

Education Roadmap

3-PHASE PLAN



**BUILDING A RELATIONSHIP
WITH YOUR ENTERPRISE ADVISER
AND REVIEWING PROVISION**

1

2

**DEVELOPING YOUR CAREERS
AND ENTERPRISE PLAN**

3

**IMPLEMENTING
YOUR CAREERS AND
ENTERPRISE PLAN**

The Enterprise Adviser Network pairs schools and colleges with senior business volunteers to help create powerful, lasting partnerships between schools, colleges, employers and careers programme providers. Your dedicated Enterprise Adviser will work with you to develop and implement a strategic and sustainable careers and enterprise plan and connect your school or college to the local business community.



NETWORK VISION - WHAT WE WANT TO DO

To create a networked school/college and exposure to the world of work for all.

NETWORK PURPOSE



More encounters:

At least one employer encounter per year from year 7 to 13.



Start younger:

Ensure careers education begins at year 7.



Follow the impact:

Incorporate the evidence of 'what works' to guide strategic careers planning in schools and colleges (mentoring, enterprise competitions and work-related learning).



Make it last:

Embed in the curriculum and celebrate an ethos that places careers and enterprise opportunities at the heart of the school or college.

WHAT DOES THIS MEAN FOR MY SCHOOL OR COLLEGE?



We want to support schools and colleges 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:

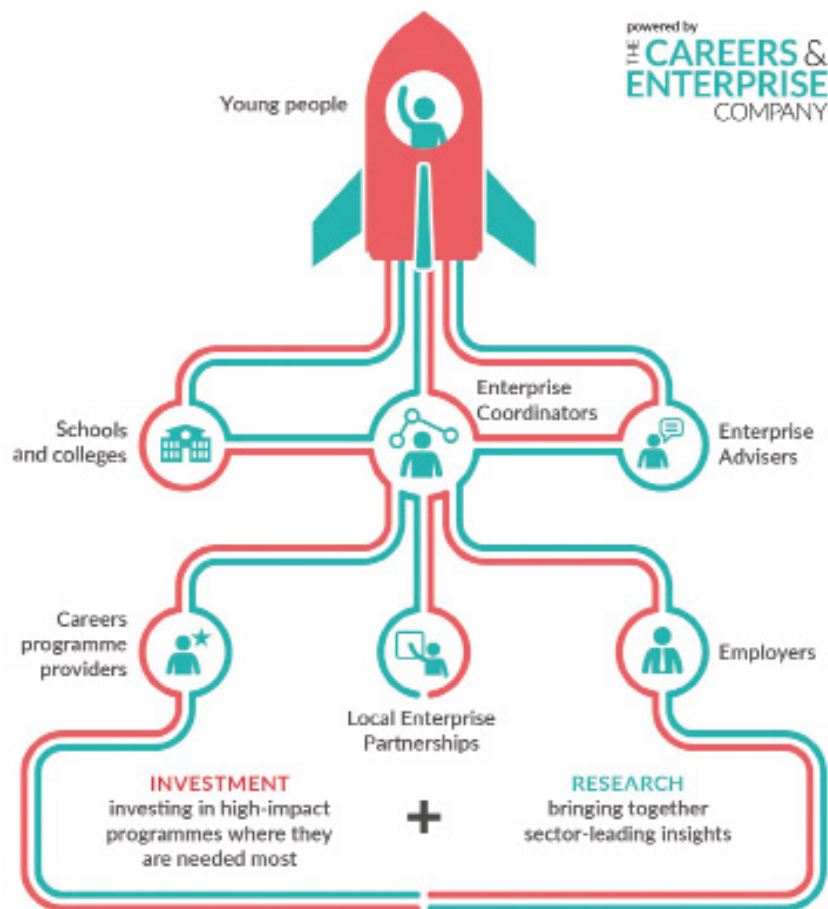
- ✓ get free, tailored support from a trained, local Enterprise Coordinator
- ✓ be supported by a free, dedicated senior business volunteer (an Enterprise Adviser) who will help inform your careers strategy and planning
- ✓ get connected to a community of careers programme providers who deliver well-evidenced programmes
- ✓ stay up-to-date with skills needs and career opportunities at a local and national level
- ✓ get support to give your students meaningful work encounters with local and national employers

We have created this roadmap to explain the phases of activity that will take place and how your Enterprise Coordinator and Enterprise Adviser will support your school or college.

