



# YOUTH ENGAGEMENT

Identify route to employment and assess  
interest in digital-media



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**February 2019**

TITLE

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TITLE

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## **(i) Executive Summary**

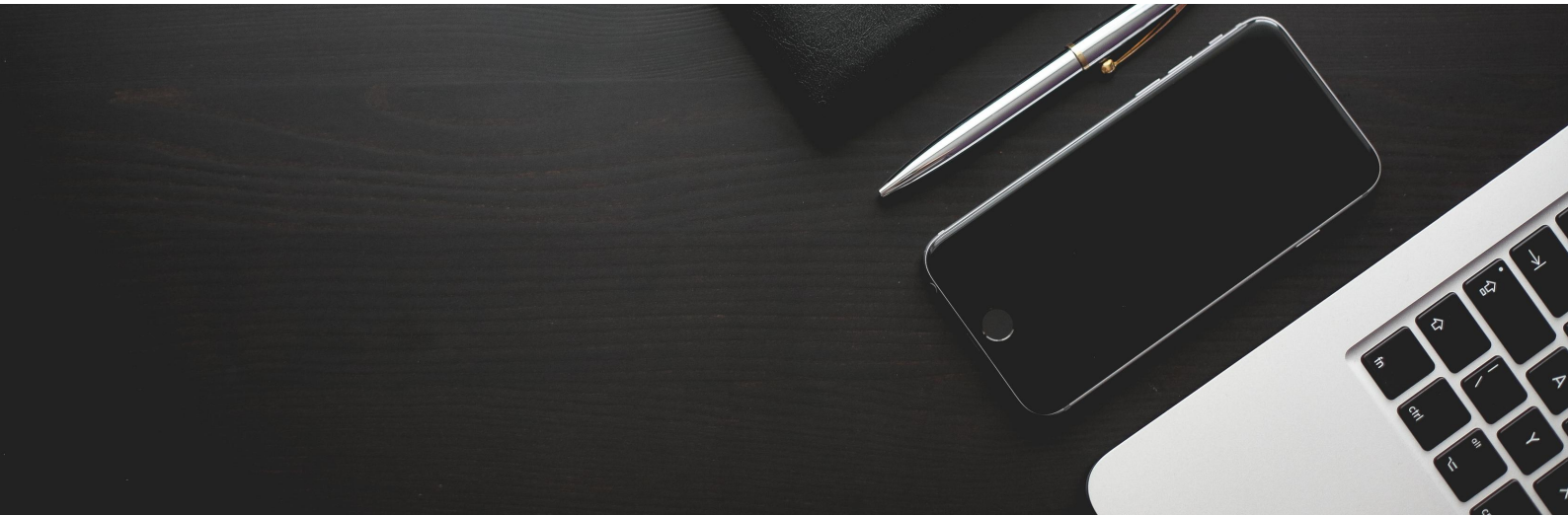
The aim of the research is to identify route to employment, and assess interest in digital-media. 70 S3 students from Tain Royal Academy were given a presentation about: career development, information about the Tain & District Development Trust, and youth engagement proposal. To assess engagement, a 3-part questionnaire was delivered to measure: youth engagement, session satisfaction, and digital-experience. A one-to-one session was also conducted to receive feedback from Tain Royal Academy students.

Results found less than a quarter of students wished to remain in the area for employment, with those opting to leave indication lack of opportunities and career development for reasons to leave. Session evaluated found that either excellent or above average for informativeness and enjoyment; cited as feeling were: curious, inspired and motivated. Instagram, Snapchat and YouTube are channel that students would like to assist with, with graphic design, social media management and vlogging as skills interested in learn.

Recommendations include to develop a program of sessions relating to develop students' employability skills, and to collaborate with Tain Royal Academy and in the community to provide employment opportunities within the area.



# 1. Objectives



To assess youth engagement, this report will aim to:



## **Assess Route To Employment**

Are students interested in going to higher education? (e.g. university), how likely are they to stay in this area (either now after Higher Education), and what do they think can be done to improve opportunities for youth in the Highlands?



## **Determine the Usefulness of the Session**

Was this session useful, would they recommend this session, and how would they rate the slides presented.



## **Assess Interest in Digital Media**

Would they be interested in assisting the Tain and District Development Trust, what digital media channel would they would be interested in helping out with, and what digital skills would they be interested in learning.





## 2. Methodology



The following was conducted to assess youth engagement:

### Presentation



A presentation was delivered on the 6th and 7th February to S3 Tain Royal Academy students to outline: my personal career journey, the role of the Tain and District Development Trust within the community, and my research on ways to engage young people in the Highlands.

### Questionnaire



A 3-part questionnaire was delivered to assess: youth engagement [Appendix A], session satisfaction [Appendix B], and digital-experience [Appendix C].

### One-to-One



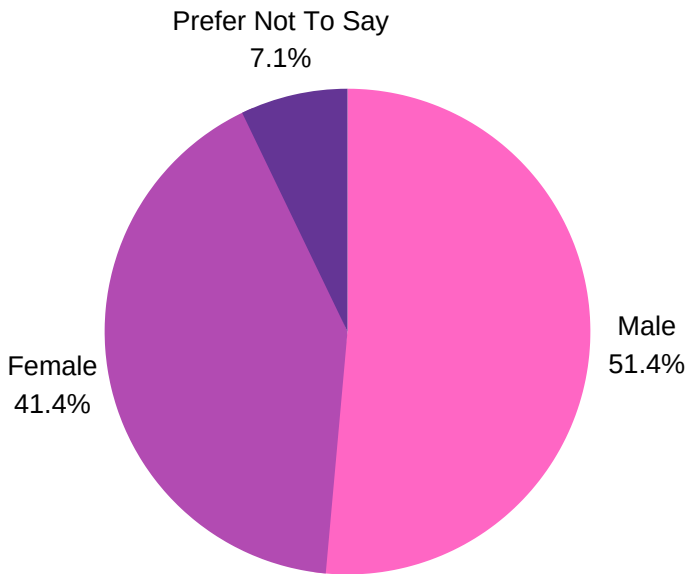
A one-to-one session was conducted to receive feedback from Tain Royal Academy students. Previous discussions involved board members approaching students and asking: What would young people like to see more in the community?



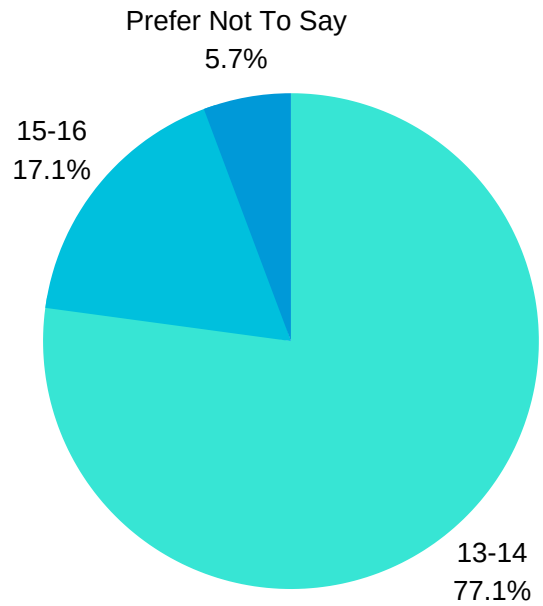
# 3. Questionnaire Feedback: Results

## Questionnaire: Youth Engagement Part A

Gender



Age



Do you have work, volunteer or participate in extra-curricular activities?

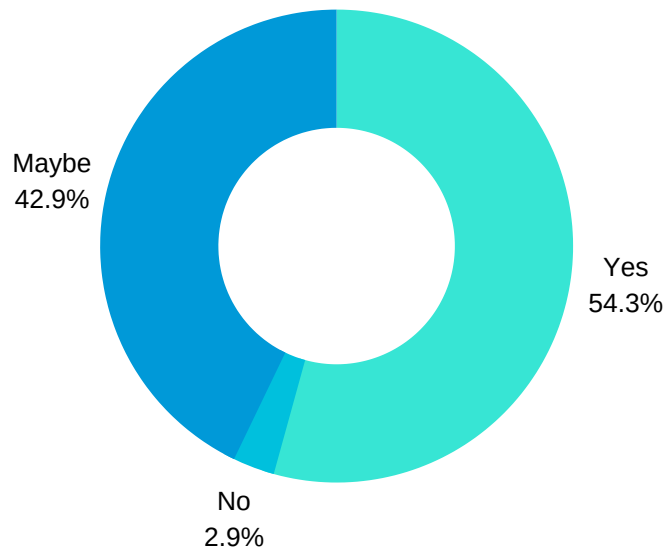


Do you have any additional qualifications or certificates?

