



Careers Education Information and Guidance Strategy

2023-2024

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1 Introduction

This policy follows [Careers Guidance and Access for Education and Training Providers](#) (January 2023) and seeks to ensure that the College fulfils its 'duty.. to provide pupils with independent careers guidance'.

- 1.1 Bridgwater & Taunton College (BTC) is committed to offering a careers service that is accessible and inclusive to everyone. This ensures that all students and potential students, whether FE, adults, apprentices or HE, are fully equipped with the skills and knowledge that will enable them to operate confidently, effectively and independently in life and work
- 1.2 BTC commits to providing an excellent careers service, face to face and online, that enables students to understand the range of opportunities available to them in today's economy and acquire the skills and qualifications they need to succeed in the workplace of the future. This strategy sets out the ambitions and plans to expand the quality and reach of the College's careers provision.

2 Strategy Statement

- 2.1. BTC firmly believe by providing high quality, impartial Careers Advice and Guidance; students will be confident about their future success. This will lead to all students :
 - understanding the full range of opportunities available to them, the skills that are valued in the workplace and to have first-hand experience in the workplace
 - receiving access to an impartial programme of Careers Advice and Guidance delivered by individuals with the right skills, qualifications and experience
 - having access to face to face or online careers advice and guidance that is tailored to their individual circumstances
- 2.2 The College is meeting its aim as outlined in the Strategic Plan to 'Empower and support all students to make exceptional progress that leads to positive destinations'.

3 Scope

- 3.1 BTC offers a programme of high quality impartial careers information, advice and guidance that is stable, structured and delivered by college staff equipped with the right skills and experience. The College works to the Gatsby Careers Benchmark model to measure the results and impact in order to maintain its 100% rating
- 3.2 All students, inclusive of FE, adults, apprentices and HE, access high quality, impartial Careers advice and guidance either on-line or face-to-face, from appropriately qualified staff to help clarify their aspirations for work, to understand the options available to them and to empower them to make informed decisions in terms of job and career change, training and promotion
- 3.3 All students inclusive of FE, adults, apprentices and HE receive support to develop their skills and knowledge to enter the employment market and to have confidence of the journey to take their place within it

- 3.4 All students inclusive of FE, adults, apprentices and HE have the platform to receive tailored support, especially disadvantaged students. Data and technology is used to drive continuous improvements in the CEIAG delivery
- 3.5 The College uses the online Career Coach platform to provide students with 24/7 access to careers guidance: <https://btc-ac.lightcastcc.com/>
- 3.6 The College uses the Student Hub online sharepoint page to provide students with 24/7 access to job searches and careers resources such as CV templates, guidance on personal statements and information on a wide range of careers.

4 Procedure

4.1 Careers Lead

The College has appointed a Careers Lead; the Student Engagement Manager & DSL Taunton, who together with the Careers Team Leader leads on the delivery of the Gatsby Benchmark Careers Model.

4.2 Introduction and Tutorial Sessions

The Careers Service activity, which is part of Student Engagement, is fully embedded within the Introduction Plan and Tutorial Plan of Learning, with regular careers focused tutorial topics and resources alongside careers events and theme weeks, supported and promoted by the wider Student Engagement Team. Presentations, resources and events are tailored to be accessible and inclusive for all students from foundation level to degree level including the use of online platform Career Coach.

4.3 Tutorial programmes and Themed Events

The College organises a range of events, workshops and activities; either on-line or face-to-face to support students in understanding their options, take control and make informed decision in terms of their career goals and aspirations. Examples include:

- Careers and employment fairs
- Progression Weeks
- Higher education fairs
- UK University and Apprenticeship Fair Trip
- Themed weeks delivered by staff who are vocational specialists
- Educational visits
- UCAS workshops and surgeries
- Personal statement workshops and surgeries
- CV workshops and surgeries
- Interview skills workshops
- Student Finance workshops
- University visits
- Employers visits or Microsoft Teams presentations
- Job vacancies
- National Careers week themed activities
- Careers Student Hub Page
- Career Coach platform

4.4 Careers Committee

BTC staff across numerous departments and job roles meet half termly together to form the Careers Committee. This ensures excellent communication around Careers strategy across the college campuses and departments and promotes information and good practice sharing. The committee includes the Careers Lead, the Head of Student Engagement, Head of A Levels, Head of Creative Arts and Business, Work Experience Team Manager, Head of Employer Relations, Marketing Officers and Next Steps South West Team Leader.

