



Best practice manual

LET'S CAMPAIGN! BEST PRACTICE MANUAL TO PROMOTE VET EDUCATION ACROSS EUROPE



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KA202 - Strategic Partnerships for vocational education and training

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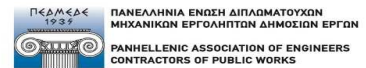


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Project leader



Project partners





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REASON FOR THE INITIATIVE

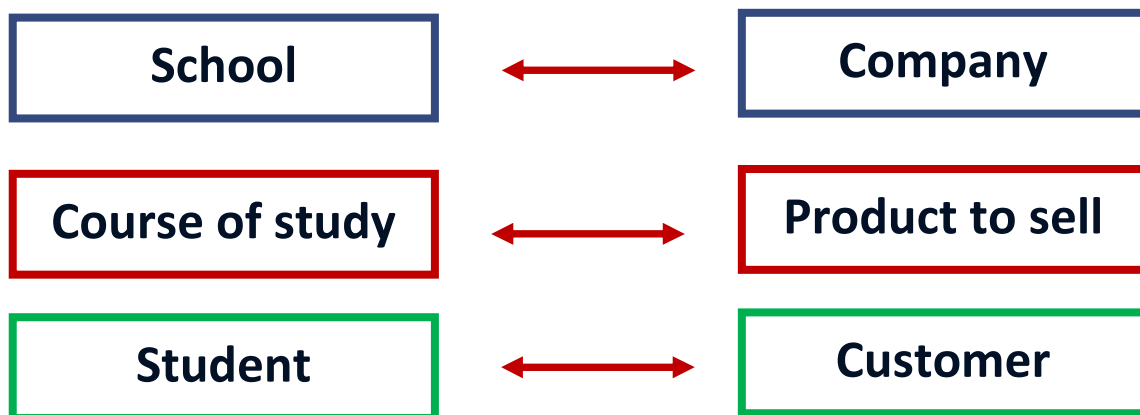
It is of common necessity among VET schools to promote their paths and raise the awareness that some jobs give more opportunities to get in the labor market than others.

In the following pages we have collected the methodologies, strategies and all the suggestions we have shared during the “Let’s Campaign” project because they could be useful for others to promote and disseminate their paths or their schools’ information.

Some of the following promotion activities have been already adopted by the partners and are indicated in this “manual” to give prompt feedback about the experience and the result obtained and to collect, at the same time, suggestions on how to improve the activity itself.

As a theoretical framework for the development of the advertising campaign could be considered the B2C (business-to-consumer) marketing.¹ In contrast with the B2B companies that sell products to other businesses, B2C marketing is defined as the process of selling services and products to individual consumers. B2C “companies” sell directly to consumers. For the purpose of this Handbook, the schools will be considered as companies, the course of study will be considered as the product to sell and the students will be considered as customers.

We decided to manage the business like any other company, thus we have equated:



After having done this, we compared each of the organizations and brought out various points in a SWAT analysis to highlight the strengths and weaknesses of our schools, both from the internal and external point of view.

¹ <https://www.customerdevoted.com/marketing-funnel/how-to-build-a-b2c-marketing-funnel-to-drive-your-sales-on-autopilot>



STRENGTHS	WEAKNESSES
<p>Start here. Strengths are things, resources, processes internal to your organization and are within your control.</p> <ul style="list-style-type: none"> Using wrong channels and messages to reach young people Competition with university degrees Use of social media and Outlets High labour demand in our sector Erasmus mobilities Success stories from Vet and university degrees Women programs, to performing jobs 	<p>Weaknesses are also internal factors within your control. These might be obstacles, blockers, etc. that obstruct your ability to meet your goals.</p> <ul style="list-style-type: none"> Using wrong channels and messages to reach young people The school dropout, due to a lack of motivation Resources to devote to marketing Limited time and budget Bad image of VET (but it is evolving)
OPPORTUNITIES	THREATS
<p>Opportunities should be treated as external factors that the organization, process, or project should (or could) develop. Ideally, these already exist in some fashion.</p> <ul style="list-style-type: none"> Success stories from other countries might help (increase of the reputation of VET) - information via social media could help Erasmus mobilities Combination from Vet and university degrees 	<p>Threats are external factors to your organization, process, or project. These are beyond your control, but are good to be aware of because of the potential risk.</p> <ul style="list-style-type: none"> Bad image of VET VET unattractive to youth (seen as 'lower' quality academic path) and construction seen as boring, too physical...

We brainstormed to collect all the impressions that the partners had highlighted over the years in their own country or thanks to their experience. The result of the brainstorm is collected in the first draft of the SWOT

STRENGTHS	WEAKNESSES
<p>Start here. Strengths are things, resources, processes internal to your organization and are within your control.</p> <ul style="list-style-type: none"> Success stories from VET graduates, interviews between VET students and secondary level students, close contact with parents and teachers Existing testimonies already promoting VET as attractive and useful Success stories 	<p>Weaknesses are also internal factors within your control. These might be obstacles, blockers, etc. that obstruct your ability to meet your goals.</p> <ul style="list-style-type: none"> Using wrong channels and messages to reach young people Competition with university degrees. Vet often the "second" career decision. Less social recognition Lack of time, budget and HR available to create new actions
OPPORTUNITIES	THREATS
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Analyzing the points emerged, we noticed that a further common concepts summarization was possible, so then we highlighted them on the final SWOT



The next phase is carried out as a real marketing strategy and the work is made based on the real data:

FIRST STEPS

HOW TO DEFINE AN ADVERTISING CAMPAIGN

Each school must define the objectives to be achieved with the actions to be undertaken and define the timeframe.

It is important to remember that the results of the activities must be measured or quantified to understand their real effectiveness.

Schools have two "products"² to promote and these have different "sales" times, which means that the activities will have different promotion times, methods, and "customers" typology:

Institute

School path

Once defined what to promote it is necessary to define the time.

Below we present the timelines collected among the partners because the promotion and the collection of new registrations takes place in times that differ from country to country.

The **promotion of institutions** can take place **throughout all the year**.

² Some institution may have to promote other information, the process remains the same, only target of "customers", timing, and communication itself will have to change and fit for the purpose.

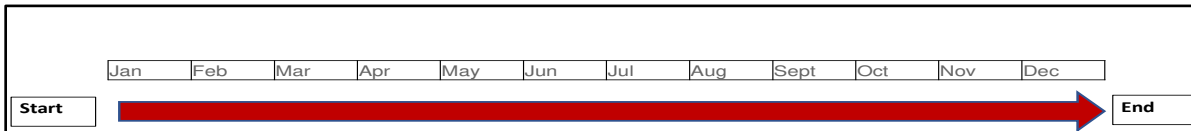




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TIMELINE

School's promotion timeline



New registrations follow very precise rules in terms of time and collection. The diagram here shows the months in which registrations must be collected. The advertising campaign must anticipate registration collection time.

3 → **New subscriptions timeline**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
ITALY	End									start	collection time	collection time
BELGIUM					start	collection time	End		collection time	start	collection time	collection time
GERMANY	collection time	collection time	collection time	collection time	collection time	End				start	collection time	collection time
SPAIN					start	collection time			collection time	End		
GREECE					start	collection time			collection time	End		

As previously mentioned, the promotion of the institution itself can be done throughout the year, obviously depending on the budget's availability.

FIGURE NEW SUBSCRIPTION TIMELINE:



ITALY, TIME TO COLLECT NEW SUBSCRIPTIONS BEGINS IN OCTOBER AND ENDS AT THE END OF JANUARY



GERMANY, STARTS IN OCTOBER AND ENDS AT THE END OF JUNE OF THE FOLLOWING YEAR



SPAIN, TIME TO COLLECT STARTS IN MAY AND LASTS UNTIL THE END OF OCTOBER WITH A STOP IN JULY AND AUGUST.

The timeline must be defined accurately, this helps to understand how to distribute the budget amounts available for promotion over time to get maximum result from the advertising campaign.

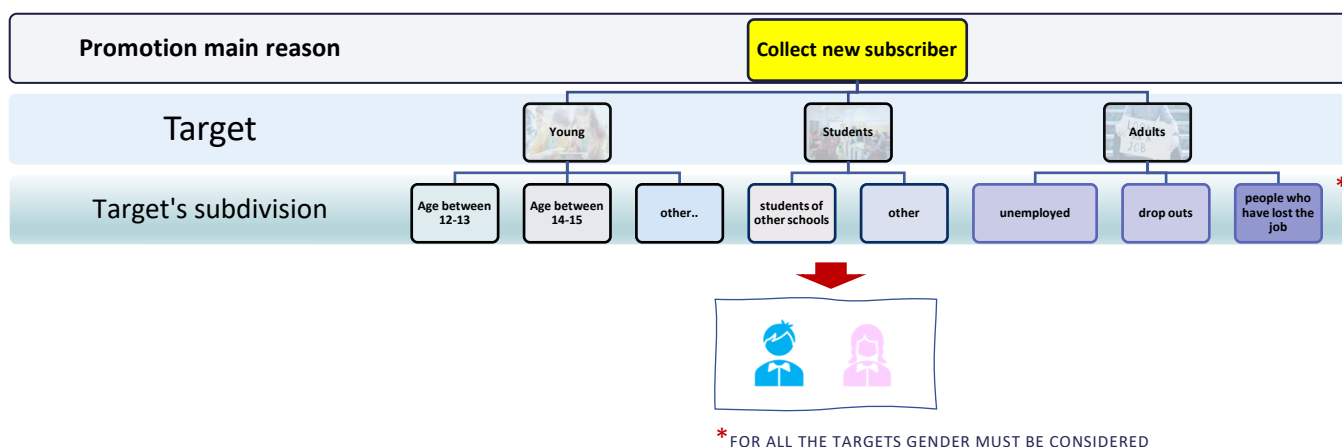
It is necessary to define how much time before the event the promotion needs to start (in Italy to collect new subscriptions we usually begin 2 to 3 months before deadline).

³ Times in which collection of new registrations close are different from country to country, advertising should be planned accordingly – target – means and contents must be defined accordingly.



DEFINE TARGETS

The next steps are necessary to define to who communicate, how to do it and what information has to be spread. Organizing the information with a scheme can make it easier to be understood.



For each category the target person to be reached must be well identified and gender must be taken into consideration.