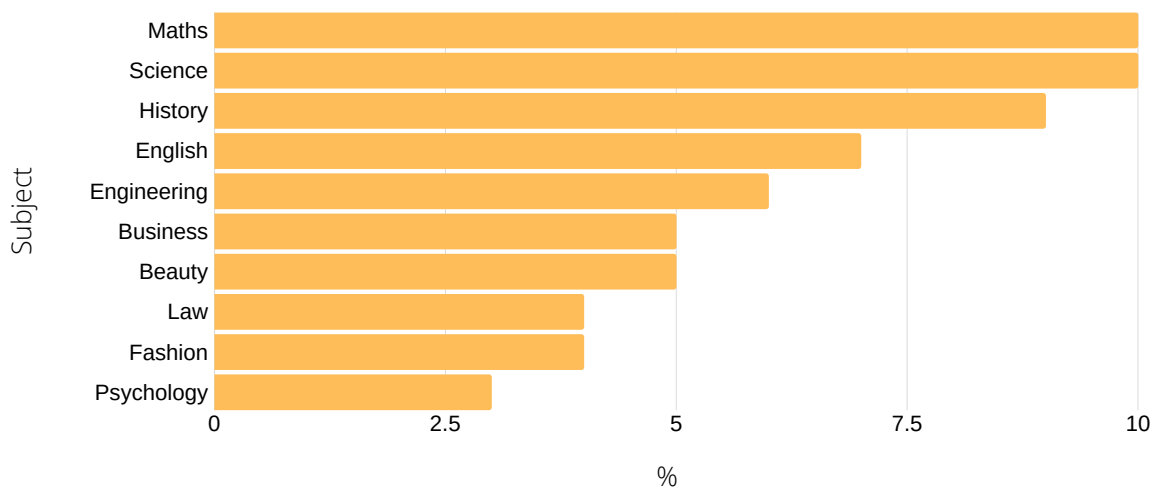


## Part B

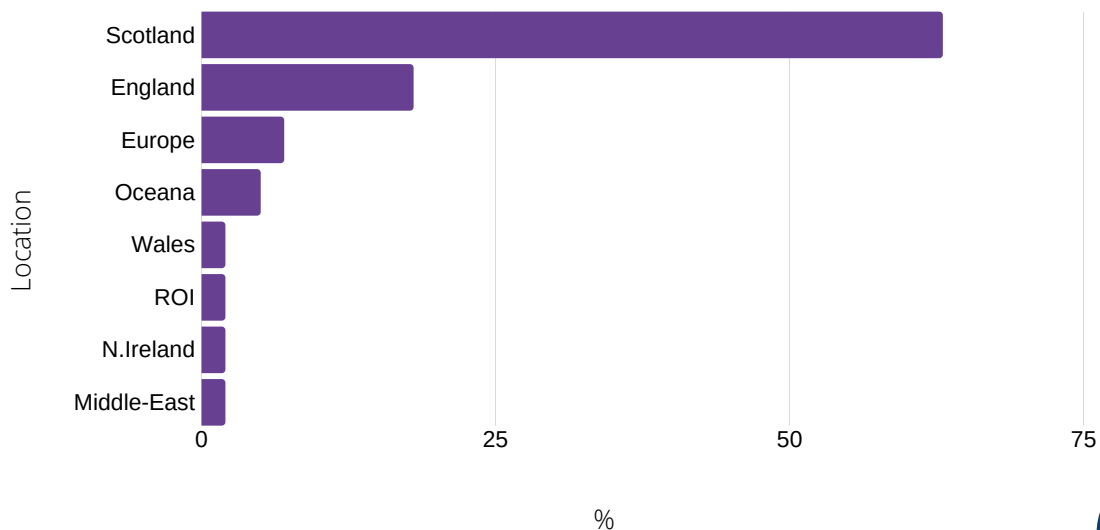
Are you interested in going to higher education? (e.g. university)



What subjects would you be interested in?

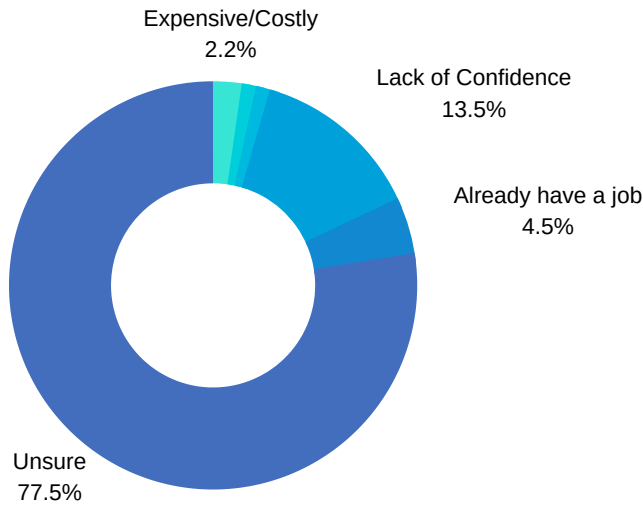


Where would you go to study at university?

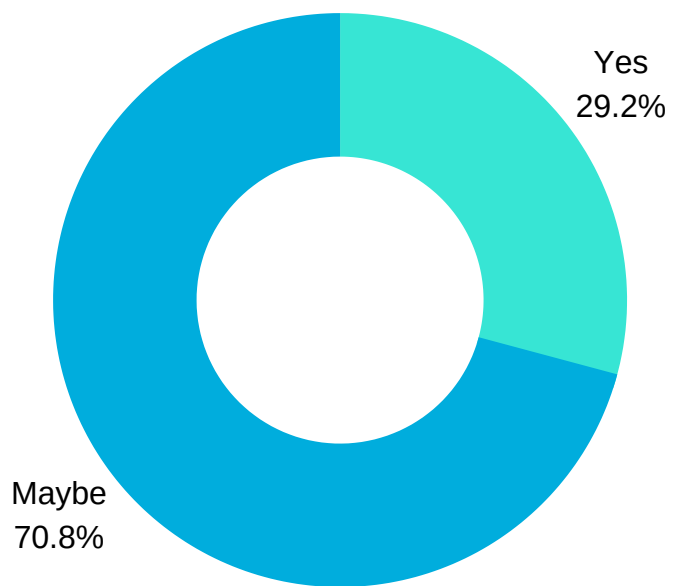


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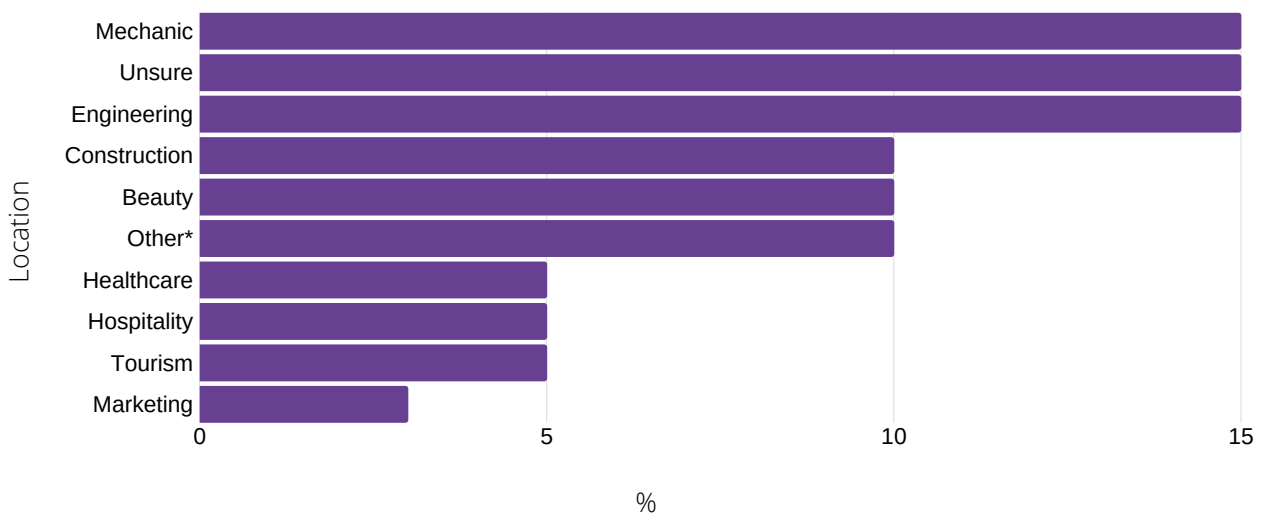
If Answered Maybe or No-  
Please identify your reasons  
for deciding this.



