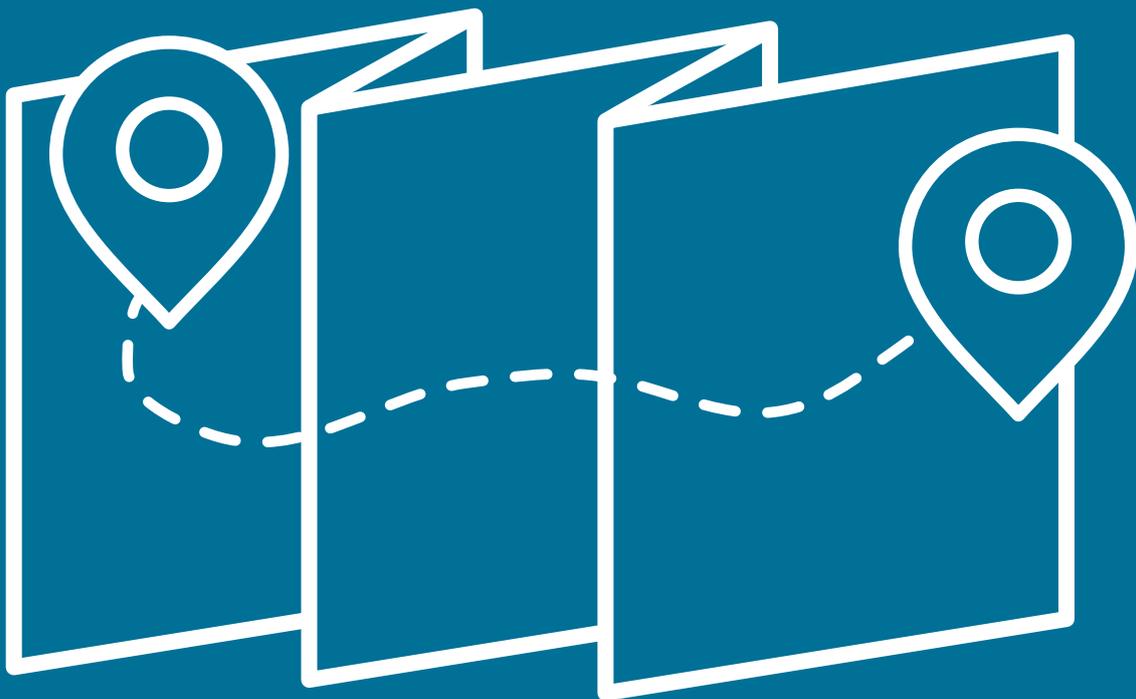


# School Roadmap

3 Phase Plan for developing your  
careers programme



**Our mission is  
to prepare and  
inspire young  
people for the  
fast-changing  
world of work.**

# About us

## About The Careers & Enterprise Company

Our mission is to prepare and inspire young people for the fast-changing world of work.

Our role is to link schools and colleges to employers and to help them deliver world class careers support for all young people.

### How we deliver our role

1. We continue to link schools and colleges to employers and other external careers providers by extending the Enterprise Adviser Network across the country and establishing 40 Careers Hubs.
2. We provide training and support to Careers Leaders in schools and colleges.
3. We support implementation of a best practice standard for careers support, the Gatsby Benchmarks, with tools and targeted funding.

## About this roadmap

To help get you started, we have created this roadmap of what success could look like through your journey as a Careers Leader.

The roadmap guides you through each stage of your journey, providing helpful advice, tips and resources to help you create successful careers and enterprise plans.



## What does success look like?

We want to support schools so they can ensure every young person, no matter their background, has the opportunity to explore their options and succeed in the world of work.

We already know there is a lot of good work happening to inspire and support young people, and we want to help build on this to ensure every young person receives at least one employer encounter per year from year 7 to 13.

Through our Enterprise Adviser Network, we will provide you with the tools and connections that will help you develop a tailored careers and enterprise plan and connect you with effective careers programme providers.

### You will be able to:

- Access our free Digital planning & evaluation tools for schools including: Compass, Tracker and Compass+.
- Access free online training for Careers Leaders.
- Access a fully funded place on a face-to-face Careers Leader training course.
- get free, tailored support from a trained, local Enterprise Coordinator be supported by a free, dedicated senior business volunteer (an Enterprise Adviser) who will help inform your careers programme and your strategic careers plan.
- get connected to a community of careers programme providers who deliver well evidenced programmes.
- stay up-to-date with skills needs and careers opportunities at a local and national level.
- get support to give your students meaningful work encounters with local and national employers.

