

Meeting: Economic Prosperity Sub-committee

Date: 15 February 2017

Title: Apprenticeship Report

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Employment and Skills

Service: Health, Education, Care
and Safeguarding

Wards affected: All

1. Purpose of Report

This report provides an update on the approach to apprenticeships following a previous update provided to the Economic Prosperity Sub Committee in October 2015.

2. Recommendations

The sub-committee members are requested to:

- note and comment on the content of the report;
- consider if any further information is required; and
- make recommendations to the Employment and Skills Partnership for their consideration.

3. Details/Background Information

- 3.1 In February 2015 the sub-committee were presented with a report that highlighted the regional and local approach to supporting the creation of apprenticeships and the support available to individuals to access them.
- 3.2 The conclusions drawn and discussion agreed that whilst there was a lot of activity taking place there was still much to do to increase the numbers of apprenticeships in North Tyneside and the wider region. This was particularly highlighted at regional level where we have agreed ambitious targets for growth.
- 3.3 A further report was presented in October 2015 to address some of the concerns raised and presentations were received from:

- Shona Duncan – Principal Manager for Employment and Skills at North Tyneside Council
- Audrey Kingham – Deputy Principal at Tyne Met College
- Kehri Ellis – Chief Executive at the North Tyneside Learning Trust (NTLT)
- Jamie Clark, Young Cabinet Member for Ready for Work and Life.

3.4 Following the presentations, discussions took place and a number of areas were identified where the Council, and its partners, could do more to promote apprenticeships and increase their take up. Progress on each of the following areas is included at Annex 2:-

- a) Jamie Clark offered the assistance of the Youth Council to help shape the content and delivery of the Apprenticeship Week. Ready for Life was a primary campaign for the Youth Council this year and careers advice was to be one of four key themes for a new Council web based app for young people. Shona Duncan acknowledged that there was scope for greater engagement with young people on how to promote apprenticeships;
- b) The sub-committee acknowledged that TyneMet College wished to do more to promote apprenticeships in schools, including primary schools, but access was often restricted to selected groups of young people, there was little funding available for this type of activity and there was a financial incentive for schools to encourage young people to remain at school; Recruitment opportunities continue to be shared widely with schools and in particular cluster school groups. Partnership working with Connexions plus employers has increased some of the knowledge within the schools sector.
- c) It was suggested that promotional material should be directly delivered to young people through role models or electronic media rather than young people having to seek access to the available material e.g. on display at Langdale Centre;
- d) There was potential to promote apprenticeships through the careers advice and support provided within schools. It was suggested that the sub-committee, together with the Children Education and Skills Sub-Committee could undertake further work to assess its effectiveness;
- e) Whilst it was noted that the North Tyneside Business Awards included an award for Apprentice Employer Award, it was suggested that an Apprentice of the Year Award would provide a figurehead and a role model for others and help raise the profile of apprenticeships;
- f) The sub-committee discussed the need for more activities targeted at parents in an attempt to challenge preconceived views of apprenticeships, particularly in relation to the choices available to young women. In this regard, it was noted that the Children, Education and Skills Sub-Committee had previously reported on ways to encourage young women to study STEM subjects (science, technology, engineering and mathematics) and a STEM Centre was soon to be opened at TyneMet College.

4.0 The Regional Apprenticeship Growth Partnership (AGP)

4.1 The Apprenticeship Growth Partnership was implemented in the summer of 2015 and brings together employers, providers, schools and others to work together towards clear, shared goals and targets for apprenticeship growth which will benefit employers, young people and the economy as a whole.

4.2 The AGP was chaired by Bob Paton. He stepped down in December 2016 and a replacement is being considered. Membership of the partnership includes:

- North East Local Enterprise Partnership – Employment and Skills Board
- Association of Colleges
- North East Combined Authority
- North East Learning Provider Network
- National Careers Service
- Skills Funding Agency/National Apprenticeship Service
- Federation of Small Business
- North East Chamber of Commerce
- Generation NE
- National Health Service
- CITB
- Regional Employers

4.3 The AGP provides the leadership for the regions contribution to achieving the required growth of apprenticeships in line with the national ambition of creating 3 million apprenticeships by 2020.

4.4 The AGP focuses on addressing the identified structural and information gaps in order to reduce barriers to the take-up of apprenticeships. It brings together partners to work towards:

- increasing the number of apprenticeship starts among young people (both 16-18, and 19-24)
- increasing the number of Advanced and Higher level apprenticeships
- increasing the number of starts in priority growth sectors
- focusing on starts resulting from genuine new job vacancies, rather than existing employees enrolling on apprenticeships
- increasing the overall number of employers recruiting apprentices

4.5 The Apprenticeship Growth Partnership (AGP) continues to meet on a quarterly basis with a remit to support businesses, to encourage the development of apprenticeship vacancies, to promote higher level apprenticeships and to engage sector groups to develop standards and liaise and promote the development of high quality apprenticeships.

- 4.6 The latest and final rules and guidance to the apprenticeship reforms were published in October including further information for employers about the way apprenticeship funding is changing and final details about the apprenticeship levy being introduced from 2017.
- 4.7 The SFA have released a comprehensive 'apprenticeship' toolkit consisting of power point presentations on various apprenticeship topics including the employer levy, DAS and the new standards and also various up to date material and resources that can be used within a training events for employers.
- 4.8 A series of events are being planned, one within each local authority area to encourage and support businesses, especially SMEs to engage and consider apprenticeships as well as to provide clarity on funding levels and how to make use of the online resources SFA have made available. The events may stand-alone or may be part of other activities being undertaken by sub regions.
- 4.9 Nationally the SFA are focussing, the 'Get In, Go Far' Media Campaign towards SME businesses to encourage the development of apprenticeship opportunities. All marketing and social media material have been shared with NECA and local authorities.

