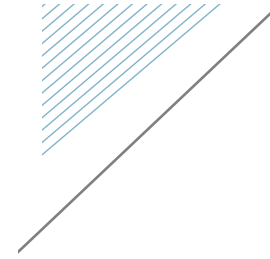


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1. School outreach works: strengthening talent pipelines, closing disadvantage gaps and saving money

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2. Sustained engagement and higher quality outreach lead to longer-term benefits, especially in key sectors

3. Employer Standards highlight common challenges and opportunities

Insight 1

strengthening talent pipelines, closing disadvantage gaps and saving money

Providing meaningful opportunities leads to increased interest and business growth

- Employers who provide meaningful opportunities see an increase in sector interest, applications for roles in
- Those doing the most targeted and intensive work (meaningful opportunities) are almost twice as likely

Insight 2

Sustained engagement

Employer Standards highlight common challenges and

There is more to be done to prepare young people for application processes, evaluate activity and measure the value of careers engagement.

- Helping young people understand and prepare for application processes, evaluate activity and measure the value of careers engagement.
- Those scoring higher on this Standard are more likely to report young people's employability skills.
- 39% of employers are currently engaging parents, so there is an opportunity here for more outreach.
- Overall, 39% of employers are currently engaging parents, so there is an opportunity here for more outreach.

Employers engaging parents and carers have greater impact.

- Employers that engage parents and carers in careers activities are more likely to say their engagement is helping them close skills gaps than those that do not.
- They are 19%pts more likely to say their education outreach is helping them close skills gaps than those that do not.
- Overall, 39% of employers are currently engaging parents, so there is an opportunity here for more outreach.

Where next for Employer Standards?

The Employer Standards framework and self-assessment tool is helping

need, by using the Standards Framework and associated resources and considering working directly through the CEC network of Careers Hubs



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