4.5 Work Experience

Students receive support to find meaningful work placements or work experience to help develop the skills they need to enter the workplace and secure and sustain meaningful employment. This work is in conjunction with the Work Experience Team

4.6 Access to Careers, Education, Information, Advice and Guidance

All students (and potential students) inclusive of FE, adults, apprentices and HE are able to access high quality, impartial careers information, advice and guidance with qualified staff for:

- Drop in advice and support sessions
- 1-1 bookable appointments
- Telephone queries
- Microsoft Teams enquiries
- Tutorial sessions including bespoke sessions

4.7 Pre application

The College will offer through Marketing and Curriculum staff:

- Open days/evenings
- Taster days
- School visits
- Telephone queries
- Careers Guidance appointments
- Prospectus information
- Website information

5 Higher Education

- 5.1 The Careers Team and curriculum staff support students at every stage of applying for higher education.
- 5.2 Heads and Deputy Heads support tutors and students by quality checking UCAS applications and personal statements prior to their submission
- 5.3 The Careers Team work with students and staff to provide workshops and surgeries to provide UCAS Application sessions

- 5.4 The Apprenticeship Team in conjunction with the Heads and Careers Team organise themes events to support students into Advanced, Higher and Degree Apprenticeships

6 Quality and Reporting

- 6.1 The quality of the Careers Advice and Guidance is monitored through the Student Engagement Self-Assessment Report (SAR), which will inform the Strategic and Operating Plan
- 6.2 The College uses student feedback via surveys, focus groups and student reps to monitor the effectiveness of the Careers Strategy
- 6.3 The College continues to hold the Matrix Quality Standard for its Careers Service
- 6.4 The quality of the college Careers service is reviewed termly in a Compass Review by the Careers and Enterprise Company Enterprise Coordinator against the Gatsby Benchmarks. The college's current rating is 100%.

6 Review of Strategy

- 6.1 The Careers Strategy will be reviewed by the Careers Lead on an annual basis unless significant changes are made from the Government revised Careers Strategy.

Appendix 1. The Gatsby Benchmarks

Benchmark	Description
1. A stable careers programme	Every College should have an embedded programme of career education and guidance that is known and understood by students, parents, teachers, employers and other agencies
2. Learning from career and labour market information	Every student and their parents (where appropriate) should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information
3. Addressing the needs of each student	Learners have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each learner. A College's careers programme should embed equality and diversity considerations throughout
4. Linking curriculum learning to careers	All subject staff should link curriculum learning with careers, even on courses that are not specifically occupation-led. For example, STEM subject staff should highlight the relevance of STEM subjects for a wide range of future career paths. Study programmes should also reflect the importance of maths and English as a key expectation from employers
5. Encounters with employers and employees	Every student should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes, and should include learners' own part-time employment where it exists
6. Experiences of workplace	Every student should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities and expand their networks
7. Encounters with further and higher education	All students should understand the full range of learning opportunities that are unavailable to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace
8. Personal Guidance	Every learner should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of college staff) or external, provided they are trained or training to an appropriate level. These should be available for all learners whenever significant study or career choices are being made. They should be expected for all students but should be timed to meet individual needs

Appendix 2. Annual Careers Plan 2023-24

Careers Plan 2023-24

Position Statement: Helen Windsor became the college's Careers Lead in September 2022, with Lisa Kirk becoming Careers Team Leader alongside Careers Advisor for Taunton. The college currently has two full time Careers Advisors and one part time, with Lisa at Taunton and the other two advisors at Bridgwater. The college is currently meeting the Matrix Standard for careers and has achieved 100% in the Gatsby Benchmarks, putting the college within the top 23 colleges for Gatsby Benchmarks in the UK. The Careers service moved to be under the umbrella of the Student Engagement Department in September 2022, bringing it closer to the tutorial programme.

Since these changes in September 2022, the Careers Team have held a number of successful Careers events for students including a University and Higher Apprenticeship Fair trip to Bristol, Progression Weeks including our own Careers Fairs on each campus and invited a wide range of employers and University providers in to speak with students. The Careers Lead has also assembled a Careers Committee that meets every half term to ensure cross college information and good practice sharing and co-operative working between the Careers Team and Curriculum, Business Development, Apprenticeships and Work Experience teams.