5.0 Relevant data

- 5.1 Attached at Appendix 1 is a short data summary that provides key information relating to the numbers of apprenticeships in the region and in North Tyneside.
- 5.2 After a slight decline in Apprenticeship starts between 2012-2014 numbers have recovered over the last two years reflecting the increased awareness and promotion of apprenticeships by National Government and local agencies.
- 5.3 The numbers have increased over all age groups, but are particularly pronounced in the numbers of apprenticeships being filled by over 25 years.
- 5.4 The increases are also across all levels of Apprenticeships with an increasing focus on the advanced and higher level apprenticeships as a career progression route.
- 5.5 Both the North East and North Tyneside mirror the national picture when it comes to the main sector areas with business administration, engineering and manufacturing, health and care and retail apprenticeships providing the majority of starts.

6.0 North Tyneside

6.1 For a number of years there has been a partnership focus and approach to creating and supporting apprenticeships in North Tyneside. Key providers work together to ensure employers and individuals receive a comprehensive offer of apprenticeships and associated training.

6.2 The primary providers of apprenticeship training in North Tyneside include:

- Tyne Metropolitan College
- TDR
- Tyne North Training
- North Tyneside Council
- Barnardo's

6.3 The work of this Partnership includes a range of joint activities and events aimed at promoting apprenticeships including business support events, jobs fairs (Cobalt and Quorum) and activities in schools involving local businesses to promote apprenticeships as a progression route for young people.

7.0 National Apprenticeship Week North Tyneside

7.1 National Apprenticeship Week is a locally delivered national campaign driven by the Skills Funding Agency. Locally partners work together to promote and deliver a range of activities aimed at promoting the benefits of apprentices to employers and young people. National Apprenticeship Week takes place in March each year. In 2017 this will be week commencing March 6th. The aims of the campaign are to:

- Increase awareness, understanding and demand for apprenticeships
- Showcase and celebrate apprenticeship talent, skills, achievements and successes
- Promote all apprenticeship levels and progression routes, including Traineeships.

7.2 The activities that took place in North Tyneside in 2016, many of which will be repeated in 2017, included:

- An employer facing event sponsored by the LEP, North Tyneside Business Forum and North Tyneside Employment and Skills service with a focus on apprenticeships and training; this years event takes place on 10 March 2017
- A 'Get Up and Go' event which brings together local training providers and employers with young people considering an apprenticeship as an option. Over 750 people, including 277 young people, attended the 2016 event. This years event takes place on 11 March 2017

- Over 20 employers and training providers delivered a programme of awareness sessions in North Tyneside schools. The sessions aimed to explain in general terms what an apprenticeship is, the key benefits and the progression associated with the programme. Additionally the business representative outlined the options associated with their sector, the various roles and career paths
- A number of local providers hosted “drop in” sessions to inform young people who were interested in finding out more about apprenticeships and try some hands on techniques. Among other providers who took part were
 - Barnardo’s
 - Advanced Industrial Solutions (AIS)
 - Kier
 - Northumbria Youth Action
 - Lomax Training
 - North Tyneside Council
- Advanced Industrial Solutions (AIS) hosted approximately 40 Year 10 and 11 students and 18-24 year olds who were shown around the facility and discussed the opportunities that exist in the offshore, subsea and renewable sectors.
- The partnership had a presence at ‘trade’ desks during the week where the aim was to promote apprenticeships as an option to businesses.
- Showcased the achievements of employers and apprentices in an ‘Apprenticeship Hall of Fame’ – a collection of case studies and videos celebrating local participants in the apprenticeship programme, including a focus on North Tyneside Council Apprentices. The case studies were displayed as part of the “Get up and Go” event
- The North Tyneside Learning Trust (NLT) produce Apprenticeship Learning Packs for Schools, which include lesson plans and hand outs.
- Posters were situated in prime locations promoting all employer facing activities.

7.3 Planning for Apprenticeship Week 2017 is well advanced with the following partners meeting with the Council’s Employment and Skills Team to develop a comprehensive and diverse range of the activities to be delivered over the week:

- Tyne Metropolitan College
- Accenture
- Advanced Industrial Solutions (AIS)
- Jobcentre Plus
- Barnardo’s
- Northumbria Youth Action (NYA)
- Lomax Training
- TDR Training

- North Tyneside Learning Trust
- Generation NE
- Engie

8.0 Apprenticeship Reforms

8.1 The Government want to increase Apprenticeship numbers by 2020 and is introducing a number of reforms to achieve this. The reasons given for the reforms:

- To give the employers control in designing apprenticeships to match their business needs
- To increase flexibility in delivery
- To simplify funding
- To increase effectiveness of training

8.2 Further information can be found at:

<https://www.gov.uk/government/collections/apprenticeship-changes>

8.3 The Main Reforms

8.3.1 Apprenticeship Levy - From April 2017 all employers with an annual pay bill of £3m or more will pay an apprenticeship levy, which is a tax collected directly from PAYE contributions. Employers will then receive a digital voucher back, topped up by the Government, to purchase apprenticeship training. Further information can be found at:

<https://www.gov.uk/government/publications/apprenticeship-levy-how-it-will-work/apprenticeship-levy-how-it-will-work>

8.3.2 Public Sector Apprenticeship Targets - The Government highlighted in its recent consultation on apprenticeship targets for the public sector, that 'in order to meet the 3 million starts commitment the public sector needs to improve from its current position of delivering comparatively fewer apprenticeships than the private sector'. The Government said it would envisage that the public sector would 'play a significant role in helping to deliver apprenticeship growth'. The proposal has now been agreed with public sector organisations required to ensure that annually 2.3% of their workforce are apprentices. Further information can be found at:

<https://www.gov.uk/government/consultations/public-sector-apprenticeship-targets>

8.3.3 Changes to Skills Funding Agency Apprenticeship funding - New funding rules will be in place from May 2017 and the Skills Funding Agency will no longer pay the provider direct for apprenticeship training. Employers will be issued with a digital voucher to 'purchase' delivery when they employ an Apprentice.

Every individual apprenticeship framework and standard will be allocated to a funding band. The upper limit of the funding band will cap the maximum price that government will 'co-invest' towards. Employers will be asked to pay their contribution directly to the provider and will be able to spread it over the lifetime of the apprenticeship and agree a payment schedule with the provider.

