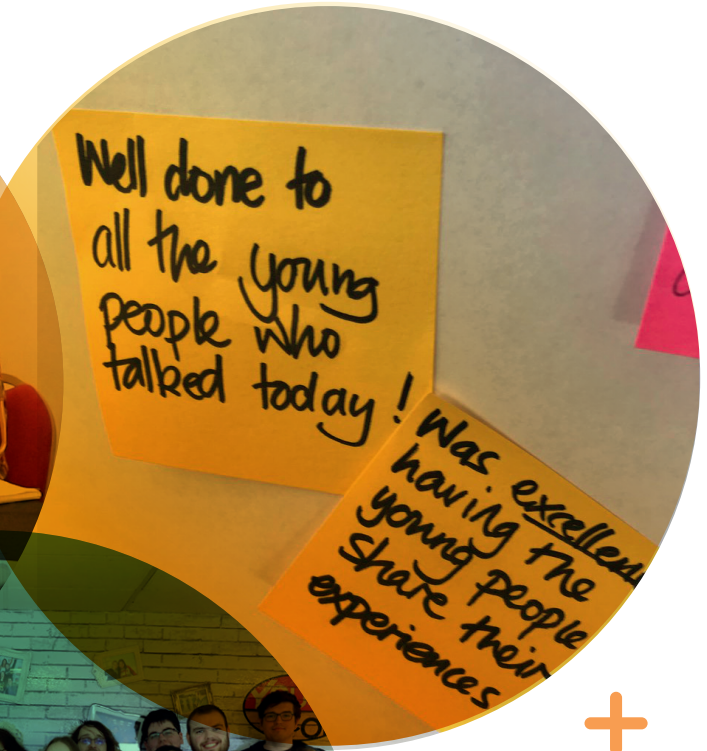


DYW

Developing the
Young Workforce



Putting Young People at the Heart of DYW: A routemap to 2021

Introduction

Established in 2014, Developing the Young Workforce (DYW) is the Scottish Government’s seven-year youth employment strategy. Since 2014, the 21 DYW regional groups have been established across Scotland and connected employers and educators around the country. This is leading to the creation of countless opportunities for young people to engage with employers, whilst supporting employers to develop their future workforce.

Young Scot is the national youth information and citizenship charity for 11-26 year olds in Scotland. Young Scot provides young people with information, ideas and opportunities to help them make informed decisions and choices. It delivers this through the PASS-accredited Young Scot National Entitlement Card, information and membership platform young.scot, and a co-design service which enables young people to become system changers and influencers.

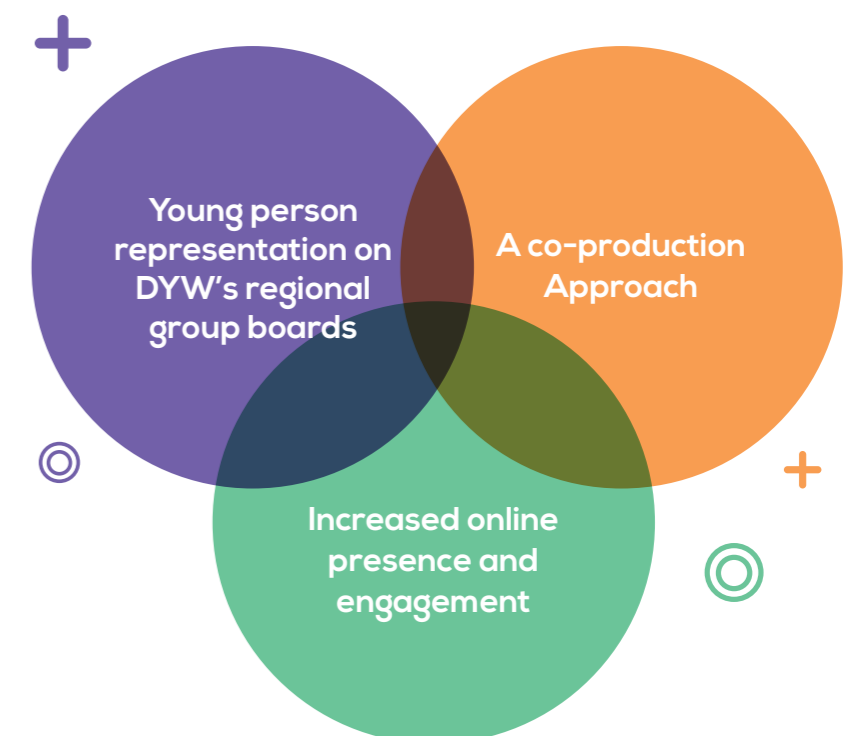
In 2018, a strategic partnership was established between Young Scot and the Scottish Government. This aimed to enhance the existing success and engagement of DYW regional groups it did this by offering insight; and recommend further steps that could be taken to ensure that the voices and views of young people are at the heart of DYW both nationally and locally.

This routemap and accompanying toolkit are a product of this partnership and the recommendations set out in the routemap are derived from sessions with young people, DYW regional groups and other stakeholders which were held by Young Scot across Scotland from January – July 2019.

