



Career Education Information Advice and Guidance

Strategy 2021/2022, for Further Education

Better Careers Begin Here

Policy Details	
Policy Owner	Senior Careers Adviser and Careers Leader
CE Sponsor	Vice Principal – Student Services
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Version	2
Approved by	College Executive
Date fully approved	31/01/2022
Date to be reviewed	August 2022

1. Introduction

The Vision of the College is by 2024 to be celebrated as an outstanding provider of education and training in the Eastern Region, recognised for its significant contribution to the social and economic recovery of individuals and organisations as we come out of the COVID-19 pandemic.

The College is committed to providing the highest quality Careers education, information, advice and guidance (CEIAG) to enrolled and prospective students, supporting students to ultimately achieve their intended destinations, which could include employment; self-employment, further or higher education.

We recognise that the College has an important role, the opportunity and potential to change lives. We strive to support all our students to achieve their destinations, contribute significantly to the productivity of the economy and have happy and purposeful lives.

Supporting students through a 'whole college approach' to CEIAG is embedded within the College and delivered through the introduction of CREW – Career Readiness, Enrichment and Wellbeing which encompasses all work-related activity developed in curriculum areas, and the tutorial programme as well as the work of the in-house careers team and through the College's National Careers Service (NCS) contract.

The Strategic Plan 2021-2024 of the College exemplifies our values, goals and commitment to CEIAG and is entitled [Better Careers Begin Here](#).

2. Our Commitment

- 2.1. The College is committed to promoting the value of careers education to raise student attainment and their successful progression to their destinations, including employment, further or higher education. The College understands one team cannot lead on CEIAG in isolation, as it touches every aspect of the student journey and College life. The whole college approach aims to effectively support students in their choices for them to achieve personal and economic wellbeing throughout their lives.
- 2.2. The College recognises that it has a duty to provide all further education students, including apprentices, with access to impartial careers education, information, advice and guidance in years 12, 13 and beyond from qualified staff to enable students to explore and consider their intended destinations and know and understand the options open to them so that they can make informed decisions about future careers, training and progression.
- 2.3 The College is committed to a whole organisational approach to providing a high-quality planned careers programme which runs through all study programmes and apprenticeships.
- 2.4 This commitment has the full support of the Governors, the Principal and the College Executive Team.

3. Objectives

3.1 To meet our statutory duty and good practice as defined by the Department for Education publication [Careers guidance and access for education and training providers](#). July 2021 our objectives are to:

- Appoint a named Careers Leader who has the skills and commitment for the role.
- Careers Leader to have backing from the senior leadership team, including protected time that enables the Careers Leader to carry out the role effectively
- Contact details of the named careers leader to be published on the website
- Careers programme to be published on the website and made accessible to students and parents
- Identify a member of the Governing Body as the Link Governor for careers who meets with the Careers Leader at least once a term
- Enable 16-18 year olds and 19-25 year olds with an Education Health and Care Plan (EHCP) to have access to independent careers guidance
- Continue to work towards the 8 Gatsby Benchmarks to develop our careers programme to continually improve CEIAG provision
- Collect and maintain accurate data for each pupil on their education, training or employment destination
- Provide all college students with guidance materials and a wide range of up-to-date reference materials relating to careers education and career opportunities

4. Whole Organisational Approach to CEIAG

The College offers a comprehensive Careers Programme made up of three main strands:

- 1) The cross-college Student Services and Support team support the student journey throughout from delivering information into secondary schools, arranging on site experiences via tours and open events, providing an effective and inclusive admission process, helping to arrange industry and work placements and the impartial CEIAG service offered by the qualified careers team including discussing destinations into further and higher education, employment or apprenticeships.
- 2) Curriculum plans are developed to ensure that careers information and advice is intrinsically embedded into teaching and learning in both theory and practical sessions. progression and destinations. Curriculum staff work with industry leads and employers to provide subject specific work-related activity for their students which could include, for example, guest speakers, employer visits, trips and activities such

as skills competitions, exhibitions and trade shows. Study programme students are supported to access work experience and / or placements suitable to their type and level of qualification.

- 3) The College tutorial programme further supports CEIAG and CREW through weekly group tutorial sessions for study programme students, the annual tutorial plan covers the themes of personal safety and development, enrichment and career readiness, with a whole College focus on progressions in the spring term with a large progression fair with employers, HEIs and the voluntary sector present to meet and talk to students about their options.

5. Responsibility & Resources

- 5.1 The designated member of the Senior Leadership Team responsible for CEIAG is the Vice Principal: Student Services and Support. They report to the Principal and Chief Executive. The Vice Principal is supported in this work by the operational Careers Leader and Head of Student Services and Additional Learning Support.

