

Enterprise Adviser Survey 2020

Publicat on informat on

The Careers & Enterprise Company & SQW
(2020).

London: The Careers & Enterprise Company.

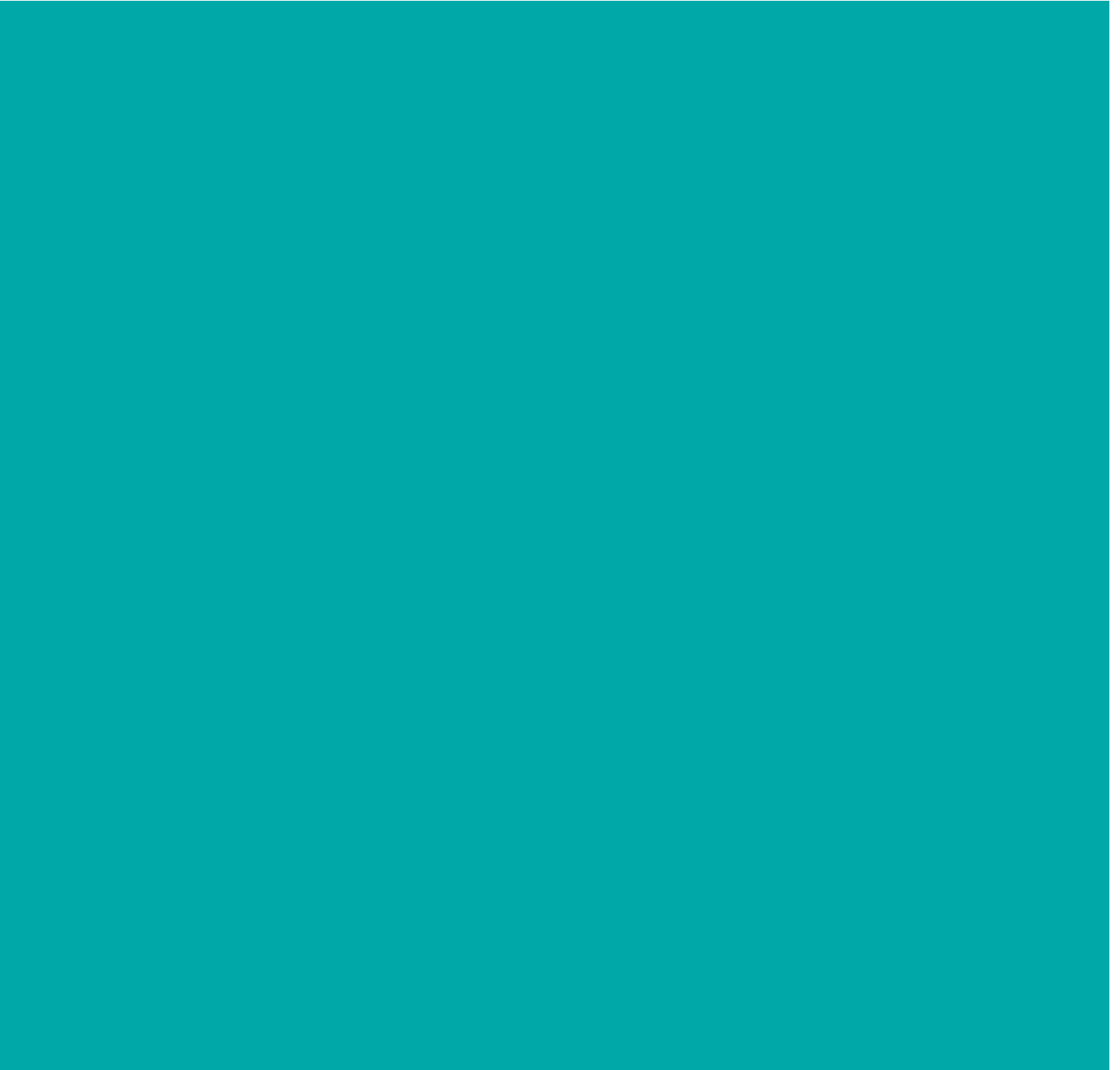
Acknowledgements

This report was prepared by Isobel Finlay using
data prepared by SQW.

