

This guidance is provided as part of the [STEM Careers toolkit](#)¹ produced for Careers Leaders in secondary schools and colleges. It provides ideas and practical suggestions on how STEM-specific content can be used to support achieving the [Gatsby Careers Benchmarks](#)². For wider advice and guidance on the Gatsby Careers Benchmarks, visit the [Careers & Enterprise Company website](#)³. All references and weblinks are provided in full at the end of this document.



Gatsby Careers Benchmark 2

Learning from careers and labour market information (LMI)

For schools

All students and parents should have access to high-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make the best use of available information.

For colleges

Every learner and their parents (where appropriate) should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.

What this means for STEM

Top tips

- 1 Use [themed awareness events](#)⁴ like British Science Week and Ada Lovelace Day to shine a spotlight on the people that work in STEM sectors or use STEM skills in their work.
- 2 Keep your STEM-specific careers and LMI up to date by working with your [Local Enterprise Partnership \(LEP\)](#)⁵, your local [Careers & Enterprise Company Network](#)⁶ and your local [STEM Ambassador Hub](#)⁷. Display this information on your website and encourage tutors and teachers to share this with students and parents.
- 3 Support your colleagues to gain awareness of STEM-specific LMI by sharing links to [resources](#)⁸, delivering training at staff meetings and providing opportunities for colleagues to gain first-hand experiences through meeting local STEM employers at events, careers fairs and exhibitions.

Useful resources

- 1 [Search for local apprenticeships and find out more information about apprenticeship training programmes](#)⁹
- 2 Find your [Local Enterprise Partnership](#)⁵
- 3 [Contact your local STEM Ambassador Hub](#)⁷
- 4 Use [Nomis](#)¹⁰ (provided by the Office for National Statistics) to gather local and national UK labour market statistics
- 5 Display LMI on your website using the [Careerometer Widget](#)¹¹
- 6 [STEM Learning STEM Careers resources](#)⁸
- 7 Find out LMI for specific sectors, through the [Sector Skills Councils](#)¹²
- 8 For engineering-specific LMI, take a look at [Engineering UK's annual 'State of Engineering' report](#)¹³
- 9 Find out about [Gatsby Benchmark 2](#)¹⁴



Collect STEM-specific careers and LMI

Support your colleagues to share accurate and up-to-date STEM-specific careers and LMI by collating relevant flyers, websites, posters and contacts.

- ✓ Find examples of STEM further study routes and make contact with your local training providers to ensure that the information you have is up to date. [Searching for live apprenticeships](#)⁹ in your area will help create a picture of local opportunities and the qualification requirements that employers are looking for.
- ✓ Find out who your local employers are and gather information on future STEM workforce trends. Your [Local Enterprise Partnership \(LEP\)](#)⁵ will know about the range of local employers in your area and will be able to provide you with a projection of future demand for STEM careers in different sectors.
- ✓ Call on the support of your local [Careers & Enterprise Company Network](#)⁶ and your local [STEM Ambassador Hub](#)⁷ to help fill in any gaps. Use [Nomis](#)¹⁰ to find out the STEM-related jobs around your local area.
- ✓ Keep it fresh – local LMI can change rapidly. Review your understanding of the local labour market needs each year.



Communicate STEM future study options and LMI to colleagues

Your colleagues have an important role to play in sharing STEM-specific careers and LMI with students. To be effective they must first understand the information themselves and know how best to utilise it.

- ✔ Support your wider teaching staff to work with STEM employers and explore how STEM links to their subject. There are many jobs available in STEM industries that are relevant to subjects such as English, history and languages. For example:
 - marketing executive¹⁵ – Hannah works for a mathematics tutoring company, running their offline public relations campaigns
 - business relationship manager¹⁶ – Gwenyth works for a technology company, managing their relationship with large customers
 - personnel administrator¹⁷ – Simon works for the RAF within the Human Resources Team
- ✔ Raise awareness of different study routes and LMI in meetings and training.
 - do teaching colleagues attend careers fairs and engage with the exhibitors?
 - are your STEM colleagues able to accompany students on STEM-specific visits to education providers?
 - are your STEM colleagues able to support students' understanding of STEM further study routes (ie A levels, T levels, apprenticeships, degree routes, etc)?
 - can you support your colleagues to visit STEM employers and find out about different careers relevant to their curriculum?
- ✔ Provide STEM-specific careers information and LMI⁸ for your Careers Adviser and employability teams to use during personal guidance sessions.
- ✔ Invite STEM employers¹⁸ to work with your colleagues and support them to create careers resources for their curriculum. For example:
 - create or share job profiles
 - provide sector information linking to the curriculum (ie future trends, skills shortages, emerging technologies)
 - provide company-specific information on further study routes and entry points (ie apprenticeships, direct entry, graduate programmes)



Communicate STEM further study options and LMI to students and parents

LMI can be quantitative (how much will I earn?) or qualitative (what is the company culture like?). LMI can be 'hot' (meeting a real person) or 'cold' (facts on a sheet) and everything in between. Your careers strategy should provide students and parents with opportunities to engage with a variety of sources of LMI that include a range of different STEM sectors.

