***E-NEWSLETTER TEMPLATE AND CONTENT***

From an employer’s point of view, deciding to offer industry placements to students is very rarely a snap decision. You might first talk to someone at an event or presentation that is interested in the concept, but needs buy in from others in their organisation or just doesn’t have the time or resource to proceed at that time.

Having a monthly or quarterly e-newsletter that you send out to employers that you have spoken to is a great way to keep local employers engaged and regularly reminded about industry placements or other forms of T Level work activities they could support.

***MONTHLY E-NEWSLETTER STRUCTURE***

Try to create a consistent look and structure of your e-newsletter, so that it is easy recognisable, allowing employers to understand where content they are interested in will appear in the e-newsletter each time. You can then customise each section to best fit the content you have that month.

It’s also important that the e-newsletter isn’t too long. Ideally, you’ll use images and a brief introduction to each story with a link to click on for more information on your website.

Here’s one way you might breakdown a e-newsletter into sections.

In some instances, you may choose to combine sections:

1. **School or college logo**

Place your school’s logo at the top for brand recognition.

1. **Header**

Create a catchy header that reflects the theme of the month’s e-newsletter.

1. **Introduction**

A brief welcome message or editorial note that sets the tone.

1. **Main Story: Spotlight on T Levels**

Feature an article or interview that aligns with the monthly theme (e.g., student success stories, employer testimonials, etc.).

1. **Upcoming Events/Webinar Opportunities**

If you have details for upcoming events, webinars or workshops that employers can participate in, you could list them here.

1. **T Level Insights**

You might also choose to share relevant insights, updates or external news to let employers know about too, such as curriculum changes, industry trends, etc.

1. **Other stories**

If you have more than one story that month, you could have a space for employer testimonials, student project work or other school or college news.

1. **Call to action**

It’s really important to have a clear instructions on how employers can get involved. If this email is going to both employers you are currently working with and potential clients, your call to action might need to cover both audiences. For example:

Get in touch at <contact details> if you want to discuss providing opportunities for our students or if you have a good news story to tell us about. We’d love to hear from you!

1. **Footer**

Include contact information, social media links, and a sign-off message.

1. **Unsubscribe Option**

People change roles and companies frequently so you should make sure people on the mailing list have an opportunity to unsubscribe – even if that is just replying with ‘unsubscribe’.

***EXAMPLE MAIN STORIES: SPOTLIGHT ON T LEVELS***

Think in advance what stories you could share with employers. It is sometimes a good idea to tie these to a national day as there will be publicity that you can piggyback on.

Below, we’ve outlined some ideas that you might consider:

**September:**

***Back to school/college*:** introduce new staff, curriculums and T Level initiatives for the upcoming academic year. You could also invite employers to propose work related activities for T Level students.

**October:**

***T Level Week*:** Introduce the new cohort of T Level students with interviews and profiles of what students are looking forward to learning on an industry placement.

**November:**

***Autumn Statement*:** The autumn statement usually contains an announcement on skills or productivity. You can use this statement to reflect on skills gaps/productivity challenges businesses are trying to address and how industry placement can help. This is a god opportunity to use a case study of an employer working with you.

**December:**

***Season of goodwill*:** Using student case studies to talk about the difference industry placements have made to their confidence or work skills in a good tactic for December. You can use these stories as a hook to encourage employers to support local young people get a head start at work or to meet their corporate social responsibility targets.

**January:**

***New Year resolutions*:** Highlight resolutions and goals for the school or college and your students for the upcoming year. You could invite employers to share their own company resolutions related to staff development and student engagement. Perhaps use some examples from the employers you’re already working with e.g. Company X commits to offer 20 T Level placements in 2025.

**February:**

***T Level Thursday*:** Run an event or webinar for employers that focuses on the benefits of T Levels for employers and features talks from employers currently involved. You could also post a story from an event you run internally for your current employers and students that took place on T Level Thursday.

**March:**

***National Careers Week*:** Discuss the importance of career guidance and how employers can contribute through workshops or taster days for T Level students. Use the opportunity at least once a year, to show there are numerous ways employers can get involved, not just industry placements.

**April:**

***New financial year*:** Businesses, especially in the public sector, are often given new budgets from April. This is a good time of year to talk about the costs and benefits of offering industry placements. You could use a case study to talk about the saving on recruitment costs or how other organisations have a dedicated industry placement lead to manage effective placements and what the return on investment is.

**May:**

***International Workers’ Day*:** Discuss the value of work experience and how T Level placements prepare students for the workforce.

