



Careers Education, Information, Advice and Guidance Strategy

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1.1 Introduction

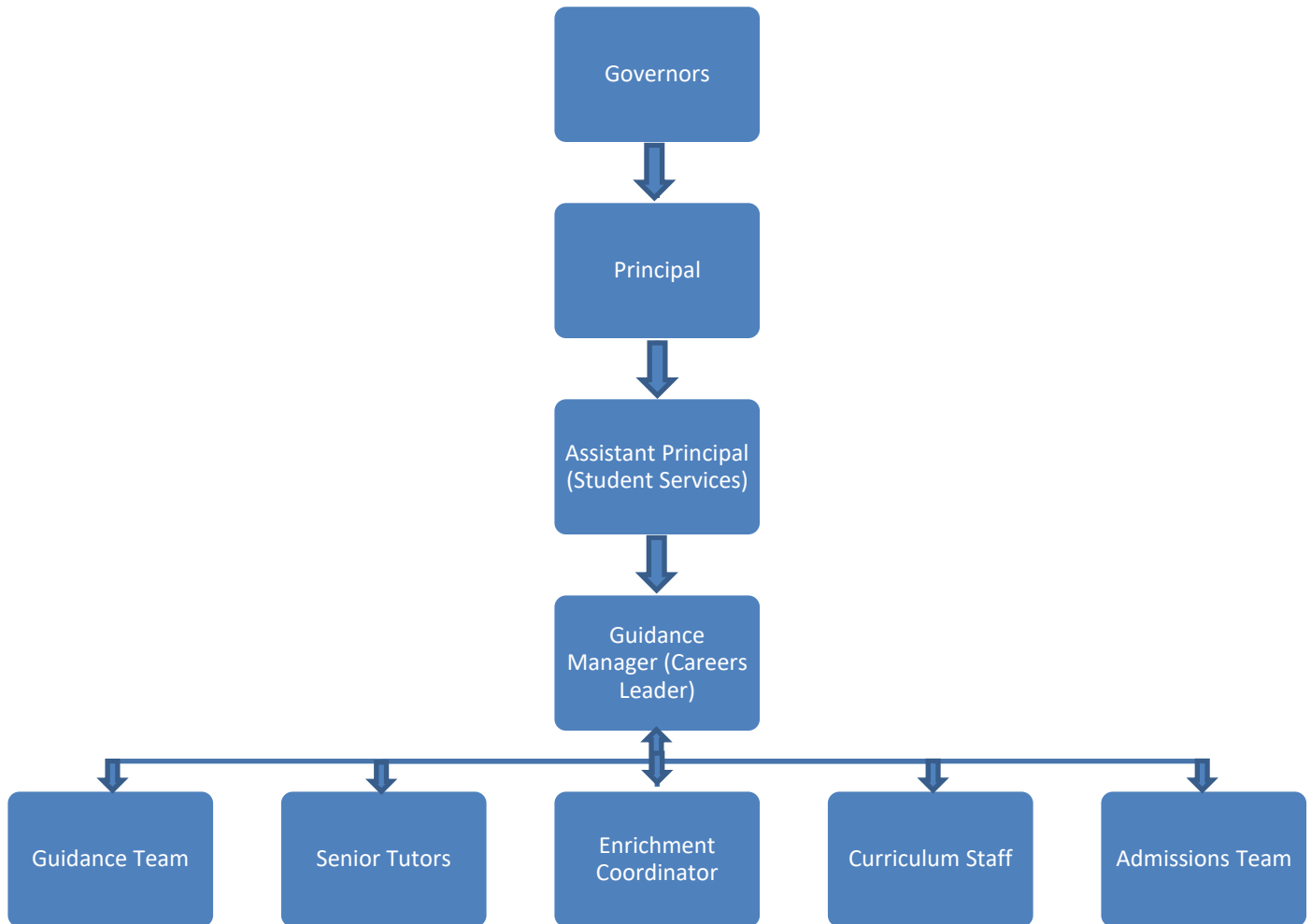
1. Ashton Sixth Form College has a clear policy in respect to Careers Education, Information, Advice and Guidance (CEIAG). This strategy outlines the college's commitment to the delivery of this policy
 - a. *'Careers education is about aspiration as much as advice', 'We need to provide more inspiration for young people, more real life contact with the world of work so that when they come to make big decisions, they understand where different choices could take them in the future'*
(HM Government, 'Inspiration Vision Statement', September 2013)
2. At Ashton Sixth Form College we are committed to ensuring that all of our students have access to experiences that enable them to progress and succeed. We want to challenge and motivate our students to build their skills and level of commitment so that they feel confident and able to compete with the very best in any sector
3. Ashton Sixth Form College strongly believes that excellent careers education, information, advice and guidance (CEIAG) alongside work-related experiences such as work placements, employer talks and enterprise activities can make a large contribution to improving the life chances of our students
4. By providing them with opportunities to develop their skills, increase their confidence and resilience, raising their aspirations and broadening their awareness of careers and the world of work, we are able to motivate and inspire our students alongside preparing them to enter the labour market
5. We aim to inspire our students to be ambitious and have high aspirations for their futures and have an ethos of high expectations to help every student reach their potential
6. We believe that the Gatsby benchmarks represent sector wide best practice and are committed to ensuring that our provision meets and exceeds these benchmarks and that the opportunities and support that we provide for our students are of the very highest standard
7. To facilitate this important work, we have a named Careers Leader, Hazel Kindley, and a dedicated Guidance team who work collaboratively with the wider college team and external partners to develop and deliver our Careers Programme.