To collect new subscribers with advertising the most popular targets are:

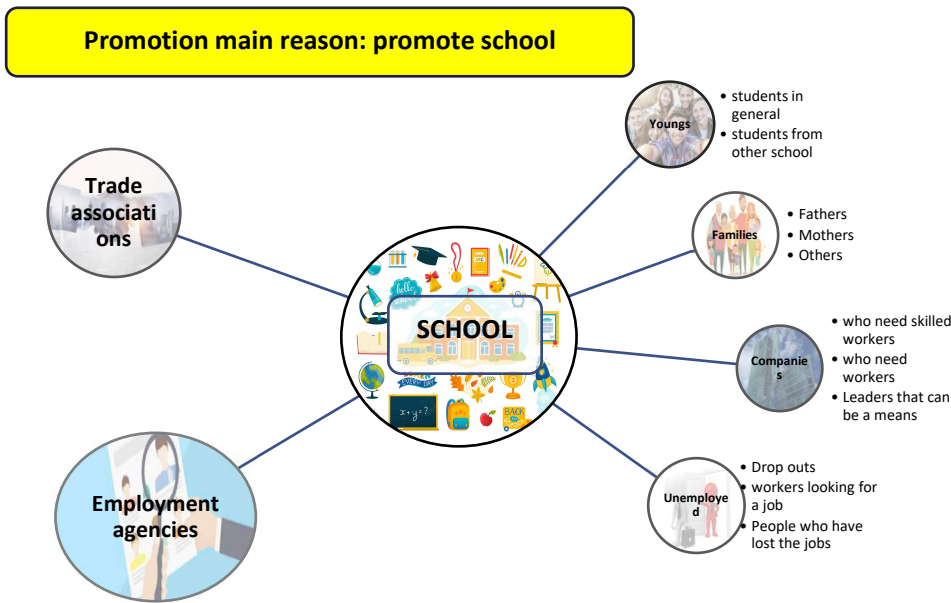
Young people: in this case it is important to define the age. Subdividing this target will be helpful in following steps to identify the appropriate promotion to realize and understand where to spread out the advertising. Of course, both male and female genders must be considered.

Students from other schools: define the age to identify the appropriate class in which they could be placed and then identify the gender. (Students from other school could decide to change their path if unhappy with the one they are following, to have an idea of the reason why they are leaving their school could be helpful to set the right communication while promoting).

Unemployed – Dropouts – People who lost the job: define the age and subdivide by the gender, this is preparatory to identify the appropriate class and the appropriate path.

In this target it is important to understand the need they have and the time they have available to attend the school, after that it is possible to define how to promote and the right advertising.

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To promote the school⁴, it is necessary to define the target group (more than one) to whom advertise the school. In the diagram above, we have pointed out some examples of target groups which can, of course, be implemented according to one's needs.

Being the target groups different from each other it is necessary to:

- Identify where to reach the target groups
- Differentiate the communication style

Young people: raise the knowledge of school and paths to create awareness about professions and percentage of outlet in the market. The promotion must take care to differentiate the communication itself depending on the gender.

Families (fathers and mothers): Raise awareness on the school existence and the percentage of insertion into the world of work; create curiosity in general. We should remember that families influence their children towards the schools and courses but not only, also on the future profession of the children.

Unemployed: make known the paths and possibilities of real outlet in the market at the end of the path.

Students from other institutions: awareness about professions and percentage of outlet in the market, make know the existence of the schools and the paths.

Companies: make known the paths and courses as well as draw attention to students to be hired at school end.

Employment Agencies: make known the schools itself and overall, the fact that, after appropriate training in the VET schools, people looking for a job will quickly get it. The employment agencies are in touch with many stakeholders.

⁴ **Greek partner:** in our country there aren't specific schools in the construction even if there is an increasing demand of skilled workers.

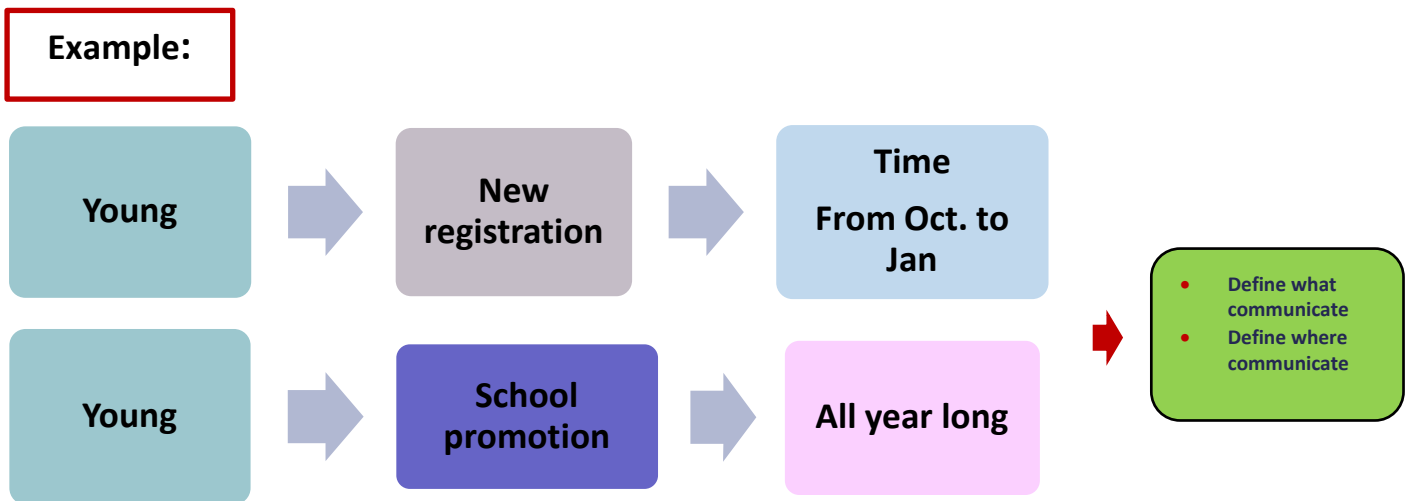
⁵ **Spanish partner** said that in their experience employments agencies (for adult students) are an excellent link, we should consider creating alliances and collaborations with this kind of means.

IDENTIFY PLACES WHERE TO ADDRESS THE PROMOTION

In the previous steps we have identified the goals and the target groups, now we need to clear out the idea of the message we want to spread out and where we can find our target group and reach it with the promotion.

We have to keep in mind that while advertising to a target group, the message must be adequate to what we want to promote, the time in which the message must be broadcasted must be chosen carefully.

All the information should be planned also depending on budget, etc.



Very different choices could be made in terms of strategy and some tips follow.

Path for adult and path for regular students (VET schools) must be differentiated, also the marketing strategy and the communication itself should be chosen accordingly.

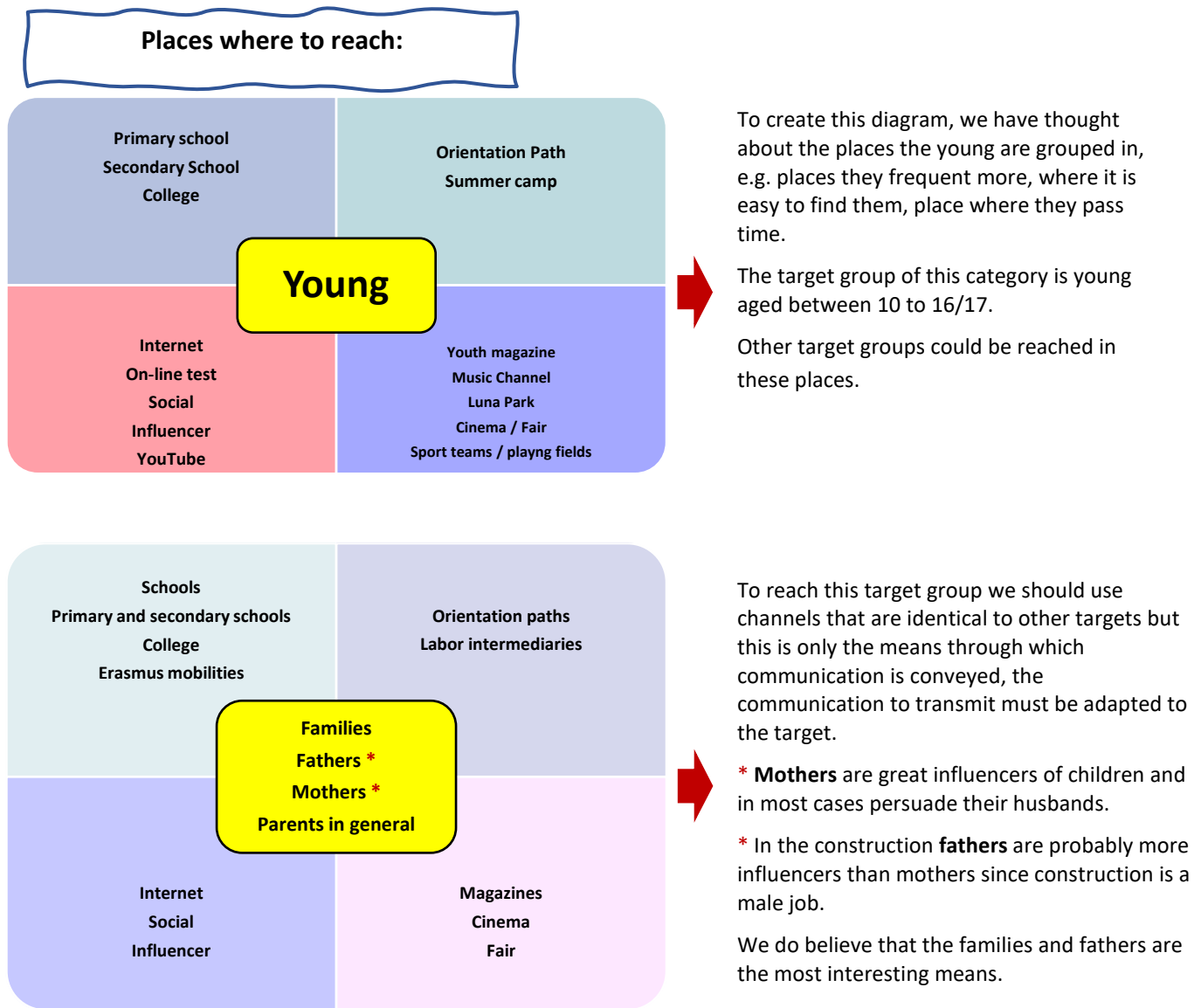


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THE PLACE

To identify the places where the target groups could be reached and consequently develop the best strategy, we should think which places these groups frequent or where there is a concentration of this target group.

