

## PATHWAY CTM PRE-EMPLOYMENT PROGRAMME

2020-21





“ Our mission is to deliver our Programme to every school and college in the UK ”

Welcome to The Pathway Programme. Something that has been my passion and life for 6+ years, initially starting in Kent, scaling to London and now across 15+ Core Regions nationally. I set Pathway CTM (Careers, Training & Mentoring) up as I knew I could offer something (from my teaching and coaching background) ‘extra’ to inspire and develop young people. These skills are now seen across our growing team, all joining Pathway CTM to help in our mission to deliver the Programme to every school and college in the UK! We have established deep relationships with over 35 multinational companies, as well as local business, and it is our job to share our knowledge and expertise to guide students through the Programme, so they can create their own relationships with employers and help make an informed decision on their first career choice.

I am delighted to bring to your attention our enhanced Programme for 2020-21, which has built in structure and sessions designed to make it easier for students to learn key skills they need for the world of work. Keeping our events with additional online webinars, skills workshops and of course our coaching and mentoring service to support students throughout the year.

At the time of writing this, we have finished our 10th week of daily webinars for students (and teachers/parents) in response to Covid-19. This was our goal, to be there every day, 2-3pm for our students and we are smashing that achievement. From skills sessions with HSBC and BP, to question and answers with the NHS, to a 2-month series with Allen & Overy learning about the variety of roles within a multinational organisation. These skills sessions will be a big part of your Programme from September, and we can't wait to share them with you! Oh and I must mention, you will have one dedicated webinar for teachers and for parents each month, to give you and your parent communities the access to our employers too!!

So enjoy the Programme! Please make the most out of us by kickstarting students with their initial survey and checking the reports we give you to look out for those students who should be utilising our services and support. Students, parents and teachers have more access to our team and network of employers, alumni and volunteers than ever before. I'm expecting to see students complete our new online programme and indeed for more outreach session to be booked to support students who you think should get to speak to us in a school/college setting. Here is to the year ahead. I wonder who will be the success stories of 2020-21!?

Chris McNamara,  
Founder & CEO

## Our Pre-Employment Programme is FREE to all schools and colleges across the UK

Pathway CTM provides an **award winning Pre-Employment Programme** to all students from Year 11 to Year 13. Our Programme ensures all young people are fully informed, trained and supported through their options and decisions post GCSE and A-level, which includes Apprenticeships, Work Experience, Sponsored Degrees, or other recognised Training Programmes, including Gap Year opportunities.



Students get access to **weekly interactive employer-led webinars**, regular emails notifying of company opportunities they will be interested in, access to Employability Skills Days, Application Clinics and many bespoke Employer Events (online and physical).



Schools and colleges have **termly reporting** on all students who have completed the survey, showing their progress through the Programme and pre-destination data. This is complimented with monthly **teacher and parent/carer webinars and newsletter**, providing unparalleled access to our employer network.



Pathway CTM **support students through the whole journey**, from completing the Programme modules, to making their first application, our team are on-hand via our dedicated Student Inbox, and coaching calls.

Students are provided with an online Programme covering 3 modules:



MY KNOWLEDGE



MY PERSONAL BRAND

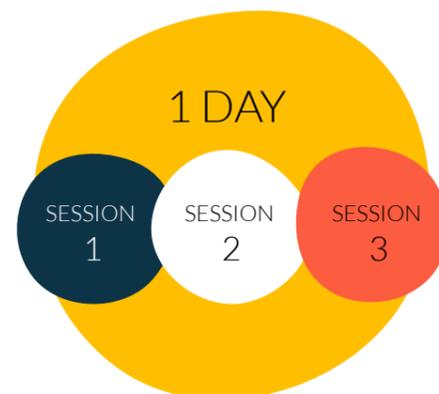


MY INTERVIEW & ASSESSMENT TOOLKIT

# OUTREACH PROGRAMME

We offer further support to schools and colleges through our **Outreach Service**, which can be delivered in a virtual classroom setting, supporting you through Covid-19, or on-site. You choose the students, and which workshop you would like delivered, we take care of everything else.

Our Outreach Service is delivered by one of our Outreach Managers and consists of **3 sessions, up to 1 hour each, delivered in 1 day**. These are designed for up to 12 Students of your choice per session, and will include an **employer volunteer from our network**.