Would you consider an  
apprenticeship or work-based  
experience programme?



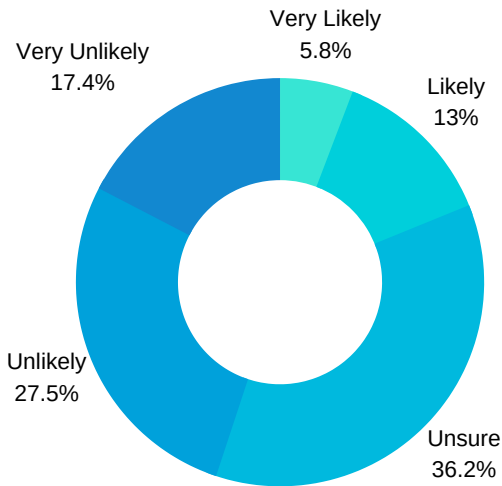
What industry would you like to work in?



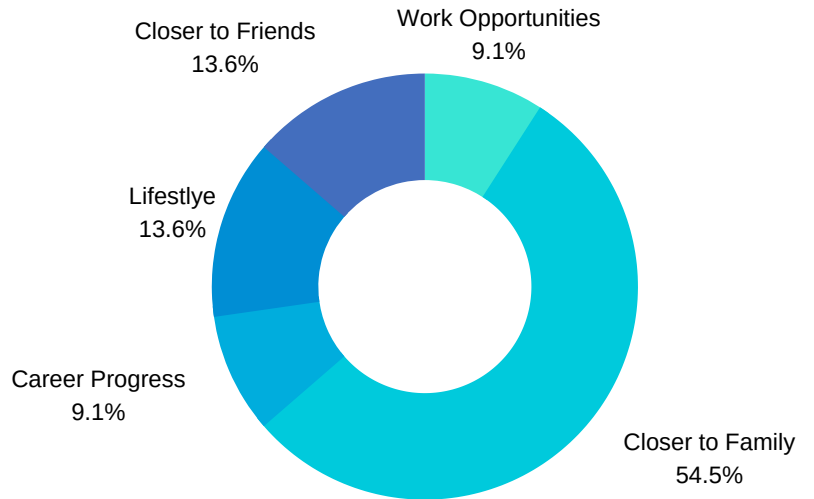


### Part C

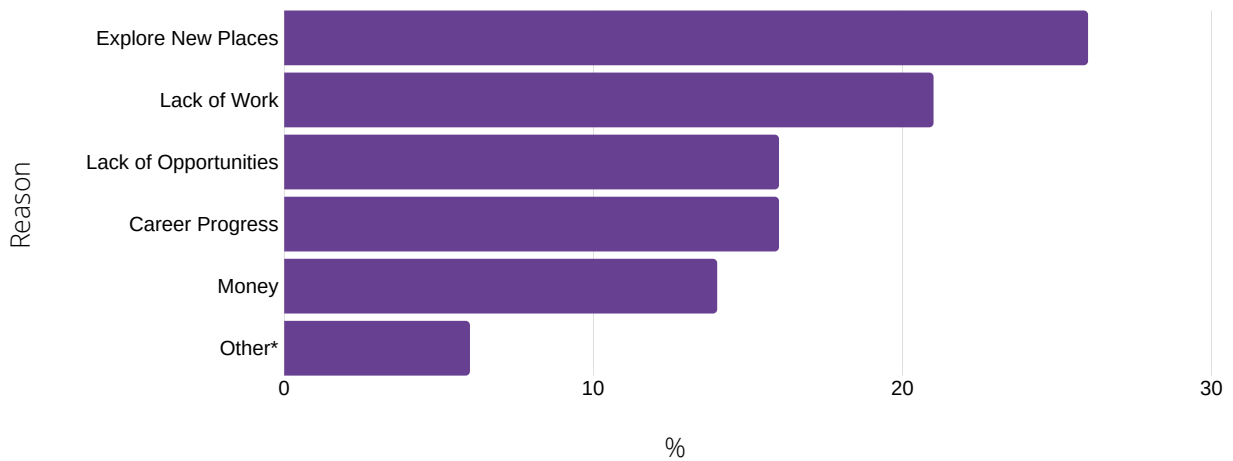
How likely are you to stay in this area (either now or after Higher Education)



If Answered Likely or Very Likely- Why:



If Answered Unsure, Unlikely or Very Unlikely



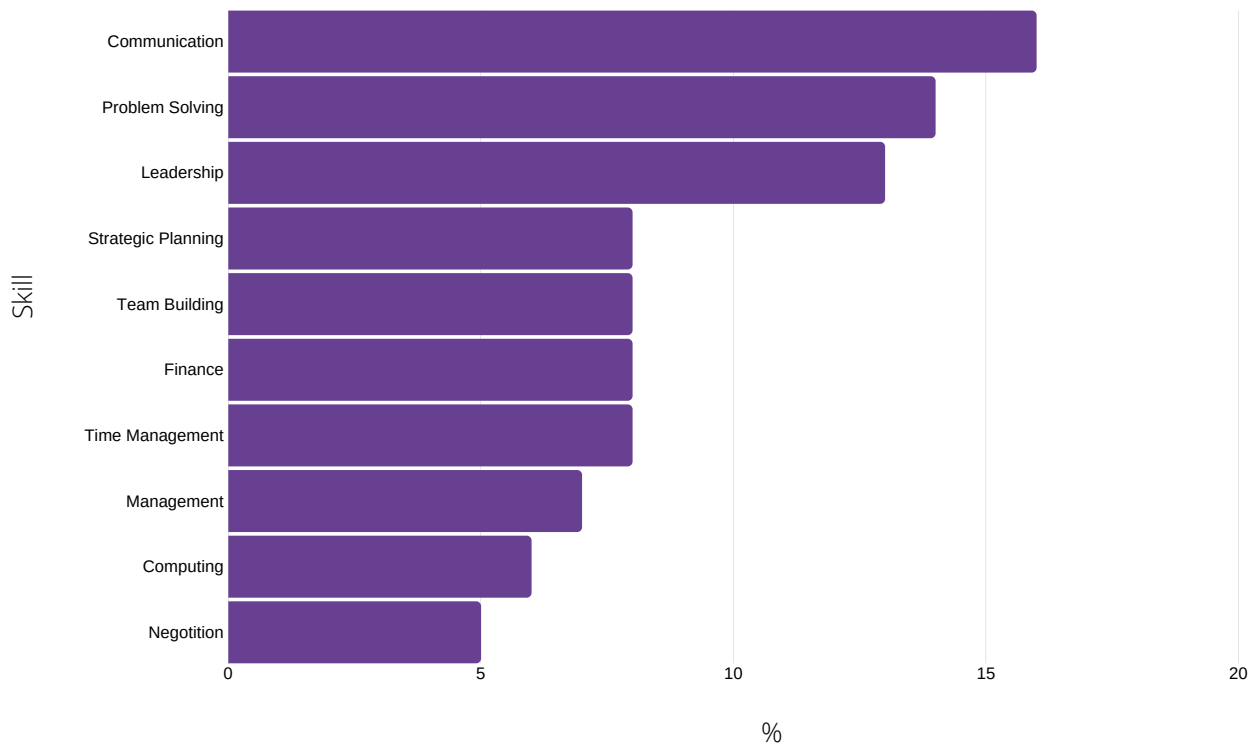
If Answered Other- Please Specify\*  
 No interest, drugs, unsafe, lack of jobs.

What specifically would keep you in this area?  
 Family, friends, greater population, more activities, job opportunities.

