



National Apprenticeship Week 2017 Student Activity Pack

March 2017

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Ideas Planner

GETTING READY THE WEEK BEFORE (MONDAY 27TH FEB – FRIDAY 3RD MARCH)

1. Download the NAW Activity Pack and circulate to colleagues
2. Display posters about apprenticeships around the school
Copies are available in your Apprenticeship Champion toolkit or you can download from AmazingApprenticeships.com
3. Speak to colleagues responsible for your school website and social media channels
Consider adding the RSS feed to your website and scheduling tweets to go out throughout the week

NATIONAL APPRENTICESHIP WEEK (MONDAY 6TH MARCH – FRIDAY 10TH MARCH)

Use this simple planner to introduce different activities to your students.

	Suggested themes and activities	Duration minutes	Activity sheet	Films available to view on Amazingapprenticeships.com
Monday 6th March	Introducing apprenticeships <ul style="list-style-type: none"> • Use Hannah’s Case Study and teacher instruction sheet 	20	1	Understanding Apprenticeships vimeo.com/151121127
Tuesday 7th March	Researching apprenticeships <ul style="list-style-type: none"> • Log into the World Record Breaker attempt 08:45 – 09:15 • Encourage students to register on Find an Apprenticeship • Encourage students to carry out a simple job search 	30		Using Find an Apprenticeship to apply vimeo.com/152138038
		10	2	
		10	3	
Wednesday 8th March	Discussing the benefits of apprenticeships <ul style="list-style-type: none"> • Encourage discussion about apprenticeships and University • Ask students to find a past apprentice to interview 	20	4	Higher & Degree Apprenticeships Make them your Plan A vimeo.com/166055535
		30	5	
Thursday 9th March	Have fun with apprenticeships <ul style="list-style-type: none"> • Match the Celebrity apprentice • Take the apprenticeship quiz 	5	6	Technology Apprenticeships for the new generation vimeo.com/158818858
		10	7	
Friday 10th March	Support the apprenticeship application process <ul style="list-style-type: none"> • Talk to students about writing their application and planning for interview using the resources: <ul style="list-style-type: none"> • Application tips • Describing your strengths • Interview checklist 	20	8, 9, 10	How to apply for an apprenticeship amazingapprenticeships.com/videos/how-to-apply-for-an-apprenticeship/

Hannah's case study



Exam season is a stressful time for students, especially when you're considering what to do after school or college. As a student, you will be asked to make important decisions on your future, which can be daunting! Progression onto A-Levels or university seems the obvious option. However, as National Apprenticeship Week is approaching, you may be wondering if an apprenticeship could be right for you.

In August 2016, I began an apprenticeship studying towards an NVQ in Digital Marketing. I'd like to share why I chose an apprenticeship instead of university and how I ensured I made the right choice.

While studying for A-Levels, I began thinking of what I could do next. Encouraged by college tutors, I did research such as an online career quiz which suggests what sort of job would suit you and what qualifications you would require. I found some helpful

advice that gave me a head start in my desired career in marketing. From there, I listed the pros and cons of other potential jobs that interested me like Teacher, Sales person and Receptionist; just to make sure I was considering other options. I gained more insight by asking for advice from the Marketing Manager at my dad's work. I asked about why she was interested in marketing, whether she studied at university, what she did on a daily basis and what she enjoyed about her job.

After doing my research, I decided that marketing appealed to the creative aspects of my personality. I enjoy reading blogs and using social media so digital marketing was what I wanted to pursue. I searched online to find out about qualifications I would need to get into my chosen career, this is when I read about apprenticeships. As the digital industry is very fast-paced, learning while you work helps to keep skills up to date. I applied for marketing apprenticeships and a couple of weeks later I received a call from my college. A company wanted to arrange an interview with me and the college helped me to prepare for it.

I now work as an SEO Assistant at every1 Marketing which I love! I have different responsibilities like working with online influencers, arranging blogger events and building social media followers. I also work on client strategies, track results and help with reporting. My manager, Lauren Henley, said I have been "a fantastic addition to the team." She's also been impressed with my hard work and how quickly I've adapted to the fast-moving nature of marketing.

