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CEIAG in Schools – A brief history

2011 Education Act removed the statutory requirement for schools to provide a prescriptive careers education programme.

In March 2012– new statutory guidance for schools

Face to face careers guidance was only necessary for those deemed at risk. For others the term guidance became more generic

Careers education became less prescriptive, with schools free to determine an appropriate programme for their pupils years 9 to 11. Later this was extended to years 8 to 13

Guidance to schools 'suggested' that for CEIAG schools should engage with employers, training providers, colleges and universities.





CEIAG in Schools – A brief history

National Careers Service launched in April 2012 to coincide with the new legislation/guidance – provided a helpline/ website

Previously guidance services were provided by LEA's. The new regime made no money available to schools for CEIAG provision

Schools were left to contract with service providers; consequently many schools opted not to engage qualified professionals.





CEIAG in Schools – A brief history

- ▶ Ofsted carried out a thematic review between Dec '12 and March '13 and published a report in September '13 describing guidance in schools as “not working well”
- ▶ Following the OFSTED thematic review in April '14 new statutory guidance along with non statutory guidelines were issued to schools.
- ▶ **Spot the difference**
 - Guidance to schools now **specifies** that schools ‘**must**’ engage with employers, training providers, colleges and universities. The non statutory guidelines discuss what schools are expected to deliver but do not specify how they must do it
 - There is still no reference to professional careers advice.
 - CEIAG in schools is now a high priority for Ofsted ?
 - Measures of a successful programme will be based on leaver destinations



Issues for Schools & Partners

Time

- Limited – in most schools only a few hours a week is given to co-ordinating CEIAG.
- Maintaining partnerships is very time consuming.
- For employers – staff being away from their workplace can be difficult

Practicalities and Logistics

- Making mutually convenient arrangements with employers and other providers within the constraints of the school timetable can be problematic

Money

- Budgetary constraints – for schools
- Employers and other partner organisations offer services on a goodwill basis

Skill

- Schools staff perhaps not always confident/trained/up to date with CEIAG
- Employers/providers are not always on message or impartial

Will

- In the scheme of things some schools may not see CEIAG as a high priority
- Employers and other partners may not be in a position to see school CEIAG as a priority and may be over whelmed by requests from schools



Aim Higher

Introduced to widen participation in higher education by raising awareness and attainment of under-represented groups

Offering support, information and advice to potential students and their families

Funding managed on a partnership basis between schools and colleges





Aim Higher – Timeline

2003 – 2007

- Funding to develop partnership arrangements between HE and schools



2008 – 2011

- Funding further extended school and higher education partnerships were established and successful



2011

- New HE finance arrangements. Aim Higher funding ceased and the universities are now expected to make individual access arrangements





Aim Higher – What now?

Most HEI's have schools liaison teams :-

- An excellent source of specialist higher education information and support to schools
- Partnerships are invaluable in supporting the school's CEIAG programme
- Schools liaison staff are professional, reliable, helpful and responsive to requirements of the school
- An excellent source of support for students and their families – especially those not familiar with Higher Education
- HE/School Partnerships benefit both parties





School Liaison Teams in school

Higher Education Schools Liaison Teams

- Promote the benefits of Higher Education
- Named link between HEI and the school
- Meet regularly to discuss ideas and plan and schedule the annual programme

Input into the school CEIAG programme e.g.:–

- HE Conventions
- Presentations to students
- Presentations to parents
- Organised HE visit days
- School subject staff/ HE subject staff – links/projects
- Practical arrangements for HE visits/events etc.





School CEIAG Co-Ordinator

Establish and Maintain links with SLO's

Plan, schedule and be well organised.

Ensure appropriate behaviour of students when events are taking place in school

SLO's are guests in your school!

Partnerships are a two way process – SLO's may occasionally ask something of you or the school in return please be equally accommodating.





CEIAG Programme at Heckmondwike Grammar School

- ▶ In April 2012 the ACEG produced their “Framework for Careers Education – a Practical Guide” We revised our CEIAG Programme in accordance with the framework as follows:
 - **Strategy** – what we are working towards
 - **Raising Aspiration** – equips learners with the skills to realise their aspirations
 - **Raising Achievement** – strengthens motivation and ambition
 - **Ensuring progression and sustainable destinations** – skills to investigate progression pathways, make use of available support, provide information about the range of opportunities for school leavers – education, training and employment etc.
 - **Engaging Learners and NEET reduction** – help to improve behaviour, motivation and attendance
 - **Curriculum Links** – context and links for CEIAG in the wider school curriculum





