

# GOOD CAREER GUIDANCE

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Good career guidance helps inspire students towards further study and enables them to make informed decisions whenever choices are open to them. It helps them to understand enough about the world of work to know what skills they need to succeed. It is important for social mobility because it helps open students' eyes to careers they may not have considered. Ofsted now includes career guidance specifically within the inspection framework.



IF YOUNG PEOPLE KNOW MORE ABOUT THE RANGE OF CAREERS OPEN TO PEOPLE WITH THE RIGHT QUALIFICATIONS, THEY WILL HAVE A CLEARER IDEA OF THE ROUTES TO BETTER JOBS



ONCE YOU FIND OUT WHAT A 'SCIENTIST' ACTUALLY DOES, OR DISCOVER ALL OF THE DIFFERENT WAYS IN WHICH YOU CAN BE A SCIENTIST, YOU MAY FIND IT EASIER TO IMAGINE YOURSELF INTO THAT ROLE



Career guidance in the UK has been much criticised, but what would it look like were it good? Our team visited six countries (the Netherlands, Germany, Hong Kong, Finland, Canada and Ireland) where both career guidance and educational results are good. We also visited schools in England and studied the available literature on career guidance in English state schools. From all this input we made a judgement on what 'good' looks like in the form of eight benchmarks identifying different dimensions of good career guidance.



GATSBY



## THE BENCHMARKS

1	A STABLE CAREERS PROGRAMME	Every school and college should have an embedded programme of career education and guidance that is known and understood by students, parents, teachers, governors and employers.
2	LEARNING FROM CAREER AND LABOUR MARKET INFORMATION	Every student, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.
3	ADDRESSING THE NEEDS OF EACH STUDENT	Students have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each student. A school's careers programme should embed equality and diversity considerations throughout.
4	LINKING CURRICULUM LEARNING TO CAREERS	All teachers should link curriculum learning with careers. STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.
5	ENCOUNTERS WITH EMPLOYERS AND EMPLOYEES	Every student should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.
6	EXPERIENCES OF WORKPLACES	Every student should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.
7	ENCOUNTERS WITH FURTHER AND HIGHER EDUCATION	All students should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.
8	PERSONAL GUIDANCE	Every student should have opportunities for guidance interviews with a career adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all students but should be timed to meet their individual needs.

BENEFITS OF GOOD CAREER GUIDANCE INCLUDE BETTER MOTIVATION OF PUPILS ONCE THEY HAVE CLEAR GOALS FOR FUTURE STUDY AND CAREERS, LEADING TO HIGHER SELF-ESTEEM, HIGHER ATTAINMENT AND REDUCED DROP-OUT RATES

The long term benefits of good career guidance are seen in lower unemployment and in students who find themselves in rewarding jobs that fit their skills.

But what about the costs? We asked the accountancy firm PwC to do an independent exercise to find the cost of implementing all the benchmarks in an 'average' school.

The cost of implementing all the benchmarks in a medium-sized school outside London is estimated at £53,637 in the first year, and £44,676 in subsequent years. This is equivalent to £54 per student from the second year onwards, and is less than 1% of the school's budget.

IMPACT PATHWAY



### USEFUL REPORTS AND SERVICES FOR SCHOOLS

Statutory guidance for governing bodies, school leaders and school staff. Prepared by DfE in April 2014.

[bit.ly/VHPxkd](http://bit.ly/VHPxkd)

Careers engagement: a good practice brief for leaders of schools and colleges, from ASCL, NFER, ATL and the I57 group.

[ascl.org.uk](http://ascl.org.uk)

Online learning modules to help teachers and others to learn more about career education and guidance with a particular emphasis on STEM.

[bit.ly/lpZFd8](http://bit.ly/lpZFd8)

Careers England provide a Quality in Careers Standard.

[careersengland.org.uk](http://careersengland.org.uk)

A register of career guidance professionals is managed by the Career Development Institute (CDI). 'Search the Register' function is on the homepage.

[thecdi.net](http://thecdi.net)

There are several commercial providers of services to schools. Many providers will have the Matrix quality standard for information, advice and guidance services.

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

The National Careers Service provides career advice for 13–19 year olds via phone and web.

[bit.ly/lpLDkTS](http://bit.ly/lpLDkTS)

### OTHER RESOURCES AND EMPLOYER LINK ORGANISATIONS

Online career exploration packages such as Kudos and Fast Tomato.

[bit.ly/lOcWQ69](http://bit.ly/lOcWQ69)  
[fasttomato.com](http://fasttomato.com)

iCould, Plotr and Horses Mouth provide some career exploration and advice.

[icould.com](http://icould.com)

[plotr.co.uk](http://plotr.co.uk)

[horsesmouth.co.uk](http://horsesmouth.co.uk)

Careers Box and iCould have large collections of careers video clips.

[careersbox.co.uk](http://careersbox.co.uk)

[icould.com](http://icould.com)

The National Apprenticeship Service has a website to promote opportunities for learning via an apprenticeship.

[apprenticeships.org.uk](http://apprenticeships.org.uk)

The UCAS website provides a lot of career-related resources for students.

[ucas.com](http://ucas.com)

Sector-specific resources such as Futuremorph, which has STEM careers information.

[futuremorph.org](http://futuremorph.org)

Careers Lab is a structured collaboration framework between schools and businesses.

[careerslab.org.uk](http://careerslab.org.uk)

STEM Ambassadors and STEMNET broker partnerships between schools and science-based employers.

[stemnet.org.uk](http://stemnet.org.uk)

The Education and Employers' Taskforce 'Inspiring the Future' puts volunteers into state schools and colleges to talk about their jobs.

[inspiringthefuture.org](http://inspiringthefuture.org)

Business in the Community's 'Business Class' provides a framework for partnerships between schools and business.

[bit.ly/ljNdffa](http://bit.ly/ljNdffa)

Future First has a network of schools and supports alumni engagement.

[futurefirst.org.uk](http://futurefirst.org.uk)

Career Academies brings together employers and schools to prepare young people for the world of work.

[careeracademies.org.uk](http://careeracademies.org.uk)

Brightside Trust runs a mentoring programme to link young people with employers and learning providers, using an online model.

[thebrightsidetrust.org](http://thebrightsidetrust.org)

FOR MORE INFORMATION ON THE BENCHMARKS AND FURTHER RECOMMENDATIONS FOR SCHOOLS, PLEASE VISIT [GATSBY.ORG.UK/GOODCAREERGUIDANCE](http://GATSBY.ORG.UK/GOODCAREERGUIDANCE)

FOR MORE INFORMATION ON NAHT AND ASCL, PLEASE VISIT [NAHT.ORG.UK](http://NAHT.ORG.UK) OR [ASCL.ORG.UK](http://ASCL.ORG.UK)