Maeve Borges – Vice Principal Student Services and Support
College Executive Member with Senior & Strategic Responsibility

Kirsty Russell
Head of Student Services and Additional Learning Support

Peter Cook
Nominated Link Governor, Corporation Board

- 5.2 The Vice Principal: Student Services and Support works in collaboration with the Vice Principal for Curriculum and Delivery to drive forward CEIAG across the College. The Vice Principal: Curriculum and Delivery has a curriculum focus on fulfilment of work experience, Industry Placements and CEIAG within curriculum delivery.

- 5.3 The College provides a dedicated and professionally qualified central Careers Team who offer a free and impartial service.

The central College Careers Team consists of 3 advisers, including the operational Careers Leader. The Student Engagement Officer provides support to the Careers Leader in meeting the Careers Strategy, in addition to developing and strengthening the College's student voice and initiating and coordinating enrichment activities.

Louise Cantrill-Godden
Senior Careers Adviser and named Careers Leader

Jo Batch
Careers Adviser and UCAS Coordinator

Hayley De-Ath
Careers Adviser and UCAS Coordinator

Sarah Hildreth
Student Engagement Officer

The College also holds a National Careers Service (NCS) contract, and this service is accessible by Colchester Institute students and apprentices aged 19 and over, in addition to the support from the Careers Team.

- 5.4** Careers advisers are experienced, knowledgeable and professionally qualified holding at least the Level 6 Diploma in Career Guidance and Development. All advisers with Career Leader responsibility undertake the Level 6 Careers Leader training.
- 5.5** To support continual professional development and maintain an up-to-date knowledge and understanding of the CEIAG landscape, all advisers are members of the Career Development Institute (CDI) and adhere to the CDI Code of Ethics.

The aspects of the Careers Programme provided by the careers team includes:

- Information and advice for prospective students at open events and also during advice and enrolment periods.
- Information on all courses and opportunities at “Colchester Institute”
- Individual impartial guidance interviews for enrolled students.
- A daily drop in service for enrolled students.
- UCAS Coordinator who offers specific support on the UCAS application process.
- Workshops throughout the year for enrolled students on topics including Apprenticeships, UCAS applications and CV writing.
- An annual Progression event for enrolled students to explore the pathways available upon completion of their studies. Both internal and external opportunities in higher education, apprenticeships and employment.
- Careers consultation support for all staff including tutors and PDT’s
- Access to an online psychometric careers programme for both prospective and enrolled students.
- Mock interviews for enrolled students.
- Vacancies from employers seeking “Colchester Institute” students
- Referrals and signposting to relevant agencies as appropriate.

6. Quality Assurance & Evaluation CEIAG

- 6.1** Feedback on the Careers Programme can be given online by parents, students, staff and other stakeholders via the College Website, this allows the opportunity to offer feedback, ask questions and/or get involved in further feedback methods.
- 6.2** An annual internal audit takes place in the Summer Term across all Areas using the Careers Enterprise Company “Compass” Tool to evaluate how current CEIAG within the College performs against the eight **Gatsby benchmarks**. The Annual Audit provides a formal opportunity to identify areas for

improvement, good practice and influence continual improvement of service delivery.

6.3 An annual action plan is developed by the Careers Leader based on the self-assessment compass tool report.

6.4 The College currently holds the externally accredited **matrix** international quality standard for information, advice and guidance services. Matrix is awarded every three years and externally reviewed on an annual basis to ensure the standard is maintained.

7. Annual Audit 2020/21 – Results and Action Plan

In January 2022 the results from the Careers Enterprise Company “Compass” Self-Assessment Tool indicates that the College has met the target rate of 100% for 5/8 of the benchmarks. Colchester Institute has a sound approach to CEIAG and there is clear evidence a stable careers programme in operation.

Gatsby Benchmarks of Good Careers Guidance	Current Status % met
1. A stable careers programme	77%
2. Learning from career and labour market information	100%
3. Addressing the needs of each student	83%
4. Linking curriculum to careers	100%
5. Encounters with employers and employees	100%
6. Experiences of workplaces	100%
7. Encounters with further and higher education	75%
8. Personal Guidance	100%

Areas for improvement are provided in the table below

Colchester Institute
Careers Education, Information, Advice and Guidance
Action Plan - Academic Year 2021/22

Aims		Objectives	Action Point	Action	Who	When
1.	A stable careers programme	Careers Programme and Careers Leader to have explicit backing from Governors and the senior leadership team	1.1	Careers Strategy to be approved, and matrix standard maintained.	College Executive	Sept 21
			1.2	Link Governor for careers to be confirmed	College Executive Board of Governors	February 22
			1.3	Link Governor and Careers Leader to review progress of Careers Programme and discuss developments in CEIAG	Link Governor Careers Leader	Termly
			1.4	Newly appointed Careers Leader to complete Careers Leader Training	Careers Leader	End of 21/22
			1.5	Seek more effective methods to obtain meaningful feedback from parents/carers and employers as part of the evaluation process	Careers Team Area Heads Marketing	End of 21/22
			1.6	Improve the visibility of the careers programme on the website so that employers are able to access and understand it.	Careers Leader Marketing	Nov 21
2.	Learning from career and labour market information (LMI)	Enable access for students, parents/carers and staff to good quality, relevant and up to date LMI.	2.1	Develop links with SELEP and CEC directly to access available resources and training to build and maintain knowledge of LMI and communicate and distribute to key stakeholders.	Careers Leader	Term 1 2021/22