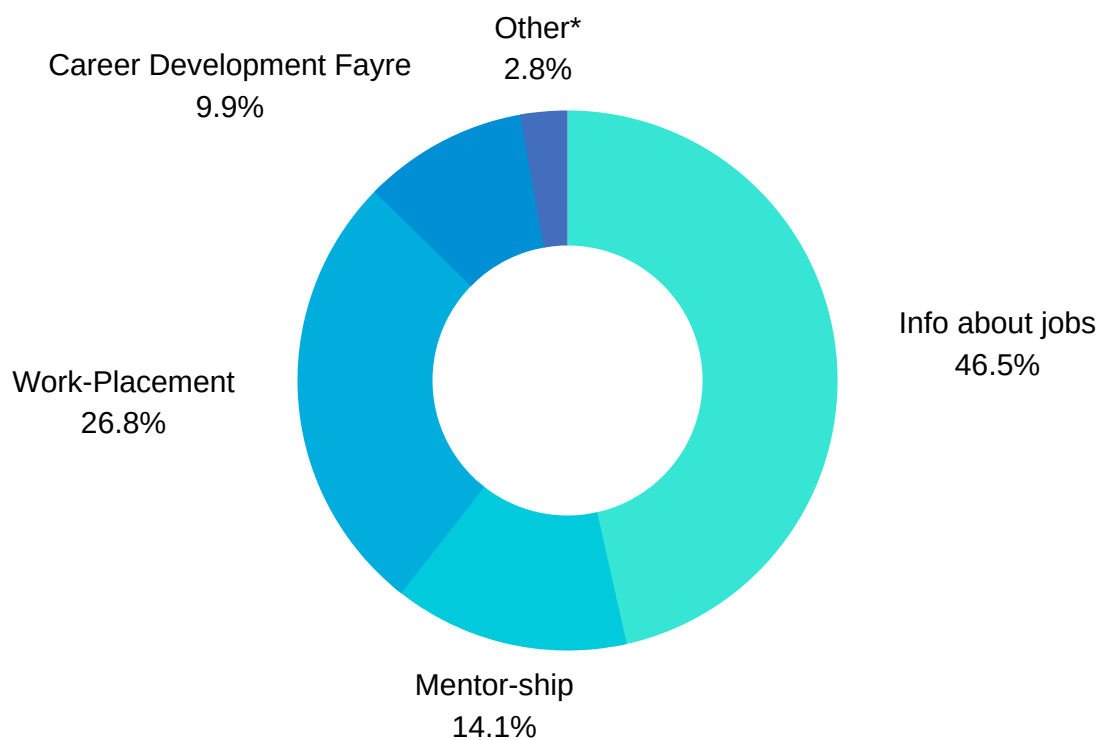


## Part D

What business skills do you think are useful to learn?

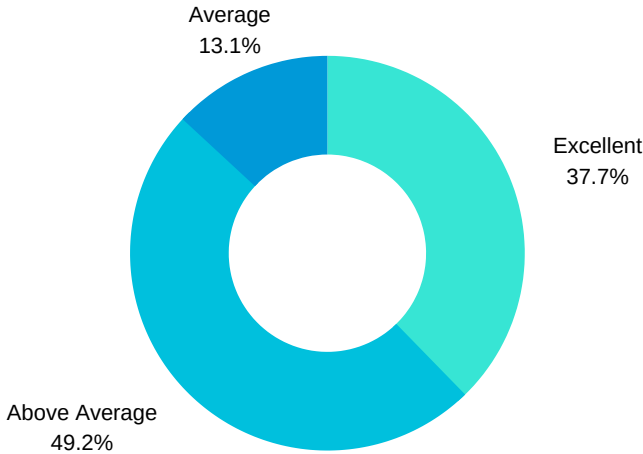


What do you think can be done to improve opportunities for youth in the Highlands?

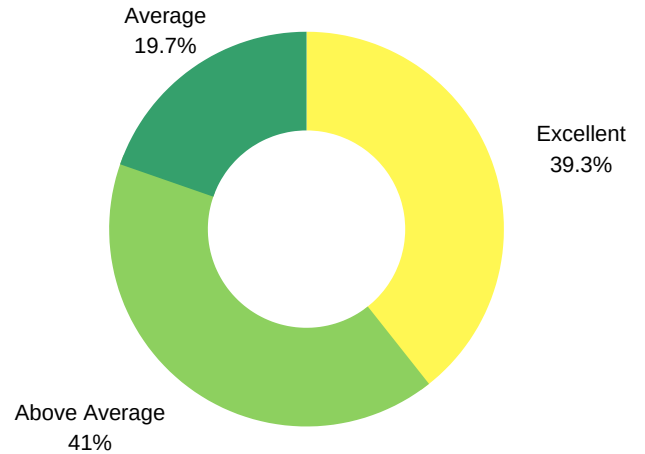


# Questionnaire: Session Evaluation

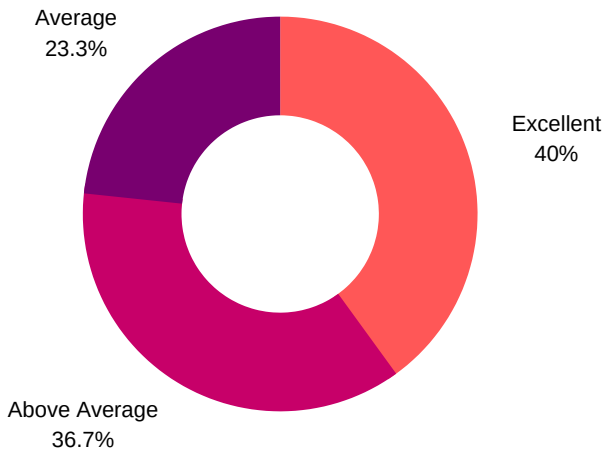
How would you rate the usefulness of this session?



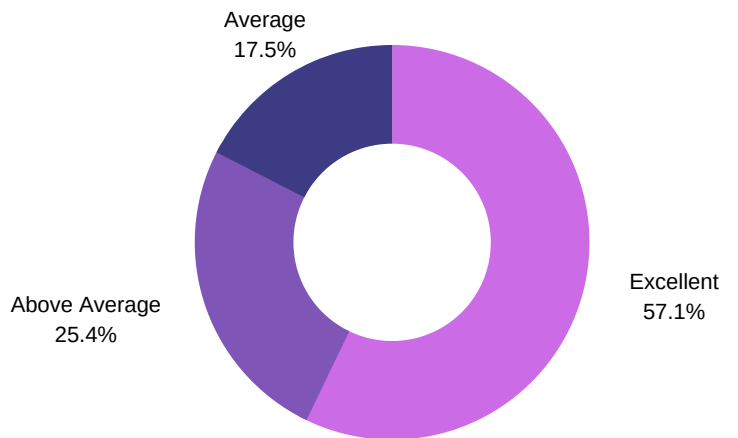
How would you rate the amount of new information you learned?



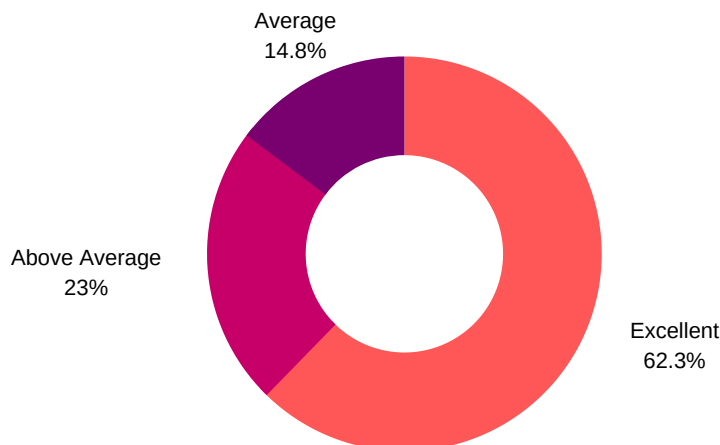
How would you rate the session in terms of meeting your expectations?



