

## **NEW CITY COLLEGE CAREERS STRATEGY: 2019**

### **PURPOSE OF THE CAREERS STRATEGY:**

The purpose of the Careers Strategy is to outline the provision and direction of Careers Information Advice and Guidance at New City College.

The College is committed to providing high quality careers information, advice and guidance for all of its students to prepare them to progress into sustainable education, training and employment.

We understand high quality Careers IAG is imperative, as people adapt to new challenges in education, employment and training. We also understand that high quality careers guidance raises aspirations and attainment, supports students to achieve their potential, and meets the demands of a changing labour market.

This strategy applies to all students at the College and is inclusive of all levels and modes of study. It also includes information about how the College will meet its statutory requirement for all 16-18 year olds and up to the age of 24 for those young people with Education and Health Care Plans (EHCP).

The College's Careers Strategy 2019 is in line with the 8 Gatsby Benchmarks of Career Guidance, which underpin the DfE Careers Strategy and set the standards for good career guidance for all learning providers. The strategy is written in accordance with DfE guidelines below

'Careers Guidance – Guidance for further education colleges and sixth form colleges' February 2018 and 'Careers Strategy' – making the most of everyone's skills and talents' December 2017

The Careers Team within the Student Experience Team will develop its services and practices to incorporate the key priorities within the Careers Strategy. The Careers Team work closely with curriculum to offer impartial CEIAG to all.

The College is committed to ensuring that all Career Advisers are professionally qualified (the majority are Level 6) who specialise in both careers guidance and personal support and based on all sites.

The Service is directed by a Careers Leader: Imran Ahmed – Group IAG Manager

### **OVERVIEW OF STUDENT ADVICE SERVICES: CAREERS, COURSE AND WELFARE:**

The Student Experience Team, offering Careers, Course, Employability and Welfare advice is a fully matrix accredited service.

Our role is to lead the development of careers education, information and guidance in the College, and support students by removing barriers to progression, learning and employment.

Our Careers, Course and Welfare advice team provides a comprehensive range of high quality, impartial IAG to potential and existing students, including: careers guidance, progression, learning opportunities, entry to further and Higher Education, welfare, housing, benefits, finance, accommodation and immigration for study.

## **THE GATSBY BENCHMARKS:**

The Careers Strategy is underpinned by the eight Gatsby Benchmarks listed in the 2014 Gatsby Foundation Report, 'Good Career Guidance', as the required standard for good CEIAG within colleges.

The eight Benchmarks are:

- 1 A stable Careers Programme
- 2 Learning from career and labour market information
- 3 Addressing the needs of each student
- 4 Linking curriculum to careers
- 5 Encounters with employers and employees
- 6 Experiences of workplaces
- 7 Encounters with Further and Higher Education
- 8 Personal Guidance

The Gatsby Benchmarks set world-class standards and support colleges to develop and improve their careers and employability provision. By adopting the Benchmarks, we will be working towards ensuring every learner has opportunities to have meaningful encounters with employers and learn about work, employment and the skills that are valued in the workplace and what it takes to be successful and explore potential career paths.

## **HOW WE SUPPORT THE NEW CITY COLLEGE'S VISION:**

New City College's Careers Strategy is an integral part of the Visions and Objectives of the College's FE Strategic Plan 2017, and contribute to the overall success and ambitions of the College.

Our aim is to raise students' aspirations, broaden their horizons and empower them to make informed realistic decisions at all key transition points in learning and work. New City College will provide careers guidance to all students in the college. We will support individuals to gain the ability to make informed decisions about vocational and educational pathways and aspirations.

Careers Education Information, Advice and Guidance (CEIAG) will be embedded in the Tutorial Programme and in vocational and academic courses for full cross-college delivery. We will support Curriculum in achieving positive outcomes for students through an extensive tutorial support programme within their existing Study Programme and provide ongoing high quality support to all Curriculum areas.

## **Principles**

Key principles of the strategy are that CEIAG is differentiated and supports individual progression; empowering students to make fact based decisions and manage their life choices to sustain employability throughout their lives.

Students will be offered a planned programme of activities that will help them choose pathways that are right for them and that are appropriate to the student's learning, planning and development.

