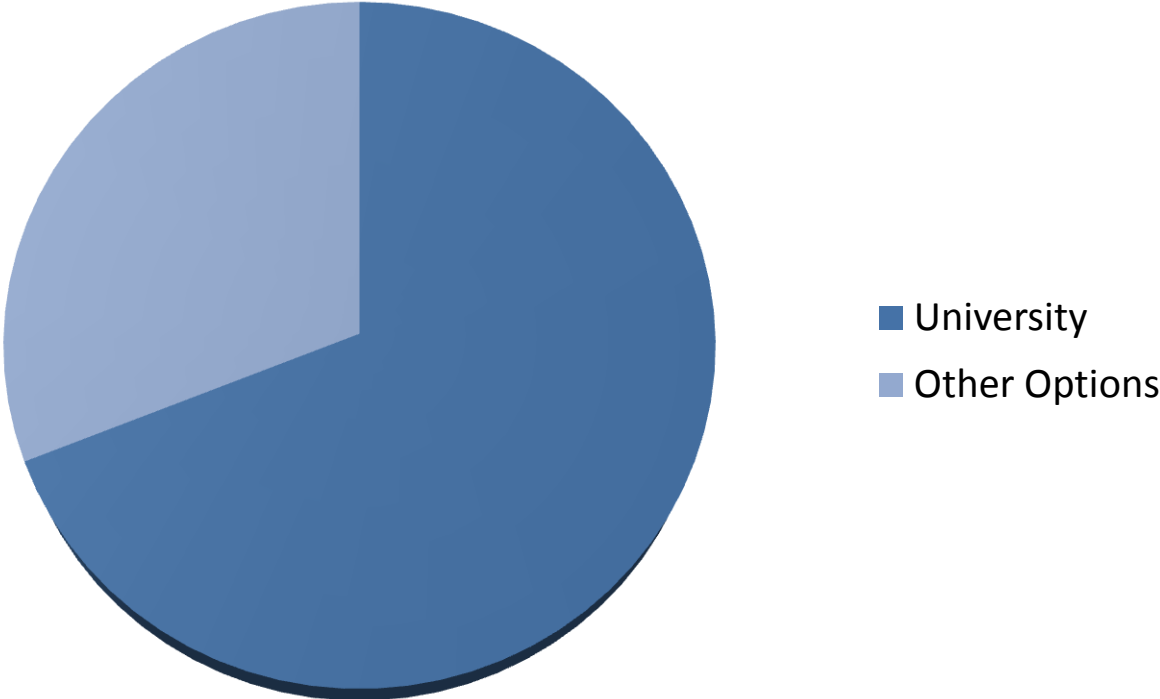
Who responded?



