

# KS3 DIGITAL ENGAGEMENT PILOT

## - We need your help!

### THE PILOT

The KS3 Digital Engagement Pilot is a Heart of the South West LEP region initiative, designed by the LEP's local Digital Skills partnership, the LEP's Careers Hub, delivered by Real Ideas and funded by the Department for Culture, Media and Sport.

It seeks to understand what types of digital encounters are most effective in supporting careers education to help schools demonstrate the relevance of digital skills, the career opportunities in digital roles, and the routes into them.

15 secondary schools across Devon and Somerset will benefit from access for their Year 7 and 8 students (11-13 year olds) to a range of digital engagement activity between February and July. Staff and parents will also benefit from signposting to a curated mix of online content, competitions and talks to stimulate their interest and understanding.

### HOW YOU CAN HELP

We know there is a huge range of material available that promotes the very best of digital and tech as well as individuals and organisations who are keen to share their experiences and enthusiasm for the sector and we are keen to make the most of that in the two key strands of the pilot:

**Virtual Digital Engagement Series** – a series of monthly sector insights designed to improve access to and interest in the range of digital and tech careers available across the region:

- Amazing Makers – using tech to make
- Code Crackers – introducing cyber security
- Super Software – the world of coding
- Dazzling Designers – creative design
- Future Tech – engineering new tech
- Digital Natives - digital skills: what they are and why important across all careers

Each insight will feature short 10-minute bites of content:

- Insight mini taster 'film'
- Workplace walk-through
- Employee profile (focused on a 'one-step removed' employee)
- An activity/challenge to be completed
- An employer Q&A

**Real Ideas Digital Futures Programme** – access to programmed ongoing activity and signposting to regional/national events, holiday activity, talks, webinars and competitions as well as opportunities to engage with the state-of-the-art Market Hall centre for creative and digital (and its 360-degree immersive dome) due to open in Plymouth in March.

### WHAT WE'RE AFTER

In shaping the content and activities for these two strands we are looking for:

- pre-existing material that would be effective in promoting the sector
- people happy to create pre-recorded mini-interviews, Q&A, workplace walk-throughs, webinar and live talks

### GET IN TOUCH

If you have pre-existing content you think would be suitable or would be happy to contribute to talks, webinars or Q&As, we would love to hear from you! Contact Holly Power-Brown at [holly.power-brown@realideas.org](mailto:holly.power-brown@realideas.org).



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### Things to Note

This call out is all about making best use of the great promotional material we see all around us and presenting it to young people in school settings.

We know there is lots of pre-existing content out there so this isn't necessarily about creating new material – it's about making best use of what there is!

None of the content needs to be long – we're looking at nothing more than 10 minutes. Short, sharp, impactful.

The key thing is that content needs to appeal to 11-13 year-olds whose thoughts are turning to their options choices and future careers. The project seeks to test what type of digital encounters are most effective in supporting careers education to help schools demonstrate the relevance of digital skills, the career opportunities in digital roles, and the routes into them.

### Insight Mini Film

The mini film is an opportunity to show the children what it is like to work in a particular sector (e.g. cyber security). We're looking for exciting film footage or photographic examples of a variety of workplaces and what they do to give an idea of the bigger picture. You may already have some of this content on your website, which gives an overview of what your sector does.

### Workplace Tour

If you are at your workplace this could be a video tour around the building- having a look at each department and what roles there are in each place. If you are working from home, this could be a short video from a variety of employees showing their workspaces and the tech they are using. Young people's perception of what a workplace is can be very narrow and work experience rarely happens until they are 15-16 and, even then, is limited to one experience so the more varied their access to the wide variety the better!

### Employee profile (focused on a 'one-step removed' employee)

This can be a short video interview with an employee - a recent graduate or new employee would be great to show the children younger people who work in the industry (this can be done via video meeting and recorded).

- I'm... and my role is...
- This is what I do- 'a day in the life of'
- This is what the work I produce looks like- this is how it contributes to the world
- This is my workspace and the tech I use
- What you love about your job
- What inspired you
- What/where you studied
- Why you think pursuing a career in tech is a good idea

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### An activity/challenge to be completed

This could be an activity on the computer, such as a game or challenge where the children build an app, for example. This could also be a challenge that doesn't need a computer but is related to the sector. For example, code cracking.

### An employee/employer Q&A

Employee/employer Q&A: This element is slightly different- we are looking for individuals who would be able to take part in a pre-recorded Q&A after the children have been introduced to that particular area of work.

The teachers will deliver that area (e.g. Amazing Makers) and then the children will have the opportunity to come up with questions they would like to ask an employee/employer. These questions will be passed onto us (Real Ideas). We will then choose a few questions across the schools to ask during a recorded interview. These will then be sent to the schools to watch to see if their question comes up!

We are also really keen to include relevant opportunities and activity in our...

**Real Ideas Digital Futures Programme** – schools will receive access to our programme of ongoing activity (including talks, seminars, holiday events) as well as signposting to regional/national events and competitions and opportunities to engage with the state-of-the-art Market Hall centre for creative and digital (and its 360-degree immersive dome) due to open in Plymouth this Spring.

We'd love to feature live speakers, insights etc. that would be available to the participating schools but also be of interest to our wider audience.