



# Careers Strategy 2024/5

*Leading the way in careers guidance and Employability for all!*

Created by	HOD Careers and Welfare	July 2023
Approved by	Vice Principal	
Version	2.0	
Date of review	July 2024	

## **THE MANCHESTER COLLEGE CAREERS STRATEGY: 2023**

### **INTENTION OF THE CAREERS STRATEGY:**

The purpose of the Careers Strategy is to outline the provision and direction of Careers Education Information Advice and Guidance (CEIAG) in the Manchester College. The demands of the changing workplace, and radical changes in funding, mean that high quality CEIAG is imperative as people adapt to new challenges in education, employment and training. The Manchester College is committed to providing high quality CEIAG on education, training and employment opportunities to prospective, current and former students. We believe that high quality careers guidance raises aspirations and attainment, supports students to achieve their potential, and meets the demands of a changing labour market, supporting the GM skills gaps. This Strategy supports the College's ambition for "careers not courses".

The College's Careers Strategy 2023 is in line with the DfE Careers Strategy, published in December 2017, and incorporates the themes and key priorities within the DfE Careers Strategy. The 8 Gatsby Benchmarks of Career Guidance underpin the DfE Careers Strategy and set the standards for good career guidance for all learning providers.

In line with the DfE Careers Strategy, the Careers Employability and Welfare (CEW) Department has developed its services and practices to incorporate the key priorities within the Careers Strategy. We meet the requirements of the 8 Gatsby Benchmarks and self-evaluate our progress using the Compass Careers Evaluation Tool. We will engage with The Careers Enterprise Company (CEC) to move the Service forward and network with Greater Manchester partnerships and Bridge GM.

The long-term vision of the Careers Strategy is to develop career opportunities for all students and stakeholders within The Manchester College and complying with the DfE by: *"making the most of everyone's skills and talents."*

### **OVERVIEW OF CAREERS, EMPLOYABILITY AND WELFARE:**

The Careers, Employability and Welfare Department is a fully matrix accredited service. Our role is to lead the development of careers education, information and guidance in the College, and support students by removing barriers to progression, learning and employment. Careers, Employability and Welfare (CEW) provides a comprehensive range of high quality, impartial CEIAG to potential and existing students, staff, and partners; including careers guidance, progression, learning opportunities, entry to Higher Education, welfare, housing, benefits, finance, accommodation and immigration for study. CEW staff are professionally qualified advisers (the majority are Level 6) who specialise in both careers guidance and personal support and based on all The Manchester College sites.

Our Careers and Welfare Site Leaders have an overview of all CEIAG activity, including building better working relationships with our Additional Learning Support team to provide an inclusive service for our SEND learners.

*The Manchester College meets 100% of the Gatsby Benchmarks, the national benchmarks for good careers guidance and is Matrix accredited and members of the Careers Development Institute.*

#### **Head of Department**

Stephen Brobbin

Careers, Employability and Welfare

#### **Careers Leaders**

Wendy Butterworth  
Michael Puddifoot

Careers and Welfare Manager  
Careers and Welfare Site Leader

### **HOW WE SUPPORT THE MANCHESTER COLLEGE'S VISION:**

The Careers Strategy is an integral part of the Visions and Objectives of The Manchester College's FE Strategic Plan 2023, and contribute to the overall success and ambitions of the College.

The Careers Strategy will support and develop the careers and employability objectives of The Manchester College, aligned to The Manchester College's FE Strategic Plan 2023. Both the Careers Strategy and FE Strategic Plan aim to support students' achievement in all Curriculum areas.

Our aim is to raise students' aspirations, broaden their horizons and empower them to make informed realistic decisions at all key transition points in learning and work. The Manchester College will provide careers guidance to all students in the college. We will support individuals gain the ability to make informed decisions about vocational, T level and educational pathways and aspirations.

CEIAG will be embedded in the Tutorial Programme and in vocational and academic courses for full cross-college delivery. We will support Curriculum in achieving positive outcomes for students through an extensive tutorial support programme within their existing Study Programme and provide ongoing high-quality support to all Curriculum areas. The College will increase and improve the promotion of the Careers Programme by providing more information to parents and carers to enable learners and stakeholders to understand our offer.

The Further Education Strategy 2020 outlines The Manchester College's Strategic Vision and Themes, stating: "We will be amazing in all we do for students, employers, communities and colleagues."

The Strategic Vision 2023 comprises of 4 Strategic Themes and Objectives. These are:

Strategic Theme 1- Students "Their journey to 'Amazing' with The Manchester College" Strategic Theme 2- Excellence "Developing a culture of excellence in everything we do" Strategic Theme 3 – Our People and Culture "Working in an 'Amazing' environment" Strategic Theme 4 – Our Community "An 'Amazing' experience for you and our stakeholders".