			2.2	Renew annual Job Explorer Database (JED) subscription.	Careers Leader	Dec 21
			2.3	Provide JED CPD to relevant tutorial delivery staff as required.	Careers Team	Ongoing
			2.4	Work with area heads to audit all relevant CEIAG work to assist them in collating their Deep Dive.	Careers Leader Career Team Area Heads	Term 3 2021/22
			2.5	Increase the visibility of LMI destinations/data on the website and prospectus.	College Executive Marketing	Term 3 2021/22
3.	Addressing the needs of each student	Ensure high quality careers advice and support is readily available to all students before, during and after their programmes.	3.1	Ensure High Needs students, students with Education Health and Care Plans and Care Leavers are made fully aware of careers support within College and how to access it.	Student services ALS Careers Leader	Term 1 2021/22
			3.2	Explore how systematic records on each student's experience of careers and enterprise activity can be achieved.	College Executive Area Heads	End of AY 2021/22
			3.3	Ensure all students complete "My Goals" and "SMART Targets" in their ILP's and regular reviews are recorded.	College Executive Area Heads PDTs	Term 1 2021/22
4	Linking curriculum learning to careers	Ensure curriculum planning and delivery have a strong influence on relevant careers and industry requirements	4.1	Maintain a dedicated college tutorial programme (CREW) that includes career input e.g. employability, entrepreneurial skills, through tutorial networking group.	Quality Teaching and Learning	End of 2021/22
			4.2	Work with area heads to audit all relevant CEIAG work to assist them in collating their Deep Dive.	Careers Team Area Heads	Term 3 2021/22
			4.3	Explore viability of a cross curriculum focus group to promote good practice of careers in the classroom.	CLMG Quality Teaching and Learning	Term 3 2021/22
			4.4	Consider using career champions to support students with the skills and knowledge	CLMG Careers	Term 3 2021/22

				needed to achieve their goals (from the outset students should understand they are taking their course to progress their career, not just to pass exams).	Leader Careers Team	
5	Encounters with employers and employees	Develop a programme that enables all students to understand the full range of opportunities open to them, this includes further education, higher education and apprenticeships.	5.1	Collect and review, if possible, all employer engagement activity during CEIAG Audits.	Careers Team Area Heads	End of 2021/ 22
			5.2	Develop a systematic approach to record all such encounters.	College Executive	End of 2021/ 22
			5.3	Work with area heads to audit all relevant CEIAG work to assist them in collating their Deep Dive.	Careers Team Area Heads	Term 3 2021/22
			5.4	Resources provided to Area Heads and Careers for employer engagement activities e.g. refreshments, out of pocket expenses for self-employed.	College Executive	Term 1 2021/22
6	Experiences of workplaces	Further develop current work experience activities to increase relevant work experience and implement substantial work placements for T levels	6.1	Continue to increase the number of work experience opportunities for students across the curriculum, through liaison with employers and voluntary organisations.	Area Heads Careers	End of 2021/22
			6.2	Develop a systematic approach to record all such encounters	College Executive	End of 2021/22
			6.3	Work with area heads to audit all relevant CEIAG work to assist them in collating their Deep Dive.	Careers Team Area Heads	Term 3 2021/22
7	Encounters with further and higher education	Develop a programme that enables all students to understand the full range of opportunities open to them this includes further education, higher education and apprenticeships	7.1	Collect and review if possible all current encounters with HE institutions across curriculum areas	Careers Team Area Heads	Term 3 2021/22
			7.2	Develop a systematic approach to record all such encounters.	College Executive	End of 2021/22
			7.3	Develop and support delivery of a concise and clear HE information and support programme across College	Quality Teaching and Learning Careers	End of Year 2022

			7.4	Increase the number of meaningful encounters with FE, HE and apprenticeship providers (Compass Tool currently 75%)	Areas UCC Careers	End f21/2022
8	Personal Guidance	Every student has the opportunity to have a guidance interview with a trained Careers Adviser. L6	8.1	All students, parents/carers and staff to be aware of the guidance offer and the process to access the service.	All Staff	Term 1 2021/22
		To ensure quality guidance is provided, Careers Advisers to be supported to maintain CPD and follow the Code of Ethics.	8.2	All Careers Advisers to be members of the Careers Development Institute.	Careers Adviser	Sept 21