

**Title:** **Careers Strategy**

**Reviewed by:** Director – Quality, Performance and Progression  
Careers Lead  
November 2024

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**Date of next review:** August 2026

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**Associated Documents & Policies:**

- Quality and Performance Strategy
- Internal Quality Assurance Policy
- Quality Calendar
- Careers Education, Information, Advice and Guidance Policy

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### **Purpose and Mission**

The purpose of this policy is to ensure all students can be supported to plan and manage their individual career pathways, so they are equipped to make transitions successfully to achieve their next steps. This policy is underpinned by Bath college Vision and Values which are: Excellence, Inclusivity, Innovation, Integrity and Collaboration. The college is committed to implementing a careers program that strives for high standards, embraces diversity, encourages curiosity, transparency, which promotes teamwork, communication, and partnership.

### **Statutory requirements and expectations**

To ensure consistency and quality in CEIAG at Bath College, the college is committed to adhering to several frameworks and requirements.

- The Government's careers strategy
- Gatsby Benchmarks
- Ofsted Framework – Education Inspection Framework – Further Education and Skills
- Matrix Standard
- Compass
- CDI Framework

### **Learner entitlement**

Every student at all levels and stages in their education is entitled to a high-quality career education and guidance. The college's careers strategy provides detail on the offer and journey for a Bath College student.

### **Management and delivery**

Bath college recognises the importance of the careers related learning program. To see the full offer and program including the strategic aims, please see the strategy linked at the top of this document. The college's careers offer and programme, supported by strategic aims can be found in the published Careers Education, Information, Advice and Guidance Policy.

### **Roles and responsibilities:**

The college's Careers Education, Information, Advice and Guidance Policy clearly details and defines the roles and responsibilities of key staff and stakeholders when providing a high-quality careers offer to all students.

### **Staff development**

All staff are expected to contribute to the career learning development of students and are supported by the careers team by provision of;

- Drop-ins advice and guidance sessions,
- Resources and support guides

Staff development days provide staff with the chance to upskill and become more confident in signposting careers in the curriculum and knowing how to support students with their next steps.

Bath College supports and delivers a Dual Professionalism programme which encourages staff to spend time in industry to ensure their technical skills and understanding of their sector is current and support high quality education and training.

### **Funding and Resourcing**

Staff have been supported by the college in completing level 6 qualifications to support quality and professional formation. The careers team at Bath College manage and maintain resources to ensure advice and guidance is up to date and in line with labour market information.

The careers team ensure the information on the careers portal is up to date and links are checked annually. Ensuring that no books, handbooks, and guides are over two years old.

The team ensure that the tutorial system is well resourced with up to date and information is right to level and meets the varying needs of all students.

### **Teaching, Learning and assessment**

Careers are embedded in the curriculum within subject-specific areas, supported by labour market information which is used to inform pathways, growth areas and salaries.

Vocational and technical language in addition to industry methods and skills are used to inform and keep students updated, and to make them industry, work, and progression ready. Lecturers deliver focused careers sessions, which assess the needs of each individual student. Additionally, workshops, tutorials, activities, visits, trips and themed weeks are delivered to inspire, encourage and inform the students, supporting them in their career journey.

### **Information, Advice and Guidance.**

The college offer impartial careers guidance to provide students with information on all pathways and options, and not exclusively higher education. Both careers' advisers are qualified to Level 6, and this supports the college's aim of ensuring high quality careers advice and guidance being available for all students across the college during their programme of learning. All staff are members of the career's development institute where up-to-date knowledge and information can be accessed to support guidance

### **Monitoring, reviewing, evaluating and reporting**

The college regularly monitors and evaluates the quality of careers education, enabling and ensuring that the college meets and exceeds it's statutory requirements.

Surveys and feedback are used to analyse the quality and impact of support, events and advice provided. The college completes Compass self-assessments and the careers maturity model several times a year, to provide an overview of where the college is meeting the Gatsby benchmarks, and where development is required. Working groups held across college are beneficial in reviewing the careers education programme. Termly meetings with the named careers link governor provides challenge, scrutiny and support of the CEIAG offer at the college. Yearly quality improvement plans are also created to ensure a constant improvement culture is built into the service.