2 Aims

The aims of this strategy are

1. To ensure that our careers provision meets all eight Gatsby Benchmarks
2. To equip our students with the skills, knowledge and qualifications needed to progress onto positive destinations
3. To raise the aspirations of our students and give them the confidence and resilience to access opportunities and achieve their potential
4. To ensure that high quality face to face advice and guidance is available for all of our students to ensure that they are able to make well-informed decisions about further study and careers
5. To challenge preconceptions, stereotypes and broaden horizons
6. To encourage participation in higher education and apprenticeships, and to inspire our students to aim for the very best institutions and employers
7. To develop the 'soft' skills of all students and encourage them to adopt a reflective approach to skills development
8. To encourage geographic mobility amongst our students
9. To provide all students with the opportunity to learn through work related experiences such as work placements and employer talks
10. To work closely with parents to ensure that they are also kept informed about the opportunities available for their sons/daughters.

3 Structure



4 Entitlement

4.1 During their time at Ashton Sixth Form College, 16-19 students are entitled to access:

4.1.1 A stable Careers Education programme suited to their level of study

- Structured and targeted careers programme delivered to all cohorts through tutorials, information resources and cross college events (see 'Careers Programme')
- Regular input from external providers such as universities, apprenticeship providers, employers and industry representatives
- Careers programme available to prospective and current students via the college website
- Programme ensures students have information about all possible progression routes
- Careers section on VLE and Unifrog bring together a wide a range of information resources available to students and parents
- Cross college programmes such as 'Realising Aspirations' (university preparation) and 'Jumpstart Your Future' (employability and skills development) have been developed to

support students and raise aspirations, regardless of whether students are considering university or employment/apprenticeships. This ensures parity of esteem between the two routes

4.1.2 Activities, resources and advice based on local and national labour market information (LMI)

- Access to Unifrog, and online information platform that contains LMI from key employment sectors, options with my subject guides and information about universities and apprenticeships
- Links to a range of LMI sources available on our VLE
- LMI sessions delivered as part of all tutorial programmes to teach students how to use and interpret LMI sources
- Employers and industry representatives asked to cover LMI within their sector as part of any talks delivered to students

