

Time for Change

Self-selecting out: Attracting diverse candidates

23rd May 2021



THE **GENIE**
PROGRAMME
GENUINE INTEREST IN EQUALITY

Today's workshop

- ▶ Welcome & housekeeping
- ▶ What does 'self-selecting out' mean?
- ▶ What the data & research tells us
- ▶ The applicant perspective: why people self-select out
- ▶ The employer perspective: what employers are telling us
- ▶ Meet the speakers and panel discussion
- ▶ Q&A

Housekeeping

- ▶ Today's webinar is being recorded
- ▶ Please keep cameras switched off and remain muted
- ▶ The chat can be used to submit questions
- ▶ Slides and recording will be made available

Time for Change webinar series

Social Mobility in Apprenticeships

Sutton Trust & Social Mobility Commission

Apprenticeships for All

The Open University & Disability Rights UK

Mental Health Matters

Gen. Healthy Minds

Youth Matters

Impetus & Youth Employment UK

Barriers: the apprentice perspective

Elle & Haider

Supporting disadvantaged apprentices

NUS, KPMG & Multiverse

Bridging the gap between school and apprenticeships

Expert teacher panel

Self-selecting out

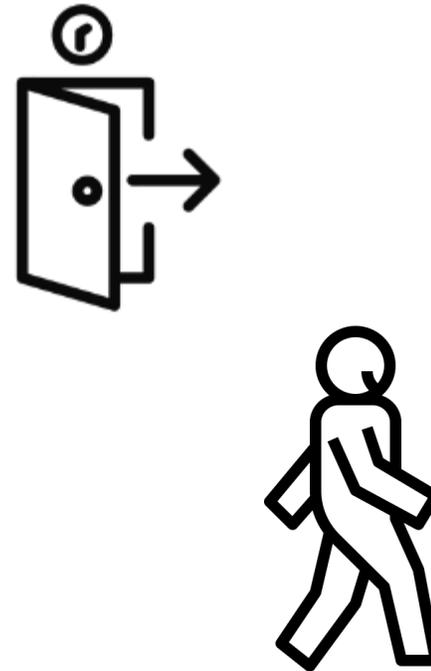
University of Oxford, House of Commons & MoD

All previous workshops are available on catch-up

<https://amazingapprenticeships.com/genie-workshops/>

What does 'self-selecting out' mean?

To self-select out is to **voluntarily opt out** of something (in this case an employment opportunity) in accordance with one's **personality, background, interests or priorities.**



So... let's talk about:

- ▶ How we know diverse and disadvantaged groups self-select out of apprenticeship opportunities
- ▶ Why that might be happening for some employers
- ▶ What employers can do to begin to mitigate / influence that decision

What the data & research tells us

Individuals under the age of 19 from the most disadvantaged backgrounds are **five times less likely** to undertake a degree-level apprenticeship than those from the most advantaged areas.

- ▶ Since the levy was introduced, **36% fewer** disadvantaged individuals are getting onto an apprenticeship.
- ▶ Apprentices from disadvantaged background are less likely to continue in their apprenticeship and are **more likely to drop out** without completing.
- ▶ Individuals from disadvantaged backgrounds completing an apprenticeship receive a **larger boost in their earnings** than non-disadvantaged individuals. This is particularly true at intermediate level.

What the data & research tells us

- ▶ The number of people participating in apprenticeships fell to its lowest in 2019/20 since 2011/12.
- ▶ From 2018/19 to 2019/20, the number of starts by apprentices from BAME backgrounds fell by over 6,000.
- ▶ In 2019/20, 12% (39,250) of apprenticeship starts were learners with learning difficulties and/or disabilities. However, we know 1 in 5 (20%) working age adults have a declared disability.
- ▶ There are many groups that we do not have data for including those with experience of care, youth justice, homelessness, mental health challenges, substance misuse, gang affiliation - and many more.

The applicant perspective



Why do people self-select out?

Applicants' perceptions of an employer

- ▶ Companies that fail to highlight diversity and inclusion in their company culture miss out on a range of candidates who self-select out of the process.
- ▶ Millennials and Gen Z cite the importance of diversity to them, and 77% of them want to work for diverse, inclusive companies.
- ▶ LinkedIn research showed that companies who talk about diversity received 26% more job applications from women.

What apprentices are telling us

“There were loads of jobs I didn’t even look at. There are some employers that you *know* only hire certain kinds of people.”

Anonymous apprentice

Why do people self-select out?

Feedback from apprentices includes:

- ▶ Advertising or processes don't feel inclusive
- ▶ Lack of confidence in support / progression routes
- ▶ Applicants do not understand the breadth of opportunities within the organisation

The employer perspective



What employers are telling us

- ▶ Brand / offer perception can be a challenge. People misunderstand the business or the breadth of opportunities on offer
- ▶ Can be hard to find/reach the most disadvantaged - especially once people are outside of the schooling system
- ▶ Struggle with approach, with internal challenges, and with joining the conversation with confidence
- ▶ High drop-out rates during application processes - due to time and/or stages in the process that aren't accessible
- ▶ Cultural, familial or social biases against apprenticeships.

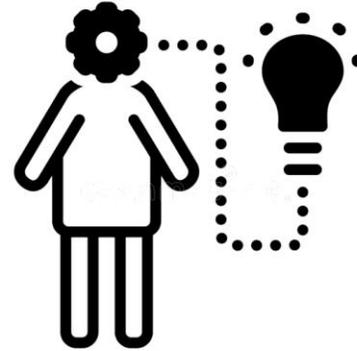
What employers are telling us



Complex &
Challenging



Confidence
& Capacity



Inspiration &
Innovation



It's time for
change

Safe and supportive environment
Expertise and space to explore 'what works'

Meet the panellists



Tom Pritchard
Employer Relationships Manager
Amazing Apprenticeships

Helen Johnson
Senior Appointments and Apprenticeship
Manager, University of Oxford



Meet the panellists



Nasreen Noor
Apprenticeships and Early Careers Manager
House of Commons

Rory Pogson
Head: Strategy & Assurance - Defence
Training, Development and Recruitment, MoD



Let's talk...

“I didn't ‘decide’ that this opportunity was open to people from my background. The business showed me that it was.”

Anonymous apprentice

Q&A



Genie has launched!

APPLICATIONS NOW OPEN

THE GENIE PROGRAMME COHORT TWO

STARTING OCTOBER 2021



www.genieprogramme.com

www.amazingapprenticeships.com

National Apprenticeship Awards '21

- ▶ **National Apprenticeship Awards 2021 - opening soon for entries!**
- ▶ Back for their 18th year
- ▶ Will showcase the apprentices, employers and champions who have gone above and beyond, in spite of the challenges of the last year.
- ▶ Entries to the awards are open from 5th - 28th July.
- ▶ Free to enter, and all entries must be made through the website – www.appawards.co.uk



Please get in touch...

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