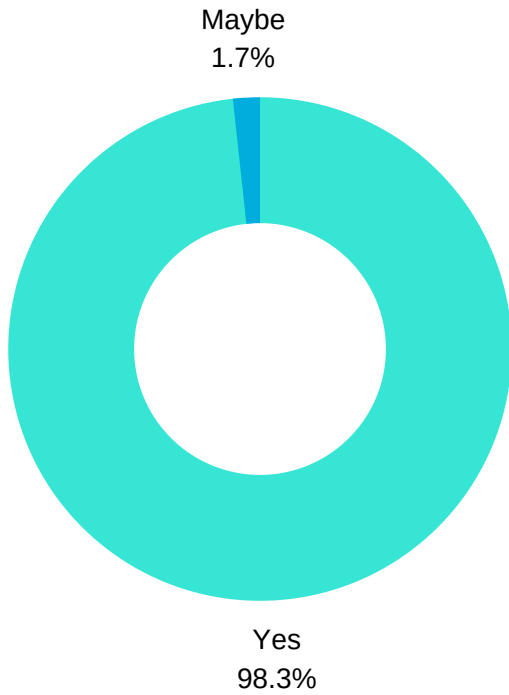
How would you rate the materials/slides presented?



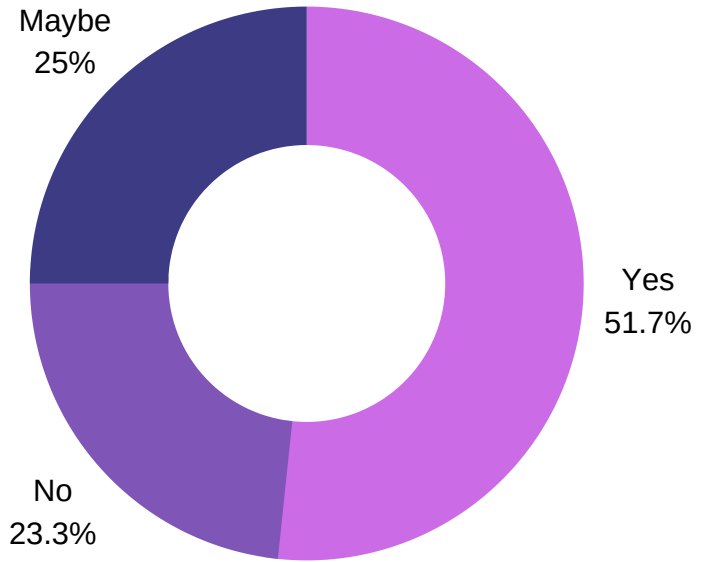
How would you rate the session in terms of meeting your expectations?



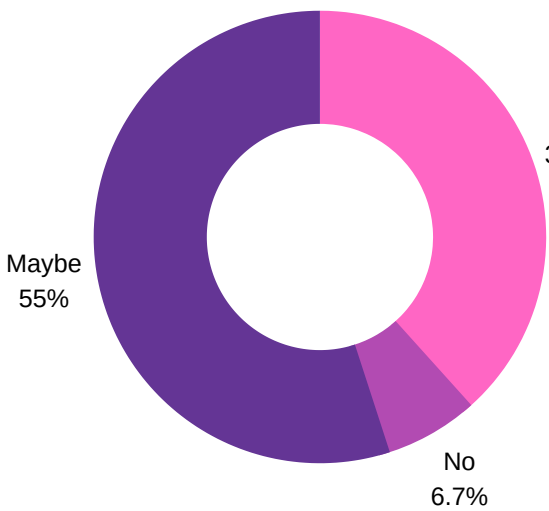
Did you enjoy this session?



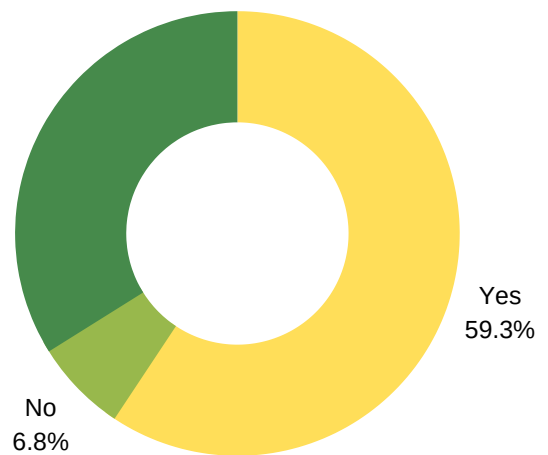
I am likely to participate in further sessions in the future



Did the session meet your objectives?

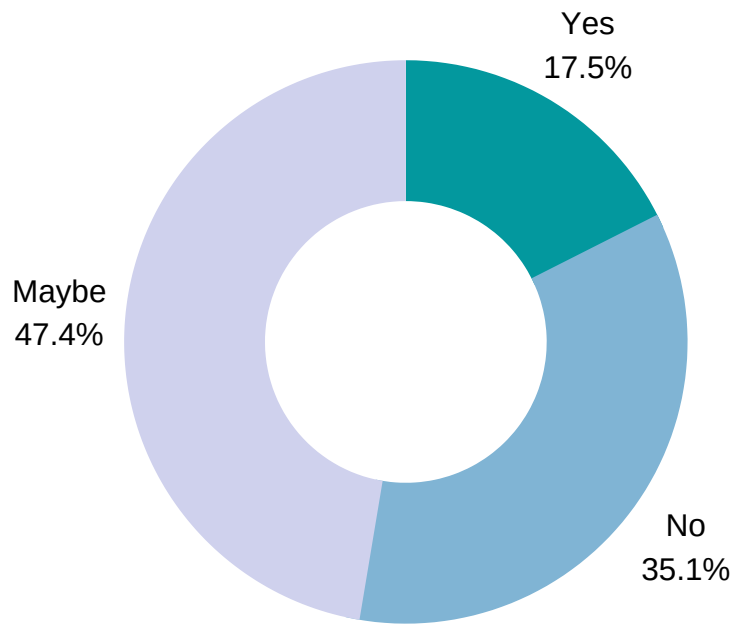


Has the session increased your understanding of the subject area?

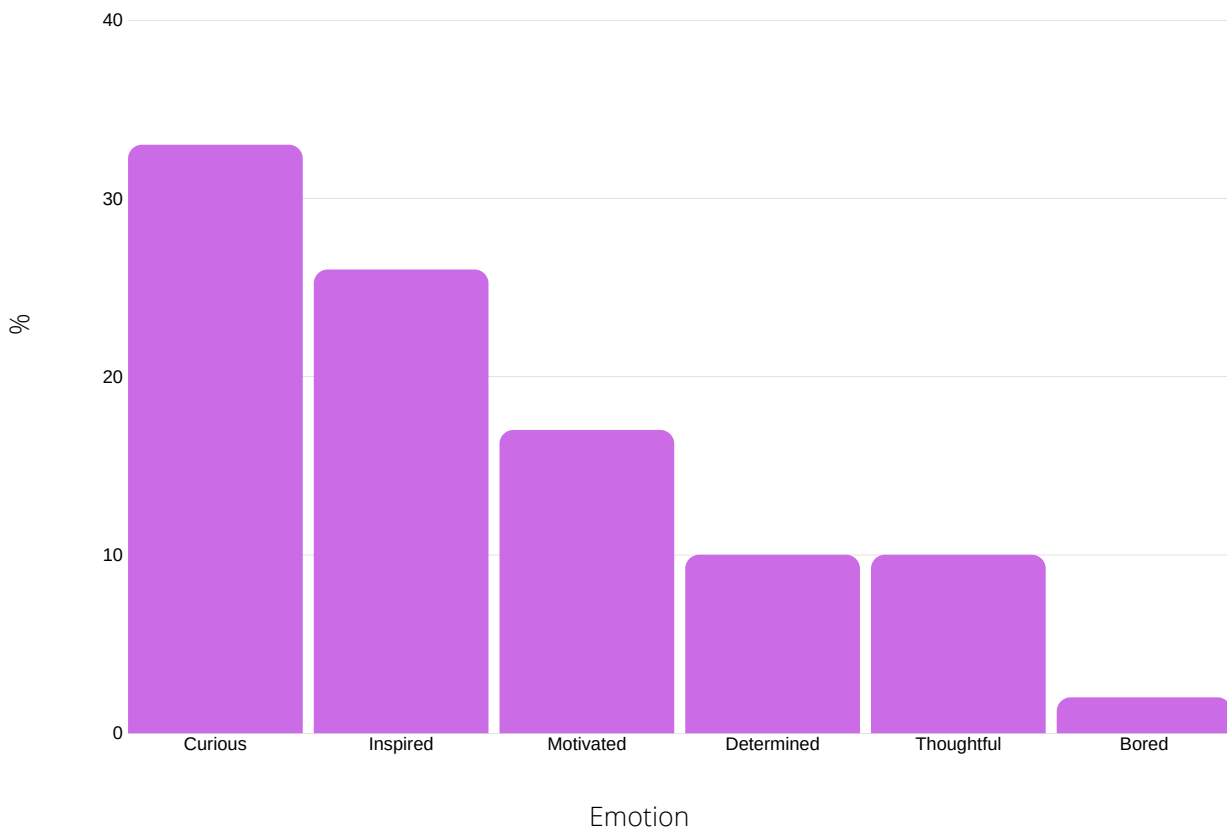




Are you planning to take action as a result of attending this session?

