



THE AGE OF APPRENTICESHIPS.

Slow growth in parents' awareness of degree apprenticeships means their children may be missing out.

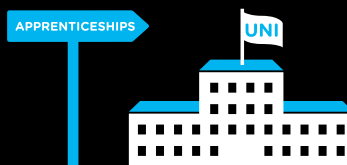
Degree apprenticeships, such as the Chartered Manager Degree Apprenticeship, were launched in 2015. In July 2017, CMI surveyed 1,004 parents of 11-18 year old children to find out how much they value degree apprenticeships compared to traditional routes to higher education.

Too few parents are aware of degree apprenticeships

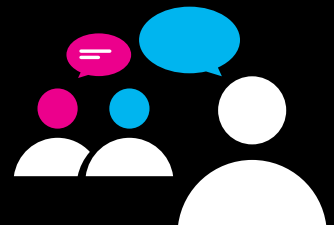


Still only
20%
of parents are now aware of degree apprenticeships, up from 13% in February 2016

But the picture changes across the social spectrum



Affluent parents are
2.5x
more likely than less well-off parents to know about degree apprenticeship routes at university



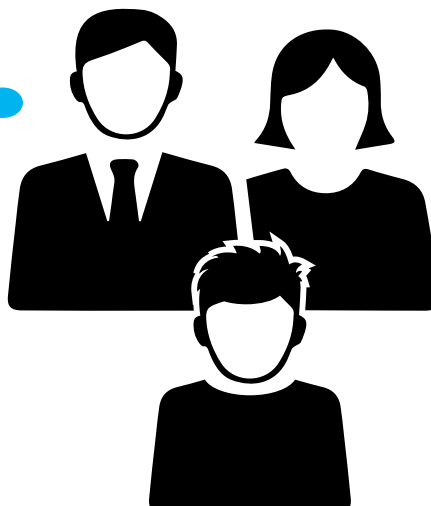
77%
of young people say parents are their number-one source of advice when leaving school*

*An Age of Uncertainty, 2016, Chartered Management Institute and EY Foundation

Parents in the know think a degree apprenticeship can boost employment prospects



83%
of parents would prefer for their child to take a degree that combines full-time employment with formal study



83%
think that apprenticeships should be available for professional jobs like aerospace engineers, software developers and business managers

YOU'RE HIRED!



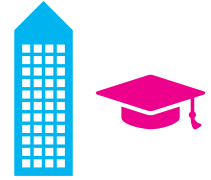
87%

of parents think a professional body qualification makes graduates more employable



83%

of parents would enrol on a degree apprenticeship if they were 18 again



61%

of parents would rather their child took a degree apprenticeship with a major company than an Oxbridge degree

Schools, employers, and higher education institutions need to raise greater awareness of degree apprenticeships



Only half of parents know how to find out about degree apprenticeships



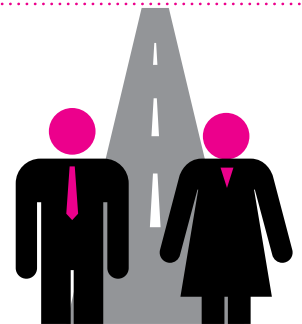
Just

45%

say schools promote going to university over apprenticeships

"We're now in danger of higher apprenticeships quickly transforming from being perceived as an alternative route into employment for the less able, to being a highly attractive option out of reach to all but the elite. Schools and employers need to work with parents to raise awareness, challenge perceptions and help all young people to consider this new route to a degree and employment."

Petra Wilton, Director of Strategy, Chartered Management Institute



Degree Apprenticeships

As part of its plan to create three million new apprentices by 2020, the Government has worked with employers to create the new breed of degree apprenticeships – including Chartered Manager Degree Apprenticeship.



Chartered Manager Degree Apprenticeship

Designed by employers for employers, CMDAs provide world-class business training, work-based learning and professional development, right through to **Chartered Manager status**.

DEVELOPING TRUE MANAGEMENT PROFESSIONALS

Through Chartered Manager Degree Apprenticeship, employers benefit from offering employees the threefold guarantee of a quality degree, on-the-job experience and a professional pathway for future development.

Parent? Employer? Student? Education institution?

To start your Chartered Manager Degree Apprenticeship journey visit: www.managers.org.uk/degreeapprenticeships

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