The Government will contribute to the additional cost associated with training if, at the start of the apprenticeship, the apprentice is:

- Aged between 16 and 18 years old
- Aged between 19 and 24 years old and has either an Education, Health and Care plan provided by the local authority, or has been in the care of the local authority
- Lives in an area listed within the 27% most deprived areas of the country according to the Index of Multiple Deprivation (IMD) 2015

Further information can be found at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/562444/Apprenticeship_funding_rules_May_2017_to_March_2018_Provider_Final.pdf

- 8.3.4 Trailblazers for New Apprenticeship Standards - Employers have been given the opportunity to write and design their own apprenticeships which match the needs of their business – examples where this has happened are in vocational areas such as Health and Social Care, Health and Safety, Electrical Engineering, Motor Vehicle, Engineering etc.

Trailblazer applications were sought from groups of businesses (minimum of 10) who wanted to design their own occupational standards for their vocational area/business. They were encouraged to submit their own occupational standards, give details of initial assessment, assessment planning, quality assurance policies, contracts, cost of delivery, cost of end assessment etc. These details would be submitted to their lead organisations for their occupational areas for approval.

The trailblazers are the first step to move from the previous Apprenticeship Frameworks to new Apprenticeship Standards. Providers are now starting to deliver training of the new standards and there are 147 already approved from Accountancy to Veterinary Nursing. As these Standards are launched, the old Frameworks will be switched off and will no longer attract funding – existing Apprentices will be unaffected.

A full list of the standards already developed are available at:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/513846/Apps_standards_list_04_April.pdf

- 8.3.5 Digital Apprenticeship Service - The Government will be launching its new Digital Apprenticeship Service (DAS) from April 2017. The development of this service is managed by the Skills Funding Agency.

This online portal will enable employers to have a levy account showing the amount of funding they can spend on apprenticeships. Funds from the levy account can only be used for Government approved apprenticeships.

The DAS will enable levy-paying employers to make virtual payments to providers that are delivering their apprenticeships. The Government says 'this service will 'allow employers to select the most appropriate apprenticeships, choosing a training provider and pay for the apprenticeship training and assessment'.

8.4 North Tyneside Council's Response as an Employer

- 8.4.1 The Council is now in its third year of apprenticeship recruitment. Since 2014, 89 apprentices have been brought into the workforce across a wide range of service areas. We have made a commitment to encourage applications from young people in less advantaged groups living in North Tyneside. These include those who are NEET, looked after, leaving care or who have additional support needs.

Of the apprentices completing their programme, a healthy 72.5% are now employed with 47.5% being employed by the Council.

- 8.4.2 Response to the Apprenticeship Reforms –

Several papers have been taken to SLT since September 2016 outlining the progress of the reforms and how these will impact on the Council, including the amount of Apprenticeship Levy payable and our annual target for apprentice starts. A significant development for 2017 is that levy funds can be used to up skill the existing workforce via an apprenticeship standard or framework. SLT were asked to consider how we can maximise our levy spending by identifying both potential internal and external apprentice starts.

Consequently, managers were asked to provide information about potential opportunities in their teams in order to give an estimate of how far the Council is in achieving its target.

Early indications suggest the Council will accommodate 70 apprenticeship starts (a mixture of external and internal) out of a target of 66. Further work is still to be carried out as appropriate apprenticeship frameworks/standards and training providers are sourced.

Meetings have taken place with local training providers, the Skills Funding Agency, other local authorities and Council managers to discuss the challenges and share understanding.

The Council's Adult Learning Alliance will be an approved training provider and the Council will look to utilise them as our provider wherever possible. This will enable the levy funds to be retained within the Council.

The Council will look to prepare for existing staff to commence apprenticeships from May 2017, where appropriate.

Recruitment of new apprentices will continue as in previous years with marketing and publicity to be finalised by National Apprenticeship Week (w/c 6/3/17). We will continue to promote our opportunities to less advantaged young people through partnership working with organisations and agencies who support these groups.