The CEIAG Programme at HGS

What we do

- Provide a planned scheduled programme of CEIAG based on joined up thinking rather than ad-hoc arrangements

Who's Involved

- Professional specialists, careers advisers, teachers, support staff, alumni, employers, training providers, FE colleges and HEI's, Schools Liaison

Where

- **In school**
 - Careers Centre, library, VLE, posters, displays, assemblies
- **Outside school**
 - Social media, work experience, visits to employers, training providers, colleges and universities





When

- Throughout the school year

How

- Provide a varied range of CEIAG activities, eg presentations from guest speakers from Higher Education and Industry, Careers & HE Conventions, projects with HE and local employers, organised visits, mentoring, HE subject taster days, job club, work related placement programme, work with parents and carers etc

Why

- Because we have to – DfE Statutory Guidance April 2014, Destinations and League Tables
- Because we want to – DfE Non-Statutory Guidance April 2014, moral responsibility, improves student attainment and progression = positive destinations





HGS CEIAG Programme 2013/14

Year 7	Employment trends and the changing world of work. Skills employers need for the future
Year 8	Introduction to jobs and careers in the broader context of job families. Introduction to careers software – Careerscape
Year 9	Visit to the careers resource centre; different sources of careers information; Careers Library Index System; introduction to HGS Careers Website. Impact of GCSE options on future higher education and career choices;
Year 10	Introduction to idea generator software packages including Kudos Inspire, and Higher Ideas. Action planning, research and preparation for year 11 individual guidance interviews
Year 11	Overview of all post-16 options, including further education, vocational courses and apprenticeships. A level subject choice and introduction to higher education
Year 12	18+ options including – HE; Jobs; Apprenticeships; Gap Year, Vol work etc. Higher education choices – planning, preparation and applications 6 th Form work shadowing placement programme
Year 13	HE applications and post applications support, sponsored degrees Job search, traineeships and apprenticeships





HELOA

- ▶ Higher Education Schools Liaison Officers provide extensive input into HGS's CEIAG Programme:
- ▶ Events :-
 - UCAS HE Fairs
 - HE Convention at the school years 7 to 13- 50 + HE providers
 - 18+ Progression Event – year 12
 - WP Access programmes
 - Summer Schools – widening participation
 - Subject related taster days
 - Conferences, e.g. Medicine/Dentistry/Physics etc.
 - University Open Days
 - Open days (subject specific)
 - Compacts/ Master Classes and Tasterdays
 - Headstart – STEM related course experience
 - HE visits





HELOA – Continued

HGS – Presentations to students:-

- HE finance and budgeting (Years 12 and 13) – [Huddersfield](#)
- Introduction to Higher Education (Year 12)– [Lancaster](#)
- The UCAS Applications Process (Year 12) – [Bradford](#)
- Discerning Applicant – critique of HE websites and KIS information (Year 12) – [York](#)
- Personal Statements (Year 12) – [York](#)
- Study Skills (Year 10) – [Huddersfield](#)
- HE+ Group – various topics and projects (Years 10/11/12/13) – [Oxford Cambridge Durham Bristol LSE Imperial](#)
- Making the right GCSE choices (Year 9) – [Leeds](#)
- A level choices – Informed Choices (Year 11) – [Leeds](#)
- Preparation for academic interviews (Year 13)–[Manchester](#)



HELOA – Continued:



▶ Working with Parents

- HE finance and budgeting
- Introduction to Higher Education
- The UCAS Applications Process
- Parents' Guide to Higher Education
- Parent classes at school

▶ Teachers and Advisers

- Host teacher and adviser events – various topics
- Subject related projects that support the school curriculum
- CPD/Staff training/HE updates/personal statements etc





Case Study 1 – Student Visit to the University of Huddersfield

9.45am	Arrival and Registration
10.00am	Welcome and Introduction
10.30am	Carousel Campus Tour Student Finance/Budgeting Workshop Interview Skills Workshop What do graduates do? (Careers Service)
12.30pm – 1.00pm	Lunch (bring own packed lunch)
1.15pm	Subject specific workshop (attend one of) TV Production Law Marketing Biology Multi-media Accountancy Pharmacy Chemistry
2.15 – 2.45pm	Close Plenary – Bob Cryan, Vice Chancellor