Fuelling young people's futures

powered by
**THE CAREERS &
ENTERPRISE
COMPANY**

-  **Local Enterprise Partnerships** oversee the network locally
-  **Employers** help young people get 4 or more encounters with the world of work
-  **Careers programme providers** deliver high-impact careers and enterprise programmes
-  **Enterprise Coordinators** connect schools and colleges with employers and providers
-  **Enterprise Advisers** (senior business volunteers) work in partnership with schools and colleges to develop a careers plan and connections
-  **Schools and colleges** work with Enterprise Coordinators and Enterprise Advisers to get their young people the careers and enterprise support they need
-  **Young people** are prepared and inspired for the future



PHASE

1



QUICK WINS

- ✓ Invite your Enterprise Adviser to meet the governor board
- ✓ Write a letter to your parents/guardians telling them you are part of the Enterprise Adviser Network
- ✓ Showcase your Enterprise Adviser on the next newsletter or through the school or college blog
- ✓ Create a wish list of careers and employers activities that you would like support with
- ✓ Share your upcoming calendar of events and future careers and enterprise activities
- ✓ Map and share all your existing employer partnerships
- ✓ Invite your Enterprise Adviser to meet with your student council for student voice

Building a relationship with your Enterprise Adviser and reviewing provision

Introductions

- **Meet** - your Enterprise Coordinator will arrange an introductory meeting with your Enterprise Adviser, where you can introduce the priorities of your school/college and explore the strategic value the Enterprise Adviser can add to your careers and enterprise provision. Your Enterprise Coordinator will help set expectations so everything is clear from the outset
- **Understand** - take this time to find out about the skills, strengths and experience your Enterprise Adviser can offer your school/college

Education landscape

- **Insights** - your Enterprise Coordinator and Enterprise Adviser will have a good overview of the local education landscape and the Labour Market Information (LMI), however, the more you can share about your school/college, the more your Enterprise Adviser can support your strategic connections to employers

Local and national providers of careers provision

- **Providers** - you will already have a good understanding of the careers provision available to your school/college, but your Enterprise Coordinator and Enterprise Adviser will also provide you with an overview of funded and proven careers programmes in your area
- **Provider directory** - you can also search for careers activity providers in your area with our provider directory tool

School/College support

- **Commitment** - for the programme to be successful, it is important that the school/college's Senior Leadership Team and its governing body are committed and can champion the Network
- **Connect** - it's a good idea to introduce your Enterprise Adviser to a governor whose remit is careers, as well as key school/college staff members
- **Insight** - arrange for a student group to meet with your Enterprise Adviser to share their views, perhaps as a focus group or during an assembly

- **Visits** - encourage teachers to visit your Enterprise Adviser's workplace to get an understanding of their business environment
- **Meetings** - commit to regular meetings and reviews. A member of the Senior Leadership Team should attend

Strategic priorities

- **Priorities** - understand the strategic priorities for the school/college (parental engagement, raising teacher knowledge base etc.) so your Enterprise Adviser can best support your aspirations and goals for your students
- **Events** - share key meeting and event dates (such as inset days, careers events etc.) with your Enterprise Adviser

Review of current provision

- **Review** - nominate a member of staff to work with your Enterprise Adviser to review your school/college's existing career and enterprise provision
- **Compass evaluation** - Compass is an online self-evaluation tool for schools to use to assess how their careers support compares against the Gatsby Benchmarks
- Complete Compass within 6 months of joining the Enterprise Adviser Network, and keep this updated as provision develops

Identify gaps and agree objectives

- **Identify** - your Enterprise Adviser will support you to identify specific areas for possible improvement and will work with you to agree priorities for each term and year group
- **Resource** - identify the staffing resource required to deliver the plan. Your Enterprise Coordinator will also help you connect to local career programme providers and employers to make the process easier for you
- **Support** - agree school/college staff and other stakeholder involvement to ensure wide ranging commitment to the plan