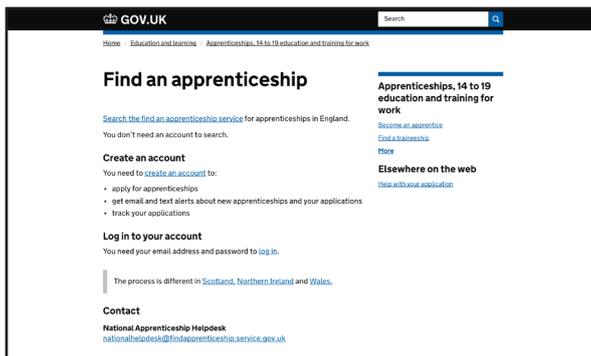
Now I'm six months into my apprenticeship, I've learnt so much and I'm excited to see how my career progresses. Apprenticeships are offered in all kinds of sectors from accounting to nuclear science so, it's always worth finding out if there is something out there for you. Taking the plunge after education to earn while you learn can be scary, but it is very rewarding and there's no student debt!

How do you find an apprenticeship?

By setting up an account you will be able to:

- Search and apply for the full range of apprenticeships
- Save your searches and set up alerts
- Apply on-line for jobs that interest you

1. Go to 'Find an apprenticeship' www.gov.uk/apply-apprenticeship



2. Click on 'Create an account'

3. Work your way through the on-line form. You will need the following:

- Name
- Date of birth
- Address (including postcode)
- Email address
- Telephone number

4. Activate your account by visiting your email account and clicking on the message from nationalhelpdesk@findapprenticeship.service.gov.uk called SFA Apprenticeships – Activation Code

5. Make a note of your 6-character code and return to the sign-in page of 'Find an apprenticeship' <https://www.findapprenticeship.service.gov.uk/signin>

6. Log in to 'Find an apprenticeship'

7. Password reminder:

Email address:

Password:

8. Save your username and password in your phone so that you can find it easily.

Carry out a simple search

- Sign-in to Find an apprenticeship by visiting www.findapprenticeship.service.gov.uk/signin
- Practice some different search techniques by completing the tasks below

Type in a keyword of a job role that you might be interested in and write it below.

Enter your home postcode and a radius of 5 miles. How many apprenticeship vacancies do you find?

What do you notice if you increase the 'distance' radius from your home postcode?

Click on the 'Browse' tab and select one of the options. Check your postcode and select the distance. How many vacancies do you find?

What do you notice about the closing dates for the vacancies?

Find one vacancy that you like the look of. What can you find out about:

The weekly salary?	
How many hours per week?	
The apprenticeship duration?	
Possible start date?	
Where is it based?	
Future prospects?	
Qualifications required?	

How does an apprenticeship compare to going to University?

There are lots of misconceptions about apprenticeships and what you can/can't do as an apprentice. Find three people to interview (this could be a parent / carer / sibling / friend) and ask them the questions below. Log their responses by ticking in the boxes provided.

Person A's name is:

Person B's name is:

Person C's name is:

Questionnaire	Person A		Person B		Person C	
	Apps	Uni	Apps	Uni	Apps	Uni
Can you live at home and do this?						
Will you have an interview to get a place?						
Will you be required to study?						
Will you have to pay for your study/training?						
Will you get experience of work whilst studying?						
Will you earn a salary from day one?						
Could you achieve a degree?						
Will you need to balance working and learning at the same time?						
Score						

For every correct answer, give the person 1 point. Which person got the highest score? (please tick)

Person A Person B Person C

Once you have finished check the answers below and discuss them with the people you have interviewed.

ANSWERS

Apprenticeships have all of these features however University does not. At University, unless you are already employed, you will have to pay for your study. Not all universities offer work experience whilst studying and you will not be paid a salary (unless you chose to get a part time job).

Interview a past apprentice

Your challenge is to identify and interview someone that you know who started their career as an apprentice. Complete the interview sheet below with their story. Try to think of three of your own questions to ask them too.

Name		Age	
What is their relationship to you?			

How have you identified that they were once an apprentice? Which research methods have you used?

INTERVIEW QUESTIONS

Which apprenticeship did you do?	
How old were you when you started your apprenticeship?	
Which company did you work for?	
What was your job role as an apprentice?	