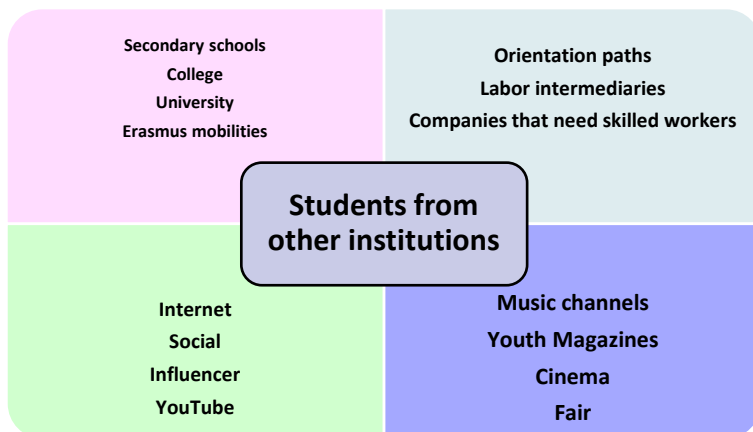
The appropriate communication register will have to be used to be attractive.





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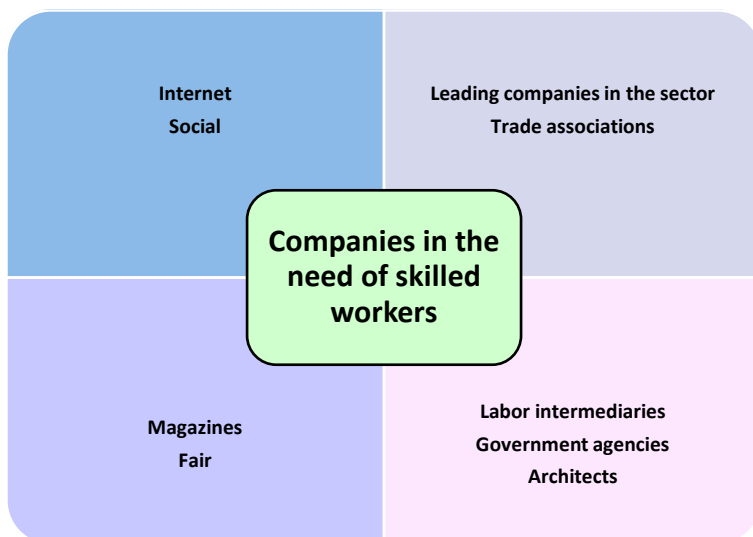
Places where to reach:



To reach this target group it is necessary to pay close attention to:

age,
 aspirations,
 the needs

We have to register them into the right path because an 18-year-old student would find difficult to be in class with 15-year-old classmate.



Leading companies in the sector (construction or whatsoever), means to involve them in teaching paths since they are for sure innovative and can update on new products, means also to collaborate closely with them to acquire information on the market need and changes.

A good idea to disseminate the name of the school or the path is also to ask to companies to exhibit the logo or co-marketing with school at fair or whatever they do.

Partners' experience:



Belgian partner: When IFAPME promote, they address the advertising to the whole family and young people, they never concentrate only on a member of the family as could be the mothers.



Italian partner: Mothers in Italy are a great influencer of the children's decisions, in many cases also persuade their husbands.

In general, we feel the need to find ways to attract more girls starting to work into the construction market.



BEST PRACTICE TIPS

In the following pages suggestions on how to promote to attract the targets and achieve the goals are reported.

Some partners, who experienced these promotions in the past, have shared what they did and shared the feedback they got from the experience.

These tips would be a help or an inspiration for those who could be interested to begin an advertising campaign.

HOW TO ADVERTISE TO

In primary and secondary schools, we can reach out the following targets:



To promote professions or vocational schools among young people between 9 to 12 years old is certainly a long-term activity but we can say that any activity carried out starting from this moment is preparatory to start creating awareness of professions.

When the young reach the age between 12 and 14, here we start to promote to collect new registrations.

From 16 to 19 years, it is necessary to consider what experiences they have already achieved and in which training it will be appropriate to enroll them.

Where to reach this target group



What can we do?

- Increase collaboration with teachers and supply them with teaching material showcasing school logo.
- Keep contacts with schools visiting regularly to maintain relationships.
- Stay in touch with key people e.g., people carrying out orientation paths, career guidance officers or career choice coordinators. (Age 12/13)
- Hold training or events or meetings, either at our place or their premises.
- Develop and provide educational material showcasing school or paths logos.
- Hang up posters (also along the streets) and distribute information material, catalogue, postcards or whatever about school and or paths, materials could be with gadgets as: construction games but also key holders, padlocks, children's books, coloring books (choose the one that best fits the target)
- Distribute hand to hand material in front of schools.
- Organize events attracting into schools, such as open days, round tables, webinars. To attract more people, it could be helpful to invite a popular influencer⁶ to school during the event. Events might be organized in the evening if they are addressed to families or parents. The aim should be to explain today's labor market situation and make clear that young people who complete a VET pathway have more chances of being hired and finding a job with a good salary and become quickly economically independent.
- Realize cartoons or small movie to be shown during school's time or on mirror films.
- Take advantage of former ⁷students asking them to be testimonial's and participate during promotion or events' time.
- Social media adequate to target group with influencers⁸ or without, channel as You Tube, Instagram or whatever following the fashion of the moment. Banners, popup advertisement, any post must be adequate to target and must arise curiosity. Advertising on online shops where the targets purchase more.
- On-line test ⁹that young use to orientate themselves or to test their skills. The On-line tests guide young towards paths more akin to his abilities and desires. Tests are already available on-line, but VET paths are not suggested on the results.

⁶ See **Belgium partner** experience with an influencer

⁷ **Spanish partner**: Former students are very good form of promotion as young people identify with them.

⁸ Find an influencer who is followed by young people and can help to promote paths, school or anyhow to get the change of the idea that has been created over the job to be promoted.

⁹ **German partner**: we are using a test that analyzes the potential, currently these tools are managed with paper tools and by people. Something to be put on-line could be created perhaps by modifying something that has been already realized.



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- On-line games: create a game about the job or give lives or points in exchange to video view or school virtual visit, also adult relax playing games.
- Through simulator apps, organize events with competitions¹⁰, using apps like Minecraft or other more fashionable at the moment. The winner will have the chance to stay one day at school with the influencer of the app. Decide the prize.
- Organize tournaments, e.g. play football with digging machines.
- Youth magazine¹¹: advertise on more followed magazine or realize a school's yearbook where companies in the sector can advertise as well as provide contents. In this magazine we would talk about what is done during the year with the young people. This type of magazine as well as being an excellent memory of the school year becomes a means to promote the school because it could be distributed in various places.
- Newspapers¹² or local magazines: get the newspaper to write about the school and the job, this should bring to the attention of people that the schools and the work give a lot of possibilities.
- Music Channels: advertising in the hours in which the target group listens to the music. Young could be attracted if free download of playlists in exchange of listening to an advertisement or a view of a video are offered. Get the target to take the action that leads to access the content of interest for them.
- Luna Park¹³ & Cinema: advertising on Luna Park and in cinemas gives a lot of visibility, parks are visited somehow by all targets. Give free tickets to those who come to visit the school. At cinemas disseminate school brochures and presentations or demonstrate an add before the movie. Organize events where a stay or a ticket for an amusement park or a cinema is up for grabs.
- Sports: advertise in stadiums - organize tournaments; sponsor teams or create a sport team.
- Fairs:¹⁴ organize stands or interactive spaces at fairs¹⁵.
- Netflix, Prime Video, promotions in these places could be Advertising on the site, create an emotional movie based on the work or on the school, make a movie into the school, allow free access for a limited time after a visit to the school
- Summer centers or theme nights on weekends or during the summer, e.g. organize summer camps (if free, even better) where entertain children during the holidays and with the opportunity to introduce them to the work. Families are very sensitive to free opportunities where they can leave their children since most of the summer camps must be paid.
- "After the bell": support for studying and doing homework in the afternoon after school.
- Labor intermediaries: increase cooperation with them, make them understand the need to start to convey more people into the sector.
- Trade association and Government agencies: co-marketing with them while participating together in events.
- Leading companies in the sector, architects, or relevant figures into the sector: collaborate and raise the awareness of future needs or just to get more visibility for the schools. Create up-to-date paths with leading companies or ask to participate as trainers and recognize the school as a talented collaborator.

¹⁰ **Italian partner:** Concerning competitions, we had an experience, but we got a disappointing result as the winner didn't come to collect the prize, maybe because the prize was too poor, it was a backpack and a t-shirt.

¹¹ **German partner:** we used to have a magazine in the past "apprentices in crafts newspaper", the realization of a magazine involves significant costs in addition, people, and time. It is necessary to have who writes the texts, who takes the photos etc. For this reason it is a complicated form of promotion

Italian partner: It is complicated to have up-to-date and interesting content.

Belgium partner: what could be done in a magazine could be transferred digitally, that's what we have done.

¹² **Italian partner:** we had some interesting experiences, we made free construction works and our achievements were reported by the local newspaper.

¹³ **Italian partner** our school welcomes students coming from a maximum distance of 20 km, the amusement park in our case is not a place that we can consider because it is too far from us.

¹⁴ **German partner:** Participating in some fairs (depending on the fair) could require significant investments, in addition exhibition space cost a lot, investments in the stand, which must convey to high-level image, must be done.

¹⁵ **Austrian partner:** in our country some local chamber of commerce uses to organize special "Boys Day" and "Girls Day" as a kind of job fair. This was an interesting event because it allowed children to discover less known professions.

Italian partner: In our experience fairs have been an excellent way to get closer to young people and raise in them awareness.





