

# College Roadmap

3 Phase Plan for developing your  
careers programme



# Our mission is to help every young person find their best next step.

## About us

### About The Careers & Enterprise Company

Set up by government in 2015, our mission is to help every young person to find their best next step.

We are the national body for careers education in England, delivering support to deliver modern, 21st century careers education.

#### What we do

- 1. Supporting colleges to deliver excellence** – through information, resources, tools, training, our network of Careers Hubs and communities of best practice.
- 2. Supporting employers to engage with purpose** – by making it easy for them to connect into colleges as one of our 4000 business volunteers working with Careers Leaders on their careers programmes, or as part of our 300 strong 'Cornerstone Employer' community working to transform careers education across multiple colleges in their local areas.
- 3. Including all young people in careers education** – through our digital tools for Careers Leaders enabling them to target and tailor their careers interventions across levels and curriculum areas.

### About this roadmap

To help get you started, we have created this roadmap of what success could look like through your journey as a Careers Leader.

The roadmap guides you through each stage of your journey, providing helpful advice, tips and resources to help you create successful career programmes and strategic career plans.

### What does success look like?

We want to support colleges so they can ensure every young person, no matter their background, has the opportunity to explore their options in order to take their next best step.

We already know there is a lot of good work happening to inspire and support young people, and we want to help build on this to ensure every young person receives at least one employer encounter per year whilst in post 16 provision.

Through our Network of Careers Hubs, we will provide you with the tools and connections that will help you develop a tailored careers and enterprise plan and connect you with effective careers programme providers.

#### You will be able to:

- [Access our free Digital planning & evaluation tools for colleges including Compass tool.](#)
- [Access the Careers Leader Induction free online learning module.](#)
- [Access the Careers Leader training.](#)
- Get tailored support from a trained, local Enterprise Coordinator and access cost-free support from a dedicated Enterprise Adviser (business volunteer) who will use their skills and expertise to help you develop a strong careers programme that supports all students in your college.
- Get connected to a community of careers programme providers who deliver well evidenced programmes.
- Stay up-to-date with skills needs and careers opportunities at a local and national level.
- Get support to give your students meaningful work encounters with local and national employers.

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**QUICK WINS**

- ✓ Complete a self-evaluation of your college's provision using our [Compass audit tool](#).
- ✓ Access the [Careers Leader Induction free online learning module](#)
- ✓ Register for a [funded training place](#) on face to face Careers Leader training.
- ✓ Access [Careers Leader resources](#).
- ✓ Conduct a whole college audit of careers activity using the [CDI framework](#) as a guide.
- ✓ Register to join our [EAN](#).
- ✓ Invite your Enterprise Adviser to staff CPD to raise awareness of the careers programme, the strategic careers plan and of the EAN.

## Developing your careers programme and building a strategic careers plan

### Development planning

- **Intent or plan** - develop a careers programme based on identified and agreed careers learning outcomes for each curriculum area / key cohort.
- **Mapping** - work with key colleagues to map intervention to support identified careers learning outcomes within careers programme.
- **Strategic Development** - work with SLT, Governors and Enterprise Advisers to build a strategic careers plan showing how you will implement the programme and how you will measure the impact of the programme. Consider gaps, ambition and potential barriers within a strategic careers plan aligned to whole college development plan.
- **Self-Assessment** - use our self-assessment [Compass tool](#) to review your current provision and identify and address any gaps to inform your careers programme and strategic careers plan.
- **Review** - consult with key colleagues about the intent and planned careers learning outcomes within careers programme.

- **Resource** - work with your SLT and Headteacher/Principal to ensure that the plan's activities have adequate college resource and sign-off. Map potential human resource, time, CPD and budget that may be required to implement the careers programme. Outline key objectives for this in strategic careers plan.
- **Timeframes** - agree priorities and timeframes for delivering activity interventions.
- **Approval** - SLT, Headteacher/Principal and the Governing Body approval on the plan and ongoing strategic direction is essential.
- **Embed** - ensure careers programme and strategic careers plan is embedded within and supports whole college values and priorities. Ensure it supports and links to other key strategic plans and department development plans.
- **Measure** - consider in advance what impact you want from careers programme and strategic careers plan and how impact will be measured (consider destination data, retention data, attendance and progress, etc.).
- **Evaluate** - regularly review and evaluate the plan to ensure effectiveness and establish a reporting method to monitor progress.