Review of Targets set for 2022-23

- **To increase the visibility of the careers team to students** *Good progress made in this area with several successful Careers Events and sessions reaching a wide range of students across the college, at all campuses. The Careers provision at the Taunton campus has been moved to a more visible, dedicated office space next to the main reception, making it easier for students to find and access careers support. Signage still needs improvement across all three campuses for careers, however new banner ups have been successfully designed and created.*
- **To embed careers within the Tutorial Plan of Learning** *Careers has been successfully embedded within the Tutorial Plan of Learning, including dedicated Careers weeks on the tutorial plan of learning and the inclusion of Careers activities and events on the new Student Engagement Plan of the Year, shared with all tutors and Heads of Department. A new Careers Newsletter has been set up and shared with tutors via the Tutorial Teams Page.*
- **To maintain 100% Gatsby benchmarks** *BTC have maintained their 100% Gatsby Benchmark grading. This will be reviewed by the Careers and Enterprise Company on a termly basis.*

Our vision for 2023-24:

- **To ensure all students are aware of their opportunity to access Careers support.** To increase student awareness of the Careers provision through posters, social media, events, trips, tutorials, meetings, Student Hub sharepoint page, signage, marketing, open events, surveys and student forums.

- **To ensure the Careers Lead has knowledge of all careers activity cross college.** Through the Careers Committee a shared spreadsheet will be kept centrally which all Heads of Department, Deputy Heads, Business Development, Apprenticeship Team, Careers Team and the Work Experience Team will have access to in order to populate and update career related activity taking place across the college areas and campuses.
- **To maintain the Matrix Standard for our Careers Service.** The college will be subject to a Matrix inspection in the Spring of 2024. It is our ambition to maintain our Matrix Standard to showcase the outstanding provision we have on offer to help students with their progression options and next steps.

Term	Activities	Themes
Autumn	<ul style="list-style-type: none"> - Careers team to attend tutor training and briefings to advertise the careers service and the support that is available to students - UCAS – sessions and support materials - Oxbridge applications – external speakers - Careers materials on tutorial plan of learning - Re-Launch of sharepoint page to new students and refresher for returning students - ‘Don’t drop out, drop in’ careers sessions advertised to all students - Careers support for ‘wobbly’ students - One to one careers support sessions offered to all students - Progression Week – for all students including careers fairs at each campus, employer and university provider visits and talks, career and progression presentations and tutorial sessions - Personal statement writing sessions - Job searching support - Employability workshops/sessions – cv writing, interview skills, job applications - Tutor support for writing references - Career Committee to meet twice in the Autumn Term 	<ul style="list-style-type: none"> - Raising Aspirations - High-Flyers - Retention - Applying to Higher Education - Higher Degree Apprenticeships - Progression choices
Spring	<ul style="list-style-type: none"> - One to one careers support sessions offered to all students - UCAS deadline - Job searching support - Employability workshops/sessions – cv writing, interview skills, job applications - Careers materials on tutorial plan of learning - New tutorial sessions sent to tutors to book into - Second UCAS deadline for some courses - National Careers week – college careers week to coincide - Apprenticeship/work placement advice – liaise with apprenticeship team - UK Universities and Apprenticeship Fair at Ashton Gate trip for all Level 3 students - Careers Survey - Interview skills support 	<ul style="list-style-type: none"> - Employability - Careers week - Raising Aspirations - Knowledge and skills# - Progression choices

	<ul style="list-style-type: none"> - Careers team to attend tutor training and briefings to advertise the careers service and the support that is available to students - Career Committee to meet twice in the Spring Term 	
Summer	<ul style="list-style-type: none"> - One to one careers support sessions offered to all students - Internal Progression - Careers materials on tutorial plan of learning - Progression choices - Destinations Data - Destinations analysis - CV Writing - Job search support - Interview skills support - Careers team to attend tutor training and briefings to advertise the careers service and the support that is available to students - Career Committee to meet twice in the Summer Term 	<ul style="list-style-type: none"> - Progression choices - Destinations - Employability - Internal Progression

Appendix 3. Outline of Careers offer for all student groups

Full Time Study Programme Learners

- Careers tutorial sessions
- Careers and progression Sways
- Careers Advisor one to one appointments available face to face, via telephone, teams or video call
- Drop in sessions with Careers Advisor
- Progression Week and Careers Week tutorial activities and opportunities
- Career Coach online platform
- Careers Resources and opportunities through Careers page of Student Hub Sharepoint Page
- Work Experience/placements
- Uk Universities and Apprenticeship Fair Trip

Adults and Higher Education Learners

- Careers and progression Sways
- Careers Advisor one to one appointments available face to face, via telephone, teams or video call
- Career Coach online platform
- Careers Resources and opportunities through Careers page of Student Hub Sharepoint Page
- Work Experience/placements

Apprentices

- Careers tutorial sessions
- Careers and progression Sways
- Careers Advisor one to one appointments available face to face, via telephone, teams or video call
- Career Coach online platform
- Careers resources on OneFile
- Careers Resources and opportunities through Careers page of Student Hub Sharepoint Page
- Work Experience/placements