



THE CAREERS &
ENTERPRISE
COMPANY

Evaluate

Modern work experience.

Let's make it work.



Evaluate

It's important to consider evaluation as early as possible. This will help you understand whether the work you are doing is having the intended impact.

The best evaluation is person-centred, allowing you to gain feedback from a range of perspectives and adapt to improve.

What does 'good' look like? This is evaluation in a nutshell. How do you assess your planning, delivery and outcomes? How does what you have learnt help you plan future workplace experiences?

Think about the outcomes you want to achieve, e.g.:

- Do you want to inspire young people about current and future jobs in your sector?
- Do you want to provide opportunities for young people to investigate and explore the essential skills needed in the workplace?
- Do you want employees to feel they are having a positive impact on young people whilst developing their own skills?

Defining the outcomes will help you to measure whether your careers activities have had the desired impact when you collect feedback and evaluate.

Why Evaluate?

Evaluating any activity or programme is as important as delivering it.

Measuring impact - did you reach the desired outcomes? Were there any unexpected positive outcomes? Is the learner feedback positive and helpful? What are the opinions of the school/college staff who were involved? Did your employees feel engaged and positive about their experience?

Learning and improving - how can you use what you find to plan even more effective workplace experiences in future? What worked? What didn't?

Accountability - are all the stakeholders - learners, schools, colleges and your business - satisfied with the outcomes?

Funding - were there any unexpected costs? Were you realistic about the amount of staff time involved?

Marketing - were any resources produced by the learners which you can use in future marketing strategies? Feedback from learners and schools can also be used to promote your business as a work experience partner and in some cases in your community more widely (e.g. with local customers or in social value reporting).

Collaboration - an outline of your workplace experience and its evaluation could be shared as best practice with the wider business community to promote your commitment to the workforce of the future.

How to Evaluate

A large part of evaluation will be collecting feedback from the three main stakeholders in your workplace experience - your staff, the schools and colleges and of course, most importantly, the learners themselves. Remember to compare against the objectives you and others set (e.g. your business priorities and any learning outcomes from the school or college) to see if you have been effective.

There may also be unexpected positive outcomes which you can capture in your evaluation - this will show that you have been responsive to the individual needs of learners and highlight particular achievements.

Learner Feedback

Learner feedback forms are an effective method to find out more about their experience and what they feel they have learnt during their time with you. If your experience involved a large number of learners, you may like to work with the school/college to invite a sample of learners to meet with you afterwards to give more in depth feedback - some learners will respond to questions much more readily in a meeting (virtual or 'face to face') than by filling in a form. This could be supported by one of your employee volunteers.

See our learner feedback template [here](#).

Employee Feedback

The employees from your organisation who have been involved will have vital insights into its success and will also be able to identify learning points for future planning. These could be volunteers who delivered sessions, mentored, facilitated or took part in the planning phases.

See our employee volunteer feedback template [here](#).

Schools and Colleges Feedback

The teachers or Careers Leader at the schools or colleges you have worked with will be working towards their statutory obligations to deliver the Gatsby Benchmarks, which also forms part of any inspection by OFSTED (Office for Standards in Education, Children's Services and Skills). The progress of their learners will be paramount. They will also be responding to emerging Government guidance on work experience. You may wish to review the suggested evaluation questions together to ensure they align with both your objectives and theirs.

See our teacher feedback template [here](#).

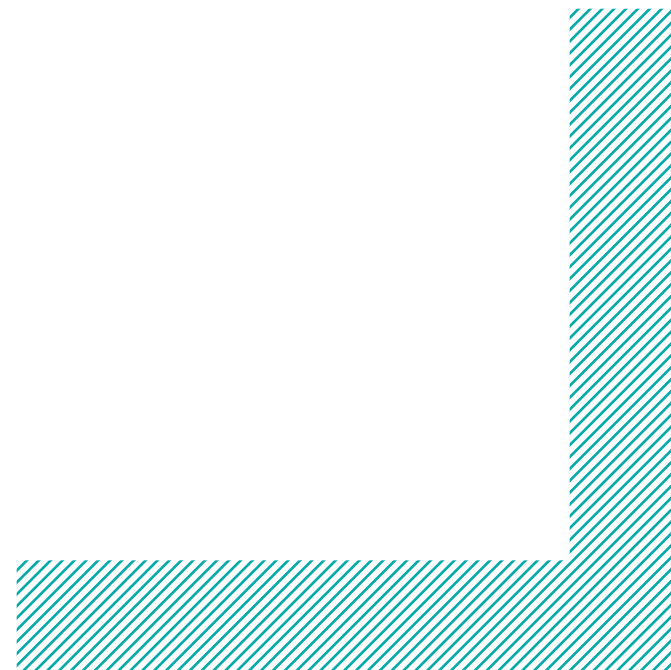


Your Evaluation – and how to use it

When you have completed your evaluation, it can become a tool for the future. Depending on the breadth and depth of your work experience activities you may wish to have two versions - one which is an in depth analysis of your offer, and another which may be more visual - to summarise and celebrate your findings.

The first can be a great resource for you to refer to when you start planning your next work experience activities. You can use it to modify activities, ensuring that you meet the outcomes intended and keep learners and employees engaged.

The shorter version is an invaluable resource to promote your offer - not just to learners, schools, and colleges but also to your colleagues. You will be able to use it to recruit more of your workforce as work experience volunteers. You will also be able to use it to engage the wider organisation with future activities and promote your organisation in the wider community.





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[Our Evidence](#)