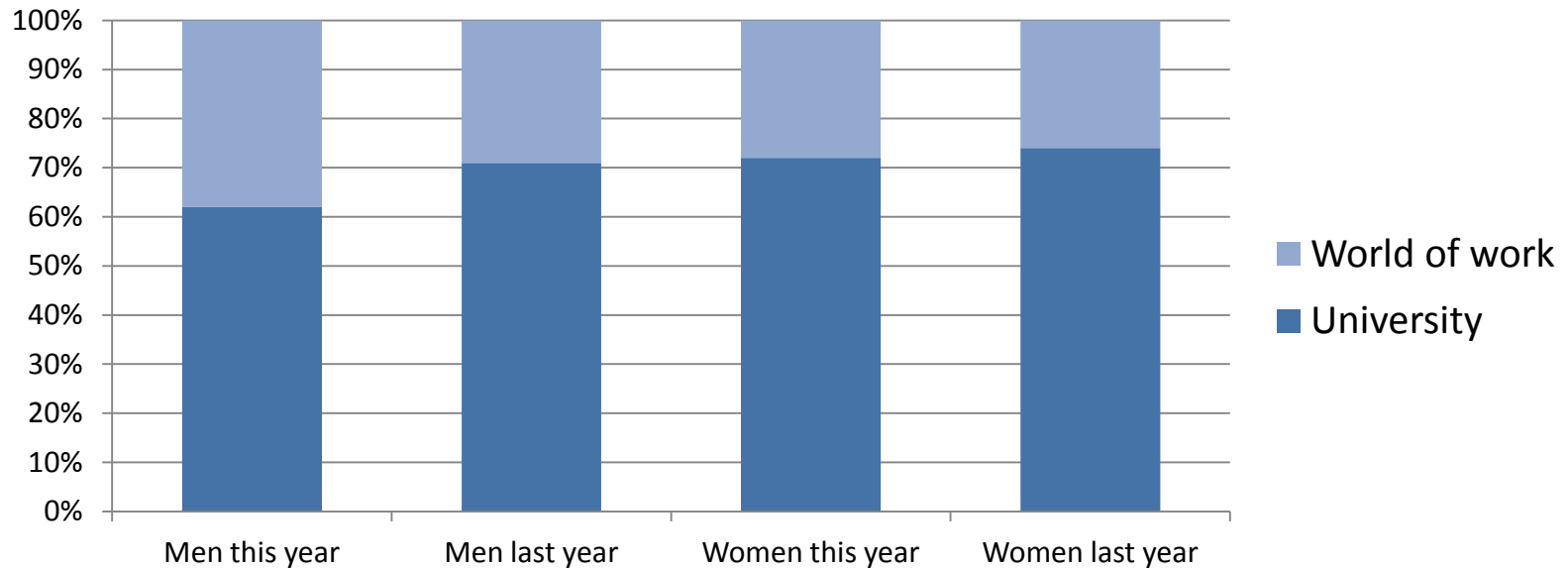
Locational spread was geographically representative

To Uni or not to Uni?— that is the question?

What do you intend doing after school?

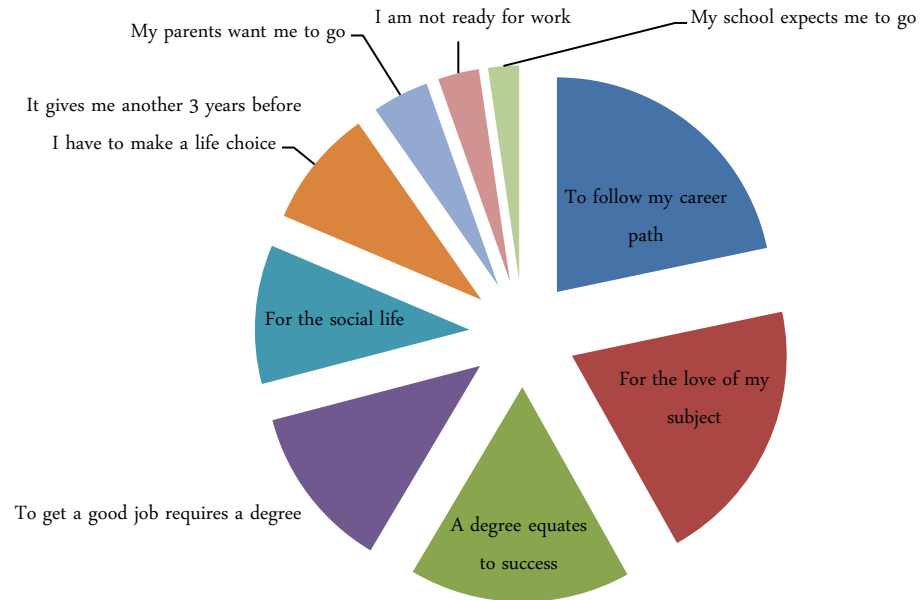


What do you intend doing after school?



- The % of men looking at non-uni alternatives is far higher this year than that of women
- Organisations seeking to recruit a gender-diverse workforce will have more of a struggle this year

Why do you want to go to university?



