



# Alumni Programme Impact Report

2022/23

# A Successful Start



**Abi Whitehouse**

Alumni Project Manager

**The Switch's Alumni Programme was formally launched in January 2023. It is a unique initiative that connects young people in East London with mentors, employers, and opportunities across 10 different industries.**

In its first 6 months the programme has attracted nearly 700 members, who have joined our online portal and participated in various events and activities. Some of the benefits that our members have enjoyed include:

- A bespoke Alumni portal with complex features and functionality
- A career support resource hub where Alumni can access CV builder tools, mock interview tasks and more
- A monthly newsletter featuring Alumni stories, industry insights, and job opportunities
- Recognition and rewards for their achievements and contributions through our new Ambassador Scheme
- Sharing their career stories and inspiring others through our “Celebrating Success” campaign

We are proud of our Alumni and their achievements, and we are committed to providing them with continuous support and guidance. We are also grateful to our ambassadors, employers, and partners who have contributed to the success of the programme.

In particular we thank Westfield East Bank Creative Futures Fund, supported by Westfield Stratford City and Foundation for Future London for providing us with a considerable grant to undertake our projects with.

We look forward to expanding the programme and reaching more Alumni next year.



## A Year in Numbers

### Project Reach



**680**

New members



**95**

Partners



**236**

Opportunities shared



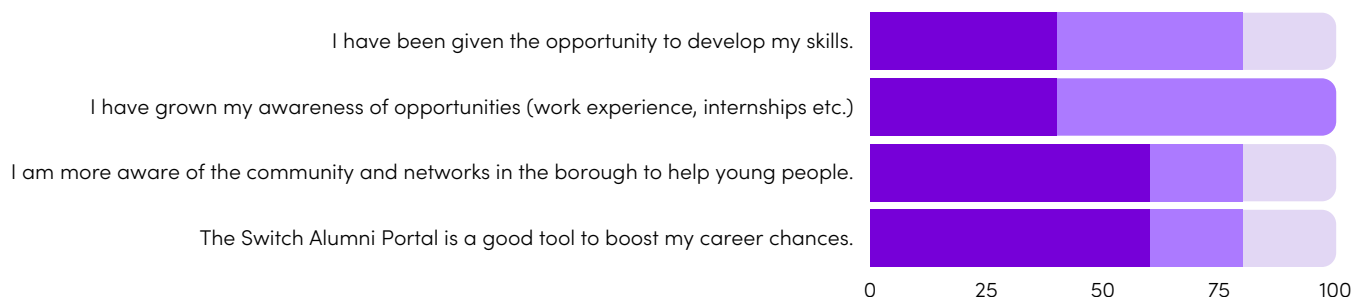
**68**

Events shared

### Alumni Feedback

When asked about The Switch Alumni Portal, Alumni said...

■ Strongly Agree ■ Agree ■ Neutral



## Ambassador Scheme

The Ambassador Scheme is a new initiative that recognises and rewards our most active and engaged alumni who have demonstrated leadership, commitment and impact.

Ambassadors have priority access to our events and opportunities, a chance to co-host or speak at our events and webinars, and a featured profile on our website and social media channels. We hope that they will play a key role in helping to champion the programme and give back to the local community.



### Ambassador Spotlight

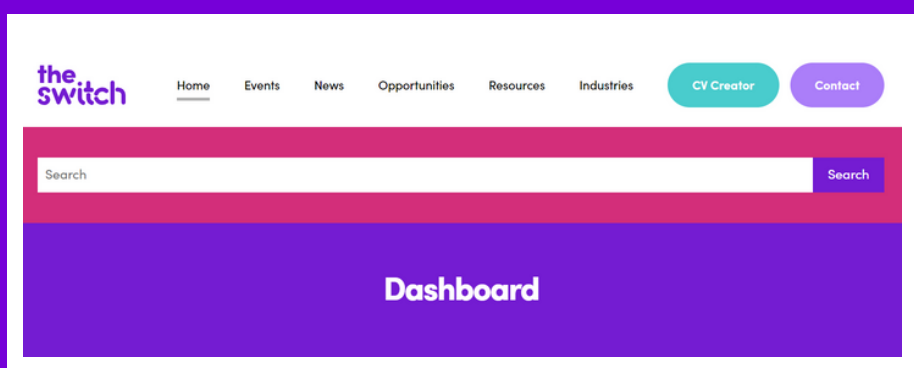
Sayful, Account Manager

**Sayful is a former student of Mulberry Stepney Green College and Harry Gosling Primary School. He is now an Account Manager working within Property Insurance at Marsh (MMC).**

"I look forward to networking and helping educate students on Insurance. Networking helps you build connections, build confidence and gain knowledge. I learnt much of what I know through networking. On Insurance, it is an industry many people are not aware of – I want to help change this narrative and push for more young people in Tower Hamlets to consider a move into that Industry."

