

EAN CASE STUDY:

BISHOP'S HATFIELD GIRLS' SCHOOL & COMPUTACENTER

ABOUT THE SCHOOL

Bishop's Hatfield Girls' School is an all-girls school located in Hatfield. It has a high academic focus with over 70% of students achieving 5 A* - C GCSE grades in Summer 2017.

Leading the school's Enterprise Adviser programme is Vicky Langston, Co-ordinator of Work Related Learning. Vicky has prioritised the development of links with the business sector and is enthusiastic about potential opportunities to strengthen partnerships with business leaders.

ABOUT THE ENTERPRISE ADVISERS

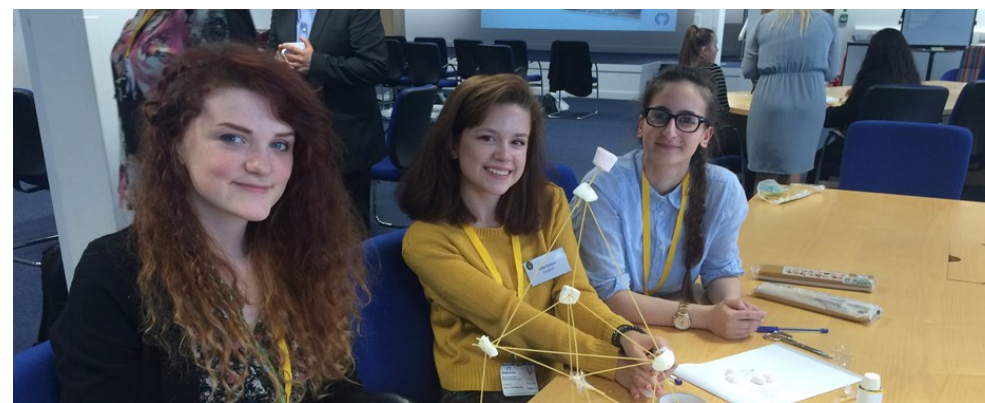
The EAs are Doris Brozio and Craig Cobb from Computacenter in Hatfield. Doris is part of the HR Team and her motivation to become an EA was to give something back to society. She wants to make a real change in young people's lives by giving them the right start into their careers through a well-structured and varied work experience programme.

Craig is the Future Talent Manager. He helps young talent reach their true potential and is the main driver for all youth activities at Computacenter. He focuses on the long term and provides great teaching and mentoring to all students, apprentices and graduates within the business.

Computacenter UK Ltd is a thriving, global IT solutions provider, founded in the UK and based in Hatfield. The business needs young talent to grow and develop, and strives for a diverse, creative workforce to ensure its long-term success. Specifically, it hopes to inspire young women to consider a career in IT.

WHY HAVE AN EA AT BISHOP'S HATFIELD GIRLS' SCHOOL

The school has always been proactive in its engagement with local employers but hoped that joining the Enterprise Adviser Network could help it better understand the expectations businesses have of students beyond academic entry requirements; better understand how to prepare students for the corporate application process with the help of business leaders; and raise the aspirations of students so they see the corporate world as a place 'for them' rather than as a distant and daunting place.



WHAT THE ENTERPRISE ADVISERS HAVE DONE

Company presentation: Up to 100 Year 11-13 students heard a presentation about the aims and core values of Computacenter, their presence locally and the career pathways of the EAs and other members of the team. This was an excellent introduction for the students at the start of the relationship and meant they were well informed about the business during other activities later in the year.

Focused Work experience weeks: Computacenter ran two weeks of work experience for seven students from Year 10-13, who took part in a rotation programme and an employability workshop. The programme targeted high-ability students from disadvantaged backgrounds, who do not benefit from parental or familial connections to the corporate world.

Onsite visit to Computacenter HQ: Five Year 12 students attended a full day of intensive training from the Early Talent team at Computacenter where they undertook a range of presentations and challenges designed to target their problem solving and team working skills. Students also had the opportunity to have an informal chat with the team and ask questions about apprenticeships, degrees and career pathways.

Mock Assessment Day: 60 sixth-form students participated in a 2 hour assessment centre workshop and experienced the activities used by the business during the selection process. Students were given feedback on their performance throughout the session.

Apprentice presentation: Up to 100 Year 11-12 students were introduced to a range of different pathways during their careers education to educate them as to why apprenticeships should be considered alongside the traditional pathways of further education and university. Hearing this from business leaders was useful and has had a direct impact on a number of students.

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HOW THIS HAS BENEFITTED COMPUTACENTER

Craig & Doris: "Our involvement with Bishop's Hatfield Girls' School via the Enterprise Adviser Network has been highly beneficial for Computacenter. We have **created a pipeline for Future Talent through our school outreach program**. We have been successful in **opening young minds to the world of IT and the variety it offers**, from programming and coding to business, people, marketing, strategy and communication. We were delighted to show young women these paths.

"Our programmes for graduates, undergraduates and apprentices are highly valued and established. We hope to attract more talent for these programmes and increase our brand awareness by showing students of all ages what they entail and how they can apply for them successfully. Our company's commitment to helping young people through work experience was well received by pupils, parents and teachers."

FUTURE PLANS

Craig and Doris are now beginning their second year as EAs at Bishop's Hatfield Girls' School. Among other things, they plan to hold apprenticeship talks for staff and parents and support GCSE Options Evenings by linking subjects to skills required in the industry.

HOW THIS HAS BENEFITTED BISHOP'S HATFIELD GIRLS' SCHOOL

Vicky: "From a strategic perspective, the EAs have advised us on many aspects of preparing students for life after school and for the workplace in general. The girls have benefitted from a wide range of opportunities which are continuing to evolve. Computacenter's profile has been raised locally and students are far more aware of wider opportunities in business and how they might access them.

"The initiatives have had a significant positive impact on the school in general. **Younger students have seen and heard about activities that the older students have undertaken** and this has been reported to parents via social media and news bulletins. Other local businesses have been interested to hear about our work with Computacenter and were keen to offer opportunities in terms of work experience and to volunteer as guest speakers.

"**Our students have gained a greater insight into the expectations of employers and the application process**. They were hugely positive in their feedback of events, asking for more input from the EAs and engaging with business leaders who were able to provide advice and communicate their expectations.

"Students have visited a corporate environment; a novel experience for many, and have **received career advice on a personal level** from interested and engaged business leaders. This is far more than we could have hoped for and has had a **huge impact on the aspirations of our students**.

"We now also have a strong and **developing partnership with a large local employer**; a formal arrangement we did not have before the project. The potential for future initiatives is high and I am sure this is something we will continue to work on together. This partnership means that **as a school we can focus on the skills and qualities students need beyond their academic qualifications**.

"Our EAs have been highly enthusiastic and determined to offer a wide range of opportunities for our students. They have listened carefully to what we hoped to achieve through the partnership and have been keen to work in a variety of ways with our students. They have been very focused on the key skills and qualities our students need and have been welcoming and friendly throughout. The EAs have also raised the profile of the business world at many levels throughout the school."