



Wirral Met College

1 Wirral Met Logo

Careers Education & Information, Advice & Guidance Strategy

Document status	
Document owner	Director of Student Services
Document author	Director of Student Services
Document type	Strategy
Date of document	June 2023
Version number	05
Review requirements	Annual
Date of next review	June 2024
Approval body	SLT
Publication	Intranet/Website
Code	ST18

Careers Education & Information, Advice & Guidance Strategy

Background

1.1 Wirral Met College is committed to offering a Careers Education and Information, Advice and Guidance (CEIAG) service which is accessible to all of our students. This will seek to ensure that all students are fully equipped with the skills and knowledge that will enable them to operate confidently, effectively and independently in life and work. The service will be delivered by College staff equipped with relevant skills and experience. The College will adopt the Gatsby Careers Benchmarks model to measure the results and impact of the service.

Intent

2.1 The impartial CEIAG service will:

- enable students to understand the range of opportunities available in the Liverpool City Region and also nationally
- Inform students about the range of skills and qualifications they will need to succeed in the workplace both today and in the future.
- ensure all students have access to CEIAG which is inclusive and tailored to their individual circumstances
- give students opportunities to access independent careers advice through employer visits, work experience and links with external services
- undertake to deliver a CEIAG Programme that fulfils the criteria of the Gatsby Benchmarks
- contribute to the College meeting its strategic objectives

Implementation

3.1 The Director of Student Services will be the Careers Lead for the College and will lead on the delivery of the Gatsby Benchmarks, whilst continuing to meet the standards set by matrix

3.2 The Principal will chair a termly standing group 'The Careers Education & Employability Steering group' which will ensure that appropriate people are involved and participate in the Careers Programme.

3.3 A Careers & Employability Action Plan will be produced and maintained.

3.4 Careers Education Responsibilities are detailed for each individual staff member or group of staff members who has input into the careers programme / career development of students

3.4 Pre-enrolment sessions will take place with vocational specialists. Further IAG from a Student Adviser will be offered if appropriate.

3.5 All students will have the opportunity to access high quality, impartial CEIAG from appropriately skilled staff to help clarify their future aspirations, understand pathways open to them and to help them make informed decisions in terms of job prospects and training.

3.6 All students will receive support to develop their employability skills and to access relevant work experience so that they are equipped to enter the job market and secure and sustain employment in their chosen field.

3.7 All students, particularly those identified as disadvantaged, will receive appropriate, tailored support using relevant technology to drive continuous improvements in careers delivery

3.8 The Careers Lead will work with the local Enterprise Co-ordinator in order to further local employer links with the College.

3.9 The College will continue to work with feeder schools to provide information, advice and guidance in those schools in order to aid smooth transition to College.

3.10 Parents/ carers of potential students will be welcomed to attend keep warm events, open evenings and welcome evenings (in person or online) and will be encouraged to speak with key staff who will be working with their young person.

3.11 The College will organise a range of events, workshops and activities to support students in understanding their options. These will include Careers and Employment Fairs, Volunteering Fairs; HE events; Apprenticeship events, support with personal statements; CV Workshops; Student Finance Workshops and external speakers. These events may take place online or face to face. Students will have the opportunity to engage with local employers in an area relevant to their programme of study throughout the academic year.

3.12 Curriculum planning will take into account Labour Market Information and employment trends in the Liverpool City region.

Measuring Impact

4.1 The Careers Lead will report to SLT on a termly basis on progress.

4.2 The Careers Lead will report to the Board of Governors on an annual basis to update on progress

4.3 The College will use the Careers & Enterprise Company's Compass tool in order to monitor and report back on progress against the Gatsby Benchmarks.

4.4 The College will use student feedback through focus groups to monitor the effectiveness of the strategy.

4.5 The College will work with employers & parents and seek regular feedback on the Careers Programme.

4.6 The quality of CEIAG will be monitored through the Student Services Self-Assessment Report and Quality Improvement Plan.

