

CAREERS STRATEGY: 2022

PURPOSE OF THE CAREERS STRATEGY

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

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

We understand high quality CEIAG 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 New City 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 2021 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 and Access for Education and Training Providers" - Statutory guidance for schools and guidance for Further Education Colleges and Sixth Form Colleges published in July 2021.

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

The College is committed to ensuring that all NCC Career Advisers are professionally qualified (the majority are Level 6 or above) who specialise in both CEIAG and personal support and work across all campuses.

OVERVIEW OF STUDENT SERVICES: CAREERS, WELFARE AND MENTAL HEALTH & WELL-BEING

Our Student Services Team, offering Careers, Welfare and Mental Health and Well-Being is a fully accredited matrix service.

The Student Services Team provides a comprehensive range of high quality, impartial CEIAG to potential and existing students, including: careers guidance, progression, learning opportunities, entry to Further and Higher Education, welfare, housing, benefits, finance, accommodation and immigration status for study.

The Careers and IAG Team lead the development of CEIAG across NCC, and support students by removing barriers to progression, learning and employment.

THE GATSBY BENCHMARKS

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

The eight Gatsby 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 Gatsby 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 have developed a high-level Strategic Intent that covers the years 2020 to 2025. It includes "Proposals for a dynamic, successful and innovative college". The Intent identifies where the college has developed from, its ambitions, and what its vision for the future is. The vision for the college is, "New City College exists to give our students a better future". The Strategic Intent identifies the five strategic priorities for the college, these are:

- Establishing a new teaching and learning lab.
- Establishing a Business Improvement Unit.
- Establishing a standing group on staff wellness and workload.
- Commissioning an independent review of their curriculum.
- Maintaining delivery in the college current geographic area.

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. NCC will provide CEIAG to all students and will support individuals to gain the ability to make informed decisions about vocational and educational pathways and aspirations.

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 SERVICES STRATEGIC OBJECTIVES:

The management team will:

- Establish a quality CEIAG programme that meets the expectations set out in the Gatsby Benchmarks, including differentiation required to meet the needs of students with an EHCP.
- 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 details of the Careers Programme on the NCC website.
- Ensure the destinations of NCC students are tracked and that this information is used to improve the effectiveness of the College's CEIAG 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 CEIAG 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 Standard.

- Ensure that resources are effectively managed and that the Group Head of Careers and IAG is notified of any identified gaps.
- 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 Careers Strategy.
- Link with curriculum areas to plan, develop and deliver suitable CEIAG activities to students.
- Ensure that skills and training issues for staff are identified and responded to appropriately.
- To provide CEIAG 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 progression of all students.
- To support matrix and Ofsted inspections through continuous Quality assurance, self-assessment and monitoring systems.

The Careers and IAG Team will:

- Provide impartial CEIAG to all students', with a particular focus on 1:1 appointments for 16-19 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 NCC Group Tutorial & Enrichment Leads 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 Student Services resources are available and maintained.
- Gather feedback from all clients of the service, including employers.

- Keep abreast of changes within the College environment to ensure they can advise and guide students effectively, for example, course changes, entry requirements, fees, financial support etc.
- Ensure that gender stereotyping is avoided in all CEIAG interventions and that they adhere to College principles of equality, diversity and inclusion.
- Make effective use of LMI to support CEIAG.
- Ensure students have access to a wide range of CEIAG interactions through meaningful encounters with employers, universities and other training providers where appropriate.
- Be IAG Level 4 qualified as a minimum, maintain own CPD and be committed to working towards Level 6 in Careers Guidance where applicable.
- Be a Registered Professional member of the Careers Development Institute (CDI).

Student Entitlement

We will provide:

- Accurate course and careers information through the College website and ILPs.
- Impartial CEIAG before accessing a learning opportunity for all students.
- 1:1 impartial CEIAG available to all students but with a mandatory entitlement for 16-18 and up to 24 for those 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.
- Ensure that interviews take place in appropriate environments.
- 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).
- Support you with job applications for apprenticeships and employment.
- Help with applications to Higher Education, such as personal statements and how to research the right university for you.
- Provide guidance about Student Finance for Higher Education.

QUALITY ASSURANCE WITHIN CAREERS AND IAG

The Careers and IAG Teams adhere 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, using the Compass Careers Benchmark Tool.
- NCS Self-Assessment Report - Collaborative and rigorous approach to self-assessment.
- NCS Quality Improvement Plan.
- Annual ePDR appraisal and review process for every member of staff.

RESOURCES

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

The Careers Advisers produce Individual Learning Plans (ILPs) with links to relevant careers and labour market information which are sent electronically to students.

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.

Designated Careers Offices, with confidential interview rooms, on every campus.

FURTHER INFORMATION AND RESOURCES:

Career Development Institute (CDI): www.thecdi.net

CDI Code of Ethics:

<https://www.thecdi.net/Code-of-Ethics>

Governmental priorities and careers strategy: www.education.gov.uk

Latest Guidance:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1002972/Careers_statutory_guidance.pdf

Gatsby Foundation: www.gatsby.org.uk

Gatsby Benchmarks for Colleges:

<https://www.gatsby.org.uk/uploads/education/final-0099-gcg-college-booklet-a5-4pp-rgb-aw1.pdf>

matrix: www.matrixstandard.com

matrix Standard:

<https://matrixstandard.com/media/1113/the-matrix-standard-guidance-for-organisations-07-jan-2020.pdf>