Interview a past apprentice

What did you get paid as an apprentice?	
What was the best thing about being an apprentice?	
What was the worst thing about being an apprentice?	
Do you think being an apprentice helped you in your career? If yes, how did it help?	
Do you have any advice for someone who might think that an apprenticeship isn't worth considering?	
My question 1:	
My question 2:	
My question 3:	

Match the celebrity apprentice

Draw a line between the celebrity and the job role and apprenticeship!

Celebrities	Current job and original apprenticeship in brackets
David Beckham	Hairstylist (Hairdressing)
Jamie Oliver	Fashion Designer (Fine Tailoring)
Billy Connolly	Footballer (Football)
Ozzy Osbourne	Chef (Hotel Management)
Alex Ferguson	Football Manager (Toolmaker)
Gordon Ramsey	Musician (Plumbing)
Stella McCartney	Comedian (Boilermaker)
Michael Caine	Actor (Plumbing)
John Frieda	Chef (Catering)

Apprenticeship quiz

- What is an apprenticeship?
 - A work placement
 - Similar to work experience, but longer
 - On-the-job training
 - When you are employed, but you also work towards achieving qualifications
 - Studying a trade
- What is the minimum duration of an apprenticeship?
 - A few weeks
 - 1 month
 - Minimum 3 months, up to 1 year
 - Minimum 1 year
 - As long as you want
- What is the highest level of apprenticeship currently available?
 - Level 2 – equivalent to GCSEs
 - Level 3 – equivalent to A Levels
 - Level 4 – equivalent to the first year of a degree
 - Level 6 – equivalent to a Honours or Bachelor's degree
 - Level 7 – equivalent to Masters Degree level
- What age must you be to start an apprenticeship?
 - 16 or over
 - 18 or over
 - 21 or over
 - 25 or over
 - 30 or over
- When should you start looking and applying for an apprenticeship?
 - When you've finished your exams
 - September
 - Before September
 - Similar timeframe to UCAS
 - Continuously
- What percentage of apprentices stay in employment after their apprenticeship?
 - 52%
 - 64%
 - 73%
 - 86%
 - 90%
- True or false: wages are the same for all apprentices?

True
False
- Complete this sentence:
The Sutton Trust found that people who had completed level five apprenticeships (equivalent to a foundation degree) were expected to earn _____ more over their lifetimes than graduates from non-elite universities.

£32,000	£42,000	£52,000
£62,000	£72,000	£82,000
- Tick the roles that are real apprenticeship positions:
 - Cyber Intrusion Analyst
 - Video Game Quality Assurance
 - Fashion Studio Assistant
 - Zookeeper
 - Broadcast Apprentice
 - Music Business Apprentice
 - Cabin Crew Apprentice
 - Trainee Investigator/Crime Scene Photographer
 - Aerospace Engineer
- 100 years ago, an apprentice could be taken to court for what reason?
 - Having long hair
 - Not addressing their superiors as 'Sir' or 'Madam'
 - Being 'idle' or having a 'bad attitude'
 - Wearing the wrong shoes
 - Taking too long a break

Application tips

IT'S TIME TO APPLY

So you've learnt how to register & search on Find an apprenticeship ... now you've just got to start applying!

One of the key things to remember is that you are applying for a job, meaning you have to try and communicate to an employer why you would be an asset to their company and what it is that you could bring to the role. When applying, therefore be mindful to:

1. TAILOR YOUR APPLICATION FOR EACH JOB

Unlike UCAS, you are not restricted to a single application for all of your preferred choices. Be sure to tailor each application to the employer, their ethos & goals, the job description and requirements. Of course, feel free to work off of a standard draft and format if you find this to be useful, just be sure to add the specifics so that you are coming across to the employer as passionate and keen to join their organisation.

2. LOOK FOR BUZZ WORDS IN THE JOB DESCRIPTION AND USE RELEVANT EXAMPLES

Highlighting buzz words can help you to identify what the employer is looking for and tailor your application to suit this. Think of real examples where you can best portray being confident, professional and enthusiastic. This might include dealing with a complaint at work or being proactive in finding work experience in a specific industry.

