

**BUSINESS  
IN THE  
COMMUNITY  
IRELAND**



# World of Work Programme

## Impact Report 2020-21



# World of Work Programme

Welcome to our very first national evaluation report for our new World of Work programme! Business in the Community Ireland (BITCI) believes in an inclusive society where everyone thrives. Through our education programmes we address those barriers of inequality and disadvantage. Our new World of Work programme targets 2<sup>nd</sup> year students in School Completion Programme schools and partners them with a local business, helping to inspire them to reach their full potential.



This past year has been one of challenge, uncertainty and innovation. We pivoted our World of Work programme to an online platform to enable the programme to continue in a year when it was needed more than ever. Interruptions to teaching and learning have had a disproportionate impact on disadvantaged students making our education programmes vitally important. We salute all of our companies and their employees who continued to work with us through this pandemic and who were successful in delivering an impactful programme. **Special thanks to our funder Tusla, the participating companies and all participants for their contribution to addressing educational inequality.**

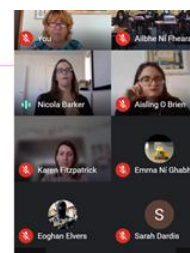
*"A wonderful learning experience for 2nd year students and encourages them to start thinking of their future career instead of leaving it too late."* - **Teacher**

Lets experience some communication

## Builder Challenge



Share your challenge on the padlet link in chat at the end



*"We got to learn about all the jobs and what the leaders did in secondary school and college to get to those jobs it was a fresh take on usual career guidance."* - **Student**

*"It was important to our organisation to play a positive role during the pandemic in being active supporters of educational disadvantage."* - **Company**

## KEY FINDINGS



- 99% of employees felt their contribution to their local community was a key benefit of participation.



- 93% of participants found the programme very enjoyable or enjoyable



- 92% of companies felt a feel-good factor and enjoying the volunteering experience were the main benefits for employees

- 90% of participants recommend the programme

- 73% of teachers thought that participation in the programme had improved student engagement



- The Day in the Life session was identified as the most beneficial session

## Our Year in Numbers



Worked with **167** Company & School Partnerships



**88** Partnerships have reached 10-year milestone



Impacted **3128** Students



Every targeted School Completion County in Ireland represented



**4** QUALITY EDUCATION



**10** REDUCED INEQUALITIES



**17** PARTNERSHIPS FOR THE GOALS

Sustainable Development Goals Aligned; SDG4, SDG10, SDG17



number of volunteers  
**620**



number of sessions  
**>650**



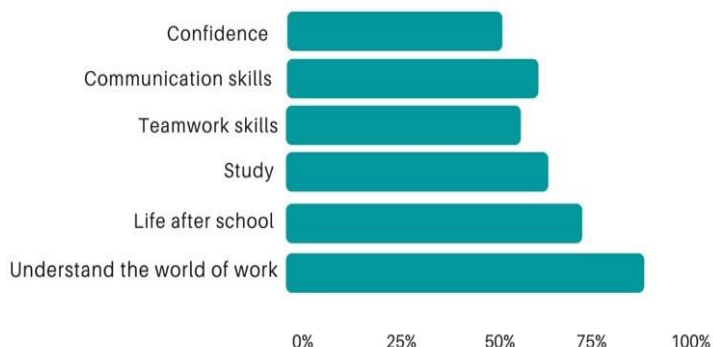
Evaluations completed  
**1,787**

*"It's a really good experience to get you thinking about your future and feel more prepared to go into the workplace."* - **Student**

Response rates were 96% (schools), 91% (companies) and 94% (students). The high response rates are evidence of the importance we place on governance and impact measurement. The feedback collected is invaluable in helping us shape the future of the programme.

## PROGRAMME IMPACTS

% of students who noted an improvement in these areas



### Top Line Data Outcomes



92%

of students enjoyed all parts of the programme



83%

of students learned about jobs in the company their school is partnered with



73%

of teachers felt that participation had contributed to better engagement



67%

of students felt it had changed how they think about school & their education



62%

of teachers felt it had a noticeable positive impact on individual student's attitude, commitment & focus

"I have more confidence in class, I can make better presentations and I am aware of the employment opportunities in my area."

- **Student**

"It helped me see that some people enjoy work when you work with people and a place you like so that was beneficial to see if the future will be like that for me." - **Student**

"Students were really interested to hear about careers. It really opened up a conversation they probably had not yet had with any of their teachers given their age (second years). The conversation about prospective careers continued even after the sessions had ended...it really got them thinking." - **Teacher**



Marty Morrissey congratulating students on completing the World of Work programme.

