

Careers Information Advice and Guidance Strategy 2022 - 2025

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Purpose

This document sets out Gen2's overall intent and commitment of the Careers Information Advice and Guidance (CIAG) provision.

Scope

All learners on funded programmes directly provided by Gen2 are in scope of the policy. In addition, it potential Gen2 learners via CIAG provided through school engagement skills fairs and the recruitment process.

Intent

As a City & Guilds Business our purpose is to help people into a job, on the job and onto the next job. Our CIAG activities aims to prepare learners for future success and encourage individuals to raise their aspirations and assist them to plan and manage their personal progression or career planning, both short (e.g. stepping stones) and long term (e.g. achieving Chartered status). At its core its about helping our learners find their next best step or pathway based on aspiration and skill rather than circumstances or stereotype.

Things that may be covered in CIAG include:

- apprenticeship information
- employability skills
- life skills (confidence building, networking)
- vocational information (what specific jobs involve, key skills or attributes, entry requirements, training routes)
- labour market information
- job and apprenticeship search
- application forms
- CV writing
- interview skills
- career progression opportunities
- further training/education e.g. higher education.

Roles and Responsibilities

Learner responsibilities

- To be actively involved in, and take ownership for their progression planning and career development
- To participate in all relevant sessions in order to strengthen their understanding of education, training, employment and other progression opportunities
- To work co-operatively with staff and other learners, respecting the views of others and the principles of Equality, Diversity and Inclusion
- To contribute to the ongoing evaluation and improvement of the service.

All staff responsibilities:

- Support the development of learners confidence and self-esteem to access learning, apply experience and make positive progression
- Participate in relevant professional training and maintain an up to-date awareness of appropriate resources so that they and their learners can make use of to support career decision making
- Sharing any useful careers based information or market intelligence to the School Engagement and Careers Lead.

Delivery staff:

- Providing generic CIAG via informal questions in lessons and reviews
- Facilitating and delivering of sessions where appropriate
- Signposting and providing requests to the Careers and School Engagement Lead and/or Student Services team
- Use opportunities to link their subject or lesson with a range of career paths
- Supporting and promoting careers and aspirations with learners and encouraging participation at events
- Attending and supporting a range of open evenings and careers events.



Centre/Curriculum Managers responsibilities:

- Ensuring and monitoring that CIAG sessions are promoted and enabled
- That teams are committed to CIAG
- Ensuring that industry specific careers education is embedded throughout all programmes in their area.

Leadership and Governance responsibilities:

- Making strategic decisions in relations to CIAG
- The overarching governance and scrutiny of CIAG.

Recruitment and Student Services responsibilities:

- Providing CIAG and signposting as appropriate throughout the learner journey
- Monitoring CIAG and providing guidance upon findings.

Careers and School Engagement Lead responsibilities:

- Operationally lead the careers programme
- Support the curriculum teams to develop and monitor careers led provision
- Build strong partnerships with stakeholder organisations
- Collate and evaluate careers education activity and its impact.

Marketing and Social Value Responsibilities:

- Working with the Careers and School Engagement lead to ensure relevant and timely information is provided in a dedicated area on the website
- Promotion and management of Gen2 open evenings across Cumbria, providing a range of IAG
- Support for National Careers Week with events and promotion of activities to staff and learners
- Development and promotion of a range of careers information including Gen2 progression pathway, case studies etc.

Implementation

Gen2 is committed to a coherent approach to delivering CIAG through 5 main objectives.

The objectives reflect the principals of the Gatsby Benchmarks and ensures that impartial information, advice and guidance is accessible.

