



# World of Work Impact Report 2023-2024

**BUSINESS  
IN THE  
COMMUNITY  
IRELAND**



An Roinn Oideachais  
Department of Education

**TUISLA**

## Programme Aims:

- To give students an insight into the world of work.
- To encourage students to recognise the value of completing their education.
- To assist student skill development by understanding those skills most valued in the workplace.



# Introduction

The World of Work programme offers 2nd year students from DEIS schools an insight into the job market, linking academic subjects to career outcomes and highlighting the importance of completing their education. The programme features workshops, workplace visits, career exploration, skills identification, sustainability, and a team project.

In the 2023-24 academic year the programme delivered 720 workshops to almost 3000 students with volunteers from 120 companies nationwide. Students found workplace visits and employee career stories particularly beneficial, boosting their self-confidence, soft skills and focus on life after school. Teachers noted improved student engagement and participation.

The programme also benefits companies and their employees who enjoy the volunteering experience, making a difference in young people's lives, and contributes to their communities. Through the various programme sessions, students developed innovative ideas for the YES campaign (Youth Engagement in Sustainability) supported by their partner company and other not-for-profit environmental and sustainability agencies.

Students were encouraged to work together showing their journey from idea development to execution demonstrating evidence of planning, teamwork, communication, impact on the school/community as well as the relevance of the project theme and the ongoing lasting impact of the idea.

The winning project created by 2nd year students from Beneavin, De La Salle College, Finglas involved an herb garden made from repurposed gas pipes, supported by Gas Networks Ireland. This project praised for its lasting impact provides fresh herbs for the school canteen and local nursing home residents who will care for the garden during school holidays.

A sincere thanks to everyone involved in making this year's programme a success. We look forward to continuing our efforts in the 2024-25 academic year.

# 2024 at a glance

79%

of students found the programme **enjoyable or very enjoyable.**

93%

of company respondents would recommend the programme to another company.

99%

of teachers reported the industry or business insight given to students was **excellent or very good**

89%

of students would recommend the programme to their peers.

91%

of companies rated their partnerships as **excellent or very good.**

94%

of schools rated their partnerships as **excellent or very good.**

## Key Stakeholders



### Schools

93% of teachers felt it improved student engagement.



### Students

Nearly 3000 students took part in this year's programme.



### Companies

86% of companies rated student engagement as excellent or very good.

Watch Beneavin De La Salle College's winning sustainability entry video [here](#)

Watch Inver College's 2nd place sustainability entry video [here](#)



# Programme Impacts

The effectiveness of the World of Work programme is evaluated by analysing feedback from companies, schools, and students. Companies showed a 92% response rate, while schools had a higher rate at 98%. A total of 1485 student survey responses were received, surpassing the target response rate by almost 24%. These high response rates highlight our commitment to governance and impact assessment. The feedback gathered is crucial for shaping the future of the programme. So far, over 110 companies and schools have marked a decade of partnership.

## 120 School-Business Partnerships

Engaging with the 2nd year cohort



## 1713 Surveys

a high response rate on feedback surveys from company/school coordinators & students



## Top Line Data Impacts



**98%** of teachers would recommend the programme to another school.



**95%** of teachers rated the relevance of the material delivered as excellent or very good.



**94%** of teachers rated the service provided by BITCI as excellent or very good.



**56%** of students rated the sustainability activity as excellent or very good.



**54%** of students said the programme changed the way they think about school.

"I really enjoyed the programme. It opened my eyes to see what future jobs there are out there."

-Student



# Company Benefits



**94%** of companies rated the **Day in the Life and Workplace visit** as the most enjoyable sessions.



**89%** of companies considered that **contributing to the local community** and the **corporate responsibility strategy** were the main benefits to the company.



**86%** of employees reported the main benefit to be a **feel-good factor** and **making a difference to a young person's life**.

“Participants were genuinely interested in hearing feedback from the students on how they received the sessions and how they found them beneficial. There was a real sense of pride and comradery amongst the group.”



