

What is the My WoW Ambassador Programme?



My World of Work

Ambassador (n): a representative or promoter of a specified activity

Every service or product needs champions to help promote and support its use. Your My World of Work Ambassadors will be the champions of Scotland's career information and advice web service in your school.

Introduction

My World of Work (My WoW) Ambassadors is a school-led programme supported by Skills Development Scotland. It uses peer learning to help the school community understand and use My World of Work.

My WoW is our careers information and advice web service: www.myworldofwork.co.uk

Ambassadors can come from any year group and are not just there to support their peers. They also work with staff, parents and partners, helping them access the variety of information and support within My WoW. This helps with meeting the expectations described in the Career Education Standard.

Ambassadors promote My WoW and career management skills across their whole school. This addresses the priorities within the National Improvement Framework. In particular, the need to better develop young people's employability skills and improve their sustained positive destinations on leaving school.

What is the role of an Ambassador?

An Ambassador is a representative or a promoter of a specified service. In this case, we are considering individuals to represent or advocate for My WoW.

Working with pupils

Ambassadors work directly with other pupils in school. They help them understand how to make the best use of the resources available within My WoW.

Working with parents

Ambassadors can offer support for parents' information evenings. They can also help with updating parent newsletters and social media posts.

Working with teachers

Ambassadors can support teachers when delivering My WoW related content within PSE or other subjects. They can also lead learning sessions around key aspects of the My WoW service.

What is the role of the school?

Create the space

My WoW Ambassadors should get enough space within their timetables to do the role effectively. How much time will depend on the range and nature of the activities they plan to do. Their existing timetable will also have an impact.

Support

As a school, it is key that you nominate a lead teacher to support your My WoW Ambassadors. They should support, encourage and in some cases help direct the Ambassadors in the activities they plan to do.

Celebrate

Help celebrate the success of your My WoW Ambassadors by including their activities in school publications. Encourage and support them to record their achievements in their pupil profile.

What will Ambassadors do?

Examples of Tasks and Activities

The school can get Ambassadors involved in a range of different tasks and activities. A variety of factors will affect the nature and number of the tasks and activities they complete. These include:

- the time available
- the nature and make-up of the Ambassador team
- the needs of the school community around career information and advice

Below are examples of the types of activities and tasks Ambassadors have already done across Scotland. This list is not exhaustive. There are many more ways an active Ambassador team can support career education across the school community.

P7/S1 Transition workshop

Aim

Introduce P7 primary pupils to My WoW, the About Me tool and help them to register on the site.

Activity

Ambassadors deliver a brief introduction to MyWoW, highlighting the key features and benefits. They demo the About Me tool, showing how your personality can be better suited to different jobs and

careers. Pupils are then supported to register on My WoW, complete About me and discuss their results with Ambassadors.

Impact

P7 pupils transitioning to S1 have a My WoW account set up. They also understand how knowing more about yourself can help make career decisions.

Parents evening S1

Aim

Introduce parents of S1 pupils to My WoW, focusing on parents' content and Strengths tool.

Activity

Ambassadors do a short demonstration of the key features and content areas of My WoW. They then set up test accounts to allow parents to access to the Strengths tool to try it out for themselves.

Impact

Parents are better able to offer support and talk to their children about careers and subject choices.

S2/3 Option Choices Workshop

Aim

Support S2 or S3 pupils making their significant option choices.

Activity

Ambassadors deliver a single period lesson helping S2 and S3 pupils understand how to use the Option Choices tool.

Impact

Pupils are able to use the Option Choices tool on MyWoW. They better understand the connection between their chosen subjects and the world of work.

Senior Phase employability workshop

Aim

Introduce S4, S5 and S6 pupils to the Interview tool on My WoW. Help them understand how to use the STAR technique to prepare for interviews.

Activity

Ambassadors do a demonstration on My WoW site, showing the Interview tool and supporting content. They do activities so pupils can use the Interview tool and try the STAR technique. A question and answer session then helps solidify understanding.

Impact

Senior phase pupils better understand how to respond to questions during interview situations.

Communication Support

Aim

Raise awareness of the benefits of using My WoW to support career decision making.

Activity

Ambassadors prepare information about the features of My WoW. Schools then use this in newsletters, social media channels and on their website.

Impact

The school community is more aware of how My WoW can support career decision making.

Teacher Training

Aim

To encourage and support teachers to make best use of My World of Work content across the curriculum.

Activity

Ambassadors deliver a presentation on My WoW to teachers by working through the tools and content on the site. They highlight how teachers can use these in lessons to connect the subject to the world of work.

Impact

Teachers are able to understand the perspective of school pupils using MyWoW. The advice helps them when using My WoW with other pupils in class.

What's in it for pupils?

Why would a pupil consider becoming an Ambassador?

There are three key areas used to encourage pupils to think about taking on the role of a My WoW Ambassador.

Developing Skills

My WoW Ambassadors develop a range of key employability skills including:

- team working – working together to achieve shared goals
- planning & organising – taking considered steps to support delivery
- communicating – sharing information in the most effective way
- problem solving – applying critical thinking to overcome obstacles
- leadership - using confidence and knowledge to guide others

Supporting wider achievement

Activities done by My WoW Ambassador groups can contribute towards SQA wider achievement awards. These include Leadership, Personal Development and Employability. Time in the role also contributes to the Duke of Edinburgh Award Scheme and Saltire Awards. This is because the My WoW Ambassador programme is a voluntary activity.

Profile building

Information about how Ambassador's developed and used key skills in the role can strengthen their skills profile. The profile is a key sales tool for a young person transitioning from school to the next phase of their life. Experience as a My WoW Ambassador provides young people with a unique selling proposition to add to their profile.

What's in it for the school?

There are many practical benefits for schools running a My WoW Ambassador programme. For example, Ambassadors become in-house experts on My WoW. This gives more support to pupils, parents and teachers who use the site. They'll be able to get the best out of the resources available to support career decisions and transitions.

Promoting My WoW and career management skills across the whole school contributes towards delivery of national frameworks. For example:

- Developing the Young Workforce
- Career Education Standard
- Curriculum for Excellence
- How Good is Our School?

There are also opportunities to showcase Ambassadors' achievements. Schools can do this through newsletters, award ceremonies, local newspapers and social media.

Benefits for teachers

The programme supports continuing professional development. It also provides an opportunity to gain experience outside their subject area expertise. For example, in:

- leadership
- project management
- delivery of events
- communication

It can also raise their profile and improve their network inside and outside of school. This depends on the type of events organised.

So what's next? How do I start? What do I need to do?

The first step is to commit to running a programme. You or your school will need to agree on a lead teacher to supervise and direct your Ambassador group. Next, you will need to assign time to the programme. The Ambassadors will need time to become a fully functioning team. They also need time to plan, prepare, deliver and review activities.

You will need to consider what training you would like to do with your Ambassador groups. Much of the training needed for Ambassadors to deliver activities is simply allowing them to practice using My WoW. Let them get to grips with the breadth and depth of content on the site. Explore the [“Secondary how to guides”](#) available on the site as a useful resource. You may also wish to run your own training around classroom delivery, presentation skills or planning.

Not all pupils will want to deliver classroom-based activities as an Ambassador. Another useful way in they can help is to manage the flow of information about My WoW throughout the school. That could be by displaying posters, providing links for the school website or updating the school's social media feeds with relevant information. If you'd like your Ambassadors to do this, you may wish to provide some guidance on the school's social media policies.