4.1.3 Activities, resources and advice that addresses the needs of each student

- Tutorial programmes tailored to the cohort
- Creation of UCAS and non-UCAS A2 groups allows highly targeted interventions and activities that are relevant to the students present
- Separate bespoke tutorial programme for high achievers
- Interventions are timely and well planned to fit into the learner journey to ensure greatest impact
- Equality and diversity is considered within the planning of all activities and programmes
- Raising aspirations and supporting students to realise their ambitions remains at the heart of what we do. Our two core programmes (Realising Aspirations and Jumpstart Your Future) are designed to equip students with the skills and experiences needed to realise their ambitions

4.1.4 Experiences that link curriculum learning to careers and industry

- Employability skills are embedded into and highlighted on all schemes of work across all curriculum areas
- Annual topic audits identify areas of the curriculum that can be enhanced by an encounter with an employer, industry representative or an experience of a workplace
- All curriculum areas provide students with access to relevant HE intuitions and employers to motivate and inspire students

4.1.5 Encounters with employers and industry representatives

- Every student has multiple opportunities to learn from employers and industry about employability skills and the world of work
- Variety of visiting speakers invited as part of Imagine Your Future month in March
- Imagine Your Future fair is open to all students and their parents and brings together around 70 representatives from higher education, apprenticeships, employers and industry representatives
- Jumpstart Your Future employability programme for ambitious students interested in apprenticeships, school leaver programmes and graduate schemes is delivered by local and national employers such as Ernst & Young and Brother

- Work experience schemes, masterclasses and industry tasters days are promoted regularly throughout the college
- Partnership with Arts Emergency provide 10-15 students per year with a professional mentor from within the Arts and Creative industries
- Employer talks for non-UCAS groups with employers such as Sainsbury's and Barclays

4.1.6 Work-related experiences through Placements and industry engagement

- Work-based learning is a key part of all Level 3 vocational study programmes through work placements and work-related experiences
- Links with over 300 employers and alumni who provide work placements
- Placements also available to all students following an AS/A-level programme
- Active Alumni group on LinkedIn. Provide regular opportunities for alumni to engage with current students and act as a role model within promotional materials
- Site visits to local employers in related industries embedded into curriculum schemes of work

4.1.7 Comprehensive information about Higher Education (HE) and encounters with HE institutions

- Links with over 30 universities from around the country
- All A1 and L2 students attend the UCAS convention in Manchester City Centre
- Universities are in attendance at numerous careers events throughout the year including information stands in careers area, Imagine Your Future, University Life talks, Student Finance Talks, Promotion of WP schemes such as MAP and Access to Leeds, A2 Applications Day, Employability Week
- Higher Apprenticeship providers are in attendance at numerous careers events throughout the year including information stands in careers area, Imagine Your Future, A2 Applications Day, Employability Week and talks to non-UCAS tutor groups
- Involvement in the Y12 Realising Aspirations programme
 - Realising Aspirations programmes in 17 subject areas (Business Management & Accountancy, Computer Science & Maths, Criminology, Design: Photography, Digital Technology & Multimedia, Engineering, Healthcare, History of Art, Language & Linguistics, Law, Liberal Arts, Life Sciences, Physical Sciences, Psychology, Sport, Working with young people)
 - Each programme consists of a series of lectures from visiting academics from a large number of different universities
 - Students are encouraged to complete a reflective journal based on their experiences of university level study
 - Subject based visit to a higher education institution and a reflective IAG session
 - Programme aims to give students an insight into university level study and to encourage students to read around their subject
- OxNet Partnership
 - Hub college for OxNet outreach programme, in conjunction with Pembroke College, Oxford

- Pembroke North gives Humanities students access to an academic programme of seminars and assignments delivered by staff from Oxford and other leading institutions
- Activities by North West Theology and Religious Studies Centre, which is led by Ashton Sixth Form College, in partnership with Pembroke College, Oxford and other leading institutions including Durham, Sheffield, Lancaster, Manchester and Leeds

