

1 AIM AND SCOPE OF THE POLICY

1.1 Aim

- 1.1.1 The aim of this policy is to provide a framework for the delivery of high quality impartial careers education and information, advice and guidance to prospective, current and past learners at Coventry College.
- 1.1.2 This policy is part of the College's commitment to inclusive learning. It describes a careers guidance service that will ensure all learners set themselves realistic goals and plan for their future therefore being motivated to complete their course, achieve their qualification, and progress to achieve sustainable outcomes.

1.2 Scope

- 1.2.1 Careers related information, advice and guidance will be offered to all prospective and current learners whatever their age or mode of attendance.
- 1.2.2 To achieve the college aim, the Eight Gatsby Benchmarks (detailed on the next page) will be at the core of our provision and services, and will be applied appropriately across all levels of study:

A stable careers programme	• A careers statement and programme involving stakeholders (Students, Parents, Staff)
Learning from career and labour market information	• Provide access to high quality, relevant and up to date information with easily accessible support from trained staff
Addressing the needs of each learner	• Ensure that high quality careers guidance is readily available to meet different needs at different stages and includes equality & diversity elements
Linking curriculum learning to careers	• Curriculum planning and delivery have strong links to relevant careers and industry requirements, including STEM
Encounters with employers and employees	• Targeted approach used to deliver employer encounters which are recorded and evaluated to ensure learners have significant, multiple interactions
Experience of workplaces	• Every learner to have experience of the workplace to explore career opportunities and expand networks
Encounters with further and higher education	• Access the right support and information regarding FE and HE opportunities to understand all progression routes
Personal guidance	• Qualified and experienced careers advisers are available and accessible to all throughout the academic year

2. SPECIFIC OBJECTIVES

- 2.1 To provide current, impartial and comprehensive information, advice and guidance for all, enabling individuals to make informed choices on options available to them at every stage of their career.
- 2.2 o raise aspirations for all learners studying at Coventry College and ensure that all learners have equality of opportunity in accessing learning opportunities.
- 2.3 To provide every learner with an entitlement to careers information, advice and guidance, thereby ensuring that learners leave the College well equipped to achieve their full potential in their chosen career path. This will help learners to:
 - become self-motivated and independent
 - develop the resilience they require to make sustainable transitions
 - become more self-aware
 - make well informed and realistic decisions
 - access up to date labour market intelligence which supports progression towards and into sustainable employment
 - develop enterprise skills and approaches
 - access a range of guidance activities so they will develop the skills to plan effectively for their own future
 - experience the world of work through relevant work based activities and events.

3. GENERAL PRINCIPLES

- 3.1 All **prospective** learners are entitled to:
 - Comprehensive impartial information, advice and guidance as part of the College admissions process which will include the completion of a “Welcome to the College Session” prior to interview.
 - Information, advice and guidance on the range of learner support funds available at the College.
 - Information on progression options including further and higher education, employment and training opportunities.
 - Access to a range of careers, enterprise and employability information resources with signposting to relevant external sources.
 - Access to support with employability skills and vacancy searching.
- 3.2 All **current** learners are entitled to:
 - Up to date, impartial and confidential careers guidance which may be delivered on a one-to-one basis or during group sessions delivered by appropriately qualified specialist careers staff.
 - Information on progression options including further and higher education and employment opportunities.
 - Support with applying to higher education via the UCAS application process.
 - Access to a range of careers and employability resources with signposting to relevant external sources and support.
 - Referral to other professional agencies or College staff when issues arise during guidance interviews which are outside the scope of the careers adviser e.g. welfare or financial advice.
 - Support with the development of employability skills and advice on entering sustainable employment.

4. RESPONSIBILITIES

4.1 Careers education, advice and guidance (CEIAG) is a whole college responsibility at all levels within the organisation including teaching and support.