## Stakeholders and partners

The college recognises and engages with a range of stakeholders when planning, delivering and evaluating the CEIAG at the college. These include:

- Parents, guardians and carers
- Curriculum staff
- Professional services teams
- Business development team
- Heads of departments and managers
- Board of governors
- Employers, civic bodies and community partners
- West of England Careers Hub
- Careers and Enterprise company
- Wessex inspiration network
- Youth connect
- Local, regional and national higher education institutions

## Strategic Objectives – Intent, Implementation and Impact

<b>Careers Strategic Objective No. 1: Improve Careers offer and service visibility.</b>			
<b>College Strategic Objective Link(s):</b>			
- Improve learner outcomes through enriched academic support and resources			
- Expand career development opportunities and pathways for learners			
<b>Benchmark 1. A stable careers program.</b>			
<b>Objective.</b>	<b>Intent</b>	<b>Implementation</b>	<b>Impact</b>
Develop Careers strategy and policy	Work with Heads of departments, Governors and staff to create a program for Careers.	Write and publish a clear and concise Careers Education, information, Advise and Guidance Strategy and Policy.	Deliver a stable careers program, for staff and students to follow, which encourages curiosity and willingness to explore new ideas. Date to deliver: December 2024
Create and launch shared resources for staff, parents, and students	Liase with ICT, staff and Heads of department to create a platform for Careers, Education, Information, Advise and Guidance.	Create and publish a Careers platform which is informative and accessible for staff, students and parents.	Deliver a stable careers program, promoting, teamwork, communication, and partnership, working to achieve common goals in students' next steps. Date to deliver: January 2025

**Careers Strategic Objective No. 2: Ensuring students have Career related learning throughout their program.**

**College Strategic Objective Link(s):**

- Promote a culture of continuous improvement and innovation in teaching and learning.
- Improve the college's reputation for academic and vocational excellence and innovation

**Benchmark 2. Learning from the career and labor market information**

**Benchmark 4. Linking careers to curriculum**

**Benchmark 7. Encounters with Higher Education**

<b>Objective.</b>	<b>Intent</b>	<b>Implementation</b>	<b>Impact</b>
Imbed Labor market information into curriculum.	Ensuring college staff have access to the correct Labor market information through websites and online platforms.	For lectures to have access to up-to-date labor market information to disseminate into curriculum. Imbed a widget with enables students and staff to access this information easily.	Students to be informed by Labor market information, for students to seek opportunities for growth and development. Date to deliver: February 2025
Create a program of Careers related learning for all levels.	Work with heads of departments, lecturing staff and the business development team to plan a program.	Plan and deliver a Careers related learning program which is subject and level appropriate. To include workshops, activities and talks.	Enabling students to have access to the information, advice and guidance they need, striving for high standards of quality in all aspects of education. Date to deliver January 2025
Plan a HE Raising aspirations event for Level 2 and L3 groups	Work with external links and Heads of department to plan and a HE raising aspirations event.	Deliver a event aimed at disadvantages learners groups	Increased proportion of learners from target groups progressing to higher education year on year.

**Careers Strategic Objective No. 3: Ensuring all students are supported and can seek advice and guidance to inform them of their next steps.**

**College Strategic Objective Link(s):**

- Increase learner retention rates by implementing targeted support services and interventions
- Improve learner outcomes through enriched academic support and resources
- Expand career development opportunities and pathways for learners

**Benchmark 3. Addressing the needs of all students**

<p>Create a booking system for students to access to see an impartial Careers advisor.</p>	<p>Liaise with the Careers Advisors to create an accessible booking system for staff and students to use.</p>	<p>Create and launch a bookings system which is effective and easy to use. Promote QR booking codes and links across the college.</p>	<p>For students to take ownership of their actions and responsibilities by being able to book in with an impartial Careers advisor throughout the Calander year. Date to deliver: December 2024</p>
<p>Ensure all priority students are offered Careers Advice and Guidance 1:1s</p>	<p>Liaise with special educational needs coordinators, Designated lecturers, welfare, parents and lecturers to develop a system.</p>	<p>Create and launch a system to deliver and track, to ensure priory students have access to the relevant Careers information, advice and guidance.</p>	<p>Embracing diversity and creating a welcoming and supportive environment for all learners. Ensuring priority students offered Careers Advice and Guidance 1:1s. Date to deliver: ongoing. System in place January 2025</p>