

Final Evaluation report for the City of London: November 2019

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Prepared by: William Durham – Head of Operations (London) at Governors for Schools

Background to project:

Aims and Objectives:

- To provide the business case to support the importance of engagement between schools and businesses.
- To identify opportunities for governors to drive employability outcomes through their schools and encourage them to open up employability opportunities for students.
- To provide resources that help prepare governors for their role in driving engagement between businesses and schools.
- To up-skill governors to be able to help students understand the world of work and what they need to do to get a job.
- To provide opportunities that will impact on the outcomes of young people.
- Embed employability best practice in more schools across London. For example, delivery within the curriculum in several year groups, not just when there is a statutory duty to deliver this.
- Establish the idea and practice of a Link Governor for Employability across London schools

KPIs

1. Aim to engage a minimum of 100 governors to actively look to open employability opportunities for students.
2. Aim to engage a minimum of 50 schools to actively engage with businesses.
3. Produce a suite of online resources to support the aims and objectives of this proposal. These materials will be produced using input from all stakeholders and subject matter experts. All materials will be quality assured and agreed with the City of London Corporation.
4. 1500 governors to watch the e-learning module across 1000 schools
5. 300 schools decide to have a Link Governor for Employability

Use of website resources:

Google Analytics of website:

Since going live on 19/02/18 the Employability resources section of our website has been visited **1,494 times**, with **1239** of these being unique users showing a good level of engagement with the resources that we have developed. The resources continue to be accessed with **36** unique users since the beginning of September 2019.

Our e-learning module has been accessed **328** times since its launch in mid-June 2018. It is promoted both at opportune individual times, such as National Careers Week, and as a part of our suite of our e-learning modules which all placed governors are encouraged to complete. It has also been circulated with

How have Governors for Schools promoted the campaign?

Since the launch event in February 2018 we have held webinars for both primary and secondary governors to delve deeper into the subject and share best practice, and we have held in person events featuring speakers who are leaders in the drive to improve employability in schools.

Our former CEO Louise Cooper highlighted the importance of the Link Governors for Career in a speech at the Festival of Education 2018.

The materials have regularly been included in emails to our volunteer and schools database both

directly and through our termly newsletters. We have also highlighted key events such as National Careers' Week and utilised our database to promote events such as London Careers Week organised by the City of London Corporation.

We produced flyers for all our employability work which are shared with new governors, and taken to every volunteering event that the team attend. We have built relationships with key organisations such as the Careers and Enterprise Company, London Enterprise Advisor Network (LEAN) and Founders4Schools to spread awareness of the governor role and review materials published.

Comment on KPI's included with project:

We have not been able to gather the levels of responses from the school/governor community to be able to answer the KPI's with a sufficient degree of confidence as our website does not require users to sign-in to utilise many of the resources, aside from e-learning, and governors do not currently log their activity against their user profile.

It is clear from the responses to our evaluative survey (below) that the resources have been largely well-received by those who have accessed them and there is evidence that schools and their governors are exploring the role and taking steps to improve provision/focus at their schools. It is encouraging to see governors endeavouring to utilise their professional networks to provide opportunities for work-related learning in schools.

It is clear there is still some resistance to the concept of employability work in primary schools and we are encouraged that the Careers and Enterprise Company are now looking into this in greater detail.

The E-Learning module in particular has been well-received though it has sadly not been utilised by the 1500 governors originally envisioned. The module remains current and was updated in late 2018 to include further relevant resources. The module will continue to be promoted as part of our ongoing work and shared with governors and partners as part of our work. The module also allows the reach of this work to extend beyond London. We will also be breaking some of our e-learning modules down into 8-10 minute chunks to make them more accessible – and will include the Employability module in this to highlight key areas to governors.

We believe that the resources developed in conjunction with the City of London Corporation and other partners have contributed to an increased focus in careers provision within schools – and will continue to do so as the content remains relevant.

Responses to evaluative survey:

In July 2019 Governors for Schools surveyed users who have completed the e-learning module and/or engaged with our work through attending our series of speaker events and webinars.

The survey consisted of 15 questions and was created and delivered using SurveyMonkey. The survey consisted of both quantitative and qualitative questions. The survey was sent out to 110 governors and received 31 responses of which 94% were currently school governors – 60% were serving at Primary level, 33% Secondary with 7% governors at Middle Schools.

Of these responses 30% indicated their school had a Link Governor for Careers, 47% did not and a further 23% were unsure if this was a role that currently existed within their school. Only 10% of respondents indicated that they themselves fulfilled this role.

Respondents were asked to rate how useful they found the collection of resources with the average response of 4 indicating they were found to be useful. 35% of respondents rated them as 5, 29% gave a rating of 4, 16% as 3 with 6% respondents rating them as 1.

The survey then requested qualitative feedback from volunteers. A selection of responses are included below to reflect the breadth of views expressed.

Question: Are there any further resources that would be useful to your Governing Board that we

Responses:

32% of respondents could not think of any further resources that might be useful, with two commenting that they were just right.

Links with other governors to network online

How can we raise the profile of inviting professionals, trades people and social entrepreneurs in to our primary schools to talk about their roles and make the link to the importance of education.

Yes, case studies around good practice in governing bodies

Case studies were provided with the original resources and are featured in the e-learning module so it may be that one of the respondents had missed these

Question: Has your school developed new relationships with businesses, either local or national, to deliver employability sessions?

Responses:

32% of respondents simply replied to say Yes, 13% said this hasn't happened and a further 16% were unsure.

Other responses:

Not at present as we only recently agreed to appoint a link governor for careers and they are currently familiarising themselves with the role

I'm not sure but I'd be really keen to help with this

Not as yet but I know is something they are keen on establishing.

Not yet, but that is part of an overall plan to increase community links

Recruited two appropriate governors to support

Question: As a governor, have you been able to connect your school with your own professional networks to build opportunities for work-related learning? (Please provide as much information as you'd like)

Responses:

"I've asked the question"

"I tried to lobby my governor group for this position, with overwhelming response of "we are a primary, we do not need a careers-focused steer". I have multiple networks I can tap into, both industrial and academic and this frustrates me greatly."

"Yes. Through our 2020 Business partnership (as honorary members)"

"My professional network is not so useful for the Primary schools. However, I do talks through Speakers4Schools and connect people from there."

"Yes and at the same time, have experienced a number of hurdles and conflicting priorities."

What's next?

At Governors for Schools we remain committed to championing the importance of Link Governors for Employability and will continue the work we have delivered thus far.

In November 2019 we held a joint event with the London Enterprise Advisor Network in Middlesex University to promote Enterprise Advisors and the Link Governor role. We will also be discussing how best we can collaborate and utilise our respective networks of individuals committed to raising the profile and standard of careers provision within schools.

We remain closely connected with the Careers and Enterprise Company and will work with them as they develop their resources for primary schools over the next year.