

# SOURCING APPRENTICE CASE STUDIES



We know that hearing from apprentices themselves, and especially those who are alumni, is really inspiring and valuable for aspiring apprentices at your school or college!

This short guide looks at how to engage your former students who are now apprentices, and the different ways that you could capture their story to inspire students, colleagues, parents and carers.

## Keeping in touch with apprentice alumni

Develop a system for keeping in touch with students before they leave your school/college:

- If you don't already, make sure you survey year 11 and year 13 students before they leave about what they are doing next to identify who is going on to an apprenticeship, or plans to in the future.
- Speak to your Senior Leadership Team about the most appropriate way to maintain contact. You may already have an alumni system in place, if not this may be a good opportunity to introduce one with the correct GDPR requirements and safeguarding/permissions in place.
- Information you could ask those students becoming apprentices could include:
  - Name
  - Email address
  - Phone number
  - Apprentice employer
  - Apprenticeship they'll be doing
  - What they are willing to be involved in: assemblies, workshops, written case studies, webinars, careers fairs etc.
  - You could also ask what they'd like to have known about apprenticeships before they started applying

## What could you involve apprentice alumni in?

There are lots of ways you could ask them to be involved in inspiring current students, here are just a few:

- ✓ Written or video case studies to share as a display, in lessons, newsletters, on your website...
- ✓ Assembly speakers or panellists
- ✓ Workshops with smaller groups of students
- ✓ Careers fairs
- ✓ Support with National Apprenticeship Week events. Find some ideas here on how to celebrate: [amazingapprenticeships.com/resources/25-ways-to-celebrate-naw2025-schools-colleges](https://amazingapprenticeships.com/resources/25-ways-to-celebrate-naw2025-schools-colleges)
- ✓ Webinar speakers
- ✓ Support at parent/carer-facing events like consultation evenings
- ✓ Present awards at student celebration events to help raise the profile of apprenticeships
- ✓ Include them in a 'wall of fame' of people who have gone on to apprenticeships

Discover more about apprenticeships:  
[www.amazingapprenticeships.com](https://www.amazingapprenticeships.com)

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## Case studies

Case studies are a great way to share apprentice stories. You could get the content in a variety of ways:

- Send a list of questions out via email or as a google form
- Conduct interviews in person or over the phone/online and write up the case study
- Ask people to record themselves and send you the video

Here are some ideas of questions you could ask:

### Your apprenticeship:

- Please tell us which apprenticeship you are doing, which level it is and your job role
- Please provide us with a brief outline of your apprenticeship journey and why you have chosen this career
- Please can you tell us about how your apprenticeship is being delivered?  
This could include the following:  
Who is your training provider? How do you balance work and study? Do you visit a training centre?  
Does your tutor visit you at work? Do you use online learning?
- Which subjects did you study and how do they link to your apprenticeship?

### Finding your apprenticeship:

- Please can you tell us a little bit about how you found your apprenticeship?  
This could include the following:  
Which website(s) did you use? Did you do any research? Did you have any support from others?  
What made you want to pursue this role/industry? What drew you to your apprenticeship/industry?
- How did your school/college support you when you were applying?

### Advice:

- What would your advice be to potential apprentices about apprenticeships?
- What would your advice be to potential apprentices about how to get support when you're applying?
- What would your advice be to parents/carers about apprenticeships?

Make sure you are clear about how you'd like them to submit the case study and when you need it by. It is also important you ask for their approval of the final version before you publish, and ask for their permission to share it. You may want to let them know in advance that you may need to make some tweaks to what they've written.

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## Other apprentice case studies from your school community

Former students may not be the only apprentices in your school/college community. You could consider:

- Apprentices who may be employed at your school/college
- Staff who may have done an apprenticeship in the past or are considering doing one now or in the future
- Reaching out to your parent/carer community to find out if any of them were/are apprentices, if they employ apprentices themselves or work with any apprentices who may be willing to get involved
- If any external suppliers you use have apprentices in their organisation

## Would they like to feature in an Amazing Apprenticeships case study or webinar?

Through our work, we are privileged to meet thousands of apprentices from across England (and internationally) to listen to their stories and learn from their experiences.

Every apprentice's story is unique and powerful - no matter their background, age, gender, location, apprenticeship role or the level or type.

If any apprentices you engage with would like to share their story with us, we would love to hear from you or them! Contact us by emailing [hello@amazingapprenticeships.com](mailto:hello@amazingapprenticeships.com)

You can find some of our filmed case studies here: [amazingapprenticeships.com/apprentice-story-films](https://amazingapprenticeships.com/apprentice-story-films)



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