4.7 The strategy will be reviewed annually.

Careers Education Responsibilities

Individual / Group	Requirement defined in guidance ¹ .	Implementation
Senior Leadership Team & Governors	<p><u>Must</u></p> <ul style="list-style-type: none"> ✓ use the Gatsby Benchmarks to develop a careers programme ✓ name a Careers Leader and publish their contact details on the website ✓ website should include a summary of the Careers programme including details of how students, parents, staff and employers may access information about the Careers Programme ✓ comply with provider access duty² ✓ hold the matrix Standard <p><u>Strongly recommend</u></p> <ul style="list-style-type: none"> ✓ that all colleges work toward the Quality in Careers Standard to support the development of their careers programme <p><u>Should</u></p> <ul style="list-style-type: none"> ✓ ensure that all subject specialist teachers are competent to support career development through their subject teaching 	<ul style="list-style-type: none"> ✓ Principal chairs the Colleges CEIAG steering group. Other members include key members of the SLT. ✓ Action plan based on Gatsby Benchmarks ✓ Careers programme and policy on College Website and imbedded in THRIVE tutorial Programme. ✓ The Careers webpage is broken down into sections for existing & potential students, parents, schools and employers ✓ The staff intranet also provides additional details for staff ✓ Careers Leader name and contact details are included on website ✓ Staff are all technical specialists who have been employed in the vocational areas they work in
The Governing Body	<p>Must make sure that independent careers guidance is provided to all 11-18 years old and students aged up to 25 with an EHCP, and that it is</p> <ul style="list-style-type: none"> ✓ presented in an impartial manner, showing no bias or favouritism towards a particular institution, education or work option ✓ Includes information on the range of education or training options, including apprenticeships and technical education routes <p><u>Should</u></p> <ul style="list-style-type: none"> ✓ have a member of the governing body who takes a strategic interest in careers education and guidance and encourages employer engagement 	<ul style="list-style-type: none"> ✓ Annual briefing by Careers Lead to Governors ✓ The College has a team of qualified Student Advisers and holds the matrix accreditation for Information, advice and guidance ✓ Clients are signposted to external agencies where appropriate and are made aware of the range of providers, qualifications and outcomes available to them including apprenticeships, t-levels and academic routes leading to HE.

¹ [Careers statutory guidance \(publishing.service.gov.uk\)](https://publishing.service.gov.uk) Published September 2022.

² Schools only

OFSTED expects that a good college will prepare all students for future success in education, employment or training, provide unbiased information about potential next steps and provide good quality, meaningful opportunities for encounters with the world of work