- A degree is firmly equated with self esteem
- A significant proportion cannot conceive that they can get a good job without a degree
- In the absence of detail, many feel they are not prepared to make key career choices at 18

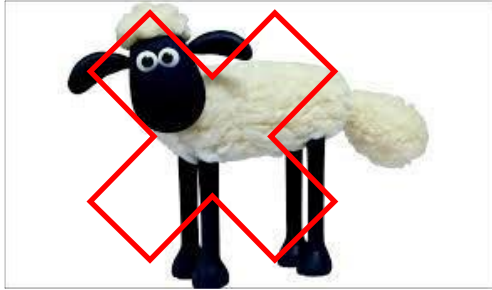
...segmenting those going to university

"Its the next natural step"

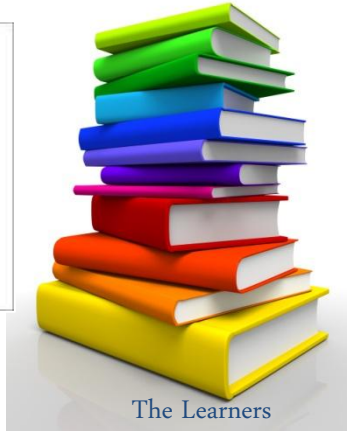
"Want to stay in education"

"Have to get a degree to follow my career path"

"Need a degree to be successful"



The Followers



The Learners



The Drivers



The Climbers

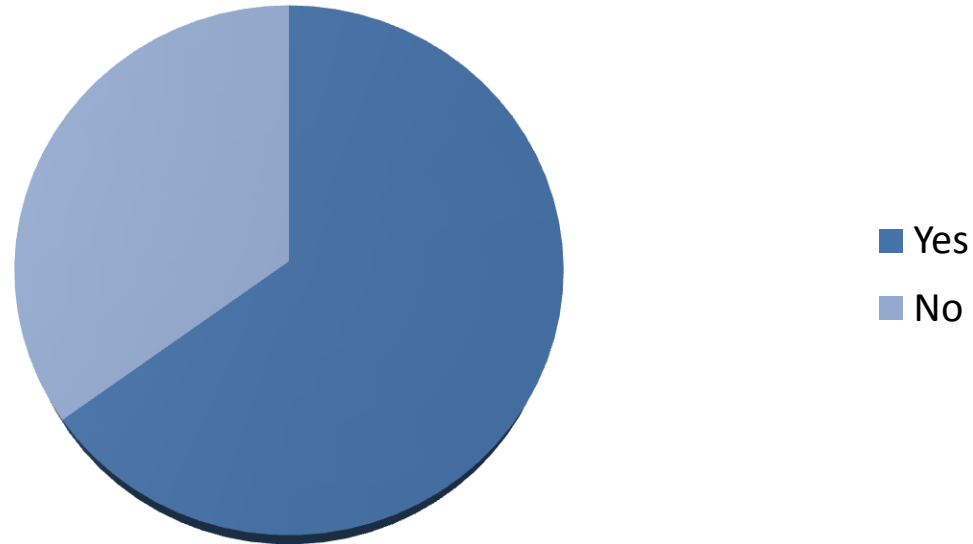


The Socialites

"Want to experience the social life"

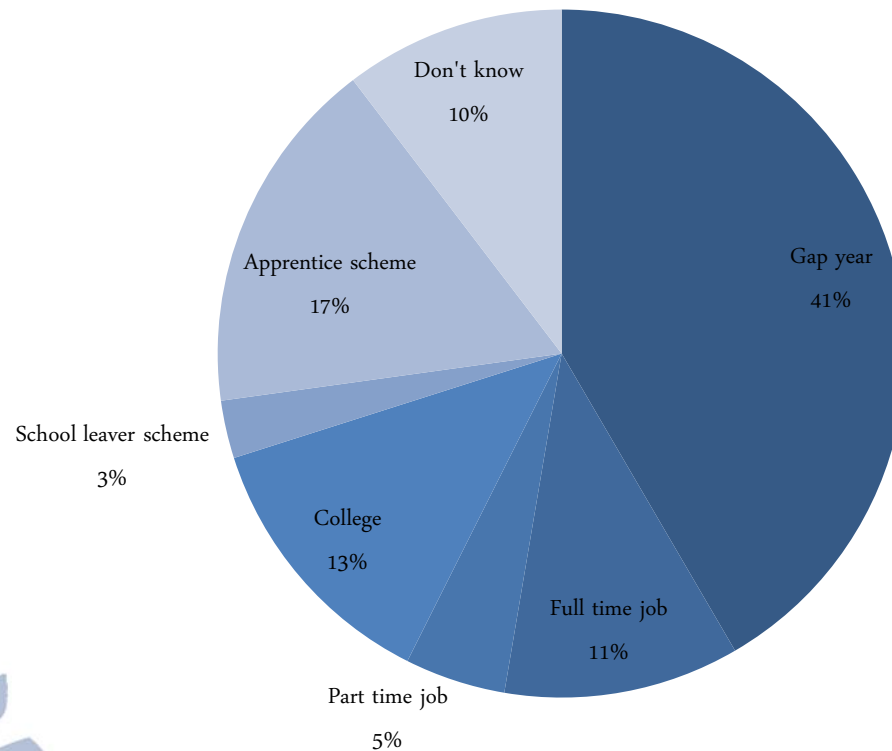
The "Followers" are no longer statistically significant, the "Socialites" are now a group of interest