### **THE GATSBY BENCHMARKS:**

The Careers Strategy is underpinned by the eight Gatsby Benchmarks listed in the 2014 Gatsby Foundation Report, 'Good Career Guidance', as the required standard for good CEIAG within colleges. The eight Benchmarks are:

- 1 A Stable Careers Programme
- 2 Learning from career and labour market information
- 3 Addressing the needs of each student
- 4 Linking curriculum to careers
- 5 Encounters with employers and employees
- 6 Experiences of workplaces
- 7 Encounters with Further and Higher Education
- 8 Personal Guidance

The Gatsby Benchmarks set world-class standards and support colleges to develop and improve their careers and employability provision. By adopting the Benchmarks, we will put employers at the heart of our careers programme. Every learner has opportunities to have meaningful encounters with employers and learn about work, employment and the skills that are valued in the workplace and what it takes to be successful and explore potential career paths.

Our support will be tailored to address the needs of all students, especially disadvantaged students, and we will use data and technology to drive improvements.

The Compass Careers Benchmark Tool enables colleges to evaluate and track their position against the 8 Gatsby Benchmarks of Best Practice. For full Benchmark Evaluation criteria go to <https://www.careersandenterprise.co.uk/schools-colleges/compass-benchmark-tool> - which details progress against the Assessment Areas and key priorities for improvement. Each Benchmark was evaluated via a range of Assessment Areas relating to the 8 Benchmarks. The results of the Evaluation show how our answers compare to all 8 Benchmarks. The results support the College identify our strengths, areas for improvement and next steps. Our Strategic Aims and Objectives are underpinned by the Gatsby Benchmarks as the standard for best practice..

### **Skills Development and Work Experience**

Where appropriate, based on course level, 16–18-year-old students will undertake an Industry placement to allow students to develop their technical skills in a role directly related to their vocational course. Work experience is a key part of the study programme and a crucial way of developing transferable employability skills. The development of these skills is high on the governments agenda and is needed by employers and universities across the UK.

This will complement the academic and technical knowledge students gain on their chosen course.

Students will have an Employability Hour, timetabled, where the teacher can begin to assess a student's skill-based strengths whilst also identifying areas of development. Our termly Skills Scan assessments have been designed alongside employers, allowing us to be confident that we develop students using the most crucial Employability skills required in the industry today.

Through work experience students can start to understand how the industry works and test out job roles to support career planning. As part of their studies, students will develop skills outside of their usual comfort zone and gain job references to support future opportunities and progression.

Students are expected to engage with Employers through work experience such as:

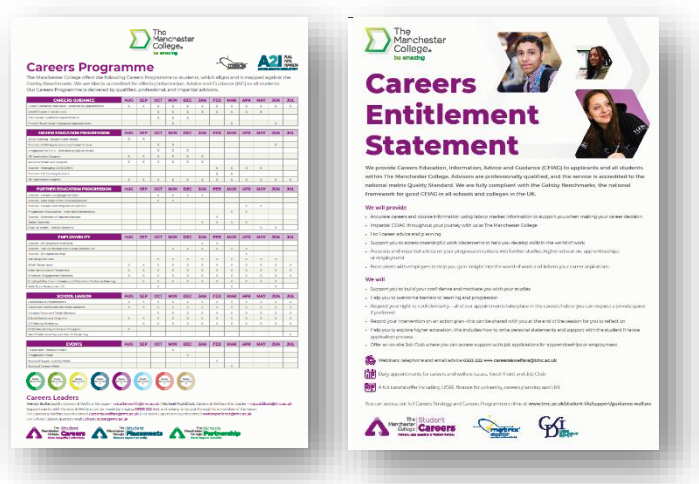
- Encounters/Work Related Activity including group trips to an employer, guest speakers, masterclasses, volunteering and more!
- An external Work Placement - From Level 1 upwards, which is needed with an employer within the industry being studied. This could vary in length.
- An external Industry Placement with an employer from within the industry being studied, with a minimum of 315 hours (45 – 50 days)
- We will present opportunities to teachers, and we require our students to be preparing and applying for every week.

- The college works with employers and students will be able to explore what opportunities are available on the Grofar App both in the weekly Employability Hour and in their spare time.
- If students do source their own placement, we need to make sure it's relevant to the Programme of Study and career aims.
- Alongside the Employability Hour tutor, our Employability and Partnerships team can help students find a suitable experience or placement. Students can make contact on WorkExperience@tmc.ac.uk and also expect to meet them in the Employability Hour lessons.