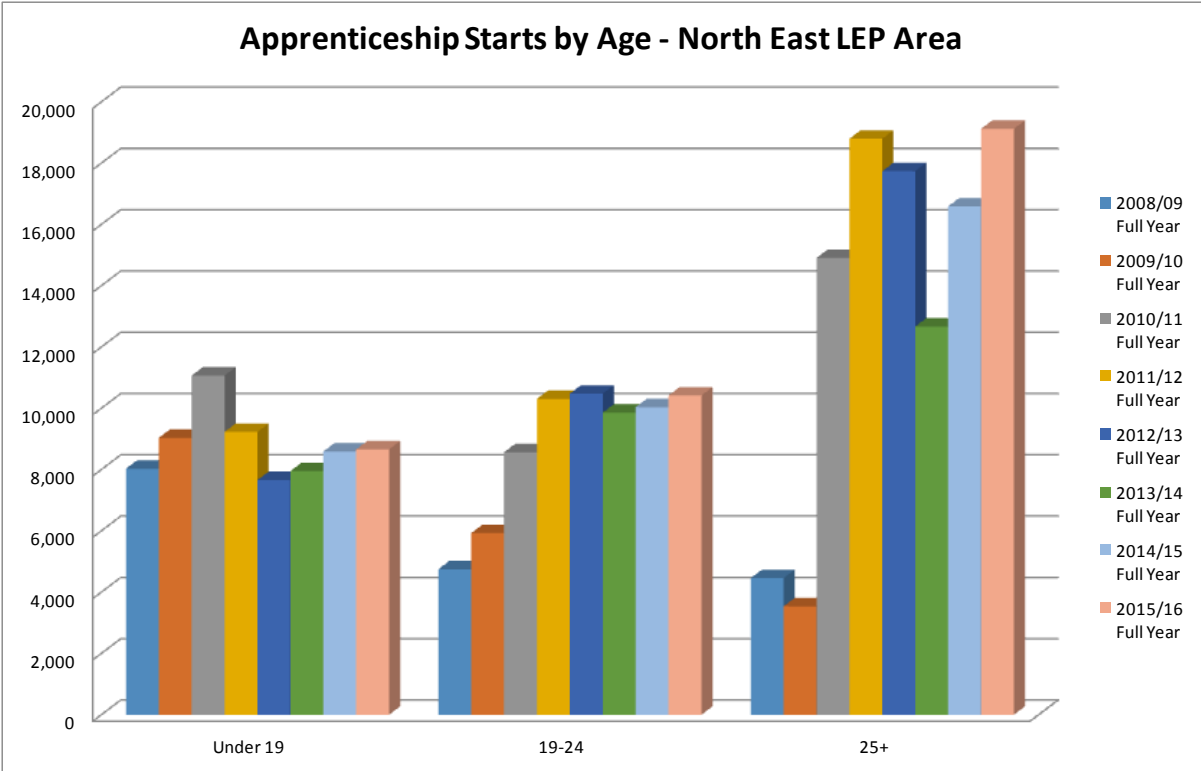
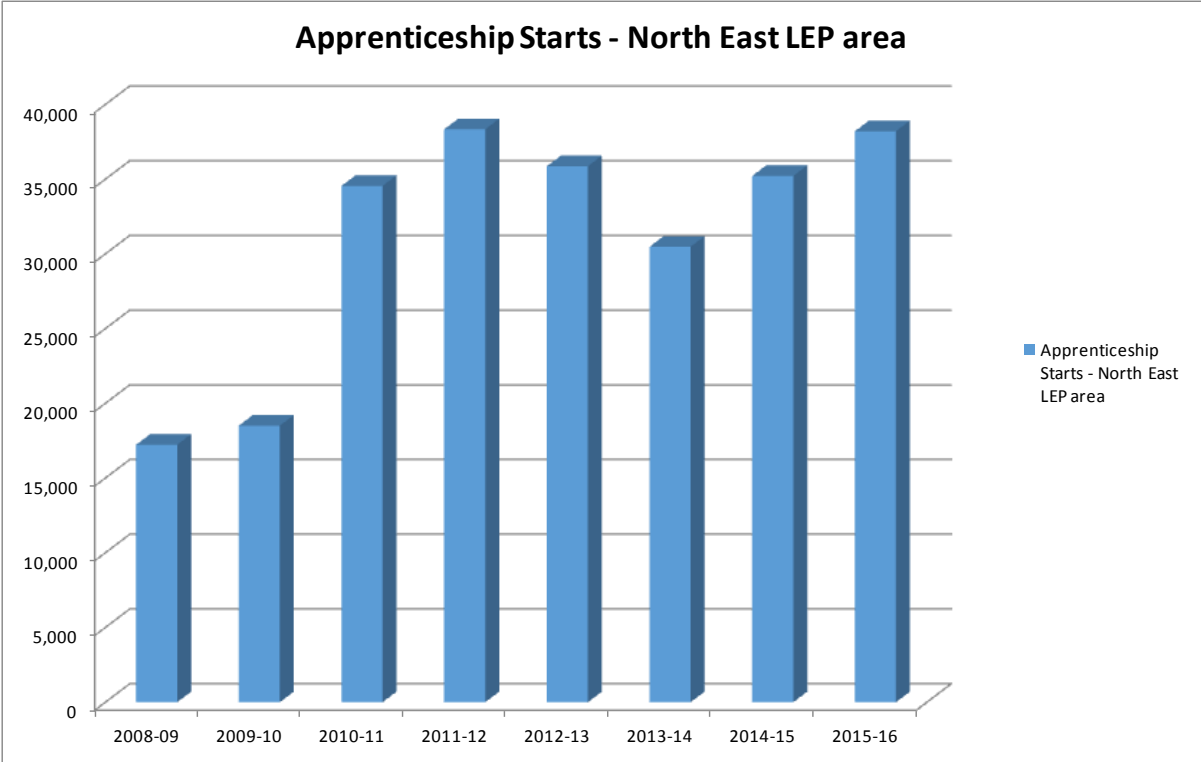
.9.0 Recommendations:

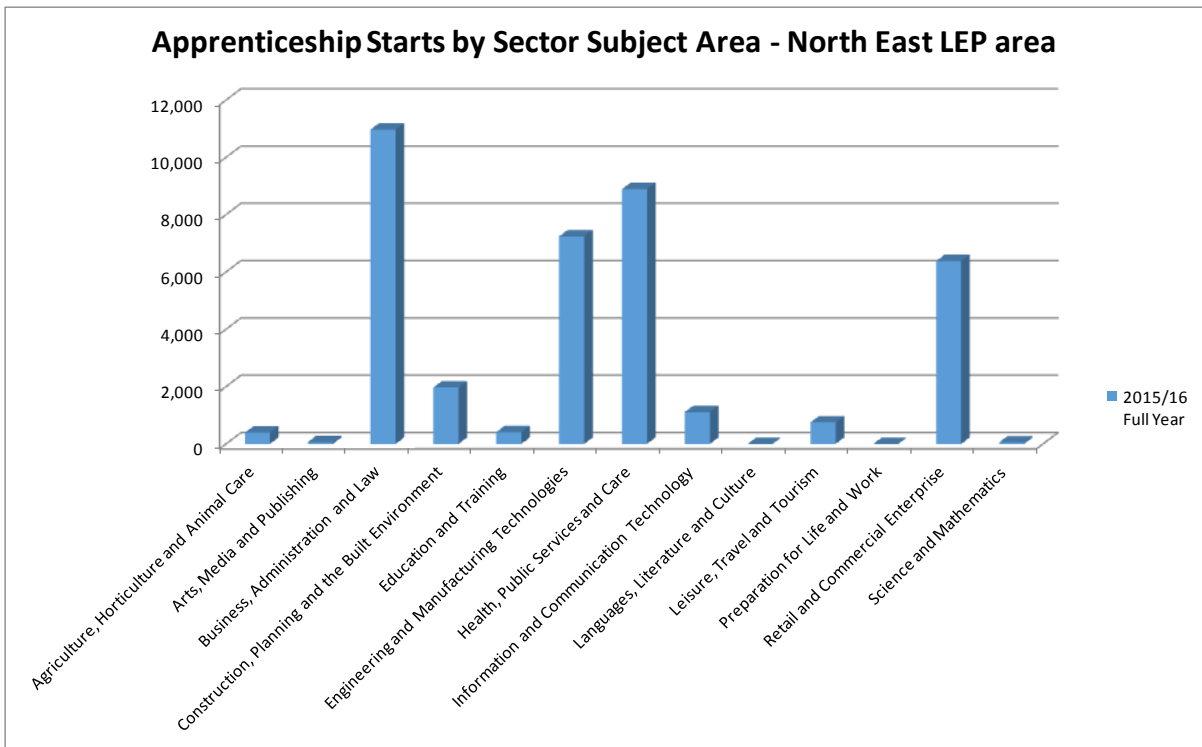
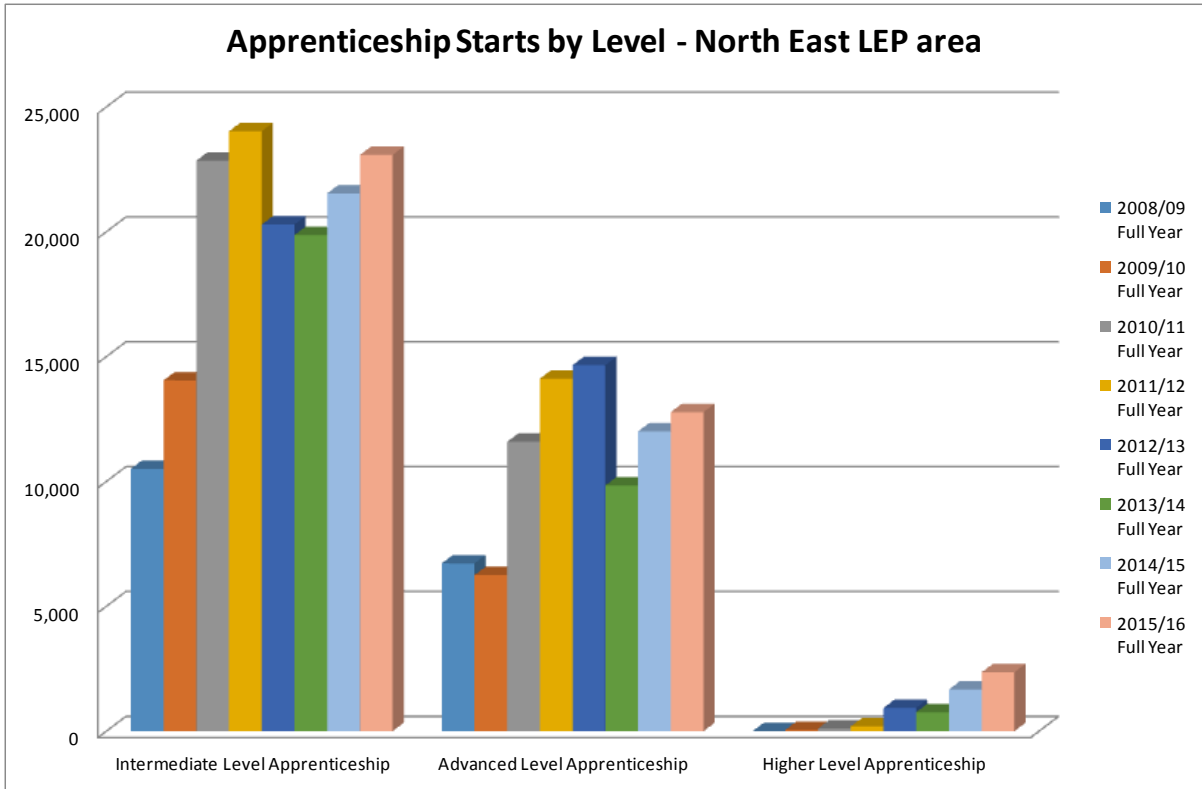
9.1 The sub-committee are requested to:

- note and comment on the content of the report;
- consider if any further information is required; and
- make any further recommendations to the North Tyneside Employment and Skills Partnership for their consideration.