## PHASE

## 1



## QUICK WINS

- ✓ Complete a self-evaluation of your school's provision using our [Compass audit tool](#).
- ✓ Complete the "[Introduction to Careers Leadership for schools and colleges](#)" online training.
- ✓ Register for a [funded training place](#) on face to face Careers Leader training.
- ✓ Access [Careers Leader resources](#).
- ✓ Conduct a whole school audit of careers activity using the [CDI framework](#) as a guide.
- ✓ Register to join our [Enterprise Adviser Network](#).
- ✓ Invite your Enterprise Adviser to staff CPD to raise awareness of the careers programme, the strategic careers plan and of the Enterprise Adviser Network.

# Developing your careers programme and building a strategic careers plan

## Development planning

- **Intent or plan** - Develop a careers programme based on identified and agreed careers learning outcomes for each year group/key cohorts.
- **Mapping** - Work with key colleagues to map intervention to support identified careers learning outcomes within careers programme.
- **Strategic Development** - Work with SLT, governors and Enterprise Adviser to build a strategic careers plan showing how you will implement the programme and how you will measure the impact of the programme. Consider gaps, ambition and potential barriers within a strategic careers plan aligned to whole school development plan.
- **Self-Assessment** - Use our self-assessment [Compass](#) tool to review your current provision and identify and address any gaps to inform your careers programme and strategic careers plan.
- **Review** - Consult with key colleagues about the intent and planned careers learning outcomes within careers programme.
- **Resource** - work with your SLT and Headteacher/Principal to ensure that the plan's activities have adequate school resource and sign-off. Map potential human resource, time, CPD and budget that may be required to implement the careers programme. Outline key objectives for this in strategic careers plan.
- **Timeframes** - agree priorities and timeframes for delivering activity interventions.
- **Approval** - SLT, Headteacher and the governing body approval on the plan and ongoing strategic direction is essential.
- **Embed** - Ensure careers programme and strategic careers plan is embedded within and supports whole school values and priorities. Ensure it supports and links to other key strategic plans and department development plans.
- **Measure** - Consider in advance what impact you want from careers programme and strategic careers plan and how impact will be measured (consider destination data, exclusion data, attendance and progress, etc.).
- **Evaluate** - regularly review and evaluate the plan to ensure effectiveness and establish a reporting method to monitor progress.

# Developing your careers programme and building a strategic careers plan

## Working with stakeholders

- **External Stakeholders** - Identify and map key employers, alumni and partners who can support with delivery of careers programme.
- **Engagement** - Present careers programme and strategic careers plan to SLT for review and endorsement.
- **Governance** - Present careers programme and strategic careers plan to Governing Body and identify/engage link governor for careers.
- **Visibility** - Publish your careers programme on your website and commit to making all stakeholders aware of it and keeping it up to date. Promote the importance of the careers programme to students, parents, and employers so that they know what to expect and how they can contribute to its success.

## Using Networks

- **Connect** - Register to join our Enterprise Adviser Network. An Enterprise Co-ordinator and an Enterprise Adviser can support in developing and implementing a careers programme and in building an effective strategic careers plan (See Phase 2). Over 1,300 schools and colleges are now connected through careers and enterprise Careers Hubs where Careers Leaders can share practice and develop within these supported learning communities. Enterprise Co-ordinators can connect similar schools and colleges from across the network to support development of practice and sharing of ideas.
- **Sharing** - your Enterprise Coordinator will gather best practice from other Enterprise Advisers and schools across your region and beyond and will share these insights with you. Our careers and enterprise national network enables us to share best practice across different types of schools such as SEND, Pupil Referral Units and middle schools, etc.

## Support and resources

- **Support** - your Enterprise Coordinator will share 'what works' research, best practice and a toolkit of resources and [careers programme providers](#) from The Careers & Enterprise Company to help shape the plan.
- **Connect** - work with employers and careers programme providers to allow students to have one meaningful encounter with the world of work from years 7-13.
- **Compass** - online self-evaluation tool to review your provision.
- **Tracker** - use the Tracker tool to record and plan careers activities.
- **Find an activity provider** - Digital platform to search for approved providers in your area.
- **CPD** - Complete the "[Introduction to Careers Leadership for schools and colleges](#)" online training. [Register for training bursary to fund free face to face Careers Leader training.](#)

## PHASE

## 2



## QUICK WINS

- ✓ Set dates for when you will update and engage SLT and governors on the careers programme and strategic careers plan. Plan in advance any meetings that your Enterprise Adviser can support in.
- ✓ Set a calendar to collect and review stakeholder voice on the careers programme.
- ✓ Refer to the 'Meaningful Toolkit' when planning any intervention from your careers programme.
- ✓ Use social media to create a group to connect with your school alumni.
- ✓ Share your careers programme, any calendar of events and key interventions via school website and social media.
- ✓ Introduce your Enterprise Adviser to all stakeholders through staff briefings, CPD, school website and social media.

