

Careers Strategy

2022-2023

Aim

For Hopwood Hall College to be recognised as a leader in Further Education for careers and employability with an outstanding reputation regionally and nationally.

We will achieve this by;

- Delivering a first-class careers service.
- Attending external networks and promoting career opportunities across the Borough, Region and beyond.
- Champion the college at Careers Leader Network meetings and sharing best practice events.
- Work closely with Rochdale's Pioneers Trust.
- Represent the College at the Rochdale Ambassadors Group.
- Represent the college at the Greater Manchester Colleges Group Careers Network
- Being Governors at local schools, colleges and businesses.
- Support all local school and colleges careers event
- Embedding the 'Careers not courses' ethos internally and externally.
- Use social media platforms to show case learner and employer opportunities, alumni's and case studies.
- Submit applications for Nationally Recognised Awards

Hopwood Hall Colleges Approach

Implement an infrastructure that can effectively manage, co-ordinate and deliver CEIAG across the College. The College designs its programme of study to ensure that learners leave with both qualifications, experiences and employability skills that meet local and national priorities and demand. Therefore, this strategy plays a key role in achieving the College's Vision statement

'Bringing out the Best in You'

The college will provide a structured programme of CEIAG that has support from the Senior Leadership Team. This programme will be published each year on the website in a way that enables learners, parents, college staff and employers to access, understand and provide feedback on the programme to allow us to evaluate annually. Hopwood Hall College uses the Gatsby Benchmarks to enhance careers provision as part of the requirement to fully meet the benchmarks on an annual basis.

The Careers Education, Advice and Guidance offer follows the 8 Gatsby Benchmarks

- A stable career programme
- Learning from career and labour market information
- Addressing the needs of each student
- Linking curriculum learning to careers
- Encounters with employers and employees
- Experiences of Workplaces
- Encounters with further and higher education
- Personal Guidance

This service is directed by Liz Duncan, Careers Leader and Assistant Principal
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Underpinning principles:

- Personalised and impartial careers information, advice and guidance.
- As a key influencer, provide sufficient advice and guidance to parents/carers, so they are able to help learners make informed decisions.
- IAG resources are up-to-date, accessible for all and on a range of platforms.
- Relevant employability skills are embedded in delivery and employers engaged/research undertaken to ensure they are the skills that meet both local and national priorities.
- Those who wish, have access to quality 1:1 face-to-face careers advice and guidance.
- Careers advice and guidance services to adopt processes that meet the College's digital focus and 'paper-less' way of working.

Hopwood Hall College will:

- Provide opportunities to ALL learners that enable them to experience and understand progression opportunities, as well as facilitating targeted activities based upon learner-needs and intended destinations
- Provide a specialist CEIAG team that is independent of the curriculum and works across college with prospective, current and former learners
- Create and coordinate a collegiate working group; the Careers Coalition that reviews and develops all CEIAG services
- Design and deliver a centralised careers programme offer that is relevant, adaptable and measurable and shared with all key stakeholders.
- Devise clear communication mechanisms and referral channels between careers advice and guidance services and the curriculum.
- Ensure the curriculum offer and the process of pre-enrolment IAG is efficient, robust and enables learners to be placed on the most appropriate programme.
- To design and implement a quality and consistent application to interview process, that provides clarity and adds value to the learner experience.
- To ensure all new curriculum staff undertake an CEIAG training/ information session as part of their college induction.
- To provide a responsive service that provides pre-enrolment IAG to undecided applicants and those who must consider a different study programme.
- To provide a suite of activities and events to potential applicants to aid informed choices on applications.
- To work with local schools to ensure staff, learners and their families are aware of the study programme and support that Hopwood Hall College Careers Education team can provide.
- Ensure CEIAG delivery can cater for ALL including apprenticeships and adult learners of all levels through sessions delivered by CEIAG services.
- Ensure learners receive timely information, advice and guidance on careers and progression opportunities through targeted tutorials, information accessible on multiple platforms and bespoke packages for curriculum areas and technical disciplines.
- All curriculum staff and the majority of support staff are equipped with the knowledge and skills to offer a triage service to all learners and signpost to the Careers team where 1:1 guidance is required
- Create a management group that oversees the design, delivery and review of the College's tutorial, enrichment and theme week programme to ensure a joined-up approach.