The routemap comprises of three recommendations, as identified by young people and DYW regional groups. Each recommendation is accompanied by a timeline containing three recommended ‘goals’ for DYW regional groups and a list of tools and resources to assist in implementation.

Building on the regional groups’ well-established links and effective work with employers, educators and young people, the recommendations seek to enhance the DYW regional groups’ engagement with young people.

Putting young people at the heart of the work of DYW



The Process



Developing the Young Workforce



Young Scot has extensive experience in delivering service design and development through co-design with young people and stakeholders. This process provided an ideal template for Young Scot and DYW to work with young people and other key stakeholders to develop this routemap and toolkit.



Digital Ignition Seminar

event attended by 28 DYW Group representatives and stakeholders - 95% of attendees evaluated the seminar as 'fun' and over 82% said it was 'relevant' to their work.



National Ideas Gathering event

attended by 24 DYW Group representatives and stakeholders.



Mythical Millennial Conference

attended by 80 employers, DYW Group representatives and stakeholders.



Attendees were asked to use three words to describe their experience so far at the conference – 94% of these words were constructive including 'thought-provoking', 'interesting', 'engaging' and 'informative.'

Explore

Young Scot recruited two National Design Teams (NDTs) made up of young people from across Scotland. One group was made up of pupils in S1-S3, and the other was a group of 16-25 year olds. In these sessions, young people explored and discussed the kind of information they wanted on the topic of employment and the support, guidance and engagement they currently had and wanted to have with DYW locally and nationally.

In February 2019, Young Scot jointly hosted an additional event, the Digital Ignition Seminar, with Prince's Trust Scotland which explored how digital exclusion can impact young people and their employment opportunities.



Create

The discussions and ideas formulated in sessions with the NDTs resulted in a draft set of 'recommendations' for the Routemap which was presented to DYW regional groups at a national ideas gathering event in May 2019.



20 hours

of sessions with 35 young people aged 12-25.



Reflect

During the national ideas gathering young people, DYW regional group representatives and other stakeholders discussed, reviewed and re-evaluated the drafted recommendations.

In July 2019, Young Scot and DYW held The Mythical Millennial: Managing a Changing Workforce conference in Edinburgh. Conversations and reflections from the employers, educators, stakeholders and DYW representatives from this event also fed into the drafted recommendations.



Recommend

Three recommendations are set out in this routemap which aim to put young people at the heart of DYW. The accompanying toolkit is comprised of tools, recommended by young people, DYW regional groups and other stakeholders, that will assist DYW in achieving these recommendations.



Next steps

Each recommendation laid out in this routemap has three clear implementation targets for DYW regional groups to work towards. Each recommendation also presents a current case-study of a DYW regional group achieving success in this area.

Recommendation 1:

Young person representation on DYW's regional group boards



Developing the Young Workforce



At least two young people to participate on each of the 21 regional group boards across Scotland to help feed into, shape and inform the group's work and activities.

Why:

DYW private sector employers and partners from the public and third sector currently sit on DYW regional group boards. Recruiting young people to participate on these boards would ensure that young people are at the heart of the work of DYW locally, providing an opportunity for young people to be involved in decision-making. Some DYW regional groups have already recruited a young person onto their board or started the process and have identified this recommendation as very achievable.

Implementation:



Now - engage with current board members about the benefits of involving young people on the board and begin to consider how they could be supported to fully participate.



January 2020 – agree mechanism for enhancing processes and procedures within each regional group to ensure that young people can sit on the board alongside other members and begin process to recruit two young people from diverse backgrounds (i.e. in an apprenticeship, in secondary education, in employment, in further education) to sit on each of the DYW regional group boards.



October 2021 – minimum of two young people drawn from diverse backgrounds to be well-supported members of each DYW regional group board. This should take into account the make-up and nature of the region.

Toolkit resources



We will provide:

- ⦿ Hints and tips along with best practice pointers to support incoming young Board members.
- ⦿ A guide on how to advertise a vacancy for a young Board member – detailing the importance of language, role description etc.
- ⦿ Signposting for DYW regional groups to organisations able to provide good practice examples and advice for recruiting young board members.

DYW Dumfries & Galloway



Towards the end of 2018, DYW Dumfries & Galloway welcomed Nikki-Marie Vjatschslav as a young board member. Graeme Galloway, Programme Director for DYW Dumfries and Galloway said, “Nikki has been an excellent addition to the DYW Board. As student president for Dumfries & Galloway College, she represents over 5000 students based at the Dumfries and Stranraer campuses. She brings a young person’s perspective to all DYW does and is a valued contributor at board meetings and her views are regularly sought about a range of topics. DYW D&G is currently developing with Nikki a student engagement programme utilising class representatives and specific work ready projects for students from further education colleges and universities located in D&G.”



Recommendation 2:

A co-production approach






Tap into the enthusiasm and insights of all stakeholders involved in the work of DYW – young people, employers, educators, parents and other organisations – by using a co-production approach in work.

Why:

The co-production way of working is a tried and tested approach used across organisations in Scotland. It allows communities and stakeholders to adopt a collaborative culture towards a common goal. Young people identified this recommendation as very important to them.




