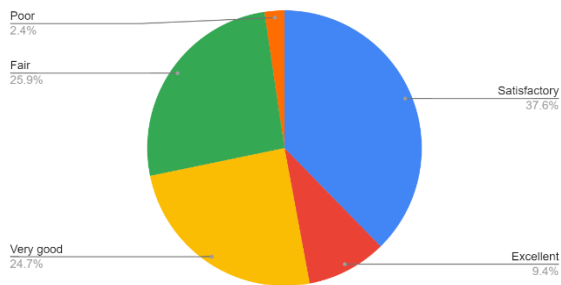




Young people were asked to evaluate all aspects of the Lift Off event. All feedback has been summarised below to help determine next steps.

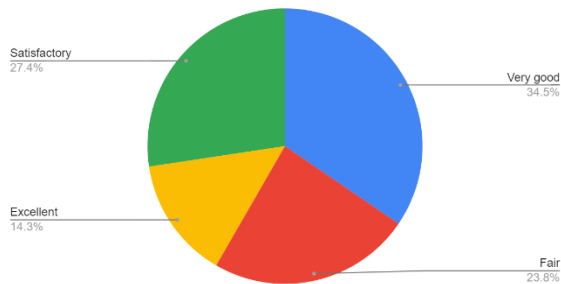
How helpful was the video recorded introduction to the Event from Aberdeen City Council?

How engaging did you find the introductory presentation from Aberdeen City Council?



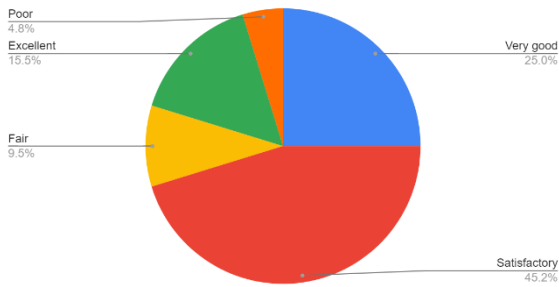
Over 70% felt that the introductory presentation was satisfactory or better, with 35% of the young people surveyed believing this presentation was very good or excellent.

How engaging did you find the presenter of the introductory speech?



Over 75% believed the presenter of the introductory speech to be satisfactory or better in engaging with the audience. Just under 50% of the young people surveyed found the presenter to be very good or excellent in engaging with the audience.

From the introduction how much of an insight did you get into the purpose and plan for the two-days?



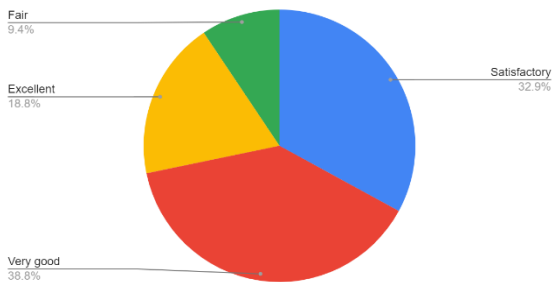
Over 85% found the introduction to be satisfactory or better. Over 40% found the introduction to be excellent or very good at effectively introducing the purpose of the event.

Although feedback is mixed there are more positive evaluations than negative. This initiative was planned, developed and implemented over a very short timescale and although it may have been more engaging if there had been live presenters and live Q&A, the time scale and the availability of a suitable platform to deliver such a requirement would have been difficult to achieve at short notice. Some young people who may have been in digital overload due to the reliance on digital learning throughout the lock downs may have found the recorded sessions less engaging. That said the overall package maintained young people's interest over the two days. It may be helpful to streamline the introduction for any future events.

Young people were then asked to consider the input from our Keynote speaker Carl Walz (Former NASA Astronaut).

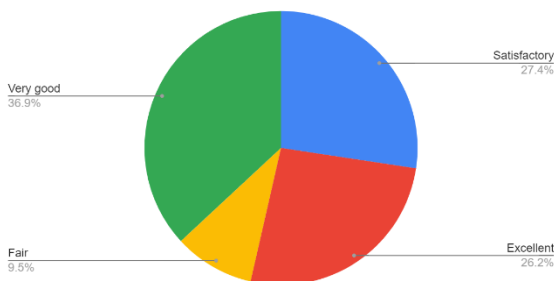
Pupil feedback on the keynote presentation from Carl Walz (Former NASA Astronaut):

How engaging did you find the presentation from Carl Walz (Ex-NASA Astronaut)?