# Company Benefits



## More than 700 sessions

Sessions covered a wide range of career- focussed topics



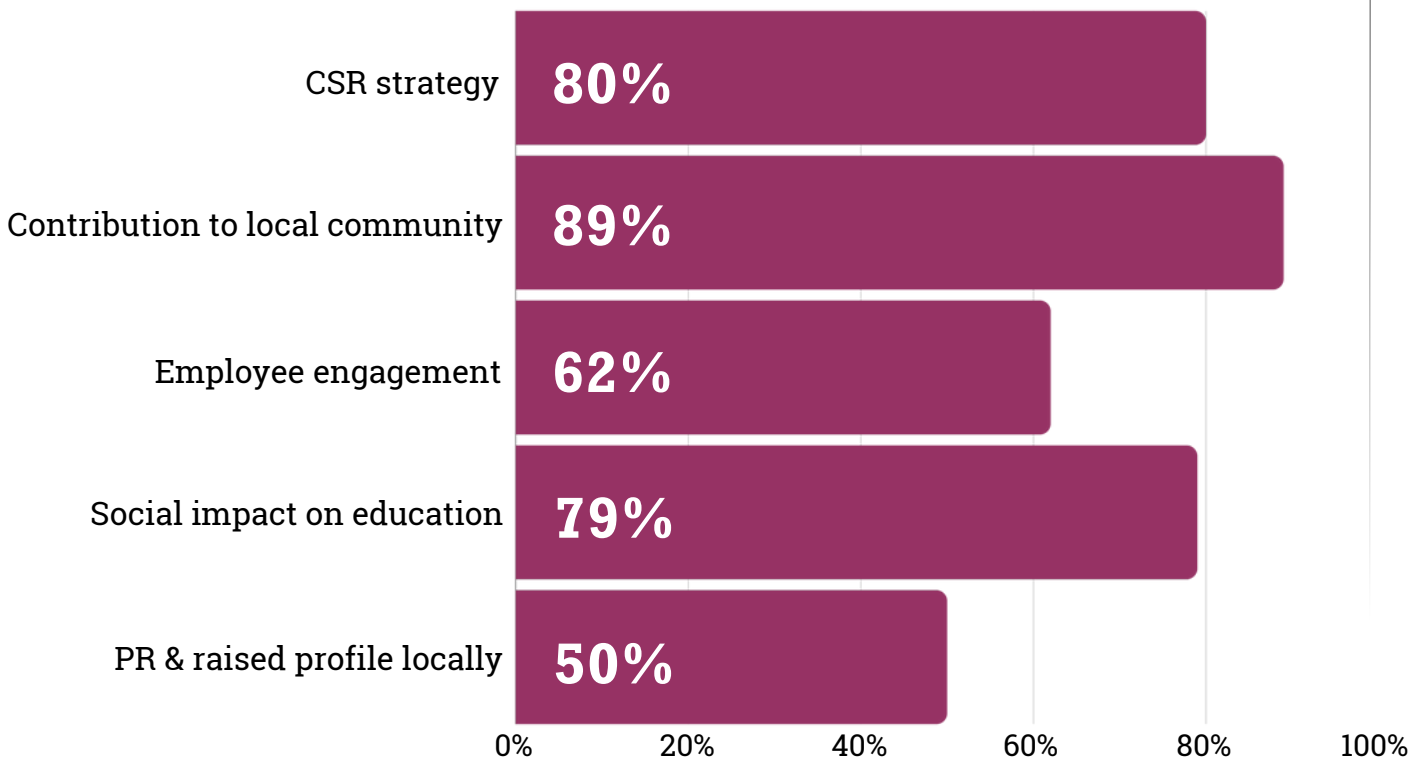
## Over 720 Volunteers

From a range of industries and across all regions in Ireland



“The partnerships provided by BITCI are invaluable to our company. Being directly linked with a local school gives us a tangible link to our local community and allows us to see year on year the impact that delivering the programme has on the school and the students.”

