

Careers Strategy 2023/2024



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
- Review our annual programme using frameworks such as CDI, Gatsby Benchmarks and Matrix standard
- 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 Greater Manchester Colleges Group Careers Network
- Represent the College at the Rochdale Ambassadors Group
- Being Governors at local schools and businesses
- Support all local school and colleges careers event
- Host a 'Future Rochdale Employers' 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
- Using the Parent portal as a communication tool
- 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, supported by a Careers Related Learning Programme that is reviewed and amended annually.

'Bringing out the Best in You'

The college will provide a structured annual 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 using tools available such as CEC (Careers & Enterprise Company) compass review and CDI. Hopwood Hall College uses the Gatsby Benchmarks to enhance careers provision and have been the only College in Greater Manchester to be 100 % compliant for the past three years since their implementation in 2020.

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

Underpinning principles:

- Personalised and impartial careers information, advice and guidance.
- As a key influencer, provide sufficient advice and guidance to parents/carers, so they can 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 THE Careers & Employability team 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** 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 most 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 & Employability 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 Its learning.
- To monitor CEIAG delivery, ensuring quality and accuracy of delivery.
- Ensure the Careers team is flexible in its approach to its delivery of CEIAG using technologies, such as Microsoft Teams, Zoom and other technologies that support an innovative approach to advice such as VR (Virtual Reality) technology and Body Swaps
- To ensure the importance of CEIAG is signposted and promoted extensively at all stages of the learner journey by the College
- Allocate a Careers Governor who monitors performance, compliance and attends the Careers Coalition to gather information for the Governing body
- Allocate an SLT (Senior Leadership Team) member as the Strategic Careers Leader with appropriate training, resources and knowledge to support and challenge the CEIAG offer.

Careers Strategy: Advice in, advice out overview