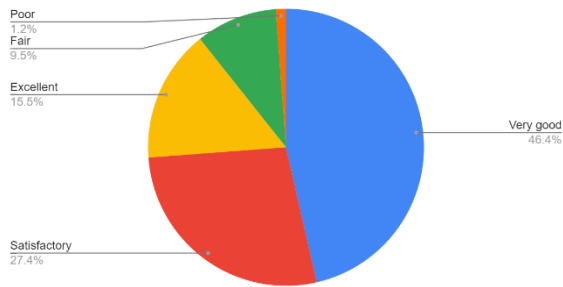
Almost 60% of young people surveyed found Carl Walz's presentation to be very good or excellent at engaging them. Over 90% of young people surveyed felt the presentation was satisfactory or better at engaging them.

How engaging did you find the presenter: Carl Walz (Ex-NASA Astronaut)?



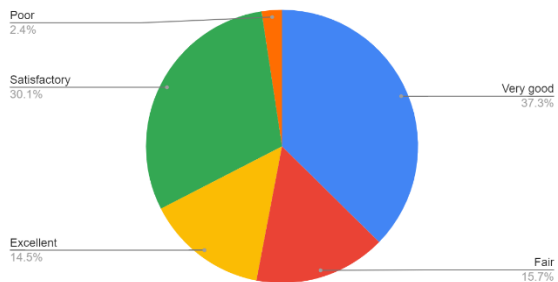
The qualities and skills of the presenter were also very well received by the young people surveyed. Over 60% found Carl a very good or excellent presenter and over 90% felt he was satisfactory or better at engaging them. No young people found his style of presentation to be poor.

How much of an insight did you get into the life of an Astronaut and the parallels to COVID19?



An important part of the presentation was linking Carl's experiences as an Astronaut and young people's experiences of COVID-19. Over 60% felt Carl was very good or excellent in the way he linked his experiences to the pandemic. Just under 90% believed Carl to be satisfactory in forging these links with the pandemic and his experiences.

How much of an understanding of the skills and character strengths needed to become an astronaut do you receive?

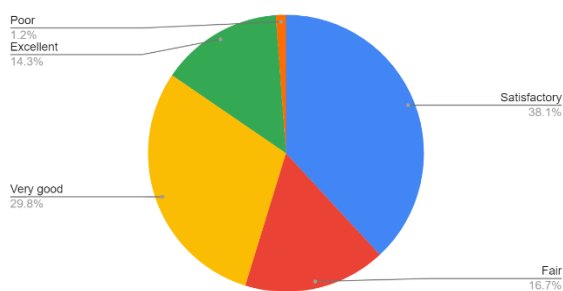


We also wanted to find out if the young people gained an understanding of the skills and character strengths needed to be an astronaut. Over 50% believed Carl was very good or excellent in giving an insight to the skills and character strengths needed to be an astronaut. Over 80% felt Carl to be satisfactory or better in detailing the skills needed to become an astronaut.

The keynote speaker also provided an example of how career pathways can take many twists and turns and helped to identify the skills that he developed during his formative years and continued to develop throughout his life. The ability to deal with setbacks and to persevere were well articulated within the presentation and provided a similar context to that of the current challenges faced by all young people throughout the pandemic.

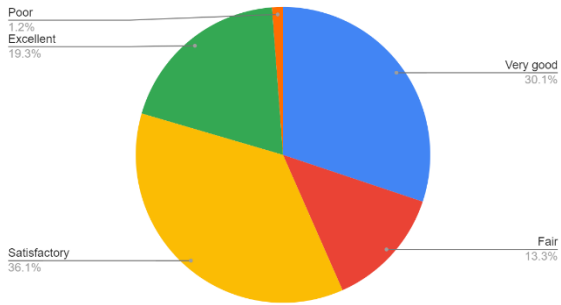
The children and young people were also asked to provide feedback on the presentation from Drew Drummond of Columba 1400 who closed the first day of the event and provided a focus on skills development. The following is the feedback from the pupil surveys:

How engaging did you find the presentation from Columba 1400?



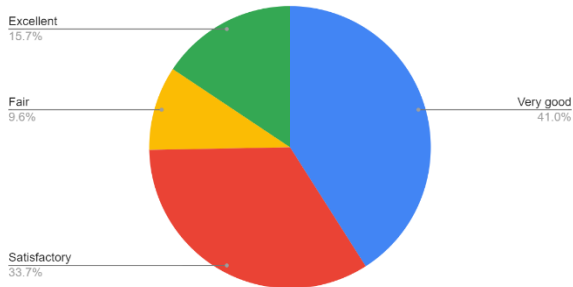
Over 40% of young people surveyed found Drew Drummond's presentation to be very good or excellent at engaging them. Over 80% of young people surveyed felt the presentation was satisfactory or better at engaging them.