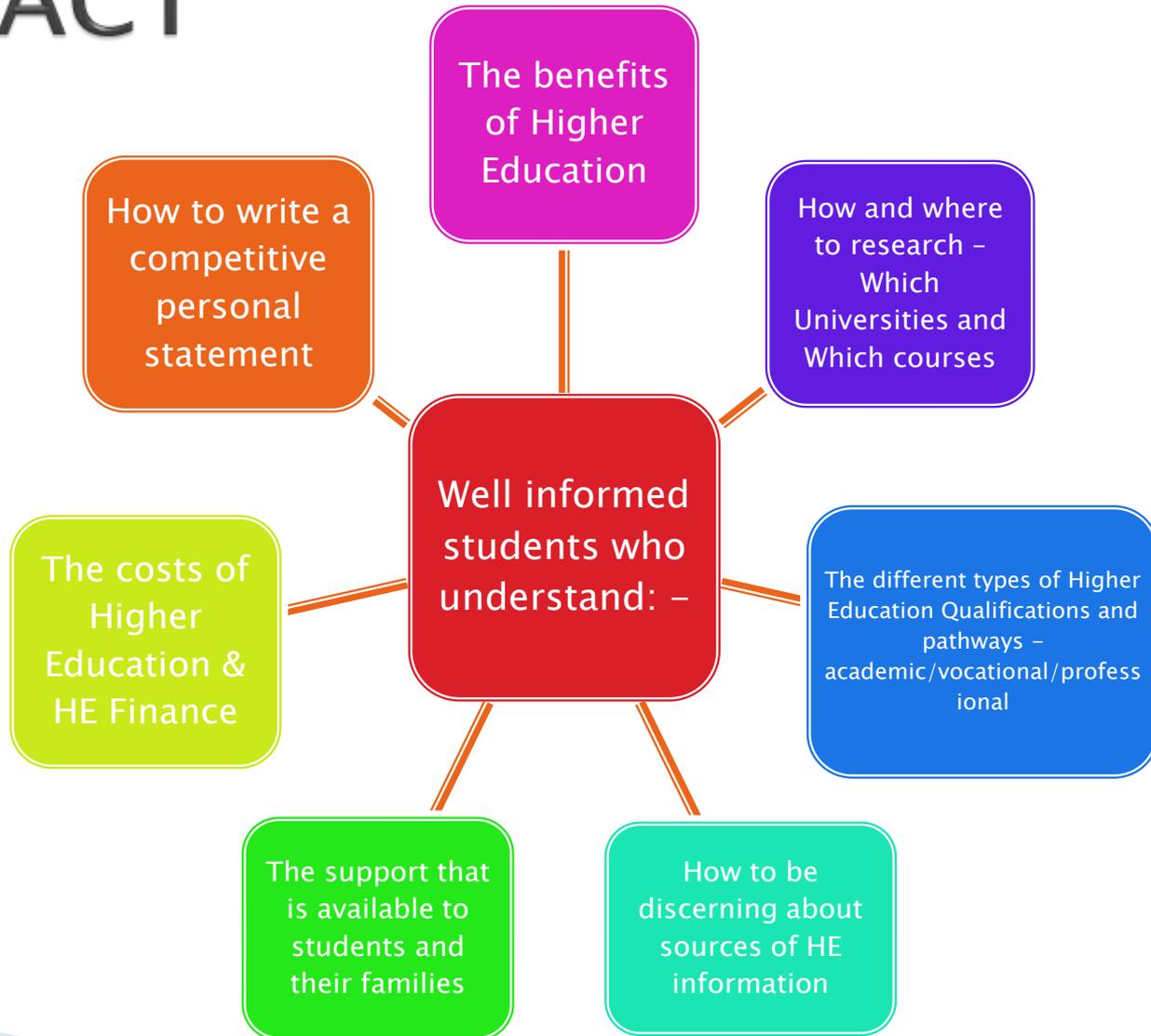
Case Study 2 – Parents Evening Class

- ▶ Between 2006 – 2010 – we delivered Higher Education evening courses for parents 2 evenings per week over 4 consecutive weeks
- ▶ The course was targeted at the parents of first generation students planning to apply to Higher Education and was co-tutored by the HGS careers adviser and a member of staff from the University of Huddersfield schools liaison team
- ▶ Topics covered
 - WHY ? – Higher Education
 - WHAT ? – which course
 - WHERE ? – which university
 - WHEN and How ? to apply
 - Full attendance – no drop out – excellent feedback from parents





IMPACT





HGS/HEI's New Developments 2014/15

Outcomes first ! – work backwards from the destinations to explain the career opportunities and benefits of higher education – missed opportunity!

Involve HE Careers Services in schools programmes to explain graduate opportunities

Greater use of course destinations data to inform – chances of success and return for investment

KIS – raise awareness of KIS in schools, teach students how to use and interpret course information

Engage Alumni in school liaison activities