Are you interested in finding out about other options other than university?

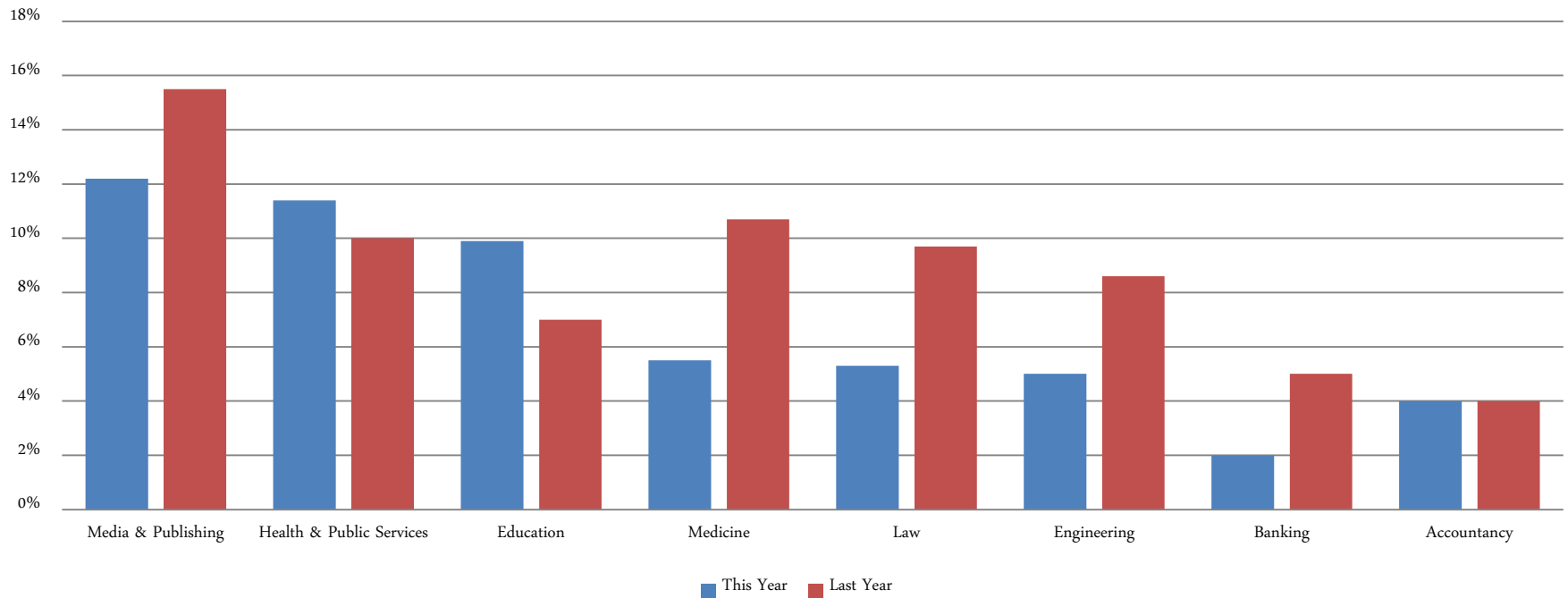


- This is a significant shift from last year's near 50/50 split – there is far more openness as regards non-uni alternatives
- 59% of those intending to go to uni remain open to other options

What options outside of university are you interested in?

