

# Understanding Young People and Career Ambitions

Tuesday 14 November 2023, 4.15pm to 5.15pm

Free webinar from  
the Career Services  
Collaborative

Part of Scottish Careers Week



## Follow-up guide November 2023

Thank you for taking part in the Career Services Collaborative's webinar on Understanding Young People and Career Ambitions– we hope you found it useful and it supports you, helps develop your organisation's services and ultimately helps those you support.

Below are the contact details, information and websites mentioned in our webinar, and here is a link to [watch it again on the SDS Youtube channel](#).

Thanks to Dr Patrick Watt and Debbie Pavia at Skills Development Scotland for sharing their latest research on insight from young people around career ambitions.

The Career Services Collaborative's fundamental purpose is to ensure career services are designed and available to all, through actively addressing disadvantage based on a shared understanding of the reasons for inequality.

As the facilitator to help create a shared platform for partnership work and engagement, there remains an opportunity for everyone in the career services ecosystem to continue to engage, influence and share in order to drive change.

Everyone can support the work of the Collaborative by;

- Helping to deliver the collective missions and change plans developed in Phase 2 of the Career Review.
- Developing a change plan within your sector, aligned to the Career Services Operating Model and recommendations of the Career Review.
- Being proactive in sharing best practice with your peers.
- Developing a [changemaking](#) approach in your sector, building capacity and supporting others to align to work to deliver on the Career Review recommendations.
- Engage in dialogue across the ecosystem to understand services, influence service development and co-develop insights and evidence.

## Useful Information

<p><b>Contact the Collaborative</b></p>	<p>To set up a collaborative event, share knowledge across the eco-system or investigate ways to engage in partnership work.</p> <p><a href="mailto:cpmo@sds.co.uk">cpmo@sds.co.uk</a></p>
<p><b>SDS Research and Evaluation team</b></p>	<p>To engage further with the Evaluation and Research team on the work it does, invite the team to speak at any other events or speak to them about cross-collaborative work:</p> <p><a href="mailto:evaluation&amp;research@sds.co.uk">evaluation&amp;research@sds.co.uk</a></p>
<p><b>Webinar presentation</b></p>	<p><a href="#">PowerPoint presentation slides</a></p> <p>Find the <a href="#">recording of the event and presentation</a> on the SDS YouTube channel under Career Review in Action.</p>
<p><b>SDS research on young people</b></p>	<p>Find the Young People in Scotland and Young People’s Career Ambitions research on the <a href="#">Publications area of the SDS website</a>. Select Subject area: Research &amp; Evaluation.</p> <p><b><u>Young People in Scotland (YPS) research 2022/23</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Briefing paper</a></li> <li>• <a href="#">Ethnicity findings</a></li> </ul> <p><b><u>Young People’s Career Ambitions (YPCA)2022</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Briefing paper</a></li> <li>• <a href="#">Infographics</a></li> </ul> <p>Pupils Voice research will be available on the Publications area of the SDS website shortly. A link will be shared with registrants when it is available.</p>
<p><b>Other useful SDS research</b></p>	<p>Parent and carer views on our career services are extremely important and will help SDS and the wider collaborative continue to shape and evolve our services. Please provide your views or share with relevant customers the SDS <a href="#">Parents’ Voice Survey 2023/24</a>.</p> <p><a href="#">View the Parents’ Voice Survey 2022/23 results</a></p> <p>Find out more about the <a href="#">SDS/Scottish Graduate School of Social Science PhD programme</a></p>
	<p><a href="#">Find out more about the Career Services Collaborative.</a></p>

**Information  
about the Career  
Services  
Collaborative**

[Information on the new operating model for Career Services in Scotland.](#)

## **Key takeaways, themes and comments from feedback session**

### **1. How does this insight chime with your experience and understanding of young people?**

**Most of those who commented said the results were familiar and echoed their own experience or perceptions.**

*“No surprises, particularly around the gendered roles.”*

*“The overall perception was the same as myself. The apprenticeship route is still a mystery and yet when you speak with parents and young people they understand the merits of this.”*

*“Accurate and wouldn’t say much has changed in regards to pupils expectations of the labour market, especially taking SIMD into consideration.”*

*“The young people from most deprived areas having low confidence as a barrier is certainly something I see in my role.”*

*“Consistent with our experience in New Zealand as well.”*

#### **Other key comments:**

*“I would say it didn’t reflect in terms of the young people I’ve worked with don’t tend to be influenced positively by parents.”*

*“Knowledge of MAs still being low is surprising.”*

*“Would be interesting to see this research broken down on behavioural segmentation.”*

*“Was interesting to see how Careers adviser more influential than parent in certain areas.”*

*“Have seen a definite drop in MA applications.”*

*“25% of students said nothing would encourage them to do a Foundation Apprenticeship, this surprised me. I think there’s something around how they are marketed within the schools.”*

*“Interested that young people’s attitudes change after being in the world of work.”*

*“(I’m) working with young people over 18 using jobcentres and those facing longer term unemployment, after bad experiences at college, ect, not really seeing as positive outlook on future ambitions.”*

**2. What kind of research would you like to see with young people in the future? What other, wider research is needed?**

**Work experience in school and post school, how best to engage with young people on careers and support, understanding those with additional support needs, mental health and the impact of COVID were common topics.**

**Other key comments:**

*“Reasons why they (young people) say these things.”*

*“It would be good to see differentiated responses between BGE and senior phase.”*

*“What are their expectations in further education. We have a few reasons for leaving, saying ‘it’s not for me’ Would more in place work experience help, this seems to have disappeared.”*

*“It would be useful to know more about why young people are choosing certain industries/careers and what would encourage them to widen their perspective.”*

*“How people research careers? Tiktok etc”*

*“Research into customers from each SIMD and what they say they need or would have wanted when they were at school.”*

*“It would be interesting to know if the climate emergency is impacting future employment choices.”*

*“Knowledge about growth industries - jobs of the future. What types of apprenticeships would people like to see?”*

## **Some of the most frequently asked questions we received during the webinar – and our answers:**

**Q: How is this research being shared more widely?**

**A:** Research outputs are available on the SDS website at the links in the Useful Information section above. Our research with young people has been publicised across print, social and digital media to a range of audience groups and has been presented to Scottish Government policy and analytical colleagues. This webinar ensured that the research was shared more widely across the career services ecosystem. If any groups or individuals have

platforms where this research can be shared further, please contact the [SDS Evaluation and Research team](#).

**Q: How have the views of under-represented groups been captured across the research e.g. those who are neurodivergent, the Deaf community?**

**A:** Respondents are asked about specific disability within the questionnaire and, as numbers then become smaller, sample sizes may not be robust enough to report on specific groups. There is a series of equality infographics available alongside each research project. This includes a breakdown by disability for [YPCA](#) and [YPS](#).

**Q: Is it possible to share regional or Local Authority data?**

**A:** Results at these geographic levels are less robust, due to the smaller number of respondents. The SDS Evaluation and Research team will examine levels of robustness and share results where possible.

**Q: What research work is being done to look at gender imbalance?**

**A:** Results by gender have already been produced.

SDS is conducting qualitative research into gender stereotyping.

The SDS [PhD programme includes topics on gender imbalance, poverty and career information literacy](#).