***CASE STUDY TEMPLATE***

Employer case studies exploring the business benefits of offering industry placements, provide great tools to encourage other employers to get involved and support students.

Employers are usually open to supporting the creation of case studies too. This is because case studies provide positive PR for their organisation, as well as your T Level offer, so try to collect as many as possible, as simply as possible.

***HOW TO GET CASE STUDY CONTENT***

Getting case studies should be part of your feedback process and don’t have to be onerous.

When an employer provides positive feedback to you or a member of your school or college team, it’s simply a question of asking if they would provide further insight.

You, or the person with the closest relationship with the employer (e.g. tutor), can send them the following template (*case study template - to send to employer*) to tease out a great quote you can use on social media or your website, or create a longer-form blog post to promote your offer to other employers.

***EDIT AND APPROVAL BEFORE POSTING CONTENT***

Once the employer returns the case study template, you can start to write content for a longer-form blog post using the ‘*case study template – blog post’* or decide which paragraph you’re going to post on social media.

However, sometimes the content the employer has sent back doesn’t quite fit neatly into the structure of your blog post and you’d like to modify it. This is fine to do, if you email the changes you’d like to make back to the employer to get approval before publishing.

Explain why you’ve made the changes, ask for their logo and any photos that could go with the piece and tell them where and when you plan to promote the content so they can share with their contacts too.

***VIDEO CASE STUDY CONTENT***

As time allows, you should follow up on the best written case studies to see if you can create some video content to really bring industry placement stories to life. On camera, you can ask the same questions you already asked for the written case study, as you know you’ll get similar answers from the employer. It’s great to do the recording on their location and to get pictures of the students at work if possible. This will really help other employers visualise hosting T Level students in their business.

***EMPLOYER CASE STUDY TEMPLATE***

Many thanks for providing positive feedback on your industry placement experience to date. By completing the following information, <**school/college**> can put together a brief case study to promote your organisation’s involvement in the scheme.

Please provide as much detail as possible and return the completed form to: <email>

Once we receive your completed form, we will be in touch to confirm how we’d like to use this information and request any minor edits for you to approve.

Thank you for your support.

|  |  |
| --- | --- |
| Business name: |  |
| Brief description of your organisation E.g. size, sector, location, age |  |
| Your name: |  |
| Your job title: |  |
| Your role in supporting the student(s): |  |
| Social media handles to tag you/your organisation into promotion: |  |

1. **Provide a brief description of what the placement involves.**

* E.g. tasks, day/block release, projects, activities the student(s) take part in
* Try to be specific about each project or activity undertaken

|  |
| --- |
|  |

1. **Why did your organisation decide to offer industry placements?**

* If known.
* E.g. recruitment pipeline, support young people with work experience

|  |
| --- |
|  |

1. **How do you think the student has benefited from the placement?**

* E.g. increased confidence, better understanding of the workplace
* Give specific examples of where you’ve seen this change

|  |
| --- |
|  |

1. **How do you think your organisation has benefited from hosting placements?**

* E.g. talent pipeline, supporting existing staff, better known in area, CSR
* Give specific examples e.g. extra pair of hands to support us process customer orders during the busiest day of the week.

|  |
| --- |
|  |

1. **How has the <school/college> supported the process?**

* E.g. helped us with paperwork, interviewing students, job description
* Give specific examples and how this made a difference

|  |
| --- |
|  |

1. **What would you say to encourage other businesses to offer industry placements?**

* E.g. rewarding experience, easy to implement, worth the effort, great to support local young people.

|  |
| --- |
|  |

***CASE STUDY TEMPLATE – BLOG POST***

**Case study: <Business name> and T level industry placements**

<Business name> is a <brief description of the organisation, such as size, sector, location, etc>.

<Business name> <offered/is currently offering> an industry placement to <student name/ a T level student> studying <T level subject> at <school/college>.

The industry placement <involves/involved> <brief description of the tasks, projects, and activities that the student is doing/did during the placement>.

<Contact name>, <job title>, at <business name> told us about the industry placement:

**Why did <business name> decide to offer industry placements?**

<“Insert quote from template.”>

**How supportive has <school/college> been in the process?**

<“Insert quote from template.”>

**What do you think <name of student/the student> has got out of the placement?**

<“Insert quote from template.”>

**How has <business name> benefitted from offering industry placements?**

<“Insert quote from template.”>

**What would you say to other businesses thinking about hosting industry placements?**

<“Insert quote from template.”>

**What next?**

To find out more about T level industry placements and how to get involved, please visit <the employer page of our website> or contact <**school/college**> at:

Email: <email address>

Phone: <phone number>