

International Apprenticeship Conference

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Case Study: Degree Apprenticeships - Delivering Industry Skills and Knowledge through Higher Education

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Session Overview

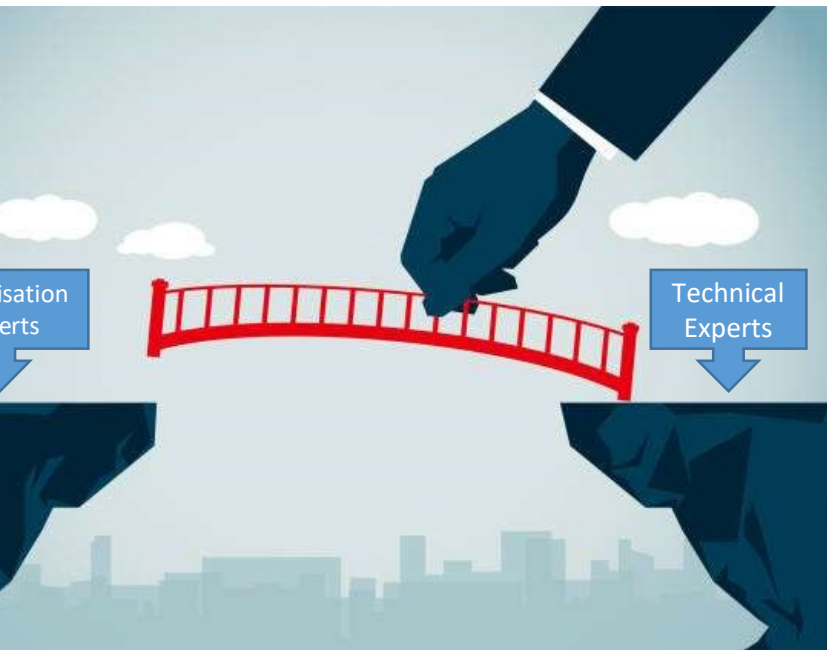
Expanding employment opportunities for degree apprentices through industry-specific work experience

Co-developing assessment processes for occupational competence in partnership with employers

Outreach strategies to engage with local schools and raise awareness of degree apprenticeships

Engaging with businesses to recruit for degree apprenticeship roles: key steps and overcoming challenges

University of Winchester and Zurich Insurance Working in Partnership



“Sexiest job of the 21st Century”

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Co-developing assessment processes for occupational competence in partnership with employers

Open and Honest in working together

Flexible approaches – true co-development

Top-front learning - changing shape of employer/provider engagement

Dr. Jonathan Davis, Lead Data Scientist, Zurich UK

"We needed a programme which offered training for our data scientists in three key areas: maths, data analytics and computer science. We could not find any degree apprenticeships which were an exact fit. However, we got in contact with the University of Winchester, and they were extremely helpful in collaborating with us to build a degree apprenticeship which met our needs. I worked closely with their lecturers and other course leaders to build a bespoke curriculum from the ground up, resulting in a course which fits the profile of a modern data scientist, based on what we need in the data science team at Zurich."



Expanding employment opportunities for degree apprentices through industry-specific work experience

The changing shape of tomorrow's workforce

Skills for the Future

Attracting diverse talent – it's not just about graduates

Growing and developing existing employees

New talent pools



Outreach strategies to engage with local schools and raise awareness of degree apprenticeships

Hybrid working – needs to be mirrored in next generation
engagement

Amazing apprenticeships – Work with local Schools & Harness
Parental influence.

Employability – shared classrooms

Talent spotting – insider information

Target under-represented groups



Engaging with businesses to recruit for degree apprenticeship roles: key tips and overcoming challenges

Cycles of work – **Constrained Flexibility**

Communicating – **Dual Application Process**

Recruitment Cycle – **Grow the relationship by looking for synergy**



op Tips

Getting people to think differently – recruitment strategy

Career changes (not traditional –celebrate transferable skills)

Encouraging Social Mobility



Thank you for your time

Questions?