NAW2020 Supporter Toolkit
Teachers

Apprenticeships
National Apprenticeship Week
3 to 9 February 2020

#NAW2020 #LookBeyond
The purpose of this toolkit is to give you all the information you need to start thinking about how you can get involved with National Apprenticeship Week 2020. It includes information on this year’s theme and our national campaign platform, as well as guidance for how you can join and drive the conversation on social media during The Week. We will send another update in the New Year, with some additional assets for you to download and use.

**The theme for 2020: Look Beyond**

The theme for National Apprenticeship Week 2020 is “Look Beyond” – we are encouraging everyone to look beyond outdated stereotypes surrounding apprenticeships and celebrate the diversity of opportunity and value that they bring to the country today.

Teachers, you play a vital role in helping your pupils and their parents Look Beyond more traditional routes into employment and understand the diversity of career opportunities that are available through apprenticeships.

The theme will unite the entire apprenticeship community with strong consistent messages and initiatives during The Week to ensure we can have the strongest possible collective impact.

**Tackling outdated stereotypes**

One of the most common misconceptions about apprenticeships amongst parents and young people is still that apprentices are ‘just employed to make the tea’.

We would love your support to help parents and young people Look Beyond this myth, by showcasing all the fantastic and inspiring work that apprentices are doing, gaining the skills and experience to boost their careers.

Today’s apprentices are Making Impact, Not Tea.
Attend a Look Beyond event in your local area

Employer events near you – for the first time ever, we’ve extended The Week to include the Saturday and Sunday (8 and 9 February), to maximise the opportunity for teachers and parents in particular to be able to participate in events. We’ve asked employers large and small, up and down the country, to open their doors between 3 and 9 February to showcase the inspiring work their apprentices are doing, adding value and making an impact.

Use our handy events map to check out the Look Beyond events that are taking place in your area and head along if you can. Please also encourage your pupils and their parents / guardians / carers to attend these events, so they can hear first-hand from employers and current apprentices.

Host an event at your school or college

Broadcast the Big Assembly – bringing together apprentices, employers and students from across the country, this is a chance for everyone to learn more about apprenticeships and kick off National Apprenticeship Week in style. The broadcast starts at 10.30am - you can find out more here: bigassembly.org

Welcome apprentices into your school – welcome in current and past apprentices, ideally from your school, during The Week to share their story with your students. It’s so powerful for them to hear personal anecdotes and advice from someone they can easily relate to.

Host a parents evening – consider hosting a parents evening exclusively dedicated to educating and inspiring parents about the opportunities that apprenticeships can unlock. You may wish to invite the parent of a current apprentice in as a guest speaker, or a few people as part of a panel, to bring this to life and provide crucial peer to peer reassurance to other parents whose children may be considering this route into work.

Invite an ASK representative in – The ASK (The Apprenticeship Support and Knowledge for Schools and Colleges programme) network has representatives across the country, who are able to support you in developing and transforming how your students think about apprenticeships. Invite your local representative in and fire up your apprenticeships advice. For more information: amazingapprenticeships.com/about-ask

To find your local ASK contractor, please see contact details in the appendix at the end of this toolkit.

Apply to become an Apprentice Champion – if you’re passionate about apprenticeships and eager to share your enthusiasm and expertise with others, why not become an Apprentice Champion, to find out more view here.

Don’t forget to shout about all the events you are attending or hosting on social media channels (and please use the hashtags #NAW2020 and #LookBeyond), in the local media and to friends and family, as well as through your professional networks and any communications channels with parents.
NAW2020 Supporter Toolkit – Teachers
2. Fuel the conversation on social media

Visual assets will be available for you to download in the New Year. We’ll also be posting on social media to let you know when these are live.

**IMPORTANT:**
Please tag all your social media posts with **#NAW2020** and **#LookBeyond**

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**Wear the ‘We’re Fired Up’ Badge**

On Monday 3 February, help us make a social splash by adding the ‘We’re Fired Up’ badge to your social media profiles to show you’re proudly supporting National Apprenticeship Week 2020.

**Making Waves – share your success stories**

Using the template we will provide, please share your experiences and best practice advice for how you have embedded information about apprenticeships into your curriculum and careers advice.

**Download and share our video**

Video content is being created and will be shared in the New Year. Once available, in February 2020, please share this on your own social media profiles, and on forums you may be a member of.
3. Get involved with our Twitter Q&As

#AskAnApprentice
Building on the success of last year, we will be running this session again in 2020. Please share details of this with your students and their parents, encouraging them to use the #AskAnApprentice hashtag on Twitter from **12-2pm on Wednesday 5 February** and get involved in the online conversation.

#AskAnEmployer
This year, we will also be running an #AskAnEmployer session. Employers of all sizes will be taking to Twitter, to answer questions about their apprenticeship programmes, what they look for in prospective apprentices, and the work their current apprentices are doing. This will take place on Twitter from **12-2pm on Thursday 6 February**. Please do encourage your students and their parents to join the conversation and see the opportunities employers open up to apprentices.
If you’re interested in finding out more about National Apprenticeship Week and apprenticeships in general, check out the useful links below:

- Find an Apprenticeship: gov.uk/apply-apprenticeship
- Access our Teacher guides: amazingapprenticeships.com/resources
- Find out more about National Apprenticeship Week: gov.uk/government/topical-events/national-apprenticeship-week-2020

Thank you – if you have any questions in the meantime, please do feel free to get in touch by emailing: the.week@education.gov.uk

Follow National Apprenticeship Service:
Twitter: @Apprenticeships
Instagram: @fireitupapps
Facebook: FireItUpApps
LinkedIn: National Apprenticeship Service
Hashtags: #NAW2020 #LookBeyond

For more information on apprenticeships visit: www.apprenticeships.gov.uk
Find your local ASK (The Apprenticeship Support and Knowledge for Schools and Colleges) contractor

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