

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

*Excellence • Integrity • Supportiveness •  
Valuing Others • Teamwork*

### **Our Mission**

Raising Aspirations, Unlocking Potential, Advancing Futures

### **Our Values**

Excellence, Passion, Team Work, Integrity, Innovation,  
Sustainability, Valuing Others and Supportiveness

### **Sparsholt College Group**

The Sparsholt College Group (the College Group) includes Sparsholt College, Andover College, University Centre Sparsholt, Sparsholt College Services, Westley Enterprises and Andover Town Football Club. College Group policies apply to each part of the group unless specified otherwise.

The Careers Education, Information, Advice and Guidance (CEIAG) Policy approved by the Board of Governors in July 2021. (*References to DfE guidance updated October 2021.*)

Originator:	Vice Principal Curriculum (Sparsholt)
Located:	College Group Websites College Group Intranet
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# Careers Education, Information, Advice and Guidance (CEIAG) Policy

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

## 1. Policy Statement

- 1.1 Sparsholt College Group (incorporating Sparsholt College and Andover College and University Centre Sparsholt) is committed to offering a Careers Service accessible to the whole College community and ensuring all students are fully equipped with the skills and knowledge to make informed education and career choices.

## 2. Aims

- 2.1 Our commitment to the Lifetime Skills Guarantee is to provide an excellent Careers Service that will enable students to understand the range of opportunities available to them and to support them to acquire the knowledge, skills and qualifications they need to succeed in their career aspirations. This policy sets out the ambitions and plans to maintain and expand a proactive and flexible service, consistently embedded across further education, apprenticeships, higher education and part-time provision.
- 2.2 This policy has been drafted in accordance with the DfE guidance: 'Careers Guidance – Guidance for further education and sixth form colleges' (February 2018) and The Gatsby Benchmarks of Good Career Guidance (sub-scripted numbers reference corresponding Benchmark). The policy has been further reviewed to ensure it takes into account the DfE statutory guidance 'Careers guidance and access for education and training providers' (July 2021).

## 3. Principles

- 3.1 The College will adopt the following principles as a basis for its CEIAG services:
- *Professionalism*: A high quality service delivered by appropriately qualified and trained staff <sup>1</sup>
  - *Impartiality*: Advice based on the needs, interests and circumstances of the learner, which is not institution biased <sup>1, 3, 8</sup>
  - *Accessibility*: The provision of a dedicated, open access and well signposted service <sup>1, 3</sup>
  - *Welcoming*: Delivering a friendly and personalised service which supports engagement and encourages aspirational thinking <sup>1,3, 8</sup>
  - *Inclusivity*: Recognising and promoting Equality, Diversity and Inclusivity by challenging stereotypes and sensitive to faith, culture and background <sup>1, 3, 8</sup>

- *Enabling*: Designed to develop self-confidence, self-sufficiency and optimism; contributing to participation, retention and success by raising aspirations 1, 3, 8
- *Integration*: A cohesive network including Learning Support, Wellbeing, Admissions, Schools Liaison, Industry Placements, Tutorial Support, Curriculum to collectively support the learner with the objective of maximising their chance of achieving their education and career goals 1, 3, 4, 8
- *Responsiveness*: By aligning with local businesses and sector groups to ensure the needs of business and the wider local community are understood and in doing so ensuring that careers advice and career choices are realistic, understood and achievable 1, 2, 3, 4, 5, 6
- *Supportiveness*: By connecting to external services to support transition and make appropriate referrals where sought and appropriate 1, 3, 8
- *Structured*: Support the continuous improvement of the quality of students' experience 1, 3
- *Personalisation*: By providing opportunities to identify and respond to the needs of the individual by building on previous learning and experience 1, 3, 8