Apprenticeships
Economic Prosperity Sub Committee

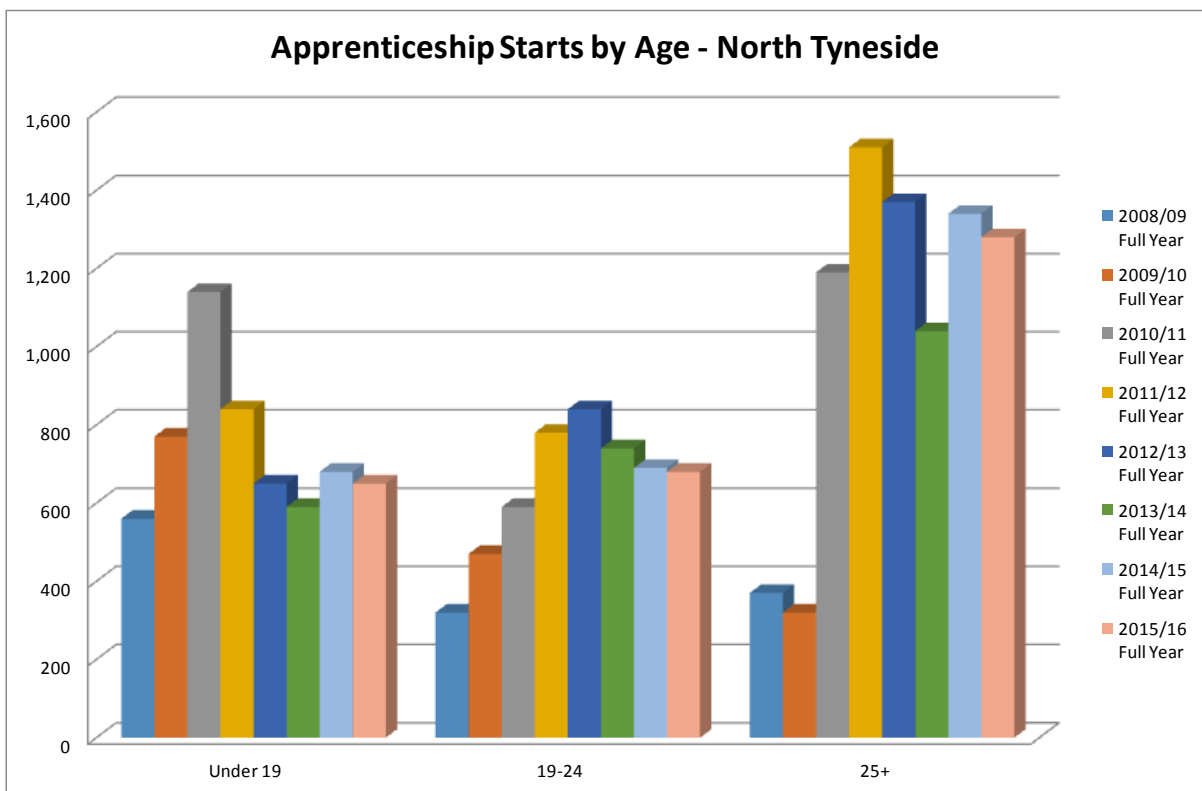
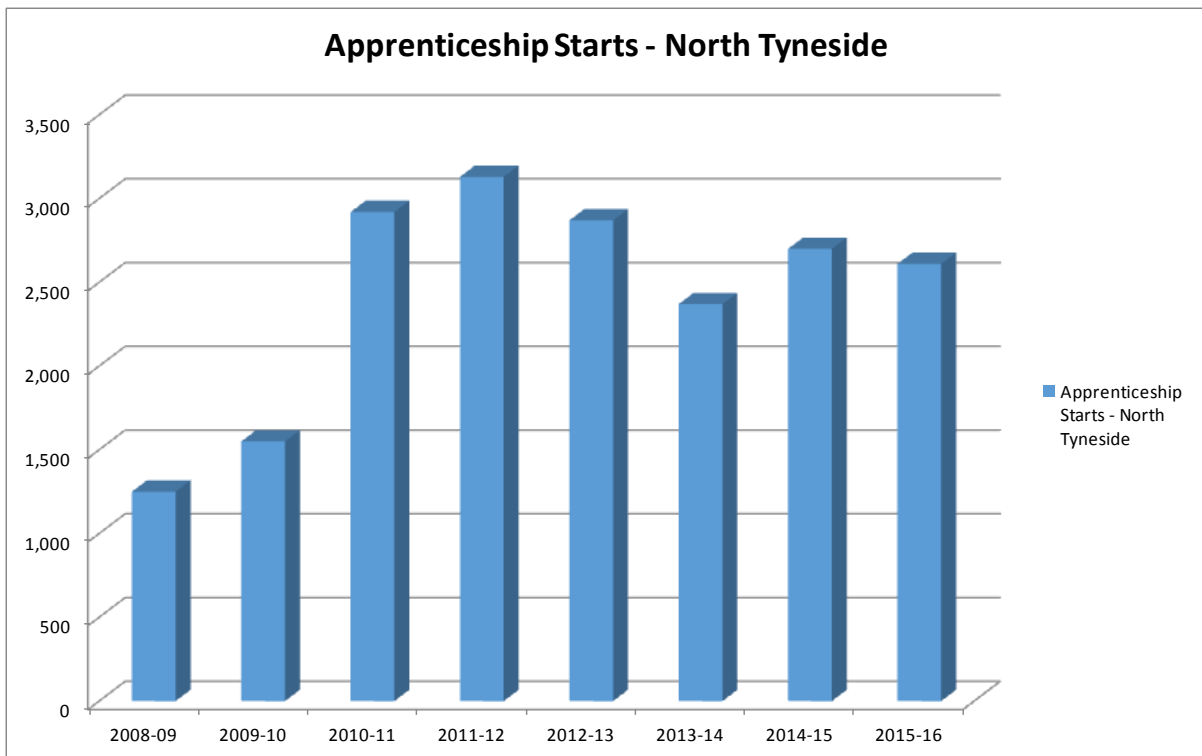
The following tables provide a summary of regional data.

