

7.12 The Service Provider shall engage with **pre-eligible audiences and young people in education** as described below:

- 1.1.1 the Service Provider shall define an Education Strategy to raise awareness and understanding of Army careers among young people and gatekeepers, thus increasing the number of young people actively considering an Army career and creating a supportive environment in which that consideration can flourish;
- 1.1.2 the Service Provider shall use education as a source of advocacy for an Army career, using existing structures and trusted sources, such as teachers and IAG advisers, to impart information to young people and their parents;
- 1.1.3 the Service Provider shall use education engagement to support the recruiting of specific job roles where specific qualifications are required e.g. technical trades, officers in general, PQOs;
- 1.1.4 the Service Provider shall use a targeted approach to the education market to
- 1.1.5 deliver a balance of broad reach and relevant focus, to weight activity towards quality recruits and areas of specific need (e.g. potential pinch points such as engineers), as well as important groups such as women, ethnic minorities and other cohorts, as described in Figure 4 below:

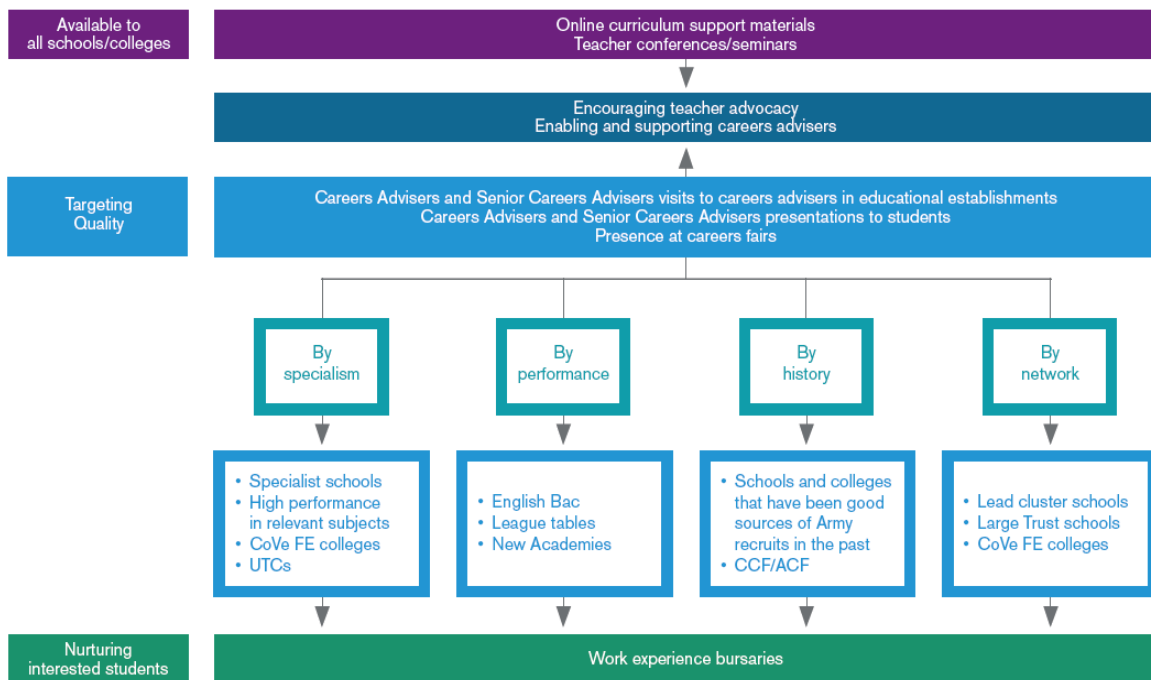


Figure 1 - Engagement approach for the education market

- 1.1.6 engagement activities shall include Careers Adviser (CA) and Senior Career Adviser (SCA) visits to careers advisers in educational establishments, presentations to students and presentations at careers fairs, as detailed in *Appendix 15 (Candidate Preparation) to Annex K of Schedule 11*;
- 1.1.7 the Service Provider shall engage with the Combined Cadet Force and Army Cadet Force to provide career guidance and support;

- 1.1.8 the Service Provider shall communicate with pre-eligibles and young people in education by building relationships with education providers and other key influencers;
- 1.1.9 the Service Provider shall begin pre-eligible activity from Year 9, when young people are making their first career-orientated choices;
- 1.1.10 the Service Provider use its resources to market the Defence Sixth Form College and attract the right number of suitable candidates;
- 1.1.11 the Service Provider aims to attract potential recruits over the long-term and establish a positive relationship with gatekeepers and influencers thus ensuring their future support;
- 1.1.12 the Service Provider shall ensure as wide a reach as possible by promoting digital curriculum resources to schools / colleges and engaging with teachers via conferences / seminars to encourage advocacy and facilitate accurate careers advice;
- 1.1.13 the Service Provider shall use existing communication channels within education where possible;
- 1.1.14 the Service Provider shall deliver content such as curriculum resources and careers information;
- 1.1.15 the Service Provider shall liaise with education governance bodies, including Local Education Authorities (LEAs), Association of Colleges (AOC) and the Department for Education;
- 1.1.16 the Service Provider shall partner with key education providers with recognised strengths, to ensure we maximise the pool of quality recruits. This means targeting educational establishments that:
 - 1.1.16.1 are centres of excellence / high performers in relevant skill areas e.g. IT, engineering, etc;
 - 1.1.16.2 are recognised as high performing;
 - 1.1.16.3 have a history of effective Army recruiting; and
 - 1.1.16.4 are part of a wider existing network of schools / colleges.
- 1.1.17 the Service Provider shall consider military preparation colleges (MPCs) within its education strategy by:
 - 1.1.17.1 targeting those colleges and courses that have traditionally provided quality recruits; and
 - 1.1.17.2 developing relationships with MPC leaders to maximise the value of their advocacy.
- 1.1.18 the Service Provider shall work with the Army to provide nurturing experiences such as work experience or bursaries for identified quality individuals in education;

- 1.1.19 the Service Provider shall maintain and develop Camouflage in an online format as a key CRM programme for the pre-eligible audience; and
- 1.1.20 the Service Provider shall maintain a detailed educational outreach programme and in support of this shall ensure that an accurate and up-to-date list of educational establishments is maintained.