How engaging did you find the presenter from Columba 1400?



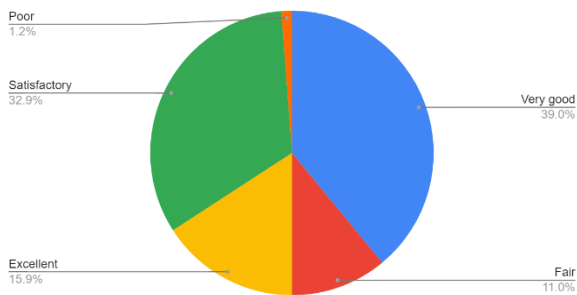
The qualities and skills of the presenter were also very well received by the young people surveyed. Around 50% found Drew Drummond a very good or excellent presenter and over 80% felt he was satisfactory or better.

How much of an insight did you get into the importance of particular key skills?



An important part of the presentation was an insight into the importance of specific key skills. Over 55% felt Drew Drummond was very good or excellent in the way he highlighted the importance of key skills. Over 90% believed Drew to be satisfactory or better in giving an insight to specific key skills.

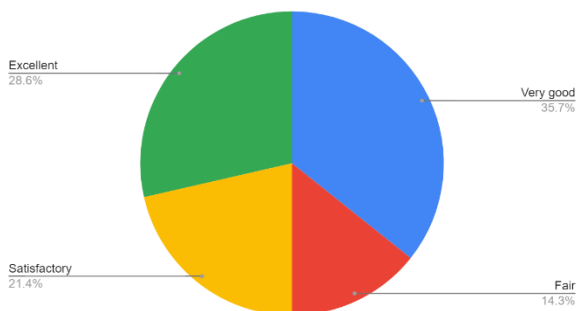
How much of an understanding did you get of the skills and character strengths of the presenter?



We also wanted to find out if the young people gained an understanding of the skills and character strengths of the presenter. Over 55% believed Drew Drummond was very good or excellent in giving an insight to his skills and character strengths. Almost 90% felt Drew to be satisfactory or better in detailing his skills.

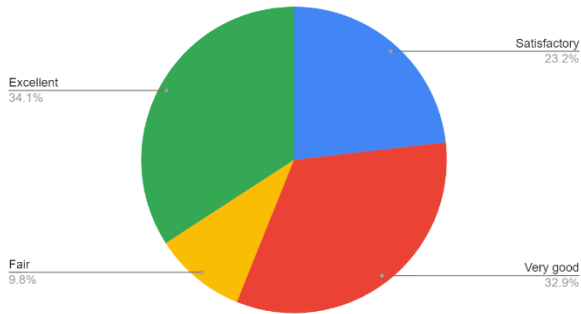
For the second day of 'Lift-Off!' we had Sarah Chew (MD Techfest) introduce the day, as well as the concept and importance of each child and young person cultivating their own 'biog' and the value this has in seeking further education and employment. Pupil feedback on Sarah Chew's presentation is below:

How engaging did you find Sarah Chew's presentation?



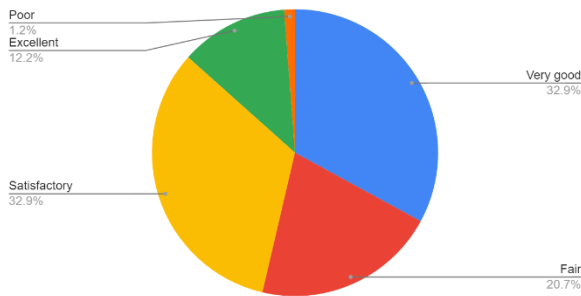
Over 60% of young people surveyed found Sarah Chew's presentation to be very good or excellent at engaging them. Over 85% of young people surveyed felt the presentation was satisfactory or better at engaging them.

How engaging did you find Sarah Chew as a presenter?



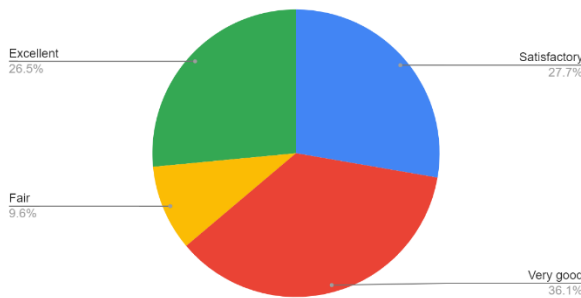
The qualities and skills of the presenter were also very well received by the young people surveyed. Over 65% found Sarah Chew a very good or excellent presenter and over 90% felt she was satisfactory or better.