4.2 Principal/CEO

4.2.1 The Principal/CEO is responsible for the direction and management of all aspects of the College's business. In relation to CEIAG, this means ensuring that the College meets statutory regulations and that policies and practices reflect statutory duties.

4.3 Vice Principal Curriculum, Quality and Learner Services

4.3.1 The Vice Principal Curriculum, Quality and Learner Services sits on the Senior Leadership team and ensures that CEIAG strategies, priorities and targets are set and implemented. The Vice Principal Curriculum, Quality and Learner is the College's strategic Careers Leader and will work closely with other senior leaders to develop a vision for the College's careers provision that includes high aspirations for all learners and make sure that the College meets the Gatsby Benchmarks.

4.3.2 Responsibilities

- To ensure that the careers guidance service meets the local and national government agenda.
- To develop a careers and guidance service that supports an effective admissions process and enables learners to be placed on the right programme of study and succeed.
- To develop, monitor and evaluate the careers and information, advice and guidance policies and procedures, ensuring that quality standards are met.

4.4 Head Employer Engagement & Sales

4.4.1 The Head of Employer Engagement & Sales reports to the Assistant Principal for Business Growth and works closely with Curriculum Directors to ensure that robust CEIAG is in place and that the curriculum offer is relevant with specialist guidance and education, employer encounters and supports learners to achieve their careers aspirations.

4.5 Careers Manager

4.5.1 The Careers Manager is responsible for the operational management of CEIAG and ensuring that monitoring mechanisms are in place to evaluate the impact of service provision to deliver high quality outcomes. The Careers Manager will be an operational Careers Leader and a member of the Careers Leadership team.

4.5.2 Responsibilities:

- To ensure that all information, advice and guidance staff are appropriately qualified and regularly update their knowledge around local, regional and national labour market intelligence.
- To link in with Careers & Enterprise Company to maximise Virtual Wallet funding available.
- To provide regular reports on careers guidance activity and the impact on learners' success and progression.
- To lead on the achievement of appropriate quality awards including Matrix Standard, Gatsby Benchmark submission

- To link with Coventry Growth Hub Enterprise Coordinator to ensure the College is represented at a local level to promote its services and link with feeder schools.

4.6 Careers Advisor

4.6.1 Careers Advisor will provide 1:1 CEIAG and to link with curriculum departments to plan and deliver appropriate careers education activities for learners.

4.6.2 Responsibilities:

- To provide a high quality pre entry information, advice and guidance service for all prospective learners applying to the College as part of the admissions process.
- To develop and deliver an engaging careers and guidance programme in conjunction with curriculum staff that meets the needs of all learners studying at the College.
- To ensure that appropriate careers guidance resources are available for learners and regularly updated.
- To optimise the use of the National Careers Service to complement the careers and guidance offer at Coventry College
- To lead on working with other guidance agencies including Prospects and the National Careers Service
- To offer timely information and advice to learners at relevant points in their learner journey including supporting learners through the UCAS application process.
- To liaise with schools, careers advisers, HE institutions and employers as appropriate to support the progression of City College Coventry learners.
- To contribute to the development of employability and enterprise skills for College learners.

4.7 Industry Placement Coordinators/Employability Advisor

- To lead on working & engaging with all study programme students to support with Work Experience opportunities both physically & virtually.
- To engage with employers to promote work experience opportunities & promote Traineeships, Sector Based Work Academies
- To work collaboratively with the Employer Engagement Team to work together to promote the College's products and services including apprenticeship recruitment.

4.8 Curriculum Staff & Personal Tutors

4.8.1 Responsibilities:

- To provide the Student Services team with current course information in order to promote the curriculum offer effectively.
- To promote the careers, enterprise and employability information, advice and guidance service to all learners within their curriculum area.
- To ensure that timely arrangements are in place for learners to access relevant information, advice and guidance as part of the delivery of tutorial and enrichment based activities.
- To discuss learner progression plans as part of review activities and facilitate positive outcomes for learners.
- To refer learners for specialist careers and employability guidance as required.
- To work in collaboration with Careers and Guidance Advisors to negotiate a curriculum for careers enterprise and employability education within the tutorial programme as evidenced by their scheme of work.

