

**Ethnic Minority Early Leaning & Childcare Recruitment Programme**

**Briefing Paper**

On 23rd October 2017, a campaign was launched by the Scottish Government to encourage secondary school leavers across Scotland to consider a career in Early Learning and Childcare (ELC), under the campaign slogan “Shape their worlds, Shape your career.”

The campaign stems from the Scottish Government’s manifesto commitment to expand free Early Learning and Childcare by 2020. The expansion will almost double entitlement to funded early learning and childcare from 600 to 1140 hours per year by 2020 for all 3 and 4 year olds, and eligible 2 year olds.

The Scottish Government’s commitment to increase ELC hours has resulted in a need to recruit up to 11,000 additional Early Learning and Childcare professionals to deliver that expanded service by 2020.

The recruitment campaign aims to:

* Inform school leavers of an important but accessible career option when their time at school ends
* Elevate the status of Early Learning and Childcare, which has previously been seen as an unskilled job
* Encourage increased gender and ethnic diversity of Early Learning and Childcare professionals

As part of the recruitment campaign, the Scottish Government is working with CEMVO Scotland to address the aim of “encouraging increased gender and ethnic diversity of ELC professionals,” targeting Ethnic Minority (EM) school leavers, young people, parental returners to work, and men / women seeking career change.

Aligning with the Scottish Government recruitment campaign, CEMVO will deliver a programme of activities that will target EM communities that include the following:

* Organising 16 events throughout Scotland over the 2 years to increase awareness of the recruitment campaign and of the pathways into employment within the ELC sector
* Delivering at least 10 talks / holding stalls throughout Scotland at places of worship (e.g. Mosques, Gurdwaras, Temples, etc) and at EM events / festivals
* Identifying any barriers for EM communities in accessing ELC training and employment opportunities
* Developing CEMVO as one of the contact points for information and support to EM communities in accessing ELC training and job opportunities
* Providing ad hoc employment support for EM people interested in ELC jobs / training (i.e. job applications, interview skills, etc) which may possibly include organizing employment skills workshops if there is high demand for such support
* Promoting ELC training and job opportunities to EM communities via CEMVO website, mailings, newsletters, social media, EM press and media, etc. This will include linking CEMVO website with Scottish Government Child Care Scotland website and developing CEMVO promotional materials to align with / adapt to existing Scottish Government recruitment campaign materials
* Developing collaborative / strategic links with ELC stakeholders (e.g. Scottish Government, Local Authorities, Skills Scotland, ELC employers) to align CEMVO promotional and programme activities, including facilitating EM participation in nursery open days / volunteering where such opportunities may arise.

The targeted outcomes of the EM ELC awareness raising / recruitment programme are:

* Increased awareness among EM communities of Scottish Government ELC strategy / recruitment campaign and training and employment opportunities within ELC sector
* Increased uptake among EM communities of ELC training and employment opportunities
* Increased support for EM individuals in accessing ELC training and employment opportunities
* Improved strategic links between ELC stakeholders, employment and training providers and Ethnic minority sector / communities.

All the above activities will be delivered between 1st September 2018 – 31st August 2020 by one full-time lead officer and a part-time officer working 17.5 hours per week. The lead officer will be responsible for ensuring that all the outputs and outcomes of the programme are achieved, with support from the part-time officer in the delivery of activities.

**July 2018**