

Enterprise Week Blossoms Into Enterprise Month!

The *Determined to Succeed* team are delighted to announce that the very popular Enterprise Week will be expanded into a month-long celebration of enterprising activities and events for 2008.



Enterprise Month 2008 will kick-off on 1 November and culminate on St. Andrews Day on 30 November. During this time the *Determined to Succeed* team will be supporting a whole range of events which will focus on the themes of Science & Technology, Communications, Global Entrepreneurship and Scotland's Past, Culture and Heritage. Schools will also be encouraged to host their own events around these themes with the help of a *Determined to Succeed* Enterprise Month toolkit.

During the month *Determined to Succeed* will also be supporting national events

such as Social Enterprise Day on the 20 November. The Make Your Mark Challenge will be returning this year and in order to take part, schools must register on the Make Your Mark website which can be found at www.enterpriseweek.org.uk. The Make Your Mark Challenge is a free, one-day, national enterprise competition for secondary schools where pupils will be challenged to come up with ideas for new and innovative products and services in response to a secret brief launched on Monday, 17 November. The competition aims to improve their enterprise capability, communication and planning skills.

Also returning in 2008 will be a bigger and better version of the Enterprising Inventors Challenge. We will be rolling this out to schools from various regions in Scotland so more pupils can get involved in what is a very successful and enjoyable event. The winning teams from each region will be invited to take part in a Scottish final where they will be given the opportunity to present their ideas to a panel and potentially be crowned overall winners.

The *Determined to Succeed* toolkit will be available to download in the very near future and we will keep you informed of further updates!

Enterprise

Do something inspiring today

Sept 2008 - Issue 11



Welcome to the latest edition of Enterprise. This issue coincides with the Scottish Learning Festival and gives you information on the activities taking place within the Enterprise in Education Pathway area at this year's event. We have also mapped out *Determined to Succeed's* aims for this new phase of the strategy to help you to understand the goals on a local and national scale.

Enterprise is produced on recycled material. Help us to promote best practice by sharing this copy with your colleagues.

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Enterprise Month

Take part this year



determined to succeed

The Next Phase – Making It Happen!

The beginning of the new term is an important time for *Determined to Succeed* as it enters a new chapter in its delivery. Details of the next phase of the strategy were launched by the Cabinet Secretary for Education and Lifelong Learning on 17 June at the Social Enterprise School Awards in Edinburgh and there is a major effort underway, both nationally and locally, to build the resources, links and tools to help you, as practitioners, continue to make learning and teaching more enterprising.

Determined to Succeed remains a strategy to develop the enterprise and employability skills of our young people - ensuring they have the skills for learning, skills for life and skills for work needed to operate effectively in a globalised economy. Engaging Scotland's employers remains a key element of *Determined to Succeed* – enhancing the education of our young people through helping to set learning in context and make it more relevant to the world beyond school. By embedding enterprise in education across and within the curriculum and ethos of every school in Scotland, *Determined to Succeed* can contribute to ensuring our young people are successful learners, confident individuals, responsible citizens and effective contributors.

In the last issue, we explained that *Determined to Succeed* would retain its ring-fenced funding status - testament to its importance to this Government and

of the contribution you as practitioners, school staff and local authorities have made to ensuring its success and most importantly, its positive impact on the development of our young people in preparation for their life beyond school.

Some of you may have read HMIE's recent 'Improving Enterprise in Education' report, which provides positive evidence of the impact enterprise education is having in schools. It records significant progress in delivery, including how enterprise education is being used to promote effective, stimulating learning and teaching, relevant to Curriculum for Excellence and in supporting pupils' achievement and attainment. It also highlights the catalytic effect of *Determined to Succeed* in this effort.

So now, more than ever, *Determined to Succeed* can play a crucial role in enabling schools and practitioners to achieve their goals, particularly

those set out through **Building the Curriculum 3: A Framework for Learning and Teaching**, the latest Curriculum for Excellence publication. This document outlines important messages for all those involved in planning the curriculum for children and young people and provides guidance on a new framework. It sets out considerations which are critical to the adoption of Curriculum for Excellence and is relevant to all those involved in promoting effective learning for children and young people from 3 to 18.

