



GOOD CAREER GUIDANCE
- HOW ARE WE DOING?

Sir John Holman
The Gatsby Foundation



GATSBY

www.gatsby.org.uk/GoodCareerGuidance



GATSBY

OUTLINE OF MY TALK

1. Eight benchmarks for good career guidance
2. The pilot in the North East and what we learned
3. Beyond the North East and across England
4. What next at Gatsby?

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CAREER GUIDANCE AND

social mobility

“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.”

WE VISITED SIX COUNTRIES WHERE CAREER GUIDANCE IS CONSIDERED TO BE GOOD

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The Netherlands



Germany



Hong Kong



Finland



Canada



Ireland

THE BENCHMARKS

Our work suggests that there is no single ‘magic bullet’ for good career guidance: it is about doing a number of things, identified in our benchmarks, consistently and well.

1

A STABLE CAREERS
PROGRAMME

2

LEARNING FROM CAREER
AND LABOUR MARKET
INFORMATION

3

ADDRESSING THE NEEDS
OF EACH PUPIL

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

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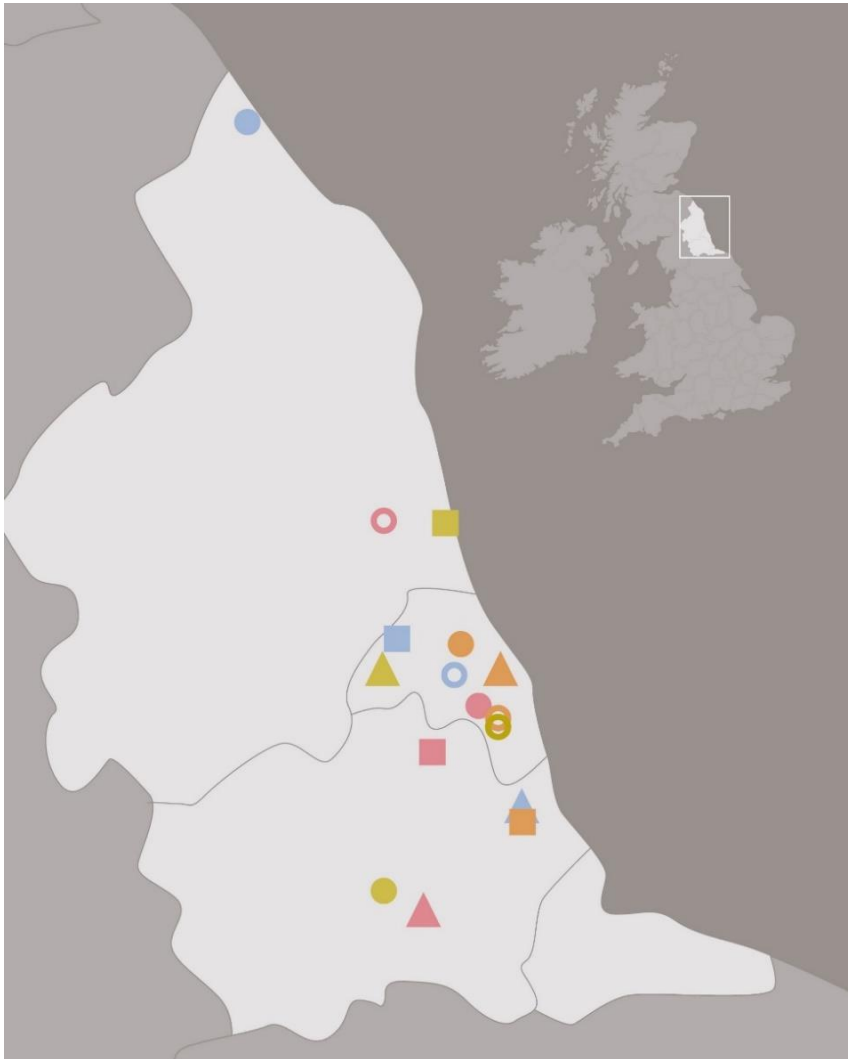


The Career Benchmarks Pilot



North East
Local Enterprise Partnership





PARTICIPATING SCHOOLS AND COLLEGES

The schools and colleges that took part in the pilot:

- Berwick Academy
- Bishop Auckland College
- Castle View Enterprise Academy
- Churchill Community College
- ▲ East Durham College
- ▲ Excelsior Academy
- ▲ Greenfield Community College
- ▲ Harton Academy
- Kenton School
- Northumberland Church of England Academy
- Park View Academy
- Shotton Hall Academy
- St Joseph's Catholic Academy
- Sunderland College
- The King Edward VI School
- The Link School



North East
Local Enterprise Partnership



PROGRESS AFTER TWO YEARS

North East Pilot: Starting Points vs End Points			
Number of Benchmarks	Number of Schools / Colleges achieving Benchmarks Sept 15	Number of Schools / Colleges achieving Benchmarks Sept 16	Number of Schools / Colleges achieving Benchmarks Sept 17
0 Benchmarks	8		
1 Benchmark	2		
2 Benchmarks	4		
3 Benchmarks	2		
4 Benchmarks	0		
5 Benchmarks	0		
6 Benchmarks	0		
7 Benchmarks	0		
8 Benchmarks	0		

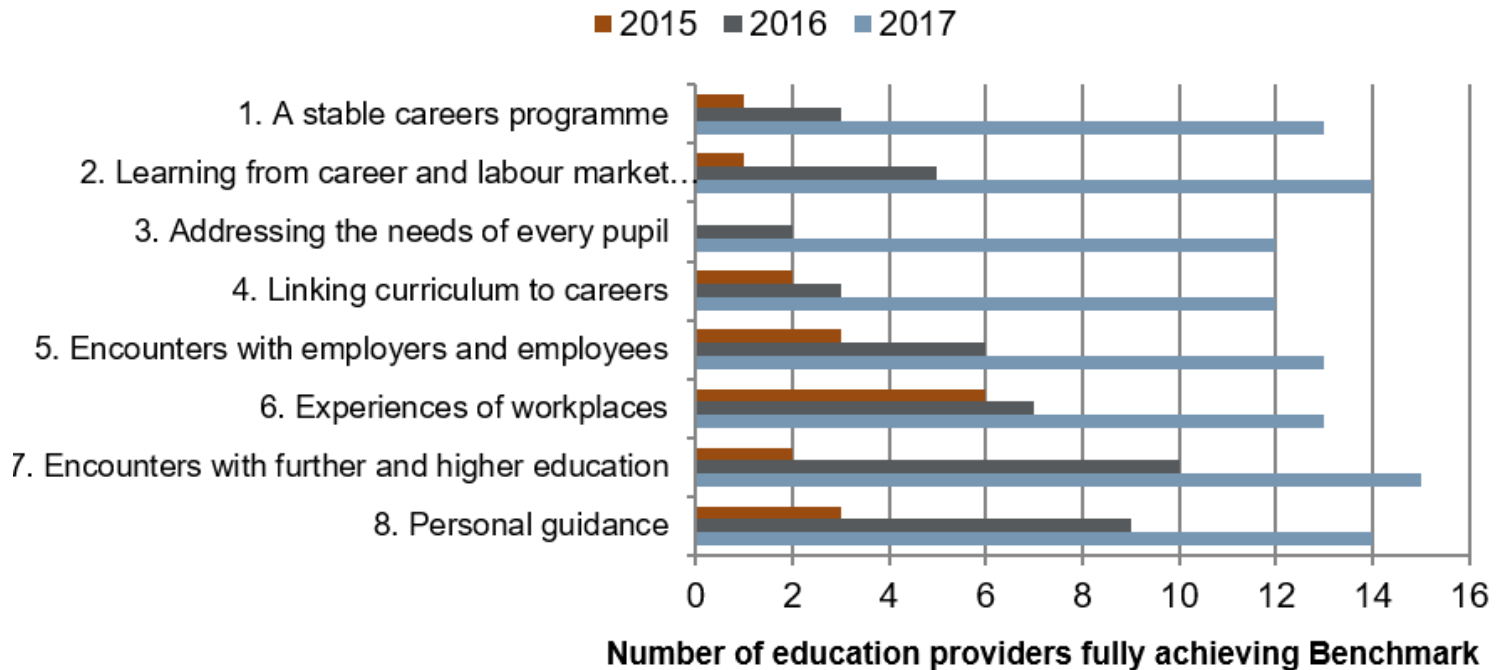
PROGRESS AFTER TWO YEARS

North East Pilot: Starting Points vs End Points			
Number of Benchmarks	Number of Schools / Colleges achieving Benchmarks Sept 15	Number of Schools / Colleges achieving Benchmarks Sept 16	Number of Schools / Colleges achieving Benchmarks Sept 17
0 Benchmarks	8	0	
1 Benchmark	2	6	
2 Benchmarks	4	2	
3 Benchmarks	2	4	
4 Benchmarks	0	1	
5 Benchmarks	0	3	
6 Benchmarks	0	0	
7 Benchmarks	0	0	
8 Benchmarks	0	0	