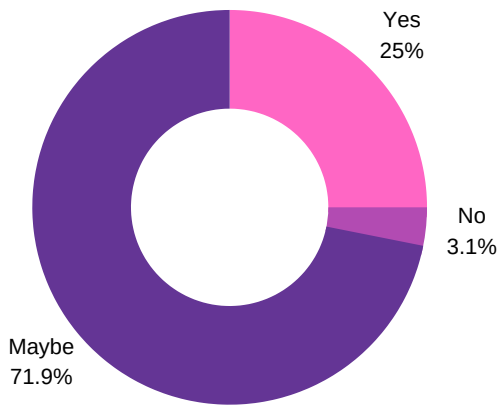


Circle the word that best describes how you feel now

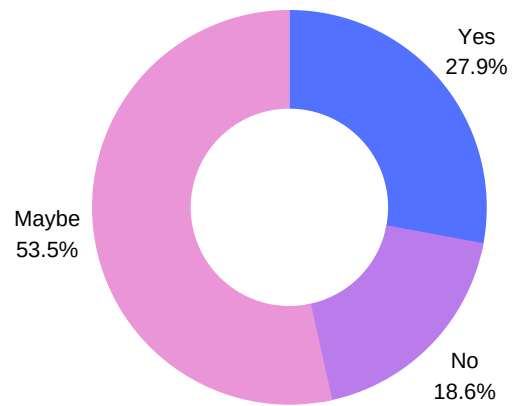


# Questionnaire: Digital Work-based Learning

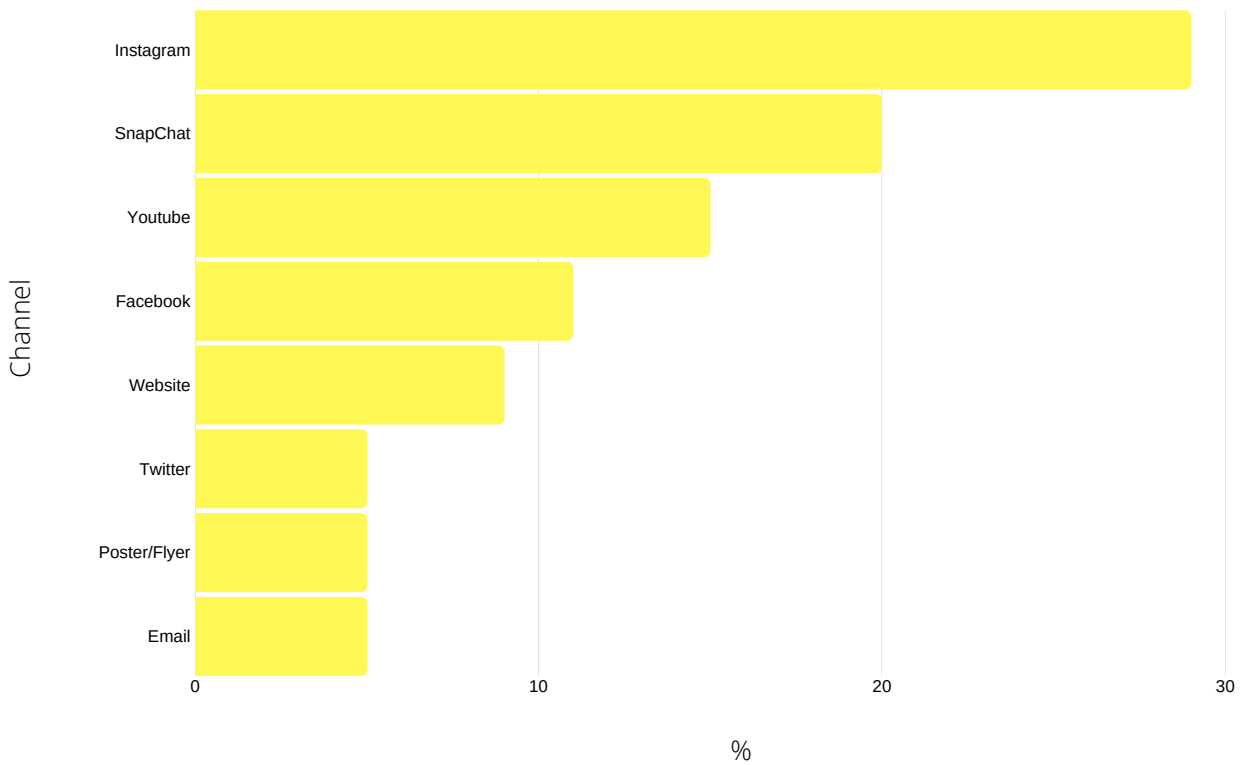
Would you be interested in assisting the Tain and District Development Trust



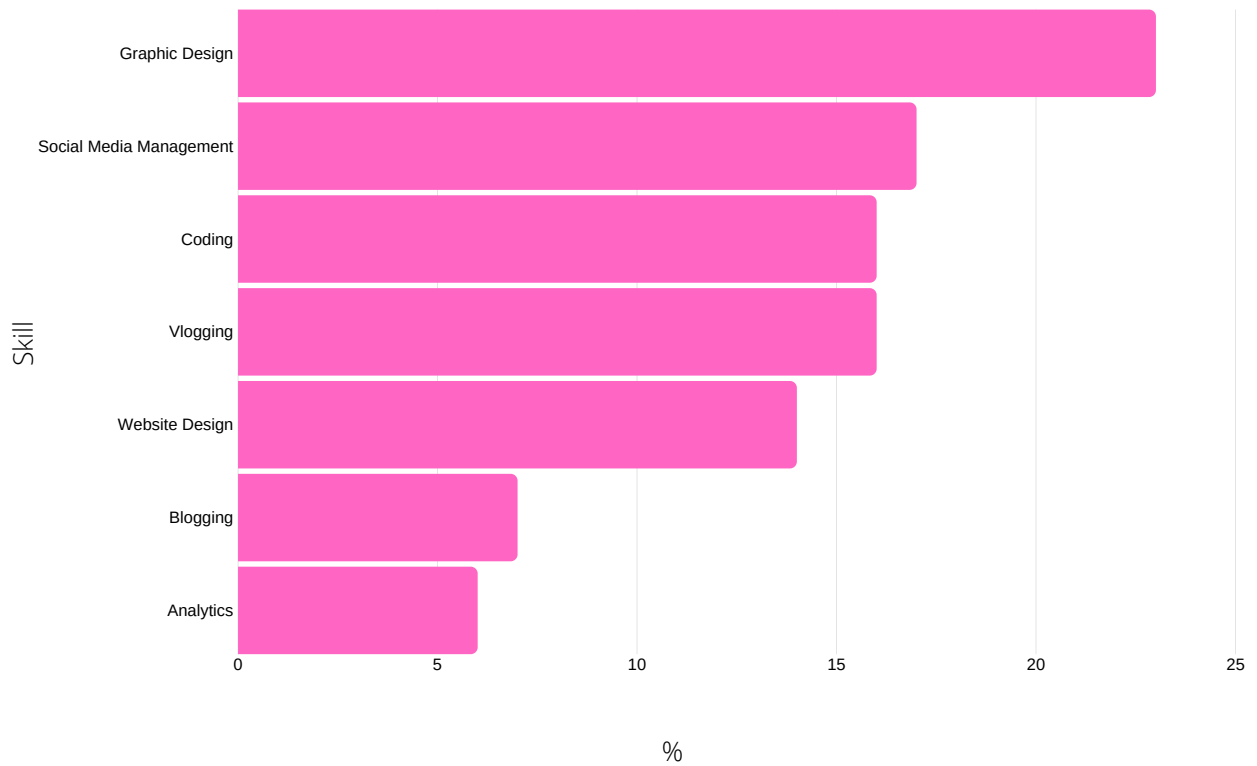
Would you be interested in finding information about qualifications relating to social media?