3. WHAT ARE YOUR STRENGTHS & HOW WILL THEY BENEFIT THE COMPANY?

Do not be concerned if you do not have an extensive amount of work experience. Use practical examples of your strengths and how this will benefit the organisation.

4. FOCUS

Employers receive lots of applications and often do not have the time to read paragraphs of text. Be concise in your points and examples, remembering that you want to give them enough information to get to interview, but not too much that you have nothing left to talk about.

5. SHOW YOUR PASSION AND WHY YOU ARE INTERESTED

Be passionate about the job. Why do you want this role and how will it help you achieve your goals?

6. HOW ARE YOU PRESENTING YOURSELF?

Is your email address sensible? Is your writing tone professional? Have you checked grammar and punctuation? Ask a teacher, careers adviser or family member to check over your application.

APPLICATION HELP

For more detailed help & advice on each section of the application process, use the 'How to write a winning apprenticeship application' resource, also available to download.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/442593/How-to-write-winning-application.pdf

Describing your strengths

There are a variety of ways you can describe yourself and your strengths. Try using the following:

'I am...'

- | | |
|--|---|
| <input type="checkbox"/> Skilled at... | <input type="checkbox"/> Very good at... |
| <input type="checkbox"/> Excellent at... | <input type="checkbox"/> Extremely good at... |
| <input type="checkbox"/> A skilful... | <input type="checkbox"/> Talented at... |
| <input type="checkbox"/> Able to... | <input type="checkbox"/> Familiar with... |
| <input type="checkbox"/> Competent in... | <input type="checkbox"/> Qualified to... |

Employers are looking for various qualities and characteristics in a potential employee. Use the following list of words to help you when describing yourself, whether in an application or at interview:

- | | | |
|--|--|--|
| <input type="checkbox"/> Able | <input type="checkbox"/> Drive | <input type="checkbox"/> Keen |
| <input type="checkbox"/> Accurate | <input type="checkbox"/> Dynamic | <input type="checkbox"/> Knowledgeable |
| <input type="checkbox"/> Adaptable | <input type="checkbox"/> Educated | <input type="checkbox"/> Leadership skills |
| <input type="checkbox"/> Alert | <input type="checkbox"/> Effective | <input type="checkbox"/> Loyal |
| <input type="checkbox"/> Ambitious | <input type="checkbox"/> Efficient | <input type="checkbox"/> Mature |
| <input type="checkbox"/> Analytical | <input type="checkbox"/> Energetic | <input type="checkbox"/> Methodical |
| <input type="checkbox"/> Articulate | <input type="checkbox"/> Enjoy a challenge | <input type="checkbox"/> Objective |
| <input type="checkbox"/> Assertive | <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> Organised |
| <input type="checkbox"/> Astute | <input type="checkbox"/> Fast learner | <input type="checkbox"/> Patient |
| <input type="checkbox"/> Bright | <input type="checkbox"/> Fast worker | <input type="checkbox"/> Perceptive |
| <input type="checkbox"/> Capable | <input type="checkbox"/> Flexible | <input type="checkbox"/> Persistent |
| <input type="checkbox"/> Calm | <input type="checkbox"/> Focused | <input type="checkbox"/> Polite |
| <input type="checkbox"/> Confident | <input type="checkbox"/> Friendly | <input type="checkbox"/> Positive |
| <input type="checkbox"/> Committed | <input type="checkbox"/> Good communicator | <input type="checkbox"/> Practical |
| <input type="checkbox"/> Common sense | <input type="checkbox"/> Gifted | <input type="checkbox"/> Pro active |
| <input type="checkbox"/> Competent | <input type="checkbox"/> Hardworking | <input type="checkbox"/> Punctual |
| <input type="checkbox"/> Computer literate | <input type="checkbox"/> Helpful | <input type="checkbox"/> Rational |
| <input type="checkbox"/> Consistent | <input type="checkbox"/> Highly motivated | <input type="checkbox"/> Reliable |
| <input type="checkbox"/> Cooperative | <input type="checkbox"/> Honest | <input type="checkbox"/> Resourceful |
| <input type="checkbox"/> Cope under pressure | <input type="checkbox"/> Imaginative | <input type="checkbox"/> Responsible |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Impressive | <input type="checkbox"/> Supportive |
| <input type="checkbox"/> Decisive | <input type="checkbox"/> Insightful | <input type="checkbox"/> Tactful |
| <input type="checkbox"/> Dedicated | <input type="checkbox"/> Inter personal skills | <input type="checkbox"/> Team player |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Independent | <input type="checkbox"/> Tenacious |
| <input type="checkbox"/> Desire to succeed | <input type="checkbox"/> Innovative | <input type="checkbox"/> Thorough |
| <input type="checkbox"/> Determined | <input type="checkbox"/> Initiative | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Diplomatic | <input type="checkbox"/> Intelligent | <input type="checkbox"/> Versatile |
| <input type="checkbox"/> Diverse | <input type="checkbox"/> Intuitive | <input type="checkbox"/> Willing |