The Scottish Government has now set out its vision for national and local delivery of *Determined to Succeed* over the next three years, in line with the National Performance Framework. Developed in partnership with local authorities, this next phase is built around six inter-related themes that, in practice, will all involve schools and practitioners in a variety of ways:

1. Supporting the development of skills for life, skills for work

Curriculum for Excellence will support all children and young people in developing skills which they will use throughout their life and in their work. These skills are embedded across all curriculum areas and include learning which falls within a broad definition of 'vocational': that is learning which is generally about the development of pre-vocational and employability skills which will be made use of in future working life.

Determined to Succeed will continue to support the development of skills for life and skills for work, providing learning opportunities across the curriculum set in the context of the world of work. Local authorities have been asked to consider how to build on what has been achieved thus far, ensuring young people have experiences at all stages of learning.

2. Engaging employers

Employer engagement is central to *Determined to Succeed* and wider Curriculum for Excellence ambitions. Employers from all sectors can and need to play a central role in the transition beyond formal education - particularly in support of young people who need more choices and chances. Employers can help to bring learning to life – setting it in context and making it more relevant to the world beyond school.

It's crucial we continue to develop awareness and understanding of entrepreneurship and its

associated attitudes and behaviours to help our young people understand the contribution they make to growing Scotland's economy. We also need to give young people an understanding of the social enterprise business model and how it can be used to provide social or environmental benefit.

We will provide CPD resources to help stimulate your thinking in this area and encourage you to see how working with an employer can enhance your learning and teaching approaches. They will also support you in maintaining the employer partnerships you have already developed.

3. Broadening the reach of *Determined to Succeed*

So far *Determined to Succeed* has focused on young people in mainstream school, from Primary 1 to Secondary 6. We now need to bring this into step with the 3-18 focus of Curriculum for Excellence, ensuring all young people have the opportunity to become successful learners, confident individuals, responsible citizens and effective contributors. Many teachers and employers are working together to ensure learning is contextualised and young people can make sense of it and know how to apply it in a real life context. We now need to share approaches so early years professionals, college lecturers and training providers become aware of and exposed to this exciting learning environment in the context of Curriculum for Excellence. Doing so will ensure the opportunity to experience enterprising learning and teaching goes well beyond school.

4. Embedding enterprise in the curriculum

Building the Curriculum 3: A Framework for Learning and Teaching recognises that making the link between the classroom and workplace can help young people to see the relevance of their learning and understand the contribution that they can make to their schools and colleges, to their community and to the economy.

Continuing to incorporate the four strands of enterprise (enterprising learning and teaching; entrepreneurial learning; work-based vocational learning; and career education) in the classroom and implement HMIE's recommendations from its 'Improving Enterprise in Education' report will contribute to not only improving the learning experiences for young people but also to achieve the ambitions of Curriculum for Excellence.

5. Building capacity

Developing enterprising educational staff is central to the aims of *Determined to Succeed*. Front-line professionals who are creative, innovative problem solvers with a clear understanding of the world beyond school are best placed to lead the change in the culture of our schools that is at the heart of this strategy and ensure sustainability of *Determined to Succeed*.

We will continue to build on the enterprise in education CPD resources currently available through the Enterprise area of Learning and Teaching Scotland's website to ensure we provide a range of learning

experiences, resources and tools to help you. Such resources will still enable you to experience the business world through an EEBL placement and receive recognition for the enterprising work you are doing through the Certificate of Professional Recognition.

6. Enhancing our international profile

Young people growing up in Scotland today can look forward to spending their working lives as citizens of an increasingly complex and interconnected world. Enterprise in education and international education are fundamental to young people realising their potential in such a multicultural and global society as successful learners, confident individuals, responsible citizens and effective contributors.

On a national level *Determined to Succeed* will be continuing to build on its links internationally, sharing best practice with other countries and promoting Scotland's excellence in delivering enterprise in education.

At a local level, many schools already make links with schools in other countries to support learning across the curriculum and opportunities to continue to develop our young people in this way and to realise their potential to play an active part in the global economy should be increasingly encouraged.