- ✔ Help parents to understand the local need for future STEM skills, the transferability of STEM skills and raise awareness of the wide range of roles involved in the STEM sectors. Use [STEM employers](#)¹⁸ to provide an authentic voice at events where parents may be present, for example open evenings and celebration events.
- ✔ Encourage your colleagues to include [STEM-related LMI](#)⁸ in their curriculum planning and extra-curricular activities (see Benchmark 4).
- ✔ Display STEM-specific LMI on your website using a free resource like the [Careerometer Widget](#)¹¹. Encourage pastoral tutors to share this with students and parents.
- ✔ Support employers and volunteers to incorporate further study information and LMI into meaningful encounters. Work with them before careers events to build this information into careers activities and support them to share their careers journey with students (see Benchmark 5 for further information on working with employers and volunteers).
- ✔ Use social media, newsletters and blogs to share STEM LMI and further study options with parents and students.



AN EXAMPLE OF ...

Providing LMI for parents

[Judgemeadow Community College](#)¹⁹ worked with a STEM Ambassador from the food industry to combine a student awards evening with an opportunity to share LMI with students and parents.

A STEM Ambassador from Pepsico was asked to attend the evening event and present her experiences of working in the food industry. Working with the college, the presentation addressed a number of career learning areas:

- linking her job role to the work that the students were involved in
- explaining her STEM career journey and the work of her company, both locally and nationally
- wider explanation of the food industry sectors and upcoming opportunities

To organise a similar event, work with your local [Careers & Enterprise Company Network](#)⁶ or [contact your local STEM Ambassador Hubs](#)⁷ to find a volunteer from a STEM industry to support.



AN EXAMPLE OF ...

LMI-focused teacher training

[North Devon Manufacturers Association](#)²⁰ and the South West Peninsula STEM Ambassador Hub ran a series of twilight events, inviting local STEM teachers to attend two-hour training sessions at a number of local STEM employers.

The training sessions consisted of:

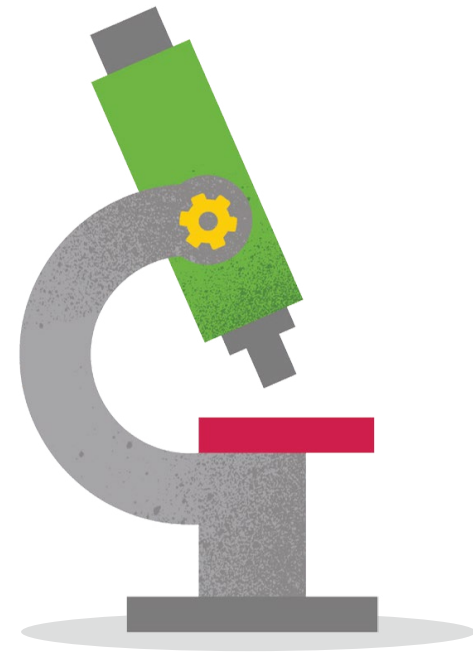
- a site tour with an overview of the host employer
- up-to-date LMI about the host industry
- a presentation on career routes into the host industry, including current apprenticeship information
- ideas of how to contextualise classroom learning, based on the employer activity
- practical or interactive tasks (where possible)

The aim of the events was to inform teachers about STEM-specific LMI, create ideas for collaboration between local teachers and employers, and create better partnerships between STEM faculties and employers.

The impact of the events was that teachers:

- increased their awareness of the labour market, in particular, apprenticeships and local opportunities
- gained ideas for developed employer contextualised curriculum content
- created links with employers, leading to more student workplace experiences
- were more able to invite employers into their lessons and provide meaningful encounters for students

To seek ideas on how to create a similar event for your colleagues, contact your local [Careers & Enterprise Company Network](#)⁶, your [Local Enterprise Partnership](#)⁵ or [contact your local STEM Ambassador Hub](#)⁷.



References

- ¹ www.stem.org.uk/rxgajd
- ² www.careersandenterprise.co.uk/schools-colleges/gatsby-benchmarks
- ³ www.careersandenterprise.co.uk
- ⁴ www.stem.org.uk/lxfq39
- ⁵ www.lepnetwork.net/about-leps/location-map/
- ⁶ www.careersandenterprise.co.uk/schools-colleges/join-our-network
- ⁷ www.stem.org.uk/stem-ambassadors/local-stem-ambassador-hubs
- ⁸ www.stem.org.uk/stem-careers
- ⁹ www.apprenticeships.gov.uk/apprentice/what-is-an-apprenticeship
- ¹⁰ www.nomisweb.co.uk/
- ¹¹ www.lmiforall.org.uk/widget/
- ¹² www.fisss.org/sector-skills-council-body/directory-of-sscs/
- ¹³ www.engineeringuk.com/research/engineering-uk-report/
- ¹⁴ www.careersandenterprise.co.uk/schools-colleges/gatsby-benchmarks/gatsby-benchmark-2
- ¹⁵ icould.com/stories/hannah-m/
- ¹⁶ icould.com/stories/gwenyth-b/
- ¹⁷ icould.com/stories/simon-m/
- ¹⁸ www.stem.org.uk/stem-ambassadors/find-a-stem-ambassador
- ¹⁹ www.judgemeanow.org.uk/
- ²⁰ www.ndma.org.uk/



STEM Learning is the largest provider of education and careers support in science, technology, engineering and mathematics (STEM). We work with schools, colleges and others working with young people across the UK.

Our mission is to improve lives through education and ensure that every young person across the UK can access the world-leading STEM education they deserve. Inspirational teaching is vital and supporting teachers, alongside students, is fundamental to our approach. We provide teachers with professional development, educational resources, access to STEM Ambassadors and support for STEM Clubs.

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