PHASE

2



QUICK WINS

- ✓ Invite your Enterprise Adviser to the next school inset day to raise awareness of careers
- ✓ Host a careers fair for your staff as part of their Continuing Professional Development
- ✓ Complete a staff questionnaire on activity and support
- ✓ During development, present your strategy to governors and the Senior Leadership Team for feedback
- ✓ Create a LinkedIn group for your school to connect with alumni
- ✓ Speak to your staff about careers and hold drop-in sessions with your Enterprise Adviser and relevant teachers
- ✓ Host a session with your Enterprise Adviser, career leader, curriculum lead and career adviser to map activity
- ✓ Agree a week or day dedicated to careers this academic year
- ✓ Create a communications plan identifying key careers-related activities
- ✓ Identify if your feeder school/college is part of the network

Developing your careers and enterprise plan

Development plan

- **Plan** – your Enterprise Adviser will work with you to develop your careers and enterprise plan for the school/college, which will become a key strategic working document owned by you
- **Support** – your Enterprise Adviser 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

Adding the detail into the plan

- **Compass** – based on results from Compass, your Enterprise Adviser will support you to identify gaps and priorities
- **Tracker** – use the Tracker tool to record and plan careers activities. You should aim to start a plan on Tracker within 9 months of joining the Network and keep building on this throughout the year
- **Resource** – work with your Enterprise Adviser to ensure that the plan's activities have adequate school/college resource and sign-off
- **Timeframes** – agree priorities and timeframes for delivering activity interventions
- **Visibility** – share the plan with governors to garner support and publish a version of the plan on your website
- **Review** – regularly review the plan with your Enterprise Adviser to ensure effectiveness and establish a reporting method to monitor progress

Ongoing planning and development meetings to support planning of current careers & enterprise activities

- **Connect** – your Enterprise Adviser will connect with other local careers providers and services and use their own networks to strengthen the creation of employer and careers programmes provider networks for your school

- **Sharing** – your Enterprise Adviser will gather best practice from other Enterprise Advisers and schools/colleges and will share these insights with you

Activities

To support the delivery of your careers plan, your Enterprise Adviser may:

- **Connect** – support connections to careers programme providers to allow students to have 4 or more meaningful encounters with the world of work
- **CPD** – help enable teacher Continuous Professional Development (CPD), for example, connecting teachers to labour market information tools
- **Involve** – support subject heads to involve employers in the curriculum
- **Support** – engage support from a school governor who will champion the careers agenda
- **Insight** – offer insight days at their workplaces for teachers for their CPD
- **Visibility** – speak at parents' events about the Network to raise the profile of employers in the school/college for pupils
- **Evaluate** – evaluating activities to better understand impact

Ongoing strategic planning

- **Updates** – your Enterprise Adviser will regularly inform you of exciting careers and enterprise opportunities available to your school/college
- **Objectives** – working together, you and your Enterprise Adviser will set objectives for each year group and specific cohorts
- **Approval** – the governing body and your approval on the plan and ongoing strategic direction is essential
- **Learnings** – your Enterprise Adviser will become a supportive friend, helping you to identify areas for improvement



QUICK WINS

- ✓ Create a calendar of timetable gaps (to fill with employer activities)
- ✓ Raise awareness of the Network's aims and achievements with teachers and parents
- ✓ Include details on the programme's goals and ethos in school/college materials
- ✓ Set up a formal evaluation process
- ✓ Repeat Compass Evaluation tool to highlight progress against the 8 Gatsby Benchmarks
- ✓ Hold student focus groups with your Enterprise Adviser for direct feedback
- ✓ Review the impact of the programme and feed this into future planning
- ✓ Review teacher and student satisfaction to build into

Implementing your careers and enterprise plan

Implementing the plan and reviewing impact

- **Plan** – by phase 3, your school/college should have completed Compass, be actively using Tracker and have a strategic 'whole school/college' careers and enterprise plan in place