- Progress Tutors to work collaboratively with the Careers team to utilise the referral routes for IAG in a timely and accurate way.
- To ensure that knowledge of the latest national guidance and legislation for CEIAG, changes to qualifications and professional/academic entry requirements is used to inform marketing, the college website, tutorials and resources provided to learners through the Careers VLE platform Itslearning.
- To monitor CEIAG delivery, ensuring quality and accuracy of delivery.
- Ensure the Careers team is flexible in its approach to its delivery of CEIAG through the use of technologies, such as Microsoft Teams, Zoom and other technologies that support an innovative approach to advice.
- To ensure the importance of CEIAG is signposted and promoted extensively at all stages of the learner journey by the College.

Roles and responsibilities

The Governing Board will:

Allocate a Careers Governor who monitors and holds to account performance towards the Careers Strategy

The Senior Leadership Team will:

- Appoint a Careers Leader
- Have ultimate responsibility for the Careers Strategy across the College
- Make staff aware of the Careers Strategy and the responsibility of all to ensure its effective delivery. Ensure there are enough suitably qualified staff and resources to deliver the Careers Strategy
- Ensure staff have access to training, resources and support appropriate to their role
- Monitor KPIs of the service, destinations and progression data

The Careers Leader will:

- Influence the development of the strategy and implement the delivery of the College's programme of career advice and guidance
- Work towards achievement of the Quality in Careers Standard. Establish a quality careers programme that meets the expectations set out in the Gatsby Benchmarks, including differentiation required to meet the needs of students with an EHCP.
- Ensure that the College has published on our website details of the Careers Programme and the role of the Career Leader.
- Ensure the destinations of students from the College are tracked and that this information is used to improve the effectiveness of the College's Careers Programme.
- Quality assures the Careers Programme for the College to ensure it continuously improves and that it meets the targets and expectations set out in the Self-Assessment Report (SAR)
- 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 careers provision are coordinated and managed through a stable and embedded programme.

- Ensure the marketing team support the development of material that is influenced by labour market information, is accurate and informative and that showcases the College alumni and careers.
- Work with external agencies including the Careers and Enterprise Company and the local network of Enterprise Co-ordinators and Enterprise Advisers, Greater Manchester Careers Hub to support our Careers Programme.

The Careers and Employability Lead will:

- Work alongside the Careers Leader to develop and implement the College Careers Strategy including activities that are planned and delivered by all aspects of the Careers and Employability team such as Admissions, Work Placement and the Careers & Employability Officers
- Work with the Careers Leader to ensure effective quality assessments for the services are undertaken and achieved, such as the Matrix standard and the Quality in Careers Standard
- Monitor the reports from the team and challenge appropriately to ensure the service is delivered effectively and aligned to the Careers Strategy
- Ensure that resources are effectively managed and that the Careers Leader is notified of any gaps identified
- Ensure that effective direction and guidance is provided to staff in the Careers Zones and that the appraisal targets effectively reflect the requirements of the Careers Strategy
- Ensure that skills and training issues for staff are identified and responded to appropriately
- Manage the Careers Zones and the staff within them to ensure that ALL learners receive a quality careers service.
- Liaise with the Enterprise Advisor to agree the priorities of support.

Parental Engagement and Involvement during decision making

- Tutors may need to meet parents or guardians if they feel a student needs additional support or if they feel they are not going to achieve their programme of study. If this is the case an alternative plan of action with cross college staff will need to be put in place to ensure the student doesn't become NEET.
- A presence from the University Centre, Apprenticeship and Careers teams at parent evenings so parents can explore progression options for their son/daughter/guardian.
- Parents will be invited to attend a Parents Welcome event at the start of the academic year to discuss career opportunities
- A suite of resources will be developed for parents to access prior to attending parent's evenings and careers fairs, this will be communicated to parents of current students through Parentportal

Careers Strategy: Advice in, advice out overview