## SCHOOL & STUDENT BENEFITS

93% of teachers felt that the programme helped students to think about the world of work and life after school.

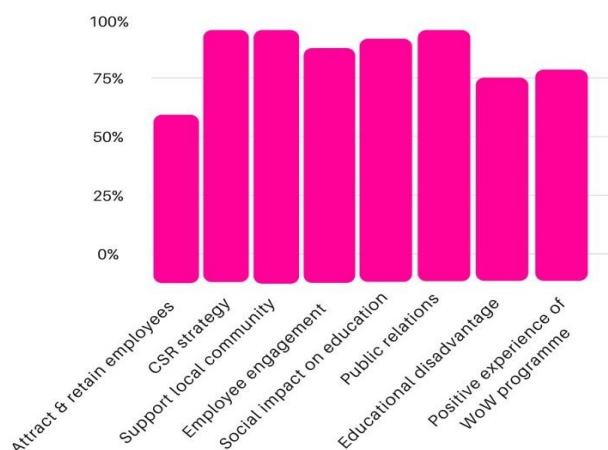
The Day in the Life session was identified as the most beneficial session for students and teachers.

"This was the first time we got to do the Day in the Life virtually and it was great as we were able to involve more people from the company and we created a video. Hearing from our own employees' experiences and getting them to reflect on their own career and remember their journey was really interesting. We loved the feedback we got from the students." - **Company**

"They liked hearing from different people and about the different roles - opened their eyes to the variety that exists even in one company." - **Teacher**

"I liked learning about the different backgrounds of the people employed & how easy it is to work hard if you really enjoy something." - **Student**

## COMPANY BENEFITS



99% of employees felt their contribution to their local community was a key benefit of participation.

92% of companies felt a feel-good factor and enjoying the volunteering experience were the main benefits for employees.

"With the doom and gloom of Covid 19 and its restrictions and implications, it was important for us to reach the students to show the world is still turning and business and future of work is still happening...Everyone was happy to take part and proud that the company facilitated this programme." - **Company**

"It was a really positive experience for all involved. As a team of employees, we came together to be a part of something bigger and make an impact of the students' lives which we hope will help them as they progress through school and into the world of work. It is something we are proud of and each year we can see more people wanting to get involved." - **Company**



## PARTNERSHIP

99% of schools and 95% of companies rated their partnership as Excellent or Very Good.

*"The company who were under immense pressure due to COVID and Brexit gave the programme 110%. They planned out the programme in advance and stuck to every commitment they made."* - **Teacher**

## SUGGESTED CHANGES

The virtual nature of this year's programme certainly made it more challenging. The majority of recommendations relate to getting back to meeting in person while others suggest maintaining some elements of the virtual world.

*"It's a great program and I think nothing has to be done to it."*  
- **Student**

*"I think the program was an amazing experience, but I feel like if it wasn't for Covid it would have made it more interactive for everyone."* - **Student**

*"That it would be broken down some more to suit the level of understanding of the students."* - **Teacher**

*"Hopefully we will be able to complete the programme in person next year."* - **Company**

*"The school and the company are a long-term part of the local fabric of the town, and both want the town and most importantly the young people in it to be given every opportunity possible."* - **Company**



*"In a world where we have had limited volunteer opportunities for staff, this program was fantastic at adapting so we could offer that opportunity. These were not onerous sessions on staff and meant they could volunteer for 1 or all sessions depending on how much time they had to spare. Positive feedback from all involved."*  
- **Company**

## RECOMMENDATIONS

96% of volunteers would recommend World of Work.

*"In the Covid circumstances it was perfect."* - **Company**

*"I would recommend for any school to take part in this initiative as it is student centered with clear learning outcomes that are achieved through engagement with the companies."* - **Teacher**

*"The World of Work Programme is a wonderful opportunity for companies to play a positive role in supporting the schools in their area and helping students better navigate their way in the future."*  
- **Company**

*"100% companies should be doing this. Every company will have someone in it that loves to give back to the community and wants to help young students."* - **Company**

*"I would recommend it to the students who are particularly worried about their future and their future job as it helped me a lot with that aspect."* - **Student**

*"It's a really good experience to get you thinking about your future and feel more prepared to go into the workplace."*  
- **Student**

