

Careers Strategy

Halesowen College is committed to supporting learners to access high quality support to make decisions about the next step that is right for them, and to aspire to achieve their full potential. Our approach, through learners developing knowledge of career pathways and developing career management skills, seeks to impact learners' early career and long term healthy career success. Halesowen College is committed to improving the life chances of our learners by offering a programme of CEIAG that is stable, structured and delivered by individuals with the right skills and experience. The Strategy is aligned to the Halesowen College Strategic Plan, Gatsby Benchmarks, and ensures compliance with the Careers Guidance (2018) requirements set out in our funding agreement and to meet OFSTED EIF.

The overall aim of this Careers Strategy is to ensure that the CEIAG offer provides learners with high quality opportunities to prepare learners for the next stage and transition into positive destinations and long term healthy career success. We will:

- Continuously review the impact of our CEIAG.
- Increase careers advice and guidance to be an integral part of the college offer.
- Strengthen strategic partnerships with employers and higher education.
- Meet the requirements of the Careers Guidance: guidance for further education colleges and sixth form colleges February 2018.
- Ensure that the Gatsby Benchmarks are fully embedded in our CEIAG Programme.

Thereby we will meet the College strategic objectives:

To provide the highest quality teaching and learning leading to excellent outcomes

To support the local community and economy by providing the broadest range of purposeful and appropriate educational opportunities

To provide a College estate and other resources that are fit for 21st century learning

To ensure that the College remains financially sound and is able to respond to the needs of learners, employers and the local community

The eight Gatsby benchmarks of Good Career Guidance

- 1 A stable careers programme
- 2 Learning from career and labour market information
- 3 Addressing the needs of each pupil
- 4 Linking curriculum learning to careers
- 5 Encounters with employers and employees
- 6 Experiences of workplaces
- 7 Encounters with further and higher education
- 8 Personal guidance

Objectives	A structured careers, employability and enterprise programme that meets the requirements of the Gatsby Benchmarks and is embedded within College structures	
[1] A stable careers programme	Actions	
	1.1	Named Careers Leaders to ensure the leadership and coordination of a high quality careers programme.
	1.2	Publish details of the careers programme so that it is known by learners and parents/guardians, and external stakeholders.
	1.3	Work in collaboration with external stakeholders to monitor and evaluate impact of the programme.
	1.4	Routinely review at CLT, the operational plan.
[2] Learning from career and labour market information	Develop and provide learners, their parents/guardians access to good quality information about future study options and labour market opportunities	
	Actions	
	2.1	Provide adequate and appropriate advertising of a range of LMI and CEIAG services in accessible and learner/parent friendly formats.
	2.2	To ensure all staff maintain up to date CPD and LMI training.
	2.3	To use up to date LMI to support learner with their future study options and decision-making for their next steps.
	2.4	Provide a range of platforms for accessing information including employer and HE encounters and provide a targeted option day event for students with SEND and their families to explore future next steps.

Objectives	Raise aspirations and challenge stereotypes by raising awareness of the wider options, through a range of interventions, initiatives and employer encounters	
[3] Addressing the needs of each student	Actions	
	3.1	Work in collaboration with curriculum and college support teams to tailor CEIAG according to learners' individual needs, and embed CEIAG appropriately within each curriculum.
	3.2	Provide a range of activities and initiatives that broaden horizons and access to networks (Career Ready, Social Action projects, Girls in STEM, Degree Apprenticeships, Oxbridge)
	3.3	Further develop systems and processes to accurately record individual interventions.
	3.4	Use intended, planned and actual destination data to measure impact and improve and develop the CEIAG programme.
	3.5	Develop partnerships with Dudley borough, Black Country College Consortium, FESPG etc to support vulnerable and disadvantaged learners, including NEETs.
	3.6	Establish links with Virtual Heads to develop an aspirational CEIAG programme for learners transitioning from alternative provision and CLA (Children Looked After) learners.
	3.7	Develop initiatives (Swap Shop/Taskforce, 42 Day Contracts) and strengthen information sharing processes with local partners to reduce the number of NEETs.
	3.8	Provide differentiated CEIAG to ensure learners with SEND have access to opportunities that support progression to positive and aspirational destinations. Provide a holistic offer to ensure parental involvement from the point of application. To contribute to EHCP reviews.
	3.9	Further develop the Supported Internship programme and explore other opportunities for learners with SEND. Strengthen and develop partnerships with employers and other specialist agencies/organisations to broaden horizons and opportunities.

Objectives	CEIAG offer to underpin curriculum cross-college. Programmes to clearly connect to career pathways, broadening horizons and supporting learner aspirations	
[4] Linking curriculum learning to careers	Actions	
	4.1	CLT to ensure that CEIAG underpins study programme offer.
	4.2	College to have developed distinct pathways at technical level
	4.3	Careers college programme implemented in Health and Care and Digital pathways.
	4.4	College CPD offer to include opportunities for all staff, to update their LMI knowledge outside the classroom.
	4.5	Further develop enrichment, Halesowen Plus and tutorial offer to strengthen link between curriculum teams and careers service.

Objectives	Every learner has opportunities to learn from employers and employees about work	
[5] Encounters with employers and employees	Actions	
	5.1	Develop CEIAG offer to include employer and employee encounters and opportunities to develop entrepreneurial skills. <ul style="list-style-type: none"> ■ Careers events and industry masterclasses ■ Million Mentors ■ Work placements ■ Employability skills workshops ■ Mentoring and e-mentoring ■ Employer delivered employability workshops ■ Competitions
	5.2	Assess impact of CEIAG offer through Navigate platform, UNIFROG and other initial diagnostic assessments.

Objectives	Learners have first-hand experiences of the work place	
[6] Experience of work places	Actions	
	6.1	Further develop opportunities for learners to experience the workplace.
	6.2	Strengthen work experience offer to ensure it is meaningful and linked to learner aspirations.
	6.3	Offer programme of Social Action projects and work experience to include learners with SEND.
	6.4	Demonstrate impact of work experience on the development of key employability skills through an online platform (Navigate) and/or UNIFROG
	6.5	Successfully pilot Industrial Placement programme to ensure that we have the capacity to provide substantive work placements.

Objectives	All learners are supported to develop their knowledge and understanding of learning opportunities available to them	
[7] Encounters with further and higher education	Actions	
	7.1	To further strengthen partnerships with providers of HE and FE including apprenticeship providers, to raise aspirations and support learners to overcome barriers to progression. <ul style="list-style-type: none"> ■ Careers events, fairs and subject masterclasses ■ Visits ■ Workshops ■ Mentoring
	7.2	To provide learners with access to digital platforms, tools and resources which support learners to make independent decisions.
[8] Personal Guidance	Personal Guidance is integral to the core offer, and is aligned to the college's strategic priorities	
	Actions	
	8.1	Strengthen the Careers & Employability Service to ensure that all learners to have access to qualified and impartial Careers Advisers for personal guidance.
	8.2	Every learner to have an entitlement to at least one career guidance session during their time at college.
	8.3	Further strengthen links with cross-college teams to identify and meet learner needs.

Implementing the Plan and Measuring Progress

In support of this strategic plan an operational plan will be put in place each year to ensure all senior managers are responsible for its implementation. This will also be monitored and reported on CLT, and Corporation Meetings.