# Delivering your careers programme and strategic careers plan

## School Support

- **Commitment** - For the careers programme and the strategic careers plan to be successful, it is important that the school Senior Leadership Team and its governing body are committed to the intent of the careers programme and to the key objectives within the strategic careers plan.
- **Resource** - Work with the Senior Leadership Team to ensure that sufficient human resource, time, and budget is allocated to implement the careers programme within the strategic careers plan.
- **School Priorities** - Consider where the strategic careers plan sits within whole school development plan and how it supports school priorities. Look for opportunities to link with other key strategic plans.
- **Connect** - Careers Leader should plan regular updates for the Senior Leadership Team, Headteacher and Governing Body. Careers Leaders should also ensure regular contact with the Enterprise Adviser and Link Governor for careers.
- **Whole School Approach** - Ensure careers programme and key elements of strategic careers plan are shared and understood by all staff and that all staff are clear on how they are implementing the careers programme and supporting the strategic careers plan.
- **Careers through the Curriculum** - Work with curriculum leaders and key staff to ensure their understanding of how careers learning outcomes are to be delivered through discrete time dedicated to careers and how curriculum areas are already delivering careers learning outcomes. Explore opportunities for where curriculum staff can 'teach through the lens' of careers to support delivery of careers programme.
- **Student Voice** - Consider opportunities for student voice to feedback and shape careers programme and the strategic careers plan. Consider opportunities for students to meet with Enterprise Adviser and link governor for careers.
- **Parental Communication & Engagement** - Consider how to your share careers programme and any calendar of events with parents and consider how to engage them with the intent, implementation and reviews of the careers programme and the strategic careers plan.
- **Meaningful Encounters** - Refer to the '[What makes meaningful](#)' checklist to support any interventions with your careers programme (link needed).
- **Tracking** - Use Compass, Compass Plus or your own system to track ALL activity which supports delivery of the identified careers learning outcomes in your careers programme. Track interventions and activities you have planned, that already occurs within curricular time and track any activity from extra-curricular provision which supports delivery of the identified careers learning outcomes in your programme.
- **Vulnerable Groups** - Identify cohorts of vulnerable students to track and support with specific intervention within careers programme and specifically within the strategic careers plan.



# Delivering your careers programme and strategic careers plan

## Support from your Enterprise Coordinator and Adviser

- Your Enterprise Coordinator and Enterprise Adviser will clarify key points from Careers Strategy (2017) and the Statutory Guidance for Schools (2018).
- Your Enterprise Adviser can feedback on the intended learning outcomes from your careers programme and can support you in building a strategic careers plan, which supports whole school priorities.

## Your Enterprise Adviser may also be able to support in the following ways:

**Connect** - Enterprise Advisers may be able to support you in developing a network to enable all students to have at least one meaningful encounter with employers each year from Year 7 to Year 13.

**CPD** - Enterprise Advisers may be able to help develop and/or deliver staff CPD connecting staff to labour market information and the world of work.

**Engage** - Enterprise Advisers may be able to work with curriculum staff to embed and/or highlight careers learning outcomes from the careers plan in lessons. Enterprise Advisers may be able to connect curriculum staff to relevant contacts from the world of work for project-based learning or to enhance curriculum delivery.

**Insight** - Enterprise Advisers may be able to offer staff the opportunity to visit their place of work as part of staff CPD.

**Visibility** - Enterprise Advisers may be able to support at key parent and governor meetings.

**Support** - Invite Enterprise Advisers to careers events to support you.

## External Support

**Employer Engagement** - Build and maintain a network of employers who can support with the implementation of the careers programme.

**Alumni** - Build and maintain a network of alumni who can support the implementation of the careers programme.

**Providers** - Enterprise Coordinators and Enterprise Advisers can help identify and connect with relevant funded and proven careers programmes in your area. You can also access the [provider directory tool](#) to search for providers

**Labour Market Information Support** - Work with your Enterprise Adviser, Enterprise Coordinator and your local LEP to share school context and to learn about local labour market information.

**Labour Market Information (Students)** - Consider how labour market information links to careers learning outcomes in the careers programme and how it can be best understood to be used by students.

**Labour Market Information (CPD)**- Consider how to share key updates and key local labour market information with school leadership, staff and governance. This can be addressed in the strategic careers plan.