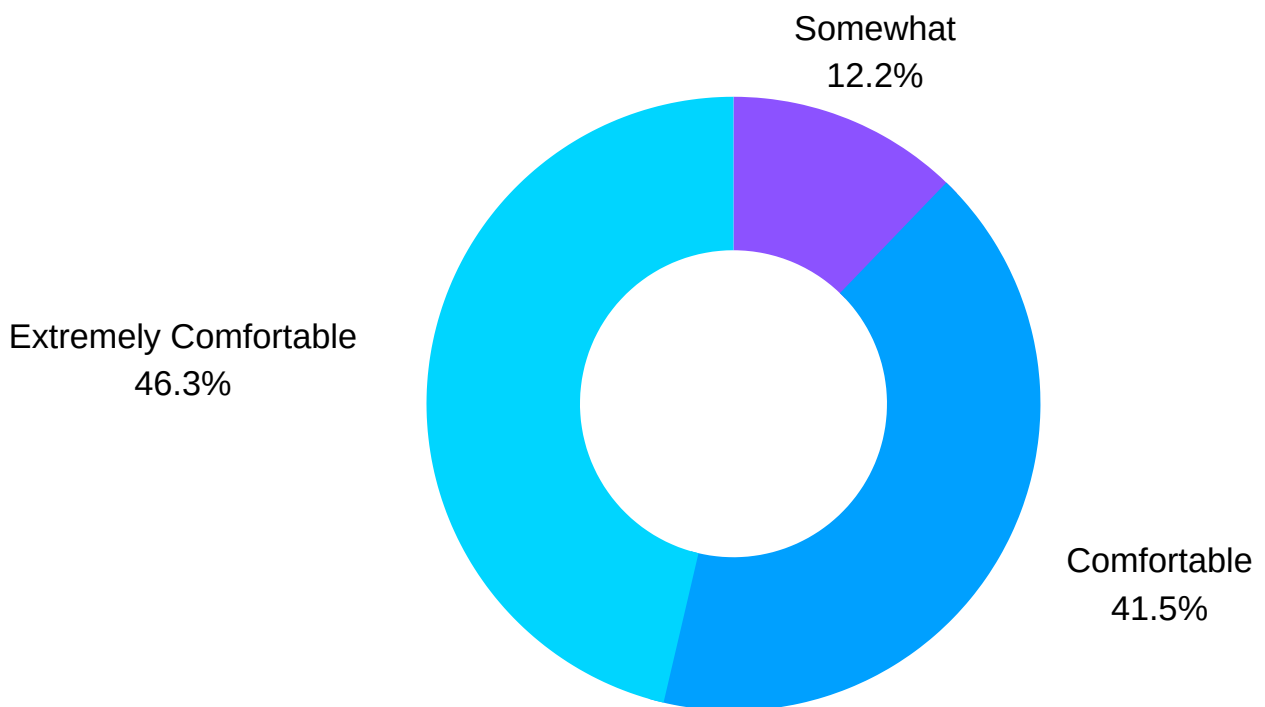
What channel would you be interested in helping out with?



### What digital skills would you be interested in learning?



### How comfortable are you with using social media?



## 4. Questionnaire Results Overview



### Questionnaire One: Youth Engagement

97% suggested they were interested in attending university- with Maths, English, History, Science, and Engineering ranking as the top options; nearly two-thirds inferred that they would attend university in Scotland. For those interested in apprenticeships- mechanics, engineering, construction and beauty were main interest for students. If students wanted to remain within the area, only 23% suggested they would remain in the area for employment; 81% that opted to leave cited career development, wanting to explore, and lack of opportunities. Communications, problem solving and leadership ranked as the top skills students believed- with more information and work-placement opportunities.

### Questionnaire Two: Session Evaluation

87% as either above average or excellent, 80% rated information received as above average or excellent, with 98% enjoying the session overall. The main words that students cited as feeling were: curious, inspired and motivated.

### Questionnaire Three: Digital Work-based Learning

97% suggested either yes or maybe interested in working for hub, with 81% interested in finding more information about social media certifications. The channels that students would be interested in helping out with are: Instagram, Snap Chat and YouTube. The digital skills would students be interested in learning are: graphic design, social media management, coding and vlogging.





## 5. What To See in Tain: One-to-One Session Feedback with Tain Royal Academy Students



### *YMCA Youth Cafe*

As there is a noticeable trend of young people socialising on the streets, event nights aimed at teenagers. There is a consensus the certain age groups feeling missed out, and there is a greater need for more variety [especially for those aged between 14-16].

### *Cinema*

Film nights or a place to social/watch films with friends outside of home environment.

### *Improved Facilities in the links*

Such as food/vending machine or a cafe in the "shed." Additionally, improvement can include: public toilets, cleaner pond, and improve quality of football pitch.

### *Teenage Activities*

There is a lack of ability for teenagers in the rural villages for socialising. Suggested idea of community mini bus for young people out in the rural community to drive them to social gatherings.

### *Youth Trust Committee*

Potential idea of the creation a youth forum within the hub; each year group would present a few students for this initiative.

### *More Visibility*

In order to improve engagement, the trust/hub needs to be more visible. This can include drop in sessions at the school or help with pse classes. Overall, the feeling is that the trust needs to be more involved with the school.



# 6. Recommendations



From analysing the results, the following recommendations are cited below:

## Program of Sessions

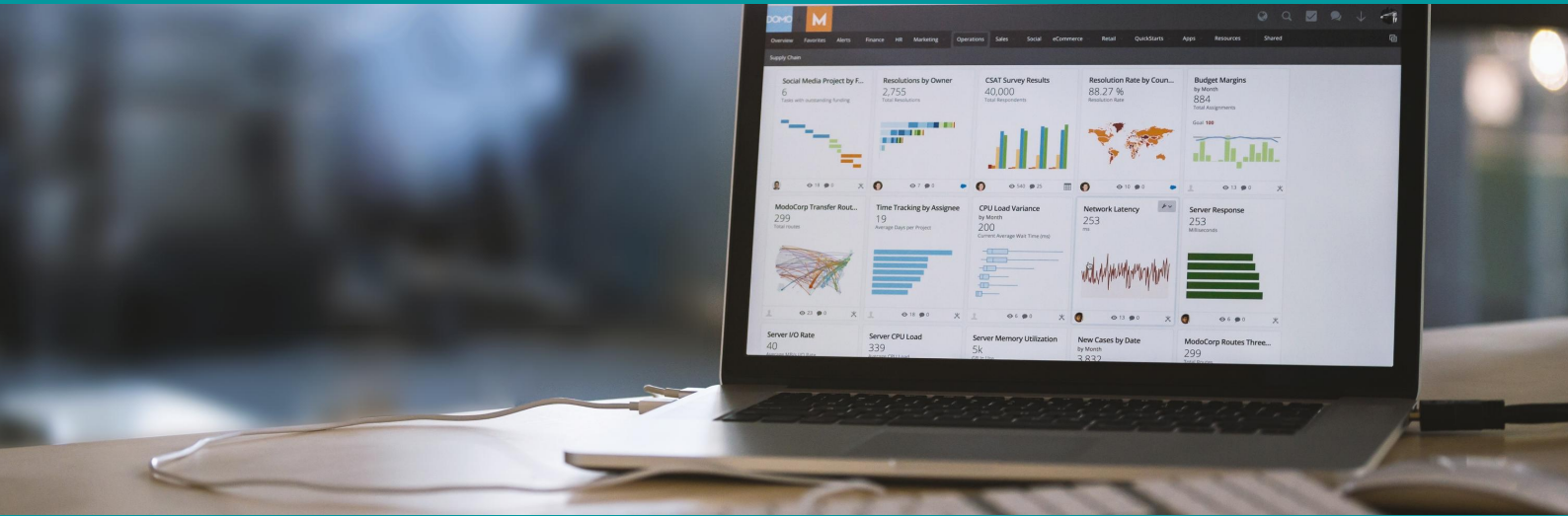


Based upon feedback from students, develop a program of sessions relating to: communications, problem solving and leadership. This will help develop students' employability skills, creative thinking and soft skills required for modern employment.

