**HELOA Annual Conference 2019**

**Thursday 24th January**

**Keynote – A lesson in Careers Guidance**

**Jonathan Hardwick, Regional Director and Sarah Frend, Executive Director - TARGETcareersFuturewise**

Sarah and Jonathan introduced themselves to the audience, highlighting that they both come from a careers adviser background.

Jonathan started a discussion around how a lot of students ask him and his colleagues ‘what is a good job?’ This led to an activity (included in the attached presentation slides), which allows students to think about what they class as a good job, as this can vary from person to person. For one it might mean a high salary whilst for another it might be a good work/life balance, for example. Jonathan went on to question whether there is a difference between a job and a career, which ties in perfectly with Careers Education Information Advice & Guidance (CEIAG). Jonathan spoke in detail about why CEIAG is important and all of this can be found in the presentation slides. He talked about how nobody wants to pay for CEIAG despite everyone admitting it is required. He likened this to issues such as lighthouses, street lighting and flood defences (see slide 14 of the presentation).

There are lots of sources of information out there for students to engage with, to help make decisions, but sometimes this can be overwhelming as there can be *too* many out there and sometimes with conflicting advice. This is where HELOA members can come in with our roles in student recruitment, schools’ liaison, widening participation and outreach. A large amount of our jobs incorporate CEIAG anyway, but Jonathan re-iterated the importance of the key advice and guidance skills that we can incorporate into our everyday work. The fundamental aspects of this are active listening and questioning – specific details on these issues can be found in the presentation slides. The audience then undertook an activity in threes, taking it in turn to play the role of ‘student’, ‘observer’ and ‘adviser’, student stories were used to employ a role play scenario, ensuring that the adviser used key listening and questioning skills and the observer listened carefully and fed back accordingly.

Jonathan then introduced a website: [www.targetcareers.co.uk/degree-explorer](http://www.targetcareers.co.uk/degree-explorer) which can be used for both a pre-16 and post-16 audience. The website aims to help students find the right degree course by completing a two-stage assessment. Upon completion of the assessments, the student will receive a ranked list of the university subjects that match their interests and abilities. Each recommendation can then be explored in more depth.

Time was given at the end of the presentation for questions, but none were asked.