How much of an insight did you get into the importance of creating your own 'biog'?



An important part of the presentation was an insight into each pupil creating a 'biog'. Over 45% felt Sarah Chew was very good or excellent in the way she highlighted the importance of pupils having a 'biog'. Almost 80% believed Sarah to be satisfactory or better in giving an insight how this biog. can be used effectively.

How much of an understanding did you get of the skills and character strengths of the presenter?



We also wanted to find out if the young people gained an understanding of the skills and character strengths of the presenter. Over 60% believed Sarah Chew was very good or excellent in giving an insight to her skills and character strengths. Over 90% felt Drew to be satisfactory or better in detailing his skills.

In addition to the four surveys detailed above we also gained feedback from the pupils on every outside partner and organisation who provided inputs for the event. This feedback from the pupils on the over 50 recordings that formed the 'Lift-Off!' event has been collated and shared individually with every partner and organisation. This has allowed both the presenters and the 'Lift Off!' team to determine what parts of presentations were well received and areas that may need to be improved for future events.

Young people were also asked for their comments at the end of the surveys on each presentation and which aspects of the event were most helpful to them. Feedback was rich and varied and suggest that young people were inspired by what they heard.

*'It was good to gain a sense of the skills that are generally required to work in these industries.'*

*'It was helpful to hear of their struggles growing up.'*

*'The talks helped to motivate me and told me what to strivse for in the future.'*

*'Knowing the things that people did and what skills and qualities they needed to develop in order to get where they wanted to be was really helpful.'*

The Keynote speaker was particularly well received.

*'The talk from astronaut Carl Walz was very useful.'*

*'The inspirational talk from Carl Walz was excellent and I really enjoyed the computer science presentation hosted by Robert Gordons University as this targeted the type of course I would be interested in taking in the future.'*

*'The event gave an insight into various Universities, companies, as well as individuals presenters who shared their experience'*

Young people were then asked to consider how the Event could be improved in future. There were requests for greater variety so that all young people could hear from speakers who were on a similar learning pathway.

*'Have a wider variety of speakers based on the most popular subject (for me this would be music, music tech or digital technology as I would find this more influential.)'*

*'Get a wider range of businesses and different types of industries.'*

Young people made some observations regarding the navigation of the "Lift Off" google website.

*'The website could be hard to navigate at times.'*

*'The website was a little fiddly to navigate and certain pages were blocked off for a while...that was a bit confusing.'*

*'Shorter presentations and live google meets would be good.'*

And two young people were keen to see improvements in how presentations were pitched.

*'Say more about the things that you need and be more straightforward'*

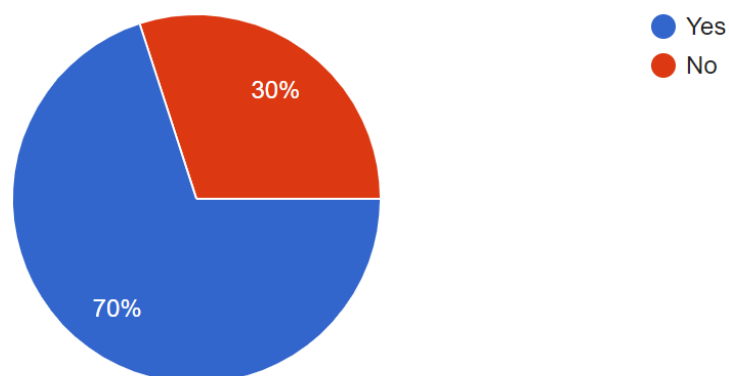
*'Some presenters speaking down to us like children'*



In a separate survey providers and partners were also asked to reflect on the Event and if they agreed that an event delivered by a range of employers and providers to engage Aberdeen's young people to think about their future was a good idea - 100% of providers agreed.