**June:**

***Volunteers’ Week*:** If you’re working with a charity or Community Interest Company to host placements it might be a good idea to showcase the work the students are doing and the contribution that is making to the not-for-profit. You could use the story to explain to employers there isn’t an expectation to pay wages, but there is structure to industry placements that often goes over and above standard volunteering positions and how your school or college helps to support designing that role.

**July:**

***End of Academic Year Review*:** Reflect on the achievements of the past year, including quotes from happy employers and students on the success of industry placements and other work-related activities.

**August:**

***T Level Results Day Celebration*:** Celebrate the achievements of students and thank employers for their support in providing industry placements. This is an opportunity to talk about destinations of students too. What they are doing next and how the industry placement will help them on the next stage of the journey.

***EMAIL MARKETING PLATFORM?***

If you’re not already using an email marketing platform such as Mailchimp or MailerLite, you might consider doing so as they are often free to use, if you’re sending less than 1,000 emails a month.

The main benefits of using email marketing platforms are that they can provide simple to use drag and drop templates to build an e-newsletter structure. They also tell you who has clicked on each link, so if you find a particular employer is regularly engaging with your content, you might pick up the phone to talk to them about getting involved (with the knowledge that they are engaged in your content).

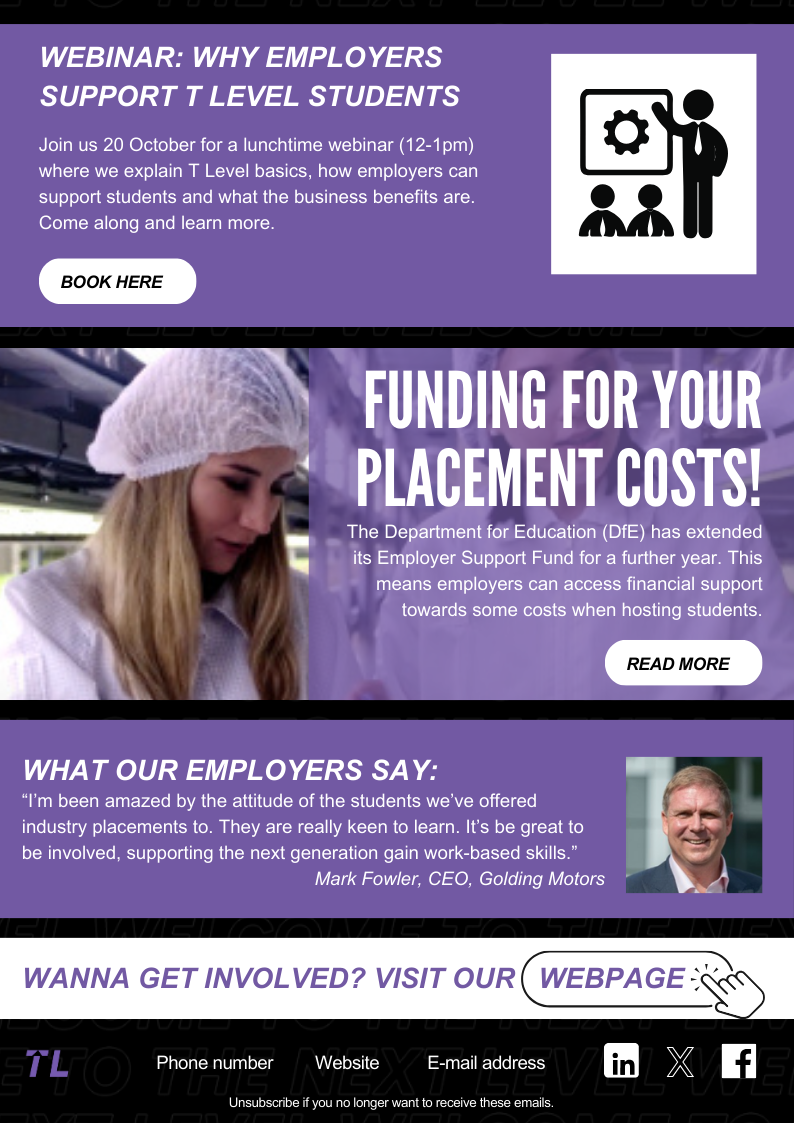
However, if you are going to use an email marketing platform you may need IT support to configure it correctly so that the e-newsletter does not go directly into employers’ junk folders.

***EXAMPLE E-NEWSLETTER***

The next two pages is an example of how a regular e-newsletter could look:

A group of people wearing safety goggles

Description automatically generated



A close-up of a web page

Description automatically generated