Interview checklist

Do you know how to make a positive first impression at a job interview? Use this checklist to help prepare for your next interview.

PRIOR TO SUBMITTING AN APPLICATION

- Ensure your voicemail message on your mobile phone is appropriate
- Make sure your email address is sensible and will represent you in a mature way
- Spell and grammar check your CV, ensure it is up to date

PRIOR TO INTERVIEW:

- Research the organisation and job that you are applying for
- Prepare at least 2 or 3 questions that show an interest in the job and organisation
- Work out how to get to the interview and how long the journey will take - allow enough time to arrive at least 15 minutes early
- Prepare answers to some typical interview questions e.g. 'why do you want this job?'
- Prepare examples of when you have used skills relevant to the job

APPEARANCE:

- Take a bath or shower prior to interview
- Wear clean and ironed clothing
- Wear appropriate clothing and footwear - formal shoes, not trainers
- Wear matching socks
- Polish/clean your shoes
- Make sure your hands and fingernails are clean
- Wear conservative makeup, accessories and jewellery (including nail varnish)
- Brush your teeth
- Wear subtle perfume/aftershave
- Cover tattoos with long sleeves
- Remove facial piercings (one set of small earrings is fine)
- Remove chewing gum prior to interview

BODY LANGUAGE:

- Shake hands firmly
- Smile
- Sit when you are offered a seat

- Use good posture, sit up straight
- Be attentive, nod or take notes
- Make eye contact but avoid staring
- Avoid negative behaviour (yawning, crossing your arms, checking your watch, looking at your feet)
- Be composed (no fidgeting, playing with hair, tapping your feet)

RESPONSIVENESS:

- Bring a copy of your CV, the application form and the job advert with you
- Bring a pad and pen to take notes if necessary
- Switch off your phone or set to silent (turn off vibrate as this can still be heard)
- Be on time (even better - be early)
- Use interviewer's title and surname
- Refer to the job advert/job description when answering questions
- Show enthusiasm
- Speak clearly, using proper grammar
- Avoid slang, swearing and suggestive language
- Answer questions clearly and concisely
- Focus on your strengths
- Avoid interrupting the interviewer

ATTITUDE:

- Be respectful
- Be positive and enthusiastic
- Be attentive
- Be knowledgeable about the company
- Use the interviewer's name
- Be professional and mature

CLOSING THE INTERVIEW:

- Ask any questions about the organisation/job that you prepared prior to the interview
- Stand and shake hands
- Thank the interviewer for his/her time
- Emphasise your interest in the job
- Ask when a decision will be made