#### 4. Objectives

- To make students fully aware of their entitlement to up-to-date, impartial, accessible CEIAG, to be available at all stages of their progression journey, from initial interest and application through to completion of their courses and for an appropriate time after leaving the College. 1,3,8
- To promote optimism, raise aspirations, challenge stereotypes and encourage students to consider a wide range of careers. 2, 3, 5, 7
- To encourage self-development through supported self-assessment of strengths, limitations, aspirations, values, needs and potential. 3, 8
- To encourage the use of information sources to explore, research and evaluate opportunities in apprenticeships and other employment, higher education, further education and training schemes, gap year activities, internships, work experience and volunteering. 2, 5, 6, 7
- To encourage development of employability skills/competencies aligned to the needs of business, a broad understanding of the world of work and an ability to respond to changing opportunities. 2, 5, 6
- To support and encourage students to take advantage of work experience/industry placements/insights and the full range of other progression-related insight opportunities. 2, 5, 6
- To encourage participation in continued learning, through work-based training, further or higher education. 3, 8

- To help students to establish criteria for their career management decisions and to assist them at transition stages through research, application and interview support. 3, 8
- To refer students to other specialist support networks in College when this is most appropriate to ensure they can address barriers to their learning and progression. 3, 8
- To refer students to specialist external agencies when this is most appropriate to ensure they receive expert, realistic and unbiased support. 1, 3, 8
- To work rigorously in support of all students in their efforts to gain a viable, secure post-college destinations appropriate to their aims, programme of study and personal circumstances. 1, 3, 8

## **5. Actions**

### **5.1 The Strategic Leadership Team will:**

- Appoint a Careers Leader who has responsibility for the delivery of the College's careers programme. 1
- Ensure that all staff are aware of this Policy and the accompanying Strategy for development of the Group's careers service and the delivery of accurate and timely information, advice and guidance at all stages of the student journey. 1
- Ensure that there are sufficient, qualified and experienced staff and up-to-date resources for delivery of the service and development strategy. 1

### **5.2 The Careers Lead will:**

- Devise and deliver a high quality, stable careers programme which meets the expectations of the latest government guidance and its 'Gatsby Benchmarks'. 1
- Develop a strategy for ongoing development of this programme.
- Work with the relevant governors' committee (CEMR) and SLT to ensure that the careers team and programme are properly resourced. 1
- Ensure that the Careers Strategy document is published on the College's website. 1
- Ensure the destinations of young people from the college are tracked and that this information is used to improve the effectiveness of the college careers programme. 1

### 5.3 The Head of Careers will:

- Ensure that careers information, advice and guidance is available to individual students within one week of a request for such support. 3, 8
- Provide accurate and appropriate Information and Advice on all aspects of the College and its courses and signpost to appropriate alternative services.
- Coordinate the College's UCAS process 3, 8
- Support in the delivery of all career-related aspects of the College's tutorial programme 1, 2, 3, 4
- Lead on the delivery of IAG to all prospective and current students and their key influencers. 1, 3
- Ensure their knowledge is current and access appropriate CPD. 1
- Attend College Open Evenings, Interview Evenings and other events in order to offer guidance services to potential students and their parents/guardians/carers. 3, 4
- Attend and deliver updates on IAG at the Curriculum Leadership Group (CLG) 1
- Ensure that progression and destination information for all students is recorded so that destinations can be tracked, and information used to improve the effectiveness of the careers service. 1, 2, 4
- Evaluate the careers programme and subsequent measures to ensure improved relevance and effectiveness for students. 1, 3
- Liaise with external partners, such as employers, the Enterprise Adviser Network, partner schools, other learning and training providers, support networks, engagement agencies to support delivery and enhancement of the careers service. 2, 5, 6
- Develop, on behalf of students, effective working relationships with other relevant stakeholders, including: partner schools, HE institutions, other local colleges, training providers, employers, Southern Universities Network/UniConnect, Careers Enterprise Company, Education Business Partnership, Enterprise Adviser Network 5, 6, 7
- Liaise with Assistant Principals, Heads, Curriculum Leaders and teaching staff to embed Careers Education into the delivery of subject content. 1, 2
- Liaise with all other student-facing support services in the Group to ensure that individual students are signposted to and/or receive assistance appropriate to identified needs. 3, 8
- Ensure effective methods are employed for the delivery of information to parents/carers/guardians, and that they are well informed about the support offered by the Careers Service, for example via the websites, Unifrog, Parent Portal, College events social media channels. 1, 3
- Inform parents/carers/guardians of current students of all forthcoming events and activities relating to the students' progression journey such as HE

presentations, apprenticeship/employment/HE fairs, UCAS application events, student finance, Careers choices and progression events. 1, 3