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- Mailing¹⁶: collect the data and e-mail address. We should remember that during the pandemic many of the above activities were not allowed. We have also to consider the privacy issues and country rules for collecting the data of the minor.
- Student mobility: promote and increase mobility of students with summer camp or visit to a factory, fairs, or other schools to see the last innovative paths and tools, organize apprenticeship weeks abroad.
- UpToDate and innovative educational courses or innovative paths could promote the school itself. To obtain these paths it is necessary to constantly collaborate with companies in the sector, both manufacturers and users.
- Massive open online course (MOOC)¹⁷.
- Unique paths perhaps patented¹⁸: create patented courses where to convey workers, companies.
- Scholarships that reward the most deserving student. The sum to be allocated to the scholarship must be very attractive.
- Prizes or discounts to those who bring new members who follow the path for the entire academic year.
- Special actions for attracting girls: competitions and events aimed at women with "male" professions.
- Special actions for attracting women: increasing the visibility of female images in all sectors.
- "Speed jobbing"¹⁹: replicate speed date activities but transport them to the world of student or worker recruitment.
- Facebook group²⁰ in order to facilitate the meeting between people, posts posted must be useful adds and not promotion adds.
- Give students aged between 12 up to 14 the opportunity to spend hours in high school to test the type of profession and school.²¹
- Use of some words both in the name of the school and in the name of the path, some words act as a repellent.²²

INCREASE THE VALUE OF THE SCHOOL

Common experiences shared confirm that targets often have a negative opinion about VET courses and schools.

It is essential to start working on branding to change this image, and the following actions are suggested to reach the goal:

- Uniform: using uniforms creates a sense of exclusivity and seriousness. Furthermore, the fact that students wear uniforms becomes a form of school promotion when they move outside the school.
- Make the premises modern and up to date.
- Innovate paths

¹⁶ **Austrian partner**: In Austria we can get details of young people from themselves; we collect the information through fair website or on-line application, we then use the data to invite them to events (the law allows us to do it) but, unfortunately, they can easily cancel their data from the mailing list.

¹⁷ **Spanish partner**: they implement massive courses to give visibility to the school and attract new students.

¹⁸ **Belgian partner**: to patent a path is difficult and requires a lot of time.

¹⁹ **Belgian partner**: they pointed out this initiative which is interesting and to be implemented.

²⁰ **Spanish partner**: See Facebook page from FLC.

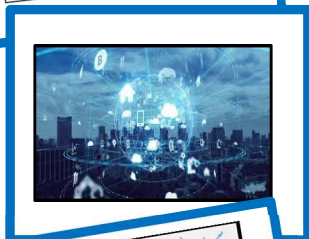
²¹ **Lithuanian partner**: see their experience, where students could choose to participate to 110 hours and at the end a certificate is issued.

²² See experiences of various partners who have changed the name of the school over time. (Italy – Lithuania)





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Suggestion's influencer:

Khabane Lame is a Senegalese-born TikToker based in Chivasso, Italy. He rose to fame in 2021 after his TikTok videos, in which he silently mocks overly complicated life hack videos, went viral. As of 2021, Lame is the second most-followed TikToker. He can be followed by people of all ages and categories <https://www.tiktok.com/@khabylame>



Suggestions for Internet:

- Increase the ranking of the school's web-site.
- Make videos that showcase the work.
- Advertise the school by addressing well the target.
- Advertise on on-line shopping web-site like Shein, Zalando.

Suggestions for social networks:

Search for the most used social network from the category and create the contents. Currently the social networks in use are:

Facebook – Instagram - Tik Tok - ASKfm - Just chatting - Twitch

Suggestions:

- Digging machine events.
- Co-marketing with leading company.

Suggestions for on-line game:

- Give free lives in exchange for listening to an advertisement.
- Give points.
- Organize events with the most followed players.
- Use banners on the games with advertising.

Suggestions for on-line Shop:

- Advertise on shops on-line tha are most followed – create a banner or pop-up.
- Give discount on purchase when they visit the school.

Suggestions for Magazine:

- School's yearbook should be a magazine that families at the end of the year purchase as a souvenir, a testimony of the year passed together, full of pictures of the work done during the class time, companies in the sector can advertise in this magazine (and pay to do it). The magazine becomes "THE SCHOOL CATALOG" to be disseminated as an advertisement.
- Advertise in magazines read by young people.

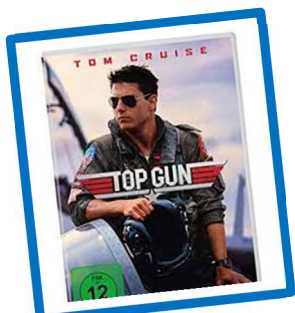
Suggestions for Music channels:

- Offer free skips in exchange for listening to a school advertisement.
- Advertise on the channels that are most followed by young people.





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Suggestions for Movies:

- Some movies increase the will to choose a profession.
- Show movies explaining the profession at school or other places.

Suggestions for Newspaper:

- get local newspapers to talk about the school often



DE

Partners' experience:

German partners Talentbruke – WHKT – Lux Impuls: On Instagram, popular influencers with a high reach advertise vocational schools. or training. 18 million Germans now use Instagram, 16% of whom are 13-19 million users).

www.crowdmedia.de/instagram-nutzerzahlen-in-deutschland-2018/27.08.2019



3

Advertising messages through influencers have a strong effect on children and young people:

Children often do not distinguish between advertising and "normal" posts on social media channels by well-known personalities.

This is partly due to the hardly visible indications such as "Advertisement" or "Sponsored Post" in the corresponding posts.:

- In this study, over 1600 internet users over the age of 14 in Germany were asked about their information behavior on social media.
- Especially young people between 14 and 17 years of age attach great importance to the opinion of influencers.
- 41% of respondents find their idols on the internet particularly credible.
- These results make it clear that influencers not only have a strong advertising effect on young people, but increasingly act as role models.
- The "role model" function of influencers for young people is underpinned by a recent survey by Bitkom, which specialises in market research for the digital economy.

YouTube "stars" and influencers are now more popular among young people than athletes and actors. Moreover, one in three would like to be an influencer. Likewise, the career aspiration "YouTuber" was increasingly named as an answer for shaping one's life in the future.

Social media, influencers, and digitalized advertising

Consumer behavior of young people has changed considerably due to digitalization.

This is especially true for Generation Z, whose representatives as "digital natives" are not at all familiar or at least unfamiliar with a world without digital platforms.

According to a survey by the market research institute Appinio, the video portal YouTube can be considered "the new television" (Germany, beginning of 2018).

More than 1900 young people between the ages of 14 and 24 were surveyed, 65% of whom said they preferred the video platform to conventional television.

Around a third (66%) use YouTube daily, 17% several times a week and 6% once a week. Only 0.01% said they are never consumers on the video platform.

Examples: Advertising campaigns on internet websites



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DF

Under the slogan "Good education can be learned", the Senate Youth Administration together with the state-run teacher training colleges in Berlin advertise their services. The centerpiece of the campaign is the website www.berlins-guteerziehung.de



the graphic motifs can also be found on postcards and in underground television.

There is an exchange on the topic of internships abroad in e.g. France, Brazil or in general within the framework of Erasmus, as well as other special offers, such as a therapy dog "Henry", lessons in German sign language or mediator training and conflict controller training.

Source:

<https://erzieher-werden-in-berlin.de/werbekampagne-der-staatlichen-erzieherfachschulen/>



Example of the Berufsförderungswerk der Bauindustrie NRW GmbH



Directly after the slogan on the website:

Und der Verdienst stimmt auch!

Während der Ausbildung gibt es folgende monatliche Vergütung*:

Gewerbliche Auszubildende:

- > 1. Ausbildungsjahr: 890 Euro
- > 2. Ausbildungsjahr: 1.230 Euro
- > 3. Ausbildungsjahr: 1.495 Euro
- > 4. Ausbildungsjahr: 1.580 Euro

<https://www.berufsbildung-bau.de/ausbildung/infos-zur-ausbildung/>



Example: Chamber of Crafts - advertising posters (addressed to women)



Sources: Chamber of Crafts advertising posters:

<https://www.hwk-bls.de/artikel/frauen-koennen-handwerk-22,0,643.html>

<https://hwkhalle.de/neue-imagekampagne-fuer-betriebe>



Best practice manual

R

Advertising method of vocational schools:

Sie lieben Abwechslung im Beruf, arbeiten gerne im Team und suchen einen Einstieg in ein zukunftssicheres Berufsfeld?

**WERDEN SIE
PFLEGEASSISTENT/PFLEGEASSISTENTIN**

EINE AUSBILDUNG IN NUR ZWEI JAHREN,
IN VERSCHIEDENEN BEREICHEN DER PFLEGE,
INNOVATIVE LEHRMETHODEN
SOWIE EIN DYNAMISCHES AUSBILDERTEAM
ERWARTEN SIE

INFORMIEREN SIE SICH JETZT
unter www.bbs-melle.de

Ihre direkte Ansprechpartnerin:
SIR in Verena Schräer
E-Mail: verena.schraeer@bbs-melle.net

AUSBILDUNGSBEGINN IST AM 02.09.2021

europaschule
Berufsbildende Schulen
des Landkreises Osnabrück in Melle

Source: <https://bbs-melle.de/berufsfachschule-pflegeassistentz/>



Advertising methods of vocational colleges on Instagram:

berufskolleg_deutzer_freiheit Folgen

106 Beiträge 423 Follower 177 abonniert

Berufskolleg Deutzer Freiheit
Gemeinsam Besser Lernen
www.berufskolleg-deutzer-freiheit.de

EU-Projekt... Nachhaltig... Bildungsg... Corona Inf... Lehrer-Gr... TdoT 2020 KO

BEITRÄGE VIDEOS MARKIERT

Wichtige Information!!!
Morgen, 17.02. Unterricht in der Schule
• Das Schulgebäude ist geöffnet.
• Die Lehrer*innen versorgen Sie für den morgigen Tag mit Aufgaben.

EUROPASCHULE
in Nordfriesland, Westfriesland

INFOTAGE am BKDF

WAS MACHEN DEINE LEUTE
NÄCHSTES SCHULJAHR?