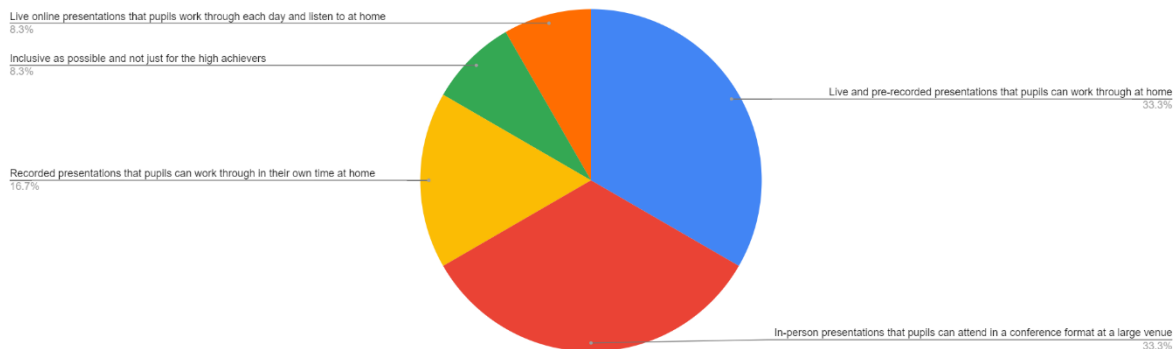
Providers and partners were then asked if they would be keen to support similar events in the future and again 100% of providers and partners positively responded.

When asked if they would be keen to be involved in the organisation and planning of a future engagement event for Aberdeen city's young people the responses were more mixed. This is understandable as not all providers would have the capacity to help organise a similar event. It is still impressive that 70% of the employers and providers who presented at 'Lift-Off!' are keen to be involved in the organisation of a future event.



Finally partners and providers were asked which of the following approaches they felt would be the best way to deliver presentations and information to our young people. From the chart below you can see that a range of suggestions have been given over how the format of a future event might work.

For a future event which of the following do you think would be the best way to deliver presentations and information?



A third of partners and providers who responded to the survey wish to see a combination of live and pre-recorded presentations that pupils work through online. Another third of respondents would prefer to see in-person events hosted at a large venue with various workshops that pupils attend throughout the day. Almost 17% of responses suggest purely recorded presentations like this year’s event. Therefore, a combination of an in-person event with live and pre-recorded online elements is the best way forward for a future event according to this survey. This will ensure that all pupils can still engage in the event even if they are not physically in attendance.

### Kahoot Engagement Quiz

The ABZ Works website designers, Passion4Social, developed a participation/engagement quiz for the Induction days using Kahoot with the top performing students being asked to provide feedback on the ABZ website. We had broad coverage across the city as students participated from every academy.

## Gamifying the event


Passion4Social suggested setting up a platform (Kahoot) that collects data from participants by gamifying the event. The game kept participants engaged throughout the whole event.

By creating special quiz questions for each and every presentation during the 2 days of the event, the participants were able to earn points by answering these questions.

In between the sessions and employer presentations, the young people could answer “boost” questions related to the ABZ Works website, from functionality to design.

We suggested the campaign would convert at least 5% of participants to responders (150 people).

**WE CONVERTED OVER 500 PEOPLE, ALMOST 3x THE PREDICTION**



## Lift-Off Competition Summary

**Most popular quiz- Sarah Chew**

- 156 players
- 114 found it relevant
- 110 would recommend to friends



<b>Number of participants</b>	<b>540</b>
<b>Number of Quizzes</b>	<b>42</b>
<b>Number of participations</b>	<b>2723</b>
<b>Average of participants per Quiz</b>	<b>65</b>

## Summary

The purpose of the Lift off event was to provide a two-day Induction experience for all senior phase students prior to starting their new NQ courses. The two induction days were designed as an opportunity to switch the narrative to a much more positive tone and highlight the opportunities that are out there for our young people. Central officers created a google site which provided an achievable and deliverable platform for the event. The suitability and feasibility of a different platform would be part of the forward planning for any similar event in 2022.

The steering group was a collaborative effort involving Skills Development Scotland, City Growth, DYWNE, central officers and school lead staff. A similar collaboration would be the sound basis for the forward planning for any similar event in 2022.

The engagement of partner agencies and providers was excellent and very responsive when the challenge switched for contributions to be recorded digitally and in hindsight provided a higher challenge for employers and providers than they would have had if it was a live event.

Feedback would suggest that a hybrid model of both live and recorded segments would be the optimum delivery model. A longer lead time into a similar event next session would allow for more forward planning, employer/provider, and school engagement within the planning process to build on the success of this “pandemic” induced event.

The development of the ABZ Works website provides us with a platform to showcase the presentations from Lift Off 2021 and potentially offers us a platform for future events.

Note of thanks to the key-note presenters:

Richard Sweetnam, City Growth; Carl Walz, former NASA Astronaut; Sarah Chew, MD Techfest; Drew Drummond, CEO Columba 1400/Drummond International.