## Community Collaboration



Collaborate between Tain Royal Academy, Tain and District Development Trust, and other relevant providers to develop work-based employability for students in the community. This will involve working with businesses in the community to assist the academy in providing employment opportunities within the area.



# 7. Appendixes

Appendix A: Youth Engagement & Opportunities

YE1

Youth Engagement & Opportunities

PART A

**Gender**  
 Male  Female  Prefer Not To Say

**Age**  
 <13  13-14  15-16  17-18  18+   
 Prefer Not To Say

**Do you have work, volunteer or participate in extra-curricular activities?**  
 Yes  No

**Do you have any additional qualifications or certificates?**  
 Yes  No

PART B

**Are you interested in going to higher education? (e.g. university)**  
 Yes  Maybe  No

**What subjects would you be interested in? Please tick all that apply.**

Maths <input type="checkbox"/>	Business <input type="checkbox"/>	English <input type="checkbox"/>	Art <input type="checkbox"/>
Science <input type="checkbox"/>	History <input type="checkbox"/>	Tourism <input type="checkbox"/>	Sociology <input type="checkbox"/>
Engineering <input type="checkbox"/>	Marketing <input type="checkbox"/>	Graphic Design <input type="checkbox"/>	Accounting/Finance <input type="checkbox"/>
Geography <input type="checkbox"/>	Computing <input type="checkbox"/>	Social Work <input type="checkbox"/>	Beauty <input type="checkbox"/>
Environmental Studies <input type="checkbox"/>	Economics <input type="checkbox"/>	Sport <input type="checkbox"/>	Fashion <input type="checkbox"/>
Psychology <input type="checkbox"/>	Law <input type="checkbox"/>	Teaching <input type="checkbox"/>	Politics <input type="checkbox"/>
Foreign Languages (e.g. French) <input type="checkbox"/>	Other _____ <input type="checkbox"/>		

**Where would you go to study at university?**

<input type="checkbox"/> England	<input type="checkbox"/> Wales	<input type="checkbox"/> Scotland	<input type="checkbox"/> Republic of Ireland	<input type="checkbox"/> Northern Ireland
<input type="checkbox"/> Asia	<input type="checkbox"/> Europe	<input type="checkbox"/> North America	<input type="checkbox"/> South America	<input type="checkbox"/> Middle- East
<input type="checkbox"/> Oceania	<input type="checkbox"/> Don't Know			

**Please identify your reasons for deciding this. Select all that apply.**

Expensive/Costly <input type="checkbox"/>	Degree Not Required <input type="checkbox"/>	Not Interested <input type="checkbox"/>
Lack of Confidence <input type="checkbox"/>	Away from family <input type="checkbox"/>	Already have a job <input type="checkbox"/>
	Unsure <input type="checkbox"/>	Academic Grades <input type="checkbox"/>

**Would you consider an apprenticeship or work-based experience programme?**  
 No  Maybe  Yes

**What industry would you like to work in?**

Mechanic <input type="checkbox"/>	Hospitality <input type="checkbox"/>	Tourism <input type="checkbox"/>
Construction <input type="checkbox"/>	Accountant <input type="checkbox"/>	Beauty <input type="checkbox"/>
Management <input type="checkbox"/>	Admin <input type="checkbox"/>	Marketing <input type="checkbox"/>
Charity <input type="checkbox"/>	Healthcare <input type="checkbox"/>	Engineering <input type="checkbox"/>
	Other _____ <input type="checkbox"/>	Unsure <input type="checkbox"/>

PART C

**How likely are you to stay in this area (either now or after Higher Education)**  
 Very Likely  Likely  Unsure  Unlikely  Very Unlikely

**Why?**

Work Opportunities <input type="checkbox"/>	Closer to family <input type="checkbox"/>	Career Progression <input type="checkbox"/>
Lifestyle <input type="checkbox"/>	Closer to friends <input type="checkbox"/>	Money <input type="checkbox"/>
Other _____ <input type="checkbox"/>		

**Why?**

Explore New Places <input type="checkbox"/>	Lack of Work Available <input type="checkbox"/>	Lack of Opportunities <input type="checkbox"/>
	Money <input type="checkbox"/>	Career Progression <input type="checkbox"/>
		Other _____ <input type="checkbox"/>

**What specifically would keep you in this area?** \_\_\_\_\_

PART D

**What business skills do you think are useful to learn?**

Leadership <input type="checkbox"/>	Communication <input type="checkbox"/>	Management <input type="checkbox"/>	Analytical <input type="checkbox"/>	Finance <input type="checkbox"/>	Sales <input type="checkbox"/>
Problem solving <input type="checkbox"/>	Negotiation <input type="checkbox"/>	Strategic Planning <input type="checkbox"/>	Team Building <input type="checkbox"/>	Time Management <input type="checkbox"/>	Computing <input type="checkbox"/>

**What do you think can be done to improve opportunities for youth in the Highlands?**

More information about jobs <input type="checkbox"/>	Mentor-ship Opportunities <input type="checkbox"/>	Work-placement schemes <input type="checkbox"/>	Career Development Fayre's <input type="checkbox"/>	Other _____ <input type="checkbox"/>
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# Appendix B: Session Evaluation

**YE2**

## Session Evaluation

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Date

Sessions Title

Presenter's Name

**Please rate this session by marking the box that most accurately reflects your opinion.**

	Excellent	Above Average	Average	Below Average	Poor
How would you rate the usefulness of this session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the amount of new information you learned?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the session in terms of meeting your expectations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the materials/slides presented?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How would you rate the speaker/s presentation skills?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Draw an arrow to let us know what you thought of this session.**


Yes  No

Did you enjoy this session?

Yes  No

I am likely to participate in further sessions in the future

Maybe

Yes  No

Did the session meet your objectives?

Yes  No

Has the session increased your understanding of the subject area?

Yes  No

Are you planning to take action as a result of attending this session??

Maybe

- Motivated
- Inspired
- Determined
- Curious
- Thoughtful
- Disappointed
- Bored
- Demotivated

Circle the word that best describes how you feel now

Something I really liked...

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I would have liked more...

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Additional Comments

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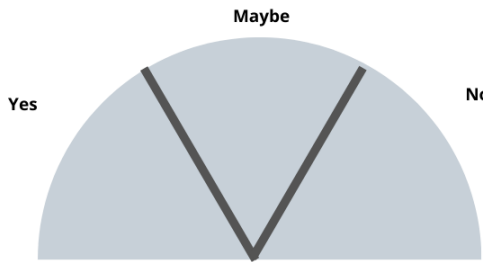
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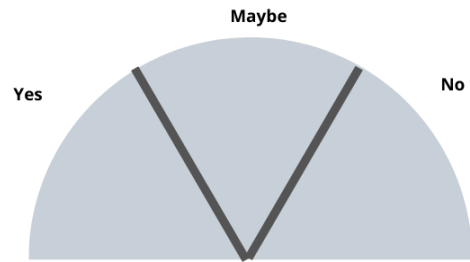
# Appendix C: Digital Work-Based Learning

## Optional: Digital Work-based Learning

Please identify the following [Mark with a "X"]:



Would you be interested in assisting the Tain and District Development Trust



Would you be interested in finding information about qualifications relating to social media?

What channel would you be interested in helping out with?

- Facebook     LinkedIn     Email
- Twitter     Youtube     Poster/Flyers
- Instagram     SnapChat     Website
- Other \_\_\_\_\_

What digital skills would you be interested in learning?

- Vlogging     Blogging/Content
- Website Design     Graphic Design
- Coding     Social Media Management
- Analytics

How comfortable are you with using social media?



- Extremely uncomfortable
- Uncomfortable
- Somewhat
- Comfortable
- Extremely Comfortable

*\* If you are interested in finding out more about getting involved with Tain and District Development Trust- please notify your guidance teacher.*

**Thank very much for your feedback! :)**





