

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 - HOW WE WANT TO DO THIS



1. More encounters:

At least 4 employer and workplace encounters for young people.



2. Start younger:

Ensure careers education begins at year 7.



3. 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).



4. 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 4 or more encounters with the world of work.

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:

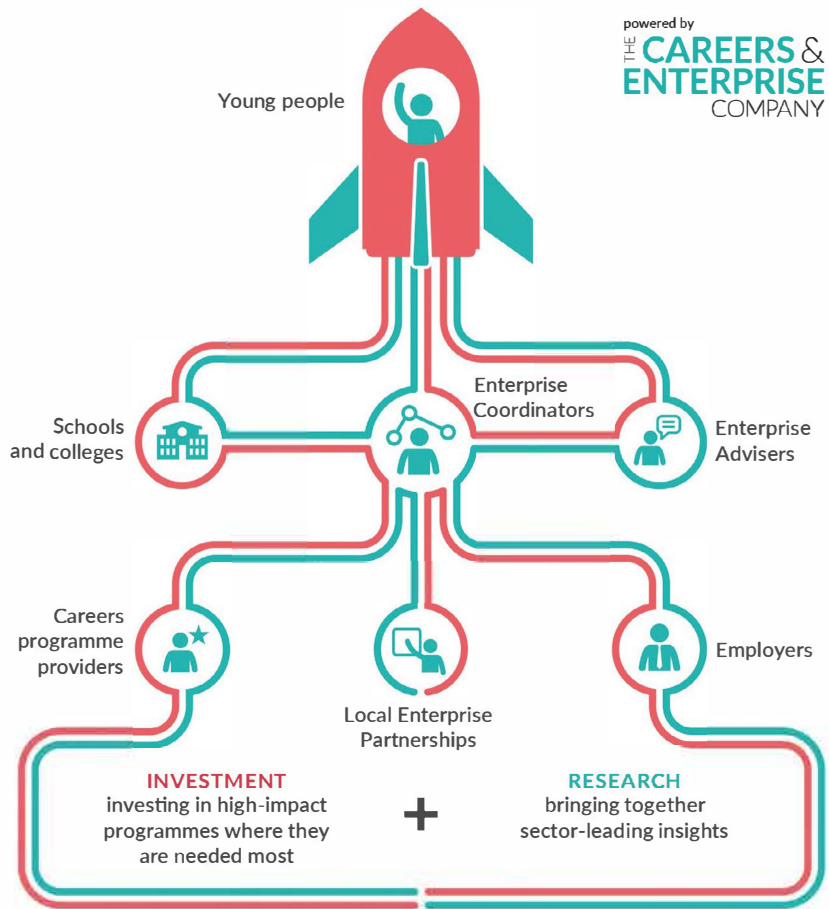
- ✓ get free, tailored support from a trained local Enterprise Coordinator
- ✓ be supported by a free, dedicated senior business volunteer (an Enterprise Adviser) who will help inform your careers strategy and planning
- ✓ get connected to a community of careers programme providers who deliver well-evidenced 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

- ✓ Share school/college priorities with your Enterprise Adviser
- ✓ Introduce your Enterprise Adviser to governing body and key staff members
- ✓ Arrange for students to meet with your Enterprise Adviser
- ✓ Visit your Enterprise Adviser's workplace
- ✓ Set meeting dates, deadlines and responsibilities
- ✓ Commit to a timescale to complete the review of existing provision

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 Local 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

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** - discuss 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
- **Baseline data** - ensure you have recorded your baseline data with our evaluation partner, [Pye Tait](#). Your Enterprise Coordinator or Enterprise Adviser can show you how to do this. This information is confidential and forms an independent review of impact of the national programme
- **Gatsby** - review your progress across the 8 Gatsby benchmarks nationally by using the [Compass tool](#). This helps showcase your areas of good practice and where your school/college can improve

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 careers 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

- ✓ Talk to your Enterprise Adviser about your [local careers programme providers](#) funded by The Careers & Enterprise Company
- ✓ Via your Enterprise Adviser, connect to local careers programme providers and services e.g. National Apprenticeship Service, National Citizen Service, Jobcentre Plus
- ✓ Your Enterprise Adviser may attend and support careers activities
- ✓ Involve your Enterprise Adviser in presenting student awards
- ✓ Talk with your Enterprise Adviser about best practice within the Network, locally and nationally

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

- **Input** – based on results from the audit, your Enterprise Adviser will support you to identify gaps and priorities to build a more detailed plan of activities
- **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 programme 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

PHASE

3



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
- ✓ Hold student focus groups with 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 future planning

Implementing your careers and enterprise plan

Implementing the plan and reviewing impact

- **Plan** – by phase 3 your school/college should have completed a review 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 LEP 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/college, 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 Local Market Information and opportunities?
- **Encounters** – has there been more than 4 employer experiences for years 7 to 13?
- **Experience** – has there been a minimum of 1 workplace experience per student?
- **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 LEPs 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		

The Careers & Enterprise Company

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