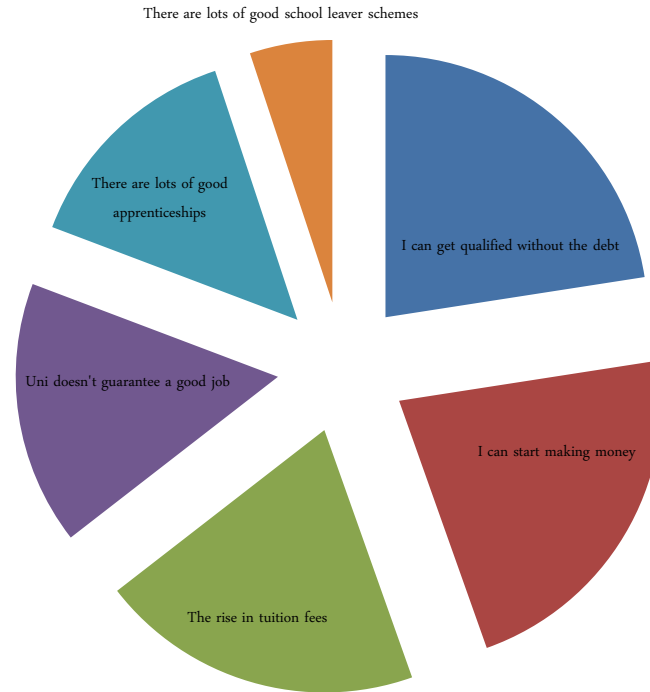


Top industry choices



- It is hugely surprising that key growth sectors such as engineering and medicine have declined as professions of choice

Why do you think you might not go to university?



Those not going to uni...