# Alumni Portal

Our Alumni Portal is designed to help you achieve your career goals and aspirations. Whether you are looking for your first job, exploring new options, or starting your own business, we have something for you.

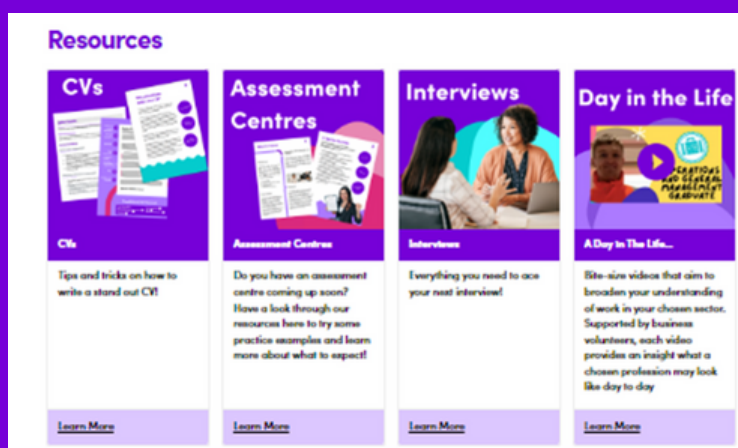


## Developing employability skills

A rich collection of resources and content. You can access webinars, videos, interactive activities and guides anytime, anywhere, and on any device.



Scan me to watch the video tour!

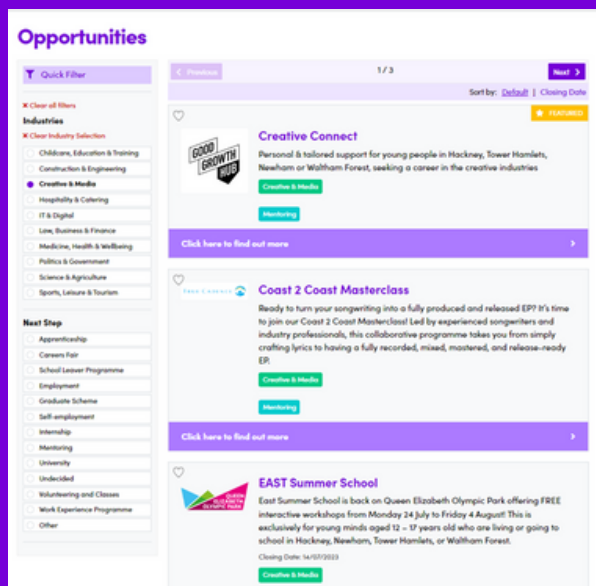


## Making entry-level opportunities accessible to all

Our opportunity board showcases entry-level jobs, internships, placements, volunteering and more. You can also see the top picks from our team of experts and filter the results by industry, opportunity type and deadline.

## Personalised communications

Alumni can customize their profile with their industry of choice and the kinds of opportunities they are looking for. They can also get notified when new content is available.



## Discover events

Our events calendar showcases career fairs, networking events, and insight days. Sign up for the ones that interest you.

## Insight into a range of sectors

We have 10 dedicated pages covering a range of sectors, such as finance, law, media, education and health. Each page provides an overview of the sector, key employers and organisations, and useful links and resources.

**"You can instantly see new work experience opportunities catered to you and you can find other opportunities quickly too!"**

# Celebrating Success

"When I was growing up I had zero examples of who I wanted to be, or what I could achieve, or what I could do. It's really just about creating an environment in Tower Hamlets that is of hope, vision and success and being able to show what all of us are capable of."

**Jamie, Data Analyst from Bow**





## Celebrating Success

### Did you go to a Tower Hamlets school?

It's a question we have been asking professionals across London.

The Switch is proud to present our "Celebrating Success" campaign to showcase the diverse and successful career paths of former students from our borough. Our aim is to inspire and motivate young people in Tower Hamlets to pursue their dreams and ambitions, and to show them the breadth and depth of opportunities available to them.

The campaign achieved remarkable visibility through various media outlets in the region. Some of the notable examples are the advertisements displayed at Aldgate East and Bromley-by-Bow stations and the coverage by the local newspaper Our East End.

Our campaign features 10 professionals from various fields, such as law, medicine, education, media, and more. They have generously agreed to share their stories with us, from their school days in Tower Hamlets to their current roles and challenges.

To view our work simply visit our YouTube channel:  
[https://www.youtube.com/@the\\_switch](https://www.youtube.com/@the_switch)



"I think putting myself out there to help students is super important because everyone, everyone could do with a role model."

**Amin, Radiologist**

## Thank you to our funders

We are so grateful to have received substantial funding this year for the Alumni Portal from the Westfield East Bank Creative Futures Fund, supported by Westfield Stratford City and Foundation for Future London. Their contribution has enabled us to launch the programme with excellent tools and positioning to be able to achieve our goals and continue making a positive impact on our community.



**WESTFIELD | EAST BANK  
CREATIVE  
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