

Skills
Development
Scotland

Set yourself up for a...

BIG FUTURE



Choose a Foundation Apprenticeship

apprenticeships.scot

Set yourself up for a big future

A Foundation Apprenticeship can set you up for a big future

Scotland has industries with big opportunities.

A Foundation Apprenticeship gives senior phase pupils an inside view of thriving sectors like science, engineering and technology.

Foundation Apprenticeships mix a recognised qualification with valuable experience in industries where there's a rising demand for a skilled workforce.



Overview of activity

Communications and marketing activity highlights how Foundation Apprenticeships can set pupils up for a big future in some of Scotland's most exciting and fastest growing industries.

By showcasing that Foundation Apprenticeships are offered in industries with jobs in demand, we can show our audience the scale of opportunity.

Aimed at senior phase pupils and their parents and carers, activity runs from **5 – 18 August** across social media and through partner channels.

Taking place to coincide with school results period, the campaign will highlight that, for those going into S5 or S6, there is still time to choose a Foundation Apprenticeship as a subject choice.

The call to action encourages the audience to visit apprenticeships.scot to find out what's available at their school and apply online.

Set yourself up for a big future

Please use the following messaging across your communications and marketing activity:

- Set yourself up for a big future with a Foundation Apprenticeship. Apply for a Foundation Apprenticeship and get **valuable experience plus an industry recognised qualification**.
- If you are starting senior phase there's still time to choose a Foundation Apprenticeship as a subject. **Set yourself up for a big future.**
- Apply for a Foundation Apprenticeship to get **work experience in industries where there's a rising demand for a skilled workforce**.
- Get a **head-start in some of Scotland's fastest growing industries**. Apply for a Foundation Apprenticeship as a senior phase subject and **set yourself up for a big future**.
- Apply for a Foundation Apprenticeship and get a **head-start on a Modern or Graduate Apprenticeship** in some of Scotland's fastest growing industries.
- Set yourself up for a big future with a Foundation Apprenticeship. Get valuable experience and an industry recognised qualification to **strengthen your CV and boost your college or university application**.
- **Earn a qualification the same as a Higher without a final exam**. There's still time to choose a Foundation Apprenticeship as a senior phase subject.*

Visit apprenticeships.scot/foundation to find out what subjects are available at your school and apply online.

* Accountancy involves a written assessment as part of the qualification

How you can support activity



Download the resources

- Campaign social assets for Facebook, Instagram and Twitter (static and video available at sizes 1x1, 16x9 and 9x16)

For any additional resources please contact
marcomms@sds.co.uk



Share on social media

- Follow apprenticeships.scot on Facebook, Instagram and Twitter
- Use our resources to support your own promotion
- @mention our social media channels
- Use the **#FoundationApprenticeship** hashtag



Promote Foundation Apprenticeships on your website and in your newsletters

You can use the suggested messaging in this toolkit and signpost your audience to [apprenticeships.scot](https://www.apprenticeships.scot).



Self-generated content

Support Foundation Apprentices to create self-generated content on social media channels. This could be current or past Foundation Apprentices talking about their experiences and how it's helped them to progress in their career.



Case studies

Please contact marcomms@sds.co.uk for any for any case study opportunities.

Support the campaign on social media

You can use these suggested social media posts to promote Foundation Apprenticeships through your networks.