Students are entitled to CEIAG that meets professional standards and is impartial and confidential.

Our CEIAG will:

- Be personalised and provide opportunity to identify and respond to needs of the individual
- Be inclusive and promote equality of opportunity, challenge stereotypes and sensitive to faith, culture and background
- Be transparent, impartial and provide opportunity for confidentiality as required by the individual
- Offer guidance to any student at risk of non-completion to either aid retention or to provide a suitable alternative destination when appropriate
- Be enhanced by strong networks with industry, local and regional employers and stakeholders
- Contribute to raising aspiration, improving destinations and increasing employability skills
- Work in partnership with applicants, students, their parents and external partners

**STUDENT EXPERIENCE STRATEGIC OBJECTIVES:**

The management team will:

- Establish a quality careers programme that meets the expectations set out in the Gatsby Benchmarks, including differentiation required to meet the needs of students with an EHCP.
- Set out to achieve Personal Guidance targets with Career interventions including 1:1 career guidance and group tutorials.
- Develop career hubs for CEIAG provision across all campuses, and increase the visibility and effectiveness of CEIAG offer to stakeholders
- Ensure that the College has published on our website details of the Careers Programme
- Ensure the destinations of students from the College are tracked and that this information is used to improve the effectiveness of the College's Careers Programme.
- To implement Quality Assurance Systems to ensure continuous quality improvement in all areas of Service delivery
- Establish and maintain effective relationships with external partners, such as employers, schools, other learning providers and career guidance services, as well as ensuring that the various elements of the College's careers provision are coordinated and managed through a stable and embedded programme.
- Ensure effective quality assessments for the services are undertaken and achieved, such as the matrix benchmark.
- Ensure that resources are effectively managed and that the Careers Leader is notified of any gaps identified
- Ensure that all students have meaningful encounters with employers that are relevant and linked both to the course of study and the sector / industry they are being prepared for.

- Ensure that effective direction and guidance is provided to staff and that the SAR and QIP targets effectively reflect the requirements of the Careers Strategy
- Link with curriculum areas to plan, develop and deliver suitable careers education activities to students
- Ensure that skills and training issues for staff are identified and responded to appropriately
- To provide careers advice, support and activities to engage and aid progression for SEND students.
- To forge robust links with employers and external organisations to provide inspiring opportunities for learners to gain work experience and develop work skills
- To develop a calendar of events to promote CEIAG to students and staff, supporting retention, achievement and (internal) progression of all students
- To support matrix and Ofsted inspections through inspection-readiness and continuous self-assessment via Quality Assurance, Self-Assessment Reports and monitoring systems

The Careers Advice Team will:

- Provide impartial CEIAG to all students', with a particular focus on 1:1 appointment's for 16-19 year olds and those aged up to 24 with an ECHP who are in full time further education.
- Be a key point of contact for progression and ensuring student's make the right next steps in education and into the world of work
- Provide sufficient course information and advice to enable prospective students to make suitable choices during interview or enrolment activity
- Ensure that students develop knowledge and understanding of employability skills and how they can develop these skills further through effective career planning, engaging with employers and undertaking work related learning and work placement.
- Work with the Careers Leader and Group Tutorial & Enrichment Manager and Senior Curriculum Managers to remain abreast of the requirements of the tutorial scheme of work and provide the required resources and support to ensure effective delivery
- Provide effective support with the UCAS website system, including personal statements and reference writing upon request.
- Ensure effective and appropriate careers information and resources are updated, regularly reviewed and maintained on the College VLE and that they are clearly accessible to all students and staff
- Ensure effective resources are available and maintained in the Student Experience areas of the College.
- Produce effective communication resources to promote activity and raise aspirations for through College communication channels in accordance with the calendar of activity for the academic year
- Gather feedback from all clients of the service, including employers and those engaged to deliver to students to influence development of the service in the future

- Keep abreast of changes within the College environment to ensure they can advise and guide students effectively, such as course changes, entry requirements, fees and fee waivers and financial support mechanisms
- Ensure that gender stereotyping is avoided in all career interventions and that they adhere to College principles of equality, diversity and inclusion
- Make effective use of LMI to support careers interventions, including use of LMI for ALL, and making those resources widely available to students.
- Ensure students have access to a wide range of careers and employability interactions through meaningful encounters with employers, universities and other training providers where appropriate
- Maintain own CPD and be IAG qualified at Level 4 or higher, and be committed to working towards level 7 in Careers Guidance where applicable.