NOVEMBER 21 12.11. AB 18:00 UHR
24.11. AB 18:00 UHR

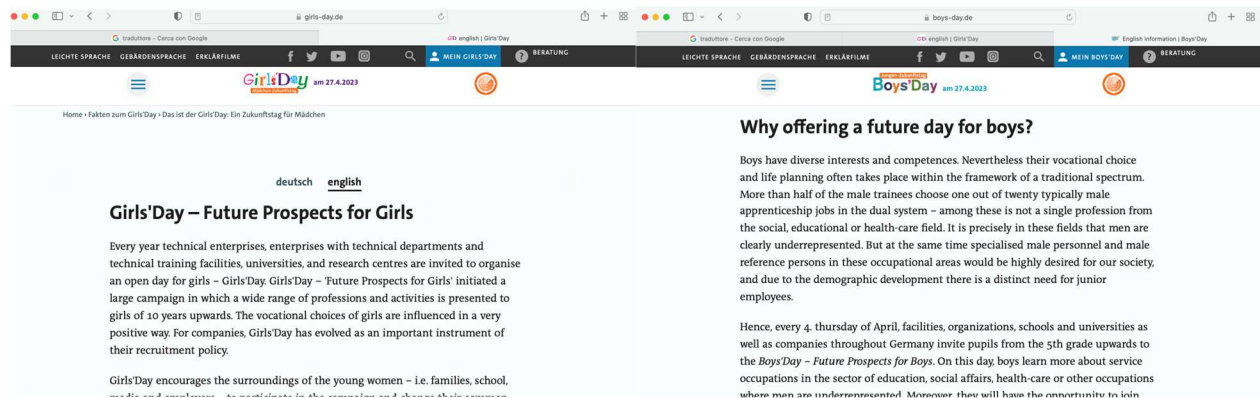
Source: <https://www.instagram.com/p/CWFy3c3M5zZ/>



R

National wide event: Girls Day / Boys Day

Event organized at national level, where girls and boys can try on and experiment with various types of profession and interface themselves with companies.



Result: Girls' Day has an impact

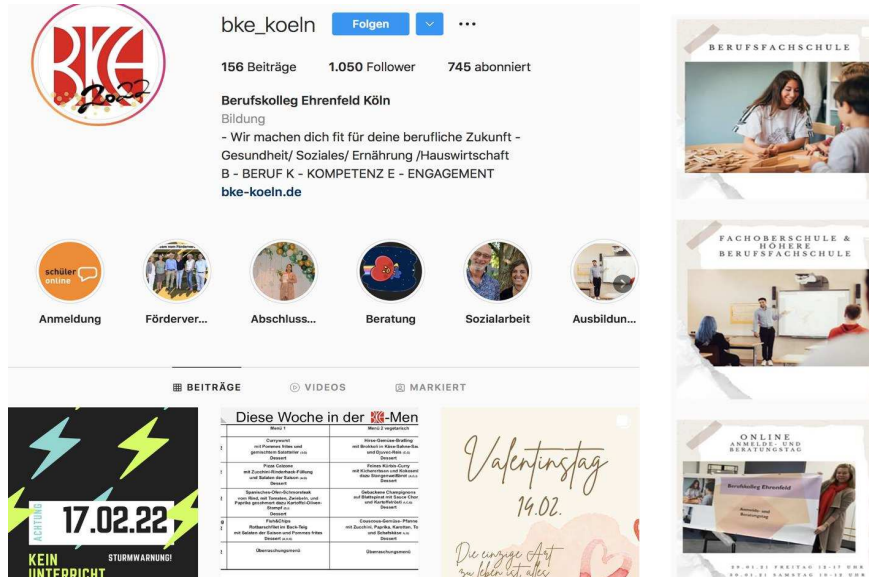
- 72% of the schoolgirls said that the day was very helpful or helpful in getting an idea of what they would like to do when they grow up.
- 72% got to know new and interesting occupational profiles.
- 49% can imagine working in the occupational field presented.
- 43% express interest in staying in touch, doing an internship, training, or studying in the company or institution visited.

As far as the spectrum of career choices is concerned, before the Girls' Day 40% of the participants could imagine working in a technical profession. After the campaign day, it was 45%. The situation was similar for IT/computer science professions: here it was 37% before the Girls' Day and 42% afterwards.

There was also an increase in the number of girls who said they had concrete career aspirations in IT/computer science professions and technical studies: while 8% of the schoolgirls who took part in an offer from the IT sector stated IT professions as their career aspirations before the campaign day, the number doubled to 17% after the day. The same applies to the desire to choose technical studies. Here the number rose from 5% to 11%.

Best practice manual

R Advertising methods of vocational colleges on Instagram:



Source: https://www.instagram.com/bke_koeln/



Source: https://www.instagram.com/fal_berufskolleg_duisburg/



Evidence on the use of social media for promotional activities:

According to a 2018 study by the German Institute for Marketing, 78.6% of companies that want to attract attention actively use social media marketing for their communication. The 21.4% who did not do so at the time stated that they did not have the time or resources for it or that they lacked the necessary know-how. In 2016, 90.9% of the companies surveyed in the same study setting were still using SMM. The current and future importance of SMM in the respective industry is assessed as high or strongly increasing. Study: https://www.marketinginstitut.biz/fileadmin/user_upload/DIM/Dokumente/DIM_Kurzzusammenfassung_Studie_Social_Media_Marketing_2018_April_2018.pdf



R

Various links to job fairs in which schools also advertise:

- <https://www.schulen-und-wirtschaft.de/portfolio-items/jobmesse-essen/>
- <https://jobmessen.de/dortmund>
- <https://www.car-future.com/de/connects/bochum/>
- <https://www.ingenieur.de/recruiting-tage/dortmund/>



- <https://www.karrieretag.org/duesseldorf/>
- <https://www.karrieretag.org/aachen/>
- <https://www.karrieretag.org/koeln/>
- <https://www.karrieretag.org/bonn/>



- <https://www.reality-jobmesse.de>
- <https://jobmessen.de/duesseldorf>
- <https://online-karrieretag.de/digital/duesseldorf>



Links to the pages:

- <https://www.instagram.com/dashandwerk/>
- <https://www.aubi-plus.de/kunden/schulen/schulmarketing/>



Conclusion of important aspects for campaigns:

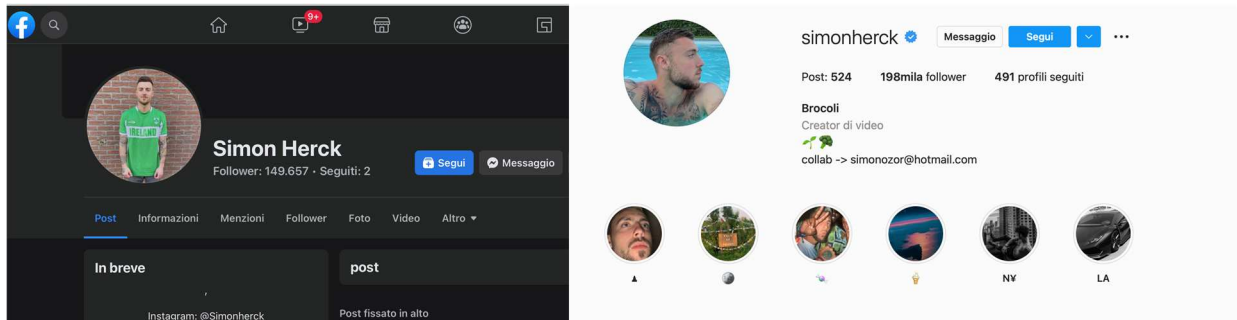
- › Implementation of project work
- › Showing further career opportunities
- › Offers of international exchanges / mobility
- › Considering life situations
- › Showing the versatility of the profession
- › Demonstrating private connection aspects (digital skills)
- › Meeting at eye level at an early stage
- › Showing benefits “Employer branding“ etc.

R

Partners' experience:

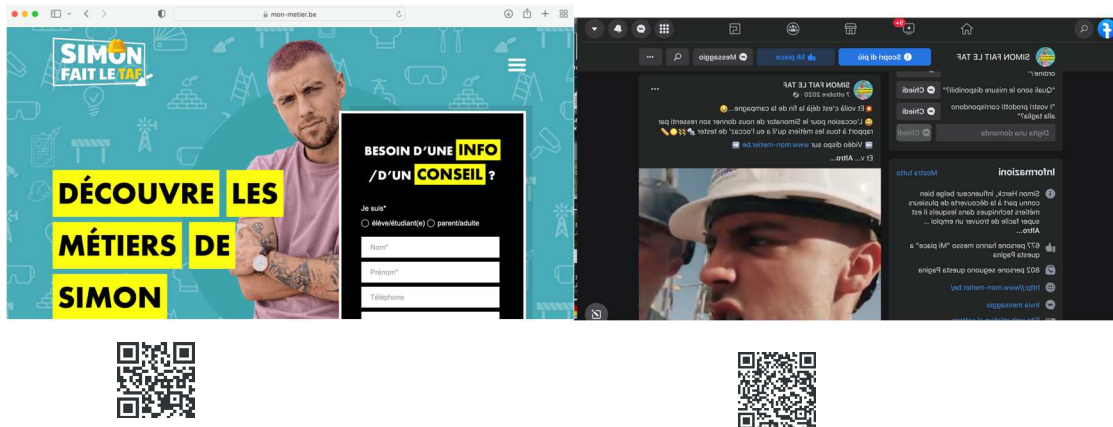
Belgian partner IFAPME presents a promotional campaign coordinated by the EFE Basin Instances of Verviers, Liège and Luxembourg with sectoral representatives.

The campaign “SIMON FAIT LE TAF” (Simon does the job) was made with Simon Herck, a well-known influencer in French-speaking Belgium (149.657 followers on Facebook and 198.000 followers on Instagram) and the target was **young people between 13 and 16 years old**.



Promotional videos were made with the influencer discovering different occupations and meeting professionals of the trade in their daily life. Particular attention has been paid to the fact that the influencer speaks the language of teenagers (without filter and even with “bad language”) and use the codes of social networks, to attract a young audience to the professions presented.

For the campaign a website (“My job”, <https://mon-metier.be/>) and social pages have been created for the purpose of informing young people about different VET careers and paths in French-speaking Belgium.



The videos gathered 1 452 000 views and 761 reactions on Facebook and Instagram.

More than 7000 Facebook users clicked on the link to the website presenting the occupations.

Unfortunately, it is not possible to establish with certainty a correlation between these impressive figures and the enrolment in training courses for the trades presented.



R

Another campaign with an influencer was made by Constructiv, the construction training fonds in Belgium. This time the influencer chose (Véronique Gallo) was targeting **parents**.

Through testimonial videos where the influencer was playing the role of a mother whose son is considering switching from general education to vocational training, the campaign aimed to reverse negative stereotypes about VET and to promote VET as a path to excellence and fulfillment for young people who enjoy manual activities and who are not happy in general education. In the video, the father was mentioned as a figure convinced that only a university diploma can ensure a good job position and a solid economic income.

The 3 videos gathered a lot of comments on social media, notably from parents of young people in VET sharing their positive real experiences.