#### **DEPARTMENT STRATEGIC OBJECTIVES: IMPLEMENTATION**

- To deliver an innovative and impactful careers service to pre-entry, on-programme and progressing students at all levels through a variety of methods including face-to face, E- guidance, telephone guidance and webinars and careers and employability events.
- To provide every 16–18-year-old, 19-year-old and above and SEND students with a range of opportunities for Personal Guidance interventions when significant study or career choices are being made, conducted by professionally qualified careers advisers at Level 4 and Level 6
- To provide 16–18-year-old students with a focused Employability Hour, embedded in the Study Programme Scheme of Learning, to go alongside vocationally contextualised employability skills sessions and/or Employability Modules (produced by Curriculum), students are asked to complete several specific core employability activities: Skills Scan 1 to 3, and Careers Education Guidance 1-1s.
- To achieve Personal Guidance targets with Career interventions including 1:1 career guidance and group tutorials. Priority will be given to Level 3 Year 2 learners (Year 13) in order to enhance their career and employability prospects.
- The College will further promote the use and understanding of LMI to parents and guardians to support their children in career and learning choices. This will be achieved by a range of literature and bespoke tutorials, focus groups and feedback; software and tasks
- To further develop career hubs for CEIAG provision across all campuses, moving towards the college Vision and increase the visibility and effectiveness of CEIAG offer to stakeholders
- To develop integral links with Curriculum to ensure collaborative working towards careers provision and to ensure careers and employability support is relevant to Curriculum needs
- To embed equality and diversity throughout, in line with College E&D Policies. We will offer tutorials and activities to actively seek to challenge stereotypical thinking and raise aspirations, such as Women and Girls into Engineering and STEM subjects.
- To highlight the relevance for a wide range of future career paths within the GM skills gaps
- To increase careers support and activities to engage and aid progression for SEND students
- To support The Manchester College intended destinations strategy through effective CEIAG provision via a range of delivery methods
- To grow the digital platform for CEIAG provision through the student portal, social media and communication tools and reach more students in innovative and interactive ways

- To forge robust links with employers and external organisations to provide inspiring opportunities for learners to gain work experience and develop work skills
- To develop the employability aspect of CEIAG provision through innovative group, work- shop and 1-1 support, championing the role of LMI, work experience and vocational exploration within careers planning
- To contribute to college tutorial framework to provide careers support to all Curriculum areas, including the use of careers software
- To develop a calendar of events to promote CEIAG to students and staff, supporting retention, achievement and (internal) progression of all students
- To implement Quality Assurance Systems to ensure continuous quality improvement in all areas of Service delivery
- To support matrix and Ofsted inspections through inspection-readiness and continuous self-assessment via Quality Assurance, Self-Assessment Reports and monitoring systems
- To monitor and review effectiveness of service through continuous assessment and feedback tools, including client feedback, group tutorial feedback, questionnaires, e-surveys (staff and students), and QDP
- To work closely with Employability Partnership Coordinators, and School Liaison to ensure holistic support is provided, contributing to the overall recruitment, retention and achievement of students
- To work closely with College Support Services to ensure holistic support can be provided, contributing to the overall retention and achievement of students.



## USING LABOUR MARKET INFORMATION TO SUPPORT STUDENTS:

A key priority of the Careers Strategy is to promote and develop Gatsby Benchmark 2, the use of Labour Market Information (LMI) across all sectors, and to promote and develop employment opportunities within The Manchester College.

Labour Market Information (LMI) is available to The Manchester College current and prospective students, staff and visitors using a variety of mediums, including LMI Data capture cards, Course Guides, LMI tutorials and careers updates. This information is available on the student portal and the

college website. LMI tools such as Lightcast, MiDAS and Vector will be used to gather reliable quality, up-to-date LMI about the current and predicted labour market, which can be used to inform students with progression options and careers. The data will also inform and support curriculum development and curriculum planning and decision-making. The college is informed by weekly updates and newsletters from the Business Unit.

LMI will be shared at open events, parents' evenings, interview evenings and as part of the CEW offer. The information will be updated yearly to ensure that the LMI is current and accurate. LMI will be disseminated to a wider audience in particular parents and guardians. Career advisers will work in collaboration with Curriculum links to ensure LMI data is relevant to their Study Programme and to ensure that resources inspire students.

We will also ensure continuous LMI research is maintained throughout the academic year. The LMI data used by the College is updated annually using data provided by Lightcast.

Careers, Employability and Welfare adheres to the highest standards of professional behaviour as stated in the Career Development Institute Code of Ethics which incorporate:

- Equality of Opportunity
- Accessibility
- Accountability
- Impartiality
- Confidentiality
- Transparency
- Competence
- Duty of Care
- Continuous Professional Development

## **INDUSTRY BOARDS**

Our sector-specific Industry Boards enable us to examine how well our curriculum knowledge reflects industry practice and to identify and take into account the needs of employers in the local, regional and national economy.

These meetings enable us to discuss what skills employers need, identify any curriculum gaps and ask for employer input, directly appeal for placements or support with a project, discuss the possibility of back to the floor days for staff and give tutors / T Level leads the opportunity to engage with partners and/or potential partners.

