

ENGAGING WITH SCHOOLS

Building successful education outreach projects

a one-day, in-person workshop for organisations aiming to build engagement with schools
employers for careers messaging / charities for KPIs with young people

- finding it hard to make contact with schools?
- tricky to make your message relevant to young people?
- difficult to know if you're making a difference?

This workshop will help you craft a strategy for engaging with schools,
answering the Why? What? How? So what? and What next? questions of school engagement.



Workshop leader:
Christina Astin, Education Consultant
and former teacher



Schools outreach leads to:

- A steady future pipeline of new talent & fresh ideas
- Lower skills shortages
- Reduced recruitment costs
- Stronger funding bids
- Happier community relations

Why do businesses engage with schools?

1. To inspire and inform young people about careers in their sector
2. To help teach or enrich the curriculum
3. To create opportunities for employee volunteer days
4. To build bridges with the local community
5. To help make a difference to disadvantaged groups





Schools outreach leads to:

- Increased awareness of your charity
- More opportunities to support young people, teachers and families
- Stronger funding bids
- Happier community relations

Why do charities engage with schools?

1. To raise awareness of young people about important causes and for fund-raising
2. To help teach or enrich the curriculum
3. To make schools aware of the support your charity offers
4. To build bridges with the local community
5. To help make a difference to disadvantaged groups



Attending this course will enable you to...

...develop low-cost, 'quick win' ideas for appropriate, engaging and beneficial outreach activities to deliver to schools and colleges, whatever your organisation or location.

...consider your aims and how to implement your plans, with advice on logistics and administration of activities in schools.

...see examples of successful strategies that make a difference and discover methods of measuring this impact.

...draw on the expertise of the course directors with a combined experience of over 60 years of schoolteaching, leadership, partnerships and outreach.

Course directors: Christina Astin, Jeremy Thomas



Details:

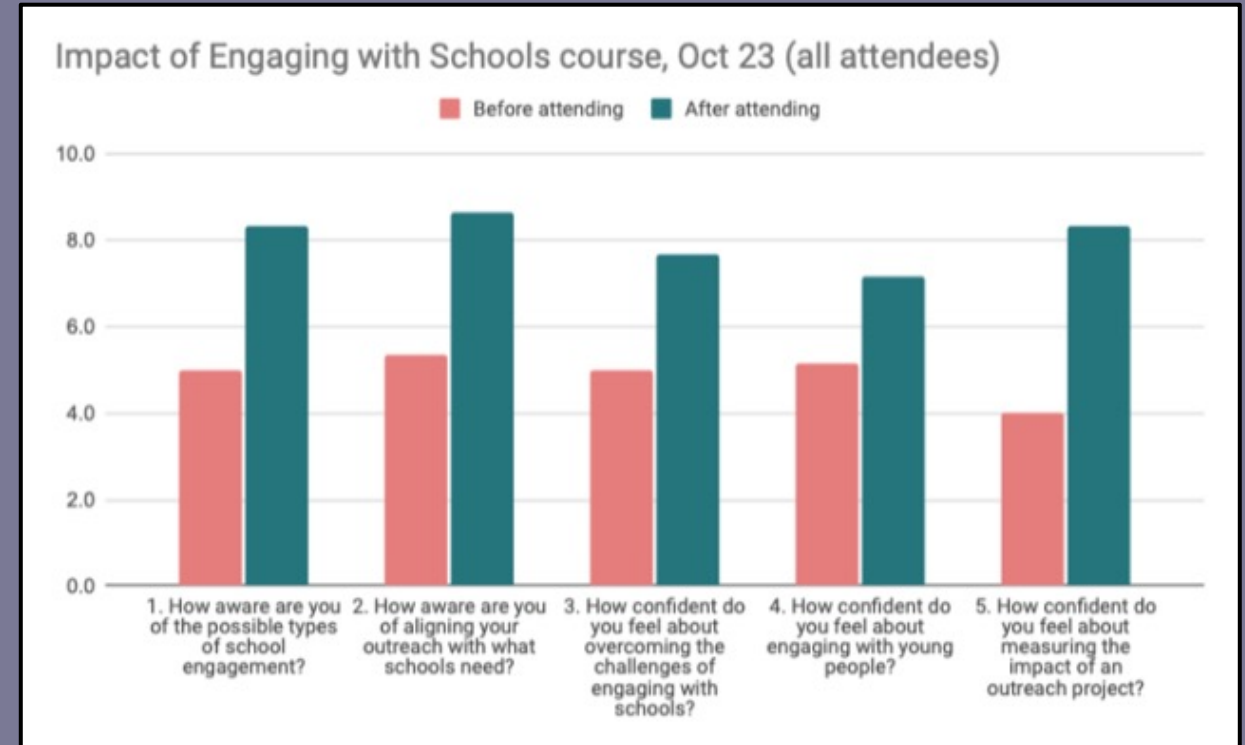
- 1-day workshop
- Book us to come to your workplace and work with your team
- Or join an 'open' cohort (contact us for details for the next workshop)
- Numbers limited to maximise interaction
- Discount for charities

IMPACT: The best thing about the Engaging with Schools course is...

“

- Connecting with educational experts and other organisations who have the same aims and challenges as us
- The guest speaker sharing how their business had successfully engaged with schools
- Hearing about all the different ways you could engage
- The amount of information provided

”



100% of participants said they would recommend Engaging with Schools to a colleague or contact.