

Scottish Apprenticeship Advisory Board (SAAB)

Apprentice Engagement Group (AEG)

Terms of Reference

Purpose

The purpose of the Apprentice Engagement Group (AEG) is to promote the value of apprenticeships and to champion the contribution they can make to individuals, employers and the economy in Scotland, with the aim of inspiring career influencers and the next generation of young people and employers to get involved in apprenticeships.

Working with employers through SAAB, the Group will work with SAAB employer members to take on an ambassadorial role and be the face of apprenticeships in the Scottish system.

The apprentice engagement workplan, delivered by the AEG will aim to support an increase in awareness of apprenticeships and high-quality apprenticeships starts/ applications to help meet the ambitions of Scottish Government.

It works closely with key stakeholder groups, including: the other SAAB groups, the Scottish Government and its agencies, qualification bodies, trade unions, training and learning providers, membership and industry groups.

Its activities will reflect an ambitious, collaborative and committed approach.

The AEG's roles and responsibilities are to:

- be ambassadors for apprenticeships with individuals, career influencers, potential apprentices, employers, parents and other stakeholders, promoting the value and benefits of apprenticeships
- communicate the value of work-based learning through the groups and engagement events, such as Scottish Apprenticeship Week, Young Person's Guarantee, Scotland's Apprentice Network and Apprenticeship Awards.
- work with other SAAB members and Skills Development Scotland to help develop effective, streamlined and simple approaches to apprentice and key stakeholder engagement that increasingly uses digital services where appropriate
- as a sub-group of the SAAB EEG, work with SAAB employer members to harness the power and influence of its membership to drive growth in high-quality apprenticeship numbers
- support work to improve diversity in apprenticeships, promoting apprenticeships as an attractive option to learners, parents and employers
- gather intelligence and feedback on challenges young people may experience on uptake of an apprenticeship
- play a consultative role to influence strategic stakeholders, Skills Development Scotland and other developments to support current or future apprentices
- work closely with the other groups across the SAAB structure to ensure Scottish apprenticeships align with economic growth, job opportunities and Fair Work

Membership/ composition

The AEG membership will comprise of a minimum of 70% employer representatives, reflecting a mix of sectors, sizes and workforce diversity. All members should have an interest and passion for apprenticeships and the benefits they can bring. Members will be current or recently qualified apprentices. Membership should also include previous Scottish Apprenticeship Week winners.

Apprentices will represent a range of ethnic minority, gender and disability groups, as well as a mix of frameworks.

The Group will be supported by relevant officials from SAAB Secretariat and Skills Development Scotland.

Other individuals may attend meetings by invitation.

Quorum

The quorum for meetings shall be 10 or more members being present at meetings.

Meetings

There will be a minimum of four meetings during each financial year – with the possibility of additional meetings during periods of campaign activity. Meetings will normally be hybrid (online with face-to face option), with venue options – where appropriate.

Reporting

- Update from the Co-Chairs of AEG on the Group’s activities and findings will be provided at SAAB EEG meeting after each AEG meeting. The SAAB EEG then reports into the SAAB Group Board.
- Update from SAAB Engagement Manager on the Group’s activities and findings will be provided at SAAB Standards and Frameworks Group and SAAB Employer Equalities Group meetings after each AEG meeting.

Review

On an annual basis the AEG will:

- review and amend the group’s work plan
- review the groups terms of reference to affirm fit for purpose
- review and amend, as required, the membership of the group
- participate in the annual SAAB Effectiveness Survey

**Scottish Apprenticeship Advisory Board
October 2022**

Next Review Date: December 2023