University doesn't guarantee a good job



The Cautionaries

Want to be financially independent



The Independents

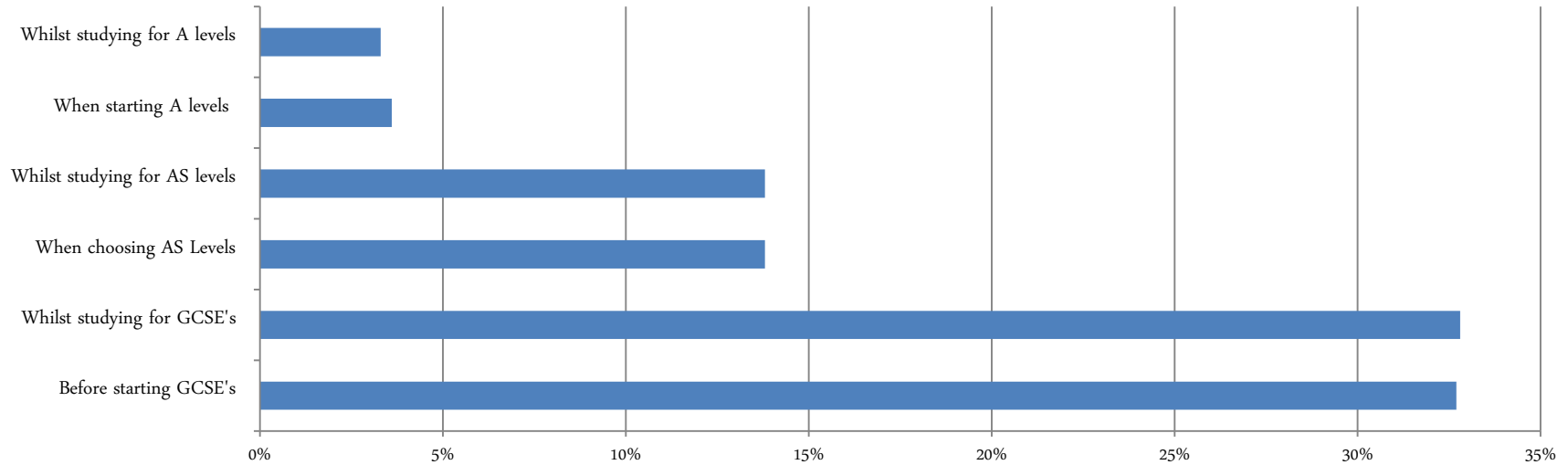
Looking to get qualified and avoid debt



The Qualifiers

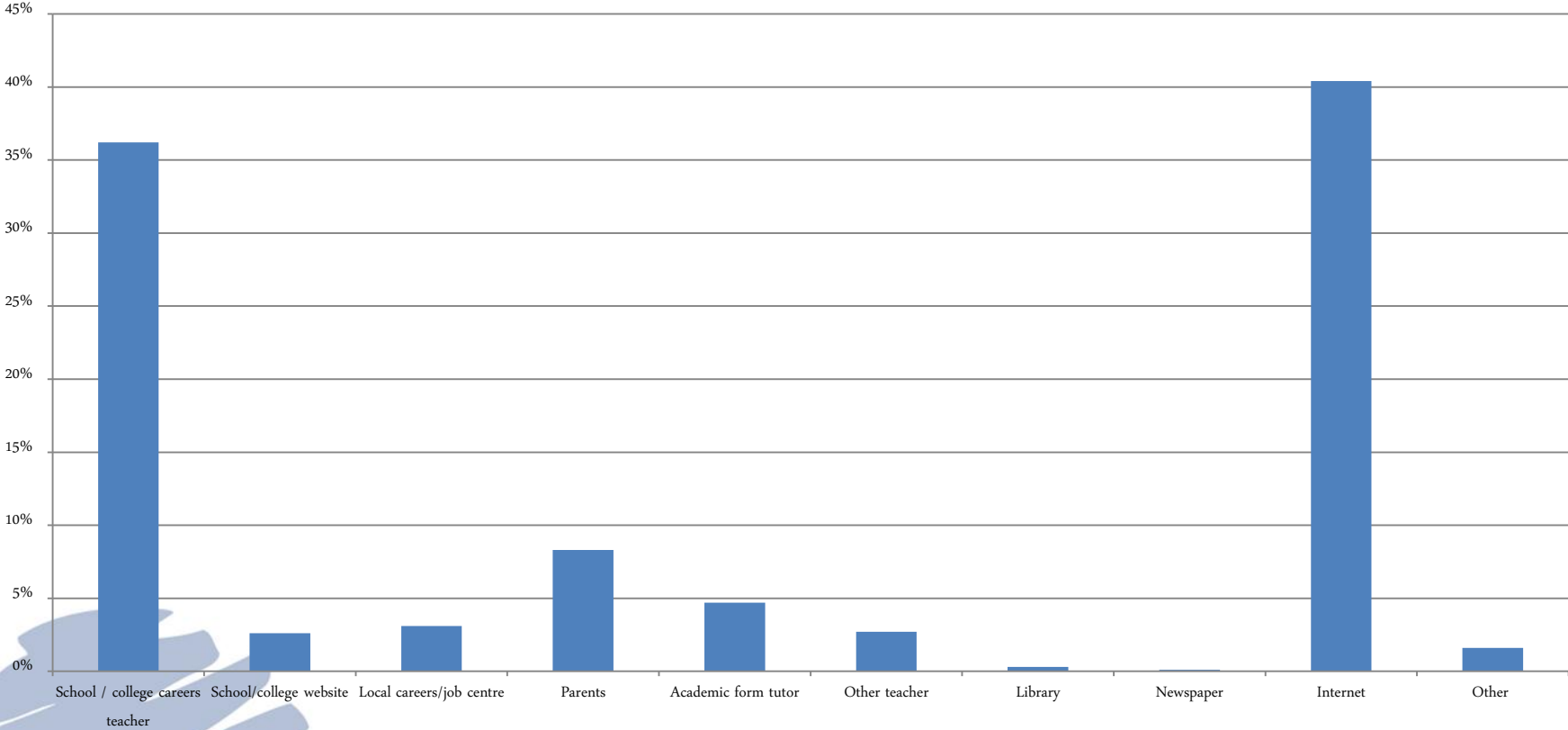
Careers advice

At what moment did you start thinking about the future?