## Developing your careers programme and building a strategic careers plan

### Working with stakeholders

- **External Stakeholders** - work with your Enterprise Adviser to identify and map key employers, alumni and partners who can support with delivery of careers programme.
- **Engagement** - present careers programme and strategic careers plan to SLT for review and endorsement.
- **Governance** - present careers programme and strategic careers plan to Governing Body and identify/engage Link Governor for careers.
- **Visibility** - publish your careers strategy and programme on your website and commit to making all stakeholders aware of it and keeping it up to date. Promote the importance of the careers programme to students, parents, and employers so that they know what to expect and how they can contribute to its success.

### Using Networks

- **Connect** - your local [Careers Hub](#). An Enterprise Coordinator and an Enterprise Adviser can support in developing and implementing a careers programme and in building an effective strategic careers plan (See Phase 2). Over 4,500 schools and colleges are now connected through Careers Hubs where Careers Leaders can share practice and develop within these supported learning communities. Enterprise Coordinators can connect similar colleges from across the network to support development of best practice and sharing of ideas.
- **Sharing** - your Enterprise Coordinator will gather best practice from other Enterprise Advisers and colleges and ITPs across your region and beyond and will share these insights with you. Our Network enables us to share best practice across all colleges and Independent Training Providers.

### Support and resources

- **Support** - your Enterprise Coordinator will share best practice and a toolkit of resources and careers programme providers from The Careers & Enterprise Company to help shape the plan.
- **Collaborate** - work with employers and careers programme providers to allow students to have one meaningful encounter with the world of work whilst in post-16 education or training.
- **Compass** - online self-evaluation tool to review your provision.
- **Find an activity provider** - use our digital platform to search for approved providers in your area.
- **CPD** - complete the [Careers Leader: Induction](#). Register for [training bursary to fund free face to face Careers Leader training](#).

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- ✓ Set dates for when you will update and engage SLT and Governors on the careers programme and strategic careers plan. Plan in advance any meetings that your Enterprise Adviser can support in.
- ✓ Set a calendar to collect and review stakeholder voice on the careers programme.
- ✓ Refer to the 'Meaningful Toolkit' when planning any intervention from your careers programme.
- ✓ Use social media to create a group to connect with your college alumni.
- ✓ Share your careers programme, any calendar of events and key interventions via college website and social media.
- ✓ Introduce your Enterprise Adviser to all stakeholders through staff briefings, CPD, college website and social media.

Sign up to the 'Connect' newsletter for regular updates, news and events specific to the Further Education & Skills sector.

## Delivering your careers programme and strategic careers plan

### College Support

- **Commitment** - for the careers programme and the strategic careers plan to be successful, it is important that the college Senior Leadership Team and its Governing Body are committed to the intent of the careers programme and to the key objectives within the strategic careers plan.
- **Resource** - work with the Senior Leadership Team to ensure that sufficient human resource, time, and budget is allocated to implement the careers programme within the strategic careers plan.
- **College Priorities** - consider where the strategic careers plan sits within whole college development plan and how it supports college priorities. Look for opportunities to link with other key strategic plans.
- **Collaborate** - Careers Leaders should plan regular updates for the Senior Leadership Team, Headteacher and Governing Body. Careers Leaders should also ensure regular contact with the Enterprise Adviser and Link Governor for careers.
- **Whole college support** - ensure careers programme and key elements of strategic careers plan are shared and understood by all staff and that all staff are clear on how they are implementing the careers programme and supporting the strategic careers plan.
- **Careers through the Curriculum** - work with curriculum leaders and key staff to ensure their understanding of how careers learning outcomes are to be delivered through discrete time dedicated to careers and how curriculum areas

are already delivering careers learning outcomes. Explore opportunities for where curriculum staff can 'teach through the lens' of careers to support delivery of careers programme.

