

# Careers Education, Information, Advice and Guidance (CEIAG) Policy 2023-2025

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## Introduction

Burton and South Derbyshire College (BSDC) recognises its statutory and ethical duty to ensure the provision of an accessible, high quality and impartial Careers Education, Information, Advice and Guidance (CEIAG) service which meets the individual needs of a wide range of internal and external learners. BSDC invests in, and is committed to, providing comprehensive and outstanding CEIAG services throughout the organisation which promote informed choices and focus on successful learning, life and work outcomes for all learners. This meets the individual needs of a wide range of internal and external learners, as set out in the Governments Careers Strategy Policy and the 8 Gatsby Benchmarks.

## Our Aim

This policy aims to provide a transparent framework which will ensure all practices within this area of cross-College provision are accountable to and consistent with, the stated values and principles of service.

BSDC aims to:

- 1) Provide accurate and impartial information, advice and guidance to existing and potential learners about the courses, qualifications and support services we offer
- 2) Provide accurate and impartial information, advice and guidance to employers about the courses, qualifications and training services we offer
- 3) Provide a service that conforms to the standards laid down by the National Information, Advice and Guidance Board, and which meets the standards required for Matrix accreditation
- 4) Provide a service which is confidential to the individual, and which meets the highest standards of equality of opportunity
- 5) Provide a service that actively promotes the 8 Gatsby Benchmarks ensuring compliance with the Government Careers Strategy which includes:
  - A stable career programme
  - Learning from career and labour market information
  - Addressing the needs of each learner
  - Linking curriculum learning to careers
  - Encounters with employers and employees
  - Experiences of workplaces
  - Encounters with further and higher education
  - Personal guidance

## Service Delivery

### Scope of Service

For the purpose of this policy the definition and scope of CEIAG at BSDC is informed by the following national bodies and related publications and therefore should be read in conjunction with:

- a) **The Careers Strategy:** The Careers Strategy is part of the Government's plan to make Britain fairer, improve social mobility and offer opportunity to everyone.
  - Gov.uk. (2017) Careers Strategy: Making the most of everyone's skills and talents. <https://www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents>
- b) **Matrix Quality Standard:** this is a recognised quality standard which assesses CEIAG and defines these services as those which support "individuals in their choice of career, learning, work and life goals".
  - [Guidance for Organisations](#)
- c) **National Careers Council:** promotes the importance of independent and impartial CEIAG service "for young people and adults that works with employers and educators to help engage more people, more successfully

with the UK labour market”.

- Gov.uk. (2017). The National Careers Council - GOV.UK. [online] Available at: <https://www.gov.uk/government/groups/the-national-careers-council> [Accessed 31 May 2017].

- d) **Ofsted Education Inspection Framework**: Inspectors will make a judgement on the personal development of learners by evaluating the extent to which:
- The curriculum extends beyond the academic, technical and vocational. It provides for learner’s broader development, enabling them to discover their interests and talents.
  - It is clear what the curriculum is preparing learners for. It is also clear what learners will need to be able to know and do at the end of their learning or training programmes.
  - Providing an effective careers programme that offers advice, experience and contact with employers to encourage learners to aspire, make good choices and understand what they need to do in order to reach and succeed in their chosen career.
- Gov.uk (2019). Education Inspection Framework. [online] Available at: <https://www.gov.uk/government/collections/education-inspection-framework>
- e) **Organisation for Economic Co-operation and Development (OECD)**: recognises the wider range of activities referred to under the term CEIAG and defines it as any “services intended to assist people of any age and at any point throughout their lives to make educational, training and occupational choices to manage their careers”. Effective CEIAG makes relevant information “more accessible by organising it” and “making it available when and where people need it”.
- Oecd.org. (2017). OECD.org - OECD. [online] Available at: <http://www.oecd.org/> [Accessed 31 May 2017].

Other publications of note:

- GOV.UK. (2017). **Careers guidance and inspiration: Guidance for general further education colleges and sixth form colleges**. [online] Available at: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/417426/Careers\\_Guidance\\_College\\_Guidance\\_March\\_2015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417426/Careers_Guidance_College_Guidance_March_2015.pdf) [Accessed 31 May 2017].