Careers Education Responsibilities

<p>CEIAG Steering Group</p>	<p><u>Should</u></p> <ul style="list-style-type: none"> ✓ Ensure careers programme has a strong employer focus with opportunities for students to meet business and gain insights into different industries <p>Terms of reference:</p> <ul style="list-style-type: none"> ✓ Advise on implications of changing legislation relating to Careers Guidance ✓ Set actions to ensure statutory guidelines are followed ✓ Ensure policy and action plan are approved, reviewed, implemented and monitored ✓ Ensure policy is aligned to strategic objectives 	<ul style="list-style-type: none"> ✓ The College has five campuses all linked to a growth sector area in the LCR ✓ College campuses display details of employers we work with, progression charts detailing routes through to employment, and knowledge, skills and behaviours linked to careers education and employability skills ✓ Careers lead ensures that steering group updated with changes to legislation and obligations relating to Careers Education ✓ Action plan reviewed at termly meetings ✓ Policy and programme approved by steering group and SLT annually
<p>Careers Leader</p>	<p><u>Should</u></p> <ul style="list-style-type: none"> ✓ work with the CEC to identify an Enterprise Adviser <p><u>Expected</u></p> <ul style="list-style-type: none"> ✓ To be trained and have the backing of SLT ✓ To have protected time to enable them to carry out role effectively ✓ Develops, runs and reports on the careers programme ✓ Plans careers activities, manages careers budget and in some cases manage other staff involved in delivery of careers guidance ✓ Co-ordinates staff from across the college and from outside ✓ Establishes links with employers, education & training providers and careers organisations 	<ul style="list-style-type: none"> ✓ Regular meetings with Enterprise Co-ordinator who acts as critical friend and shares best practice ✓ Careers Leader holds L6 Certificate in Career Development ✓ Careers leaders reports on programme to SLT, Governors and steering groups ✓ Works across college and with external agencies to ensure opportunities are made available to students to explore career opportunities, employability and work place experience
<p>Student Advisers</p>	<p><u>Should</u></p> <ul style="list-style-type: none"> ✓ Inform students whether the courses they are considering lead to good or poor career outcomes by referring students and their parents to impartial sources of information for comparison ✓ Identify the guidance needs of all students, including those with SEND ✓ Ensure student have the opportunity to learn about how STEM subjects lead to a wide range of career paths 	<ul style="list-style-type: none"> ✓ Drop in service operates for both our own students and members of the public ✓ Groups sessions with all students on study programmes to explore next steps ✓ Follow up sessions offered to all 16-18s and details of external sources of IAG, LMI information and

OFSTED expects that a good college will prepare all students for future success in education, employment or training, provide unbiased information about potential next steps and provide good quality, meaningful opportunities for encounters with the world of work

Careers Education Responsibilities

	<ul style="list-style-type: none"> ✓ Must explain technical routes alongside academic routes 	<p>progression options made available through follow up email and shared resources</p> <ul style="list-style-type: none"> ✓ Tutors are encouraged to refer students needing IAG to the team ✓ Students are also encouraged to use a range of resources to take ownership of their own career pathway ✓ Each curriculum area including Prep4Life has a specialist link adviser
Work Experience Team	<p><u>Expected</u></p> <ul style="list-style-type: none"> ✓ To ensure that every student is exposed to the workplace or other work related activity <p><u>Strongly recommended</u></p> <ul style="list-style-type: none"> ✓ 16-18 yo experience of the workplace should include internships and holiday placements; work experience in term time; longer work placements 	<ul style="list-style-type: none"> ✓ Work experience officers work with employers across sectors to ensure that students have access to work experience. In 21/22 and 22/23 a large number of students have taken part in international work experience including Benfica, Malta, Grenada and Dubai
Personal Tutors	<p><u>Should</u></p> <ul style="list-style-type: none"> ✓ tailor careers activities to meet the needs of each student ✓ keep records of careers experiences ✓ encourage students to draw on their career experiences to showcase skills and develop a compelling story of applications and interviews ✓ make the labour market value of securing a good standard in maths and English clear ✓ draw on own industry experience to attract students to their specialist field and the careers that flow from this ✓ encourage reflection on experiences of the workplace, not just through formal work experience 	<ul style="list-style-type: none"> ✓ The College runs an annual Industry week to coincide with National Careers Week. This includes visits to and from employers and local businesses, master classes and HE partners ✓ A skills showcase event is planned for Term 3 ✓ Students are actively encouraged to take part in World Skills Events and national competitions ✓ M&E is an embedded part of lesson plans and

OFSTED expects that a good college will prepare all students for future success in education, employment or training, provide unbiased information about potential next steps and provide good quality, meaningful opportunities for encounters with the world of work

Careers Education Responsibilities

Local Authority	<p><u>Must</u></p> <ul style="list-style-type: none"> ✓ Track destinations for young people and to identify and support NEETS 	<ul style="list-style-type: none"> ✓ Details of students (16-18) who come out of learning are passed to LA on a monthly basis
-----------------	--	--

OFSTED expects that a good college will prepare all students for future success in education, employment or training, provide unbiased information about potential next steps and provide good quality, meaningful opportunities for encounters with the world of work