

BRITISH ARMY CASE STUDY

THE CONTEXT

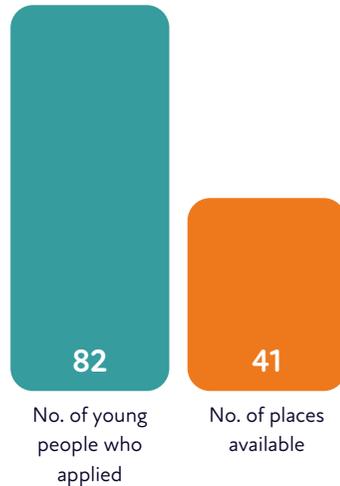
- **Who?**
The British Army
- **Why?**
 - Attract and engage more females and more young people from ethnic minority groups to consider a cyber career with the British Army.
 - Demonstrate the British Army's commitment to early careers outreach despite the pandemic.
 - Explore how virtual placements can create higher levels of interest in specialist roles.
- **What?**
Virtual Insight Day
- **Where?**
Throughout England
- **When?**
As part of Speakers for Schools' Predict '21 campaign in June 2021



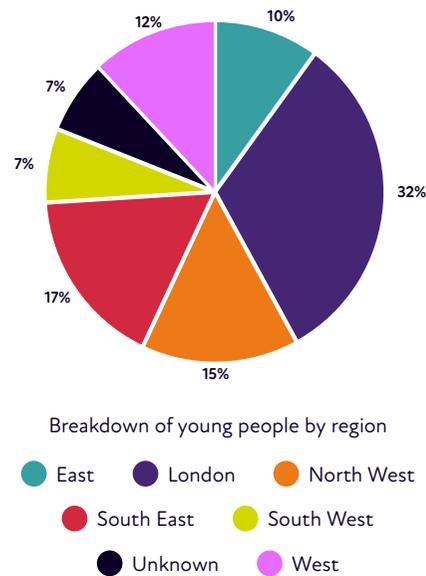
THE OUTCOME

TAKEAWAY 1

High levels of participation and access



This was the British Army's **fifth time offering Virtual Work Experience with Speakers for Schools**. Offering this Insight Day focused on careers in cyber security using an online platform enabled young people from all over England to apply despite the country being in lockdown and **we received two applications for every place available**.



Breakdown of young people by region

The Insight Day was over-subscribed, showing that there was a **high level of both interest and demand for places**. We received applications from 68 different schools and **41 young people from 36 different schools** attended the Insight Day. **Most young people who participated were already studying IT at GCSE or A-level**, so had some computer programming skills and a keen interest in careers in cyber security.

It was very informative and taught me a lot about the cyber part of the British Army. I had the opportunity to talk to multiple people in the field.

Student feedback

Virtual delivery meant that **the British Army attracted young people from all over the UK with an established interest in this specialism**. This would not have been the case had delivery been via an in-person session with a single school.

TAKEAWAY 2

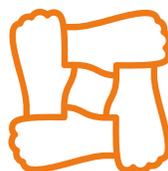
High levels of diversity among participating young people

The British Army has challenging targets for increasing the number of female recruits and ethnic minority recruits, so they were particularly keen to increase engagement in these two areas.



44%

of participating students were female, 56% were male



28%

of participating students who disclosed their ethnicity were from ethnic minority groups

This indicates a high level of diversity among the participating young people with a relatively even split by gender and good representation from ethnic minority groups – only 4.1% below the current national average in England for pupils from ethnic minorities in secondary schools. This data demonstrates that the Virtual Insight Day was a very positive step towards meeting the British Army's aim to attract and engage more females and more young people from ethnic minority groups to consider cyber careers with the British Army.

It has been a fantastic platform for reaching out to a female audience, and a more diverse audience – we usually have at least 50% female attendees, which is not the case when we run live events.

Eleanor Brown
Manager, British Army
Supporting Education

TAKEAWAY 3

High levels of engagement among participating young people

100%

of participants rated the placement 4 stars out of 5 or higher

100%

of participants said they would consider a career in this industry following their placement*

93%

of participants felt well informed or very well informed about careers in this industry following their placement.

This Virtual Insight Day took the form of a 2-hour introductory session to careers in cyber security with the British Army. As well as having the opportunity to meet serving personnel from the Royal Corps of Signals and Intelligence Corps, all young people took part in interactive online activities in smaller groups in three different breakout rooms. **The engaging format of the placement allowed young people to learn a lot in a short amount of time.**

The serving personnel involved in hosting the workshop said it was **the most engaged and intelligent audience they had hosted for a virtual session.**

* a 25% increase from pre-placement

I really enjoyed it!
I especially liked the breakout rooms where we could engage more with the coaches.

I thought that it was informative and fun as they gave us activities to do and gave us time to ask questions.

Comments like this illustrate how valuable the students found the experience and are particularly significant given the limitations imposed by the current pandemic.

TAKEAWAY 4

High levels of business benefit derived from working with Speakers for Schools

Following the success of this format – both for this placement and previous placements focusing on careers in cyber security, music, nursing as well as placements aimed specifically at females – **the British Army have committed to using the same format for their future placements** with Speakers for Schools.



Speakers for Schools is a platform we will continue to use because it enables us to bring those interested in our more specialist roles together in a dynamic forum. It has been particularly useful for finding young people who are interested in IT, music and healthcare careers, and show them a range of relevant careers of which they were not previously aware.

... It is a platform where young people are less afraid to come forward and find out about careers outside of their world of experience.

*Eleanor Brown,
Manager, British Army Supporting Education*