At the launch, Fiona Hyslop MSP, Cabinet Secretary for Education and Lifelong Learning said:

"Over the past five years, *Determined to Succeed* has achieved great things in

schools throughout Scotland. Now is the time for us to see how we can build on that success to make sure its impact is felt more strongly and amongst more people than ever before.

That is why I'm delighted to be able to announce a new phase of *Determined to Succeed* which will be delivered in schools from this term.

This next phase will see the strategy fully embedded into the curriculum, ensuring we develop in young people skills for learning, skills for life and skills for work.

We will explore how best we might take enterprise education into early years provision, ensuring that Scotland's young people are given the best possible start in life. And we will extend the strategy so that young people who - for whatever reason - do not attend school in the same way that many do, don't miss out the opportunities enterprising teaching and learning offers.

To make this happen, we will be stepping up our efforts with Scotland's employers, encouraging more of them than ever before to engage with schools, highlighting the many exciting career opportunities that are out there.

We will further develop entrepreneurial learning with an increased focus on private and social enterprises.

We will also be working to maximise Scotland's reputation for enterprise in education by highlighting, both nationally and internationally, the work underway to better prepare our young people for the world of

work. Scotland and its people have a lot to be proud of, and we want to shout about it!

We recognise the importance of effective leadership. This is vital, not only when running a business or a school, or governing a country. Good leaders are essential in all aspects of life. Teachers have done a terrific job - to which I should like to pay tribute. I fully recognise the work that you have carried out and, as part of this new phase of *Determined to Succeed*, we will be providing more by way of support for you - and for teachers coming into the profession - including online CPD resources and work placements to help you to deliver enterprising and entrepreneurial lessons in the classroom.

In Scotland today, we have the opportunity to be world leaders. And it's essential that we recognise our full potential if we want to participate fully in the competitive global economy in which we live. Through the hard work of each and every one of you, we have a great chance to prove Scotland's standing on the world stage.

The future will depend on today's young people. They are the next generation of leaders and will have the opportunity to ensure that our businesses are run effectively, providing high quality services and playing their part in a Scotland that is wealthier, healthier, safer, smarter and greener.

And we hope that, through our renewed focus on the scope and scale of *Determined to Succeed*, we are giving everyone involved opportunities to achieve their full potential."

Business at the 'Art' of Enterprising Project

A great example of using the curriculum to encourage enterprise and make links with the working world is a project recently run in Clackmannanshire.

As part of Clackmannanshire's School Construction Programme, which tackles the local career opportunities in the construction sector, the local authority's *Determined to Succeed* team launched a two month project in partnership with architectural firm Machin

Associates and Lawscript Intelligent Office.

The companies sponsored an art competition which was open to all schools within the local authority, enabling children aged from 4 to 18 years old the opportunity to participate. The competition, which was themed, 'A portrait of my school', was open to interpretation by the pupils, who were also able to take the lead in planning and making creative decisions, using personal resources

constructively in an innovative context.

Winners were chosen in three categories and a selection of the assorted pieces will be exhibited, with one school due to organise its own art gallery based on the entries.

Those closely involved in the project felt the competition had given pupils a better knowledge and understanding of the world of work with connections made with a possible career path in architecture.

Scots Top of Europe's Young Entrepreneurs

Out of over 200,000 secondary schools across Europe a school from Inverness has the best young entrepreneurs.

Young Enterprise company Dimension from Fortrose Academy travelled to Stockholm to compete in the FedEx and Junior Achievement – Young Enterprise Europe Awards and won the first ever FedEx Global Impact Award.

The team from Dimension triumphed over competing students from 33 other European countries following their win in the UK finals of

the HSBC Young Enterprise Innovation Awards.

Dimension created a magnet in the form of a five-a-day rewards chart, which has a wipe-off surface.



This was accompanied by a book containing healthy recipes and featuring fictional character 'Harry' who is faced with unhealthy food at school. Dimension was supported throughout the process of participating in Young Enterprise by Business Advisors Angus Morrison and Roddy Dyce and the team's Link Teacher at Fortrose Academy, Margaret Rhynas.

