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| <b>Title:</b>                 | <b>Careers Information Advice &amp; Guidance Policy</b> |
| <b>Reviewed / updated by:</b> | Group Director: Communications /Imran Ahmed IAG Manager |
| <b>Document Owner:</b>        | Group Director: Communications                          |
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### 1. POLICY STATEMENT

This policy outlines New City College's (NCC) approach to Information, Advice and Guidance (IAG) for internal and external customers. The College aims to provide high quality IAG services that are accessible, and which supports customers to enter and progress into learning and work.

### 2. CONTEXT

New City College recognises that students and customers need the right advice at the right time and with appropriate support. Therefore, we put our service users first and provide quality services in ways that are flexible, responsive, friendly and efficient. NCC has a moral and ethical obligation to ensure all students are recruited and advised with respect and integrity. The college works in collaboration with the National Careers Service (NCS) to provide adult IAG, so Careers staff take part in continual professional development and are committed to ensuring all enquiries are given the highest priority.

### 3. AIM

The Information, Advice and Guidance (IAG) services will enable students and external customers to:

- 3.1 Develop an awareness and understanding of the range of opportunities for learning, work and career development available to them.
- 3.2 Gather, understand and interpret information and how to apply it to their own situation.
- 3.3 Consider and explore a range of options, according to their own needs and circumstances.
- 3.4 To improve the success progress and employability of our students/customers through access to high quality IAG and outstanding learning opportunities.
- 3.5 To meet the strategic aims of the college by providing innovative opportunities to help our students and service users find employment and preparing them for their future careers.
- 3.6 To provide advice and guidance which helps remove barriers that stand in the way of personal and economic choices of individuals.
- 3.7 To ensure the IAG services are delivered in accordance with the 'Principles for Coherent Information Advice and Guidance' as contained within the Matrix Standard.
- 3.8 To deliver Careers Advice in accordance with, and working towards the Gatsby benchmarks.

#### **4. OBJECTIVES**

- 4.1 To help our students and customers to understand the various learning and employment opportunities available, and find ways of overcoming barriers, which might obstruct learning, development and employment opportunities.
- 4.2 To work to National Careers Service (NCS) objectives and guidelines and understand more about individual needs, realistic and aspirational opportunities and the length of time this may take.
- 4.3 All information, advice and guidance provided by this service is considered confidential, unless there is a risk to the individual concerned or others.
- 4.4 Increase the numbers of queries and applications, which lead to enrolments through the provision of timely and high quality IAG services.
- 4.5 Increase customer satisfaction through IAG delivery, and actively seek opinions of our students and external customers in order to improve the quality of the IAG services.
- 4.6 Improving student retention, success and achievement rates and measure the impact of the IAG services on these.
- 4.7 Improve the percentage of students that positively progress to Further Education, Higher Education, Apprenticeships or employment after receiving IAG at the College.
- 4.8 Monitor and ensure equality of access to impartial IAG for the diverse groups of students in the college, such as BAME, EHCP, LAC, SEND etc.
- 4.9 Widen the network and range of appropriate partners and external agencies with which the college IAG services team work with.
- 4.10 To update and improve careers, progression, UCAS and employability resources, providing up-to-date impartial and effective IAG for students and customers that use the service.
- 4.11 Staff to update their knowledge and skills through continued professional development (CPD).
- 4.12 Develop the College business model to offer impartial IAG services to other local organisations including schools in their implementation of the Gatsby benchmarks.

#### **5. PRINCIPLES**

NCC College adopts the following principles as a basis for its IAG Services:

##### **5.1 Accessibility and Visibility**

We aim to provide recognised and trusted IAG services which are publicised, signposted, and made available to all students and customers at times and venues which suit their needs. Utilising the online student Virtual Learning Environment (VLE), student handbooks and ILP's we aim to ensure students have up-to-date resources within their reach.

##### **5.2 Professional and Knowledgeable**

IAG frontline staff are appropriately trained and qualified to provide a high level of service. They should have the skills and knowledge to identify and address quickly and effectively the customer's needs, or to refer them to suitable alternative provision. Information provided by the services should be up to date accurate and clear.

##### **5.3 Availability, Quality and Delivery**

Our IAG services are targeted to the needs of our students and customers. IAG interventions are recorded and audited to ensure quality.

##### **5.4 Impartial**

Our IAG services aim to support students to make informed choices on study programmes and progression routes, based on their needs, interests and circumstances.

### **5.5 Diversity**

The range of IAG services should reflect the diversity of customers' needs. Information and guidance should be accurate and inclusive, meeting the needs of all people irrespective of age, ability, ethnicity, religion, sexual orientation or gender.