## Principles and values

BSDC is committed to delivering comprehensive and outstanding CEIAG services which seek to empower and raise the aspirations of our learners. To achieve this we adhere to, and embody the following core principles and values:

- **Accessible and Visible** – CEIAG services should be recognised and trusted by learners, have convenient entry points from which learners or potential learners may be signposted or referred to the services they need, and for this service to be available at times and in places to suit learners needs.
- **Professional and Knowledgeable** – CEIAG frontline staff will have the skills and knowledge to identify quickly and effectively individual learner needs. They will have the skills and knowledge either to address the learner’s needs or to signpost or to refer them to suitable alternative provision.
- **Effective Connections** – Links between CEIAG and other services should be clear from the learner’s perspective. Where necessary, learners should be supported in their transition between services.
- **Availability, Quality and Delivery** – CEIAG Services will be targeted at the needs of learners and be informed by social and economic priorities at local, regional and national levels.
- **Diversity** – The range of CEIAG services is designed to reflect the diversity of learners’ needs.
- **Impartial** – CEIAG services should support learners to make informed decisions about learning and work based on the learner’s needs and circumstances.
- **Integrity** – CEIAG frontline staff will communicate frequently with learners in order to be transparent regarding their advice and guidance.
- **Responsive** – CEIAG services should reflect learners’ immediate and future needs or goals.
- **Friendly and Welcoming** – CEIAG services will encourage learners to engage successfully with the service.
- **Enabling** – CEIAG services should encourage and support learners to become lifelong learners by enabling them to access and use information to plan their careers, supporting learners to explore the implications for

both learning and work in their future career plans.

- **Awareness** – Adults will be made aware of the CEIAG services that are relevant to them and have well informed expectations of those services.

## Modes of delivery

CEIAG is delivered across the client journey from pre-entry course information and advice on post 16yrs pathways, to on-course and progression information, advice and guidance. BSDC employs a professionally qualified careers guidance officer who is based centrally in the Learner Hub and is available to internal and external learners and enquirers.

Our services are offered through the following principal modes of delivery:

- 1- to - 1 appointments (pre-booked and drop-in)
- Attendance at BSDC Opening Days/Evenings
- Career Coach on-line tool available on Virtual Learning Environment (VLE)
- Community and HEI liaison and outreach work
- Group presentations and workshops
- Information and promotional stands
- Local CEIAG practitioner networking events
- Referrals to the Employability Hub which promotes apprenticeships, traineeships, work experience, voluntary and paid employment opportunities
- Transition support for school leavers
- UCAS application and clearing
- Curriculum and Progress Coach led careers sessions

## Outcomes

Our service aims to support learners to achieve the following core outcomes:

- Access to relevant and up-to-date information on education, employment and training options
- Aspire to achieve the best they can with the right support in place to succeed
- Develop and understand the importance of employability skills through the cross-College BSDC 'Skills Promise' and the Employability Hub
- Gain a comprehensive understanding of progression routes mapped to career paths
- Access to impartial advice and guidance and be empowered to make informed choices
- Utilise the College on-line software 'Career Coach' to gain realistic and valuable insight into live labour market intelligence

## Roles and Responsibilities

BSDC is committed to ensuring CEIAG is available to all our learners throughout their learning journey to ensure they can access; additional support, make informed choices, and receive timely signposting to internal and external services. Here at BSDC we recognise that it is everybody's responsibility to provide CEIAG and this commitment is embedded in the College's core values:

- **The Learner is our Focus** – we place the learner at the heart of everything we do
- **Consistently Achieving** – we strive to help everyone to achieve his or her maximum potential
- **Valued & Respected** – our culture is one where every individual is valued and shown respect

In addition this is strengthened by embedding our commitment to our strategic objectives across all activities, ensuring that our work is:

- Always **Developmentally focussed**
- Prepares learners to be **Job Ready**
- And offers an **Industry led provision**

All BSDC staff understand the importance of CEIAG and actively promote the principles of CEIAG in every aspect of college life and at every level of the organisation.

## Procedure

Learners and potential learners who require, at any point, an impartial and confidential careers guidance interview can self-refer or be referred by anyone in their learner journey.

The specialist CEIAG Team provides individual, confidential interviews with qualified and experienced advisers by request or at 'drop in' sessions.

A potential learner will benefit from careers guidance, for example, if they:

- Are uncertain of course choice
- Have below minimum grades for their chosen course
- Have a poor rationale for their course choice
- Have previously unsuccessfully attempted to study a chosen course
- Have nonexistent or unrealistic career plans
- Have low confidence about previous studies

On-course learners may benefit from careers guidance, for example, if they:

- Need help with planning their career path to understand opportunities available
- Are considering leaving the college before their course ends
- Are coming towards the end of their course to support positive progression
- Need help with applying to university or to another college
- Would like help with job search activities

Relevant and up to date information and advice is offered regarding learning opportunities and career choices. All learners and prospective learners can also independently access Career Coach electronically and CEIAG resources are available in the Learner Hub.

Learners may be referred to other specialist advice, either within the College or with external agencies.

## Quality Assurance

The service has robust quality assurance systems and is evaluated by:

- a) Regular reviews of the delivery of CEIAG against standards.
- b) Conducting regular internal reviews of the quality of CEIAG through learner surveys, learner evaluations, Ofsted judgments, Matrix assessment, Compass Tool
- c) Monitored and reviewed as part of the College self-assessment process.