Having realised that there is a market for the product, the team from Dimension now plan to set up their business as a limited company next year, proving that enterprise learning can shape futures for young people.

Route to Enterprise at Festival Pathway

Enterprise will play a key role at this year's Scottish Learning Festival at the SECC from 24-25 September.

Thousands of practitioners will be descending on the Conference Centre for education's most important event of the year.

Embedding enterprising approaches to learning and teaching in the curriculum is vital if teachers are to contextualise learning and young people are to make the

connections to the world of work. Enterprise in education is recognised as an important element of Curriculum for Excellence.

The Enterprise in Education Pathway area at this year's Festival aims to lead visitors through a series of presentations and examples of good practice that will

show the way *Determined to Succeed* has developed and been evaluated over the past five years. You will also have the opportunity to hear about our plans to further develop the strategy over the next three years.

There will be a range of events taking place in the area across both days including seminars, surgeries and showcases, all aimed to inform, inspire and assist you to develop enterprising teaching and learning.

The workshops and seminars planned for this year's event will help to bring to life the excellent practice that already exists in our schools and will demonstrate just how much has been achieved through *Determined to Succeed* and how we plan to continue developing the strategy.

The Enterprise in Education Pathway will be delivered with support from Learning and Teaching Scotland, local authorities, schools and teachers and will cover areas such as self-evaluation and CPD as well as demonstrating examples of the work taking place to embed enterprise into the curriculum, including the development of employer partnerships.



WEDNESDAY

10am – Education Showcase *Determined to Succeed Three Years On*

Determined to Succeed has supported enterprise in education in all of Scotland's schools since its inception in 2003. The positive impact it has made was endorsed by the 2007 report; *Determined to Succeed Three Years On* and the recent HMIE report; *Improving Enterprise in Education*. *Determined to Succeed* will share with international delegates some of the key highlights of both reports and our vision for enterprise in education over the next three years.

12noon – Topic Surgery *In Line & On Line... Evaluation and Professional Development in Enterprise in Education*

Many schools have evaluated their progress in enterprise in education through the use of enterprise in education quality indicators. In light of the updated indicators and the *Improving Enterprise in Education* report, now is the time for schools to re-evaluate their progress and to address issues that arise. One of the possible implications that will arise will be staff development and the second part of this presentation will elaborate on the new LTScotland CPD Online opportunities that have been developed for enterprise in education.

12.30pm - Seminar *This is not just any old Partnership, this is a Bo'ness Academy Partnership*

This presentation will give people the opportunity to see how a partnership has been developed between Bo'ness Academy and Caledonian Produce (Marks & Spencer supplier) to produce and market a healthy snack. Topics covered will include:

- Getting departments working together (and still speaking!)
- Working with a large multinational company
- Health promotion
- Curriculum for Excellence

4.45pm - Seminar *Look Who's Talking Too*

Wardie Primary School demonstrates how a whole school approach introduces its pupils to the world of work. This unique integrated teaching and learning approach, *Wardie to Work*, culminated in children dressing up in their chosen career attire and giving a presentation to a school assembly.

THURSDAY

12.30pm – Topic Surgery *Learning and Linking: Joining up the Curricular Outcomes and Experiences*

Through an enterprising learning and teaching approach, teachers can create links across a variety of curricular areas and enable pupils to see the relevance of joined up thinking. This Topic Surgery will give an insight into how a school managed to link in enterprise, science,

sustainable development, global citizenship, higher education and mentoring into a real life problem which won the school an enterprise award. An open discussion will follow on from this.

1pm - Seminar *Enterprise in Education and Skills for Scotland Bringing the Lesson to Life: Business Brains for a Material World*

This seminar will demonstrate elements of the national training programme on employer engagement, show inspirational video clips of partnership working and signpost the next steps in developing your own mutually beneficial relationships with industry and business. Pupils and teachers from St. Ninian's High School will share with delegates their experience of developing a successful and sustainable business engagement, based on their cross-curricular project; *Business Brains for a Material World*.