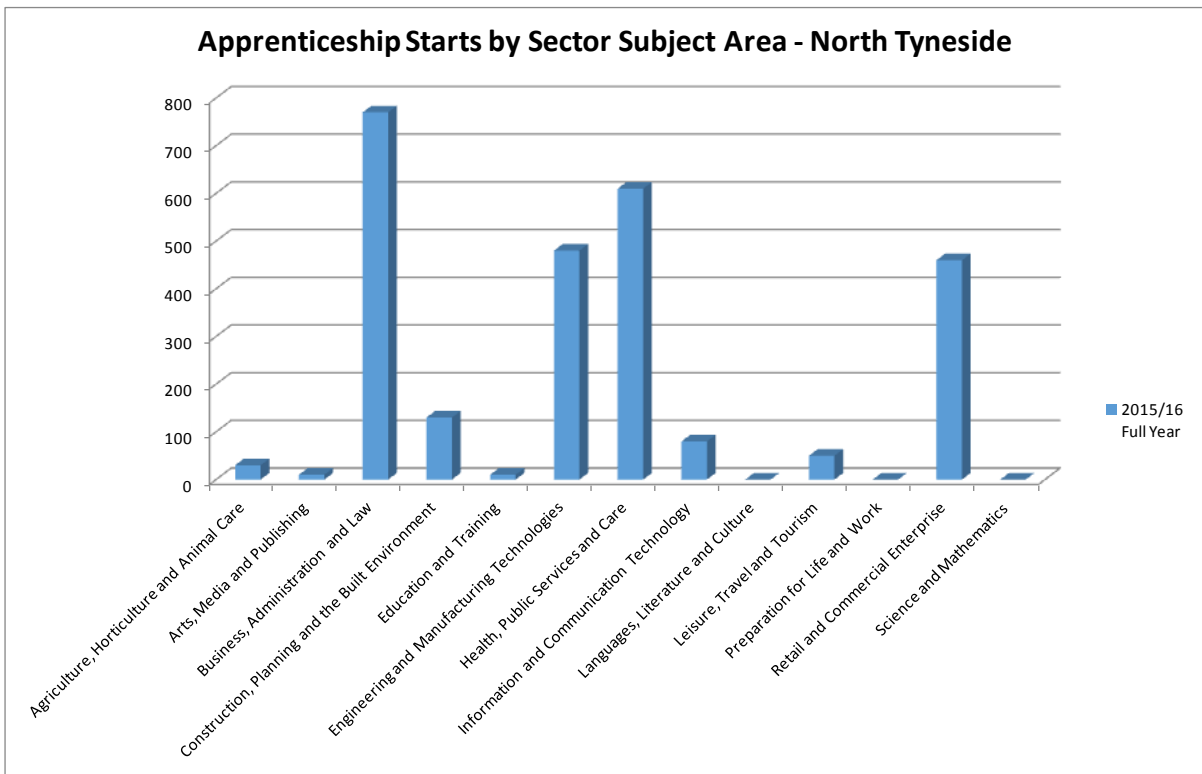
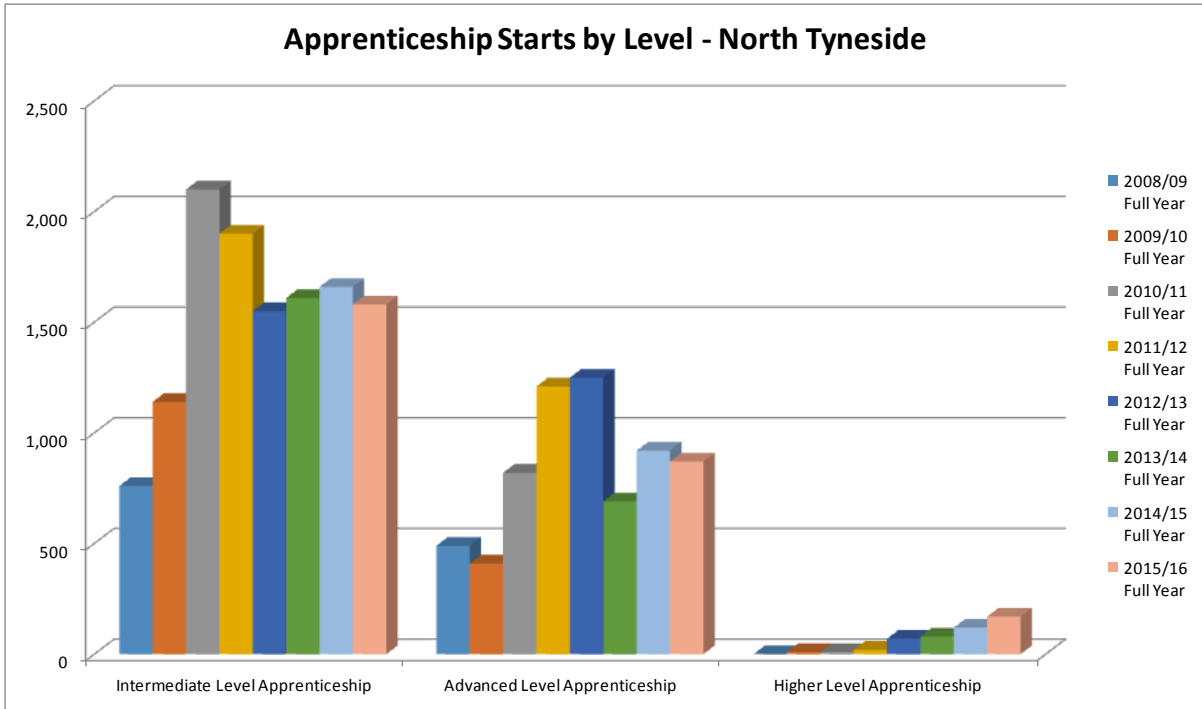




North Tyneside

The following tables provide a summary of relevant data for North Tyneside.





Overview and Scrutiny Apprenticeship Recommendations Update for Economic Prosperity Sub-Committee


February 2017

Overview and Scrutiny Recommendation	Action implemented	Update
<p>Recommendation 1: Jamie Clark offered the assistance of the Youth Council to help shape the content and delivery of the Apprenticeship Week. Ready for Life was a primary campaign for the Youth Council this year and careers advice was to be one of four key themes for a new Council web based app for young people. Shona Duncan acknowledged that there was scope for greater engagement with young people on how to promote apprenticeships</p>	<p>North Tyneside Council is leading on the Regional Children in Care Council Campaign. Apprenticeships and more generally preparing for work has formed a key element of the campaign, which found the following:</p> <p>Children in care all have aspirations for when they are older. However, educational outcomes such as going to University and gaining long lasting employment are still very low for those leaving care. In addition, the prison population is over represented with adults with experience of the care system as a child. There are many policies and strategies in place to combat this problem, however feedback from young people is that Pathway</p>	<p>The campaign has aimed to influence the achievement of:</p> <ul style="list-style-type: none"> • More apprenticeships available within local authorities and partners specifically for care leavers and with extra support in place to help them succeed and that lead to permanent employment. • More opportunities to shadow managers and staff across services to ensure care leavers get more insight in to careers available for them. • Support for all Care leavers until 25 • More support to get care leavers in to long lasting employment. <p>Led by the NT Participation and Advocacy Team, who have also employed an apprentice in their team who is a care leaver and was recruited specifically from care leavers.</p> <p>In addition, a number of additional activities take place to promote apprenticeships to young people, utilising national campaigns and resources, such as Apps and Social Media from the National Careers Service and</p>

	<p>Plans are not successful in supporting care leavers ambitions for adulthood. Also, inconsistent adults in their life have an effect on ensuring ambitions are achieved.</p>	<p>National Apprenticeship Service.</p> <p>National Takeover Day in November each year is used by the NT Employment and Skills Team to introduce young people from local schools to local businesses who offer apprenticeship opportunities, such as AIS and Accenture.</p> <p>Our Care2Work partnership has also promoted apprenticeships as a career route achieving great success in reducing the numbers of NEET Care Leavers from 43 in 2015 to 23 in 2016.</p>
<p>Recommendation 2: The sub-committee acknowledged that TyneMet College wished to do more to promote apprenticeships in schools, including primary schools, but access was often restricted to selected groups of young people, there was little funding available for this type of activity and there was a financial incentive for schools to encourage young people to remain at school</p>	<p>TyneMet College have invested in an Apprenticeship Academy – ‘Ignite’.</p> <p>Events to support employers to understand the new apprenticeship funding have taken place.</p>	<p>TyneMet invested in a 16-18 Apprenticeship Academy to promote and support Apprenticeship opportunities; this approach significantly increased the number of young people choosing an Apprenticeship route in 2015-16.</p> <p>Changes to Apprenticeship funding proposals due to be implemented in April 2017 has certainly destabilised the market from an employer’s perspective. To support employers through the digital voucher and Levy changes the College has delivered two events to industry to share the changes and what this means for employers who may be interested in recruiting Apprentices. These have been very well supported and a further event is planned in February 2017. The Head of Apprenticeships at Tyne Met, Pat Blyth, leads the strategy for working with employers and holds regular Industry Liaison Groups to garner intelligence from very</p>