Implementation

- **All** – the school/college and key members of staff have a crucial role in delivering and progressing the plan. Share the plan with teachers, Senior Leadership Team and governing body and explain the plan delivery and progression
- **Resource** – ensure you review your allocated resources to ensure the plan can be effectively delivered (i.e. staff members, budgets)
- **Share** – provide opportunities for your Enterprise Adviser to raise awareness of the Network's goals and results across the school/college's networks (such as newsletters, posters, parents' evenings)
- **Action** – to bring the careers and enterprise plan to life, put into place the activities set-out and agreed in the plan
- **Timetable** – review timetables with your Enterprise Adviser to identify gaps that can be filled with employer encounter activities
- **Update** – keep parents regularly informed on activity
- **Events** – invite your Enterprise Adviser and Enterprise Coordinator to events to support you
- **Support** – your Enterprise Adviser will help support your activities and provide advice

Celebrating your success

- **Update** – during the programme, there will be many achievements and successes and you may want to share what your school/college is doing via your newsletter, website, parent updates, or by attending events hosted by your Local Enterprise Partnership to raise the profile of your successes regionally
- **Relationship** – keep growing your relationship with your Enterprise Adviser, they can support you to source additional

employer contacts for your school, e.g. by developing an alumni presence or hosting employer breakfast receptions at the school/college to raise your visibility to other employers in the area

Evaluation

Your Enterprise Adviser will support you to monitor and evaluate the programme as it progresses and will review check-points, such as:

- **Plan** – is there a stable careers and enterprise plan in place, reflecting the needs of individual students?
- **What works** – does activity planning focus on The Careers & Enterprise Company's 'what works' research and best practice?
- **Meetings** – are regular Enterprise Adviser Network meetings taking place?
- **Feedback** – has satisfaction feedback been gathered from students and teachers?
- **Relationships** – is the management of sustainable employer relationships effective?
- **Embedded** – is careers and enterprise relevance embedded in curriculum subjects?
- **Understanding** – is there an increased understanding of careers opportunities and needs (based on student choices/destinations)?
- **Guidance** – is there consistency of guidance for vocational and academic routes post-16?
- **Awareness** – are parents/guardians aware of Labour Market Information and opportunities?
- **Encounters** – ensure at least one employer encounter per year from year 7 to 13
- **Support** – ensure Senior Leadership Team and governors review the programme
- **Learnings** – feedback learnings and opportunities to Senior Education Leaders and use as the basis for planning the next academic year

GLOSSARY TERMS

Careers and enterprise plan	A tailored school/college plan by year group and cohort that sets out, enhances and develops the delivery of careers and enterprise education for the school/college. This includes various methods such as work experience, enterprise activities, sector-specific information, stimulation challenges from employers, job specific tasks and tutorials	Gatsby Benchmarks	The Gatsby Foundation, led by Sir John Holman has identified a set of eight benchmarks, covering different dimensions of good career guidance for schools. The benchmarks have been identified through six international visits, analysis of good practice in English schools and a comprehensive review of current literature into what best practice careers guidance should include. The 8 Gatsby Benchmarks <ol style="list-style-type: none">1. a stable careers programme2. learning from career and labour market information3. addressing the needs of each pupil4. linking curriculum learning to careers5. encounters with employers and employees6. experiences of workplaces7. encounters with further and higher education8. personal guidance
Enterprise Adviser	<p>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:</p> <ul style="list-style-type: none">• 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	LEPs	<p>Local Enterprise Partnerships (known as LEPs) are local business-led partnerships between local authorities and businesses and play a central role in determining local economic priorities. They undertake activities to drive economic growth and the creation of local jobs. There are 38 LEP areas across England.</p> <p>They are also our strategic partners who oversee the delivery and governance of the Enterprise Adviser Network regionally.</p>
Enterprise Coordinator	<p>An Enterprise Coordinator sits at the heart of the Enterprise Adviser Network and connects schools and colleges with employers and career programme providers. The Enterprise Coordinator acts as the central point of information for local and national solutions.</p> <p>An Enterprise Coordinator's role is to:</p> <ul style="list-style-type: none">• 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		