# OUTREACH FOLLOW-UP



After each session students will complete a short-form survey to evaluate the session, and help us understand what type of follow up support the student would appreciate – email, text or call. Student progress will be updated by our Outreach Manager, and a follow up will be made to each student, giving a next step, and details of key events coming up.



We can provide 1-2-1 coaching calls to all students that have attended an Outreach Session, and students are shown how to request a coaching call through a dedicated Student Inbox.



Post delivery of our workshops, we supply schools with a report on the students' progress through our programme. We provide insight into how students have overcome challenges, improvement of confidence/direction and recording event attendance.

# AVAILABLE SESSIONS

## MY KNOWLEDGE

MODULE 1

1. Identifying all the options as a school-leaver (Apprenticeships, Degrees, Gap-Year Schemes)
2. Understanding my strengths
3. Qualifications (including Degree-level Apprenticeships) within different sectors

+ online follow-up resources

## MY PERSONAL BRAND

MODULE 2

1. Submitting a winning CV
2. Writing a cover letter and how to tailor it
3. LinkedIn Masterclass and creating a network

+ online follow-up resources

## MY INTERVIEW & ASSESSMENT TOOLKIT

MODULE 3

1. Creating and implementing your strategy to get your first job
2. Winning at Assessment Centres – a step by step guide
3. Mastering the 1-1 interview – phone, online & face to face

+ online follow-up resources

# PRICING

The cost of our Outreach Service for 1 day is **£200 (ex VAT)**, including follow up and reporting, if booked by end of Summer 2020 term.

There is no limit on the number of Outreach days you can book, and you can book in whatever order you need for your Students, and select from any sessions within the three modules.

How you may choose to structure our sessions:

Guideline	YR 13	YR12	YR 11
Module 1	Autumn term	Autumn term	Autumn term (based on GCSE demands)
Module 2	Autumn term	Spring term	
Module 3	Spring term	Summer term	

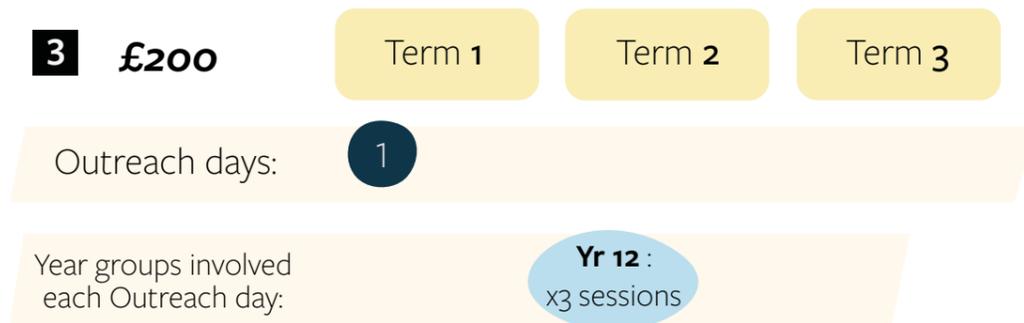
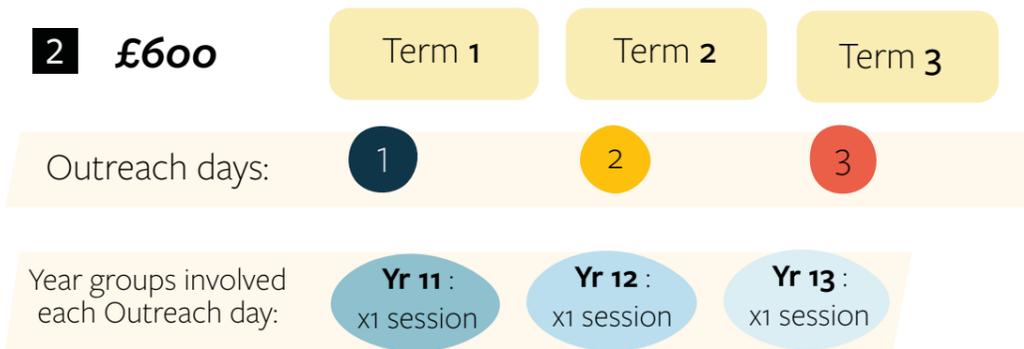
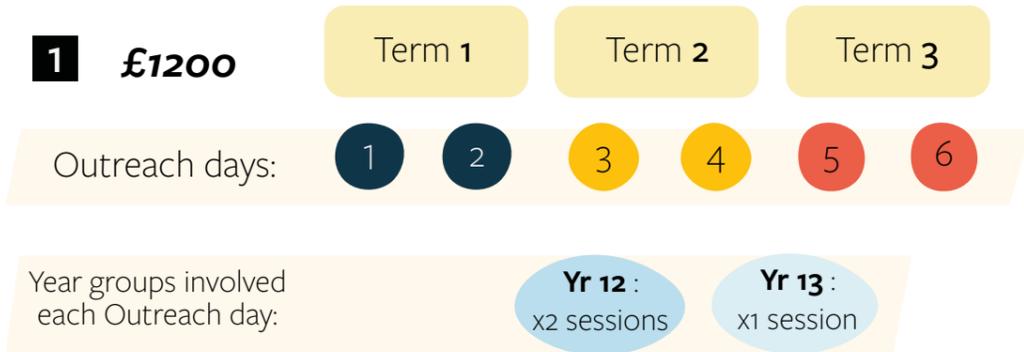
**Total cost for all 3 modules = £600**