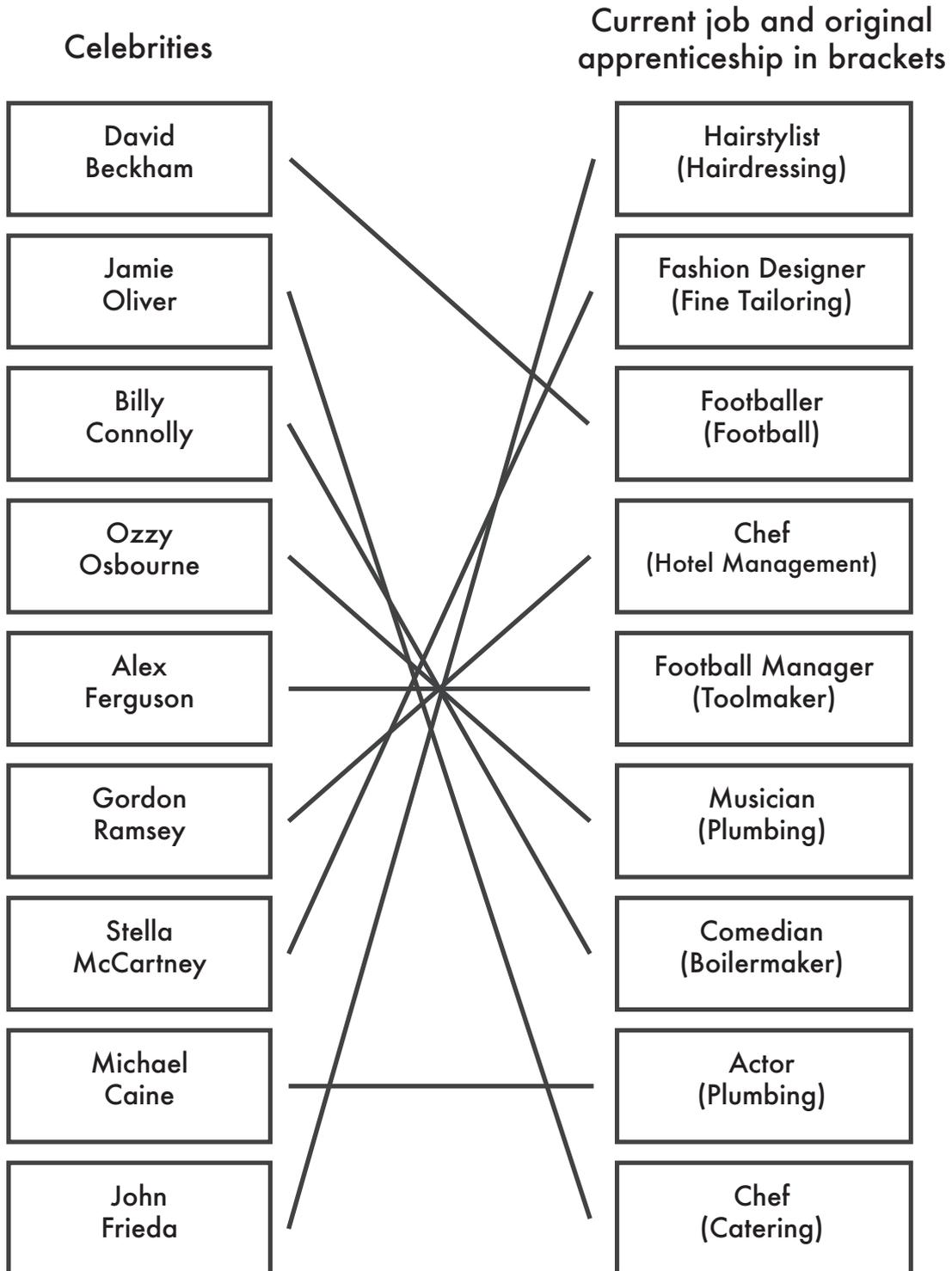
Teacher instruction sheet for Hannah’s case study

Duration of activity	20 minutes	Resources you will need:	<ul style="list-style-type: none"> • Copies of the case study to distribute • This teacher script • Optional copies of activity sheets (see below)
Purpose of this activity	This activity has been designed to raise awareness during National Apprenticeship Week. It is intended to generate discussion with students about apprenticeships and how they might be considered as a future career choice.		
Instructions	<p>Distribute the copies of the case study</p> <p>Ask students to read the case study in individual paragraphs</p> <p>After each paragraph, pause and use the questions below to generate a class discussion</p> <p>Allow approximately 5 minutes per paragraph to read the text and discuss</p> <p>At the end of working through the questions, set the students the following Challenge and Support tasks.</p>		
Challenge tasks	<p>At the end of the session, provide copies of activity sheets ‘How do you find an apprenticeship’ and ‘Carry out a simple search’</p> <p>Upload to your online homework management system / Virtual Learning Environment</p> <p>They can be downloaded from: amazingapprenticeships.com/apprenticeship-resources</p>		
Support tasks	<p>An additional resource is this short film that provides a step by step tutorial</p> <p>amazingapprenticeships.com/videos/amazing-apprenticeships-using-find-an-apprenticeship-to-apply/</p>		

