

Meaningful Learning Experiences

Strategic Commitment	✓	Part of a series of exemplars and a regional programme
Curriculum Provision	✓	Addressing English skills needed for GCSE English
Employer Partnerships	✓	Inspiring, fast-growing, local technology firm
Reflective Young People	✓	Developing both English and wider skills
Informed Career Choices	✓	Raising awareness about exciting local opportunities

Raising year 7 English skills with elevator pitches for 3-D mapping technology company

Bramcote College, part of the White Hills Federation in Nottingham, had chosen six curriculum topics to create exemplar projects as part of a strategic plan to enrich subject learning in partnership with local employers.

The brief for a year 7 English project described; 'A project for year 7 in summer term called *'The Young Apprentice'* where students are taught the basics of persuasive advertising and then in groups, come up with a new brand/ type of crisps. They have to pitch all aspects of the product launch to a staff member and then a winning idea is chosen.' The brief added: *'I think the project has potential but lacks a grounding in the real world'*.

GeoSLAM is a world-leader in portable 3-D spatial mapping technology and was already involved in CSR activity with local schools. The company created a 3-D map of the school's library and main hall, which was shown as part of a 10 minute assembly to launch a challenge. This required students to research the company and its products before recording elevator pitches in non-technical language.

The recordings were sent to GeoSLAM and viewed by the marketing team ahead of a feedback session at another short assembly. Students producing the best work were invited to repeat their pitches in the boardroom, with a promise to use material in marketing plans.

Benefits for the Students

Before:

- *'It isn't exactly our teachers ... it's people who've got world-wide knowledge'*
- *'There will be pressure, but it might drive us more to do better with our pitch and that might show us what we can achieve'*

After:

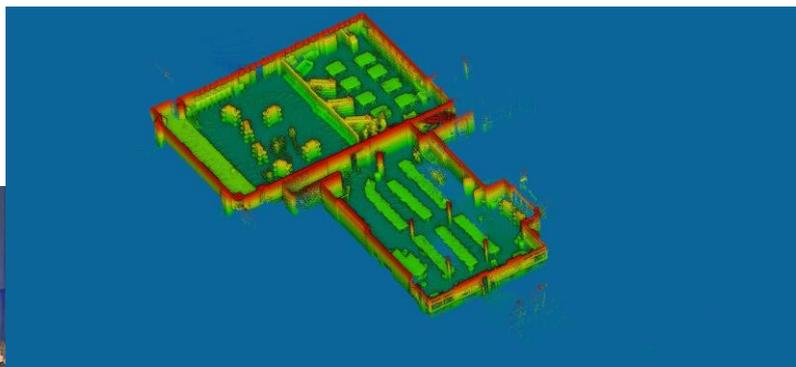
- *'It feels amazing ... We were the ones who put in a lot of effort and now we've got a reward'*
- *'It seemed easier first thing, then I started doing it and it was hard ... trying to impress them'*
- *'It'll give me a few more ideas of what I might do after I finish school'*

Benefits for the School

- *'Relevance is everything these days. If a kid can see the relevance of things, they're more likely to engage in lessons. It's got a massive knock-on effect'*
- *'The GCSE talks about the range of language skills that are needed; the different sets of criteria. It hits all of those'*
- *'We would like ... every year group to meet an outside organisation so the world of work becomes more relevant. Otherwise, what use is English?'*
- *'Generally, we get good outcomes in the school. But I think it's a different kind of engagement. It's an enthusiasm and an effervescence that you wouldn't normally allow because it feels a bit risky – and I think taking risks is good. It makes for good learning'*

Benefits for the Employer

- *'The students have gone away and taken it really seriously. I told them to come back with an exciting pitch and the winners did just that. We've made a commitment to use some of the words – the language they've used – within our marketing strategy'*
- *'This has given them a real example of a business challenge that we face and they have come back with a solution for us'*
- *'It's taken about three hours to prepare, to assess and then come back to give the prizes. So it's not been a huge amount of time we've taken'*
- *'It's not difficult. Just be yourself, be enthusiastic and help people understand what it's like in the world of work'*



Local technology firm GeoSLAM is a world leader in 3-D mapping technology. Year 7 students were challenged to communicate what the company is about in non-technical language. All 200 students were involved and those producing the best work were invited for a VIP visit to the company, with their words being used in marketing material.