Actions by partners in Belgium

- Campaign [#jeconstruismonavenir.be](#) with influencer Véronique Gallo targeted to PARENTS



Communauté : 140.000 abonnés FB
Délivrable : 3 capsules d'environ 2 minutes
Contenu :

1. Mon enfant m'annonce qu'il souhaite faire un métier manuel - analyse des préjugés dans la famille, chez les amis et craintes éventuelles
2. On prend les renseignements (visite du site web, discussion avec un conseiller mise en perspective avec l'avis de certains profs de mon fils) et on réalise que c'est plutôt pas mal !
3. Mon enfant a choisi cette filière et s'y sent super bien - avantages de la formation en alternance, bien-être personnel, sentiment d'accomplissement.

Les 3 vidéos évidemment avec humour et un regard drôle sur ce sujet qui peut toucher toute famille.





Video 1/3



Video 2/3



Video 3/3

Conclusions

Influencer campaigns should be designed with the audience in mind. Choose the right influencer and make sure they speak the language of the target audience, so that the videos are attractive and increase the chances of clicks to the information provided about schools and courses.

As a result, it is difficult to find a global influencer at the European level that will be attractive to a multilingual audience, unless you choose a celebrity whose fees will undoubtedly be very high. For example, the overall cost of the Simon fait le TAF campaign aimed at the French-speaking Belgian public is over 25,000 euros.

R

IFAPME has experience on “Open Doors” events, and some forwarded exclusively to girls, but there is no data to evaluate the return on these activities.



La construction, un atout au féminin

Le 7 octobre 2020 de 13 à 17h15

Découverte des métiers de la construction pour les femmes (dès 15 ans)

Une demi-journée pour tester deux métiers au choix et trouver votre voie !

- Menuiserie
- Couverture
- Soudure - Travail du métal
- Peinture


Au centre IFAPME de Liège site Constriform
Rue de Wallonie, 21
4460 Grâce-Hollogne
Inscription : constructionaufeminin@centreifapme.be
04 247 68 70

Journée organisée par le Centre IFAPME Liège-Nerviers dans le cadre du projet de partenariat Erasmus+ «Women can build».



RF

Speed jobbing:



Specific actions

Speed Jobbing


What is Speed Jobbing?

Are you looking for the ideal learner ? Speed Jobbing is the meeting you have been waiting for... The IFAPME Network organizes several Speed Jobbing sessions throughout Wallonia.


It is a **direct meeting between a trainee and a company**. In a short timeframe, the young candidates for work-based learning introduce themselves, explain their motivation and present their qualities.

If everything goes well, both parties can leave with a training contract.

Candidate-learners are coached to prepare for these interviews. A team accompanies them throughout the process in order to prepare them for integration into the professional world.



TV broadcast talking about the trades




Specific actions

Wanted

Videos with Waldorodo about **occupations with a shortage of skilled workers** to promote VET trainings


Interviews of professionals promoting the job



Link to all videos of the series : [HERE](#)


New testimonials, real people, people who know what they are talking about.

“THERE IS NOT ONLY THE UNIVERSITY” – “Descolorization” (see Ivan Illic)




Specific actions


Testimonial videos



[Testimonies from parents](#)



[Testimonies from companies](#)



[Testimonies from people in professional reconversion](#)
From engineer to carpenter



Best practice manual

IT

Partners' experience:

Italian partner SCVAP: to have the newspaper talk about the school and to promote the educational path, agree with municipalities to restore or to make free works of public utility. This has 2 results: make know the school and have the students practice what they have learned at school.

MONTECCHIO Grazie all'accordo tra il Comune e il centro di formazione Andrea Palladio l'edificio sarà recuperato

Studenti restaurano la stazione

I ragazzi avranno la possibilità di fare esperienza sul campo seguiti da un tutor, la città riavrà un immobile a cui è affezionata

Antonella Fadda

Stages in stazione, con malta e cazzuola al posto dei quaderni. Il restyling dell'ex stazione FVv accanto al Duomo verrà fatto con il contributo degli studenti del centro formativo professionale delle masestrasse edili "Andrea Palladio". L'idea dell'alternanza scuola lavoro nei cantieri pubblici è arrivata a Montecchio qualche tempo fa, dalla proposta che Federico Vicentini aveva presentato all'Amministrazione di Milena Cecchetto, chiedendo la possibilità di fare effettuare agli studenti dei periodi di stage.

L'obiettivo era quello di far acquisire ai ragazzi esperienze dirette nell'ambito di lavori che hanno scelto come professione futura. Di qui la decisione del Comune di aderire al progetto e decidere che i tirocinanti potessero essere fatti durante i lavori di restauro della stazione, dove una volta passava il treno che da Verona arrivava fino a Recoaro soprannominato "La vana mora", e che rimase attiva dagli anni Venti

fino agli anni '60. La firma dell'accordo con l'Istituto di formazione arriverà a fine mese ma si è già concordato che i futuri edili presteranno il loro contributo durante i lavori di manutenzione straordinaria del tetto dell'ex stazione di via Fircidiana, l'attività di formazione e di orientamento saranno sempre seguiti e verificati, da un tutor inserito nella scuola edile e da un insegnante che sarà presente per tutta la durata dello stage come responsabile didattico ed organizzativo.

Al Comune, invece, spetterà fra le altre cose di creare, previo via libera della Soprintendenza, un progetto esecutivo riguardante il tetto dell'edificio e di fornire un ponteggio; di curare, l'Amministrazione dovrà fare tutto ciò che è previsto dalle normative affinché il cantiere sia totalmente sicuro per i giovani allievi.

Il costo totale del restauro della stazione ex FVv, posto a bilancio nel piano triennale degli opere pubbliche, si aggira sui 310 mila euro. Ma l'Am-

ministrazione, considerando che ci sono delle priorità molto più urgenti, ha deciso di attuare il restyling suddividendo i lavori in vari stralci. Fra questi è stata data l'urgenza al progetto alla manutenzione straordinaria del tetto dell'ex stazione Duomo. ■

Il direttore
 «Vorremmo completare l'opera»

«Sarà una bella esperienza che ci darà modo di collaborare con un ente pubblico - afferma il direttore del centro formazione, Mauro Pastore - quest'azione concreta per il momento ha il suo ancoraggio nel restauro della capacità del ragazzo. Vorremmo questa opportunità ci farà in qualche modo "adottare" l'edificio e a seguirlo in seguito, di poter continuare a collaborare per ristrutturare anche il resto dell'edificio».

«La cosiddetta "vaticiana" ricorda il sindaco Milena Cecchetto - un edificio che al cittadino di Montecchio sta molto a cuore, così come ci stanno a cuore e i giovani. La collaborazione con la scuola edile ci consente di restaurare l'edificio permettendo ai ragazzi di fare esperienza con la supervisione del direttore Mauro Pastore, che ringraziamo, ed del nostro ufficio tecnico. Una combinazione che restituisce a Montecchio un pezzo di storia nel cuore del paese». ■ A.R.

La "stazioncina" FVv accanto al duomo, sarà rimessa a nuovo. ■

Il progetto redatto dall'ufficio tecnico procederà a stralci, a partire dal tetto



In summer 2022 SCVAP experienced with summer camp, totally free of charge.

This initiative was enthusiastically welcomed by both parents and children, an article in the newspaper was made at the end of the period.

“MASCARA AND CONCRETE”

16 CRONACA

INCHIESTA La Scuola costruttori Verona ha dato vita ad un innovativo Summer camp

UNIVERSITÀ 134

Il Desi Prime

Sono 60 i posti
Dal 2023 gli st

La Scuola costruttori Verona ha dato vita ad un innovativo Summer camp. Sono 60 i posti che saranno riservati ai ragazzi che vorranno partecipare al corso di formazione. Il corso si svolgerà dal 2023 e sarà gratuito. La Scuola costruttori Verona ha dato vita ad un innovativo Summer camp. Sono 60 i posti che saranno riservati ai ragazzi che vorranno partecipare al corso di formazione. Il corso si svolgerà dal 2023 e sarà gratuito.

Mascara and calcestruzzo Il lavoro del costruttore ora piace alle ragazze

Due studentesse hanno appena concluso il primo anno di corso Melissa sarà restauratrice, Iaria si specializzerà come escavatorista

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Mascara and calcestruzzo

Il lavoro del costruttore ora piace alle ragazze. Due studentesse hanno appena concluso il primo anno di corso. Melissa sarà restauratrice, Iaria si specializzerà come escavatorista.

Il lavoro del costruttore ora piace alle ragazze

Due studentesse hanno appena concluso il primo anno di corso. Melissa sarà restauratrice, Iaria si specializzerà come escavatorista.

Sindacato «Grave»

La Scuola costruttori Verona ha dato vita ad un innovativo Summer camp. Sono 60 i posti che saranno riservati ai ragazzi che vorranno partecipare al corso di formazione. Il corso si svolgerà dal 2023 e sarà gratuito.



IT

SCVAP, thanks to his close contacts, is able to get students enter quickly in the world of work. This, however, does not seem to be a promotional factor because the world of construction as well other professional paths suffers from resistant prejudices in the people involved in the main sector.

The name of the school has changed from *Centro Edile Andrea Palladio* to *Scuola Costruzioni Vicenza Andrea Palladio*. Changing the name and deleting some words makes the school more attractive.



Competition



Ediltrophy is a competition between construction schools.

The first selection takes place at the regional level, the winners of this first step are then faced with a competition at the national level.

During the competition the students must create an artifact in a pre-established time which, after the competition, is left as a tribute to the city hosting the competition.



Best practice manual

ES

Partners' experience:

Spanish partner FLC: launched «Hoy» the brand with which since 2018 they attract young people to VET construction and host action such as recruitment, advisory services, training, and job orientation.

Target of the campaigns are:



Young prospective students
 between 15 and 30 years old
 (depending on whether they will
 access Basic VET or
 Intermediate or Higher VET)



Parents and relatives of
 these students



Guidance counsellors of the
 Secondary schools

Aragón	Cantabria	La Rioja	Navarra
-Higher Degree in "Prevention of Occupational Risks risks".	-Higher Degree of "Higher Technician technician in renewable renewable energies".	-Intermediate Level of Technician in Interior Works, Decoration and Rehabilitation in collaboration with Batalla de Clavijo Secondary schools.	-Intermediate Level of "Excavation and drilling technician excavations and boreholes".
-Intermediate Degree in "Technician in construction".	-Intermediate level of "Technician in interior works, decoration and rehabilitation".		-Basic Vocational Training in "Reform and maintenance of buildings".
-Intermediate level of "Excavation and excavation and rilling".			-Basic Vocational Training in "Manufacturing and assembly".
-Basic Vocational Training in "Reform and Maintenance of Buildings".			