# SESSION EXAMPLES

**Example 1** - Two Year groups splitting sessions in each Outreach day

**Example 2** - All Year groups experiencing each module

**Example 3** - One Year group completing one module within a day



We can discuss options with you when booking our Outreach programme to find a structure that best fits your student's needs.



To sign-up your school or college to our FREE Programme:

Click on the link below to sign your school or college up to our Programme.

<https://pathwayctm.com/school-and-college-programme-2020-2021/>

- An email will be sent to you confirming account and details.
- Materials will be supplied to help support you in encouraging students to sign up to the Programme, including a sign-up link, letter for Parents and Carers, introduction videos, and resources.

Student sign up:

- An email will be sent to the student confirming account and details.
- A Student signs up to our Programme upon completion of our survey, which if possible, should be completed over this Summer term.
- At the end of October, we will supply a report for you and the Headteacher, confirming Student sign up, promoting the progress you have achieved with motivating Students to join the Programme.

To book our Outreach Service:

- When signing up to the FREE Programme, select 'Outreach Service' and where possible, confirm the dates or term(s) you would like the workshops delivered.
- There is no need to confirm Year Group or Workshop selection at this stage.
- A member of our Schools Team will be in touch to confirm your booking request in full, this can be via email or call.
- An invoice covering all sessions booked will be sent to you, or a finance contact (if supplied) via email for payment processing.

# This Programme supports all 8 Gatsby Benchmarks

There are **three** Gatsby's that our Outreach Service **embeds within a CEIAG Programme**, please see below:

## 1 A Stable Careers Programme

We provide regular newsletters for parents and teachers, as well as access to key events focused on supporting teachers and careers advisors.

## 3 Addressing the Needs of Each Pupil

When a student signs up for the Pre-Employment Programme, they complete a survey giving insights into their backgrounds and careers preferences. We share this data with you, in a Pre-Destination Report in November 2020.

**OUTREACH SERVICE:** for schools and colleges, which are attended by the students you nominate, allowing us to support them through small group, or 1-2-1 sessions.

## 5 Encounters with Employers and Employees

Every student, teacher, parent and carer has access to a large variety of events throughout the school year, providing a platform to meet with employers and current apprentices.

**OUTREACH SERVICE:** Employer brand ambassadors attending Outreach Visits, providing key employability insights.

## 7 Encounters with Further and Higher Education

We have found that students going through our Pre-Employment Programme are better prepared for writing Personal Statements supporting their applications into further education, and generally having more confidence going through the application process.

## 2 Learning from Career and Labour Market Information

Students get access to our employer network through our online portal, where they can find key webinars and tools, and are supported through their applications to local businesses and jobs.

## 4 Linking Curriculum Learning to Careers

Our deep rooted relationships with employers across the UK enables us to provide a bridge between academia and job-ready skills. We do this through employer webinars and visits to employer sites.

**OUTREACH SERVICE:** to schools and colleges, where we invite employers using real life case studies linking back to curriculum examples used to get into the workplace.

## 6 Experiences of Workplaces

Every student on our Programme has the opportunity to attend an employers office or site, as well as work experience or placements. We also use webinars and newsletters as a platform for employers to give insights about their business, and what it's like to work there.

## 8 Personal Guidance

All students on our Programme receive support and guidance with their choices through email, text and phone calls where needed.