


Case study guidance document

A case study can be both in written format and/or other such as video. It acts as anecdotal evidence that your partnership has done what it needs to do to support the Intern to success. Decide which boxes are relevant to your narrative and populate them with your key information to support you to write your case study. Complete and return to your Programme Specialist.



Name of Intern	Michael Vickery
Year of graduation	2017
What this case study highlights (tick all that apply)	<p><input checked="" type="checkbox"/> Intern secured skilled, challenging, and/or well-paid roles</p> <p><input checked="" type="checkbox"/> Intern's social and personal skills improved as a result of the programme</p> <p><input type="checkbox"/> Interns fulfilling a business need</p> <p><input type="checkbox"/> Parents feel reassured about intern's future</p> <p><input type="checkbox"/> Other (please specify):</p>
Picture and caption <p>Michael enjoys meeting, greeting and directing guests as they arrive for their meetings.</p>	

Michael setting up a travel themed refreshment break.



Michael restocking cups in the guest refreshment area.



<p>Michael setting up a meeting room.</p>	
<p>Age at commencement of programme</p>	<p>22</p>
<p>Site name the intern is attached to</p>	<p>London Heathrow Marriott</p>
<p>Previous education</p>	<p>Meadow High School East Berkshire College</p>
<p>Partners involved and logos – Host Business, LA, Educator, SEP other such as DWP and follow along services</p>	
<p>Family parent carer input</p> <p>Quote from Mr Vickery (Father)</p>	<p>Project Search was instrumental in providing the experience, skills and confidence that has enabled Michael to successfully apply for, and undertake a full time role at Heathrow Marriott.</p>



	The close partnership between Meadow High school staff and those at the hotel, coupled with the vision of the senior management at Heathrow Marriott to embark on the programme, is clearly a proven recipe for success.
Permissions signed for media and written narratives	Yes
Aspirations of Intern at start of programme	When I started the programme, I hoped I would grow in confidence and learn lots of new things. I worked in the Conference & Banqueting department in my first rotation and I enjoyed the job so much that it made me feel I would like to get a job in this area.
Rotations taken place through programme and skills obtained	<p>Rotation 1 - Conference & Banqueting: Set up meeting rooms, set up and clear away food breaks, waiting skills, refresh meeting rooms, load/unload industrial dishwasher.</p> <p>Rotation 2 – Allie’s Grille: Clear tables, wipe and reset for next service, polish cups, plates, glasses etc., fold napkins, Hoover floor, greet and seat guests on arrival, take orders from kitchen area to tables</p> <p>Rotation 3 – Conference & Banqueting: Repeated rotation due to possibility of employment. Extension tasks included meeting, greeting and directing visitors on arrival, answering guest enquiries and generally strengthening knowledge and skills in the role.</p>
Challenges posed through programme and how they were overcome – support mechanisms used	<p>Michael required support with learning the location and names of the meeting rooms. He was given a floor plan and even took this home at times so that he could memorise the information.</p> <p>Michael was unable to write the food labels initially because he could not name some of the dishes being served. Pictures of the dishes were taken so that Michael could be supported to learn the names, which meant that he was then able to label the food correctly.</p>
Outcome of intern – role, hours, pay	Permanent contract, 32 hours per week. Start date was August 2017, following graduation.



	<p>Michael recently celebrated his 5 year award and attended a presentation dinner at Marriott, Grosvenor Square.</p>
<p>What has this meant to the intern – consider social, emotional and health benefits</p>	<p>Michael has developed his communication skills, problem solving and self-confidence. Initially, he lacked confidence when required to interact with guests, but his confidence grew with experience. Michael now has the ability to interact with people at all levels and clearly enjoys his job. He has been in employment for over 5 years and this has helped him to recently buy his own flat, where he lives independently. Michael is known throughout the business and enthusiastically takes part in staff activities and events ranging from river clearing to the Annual Oscars Staff Awards Dinner.</p>
<p>What has this meant to each of the partners and wider community involved in the journey</p>	<p>Michael now mentors current interns when they work in his department. He is a great ambassador for the Project SEARCH programme and is always happy to speak to visiting groups about his experience as an intern and his subsequent time as a paid employee. Michael also still enjoys visiting Meadow School and attends the annual Celebration of Achievement evening each year.</p>
<p>Would stakeholders recommend the programme?</p>	<p>Yes, we are now in our 7th year and our programme has been life changing for the young people we have worked with.</p>
<p>Quotes from any stakeholder and final thoughts</p>	<p>Marriott and Meadow High School are very proud of Michael’s achievements both at work and in his home life. He has proved himself to be a hard working, reliable young man who has achieved an impressive level of independence.</p>
<p>Name, email and telephone number of person completing the case study proforma</p>	<p>Maxine Simpson (Programme Tutor) msimpson@meadowhighschool.org 07842 309879</p>

Now that you have the key details, you can begin the narrative process. Here is a simple process to guide your writing.

- **Consider your audience** – who is the case study aimed at, what key points do they want to hear about – is it aimed at potential interns, parents/carers, new business links etc



- **Make the content relatable to the target audience.** Choose the content that is most relevant to your target audience. Don't be afraid to include relatable quotes from Interns/managers/mentors/parents/carers/tutor/employability coach

Videos

Few things can tell a story the way that video can, and case studies are no exception. They give you an unmatched level of creative freedom and storytelling using music, lighting, pacing, and voice that can evoke emotions and persuade someone using more than just facts. And at just a couple of minutes long, they can do a lot of heavy lifting in not a lot of time.

If you are a dab hand at creating videos, ensure you utilise the wider team's input for inspirational quotes around what this has meant to each, with the main focus being on work related footage or content from the Intern, with narrative over the top.