	<p>Support for teachers from Primary level upwards is provided to help improve understanding of employability and work readiness.</p> <p>Continuous promotion of Apprenticeship opportunities takes place.</p> <p>TyneMet College have provided schools and pupils subject masterclasses and held STEMtastic events.</p>	<p>current industry requirements for their workforce need. This information is invaluable for skills delivery but also to provide really current requirements for anyone considering Apprenticeships as a career opportunity.</p> <p>Tyne Met are not alone in the challenges to fulfil all of the Apprenticeship vacancies currently on offer and continually consider alternative promotional methods. The College also invests time with teaching staff engaging from primary KS2 upwards to share career routes, job roles and employer needs from their staff to help the understanding of the work ready attributes that are required to enter the world of work.</p> <p>A very successful social media approach underpinned recruitment and new partnership working with employers and training partners have also boosted opportunities. The College participates fully with partners in North Tyneside at the Get Up and Go events as well as a joined up approach to National Apprenticeship Week where Apprentice case studies are show cased to promote the career pathways available to young people and adults alike.</p> <p>Subject masterclasses, clubs and taster days are offered to engage young people into subjects whereby they are able to experience study in the subject and experience college life linked to employment to underpin choices. These are very well attended and supported. STEMtastic is an event where 400 year 6 pupils attend a days of masterclasses linked directly to the range of STEM careers and include Apprenticeships</p>
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	<p>The college are working with some major employers to shape new Apprenticeship Standards.</p>	<p>opportunities.</p> <p>Apprenticeship training is also changing in terms of the training, skills and additional qualifications that will be required. Whilst change very often represents challenge at TyneMet this is an opportunity and two senior staff have been engaged in developing the Standards required at a national level with significant industry luminaries such as Jaguar Land Rover, Rolls Royce, Sellafield, JCB and Siemens. The standards offer a much wider breadth of subject combination for more flexible career pathways and should represent a greater choice for young people and adults in Apprenticeship training.</p>
<p>Recommendation 3: It was suggested that promotional material should be directly delivered to young people through role models or electronic media rather than young people having to seek access to the available material e.g. on display at Langdale Centre</p> <p>Recommendation 4: There was potential to promote apprenticeships through the careers advice and support provided within schools. It was suggested that the sub-committee, together with the Children</p>	<p>An ongoing programme of information events and activities delivered in schools involving local businesses.</p> <p>North Tyneside Learning Trust World of Work Events.</p> <p>Increased use of Twitter and Facebook by the Employment and Skills Team to raise awareness and promote apprenticeship opportunities.</p> <p>Apprentice Talent Pool – database of young people signed up to</p>	<p>The Partnership has significantly increased the number of events and activities since 2015. In addition to those already included in the report, highlights include:</p> <ul style="list-style-type: none"> • Full Connexions offer providing an independent IAG service to all Secondary schools in the Borough • 285,000 impressions on the Connexions Twitter feed in 2016 • Cobalt Jobs Fair attended by over 25 businesses offering over 1000 job opportunities and attended by over 1500 residents in Oct 2016 • 232 young people registered on the Apprentice Talent Pool between 2015-2017 • An Annual Show Biz Event organised by the NT Business Forum includes a focus on Apprenticeships. The next event is planned for 10

<p>Education and Skills Sub-Committee could undertake further work to assess its effectiveness</p>	<p>receive electronic information on apprenticeships.</p>	<p>March 2017.</p>
<p>Recommendation 5: Whilst it was noted that the North Tyneside Business Awards included an award for Apprentice Employer Award, it was suggested that an Apprentice of the Year Award would provide a figurehead and a role model for others and help raise the profile of apprenticeships</p>	<p>The Employment and Skills Team reintroduced the Annual Adult Learner Awards in 2016.</p>	<p>The awards were held on 20 October 2016 with the Elected Mayor attending to present the awards. The awards included an Apprentice of the Year, won by Sarah Godlington who is employed by the Commissioning Team within North Tyneside Council.</p> 

<p>Recommendation 6: The sub-committee discussed the need for more activities targeted at parents in an attempt to challenge preconceived views of apprenticeships, particularly in relation to the choices available to young women. In this regard, it was noted that the Children, Education and Skills Sub-Committee had previously reported on ways to encourage young women to study STEM subjects (science, technology, engineering and mathematics) and a STEM Centre was soon to be opened at TyneMet College.</p>	<p>Gareth McQuinlan as science lead within the council’s Early Years and School Improvement Service has been working with schools to address issues of young women choosing STEM subjects.</p>	<p>Network meetings with school Heads of science and Primary Science Coordinators have been facilitated by the School Improvement Service Secondary Science lead for the purpose of engaging with STEM Ambassadors and for schools to benefit from STEM professionals in their schools.</p> <p>A proposed pilot of single sex teaching of STEM is being discussed with North Tyneside secondary schools. Much research shows that STEM subject uptake increases for girls where they are taught in a single sex environment. A subject leader development day on the 8th March will see this discussion advanced with Science leaders from across the authority.</p> <p>A survey is currently being completed with all schools to gauge the type of STEM-promoting activities currently taking place and if any target girls specifically.</p> <p>A STEM tent will be a feature at the upcoming “Green Carnival at the Coast” in March as a way of providing a chance for local schools to combine with STEM professionals and interact with the public.</p>
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