- Pupils starting S5 or S6 still have time to choose a **#FoundationApprenticeship** as a subject. Visit apprenticeships.scot/foundation to find out what's available in your school and apply online.
- Set yourself up for a big future with a **#FoundationApprenticeship**. Apply for a Foundation Apprenticeship and get valuable experience plus an industry recognised qualification. Visit apprenticeships.scot/foundation
- A **#FoundationApprenticeship** can set pupils up for a big future in industries where there's jobs in demand. Combine valuable experience with an industry recognised qualification. Visit apprenticeships.scot/foundation to find out what's available in your school and apply online.
- Get a foot in the door with some of Scotland's top employers. Apply for a **#FoundationApprenticeship** as a senior phase subject. Set yourself up for a big future. Visit apprenticeships.scot/foundation
- Going into S5 or S6? There's still time to choose a **#FoundationApprenticeship** as a subject. Visit apprenticeships.scot/foundation and set yourself up for a big future.
- Get the skills and experience employers need. Apply for a **#FoundationApprenticeship** as a senior phase subject to get work experience with some of Scotland's top employers. Visit apprenticeships.scot/foundation
- Earn a qualification the same as a Higher without a final exam. If you're going into S5 or S6 there's still time to apply for a Foundation Apprenticeship.* Visit apprenticeships.scot/foundation
- Set yourself up for a big future with a **#FoundationApprenticeship**. Get valuable experience and an industry recognised qualification to strengthen your CV and boost your college or university application. Visit apprenticeships.scot/foundation
- Apply for a **#FoundationApprenticeship** and get a head-start on a Modern or Graduate Apprenticeship in some of Scotland's fastest growing industries. Visit apprenticeships.scot/foundation
- Get an inside view of successful sectors like science, creative media and technology. Apply for a **#FoundationApprenticeship** to get a head-start in some of Scotland's fastest growing industries. Visit apprenticeships.scot/foundation

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Help promote Foundation Apprenticeships

In your newsletters

Set yourself up for a big future with a Foundation Apprenticeship

Scotland has industries with big opportunities. A Foundation Apprenticeship gives senior phase pupils an inside view of thriving sectors like science, engineering and technology.

Foundation Apprenticeships mix a recognised qualification with valuable experience in industries where there's a rising demand for a skilled workforce.

If you're going into S5 or S6, there's still time to apply for a Foundation Apprenticeship to get work experience with some of Scotland's top employers.

You'll earn a qualification at the same level as a Higher without taking a final exam.

Visit apprenticeships.scot/foundation to find out what's available in your school and apply online.

On your website

Going into S5 or S6? Set yourself up for a big future with a Foundation Apprenticeship

Foundation Apprenticeships give senior phase pupils an inside view of Scotland's thriving industries.

Pupils can combine a recognised qualification with valuable experience in industries where there's a rising demand for a skilled workforce.

If you're going into S5 or S6, there's still time to apply for a Foundation Apprenticeship to get work experience with some of Scotland's top employers.

You'll earn a qualification at the same level as a Higher without taking a final exam.

Visit apprenticeships.scot/foundation to find out what's available in your school and apply online.

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Useful facts and stats

Foundation Apprentice views 2022

Satisfaction

Overall satisfaction



91% are satisfied or very satisfied

Likelihood to recommend



90% are likely or very likely to recommend

Skills



In training



enjoy learning new skills specific to an industry area



report improvement in at least 1 skill*

↓ including



77% improved communication



74% improved ability to work with others

Industry experience



In training



enjoy getting relevant work experience with an employer



say they are able to put their Foundation Apprenticeship learning into practice



agree that their work placement includes tasks relevant to their qualification

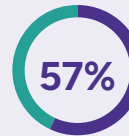
Post apprenticeship



3 months



of leavers are in education, training or employment



more than half of those employed are working in the same sector as their Foundation Apprenticeship



said the Foundation Apprenticeship helped them to make a decision on their next career steps.

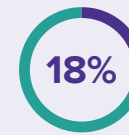
Post apprenticeship



15 months



of completers are in education, training or employment



are still working with the employer they gained experience with on their Foundation Apprenticeship



Statistics collated from January – December 2022 using SDS Real Time Apprenticeship Insights surveys

*Skills surveyed: Communication; Working with others; Problem solving; Creativity; Organisational skills; Digital skills; Job specific skills; Numeracy.

For further details please contact
marcomms@sds.co.uk

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School subject search

Pupils, parents and carers can visit apprenticeships.scot/foundation to find out what's available in their school and submit an expression of interest.

Find a Foundation Apprenticeship at your school

 Enter your school

 What year will you be in? (Aug 2023) ▼

search

Check out the 12 framework webpages

Each of the 12 Foundation Apprenticeship subjects has its own dedicated webpage with information for pupils, parents and carers about the industry, the qualification, what pupils will learn and where it could take their career.



Accountancy



Business Skills



Civil Engineering



Creative and Digital Media



Engineering



Financial Services



Food and Drink Technologies



Hardware and System Support



Scientific Technologies



Social Services Children and Young People



Social Services and Healthcare



Software Development