Implementation:

-  **Now** – consider how co-production tools provided in the toolkit could be utilised in current DYW work locally and test how effective they are.
-  **April 2020** – co-production methods and/or tools are being actively used within DYW regional groups in at least one area of their work.
-  **October 2020** – the process of co-production is fully embraced in the work of DYW regional groups, resulting in employers, educators, young people and other DYW stakeholders working in collaboration.

Toolkit resources



We will provide:

-  A workshop blueprint that explains and defines the co-production process and explains the values behind co-production.
-  **Co-Production Activity Templates:** A document covering three activities which can be used in co-production sessions for all age groups and demographics. Each document will cover how, where and why that activity might be used, with specific DYW-focused examples:
 - Icebreaker
 - Ideas sheet template
 - Storyboard template
-  A list of tips and useful advice/good practice for co-production from Young Scot.

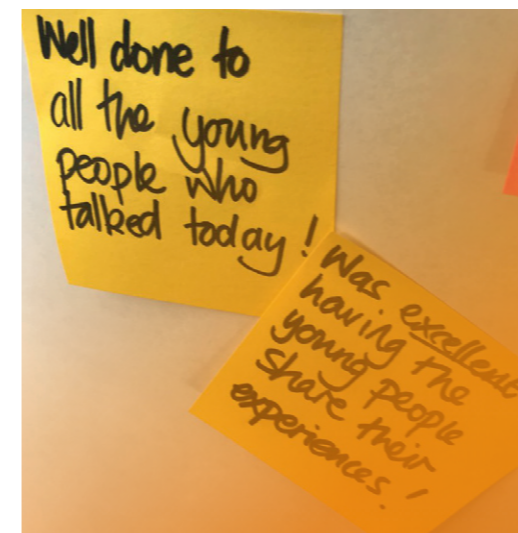
DYW Borders

Developing the Young Workforce Borders (DYWB) is using the process of co-production frequently in their work. One example of this is, when working with a local primary school, DYWB surveyed pupils to ask, ‘What do you want to be when you grow up?’ The answers from P1 pupils included a fairy and a crocodile; however pupils in P7 aspired to be a pilots or vets, amongst other careers.

Based on these results, DYWB decided to invite employers into the school from the five most popular career areas referenced by pupils. These employers spoke about their individual career paths, their role and career area to pupils.



Through DYWB’s close collaborative work with schools, parents, and other partner organisations, two schools in the Borders recently won the Scottish Better Energy School Award from the Young People’s Trust for the Environment.



Recommendation 3:

Increased Online Presence and Engagement

Increase presence and engagement with young people online, where appropriate, through social media channels and websites, whilst ensuring that all communication channels are accessible for their relevant audience.

Why:

A majority of DYW regional groups engaged within this process identified better resources and tools for engaging with people online and in social media as important to them. Young people were aware that some DYW local websites have sections for young people and were keen to provide feedback.

Implementation:



Now - audit DYW group's current website and social media channels, identifying target audiences for each channel and ensuring accessibility for these audiences.



January 2020 – DYW groups have developed a digital communications plan along with targets for engagement online and on social media.



October 2020 – Targets for digital engagement are being met. Young people and other target audiences are actively engaging and using Regional DYW Group's website and social media.

Toolkit resources



We will provide:

- ⦿ A brand guidelines document detailing social media and online guidelines for engaging effectively with young people.
- ⦿ Tips and tools for social media content – a document with general tips on such things as frequency of messaging and targeting as well as helpful free tools for DYW groups to use on their social media interaction with any audience, including tips on how to better work together, sharing good practice between groups.
- ⦿ Video and image tips – a document with specific design tips on creating videos and images on social media and for websites.
- ⦿ Useful list of hashtags for DYW regional groups including:
#nowrongpath
#scotlandbiggestparentsevening
#ajobforeverybody
- ⦿ A template step-by-step guide to audit a website.



Case Study

#NoWrongPath is an award-winning social media movement established in 2017 by DYW Glasgow. The campaign aims to provide hope and reassurance to young people who may not have achieved the exam results they hoped for. By asking people from all over Scotland to share an insight into their career journey so far, #NoWrongPath highlights and showcases the range and diversity of career paths that are followed after school. With support from DYW colleagues across Scotland, the campaign has a national reach.

Now in its third year, DYW Glasgow have taken the campaign a step further by creating the #NoWrongPath resources 'hub' which signposts to the breadth of opportunities available to young people. From mental wellbeing support to career inspiration and training opportunities, this online platform brings together key programmes and initiatives in a centralised source for young people as they consider their next steps

In previous years, #NoWrongPath has seen over 12,000 contributions – including from high-profile Scots - and the 2019 campaign will build on previous success and continue to inspire Scotland's young people demonstrate that there truly is no wrong path..

Find out more about #NoWrongPath at nowrongpath.scot



What's Next?

Putting Young People at the Heart of DYW:

A Routemap to 2021 contains three recommendations prepared by young people and DYW groups, each with proposed goals for DYW regional groups to work towards.

Each recommendation is presented alongside a set of tools and resources to assist DYW regional groups with implementation.

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We are happy to consider requests for this document in other languages

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