- **Student Voice** - consider opportunities for student voice to feedback and shape careers programme and the strategic careers plan. Consider opportunities for students to meet with Enterprise Adviser and Link Governor for careers.
- **Parental Communication & Engagement** - consider how to your share careers programme and any calendar of events with parents and consider how to engage them with the intent, implementation and reviews of the careers programme and the strategic careers plan.
- **Meaningful Encounters** - refer to the 'What makes meaningful' checklist to support any interventions with your careers programme.
- **Tracking** - use Compass, Compass+ or your own system to track ALL activity which supports delivery of the identified careers learning outcomes in your careers programme. Track interventions and activities you have planned, that already occurs within curricular time and track any activity from extra-curricular provision which supports delivery of the identified careers learning outcomes in your programme.
- **Vulnerable Groups** - identify cohorts of vulnerable students to track and support with specific intervention within careers programme and specifically within the strategic careers plan.

## Delivering your careers programme and strategic careers plan

### Support from your Enterprise Coordinator and Enterprise Adviser

- **Your Enterprise Coordinator** will clarify key points from Careers Strategy (2017) and the latest Statutory Guidance for Colleges.
- **Your Enterprise Adviser** can feedback or help you determine the intended learning outcomes from your careers programme and can support you in building a strategic careers plan, which supports whole college priorities.

### Your Enterprise Adviser may also be able to support in the following ways:

**Collaborate** - Enterprise Advisers may be able to support you in developing a network to enable all students to have at least one meaningful encounter with employers each year from Year 7 to Year 13.

**CPD** - Enterprise Advisers may be able to help develop and/or deliver staff CPD connecting staff to labour market information and the world of work.

**Engage** - Enterprise Advisers may be able to work with curriculum staff to embed and/or highlight careers learning outcomes from the careers plan in lessons. Enterprise Advisers may be able to connect curriculum staff to relevant contacts from the world of work for project-based learning or to enhance curriculum delivery.

**Insight** - Enterprise Advisers may be able to offer staff the opportunity to visit their place of work as part of staff CPD.

**Visibility** - Enterprise Advisers may be able to support at key parent and governor meetings.

### External support

**Employer Engagement** - build and maintain a network of employers who can support with the implementation of the careers programme.

**Alumni** - build and maintain a network of alumni who can support the implementation of the careers programme.

**Providers** - Enterprise Coordinators can help identify and connect with relevant funded and proven careers programmes in your area. You can also access the [provider directory tool](#) to search for providers

**Labour Market Information Support** - work with your Enterprise Adviser, Enterprise Coordinator and your local LEP to share college context and to learn about local labour market information.

**Labour Market Information (Students)** - consider how labour market information links to careers learning outcomes in the careers programme and how it can be best accessed & understood to be used by students.

**Labour Market Information (CPD)** - consider how to share key updates and key local labour market information with college leadership, staff and governance. This can be embedded in the strategic careers plan.

**Local Networks** - join local and regional CEIAG/Careers Leader networks for peer support and inspiration.

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- ✓ Hold student, staff and parent focus groups to review careers programme against intended learning outcomes.
- ✓ Celebrate all successes from programme and strategic careers plan and any key events. Share success stories on college website, social media and consider use of local press.
- ✓ Continue to complete Compass evaluation tool and share success against benchmarks with students, staff, parents and Governors.
- ✓ Review key data to gauge impact of careers programme and strategic careers plan for whole college and for specific cohorts and share successes. Consider impact on attendance, behaviour, retention, progress and destination data.
- ✓ Use our [Impact Evaluation Toolkit](#) to support your evaluation process.

## Measure: Evaluation, review and development

### Evaluation

- **Feedback** - review feedback of individual events to inform future careers programme and calendar of events.
- **Review** - use output from student, staff and parent focus groups to review and inform careers programme and strategic careers plan.
- **Measure** - continue to use the Compass self-assessment tool to measure progress against benchmarks.
- **Impact** - consider impact of the careers programme by looking at correlation of interventions within careers plan and attendance, retention, progress and destination data.