Training offer to promote



ES

The arguments are:

The construction sector has a lack of skilled labor and an ageing workforce. Young people do not find the sector attractive, so it is necessary to promote it to attract them. The campaign highlights positive aspects:

- Free training.
- High labor market insertion.
- Internships in companies in the sector.
- Accompaniment in the training process.

Once they have finished their training, they can enter the labor market or continue their training in another vocational training course or higher cycle.

Young people see the construction sector as “brick sector”: the sector in which young people with bad marks end up, or those, who have no other career options, end up. The campaigns aim to change this mentality to the one of a sector full of opportunities, powerful, competitive and innovative.

Images of the **most attractive training areas** are used: masonry factories, electricity, fire extinguishing, lifting platforms, outdoor training, forklifts, equipment, etc., as well as **testimonials** from **students** and **trainers**:

The HOOKS are:

- Why are you training in the construction sector?
- And why with Fundación laboral de la Construcción?
- What is this course giving you? (Professional impact)
- Would you recommend young people like you to join the Foundation's courses?
- Where do you see yourself in the future?
- Has your perception of the sector changed?
- What do you think of the sector now?
- What resources does the Foundation make available to students on training courses?
- Apart from giving training at the Foundation, what do you do?
- How do you perceive the evolution of the students when they finish the training?



Best practice manual

ES

The dissemination phase included:

Landing by territory

- Creation of a page with highlighted information about the courses, testimonials and why train with Fundación Laboral.
- Form to request more information.
- Access to registration for informative webinar.

Webinar

- Creation of an informative webinar to publicize the offer training, why train in construction, information on courses, why train with Fundación Laboral.
- Participation of the Foundation staff, trainers and students is required to give their views.

Emails

- Sending emails presenting the 2020/2021 offer course and invitation to participate in the informative webinar.
- The mailing was sent to:
 - Students who registered last year but did not formalize their registration.
 - Guidance advisors of the Secondary schools.
 - Users who have registered using the form on the landing page.

Territorial social networks

- Promotional content was developed to present the training offer, why train in construction and why train in Fundación Laboral.
- Two presentation videos were created:
 - Courses: what you can learn, why train with Fundación Laboral and students' testimonials.
 - Webinar: what you can learn and why sign up.

The recruitment phase included:

Emails

- Sending emails informing about the opening of the registration period for the courses and a link to view the webinar.
- The mailing was sent to:
 - Users who registered for the webinar.
 - Users who registered via the form on the landing page.

Territorial social networks

- The publication of content related to the offer training and registration deadlines for the courses continued.
- The possibility of viewing the webinar through the landing page was offered.

The campaign was: web page <https://fparagon.fundacionlaboral.org/> (this page is not working anymore)



Best practice manual

E

Youtube : <https://www.youtube.com/watch?v=mc5VXWOqs14&feature=youtu.be>



Posters:



Program of each VET cycle:



The result of the campaign has been:

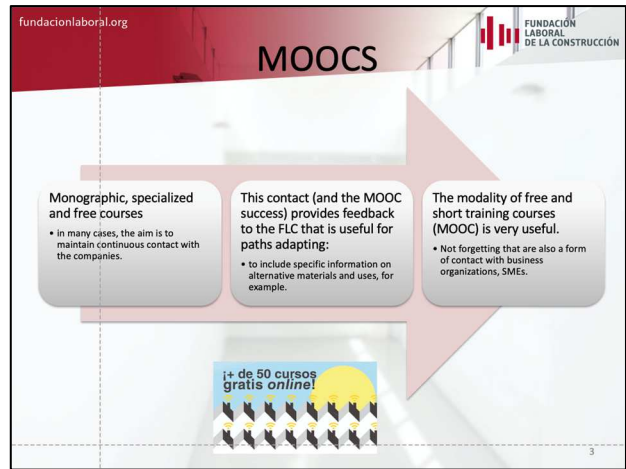
- Navarra**
 - 8 leads by web (landing).
 - 55 leads by social media.
- Aragón**
 - 6 leads by web (landing).
 - 103 leads by social media.
 - 17 leads by webinar.
- La Rioja**
 - 6 leads by web (landing).
 - 74 leads by social media.
- Cantabria**
 - 7 leads by web (landing).
 - 30 leads by social media.
 - 29 leads by webinar.



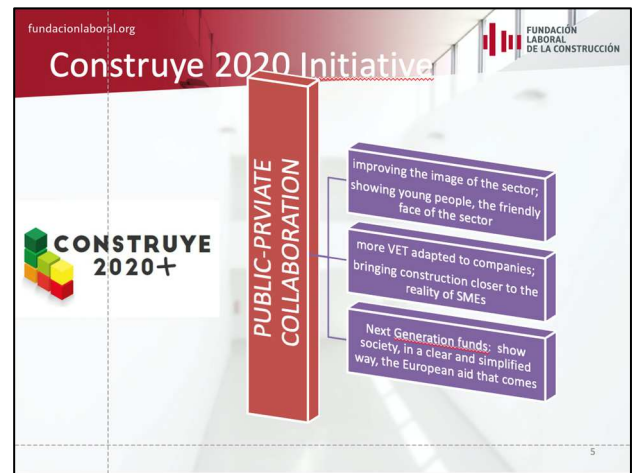
Best practice manual

E

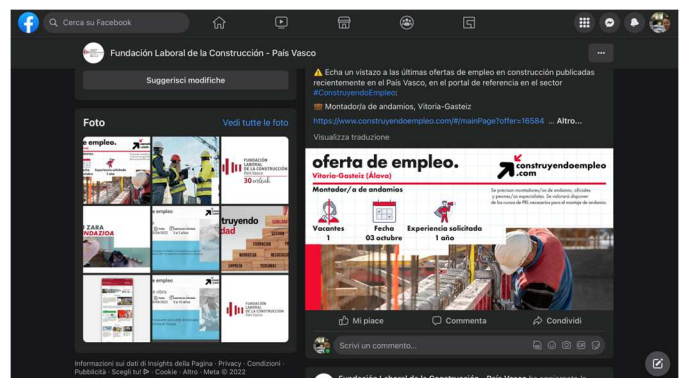
Implement free massive open online course (MOOC): if related to topics of strong interest, help to attract contacts.



Improve the image of the sector and implement relations with public and private companies and organizations.



Instead of using the school's Facebook page to promote courses, use it to let users interact with useful content such as the publication of job offers.

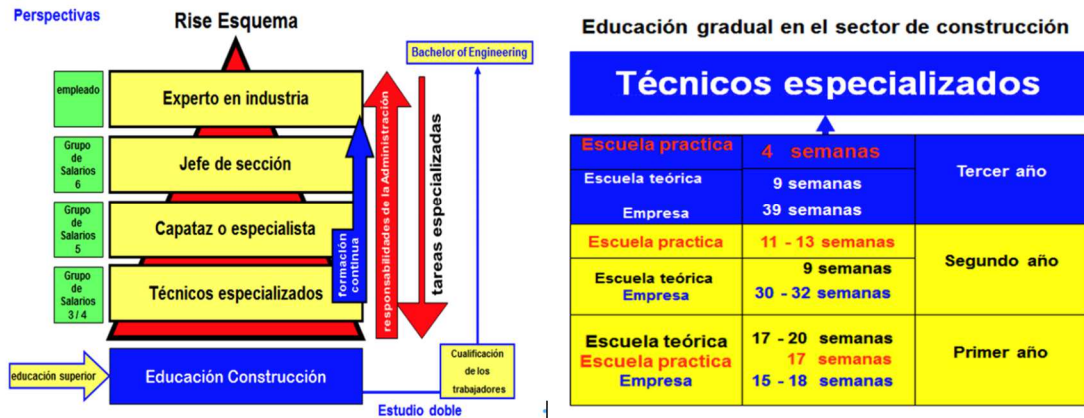


E

Partners' experience:

Spanish partner IFC: From 2013 to 2017 they have recruited young Spanish people for the German vocational education in the construction area. In the 5 years they recruited and prepared more than 500 young Spanish students for German companies.

To find and to attract young Spanish people to be interested in German VET careers they did these principal things:



- 1 - Preparation of extended Information about VET careers
- 2 - Extended information about career possibilities after VET
- 3 - Slogan: VET education opens the door for many career opportunities. Even for university degrees. It's the best start for everybody interested in technical professions
- 4 - Presentation, presentation, and presentation.



Presentations everywhere.

In IFC every week for two years two days a week in the morning and in the afternoon

We also visited:

- Schools
- VET schools
- Unemployment agencies
- Other associations
- All over Spain



Best practice manual

E

IMPORTANT: in the second year they invited Spanish VET students (from the first year) to come from Germany to tell their experiences with their own language.



Social media advertise:



S

Partners' experience:

Slovenian partner Gospodarska zbornica Slovenije: Since 2012 Slovenia every year meets 10 interesting engineers (women) and selects the Engineer of the year. During the event 10 interesting female engineers are presented to the public. These are women who, with their personality and work, can motivate, inspire or encourage young people (girls) to decide on an engineering study or career path.

The selection of engineers, their narrative, their stories and their contribution to the development of technology, society or the economy are important in the selection. The direction is to recognize that "they are doing something that makes sense for society and the world."

Here the link to the website <https://inzenirka-leta.si>



Promotional video with popular Slovene rapper



<https://www.stat.si/StatWeb/News/Index/8278>



To promote less familiar occupations among young people CCIS made a video:



»Knowledge for life«,

launched in 2019, still relevant, 60.00 views

Motto of the project: »I will study what I want to become«.

Video addresses young people.

To promote jobs and occupations the video can be used by companies, schools, and other stakeholders on the job market.



SI

Educational quiz on construction terms, facts and trends with popular Slovene rapper with many attractive prizes!



WHAT?

Quiz game promoting construction industry

WHY?

For primary school pupils (over 500 visited the fair) to learn about occupations in construction industry.

WHERE AND WHEN?

