

Work experience project #9

Project challenge	Create careers information for local parents, using the company's processes and people
Purpose/outcome	Students will produce careers information from a parental viewpoint, which foregrounds the opportunities and benefits of working for the company
Age/suitability	14 + (including undergraduate), individual or teams
Route	Academic, vocational, work-based
Skills it will develop	Communication, information presentation
Knowledge it will develop	Company processes, communication technology
Skills it requires	Online searching
Project Duration	1 week
Business Exposure	All areas (including marketing, logistics, finance, maintenance, administration, etc)
Process	
Day 1	Introduction to the company Who's who Introduction to the company's products, manufacturing process, etc Research into local careers guidance processes and information
Day 2	Interviews with staff re activities and background Investigation of communication mechanisms (video, printed, etc)
Day 3	Interviews with staff re activities and background Summary report to W/E supervisor
Day 4	Drafting of content for the careers information Utilisation of appropriate media to capture and disseminate information
Day 5	Create presentation on careers information, including the information itself, and proposals to disseminate Presentation to careers advisers, teachers, senior staff in HR, chief exec/director level, W/E manager
Staff time over week	15 hours of interviews across the company