### Review and Development

Your Enterprise Adviser can support you to review and develop your careers programme and strategic careers plan as they progress and at key review points (i.e. end of academic year)

Consider:

- **Learning Outcomes:** are the learning outcomes in the careers programme still fit for purpose within context of your college considering the college's Compass score, labour market information and destination data?
- **Feedback:** is feedback being used to review and develop the careers programme and the strategic careers plan?
- **Updates:** are regular updates taking place with SLT, staff and Governors?

- **Meetings:** are regular meetings taking place between the Careers Leader and the Enterprise Adviser? Is the college engaged in the Careers Hub?
- **Employer Engagement:** is the management of employer relationships sustainable?
- **Parental Engagement:** are parents and carers aware of labour market information and are they engaging with the review of the careers programme? Does parental engagement feature within the strategic careers plan?
- **CPD:** what are training needs of Careers Leader, the college staff and the Enterprise Adviser to support the development of the careers programme? Is CPD for all stakeholders addressed within the strategic careers plan?
- **Whole College Approach:** are all staff aware of the careers programme and the intended learning outcomes? Is 'careers through the curriculum' addressed within the strategic careers plan and therefore embedded as a whole college approach with consistency?

## Glossary terms

An important distinction needs to be made here between careers programme, strategic careers plan and any related calendar of events.

A careers programme identifies careers learning outcomes for each faculty or curriculum area and for any defined cohorts of students. Interventions can be mapped and audited against these outcomes.

There is more information about how to implement and support this in the college faculty roadmap.

A strategic careers plan ensures that the Careers Leader is able to implement the careers programme and track impact. A strategic careers plan can be devised by the Careers Leader and the Enterprise Adviser. A strategic careers plan may include the following areas as objectives: resource to support implementation of careers programme, employer engagement, structures to engage colleagues, priority benchmarks, vulnerable groups, connecting to key college priority areas (attendance, exclusion data, destination data, etc.), links to mental health & wellbeing.

A calendar of careers activities may also be created to share with stakeholders to highlight interventions and events.

# Glossary terms

## Our Network

Our national network connects colleges with employers and careers programme providers and supports them to work together to provide young people with effective and high-quality encounters with the world of work.

The network is made up of Enterprise Coordinators who we co-fund with Local Enterprise Partnerships and Combined Authorities. Enterprise Coordinators are trained professionals who work with clusters of 20 colleges and colleges to build careers plans and make connections to local and national employers.

## Enterprise Adviser (business volunteer)

The role of an Enterprise Adviser (EA) is to partner with a secondary college or college to support them in the development and implementation of their careers strategy ensuring we help all young people take their next best step.

Working with the Careers Leader and wider senior leaders of the college or college, EAs help to build connections between employers and education to improve young people's career prospects.

Enterprise Advisers provide valuable employer perspective to the Careers Leaders, as well as supporting the integration of careers in the college or college's wider curriculum, putting opportunities with local employers at the heart of a young person's education.

## Enterprise Coordinator

An Enterprise Coordinator sits at the heart of the Enterprise Adviser Network and connects colleges and colleges with employers and careers programme providers. The Enterprise Coordinator acts as the central point of information for local and national solutions.

An Enterprise Coordinator's role is to:

- help colleges and colleges build upon their careers and enterprise activities and engage with the world of work;
- make it easier for colleges and colleges to engage with employers and careers programme providers;
- focus everyone's efforts on programmes and activities that are most effective in motivating young people, supporting independent choice and supporting positive outcomes for young people.

## Careers Hub

Careers Hubs are the external infrastructure for implementation of The Careers and Enterprise Company's vision and mission to improve careers education for 11-18 year olds. Our Hubs act as a catalyst, connecting employers with schools and colleges throughout England to deliver world-class careers education.

The five principles of a successful Careers Hub:

- Careers Hubs are aligned with local education work and skills priorities through strong partnerships
- Create communities of practice where approaches and thinking constantly evolve
- Demonstrate the impact of careers education on the career readiness, education and employment of young people
- Develop effective leadership capabilities to lead strategic careers programmes, backed by SLT
- Foster effective partnerships with employers to provide high quality future talent insights.