QUESTIONS BY PARAGRAPH
<p>Q. What do you think an apprenticeship is? (see below)</p> <p>Q. What job roles do you think are available? (see below)</p>
<p>Q. How have you researched your options?</p> <p>E.g. Careers quizzes, speaking to a careers adviser, speaking to an employer/apprentice</p> <p>Q. What are the pros and cons of an apprenticeship?</p>
<p>Q. What careers support is offered at your school?</p> <p>Q. Who else can you ask for information and advice? (see below)</p>
<p>Q. What skills could you bring to an apprenticeship?</p> <p>Encourage class to discuss transferable skills e.g. team work, problem solving, meeting deadlines</p> <p>Q. What work experience do you have?</p> <p>Encourage class to think broadly, babysitting, paper round, fundraising, volunteering</p>
<p>Q. Do you know what current average student debt is? (see below)</p> <p>Q. Do you know how much apprentices can earn?</p>
<p>Some key facts to help you:</p> <ul style="list-style-type: none"> • An apprenticeship is where an individual of any age, will undertake a paid job role alongside a government funded training and development programme. • The range of job roles available is vast. From nuclear to fashion, law, banking, robotics, cyber security, nursing, media and marketing – the list is endless. • In addition to the services offered through your school, Students are able to access support through the National Careers Service through webchat (8am-10pm 7 days a week), phone, email, call back. Visit nationalcareersservice.direct.gov.uk/contact-us/home • In July 2016, the Financial Times reported that the average student debt is £44,000. Degree apprenticeships, all tuition fees are paid for by the employer and government. • The minimum an apprentice can earn is £3.50 per hour. However, the majority of employers pay more than this. Most higher and degree apprenticeships are significantly higher. For example, the Civil Service pay between £19-£27k for their fast track higher apprenticeship programme. Royal Mail pay their Project Managers a starting salary of £21k.

Match the celebrity apprentice Answer sheet

David Beckham - Footballer (Football), Jamie Oliver - Chef (Catering), Billy Connolly - Comedian (Boilermaker), Ozzy Osbourne - Musician (Plumbing), Alex Ferguson - Football Manager (Toolmaker), Gordon Ramsey - Chef (Hotel Management), Stella McCartney - Fashion Designer (Fine Tailoring), Michael Caine - Actor (Plumbing), John Frieda - Hairstylist (Hair dressing)



Apprenticeship quiz Answer sheet

1. What is an apprenticeship?

D. When you are employed, but you also work towards achieving qualifications

This can often be a combination of day release, block release or online learning depending on the training provider.

2. What is the minimum duration of an apprenticeship?

D. Minimum 1 year

Depending on the level it can be longer (up to 7 years), but all apprenticeship must be a minimum of 1 year.

3. What is the highest level of apprenticeship currently available?

E. Level 7 – equivalent to Masters Degree level

4. What age must you be to start an apprenticeship?

A. 16 or over

Apprentices can start from the July of Year 11

5. When should you start looking and applying for an apprenticeship?

E. Continuously

Apprenticeships are advertised 365 days per year. Many organisations will advertise months in advance of the planned start date.

6. What percentage of apprentices stay in employment after their apprenticeship?

E. 90%

7. True or false: wages are the same for all apprentices?

False

The National Minimum Wage for apprentices is increasing from 1st April 2017 to £3.50. However, on average, apprentices can expect to earn around £170 a week. Many employers will pay apprentice salaries that are a lot higher than this.

8. Complete this sentence:

The Sutton Trust found that people who had completed level five apprenticeships (equivalent to a foundation degree) were expected to earn £52,000 more over their lifetimes than graduates from non-elite universities.

9. Tick the roles that are real apprenticeship positions:

All answers are correct.

10. 100 years ago, an apprentice could be taken to court for what reason?

C. Being 'idle' or having a 'bad attitude'