### **Student Entitlement**

We will provide:

- Accurate course and careers information through the College website and publications
- Impartial CEIAG before accessing a learning opportunity for all students
- 1:1 impartial careers advice and planning available to all students but with a mandatory entitlement for those aged 16-18 in further education and those aged up to 24 with an EHCP
- Support to secure meaningful work placement opportunities that are sector relevant and develop employability skills
- Accurate and impartial progression advice
- Accurate and impartial apprenticeship pathway information

We will:

- Respect your right to confidentiality, interviews will take place in appropriate environments and you can request a private space if you wish to do so.
- Record your careers discussions so that you have a record to refer back to and reflect upon
- Not share your data with a third party unless you have agreed for us to do so. The most common instance of this will be your CV if we are supporting you to seek an apprenticeship or employment
- Help with applications to higher education such as personal statements and how to research the right university for you. We will also provide guidance about Student Finance for Higher Education
- Support you with job applications for apprenticeships and employment

## **USING LABOUR MARKET INFORMATION TO SUPPORT STUDENTS:**

A key priority of the Careers Strategy is to promote and develop Gatsby Benchmark 2, the use of Labour Market Information (LMI) across all sectors, and to promote and develop employment opportunities within New City College.

Labour Market Information (LMI) is available to New City College current and prospective students, staff and visitors using a variety of mediums, including LMI Data capture cards, Course Guides, LMI tutorials and careers updates.

The information will be updated yearly to ensure that the LMI is current and accurate. Career Advisers will work in collaboration with the Group Tutorial & Enrichment Manager to ensure LMI data is relevant to their Study Programme and to ensure that resources inspire students.

We will also ensure continuous LMI research is maintained throughout the academic year and is updated annually.

## **QUALITY ASSURANCE WITHIN CAREERS, EMPLOYABILITY & WELFARE:**

Careers, Employability and Welfare adheres to the highest standards of professional behaviour as stated in the Career Development Institute Code of Ethics which incorporate:

- Equality of Opportunity
- Accessibility
- Accountability
- Impartiality
- Confidentiality
- Transparency
- Competence
- Duty of Care
- Continuous Professional Development

## **MONITORING AND EVALUATION**

New City College will evaluate the impact and success of the careers guidance provision by a range of performance measures:

- Gather feedback from applicants, students, parents and employers supporting career development activities to promote continuous improvement
- Analysis of progression data
- Student feedback 1:1 and student feedback in tutorials

- Matrix accreditation and annual Continuous Improvement Checks
- Regular self-evaluation to monitor achievement of Gatsby Benchmarks, with Careers Enterprise Council
- Self-Assessment Report - Collaborative and rigorous approach to self-assessment
- Quality Improvement Plan
- Annual Appraisal and review process

#### **RESOURCES:**

Professionally qualified and experienced Careers Employability and Welfare Advisers who will support learners in career and employability activities and support students in identifying and removing barriers to progression and employment.

The Department uses an Action Planning System to record student impact more efficiently and effectively and links with College systems and reporting mechanisms.

Premises will be improved and redesigned with the development of Career Hubs in line with the 2020 vision of Creating Centres of Excellence.

A wide and varied range of current resources are designed and produced, including Tutorials and appropriate interactive activities, which meet the needs of all students.

#### **FURTHER INFORMATION AND RESOURCES:**

Membership of CDI and Code of Ethics: [www.thecdi.net](http://www.thecdi.net)

Responding to changing governmental priorities and careers strategy:

[www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents](http://www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents)

[www.gatsby.org.uk](http://www.gatsby.org.uk)

[www.careersandenterprise.co.uk/schools-colleges](http://www.careersandenterprise.co.uk/schools-colleges)

[www.qualityincareers.org.uk](http://www.qualityincareers.org.uk)

[www.matrixstandard.com](http://www.matrixstandard.com)

[www.education.gov.uk](http://www.education.gov.uk)