2pm - Seminar *Opportunities for Embedding Enterprise Skills for Life and Work*

This presentation will showcase some of the new initiatives that have been successfully developed by schools and show how local authorities are taking a proactive approach in making opportunities available for more pupils to progress along the vocational pathway, helping them to be more self-sustaining for the future.

Get Engaged for your Development

An earlier article within this issue focuses on the delivery of the next phase of *Determined to Succeed*. Engaging with employers is one of six themes identified as we take the strategy forward and is an essential element of delivering enterprising teaching and learning in the classroom.

Working with employers and contextualising learning helps young people develop skills for work and life. Incorporating the world of work into the classroom can be beneficial for pupils of all ages and abilities as it can provide inspiration and in some cases, encourage and motivate young people who are at risk of disengaging with learning.

Many successful links have already been made between schools and businesses and these demonstrate that partnerships with employers are effective for everyone involved. Employers are able to contribute something to



their community and inject more creative thinking into their businesses through engagement with young people; both teachers and pupils are experiencing the working world and learning is being delivered in a relevant context without having to conform to the traditional classroom environment.

Determined to Succeed will continue to support employer engagement at a national level and as part of this we have been developing a range of resources and tools to help you, the practitioner develop and maintain successful and relevant business partnerships for you, your school and your pupils.

Curriculum for Excellence, challenges everyone to think differently about the curriculum allowing you to be much more flexible in your approach. Partnerships with employers can, and will support this new approach.

Determined to Succeed, with the support of teachers, employers and colleagues in LT Scotland has been

working hard over the last few months to create an exciting new professional development resource to help you develop effective partnerships with employers. As part of the resource every school will shortly be receiving a pack to help them build on existing partnerships and develop new ones. The pack will include an Enterprising Careers publication describing case studies of employer partnerships, a DVD featuring examples of effective partnerships and a leaflet describing how you might use the resource. This pack forms part of a more comprehensive professional development resource which is available to all teachers and their partner employers via our website www.ltscotland.org.uk/partnershipwithemployers.

The resource aims to:

- enthuse you about building a partnership with employers;
- help establish partnerships that connect directly into the curriculum; and
- inspire young people and others about social enterprise, sustainable development and entrepreneurship.

The Enterprising Careers publication is full of information on the resources available and explains the opportunities for CPD through links with employers. It highlights the importance of using Labour Market Information to understand how learning can have relevance to the local labour market and discusses the merit of building partnerships with companies regardless from a diverse range of sectors, including those from the voluntary and social enterprise sectors.

This resource can be used as a collaborative CPD opportunity for teachers. On the website you can find movies that illustrate the many facets of partnership working, showing how such partnerships can help teachers foster the development of the four capacities of Curriculum for Excellence. You will also have access to movies featuring Scottish entrepreneurs.

Don't just take our word for it about the benefits of engaging with employers. Hear from some teachers, young people and employers who have seen first hand the benefits of effective employer partnerships:

"It's been an ideal preparation for transition into the adult world. It's given them an expectation of some sort of work role, post school. With support, they've been included in the factory workforce and that is the single thing that will make the difference. A little bit of support will allow them to work and have their place in the world."

Depute Headteacher, Linburn School

"We, as a school and a group of teachers, found that this project was an ideal context for young people to acquire and develop the four capacities of Curriculum

for Excellence as well as supporting the principles for curriculum design."
Headteacher of Alva Primary School

"From an initial lack of enthusiasm, pupils' eyes lit up as our relationship developed and they heard our feedback about their work."

Alastair White, Managing Director, CALA Homes West

"Working with a real company like CALA who is a big name in the housing world was brilliant. It motivated me even further and made me want to go down that job route for later life."

Pupil, Graeme High School

For more information and access to examples of partnerships from all sectors and areas of the curriculum please visit www.ltscotland.org.uk/partnershipwithemployers.



Tools for the Trade

Since its launch, *Determined to Succeed* has been complemented by a range of resources and tools, developed in partnership with teachers, pupils and employers. Their aim has always been to assist you in delivering teaching and learning in an enterprising way. This approach is continuing, with more work being done on a national scale to help you embed enterprise in the curriculum.