**Local Networks:** Join local and regional CEIAG/Careers Leader networks for peer support and inspiration.

## PHASE

## 3



## QUICK WINS

- ✓ Hold student, staff and parent focus groups to review careers programme against intended learning outcomes.
- ✓ Celebrate all successes from programme and strategic careers plan and any key events. Share success stories on school website, social media and consider use of local press.
- ✓ Continue to complete Compass evaluation tool and share success against benchmarks with students, staff, parents and governors.
- ✓ Review key data to gauge impact of careers programme and strategic careers plan for whole school and for specific cohorts and share successes. Consider impact on attendance, behaviour, exclusion, progress and destination data.

# Measure: Evaluation, review and development

## Evaluation

- **Feedback** - Review feedback of individual events to inform future careers programme and calendar of events.
- **Review** - Use output from student, staff and parent focus groups to review and inform careers programme and strategic careers plan.
- **Measure** - Continue to use the Compass self-assessment tool to measure progress against benchmarks.
- **Impact** - Consider impact of the careers programme by looking at correlation of interventions within careers plan and attendance, behaviour, progress and destination data.

## Review and Development

Your Enterprise Adviser can support you to review and develop your careers programme and strategic careers plan as they progress and at key review points (i.e. end of academic year)

Consider:

- **Learning Outcomes:** Are the learning outcomes in the careers programme still fit for purpose within context of your school considering the school's Compass Score, labour market information and destination data?
- **Feedback:** Is feedback being used to review and develop the careers programme and the strategic careers plan?
- **Updates:** Are regular updates taking place with SLT, staff and governors?

- **Meetings:** Are regular meetings taking place between the Careers Leader and the Enterprise Adviser?
- **Employer Engagement:** Is the management of employer relationships sustainable?
- **Parental Engagement:** Are parents and carers aware of labour market information and are they engaging with the review of the careers programme? Does parental engagement feature within the strategic careers plan?
- **CPD:** What are training needs of Careers Leader, the school staff and the Enterprise Adviser to support the development of the careers programme? Is CPD for all stakeholders addressed within the strategic careers plan?
- **Whole School Approach:** Are all staff aware of the careers programme and the intended learning outcomes? Is 'careers through the curriculum' addressed within the strategic careers plan and therefore embedded as a whole school approach with consistency?

# Glossary terms

An important distinction needs to be made here between careers programme, strategic careers plan and any related calendar of events.

A careers programme identifies careers learning outcomes for each year group and for any defined cohorts of students. Interventions can be mapped and audited against these outcomes

A strategic careers plan ensures that the Careers Leader is able to implement the careers programme and track impact. A strategic careers plan can be devised by the Careers Leader and the Enterprise Adviser. A strategic careers plan may include the following areas as objectives: resource to support implementation of careers programme, employer engagement, structures to engage colleagues, priority benchmarks, vulnerable groups, connecting to key college priority areas (attendance, exclusion data, destination data, etc.), links to mental health & wellbeing.

A calendar of careers activities may also be created to share with stakeholders to highlight interventions and events.

# Glossary terms

## Our Network: Enterprise Adviser Network

Our national network connects schools and colleges with employers and careers programme providers and supports them to work together to provide young people with effective and high-quality encounters with the world of work.

The network is made up of Enterprise Coordinators who we co-fund with Local Enterprise Partnerships and Combined Authorities. Enterprise Coordinators are trained professionals who work with clusters of 20 schools and colleges to build careers plans and make connections to local and national employers.

## Enterprise Coordinator

An Enterprise Coordinator sits at the heart of the Enterprise Adviser Network and connects schools and colleges with employers and careers programme providers. The Enterprise Coordinator acts as the central point of information for local and national solutions.

An Enterprise Coordinator's role is to:

- help schools and colleges build upon their careers and enterprise activities and engage with the world of work;
- make it easier for schools and colleges to engage with employers and careers programme providers;
- focus everyone's efforts on programmes and activities that are most effective in motivating young people, supporting independent choice and supporting positive outcomes for young people.

## Enterprise Adviser

A senior business volunteer who spends around 8 hours a month working closely with the Headteacher or Senior Leadership Team. An Enterprise Adviser uses their business experience and professional networks to help develop and implement an effective careers strategy that puts opportunities with local employers at the heart of a young person's education. An Enterprise Adviser adds value by:

- supporting the development of a whole school/college plan for careers, enterprise and employer engagement;
- providing employer perspective and insight and access to their local business networks;
- helping schools and colleges to focus efforts on programmes and activities that are most effective in motivating young people, supporting independent choice, and supporting positive outcomes for young people.

## Careers Hub

A Careers Hub is a group of between 20 and 40 secondary schools and colleges located in the same geographic area, working together, and with partners in the business, public, education and voluntary sectors to deliver the Gatsby Benchmarks and ensuring that careers outcomes are improved for all young people.

Secondary schools and colleges within a Careers Hub should have a shared vision of how they will work together to improve outcomes for the young people in their area.



