



Dear parents / carers,

As a part of the package of provision being made available to Year 11s as they prepare for post-16 learning and later life, we would like to offer all students to opportunity to partake in the Duke of York Inspiring Digital Enterprise Award (iDEA).

So what's the big iDEA?

The iDEA Award is a completely free online tool that students can use to develop their digital, enterprise and employability skills. iDEA is a digital version of The Duke of Edinburgh Award in which participants complete a series of challenges to achieve an award at Bronze, Silver or Gold level and is recognised by UCAS in the same way. For every new skill and learning experience mastered, iDEA participants gain a digital badge worth a number of points. When sufficient points have been accumulated, participants are then awarded their Bronze, Silver or Gold Inspiring Digital Enterprise Award.

The challenges are split into core categories, each with its own series of digital badges (short, interactive courses) – citizen, worker, maker, entrepreneur, and gamer. As well as being fun, the badges provide a visual acknowledgement of achievement which can then lead to increased employment marketability in the technology and enterprise sectors.

iDEA is completely free and accessible globally on any modern device, operating system, and browser – so you can play iDEA digital badges anywhere you can get online. It's about opening up opportunities for people in the job market, and in the online world more generally where increasingly to make the most of life, it is becoming important to be able to operate in a digital environment.

iDEA's partnerships include local authorities, schools and colleges, the armed forces, small business and trade organisations, community groups for adults, youth groups, corporates, international bodies, digital skills, and enterprise organisations.

There is rich potential here for St Joseph's students to work on developing their skills and employability.



How to get started

To allow progress tracking by Tutors and Directors of Learning the 4 following links will allow students to sign-up for free and be assigned to the necessary members of staff:

11F visit: idea.org.uk/x/2021-11F

11M visit: idea.org.uk/x/2021-11M

11T visit: idea.org.uk/x/2021-11T

11V visit: idea.org.uk/x/2021-11V

We would advise that students sign up using personal e-mail addresses to ensure future access to their account should they ever need to reset their passwords once they are in post-16 education or beyond.