Objective 1: A stable high quality careers programme

We will support our objective by:

- Enabling learners to have an understanding of a range of opportunities available to them and the skills that are valued in the workplace
- Careers information will be published on the website in a way that enables learners, parents and carers, staff and employers to access and understand it
- Developing a programme that will raise the aspirations of all learners but is also tailored to meet individual needs where appropriate
- Ensuring there is a clear focus on the skills that employers value and that can support preparation for work
- Developing collaborative partnerships with external agencies/services to support the referral and signposting process
- Providing initial guidance at recruitment/onboarding stage to ensure learners are put on to the correct programme following an assessment of their needs
- Careers, information advice and guidance services are embedded throughout the learner journey (recruitment, onboarding, on programme and completion)
- All current learners are able to access support via Student Services and will be signposted as appropriate
- At recruitment stage, all candidates will undertake an interview. CIAG will be given at or following this interview
- Having an active school engagement programme and supporting with their obligations under the updated Provider Access legislation and technical education reform.

Objective 2: Learning from career and labour market information/resources/awards

We will support our objective by:

- Utilising and further embedding relevant labour market information to ensure staff and learners are informed in their decisions and advice
- Implementing high quality careers provision resulting in endorsement via appropriate accreditation.

Objective 3: Linking curriculum learning to careers

We will support our objective by:

- Ensuring relevant staff support Gen2's approach to CIAG and are able to link the content of programmes with careers with direct links as part of the curriculum planning process
- Ensuring an effective referral process to the School Engagement and Careers Lead
- Understanding the career goals and aspirations of our learner and supporting them through the delivered curriculum.

Objective 4: Encounters with employers and experiences of workplaces

We will support our objective by:

- Further building and enhancing opportunities available
- Realising opportunities for learners to develop skills by engaging with local employers, businesses and professional networks to ensure real-world connections with employers
- Realising opportunities for learners who are not on apprenticeships to have encounters of work experience
- Ensuring there is a clear focus on the skills, experience and qualifications that employers value and can support preparation for work
- Enabling learners to gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant for employment
- Creating a bank of resources e.g. leaflets, website
- Developing marketing material for employers that will enable them to easily understand the impact of involvement in CIAG.



Objective 5: Personal guidance and addressing the needs of each learner

We will support our objective by:

- Ensuring learners with particular needs and those who are at risk are appropriately supported and identified through close working relationships with a range of educational and support agencies
- Ensuring that careers guidance for learners with special educational needs and disabilities (SEND) is differentiated, where appropriate, and based on high aspirations and a personalised approach
- Establishing and building on feedback
- Ensuring learners receive progress reviews at agreed stages of the learner journey with some focus on CIAG
- Considering accessibility to CIAG for all learners, including those on programmes where they are not in centre every day
- Ensuring all learners are made aware of, and have access to, specialist professional and impartial CIAG
- Ensuring learners are aware of CIAG services throughout the learner journey.

Making it Happen and Governance

We recognise the importance of putting in place effective arrangements for the management and delivery of the programme.

In order to deliver our objectives we will produce an annual CIAG action plan. This action plan will be produced each year and will be a living document changing as and when new best practise or labour market insights change. The action plan will be reported on and monitored at SMT and to Governors.

The careers programme will be made available to learners and other stakeholders via the Gen2 website: www.gen2.ac.uk



6. Outcomes and Measuring Success

Our success will be measured by:

- Conducting surveys at regular intervals
- Tracking and analysing destination data to measure the impact of CIAG
- Achievement of the actions on the action plan
- Course progression data
- Retention of learners in the year.

We are committed to continuously improve, reflecting on and reviewing our provision, seeking always to enhance and improve our CIAG service.

Our measures are:

- 90% of apprentices who complete their apprenticeship progress immediately into full time education or employment
- 100% of learners have access to student support services
- 100% of new apprentices undertake pre-assessment and receive a tailored training plan which will include career aspirations
- Attendance at over 80 school engagement events annually
- Run a minimum of 6 open evenings, involving employers and providing Information, Advice and Guidance
- Minimum of 2 school visits per year to be held at Gen2 premises
- Minimum of 3 external CIAG events per year.

Our outcomes are:

- Our learners are supported into secure and sustainable employment or education.
- A skilled and productive society

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