

# The Careers and Enterprise Company

Nicola Hall  
Director of Education

17<sup>th</sup> November 2021





# How do we do this?

**Supporting schools and colleges to deliver excellence** - through information, resources, tools, training, our network of Careers Hubs and communities of best practice.

**Supporting employers to engage with purpose** – by making it easy for them to connect into schools and colleges as one of our 4000 senior business volunteers working with Careers Leaders on their careers programmes, or as part of our 300 strong ‘Cornerstone Employer’ community working to transform careers education across multiple schools and colleges in their local areas.

**Including all young people in careers education** – through our digital tools for Careers Leaders enabling them to target and tailor their careers interventions across years and cohorts, our specialist networks and resources to support young people with SEND, those in Alternative Provision settings and those in Independent Training Providers.

# White Paper's focus on careers education

## Frameworks and infrastructure

- Gatsby Benchmarks remain the framework for good career guidance.
- Roll-out of Careers Hubs, Enterprise Adviser Network and high-quality Careers Leader Training.
- Emphasis on data as vital in careers information and guidance.

## Accountability

- The age range of the duty on schools to provide independent careers guidance has lowered, requiring schools to offer this support from Year 7.
- A three-point-plan to enforce the Baker Clause
- Ofsted to undertake a thematic review across England, to provide an up-to-date assessment of careers guidance in schools and colleges and provide recommendations to improve practice

## Quality and consistency

- Proposal to build careers awareness into every stage of teachers' professional development, from initial training to education leadership.
- Alignment between CEC and NCS wrapped up in a governance structure that Gatsby's Sir John Holman will chair.
- NCS website to become a single source of government-assured careers information for young people







# World-class careers education

World-class careers education follows the eight Gatsby Benchmarks of good careers guidance.

At its best careers is an essential part of a young person's secondary education, beginning early and continuing throughout school life.

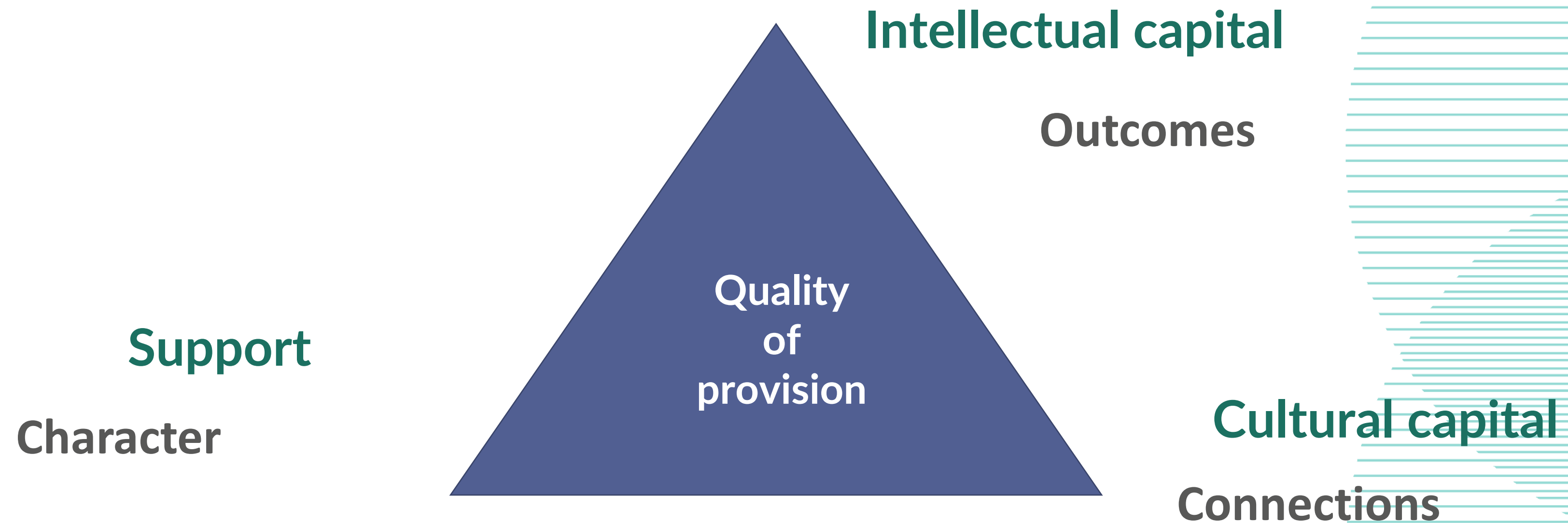
Real world learning, knowledge, inspiration and advice is gained through multiple employer and workplace engagements, exposure to further and higher education, as well as through the curriculum and in 121 personal guidance.

# Key findings

- 1| Sustained EET increases with each benchmark
  - Year 11 career guidance led to 1,400 more students EET in 2018/19 compared to no provision
  - Each GB associated with 1.4% decline in NEET + not known (amounts to 9.7% decline for 8 GBs compared to none)
- 2| In 2020, 3,700 additional students EET as a result of career guidance
  - Estimate based on GB achievement in March 2020, assuming strength of relationship is constant
- 3| GBs have greater impact on EET rates in the most disadvantaged schools
  - Each GB associated with 2.8% decline in non-EET, amounting to 20.1% decline for 8 GBs.
- 4| GB7 information about apprenticeships associated with higher take-up
  - Take-up 16% higher in the 39% of schools providing info to all students compared to the schools providing info to a few.

# School Improvement Planning

The totality of the offer



# Future Skills Questionnaire

- A student self-completion tool that tracks progress in career readiness across secondary education.
- Developed with Careers Leaders to provide insight to support tailored careers programmes.
- 4 versions tailored to transition points + inclusive SEND version.
- Up to 25 questions: 17 on career knowledge and skills, 8 on essential skills.
- Data visualisations in-built to enable CLs to explore and share the results.

