UNIVERSITY OF LIVERPOOL

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IAG for young people 31st March 2011

INFORMATION

ADVICE

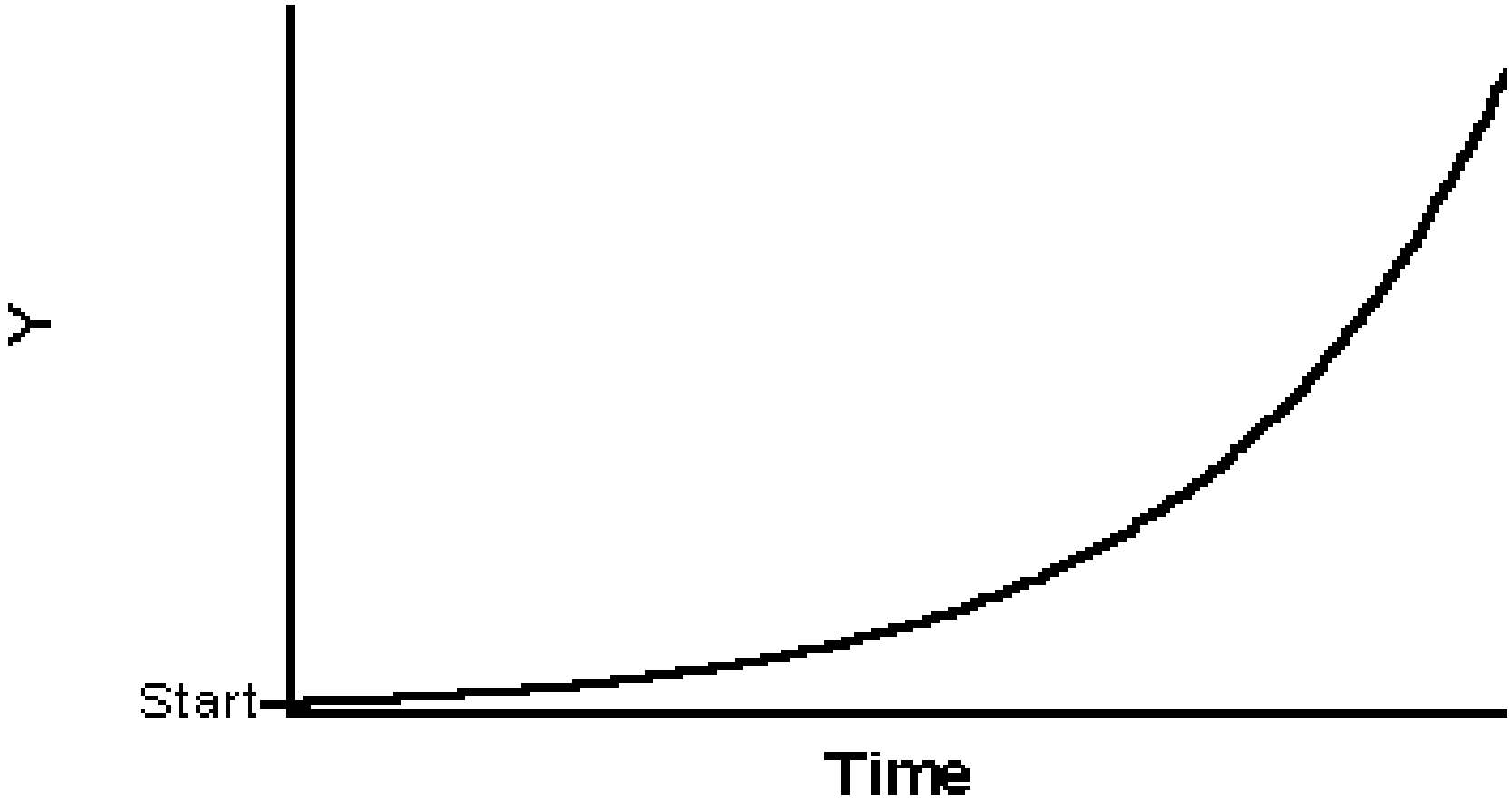
GUIDANCE

CONTEXT.....

....BRAVE NEW WORLD

Technological changes.....

Exponential pace of change



What will work look like in 10 years time?

Progression to higher education.....

Global reality

In some streets 8 out of 10 young people go to University

In some streets less than 8 in a 100 young people go to University

Progression to higher education

……is more about CULTURE than ability…….

Information?
(Choices)

"**Information overload**" is a term popularized by Alvin Toffler in his bestselling book *Future Shock*. It that refers to the difficulty a person can have understanding an issue and making decisions that can be caused by the presence of too much information.[1]

http://www.hc2d.co.uk/news/article/Young+unemployed+face+mental+health+problems/

There are currently 943,000 people aged 16-24 in the UK currently out of work – the highest level since records began in 1992 - with the study revealing that young people were twice as likely to self-harm or suffer panic attacks if they had been out of work for a year.

Advice?
(Choices)

What do you want to be when you grow up?

"Lemonade man"

"Underground cage fighter"

"Work at the airport, but not lifting bags."

.....Do you want a cake with icing on?

.....What do you mean a cake?

Language of choices?

What is an Engineer?

Guidance?
(Choices)

“… work can be enjoyable?”

Thoughts and feelings….

…University is a scary place and I would miss my parents

…I think it is boring

…very very scary and just horrid

… rubbish

…like another school and expensive

…I don’t know a lot about it

.. .only rich people are allowed

…I think University is like a prison

What is the role of a university?

Young people are in schools

Young people are in families

Families are in communities

3 Step Framework (since 2000)

Step 1: ‘Sowing the Seeds’

ages 9/10 years

Step 2: ‘Long term/ intense relationship’ with target cohort

ages 15-17 years

Step 3: Direct links to supported admissions, bursaries, engaging curriculum, quality student support, careers and employability

ages 17+ years

Why don’t poor people go to university?

“Why did nobody tell me???”

The University of Liverpool Primary Project

Professor Fluffy’s Learning Journey

Step 1 'Sowing the Seeds'

Building cultural capacity in young people, parents/supporters and teachers by:

- introducing language of further and higher education
- raising awareness of concept of progression within education
  nursery ➔ primary ➔ secondary ➔ post 16 ➔ higher education ➔ career choices
- **creating understanding of concept of choice**
- raising awareness that education improves life chances and opportunities
- Providing role models

....after meeting the Prof!

Today has changed how I feel because I feel more confident about my work.

It made me think about how good university is and how much I would like an education, I will work better now.

…I thought University was like a prison – now I know it is the road to success!

‘How will we learn from the genius who comes from a poor street if they do not go to university?’

Question from child participant in Vienna KinderUni, 2010

IAG... Brave new world?

- 15/16 years is far too late!!
- Responsibility?
- Culture?
- Expectations?
- Confidence (to make choices)

Information, advice and guidance

……is more about CULTURAL CHANGE than career choices...

Nothing new here!

“If aspirations are to be considered dreams, we can understand that it is difficult to dream about something we do not know. We need to give children ‘the stuff of dreams’ and this may need to begin much earlier than the current Connexions programme. “

(Ritchie, Flouri and Buchanan, 2005)

Aspirations and Expectations, Policy discussion paper

National Family & Parenting Institute