Your feedback and support is essential to its success and we need you to continue to share your own enterprising approaches with colleagues. Feedback shows that this helps others to think differently about their own approaches to learning and teaching. Neil McLennan, a Principal Teacher in History based in Edinburgh, has been using a variety of *Determined to Succeed* resources to assist his work. Neil says: "The website has some super ideas on it. The resources section has a wealth of material within it, not all of them are directly linked to my subject, however, they all give food for thought and with a bit of imagination the tasks can be altered to suit activities in the History classroom."

"There are now subject guidelines for most areas and these are helpful for those who are looking for a more "off the shelf" package or one stop shop for Enterprise in a specific subject area. "The Strands and Practices document is a useful self evaluation tool which I have

now used in two different local authorities. Completing it at the end of each term gave a good indication of where the department's progressed, not only with Enterprise in education but also with Curriculum for Excellence as a whole.

One of the most positive developments for supporting the delivery of Enterprise in



education for Neil has been the Enterprising Practitioners Network. He explains: "Too often we work away in our little corner trying to re-invent the wheel. There has not been a single meeting that I have been to that I have come away with an idea of resource that can be used in the classroom straight away."

The Enterprise Practitioners Network was the catalyst to

inspire Neil to set up the first Enterprising Social Subjects Conference. Held at the SECC, the conference attracted 350 History, Geography, Modern Studies and Business Studies teachers and featured a range of keynote speakers and workshops which aimed to share best practice. The success of the national event has enabled it to become a model for future *Determined to Succeed* and Curriculum for Excellence subject specific events which can be delivered on a smaller scale in local authorities and Neil is now working on another event for his Edinburgh-based peers.

Neil said: "The keynote speakers and workshops gave everyone lots of ideas and resources to take away and try. The best part was the opportunity to come together, network and exchange ideas as this is something that we don't often get the chance to do. I think everyone came away rejuvenated, re-motivated and armed with a clutch of new ideas to try in the classroom the next day!"

Schools Awarded for Enterprise

Once again the Scottish Education Awards, which took place in June at City Halls in Glasgow, demonstrated the hard work and success taking place in Scottish education today, in everything from enterprise projects to healthy living.

This year's event, sponsored by the Scottish Government, the Scottish Daily Record, BT Scotland and supported by the Confederation of British Industry, continued to promote the importance of enterprise in education with *Determined to Succeed* sponsoring four awards.

Determined to Succeed sponsored the 'Most Enterprising School' award in Primary, Secondary and Special Schools categories and congratulations go to Milngavie Primary School, Peebles High School and Merkland School who all won awards in their respective categories.

Milngavie Primary prides itself on giving pupils the opportunity to develop entrepreneurial skills from a

young age. All pupils take part in mixed ability interactive maths sessions which they lead themselves, allowing them to work as mentors as well as students.

Peebles High School has for the last four years created opportunities for all pupils to develop positive attitudes and relevant skills for their future in either the workplace or Further and Higher Education. This has been achieved through the delivery of enterprise courses in S1 and S2, and from S3-S6 creating real life contexts in which the pupils have been challenged and empowered to work in teams, take risks, solve problems, make decisions and embrace responsibility.

Pupils at Merkland School live by their self made school

motto "To Be the Best We Can Be". This ambition and self-confidence is consistently developed by the Enterprise programme which has recently seen pupils organising a weekly coffee shop, designing and promoting a healthy soft drink, and implementing a Transition Teams Project, in which pupils can research future careers by interviewing local employers and presenting their findings at a pupil-run event. S5/6 also set up a Young Enterprise Scotland company, in which pupils learnt vocational skills such as metal work and construction.

Determined to Succeed also sponsored the 'Best Enterprise' category, won by Whitelees Primary School. Primary 7 pupils at the Cumbernauld school chose to promote the work of SCIAF and Fairtrade as the basis of their enterprise project. The youngsters adopted the role of team leaders, market researchers, designers and promoters in order to produce a CD, written and performed by the School of Rock and Primary 7 pupils.

The winners of each category and their main business partner, received a trophy and certificate with each school receiving a cheque for £1,000.