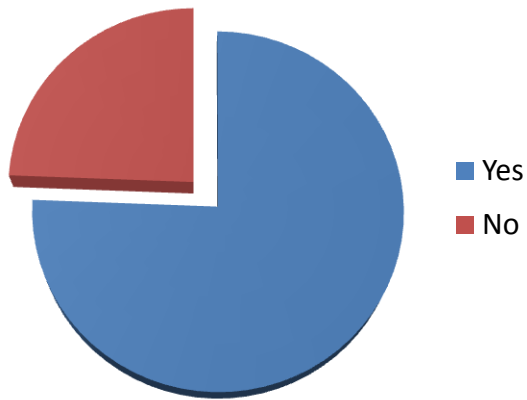
- Timing is key to engaging with these audiences and making a difference in terms of career choices

Where would you go first for careers advice?



Careers advice

Q. Have you received any job information and advice in school/college?



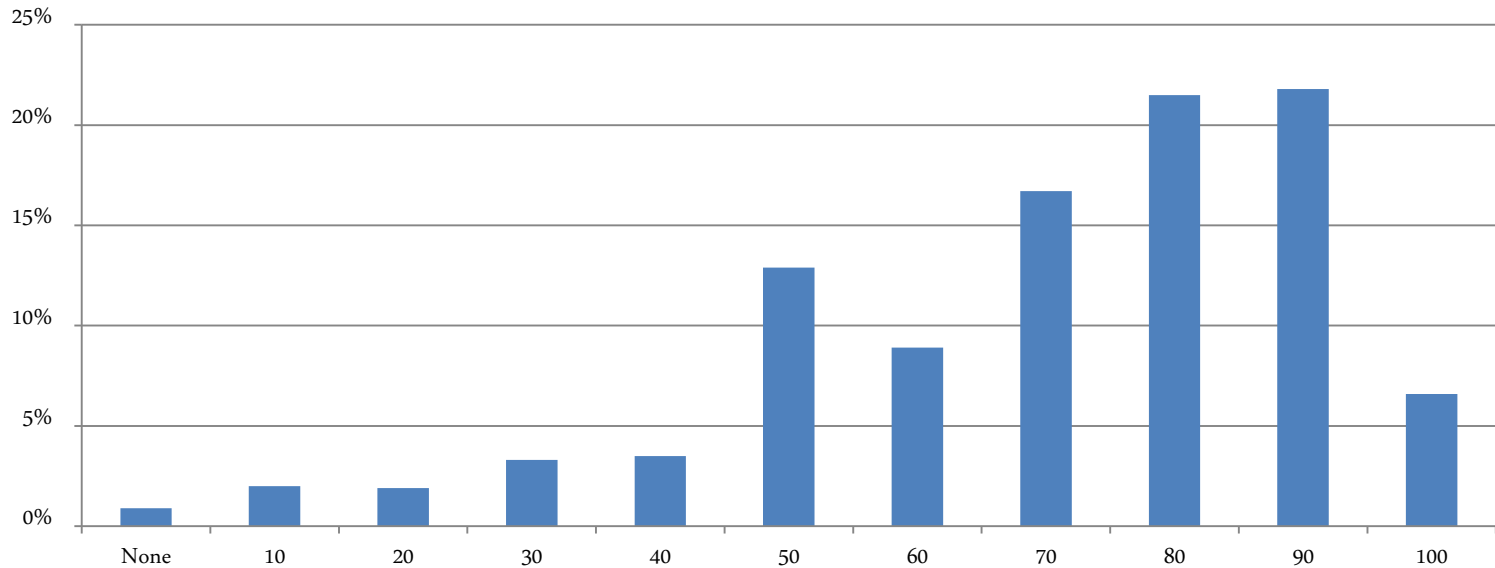
- Nearly 1 in 4 stated that they have had **no** job information when in school
- Worse, those planning on leaving education after school were 15 times less likely to have careers related appointments in school

"I sometimes feel that the bottom third of pupils are left out since the school knows they won't go to Uni" – Parent

Interviewee

Careers advice

Q. What % of careers advice is focused on university choices rather than career or job advice?



- 49.9% thought over 3/4 of all careers advice was geared towards university
- 45.5% of those planning on not going to university say the same thing, this is supplying them with irrelevant information

For more information on the School Leaver market as well as the Graduate Market please feel free to contact me...

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