### **5.6 Responsive**

Our IAG services aim to reflect the present and future needs of our students and customers and the local Labour Market demands.

### **5.7 Friendly and welcoming**

We aim to provide services which encourage our students and customers to successfully engage with us.

### **5.8 Enabling**

Our IAG services aim to engage and support students and customers in becoming lifelong learners, allowing them to explore and plan their careers through access to and use of information.

### **5.9 Awareness**

We aim to make service users aware of the relevant IAG services available to them and to have an informed expectation of those services. We also aim to ensure students understand the importance of attendance, and how 'good attendance' will impact on their academic success and future careers.

### **5.10 Data Protection and Confidentiality**

Any records maintained as part of the IAG process should be kept in accordance with GDPR, Data Protection and Confidentiality Guidelines.

## **6. PROCEDURES**

### **6.1 The Marketing Team will:**

- 6.11 Make clear in all promotional material the opportunities available to learners.
- 6.12 Ensure all information is printed, and web information is accurate and updated regularly.
- 6.13 Ensure the stocks of prospectuses and other information materials are current and appropriately displayed with easy access.
- 6.14 Work with the Careers team to promote Careers Fairs and targeted Careers Events at each campus.

### **6.2 College IAG staff will:**

- 6.21 Provide accurate and appropriate Information and Advice on all aspects of the college and its courses and where necessary signpost to appropriate alternative services.
- 6.22 Provide IAG in collaboration with the National Careers Service (NCS), ensuring high quality IAG is available to adult service users in line with NCS quality standards.
- 6.23 Respond to requests for information (made by email, letter or telephone) in a prompt and efficient manner by the end of the following working day.
- 6.24 Notify appropriate faculty areas of requests for courses that we do not currently offer.
- 6.25 Maintain waiting lists for courses that are full and communicate to students when a new offering is available.
- 6.26 Attend College Open Evenings, Recruitment evenings and other promotional events in order to offer guidance services to potential students and their parents/guardians.
- 6.27 Make all potential/actual students and customers aware of our IAG policy.
- 6.28 Provide year round informed and impartial guidance services through individual appointment slots.

- 6.29 Address the individual aspirations of each student/customer during guidance sessions.
- 6.30 Ensure sufficient and appropriate representation in local schools to offer pre-entry Information and Advice to pupils who be interested in NCC college courses and want to find out more about the curriculum offer.
- 6.31 Oversee IAG for students progressing internally and externally (including Higher Education H.E).
- 6.32 Work with marketing to create suitable and accurate marketing materials and ensure their distribution to local schools.

## **7. MANAGEMENT RESPONSIBILITY**

- 7.1 Measure and improve the quality of Information, Advice and Guidance through various sources such as: IAG observations, Staff Feedback, Learner feedback, Self-Assessment, Feedback from other organisations.
- 7.2 To ensure the NCS service is accessible, delivered to the highest standards, adhering to quality standards and contractual protocols and procedures.
- 7.3 Oversee the availability of on-course Information, Advice and Guidance and associated activities.
- 7.4 Ensure that marketing and publicity materials in liaison with the Head of Marketing, are representative, accurate and updated as necessary during the year.
- 7.5 Ensure an annual review of the IAG Policy and procedures associated with it.
- 7.6 Hold regular departmental meetings including IAG as an item for discussion.
- 7.7 Ensure relevant careers events, school open events, parents' evenings and local community activities have NCC representation in order to offer pre-entry Information Advice and Guidance.
- 7.8 Ensure social distancing measures are in place when necessary, and adhered to for IAG delivery.
- 7.9 Providing immediate access to online provision and virtual IAG services in the event of a Lockdown.

## **8. MONITORING**

- 8.1 The Policy is monitored by the Group Director: Communications and Customer Services and in conjunction with other relevant members of staff – Head of Customer Services (IAG) and the Group IAG Manager.
- 8.2 The Head of Customer Services (IAG) produces an annual self-assessment review (SAR) for the service which is incorporated into the College SAR and is available for all members of staff and Governors.
- 8.3 The Group IAG Manager to produce an annual SAR for the National Careers Service (NCS) contract agreement between Prospects Services and NCC.
- 8.4 The Group IAG Manager has annual Partnership Agreement meetings with relevant careers staff from London Borough of Tower Hamlets (LBTH) Careers Service.
- 8.5 Students and clients are invited to evaluate the service by feedback after interviews; through organised focus groups and through the biannual Learner surveys.
- 8.6 Members of staff can evaluate the service through IAG team meetings, SCM and GCD meetings.

## **9. REVIEWING THE POLICY**

The Policy will be reviewed on an annual basis and if necessary revised in the light of legislative or organisational changes. The improvements will be made as a result of an established annual review.