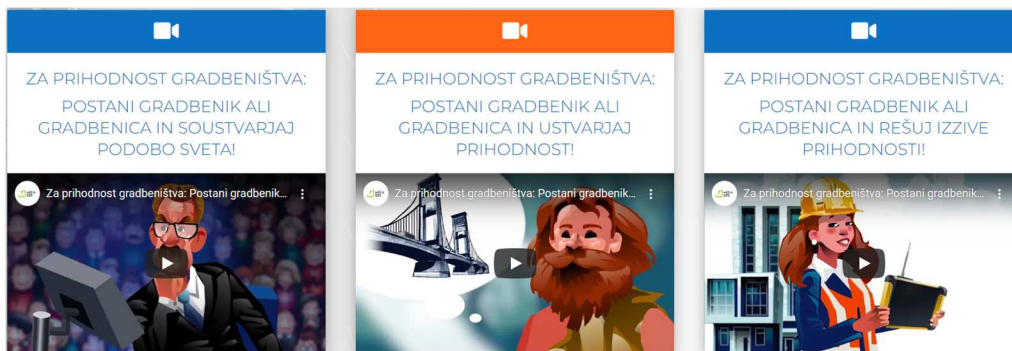
At the construction industry fair in April 2022, in the eastern part of Slovenia, which is less developed

<https://www.stat.si/StatWeb/News/Index/8278>

New online focused platform issued by social partners: for the future of construction

On 1 April 2022, the CCIS launched a targeted campaign aimed to improve the image of the construction industry among young people and in general and prove that the future in construction is bright hoping to inspire people to pursue a career in construction.

They spread out their good stories and invited everyone else to entrust with their experiences and success stories to be uploaded in a new joint portal of the two social partners (employers and employees): zaprihodnostgradbenistva.si –



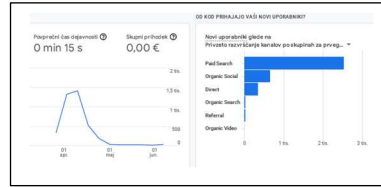
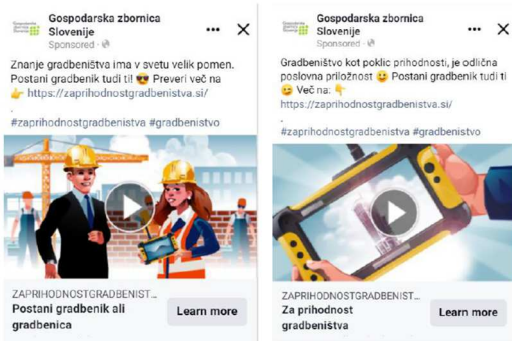
3 ANIMATION VIDEOS PRODUCED IN 2022 PROMOTING CONSTRUCTION INDUSTRY

To change the negative connotation about the construction sector and the construction careers among young people who have to make a decision about their future careers and enrolment in secondary and high schools.

- <https://www.youtube.com/watch?v=hbZMpKnPP3A>
- https://www.youtube.com/watch?v=Qv1Js4Cp_Kg
- <https://www.youtube.com/watch?v=BN6eqecF6qY>



SI **Paid digital campaign - video on social media of construction sector in Slovenia**



During a 4 weeks period (around April) when 9th graders are deciding their enrolment in secondary school, an online campaign consisting of three animation videos is carried out to implement and support the SUSODCO project in package and locally by video.

- The digital advertising campaign is divided between
- Facebook and Instagram campaign,
 - Tiktok,
 - Google (video and display network) campaign.

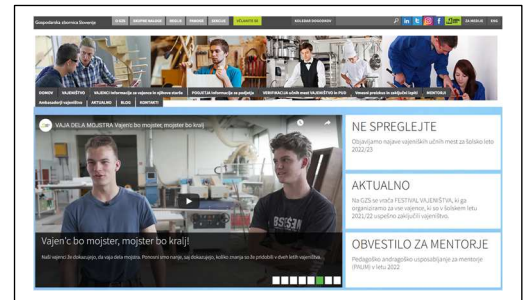
<https://www.stat.si/StatWeb/News/Index/8278>

APPRENTICESHIP IN SLOVENIA



Part of the VET programme of secondary schools with 3-years vocational programme:

- min. 50% of the educational program must be completed as vocational training in a company (employer): Trainees do practical training in companies, with remuneration ranging **from 250 to 400 euros**.
- CCIS is responsible for the 3 partit contract between student, employer, and Ministry.



The objective of the apprenticeship

- higher qualification to better match the demand of the economy (job market)
- softer school-to-work transition: early vocational socialization
- early employment of young people and balanced needs and demands for staff on the job market

How to become an apprentice?

- Future apprentices choose a company which is verified by the CCIS and sign an apprenticeship contract.

Corporate scholarships

The purpose of corporate scholarships is to connect employers and students. Long-term human resource planning enables companies to actively participate in the training and development of future employees and thus contribute to the long-term development of the company. Corporate scholarships are on average the highest of all scholarships available in Slovenia, but still, many remain each year.

Exchange room app (izmenjevalnica)

The Fund no longer provides funding to co-finance staff scholarships, but it does enable employers to register their need for staff scholarships on the one hand, and young people to find staff scholarships on the other.

SI

Fair MEGRA 2022 where all 2° and 3° educational organizations presenting their programmes



500 primary school pupils, who are facing one of the most important decisions of their lives deciding on their career path have the chance to be introduced to:

- all the educational institutions in Slovenia involved in construction,
- the largest Slovenian construction companies,
- the variety of careers in construction,
- the wide range of job opportunities and
- the latest digital technologies that are making their way into the construction sector.

Open-door day of the Slovene economy “job shadowing event for youth” – On 2022 they made the 5th edition -

Last event took place on Spring 2022, 67 company visits were made with 1 800 students from 37 different primary schools, 44 companies participated. The aim is to get acquainted with the professions in the working environment where the work is done. During the visits the young people receive all the necessary information about where they can continue their education and where they can look for employment.



Competition of the Slovene Secondary (VET) Schools of Construction - GRADBENIADA

To encourage young people for further vocational education mainly in the field of shortage occupations: masons, painters, ceramists and carpenters.

Sports and professional skills competition for pupils of all 5 Slovene Secondary Schools of Construction.

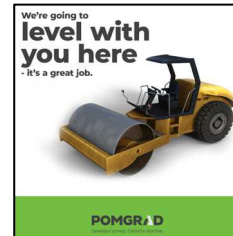
CCBMIS takes part at the accompanying programme together with construction companies (in 2018 with a test of social skills for pupils in the frame of the project SSHH (Soft Skills for Hard Hats - Developing managerial skills for construction workers)

SI

Advertising

Companies in the construction sector have begun to create advertising campaigns which "being fun" lead the viewer to empathize with the trade.

This is a great method of promotion!





Best practice manual

Partners' experience:

Lithuanian partner Profesinio Mokymo Centras Zirmunai: their country starts a reform of the career guidance system: from September 1st 2022, career guidance and counseling becomes mandatory for all students. Each school will have an appointed career counselor.

Students of the 9th-12th grade can choose to study a module related to a specific profession in a VET school (instead of having Technology lessons at the secondary school), the duration of a module is 110 hours, and a certificate is issued upon completion, the certificate is recognized by the employers, this is a good opportunity to try several professions before leaving the school.

Also, this partner decides to change the name of the school to avoid bad image that the name could bring to the mind of new students.



Best practices



- VET institutions take care of and invest in building their image
- Professional advertising companies are hired to create branding
- School names are changed to avoid negative implications and/or become more attractive and original:

Past	Present
Vilnius Vocational School of Technology, Business and Agriculture	Vilnius Agroecology Training Center
Vilnius technology and business vocational training centre.	Vilnius <u>Technology</u> Training Centre
Vocational and Education Centre "Žirmūnai"	Hospitality and <u>Business</u> Training Centre

Co-funded by the Erasmus+ Programme of the European Union

Summer camp, allowing youth to get in touch with the profession.



Best practices



- Summer camps to discover specific professions
- Short educational activities at VET centres for primary and secondary school students



Co-funded by the Erasmus+ Programme of the European Union





Best practice manual

IT

Zirmunai is part of a community: thanks to the typology of their paths they can offer services to the community, they can fit into various events offering services, in this way the school gets a lot of visibility.



Best practices

- **Becoming part of a local/city community** – participation in events, organising common activities, sharing school spaces



Co-funded by the Erasmus+ Programme of the European Union



This school visits secondary schools introducing the professions with the help of their students (they use them as influencers)



Best practices

- **Going to schools with our students to introduce professions**



Co-funded by the Erasmus+ Programme of the European Union





Best practice manual

IT

Collaborations with key figures in the sector and other interested figures.



Company – School cooperation

- Companies take active part in organising **skills competitions**:
 - Input in preparing **competition rules and tasks**
 - Appoint judges
 - Provide financial support, establish prizes



Company – School cooperation

- Company representatives deliver short courses and master classes to teachers, students, all interested parties:
 - Chefs to Teachers
 - Sustainability in restaurants
 - Sustainable tourism



Company – School cooperation

- Apprenticeship type of training:
 - 18 companies involved
 - 10 % students participating
- Job fairs
 - Active participation by employers
 - Successful matches between students and companies



Company – School cooperation

Company representatives working as trainers:

- 5 chefs
- 2 beauty specialists
- 2 massage therapists
- 2 accountants



„Let's go VET“ with social partners

- Meeting business representatives to get a feel for the profession

"Radisson Blu" &
 "Hilton Garden Inn" hotels;

"Vathaitau"
 restaurant



„Let's go VET“ going public

- Skills demonstration and promoting professions

In September 2022 our massage students participated in several public events to promote VET skills (sports event of the Lithuanian Water Motorcycle Sports Federation and Vilnius marathon)





Best practice manual

IT

Scholarships:



Company – School cooperation

- **Nominal scholarships:**
 - Established by companies
 - Awarded to active students who achieve high academic results



The school visit, carried out at the end of September 2022, with the opportunity of the meeting opened our eyes to how and how much the renewal of the institute is of fundamental importance.

Today "living" in modern premises transfers the idea of innovation, let's remember that schools aim to train and bring innovation to the education of young people.

This partner is proving to be very active in terms of promotions and is doing an excellent job.

During the last five years they have been collecting information on the effectiveness of promotion activities, focusing and investing in what is more attractive to new members.

RESULT FROM THE CAMPAIGN

In our Project we came together to share best practice examples on promotional strategies on how to make VET attractive to young pupils.

The project we carried out made us understand that schools must begin to manage promotion campaigns like any company selling goods or services, we are not excluded from the world of marketing, on the contrary, it seems that we really must ride it.

We have been able to establish a manual with examples of promotional campaigns, but we did not reach the point to identify the best strategies.

With this manual we make sure that Students are for schools the lifeblood that allows the institution to continue its activity.

Now let's start organizing ourselves and in the near future we will collect the results, which thanks to this project, we are encouraged to start creating and, in some cases, copying.