4.1.8 Impartial face to face Information, Advice and Guidance

- Two fully qualified (L6+), well informed and approachable Careers Adviser
- Regular external assessments of guidance given in 1 to 1 interviews to ensure quality of provision
- Face to face guidance interviews available 5 days a week at times convenient to students
- Quick Query appointments available daily via a drop in basis
- Well stocked careers library with information resources for reference and to take away
- Many online packages to students to further support decision making and career planning
- Students signposted to online resources via the VLE
- Positive Steps Adviser available for referrals and to see vulnerable students
 - Students identified by Senior tutors as at risk of disengaging are referred to our Positive Steps Adviser who is in college one day a week
 - Positive Steps offer independent and impartial advice and can signpost to other agencies if necessary
 - Students that become NEET are referred to Positive Steps community team to ensure specialist support is continued
- Mock interviews available, targeted to specific university courses and career sectors

5 Key priorities for 2018-2020

5.1 To improve links with employers, foster long term meaningful relationships and to increase student access to industry

Guidance Team will liaise with curriculum departments to support them to make links with industry and to use these links within course planning. All courses will provide each of their students with opportunities to meet employers, universities and alumni to allow them to see the pathways from their course. Ensure that all activities are recorded within schemes of work and that tracking is stored against each student

5.2 To track & reward student participation

Guidance Team will investigate electronic ways of better tracking student participation in CEIAG activities. This will give us a clear view of the 'employability diet' of each student and will allow us to recognise and reward those students who fully engage with available opportunities. This should also include CEIAG activities organised and delivered within curriculum departments to ensure that we are gaining a full view of provision within the college

5.3 To ensure that all A Level and Mixed Study Programme students participate in a work placement or work related experience

Work Experience week in June to be compulsory for all A Level and Mixed Study Program students with information sent to students and parents on enrolment. Students encouraged to take part in work experience or volunteering during their study days. Introduce a weekly Work Experience 'Job Shop' where students can drop in to gain support with searching for placements, creating CVs and making applications

5.4 To improve information resources for students and parents

Online portals to be created for students and their parents containing guidance and signposting to other information resources. Portals will contain information about all possible progression routes, Labour Market Information and links to college resources such as Unifrog

6 Monitoring and Evaluation

Our success in implementing this strategy will be measured in the following ways. This strategy will be reviewed annually to allow us to quickly react to feedback and make further improvements if necessary

6.1 Student ILPs

Participation in CEIAG activities will be stored as part of a student ILP. This will be monitored on a student level by Senior Tutors and will form part of 1 to 1 discussions. It will also be monitored at the top level by the Guidance Team to ensure that there are no gaps in provision and that student experience is consistent across all study programmes

6.2 SAR & QIP

The Guidance Team will produce a rigorous and in depth self-assessment report (SAR) at the end of each academic year. Within this we will assess progress against agreed outcomes outlines in this

strategy and at departmental level. This then feeds into the cross college SAR. The team will use the self-assessment process to reflect on any weaknesses within the CEIAG provision. We will use this to set further ambitious targets for the upcoming year. Progress against these outcomes will be measured informally throughout the year, and formally at mid and end of year points

6.3 Student Feedback

Feedback on CEIAG provision will be gained through the student feedback survey, use of focus groups and from individual evaluation forms from CEIAG events. Feedback sought by other departments, eg Tutor Team, will also be shared and analysed, where appropriate

6.4 Student Destinations

Destinations data will be analysed to measure the proportion of students achieving positive progression onto destinations such as higher education, further education or training, apprenticeships or employment. We will also use this data to identify trends and gaps in progression between key groups

6.5 COMPASS tool and feedback from Careers and Enterprise Company

We will continue to meet regularly with the Careers and Enterprise Company and our Enterprise Adviser to review our progress in meeting the Gatsby benchmarks. We will use the COMPASS tool to give an overview of each benchmark and will use this information to develop comprehensive action plans against each benchmark

Signed by the Chairman of the Board of the Corporation

Signed by the Principal

Date

Date