- 4.9 Careers guidance will be delivered in accordance with the requirements of the Matrix Standard

5. EXTERNAL PARTNERSHIPS AND NETWORKS

- 5.1 The college works in collaboration with a range of partners to assist in the delivery of CEIAG and Labour Market Information, including local and national employers, local authorities, education institutions, training providers and local and national services

6. ASSOCIATED INFORMATION AND RESOURCES

- The Matrix Standard
- Career Guidance: for Further Education Colleges (www.gov.uk)
- Gatsby Charitable Foundation's Good Career Guidance (www.gatsby.org.uk)
- The Careers & Enterprise Company resources for schools and colleges (www.careersandenterprise.co.uk)
- The Career Development Institute (www.thecdin.net)
- The Good Career Guidance website (www.goodcareerguidance.org.uk)
- Understanding the role of the Careers Leader (www.careersandenterprise.co.uk)

7. IMPLEMENTATION OF THE POLICY

- 7.1 Prospective learners will have access to individual pre entry guidance appointments as part of the College's admissions process.
A careers calendar will be produced annually and shared on the college website and with all staff and learners.
- 7.2 All existing learners will have access to careers guidance through individual appointments and group or tutorial workshops
- 7.3 The careers guidance programme will normally be delivered through the tutorial programme for those learners on study programmes and will vary in content and delivery in order to meet individual and group needs.
- 7.4 The Careers and Guidance Advisors will offer group and one to one information, advice and guidance on studying within higher education including applying via the UCAS system and making informed university choices.

8. MONITORING AND EVALUATION OF THE POLICY

- 8.1 This policy will be reviewed every 2 years or more frequently as legislation changes.
- 8.2 The effectiveness of the policy will be monitored through the self-assessment and quality improvement process.

9. REVIEW OF POLICY

- 9.1 The above policy will be reviewed by the relevant parties every 2 years, or as required.

10. ENVIRONMENTAL IMPACT ASSESSMENT

- 10.1 The College is fully committed to the sustainability agenda.
- 10.2 All policies take into consideration, at the time of writing and approval with the Senior Leadership Team, their impact on the agenda.
- 10.2 Policies may not be approved or be amended if they impact significantly on our commitment to improving our carbon footprint and our corporate social responsibility.

11. GENERAL DATA PROTECTION REGULATION (GDPR)

- 11.1 All policies which are approved by the Senior Leadership Team are in line with our GDPR suite of policies and procedure.

12. LIST OF APPENDICES

Appendix 1: The Guaranteed Offer

Appendix 2: The Matrix Standard

COVENTRY COLLEGE THE GUARANTEED OFFER

Coventry College supports all its learners to develop the skills, knowledge, sense of identity, confidence, and resilience they will need to achieve a positive and sustainable progression into their chosen career. Career planning is a journey, and the College will help learners at every step of the way.

The College will help learners to:

- Firstly, **make** a decision about which career path is best matched to their own personality, abilities, and interests;
- Secondly, **implement** that decision by equipping them with the skills needed to write winning CVs and application forms, and to perform well at interview; and
- Finally, help them develop the confidence, skills, mind-set, and resilience they will need to **cope with the changes** (transition) to their life which their career path will bring.
- Students at Coventry College have an entitlement to the following careers services.

1. FACE TO FACE INFORMATION, ADVICE AND GUIDANCE.

Every learner will have access to:

- A 45 minute individual careers guidance interview either face to face or virtually through digital platform.
- A 10-minute information and advice interview at the Careers Drop-in held in the Learning Resources Centre or Hub
- Help with CV writing, completing application forms, preparing for interviews, and vacancy searching
- Specialist information and advice about apprenticeships
- Information and advice about programmes on offer at the City and Henley Campuses, and support to help learners make well informed, realistic decisions about their future, better equipping them to make sustainable transitions.