PROGRESS AFTER TWO YEARS

North East Pilot: Starting Points vs End Points			
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0 Benchmarks	8	0	0
1 Benchmark	2	6	0
2 Benchmarks	4	2	0
3 Benchmarks	2	4	0
4 Benchmarks	0	1	1
5 Benchmarks	0	3	1
6 Benchmarks	0	0	3
7 Benchmarks	0	0	8
8 Benchmarks	0	0	3

RESULTS: PROGRESS AFTER TWO YEARS



- Progress evident across all types of schools

EVIDENCE OF IMPACT FROM THE NORTH EAST FROM EXTERNAL EVALUATION

CAREER READINESS

- Students in all year groups showed higher career readiness scores compared to those sampled at the start of the pilot.

ATTAINMENT

- In 2016, the pilot schools/colleges showed an increase in the number GCSE grades A-C compared to comparator schools/colleges regionally and other education providers nationally.

THE LINK WITH ATTAINMENT

New evidence* indicates that employer talks to Year 11 students result in:

- Changes in attitudes - 7% changed their future plans; 20-28% reflected on their choices
- Motivation to study harder – average 9% increase in weekly revision hours
- Improved GCSE attainment - the equivalent of one student in 25 beating their predictions by one grade
- Lower achievers and less engaged learners responded best to the intervention

*From the Education & Employers report '*Motivated to Achieve*' (June 2019)

KEY ENABLERS FROM THE NORTH EAST PILOT

FROM EXTERNAL EVALUATION

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THE STRUCTURE OF THE BENCHMARKS

- The Benchmarks provide a clear framework for systematic review and development

KEY ENABLERS FROM THE NORTH EAST PILOT

FROM EXTERNAL EVALUATION

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REGIONAL SUPPORT

- The regional facilitator (now being rolled out by the CEC)
- Support networks with other schools and colleges
- Making use of regional schemes, projects and networks (e.g. NCOP)

INSTITUTIONAL LEADERSHIP AND INFRASTRUCTURE

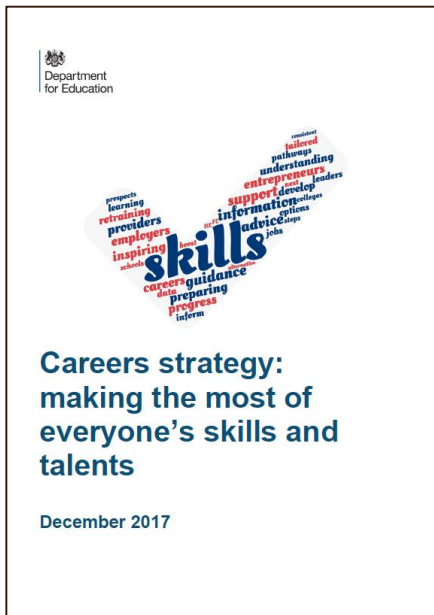
- Careers Leaders
- Explicit commitment from senior leadership

OUTLINE OF MY TALK

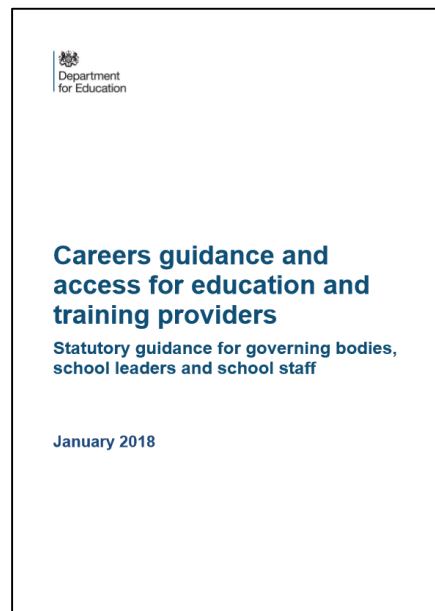
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CAREERS STRATEGY AND STATUTORY GUIDANCE