## Programme benefits reported by companies





## School Benefits



**99%** of teachers would recommend this programme to another school.



**97%** of teachers rated the companies presentation and preparation as excellent or very good.



**93%** of teachers reported the industry insight given to participating students was excellent or very good.

## Programme benefits reported by teachers

Presented students with a variety of jobs

**90%**

Assisted students to consider life after school

**89%**

Increased self confidence

**85%**

Gave students an insight into sustainability

**84%**

Improved presentation/teamwork skills

**83%**

# School Benefits

“It was a unique and memorable experience for our students.”

Teacher



**95%** of teachers rated the relevance of the programme materials as excellent or very good.



**95%** of teachers reported the relationship with their company was excellent or very good.



**83%** of teachers said the site visit and day in the life sessions were the most beneficial part of the programme for their students.

“I noticed when last year’s students came into third year, it really helped with subject choice and students were more focused on their future selves when making decisions.”

Teacher





# Student Benefits



**79%** of students rated the overall enjoyment of the programme as very enjoyable or enjoyable



**89%** of students would recommend to their peers to participate in the programme.



The **Workplace Visit** was rated as the most beneficial and enjoyable session by students.



**79%** of students said the programme helped them to understand the world of work.

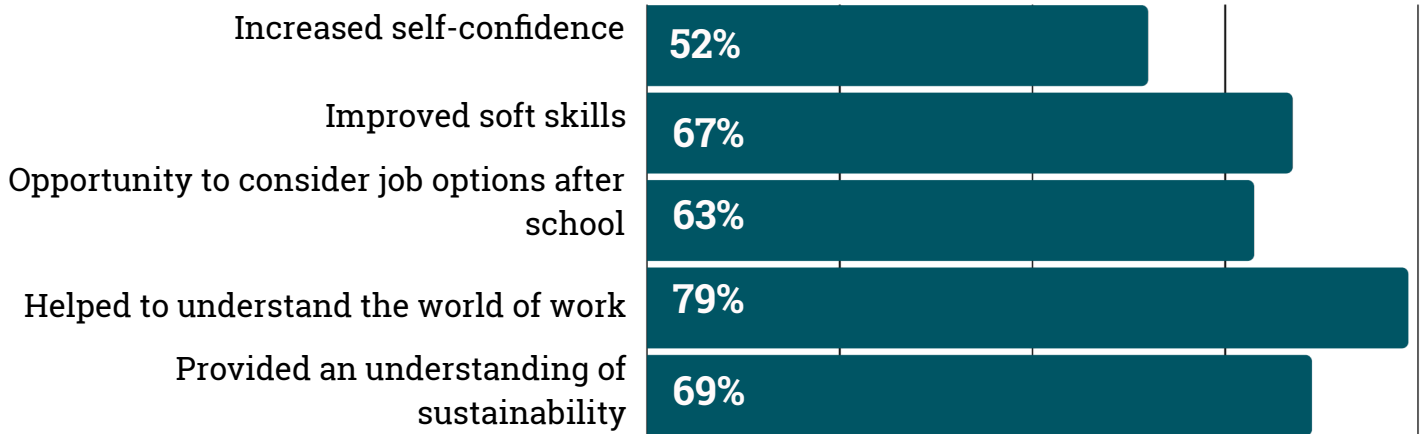


“Overall I enjoyed the programme and found it very informative and it made me feel more connected to my school community and classmates.”

-Student



## Programme benefits reported by students



57% of students wouldn't change anything about the programme.



56% of students rated the sustainability activity as very enjoyable or enjoyable.



60% of students rated the reflective learning session as very enjoyable or enjoyable.

"I would recommend the programme to other students since it shows what it's truly like in a factory and shows what it's like to work in an office."

-Student

"I thought this was a valuable experience and it really helped change my perspective on school as a whole."

-Student



## Recommendations



Recommendations common from companies were to include more focus on sustainability and hands on activities.



Teachers in the partnerships largely endorse the programme due to its emphasis on real-life experiences, offering students practical learning opportunities and motivation.



Only a few companies and schools suggested that the programme should focus on the senior cycle.



55% of companies, 58% of teachers and 57% of students had no recommendations, changes or additions to make to the programme.



Student feedback highlights a strong desire for more out of classroom excursions.

## Connect with us



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