All high needs learners and every child who is looked after will also receive:

- A 45 minute individual careers guidance interview to which parents/guardians are invited, with a full A4 typed Action Plan and further individual careers guidance interviews if required.

All level 3 learners will have access to:

- Personal Statement drop-ins in the Learning Resources Centre and the Hub
- Support with the UCAS application process, including information, advice and guidance on applying for student finance

All evening learners and learners who complete their programme via distance learning will have access to;

- Online resources which provide up to date and relevant information, advice and guidance
- The opportunity to attend a 1:1 careers interview at an agreed time which could be in the evening

2. RESOURCES

The Careers service has relevant, up-to-date information in a range of media formats according to the appropriate needs of learners. Learners have access to ICT facilities including careers

software and the internet. Specialist support is available for individuals with learning difficulties and/or disabilities.

Every learner will have access to:

- Careers, Employability, and Enterprise resources which are updated annually
- Electronic information about Careers Employability and Enterprise on the “Careers” section of Moodle.

3. EVENTS

Every learner will be invited to attend either physically or virtually:

- An annual Higher Education Fair at the College
- An annual Careers Fair at the College
- Talks about Higher Education from visiting universities every term
- Careers and progression events in the local area

THE MATRIX STANDARD

The Matrix Standard is the unique quality framework for organisations to assess and measure their information, advice and/or guidance services, which ultimately supports individuals in their choice of career, learning, work and life goals.

The Standard consists of four elements that fit around an organisation's business themes. These four elements are:

Element 1: Leadership and Management

- This element is about the way in which the organisation is led and managed to develop an effective service.
- The service has clearly defined measurable aims and objectives which link to any wider organisational strategic aims.
- The service is provided with clear leadership and direction.
- The organisation implements policies to promote equality and diversity, impartiality, confidentiality and professional integrity in all aspects of service delivery.
- The organisation complies with existing and new legislation which might impact upon the service.
- The organisation defines client outcomes and uses them as a measure of success for the service.
- The organisation promotes the service in ways which are accessible to all those eligible to use it.
- Clients and staff influence the design and development of the service.
- The organisation establishes effective links with other appropriate partnerships and networks to enhance the service.

Element 2: Resource

- This element describes the assets invested and applied in providing an effective service.
- The organisation uses its resources effectively to deliver the service.
- Clients are provided with current, accurate and quality assured information which is inclusive.
- The organisation defines the skills, knowledge, competencies and qualifications, in line with current national recognised professional qualifications and frameworks, for individual staff roles, linked to the aims and objectives of the service.
- Staff are supported in undertaking continuous professional development and provided with opportunities for career progression.
- Effective induction processes are in place for all staff.

Element 3 - Service Delivery

- This element describes the way in which the service is delivered effectively.
- The service is defined so that clients are clear about what they might expect.
- The service is delivered effectively to meet its aims and objectives.
- The service provided is impartial and objective.
- Clients are given appropriate options to explore and understand that they are responsible for making their own decisions.
- When exploring options, clients are provided with and supported to use appropriate resources including access to technology.
- Clients benefit from signposting and referral to other appropriate agencies or organisations.

Element 4: Continuous Quality Improvement

This element describes the way in which the service provided is reviewed and improved on an ongoing basis.

- The organisation measures and evaluates the service against its stated aims and objectives and identifies improvements.
- The organisation monitors and evaluates client outcomes to support and improve service delivery.
- The organisation evaluates feedback on the service to build upon its strengths and addresses any areas for improvement.
- The organisation evaluates the effectiveness of its partnerships and networks to improve the service.
- The organisation defines quality assurance approaches which are used to improve the service.
- Staff performance, linked to their role within the aims and objectives of the service, is reviewed and evaluated to improve the service.
- Effective use is made of technology to improve the service.
- The organisation continually reviews improvements to help inform the future aims and objectives of the service.