Through Industry Board membership, employers and industry professionals are able to influence our teaching and learning, so that students are better prepared and skilled for the current and future labour market. The Boards provide an opportunity for the College to better understand business expectations, requirements, skills and behaviours and work together on safeguarding and health and safety requirements. Employers benefit from a larger, better equipped talent pool from which to recruit and boost their profile and reputation within the local community.

## **IMPACT AND EVALUATION OF SERVICE**

The Manchester College will evaluate the impact and success of the careers guidance provision by a range of performance measures:

- Ongoing analysis of impact of the service provided through robust statistical information and range of feedback methods and data collection from all stakeholders
- Custom-built Action Planning System and analysis of progression data
- Student feedback 1:1 and student feedback in tutorials
- Matrix accreditation and annual Continuous Improvement Checks
- Regular self-evaluation using Compass Evaluation Tool to monitor achievement of Gatsby Benchmarks, with Careers Enterprise Company
- Self-Assessment Report - Collaborative and rigorous approach to self-assessment
- Quality Improvement Plan
- Annual Appraisal and review process
- A robust Quality Assurance System – CEW quality assurance process including observations and action plan audits to monitor quality and consistency of CEW advisors.

#### **RESOURCES:**

Professionally qualified and experienced Careers Employability and Welfare Advisers who will support learners in career and employability activities and support students in identifying and removing barriers to progression and employment.

The Department uses an electronic Action Planning System to record student impact more efficiently and effectively and links with College systems and reporting mechanisms.

Premises have been improved and redesigned with the development of Career Hubs in line with the 2020 vision of Creating Centres of Excellence.

Digital resources will be improved including careers software such as Growfar and Unifrog. A wide and varied range of current resources are designed and produced, including Tutorials and appropriate interactive activities, which meet the needs of all students.

#### **USING TECHNOLOGY WITHIN CEIAG:**

A key aspect of the Manchester College's CEIAG provision will be the engagement of current and prospective learners via digital media. The aim is to provide an easily accessible and wide-ranging set of careers resources as well as a greater scope for contact:

- The Careers aspect within the College website, Job shop and student portal platform provides a wide range of resources and tutorials such as job and work experience placements, information on careers planning and Labour Market Information.
- The College's social media profiles on Twitter, Tick Tok and Facebook will provide up to date information on developments and upcoming events relating to careers
- The college website will contain course and career information and will offer the increased opportunity for learners to engage in careers webinars and e-guidance facilities
- The use of digital media in CEW tutorials, to enhance the experience for the learners through the use of digital tools such as Prezi presentations, online videos and interactive sites



## **NEW OPPORTUNITIES:**

The Manchester College will develop wider links within Greater Manchester networks, working collectively with a range of colleges, networks and employers to increase good practice. We will contribute to the success of local, regional and national strategies, including Our People, Our Place, The Digital Strategy and Industrial Strategy and the Careers Strategy.

Career Hubs and Job Clubs, which will be dedicated and resourced environments that students access careers resources and gain support for their career planning and applications for employment opportunities or Study Programmes. The College website will continue to create interactive and engaging experiences which will prioritise career opportunities and Study Programmes. We will offer a wider choice of career planning tools which all students can openly access.

The College will develop digital platforms to engage students and provide information in an accessible way, to support students achieve their future career plans. CEW has a dedicated section on the student portal which includes sections on course choice, career planning, CVs and interviews, job search, Labour Market Information, work experience, volunteering, and funding for study. Financial and welfare information includes funding for study, benefit entitlement which has implications for their course choice and future career plans.

Careers advisers will build on links with Curriculum to increase employability activities by engaging with employers, improving links with a range of organisations and planning careers fairs and employability events across College. These advancements will enhance the provision of CEIAG within the Manchester College and enable us to implement the DfE Careers Strategy and maximise student's opportunities.

We will continue developing new platforms including.

**Job Shop**, The Manchester College job search platform for all cohorts

**Student Alumni**, connecting all current, future, and past students in creating a community.

To be reviewed in July 2024.

### **Further information and resources:**

Membership of CDI and Code of Ethics: [www.thecdi.net](http://www.thecdi.net)

Responding to changing governmental priorities and careers strategy:

[www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents](http://www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents)

[www.gatsby.org.uk](http://www.gatsby.org.uk)

[www.careersandenterprise.co.uk/schools-colleges](http://www.careersandenterprise.co.uk/schools-colleges)

[www.qualityincareers.org.uk](http://www.qualityincareers.org.uk)

[www.matrixstandard.com](http://www.matrixstandard.com)

[www.education.gov.uk](http://www.education.gov.uk)

*The careers strategy 2023 has been through an Equality impact assessment. June 2023 (SB/NK)*