Find out about the [FSQ](#) and how to use it in [Compass+](#).



# What's your model of delivery for careers ?

- Who is involved?
- Is it embedded across your whole school or college?
- Is it clear what success looks like and who is responsible?



# Using evidence based research to support planning

- 1| **Strategy:** How do you align the careers strategy to your school / college priorities  
**ALIGN TO YOUR SIP/SDP & EMBED IN CURRICULUM**
- 2| **Leadership:** Lead your strategic careers plan from the front. Enable strong support from senior leaders, ensure your planning is front and centre.  
**LEADER TO LEADER SUPPORT – empower Careers Leaders by supporting them**
- 3| **Governance:** Engage the governing body with the needs of your cohort, the priorities for young people and their development. How is the whole school vision preparing for their futures?  
**CAREERS LINK GOVERNORS ARE INFLUENTIAL & MISSION CRITICAL**
- 4| **Time and resource:** Do you identify the key priorities for your cohorts, ensure your school is an adopter of Compass+ to best support resource allocation and impact measurement?  
**ENABLE CLs TO SEE DIFFERENT SOLUTIONS**
- 5| **Training:** Invest in the professional development of your CL. Access a bursary for your school, fully funded programmes, encourage collaborative development with your local network  
**ENABLE A TRAINING CULTURE**



# What is your school or college approach to planning careers in the curriculum?

- How does this relate to your school /college improvement or development planning?
- Careers in the curriculum planning model

# Foundation approach

- The Foundation approach is relevant for all settings and is the approach all schools should aim to achieve as a starting point.
- The key features of the approach are a progressive careers programme designed by the Careers Leader and delivered primarily in time dedicated for careers learning.
- Curriculum staff highlight the relevance of subjects to careers; the relationship between subjects, future jobs and skills is clearly outlined and students are supported to understand potential pathways from subjects.
- Accountability for the programme resides with the Career Leader who defines the careers learning outcomes.



# Careers across the curriculum approach

- A progressive careers programme exists, and interventions are delivered in both discrete time and through a range of interventions delivered by subject teachers.
- Best practice is where subject teachers clearly understand and are mobilised to deliver, with intent, progressive career learning outcomes identified within a strategic careers plan.
- Careers learning outcomes are integrated with curriculum learning outcomes and resources can be developed with employers' input.
- Subject teachers may also be working independently with employers to deliver curriculum learning outcomes with reference to the world of work.
- In both cases learning is mostly delivered in curriculum learning time, employers may be present or could be involved virtually.

# Employer enriched curriculum learning approach

- A progressive careers programme exists where interventions are delivered in both discrete time and through a range of interventions delivered by subject teachers.
- Subject teachers clearly understand and are mobilised to deliver, with intent, progressive career learning outcomes identified within a strategic careers plan.
- Subject teachers may also be working independently with employers to deliver curriculum learning outcomes with reference to the world of work.
- In both cases curriculum learning, and career learning outcomes are delivered through a meaningful employer encounter

# Is your workforce trained and equipped?

- Has your Careers Leader completed training?
- Have you engaged with our Education Leaders online learning module...or your governors?
- Are your curriculum teams equipped to embed careers across the full spectrum of the curriculum?





# Careers Leaders Training Impact

- **99%** of Careers Leaders reported that they were able to review and evaluate their school/colleges careers programme after training compared to **74%** prior
- **97%** of Careers Leaders agreed the training had helped them identify actions to improve their practice
- The training supported Careers Leaders to evaluate and update their careers programmes
- **2/3** of Careers Leaders reported that the training had helped them link careers to the curriculum
- Schools/Colleges with a trained Careers Leader saw a bigger improvement in Gatsby Benchmarks
- **82%** of Careers Leaders reported that, as a result of the training, they their school/college was making faster progress towards the Gatsby Benchmarks





# Are you offering support for success?

- How do you resource careers in the context of your school improvement plan?
- Time and support for your Careers Leader?
- The right opportunities for all young people across your cohorts?

# The support that we can offer...

- Through your Careers Hub, Enterprise Coordinators and Enterprise Advisers
- Nationally and centrally coordinated



# Careers Leader Support

Nationally coordinated

## 1 | Continuing Professional Development

- Benchmark Masterclasses
- Regional training requests
- Development Campaigns
- Sector communities of practice
- Collaborative provider events and activity
- Research for [practice](#) and [impact](#)

## 2 | Professionalisation

- Formal [fully funded training](#) programmes
- Funded support bursaries
- System Leadership
- Statutory Guidance
- Free to access online induction and learning
- New online learning from Sept 21 for Link Governors & Education Leaders

## 3 | Operational Support

- Signposting
- Leadership Engagement
- LMI
- Benchmark queries
- Resources
- Sector based Communications
- Shared practice
- [Compass+](#)
- FSQ

# Resources

## What we provide now

- Searchable [Resource Directory](#)
- CEC created specialist CL resources plus “from the field” practitioner created
- Plug and play resources for [BM achievement](#)
- Context sensitive “[campaigns](#)” e.g Ahead of the Game transitions campaign this summer
- Provider directory & availability of BM related, regional provision (in train)
- Wide range of differentiated [professional development and training](#)

## Keep informed

Register for our Careers Leader Newsletter - <http://eepurl.com/gSS69r>

Register for our Education Leader Bulletin - <http://eepurl.com/hcgmq1>

Register for our Governor Bulletin - <http://eepurl.com/hcgt9f>

Thank you!