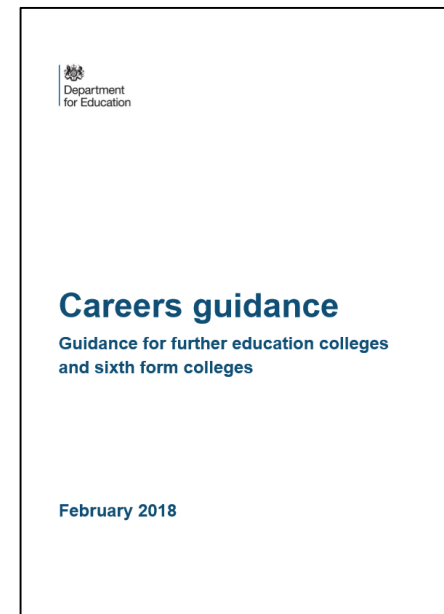
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December 2017



January 2018



February 2018

A STRONG FOUNDATION

- 99% of headteachers aware of the strategy and benchmarks
- 68% of headteachers have increased their prioritisation of careers over the last year

BUT...

- Variation in perception of how easy it would be to implement the strategy
- Opportunity to raise awareness and understanding amongst governors

PROGRESS NATIONWIDE

- 1,300 Careers Leader training bursaries awarded
- 750 Careers Leaders have started free online training
- 85% of schools and colleges are using Compass
Over 900 have used it more than once
- Benchmark performance is stronger in disadvantaged and coastal communities
- Benchmark improvement is fastest in Careers Hubs

BUT – A LONG WAY TO GO...

- Across the 3,000 schools and colleges in England, the average number of Benchmarks reached is 2.1 out of 8
- Careers Leader training bursaries not universal – potential school budgetary pressures
- Careers Leaders may feel pressure to ‘tick the box’ of the Benchmarks, rather than focusing on quality and consistency

WHAT DO WE KNOW ABOUT CAREERS LEADERS?

- Schools are embracing change and embedding Careers Leaders in their leadership structures
- Strong feeling of positivity about the future of careers
- All reporting the Benchmarks are making a positive change to career guidance

From a survey of 750 Careers Leaders (report due in July) to understand their current activity in schools and how to support them

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WHAT NEXT AT GATSBY?

We are interested in:

- Monitoring the Careers Strategy to see how it is landing
- Supporting Careers Leaders
- Building momentum among school leaders
- Supporting SEND students in mainstream and special schools and colleges
- Supporting technical education reform through career guidance
- Finding out how to help schools engage with **parents** over career guidance

THREE KEY MESSAGES FROM GATSBY

- This an improvement model, not an accountability model
- Reaching the Benchmarks: focus on quality and impact, not speed
- Careers Leaders - supported by their senior leaders - are the critical factor

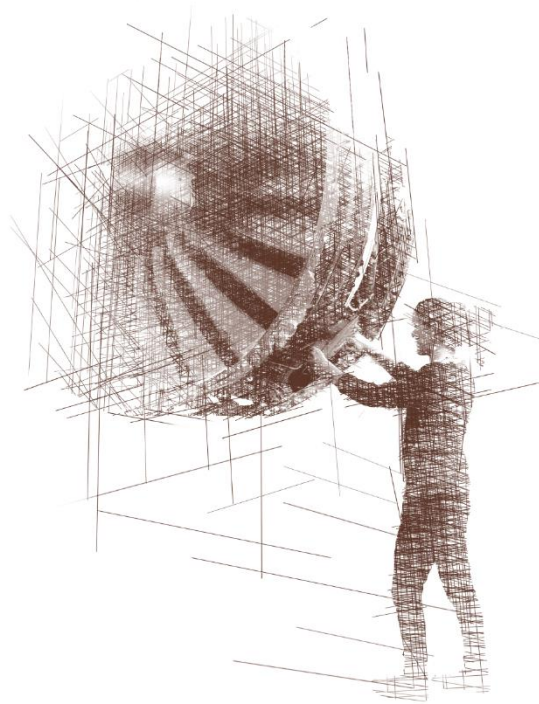
THE CAREERS EXCELLENCE AWARDS 2019

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- Partnership between The Careers & Enterprise Company and the Gatsby Foundation
- 10 award categories, highlighting the work underway by schools and colleges, Careers Leaders, Enterprise Advisers, businesses, Local Enterprise Partnerships and careers providers
- Applications close 30 June 2019, to apply visit: www.careersandenterprise.co.uk/awards

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ENTERPRISE
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