Our thanks go to all of the Enterprise Advisers
who took part in this survey.

Contents

1. Introduct on	1
2. Who are Enterprise Advisers	3
3. What do Enterprise Advisers do?	7
4. How are Enterprise Advisers supported?	12
5. What impact do Enterprise Advisers have?	17



About this report

This report presents the results of the 2019/2020 survey conducted by SQW of over 800 Enterprise Advisers. SQW is carrying out an evaluation of the Enterprise Adviser Network on behalf of The Careers & Enterprise Company. The Enterprise Adviser survey forms a part of this evaluation alongside online surveys and extensive telephone interviews with a range of stakeholders including Enterprise Coordinators, Hub Leads and Careers Leaders in schools and colleges. This report updates the evidence on how Enterprise Advisers are supporting schools and colleges and highlights who Enterprise Advisers are, what they do, what motivates them and what they think about impact.

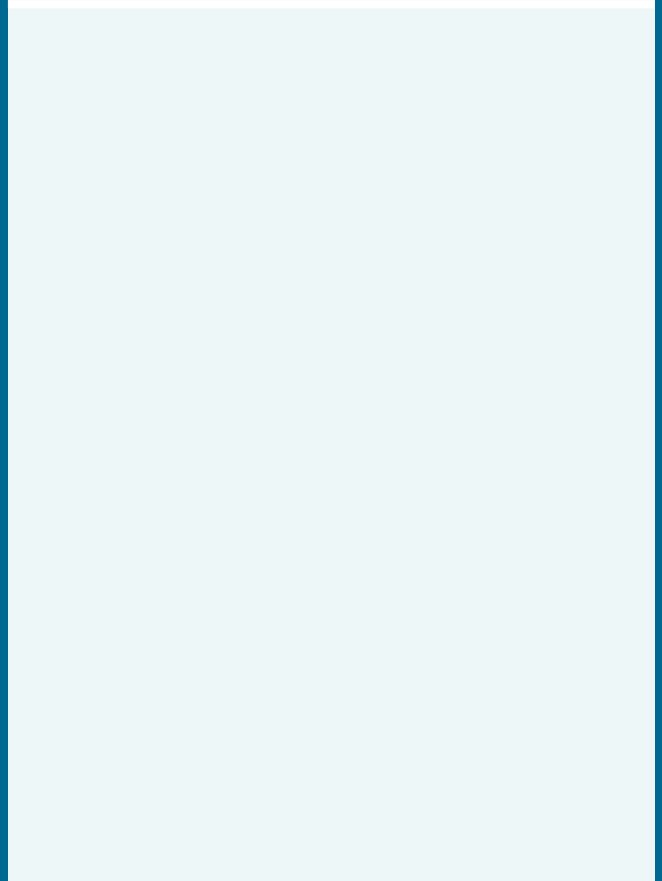
1 | Introduction

The Enterprise Adviser Network (EAN) has grown steadily across the country, supporting young people and prepare them for the world of work.

The EAN currently consists of over 3,000 Enterprise Advisers, senior business volunteers working alongside Careers Leaders in schools and colleges to support support careers leaders to develop bespoke career plans based on the needs of all their young people regular encounters with employers, training providers, and workplace experiences and career

In light of the current Coronavirus pandemic, the role of the EAN has become increasingly important. With large numbers of young people missing out on employer encounters, workplace experiences and career

A similar survey of Enterprise Advisers was conducted in 2017. The results of this survey are compared with the 2022 survey results, as the results may vary. The 2022 survey results are shown in the table below.



2 | Who are Enterprise Advisers?

Most Enterprise Advisers are senior leaders, middle managers and professionals or self-employed, reflecting significant experience in the workplace.

Enterprise Advisers are mostly senior leaders (33%) or middle managers/ professionals (43%). A further 12% of

Enterprise Advisers on the Enterprise Adviser Network Register as of 31st March 2020 was 41% male and 50% female, with the remaining 9% of Enterprise Advisers preferring not to say. This suggests that the

Of the Enterprise Advisers who responded to the survey, over twice as many male Enterprise Advisers were in

Enterprise Advisers who responded to the survey, over twice as many male Enterprise Advisers were in

Source: SQA, 2020

Source SQA (N=799)
* To include only respondents who have been matched with a school/ B... type: single choice.

Enterprise Advisers are beginning to build up substantial experience in the role

Although responding Enterprise Advisers had a variety of experience, most Enterprise Advisers have been in the role for between one and three years (45%) and a significant proportion (25%) have been in the role for less than one year.

Of these respondents, 98% (N=799) had been matched to at least one school or college. It is this group of matched Enterprise Advisers that have been used in subsequent analysis.



Not
applicable

No

5pL} , < > ~nNB, ^%dL... ^LH>%L^¥, ^†ŸsL§ ... ^">~"ÉL^L% s>~>B, %p >L~>HNL} >L~
fl~"L^..:9% HCS% %> "p, Ÿnp... ^, ~>"L ¥} , ^L^NL} >L~L%q. ~HL~"%dL... ^LHNB, ^%ø%ø
'very' or 'quite' important compared to their male colleagues. This trend was could be seen across

Enterprise Advisers engage most frequently with their Enterprise Coordinator and Careers Leaders

As a part of their role Enterprise Advisers reported that they engage most frequently with their EC and with Careers Leaders in schools and colleges.

5pL } >w\$¥ ; Nfl~"L...\$% Hc\$%~n>nLH'E \$p fl' %~"L>%dCL^¥p>N"L} 5p\$%~%...\$%n fl' % provide support and training to Enterprise Advisers and , l L~>™L~H} LL ~n%AL"É LL~fl~"L...\$% Hc\$%~n and Careers Leaders. Of the Enterprise Advisers who engage with their ECs less frequently, the majority meet on a termly basis.

Careers Leaders are the key contact for an Enterprise Adviser within their matched school or college, so it is natural that these are the second most frequently L~n>nLH'n, Y...) LL ~n%É \$p~ >^LL! , a !

Source: SQW (N=799)

Most Enterprise Advisers are matched quickly to a school or college

When business volunteers join the Network as Enterprise Advisers, they are matched to schools and colleges by Enterprise Coordinators. The survey results suggest that the matching process between Enterprise Advisers and schools/colleges is working well. The majority of Enterprise Advisers were matched within

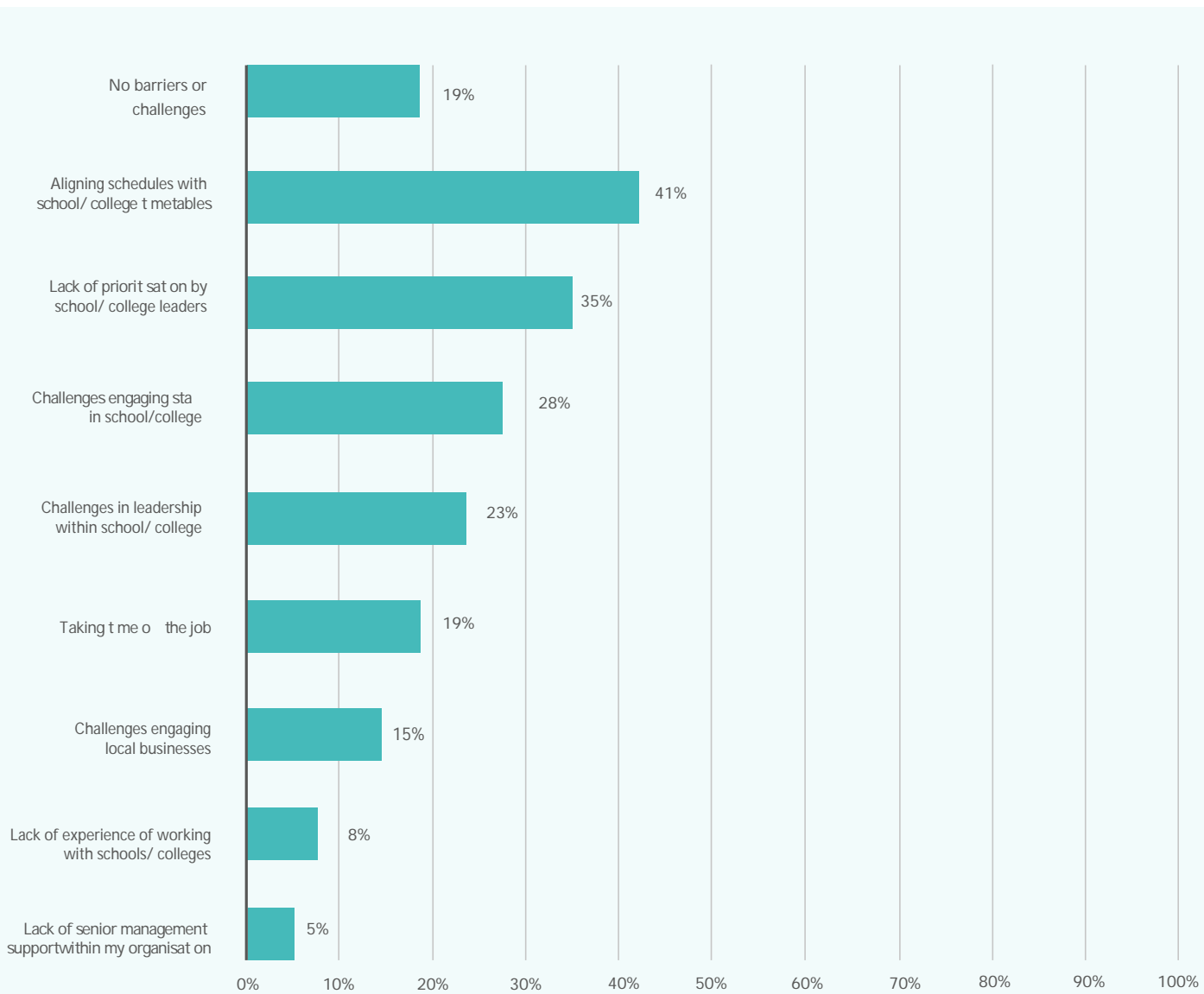
The overwhelming majority (93%) of Enterprise Advisers are satisfied with the support they receive from their Enterprise Coordinators to deliver their role

fl %%%a...r ^"fl~"L^...S%o HCS%o%%o HL stL^~"pLs^~ L 5pS%B>~AL^"p^ Ynp} >ys-n^B ~-LB , ~-%o ~, B>~

Aligning schedules with school and college t metables was the most commonly reported challenge to delivering the Enterprise Adviser role

challenges to delivering their role. The most common challenges reported among
in the school/ college (28%).

Barriers/ challenges to delivering the Enterprise Adviser role



3, Y'BL ~31: ~ ~ * . H">S% "L' LH", ~s-BYHL, ~¥~L%a ~HL~"%& p, p>CL ~
 ALL~} >"BpLHE sp~>%Bp, , B LnL ~1 YL%a ~"¥..L) Y ..L Bp, sL

5 | What impact do Enterprise Advisers have?

Enterprise Advisers report a positive change in their school or college careers plan

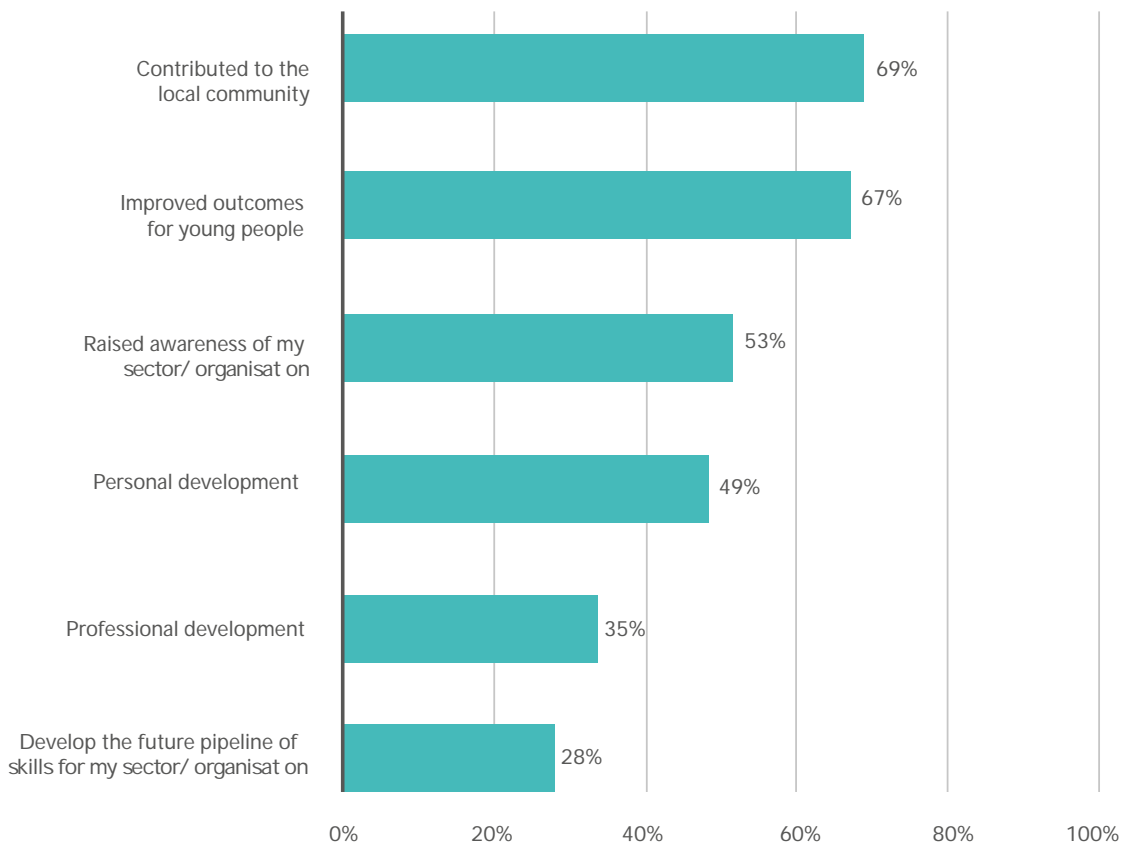
Almost half (49%) of Enterprise Advisers surveyed reported that their school/ college career plan had improved as a result of their work with them, while 39% reported it was too early to say.

fl~"L^...%~ H%~%d... ^ ~n~pLs~%p, , B LnL B^LL^%a.>~p>%g ... CLH
as a result of their work with them

The impact of Enterprise Advisers grows over time

fl~"L^...%o HCS%o%o%o~L... ^"LHB, ~"AY ~n", ~"pL~, B> B } } Y~s¥ ~\$... , CLH, Y"B } L%N ~ ¥, Y~n~.L, ..L ~ >~H^>%H>E>^L~L%oK L%o ê L... 1 <

Perceived outcomes of the Enterprise Adviser role



Enterprise Advisers developed skills and competencies

5pL Ỹ~L ȡ.LB'LH'..L^%ρσ-> ȡAL~LT"%ϵ L^L ȡ> %ρσ~Lj LB'LH' s~"pL~L... ^ ~nȡ, N%ys %ϱ>S-LH"p^, ȡnp~"pL fl~"L^...ȡ%ȡ Adviser role. The most commonly cited new skills and competencies developed were community awareness ~L"E, ^ys-nȡ ȡ>~HB } } ȡ~ȡ> , ~ 5pL%ȡ"p^LL %ys %ȡ^L...> Bȡ >^ ȡȡ ... ^" >~"ȡ, ȡ>~



The Careers & Enterprise Company
The Careers & Enterprise Company
Clerkenwell
London EC1R 0DE

careersandenterprise.co.uk