- Seek feedback from students and parents/guardians/carers on relevant activities and events, and to consider this in the development of future provision. 1, 3
- Ensure that advice and guidance are informed by up-to-date labour market information for example for, local and regional employment trends, job vacancies, graduate employment trends, apprenticeship developments (at all levels), HE course vacancies 2, 3, 7, 8
- Ensure that comprehensive, up-to-date online and hard copy resources are available to students in the Careers Hubs at all times 1, 3
- Ensure that relevant resources are shared with other student-facing staff in order to support their own delivery of IAG, for example the Schools Liaison team, Admissions staff, and the Curriculum team, subject tutors, progress coaches. 1, 3, 8
- Ensure that the delivery of careers education is properly resourced with activities and information appropriate to the needs of different groups of students. 1, 3, 8

#### **5.4 The Marketing Team will:**

- Produce needs-led and appropriate marketing materials for prospective students. 3
- Make clear in promotional material for prospective students the opportunities available. 2, 3
- Ensure online content, prospectuses and other information materials are current and appropriately displayed/disseminated. 2, 3, 4, 8

#### **5.5 The Schools Liaison Team will:**

- Ensure sufficient and appropriate representation in the local schools and associated events to offer pre-entry Information and Advice to the pupils. 3, 8
- Work with curriculum teams to create suitable and accurate marketing materials and ensure their distribution to local schools. 4
- Ensure that marketing and publicity materials, in liaison with the marketing team, are accurate and updated as necessary during the year. 2, 3
- Attend College Open Evenings, Interview Evenings and other events to offer IAG services to potential students and their parents/ guardians/carers. 3



## **5.6 The Student Admissions Team will:**

- Coordinate the Group's interviews for full-time courses, ensuring a consistent and quality experience for all students. 1, 3
- If further guidance, on campus is required, an appointment with the subject specialist or IAG team will be arranged. 1, 3, 8
- Respond to requests for information (made by email, live chat, letter or telephone) in a prompt and efficient manner, by the end of the working day. 3
- Notify appropriate curriculum teams of requests for courses that we do not currently offer. 1, 2, 3
- Maintain waiting lists for courses that are full and communicate to students when a new offering is available. 1, 3
- Ensure they are fully up to date on the curriculum offer and associated products. 2, 3
- Attend College Open Evenings, Interview Evenings and other events to offer information services to potential students and their parents/guardians/carers. 3

## **5.7 The Industry Placement Team will:**

- Support learners to gain work experience and test their longer-term career aspirations in real work situations. 3, 5, 6
- Facilitate and support annual Industry placements (for 45 days of the year) for all Level 3 Year 1 students, all Level 3 Year 2 students (with the exception of Animal Management Students in Year 2 due to academic commitments) as well as any Level 2 student volunteering to participate 4, 5, 6
- Agree projects with employers that the student will undertake whilst on placement to ensure that work experience gives a genuine insight into a safe range of activity in the industry being considered. 4, 5, 6
- Monitor students for the full duration of their placement to ensure relevant experience is being gained. 3, 4, 5, 6

## **5.8 The Curriculum Team will:**

- Facilitate an annual Careers Options Day for current learners which allows learners to gain an insight into all academic areas and all levels of delivery from Level 2 to Master's level. 3, 4, 7
- Facilitate an annual Choices Day meeting with each learner to establish the learner's longer-term education and/or employment goals and set targets to ensure that their goal is supported and achievable. 3, 7

- Monitor progress against targets with the learner throughout the academic year to support attainment. 3
- Support short term work experience opportunities relating to the achievement of the qualification being taken and provide insight and professional industry contacts 2, 4, 5, 6
- Refer any learner to the Careers Advisor who would benefit from one-to-one support or a follow-up session. 3, 8
- Attend employer forums, review Skills Action Plans and local and national labour market data in curriculum planning and development to ensure delivery of a curriculum which adequately provides for the needs of industry. 2, 4

### **Gatsby Benchmarks**

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each student
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance