



Policy Title:	CAREERS, EDUCATION, ADVICE AND GUIDANCE (CEAG)	
Author:	Head of Careers	Signed off by Head
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Principles

The career paths of young individuals are shaped by their learning and work experiences, as well as their progress and achievements. All young people can benefit from a thoughtfully designed curriculum or program of activities to aid them in making informed choices aligned with their interests and goals.

Schools have a legal obligation to ensure that students in Years 7-11 receive impartial and independent careers guidance. This includes adhering to local, regional, and national frameworks for best practice in Careers Education, Information, Advice, and Guidance (CEIAG) and Employability programs.

The Gatsby Benchmark serves as a blueprint for the most effective career provision in schools and colleges, forming the foundation of the school's Careers Strategy. These benchmarks not only guide a comprehensive careers program spanning Years 7-11 but are also integrated into the curriculum and extracurricular activities. Research demonstrates that careers education is a fundamental component of school improvement, as students become more motivated when they have clear goals and a roadmap to achieve them.

In November 2024, following an extensive review of the eight Gatsby Benchmarks, a new document entitled 'Good Career Guidance: The Next Ten Years' presented the updated Gatsby Benchmarks alongside examples of impressive practice. This has been used to formulate our provision at Duke of Kent School.

The eight Gatsby Benchmarks are:

1. A stable careers programme - Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.
2. Learning from labour market information - Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.
3. Addressing the needs of each pupil - Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.
4. Linking curriculum learning - All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.
5. Encounters with employers and employees - Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes
6. Experiences of workplaces - Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks
7. Encounters with further and higher education - All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace
8. Personal guidance - Every pupil should have opportunities for guidance interviews with a career's adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs

Introduction

Duke of Kent School believes that a young person's career is their pathway through learning and work. All young people need a planned programme of activities to help them make decisions and plan their careers, both in school and after they leave.

Duke of Kent School is committed to providing a planned programme of careers education, advice and guidance (CEAG) for all students in the Senior School (Years 7 - 11), while also providing an overview and concise introduction to these concepts for Prep School students.

The policy was formulated by the Head of Careers and is subject to an annual review. Furthermore, a termly careers update will be presented to the Head and incorporated into their termly report. Additionally, an annual report on careers provision will be forwarded to the Board of Governors. Both reports will serve as documented evidence of the undertaken careers initiatives, activities, and the delivery of career-related advice, guidance, and education.

Aims/Objectives

The careers programme is designed to meet the needs of students at Duke of Kent School. It is differentiated to ensure progression through activities that are appropriate to the students' stages of career learning, planning and development.

Students are entitled to CEAG that is impartial and confidential. It will be integrated into their experience of the whole curriculum, based on the partnership with students and their parents or carers. The programme promotes equality of opportunity, inclusion and anti-discrimination.

Duke of Kent School aims are:

- To follow the guidance from the Department of Education, using the 8 Gatsby Benchmarks to deliver CEAG across all year groups in the senior school and provide an introduction to careers in the prep school.
- To ensure all students in the school are exposed to a wide variety of careers related information and experiences appropriate to their age-group and stage of education.
- To support our students at each decision point of the education timeline, by providing timely information to parents and students about options, sixth form colleges and choices, summer schools, careers events, apprenticeships, further education and university (or equivalent) opportunities.

Duke of Kent School Careers Plan

This plan sets out Duke of Kent School's arrangements for the provision of Career's Advice and Planning for Year Groups 7 - 11, inclusive in accordance with Gatsby Benchmark. It also incorporates careers provision provided to the Prep school.

Prep School

Career guidance in the Prep School plays a fundamental role in shaping young minds and nurturing early awareness of future opportunities. While it might appear premature to introduce career

concepts in primary education, the aim is not to direct young children towards specific professions; rather, it's about planting the seeds of curiosity, self-awareness, and aspiration.

Throughout the academic year, various career experiences are woven into the curriculum, including visits from different industries, such as ambulance and fire engine crews, guest speakers, and dedicated career assemblies. Additionally, career-related topics are integrated into lessons and the PSHE program.

The ultimate goal is to imbue students with a sense of purpose and curiosity about the world of work from a young age. This early exposure to careers is intended to serve as a foundation for informed decision-making in their later educational journey. It reinforces the belief that each child possesses unique strengths and interests to explore, setting them on a path towards a rewarding and successful future.

Senior School

Starting in September 2023, students in Year 7 to 11 have embarked on a comprehensive career development journey using UNIFROG during both PSHE sessions and designated form time. This program is aligned with the goal of achieving all GATSBY benchmarks, with the exception of benchmark 6, which pertains to work placements. The implementation of benchmark 6 is planned for the future and is featured in the school's development plan.

Year 7

Stretch and Challenge Career Talks - Inspirational talks from various visiting speakers on their journey and career path. Students choose ones of interest to attend.

Careers Assemblies - An introduction to the sorts of questions that pupils should be asking about careers.

Careers PSHE sessions - Serves as an introduction to careers.

UNIFROG careers guided sessions will run during form time and PSHE which include:

- Exploring Possibilities - Dream Jobs
- What is a Career
- What is an entrepreneur
- Careers and the future

Year 8

Stretch and Challenge Career Talks - Inspirational talks from various visiting speakers on their journey and career path. Students choose ones of interest to attend.

Careers Assemblies - An introduction to the sorts of questions that pupils should be asking about careers.

Careers PSHE sessions - Serves as a further introduction to careers. Focus on how educational choices they make may affect career options.

UNIFROG careers guided sessions will run during form time and PSHE which include:

- Interests Psychometric testing
- Job Applications: Superhero CV's
- Creating the life you want
- What does success mean to me

Year 9

Stretch and Challenge Career Talks - Inspirational talks from various visiting speakers on their journey and career path. Students choose ones of interest to attend.

Careers Assemblies - An introduction to the sorts of questions that pupils should be asking about careers.

Careers PSHE sessions - Developing understanding of the world of careers and potential pathways.

GCSE Options Evening - GCSE teachers explain the content of their courses to Y9 students and parents.

GCSE Options Drop in Career Chat - Students have the opportunity to drop by and discuss options and future career prospects.

UNIFROG careers guided sessions will run during form time and PSHE which include:

- What are my skills
- Interests Psychometric testing - Seeing if there is a difference from last year
- What comes after school the main learning pathways
- Decision making: choosing what to study at KS4.
- Working and earning: Managing your money
- What is the labour market and why is it important

Year 10

Stretch and Challenge Career Talks - Inspirational talks from various visiting speakers on their journey and career path. Students choose ones of interest to attend.

Careers Assemblies - An introduction to the sorts of questions that pupils should be asking about careers.

Careers PSHE sessions - Focus on choosing careers, and using routes to them.

Work Experience - This is under development and is featured in the school development plan.

Interview Practice, CV writing and Team Task Day - Year 10 students will focus on how to represent themselves professionally and key interview techniques. In addition, they will gain so tip on how to write their CV.

Future School evening - Students have the opportunity to talk to representatives from local future schools and sixth form colleges.

UNIFROG careers guided sessions will run during form time and PSHE which include:

- Interest Psychometric testing
- Personality Psychometric testing
- Work Environments Psychometric testing
- Skills Psychometric testing
- Exploring employer profiles
- What types of career is best for me?
- Wellbeing in the workplace
- In person, hybrid, and remote: what works best

Year 11

Stretch and Challenge Career Talks - Inspirational talks from various visiting speakers on their journey and career path. Students choose ones of interest to attend.

Careers Assemblies - An introduction to the sorts of questions that pupils should be asking about careers.

Careers Interview - All Y11s are given an individual careers interview.

UNIFROG careers guided sessions will run during form time and PSHE which include:

- Interest Psychometric testing
- Personality Psychometric testing
- Work Environments Psychometric testing
- Skills Psychometric testing
- Post 16 - Choices
- Researching volunteering and paid work
- Money Talks: apprenticeships vs higher education
- Is AI a threat to our jobs.

Gatsby Benchmarks

- 1) Embedded Careers Plan
- 2) Careers & Labour Market Information
- 3) Addressing the needs of all students
- 4) Careers in the curriculum
- 5) Encounters with employers and employees
- 6) Work Experience & other experiences of the workplace
- 7) Experiences of HE, FE and work-based training (e.g. apprenticeships)
- 8) Personal Guidance

The following is a list of some of the ways we intend to comply with each benchmark in turn.

Benchmark 1:

The benchmark is achieved as outlined in this document.

In addition, Unifrog's Careers Year Plan is made up of excellent, adaptable teaching resources that are tailored to each year group, from Y7 to Y11.

Benchmark 2:

- Careers Noticeboard & School Website - to be updated regularly
- Careers assemblies from a broad range of career providers/employees (7-11)
- Careers notices in the weekly bulletin informing parents of college and careers services and events available outside this school as appropriate (7-11)
- On Unifrog students can explore up-to-date national and local LMI: As they browse the 1,000+ career profiles in the Careers library, students (and parents) can see – for any area of the UK – LMI like the most popular jobs, median salaries, and even what jobs people in that area are more likely to do versus the national average. (7-11)
- The Unifrog Careers Library and Know-How Library together comprise an enormous, easily searchable treasure trove of information about the full range of career pathways and progression routes available, so students understand where their education and training choices could take them. (7-11)
- PSHE lessons appropriate to each year group (7-11)

Benchmark 3:

- Unifrog provides individual and individual careers analysis and advice (7-11)
- Careers lessons (PSHE) (7-11)
- Unifrog shows each student and their teachers can see all the CEIAG interactions, feedback, and documents uploaded by the student and their teachers.
- Through the use of Unifrog Students get their own personalised journey. As they use the

platform, the system makes smart personalised suggestions on what they might be interested in looking at next. The suggestions are designed to broaden students' horizons, while also giving them the data they need to make informed decisions. The platform contains student guides and teaching resources that challenge workplace stereotypes, such as gender roles

- Year 9 Options evening (9)
- College & University visits (10-11)
- STEM events (7-11)
- National Apprenticeship Show and Higher Education Expo (10 or 11)
- Collect & Maintain accurate data on each pupil on their destinations for 3 years after they leave this school

Benchmark 4:

- All subject teachers to provide in-classroom information regarding careers relevant to their subject via subject specific careers posters, visiting speakers and trips (7-11)
- All subject teachers to provide in-classroom discussion regarding careers relevant to their subject as it arises (to be passed to HoC to be recorded on our careers compliance tracker)
- Unifrog - Students can search for career information based on their school subjects, facilitating connections between their academic interests and potential professions. (7-11)
- The Unifrog platform contains the Read, Watch, Listen tool which is a bank of super-curricular material, searchable by career and subject areas; it spans TED Talks, articles, books, podcasts and films. (7-11)
- STEM visits, trips, speakers and events (7-11)

Benchmark 5

- Careers assemblies (7-11)
- Online careers testing
 - Psychometric testing to take place throughout Y7-11 using Unifrog. Students complete the tests annually and reflect on how their results have changed from previous years.
- DofE volunteering and/or skills elements (9, 10 & 11)
- The Unifrog team runs tens of high quality webinars every academic year featuring employers and employees, while the Careers library and Know-how library contain videos of employers and employees talking about their job (7-11)
- Work experience (10) To be implemented

Benchmark 6

- Work experience (10) To be implemented
- Unifrog contains an easy-to-use CV building, cover letter and competency recording tools to help students craft impressive applications.

- DofE - DofE coordinators

Benchmark 7

- National Apprenticeship Show (10)
- College & University Visits & Future schools evening (10 & 11)
- Unifrog enables students to explore post-16 and post-18 academic and vocational options, including universities, apprenticeships, and further education (7-11)
- Unifrog's Special opportunities tool makes it easy for students to find thousands of summer schools and virtual work experience placements, scholarships and contextual offers, and is the only database of its kind (7-11)
- Unifrog's free-to-attend interactive webinars give students the chance to hear directly from FE and university representatives and current students, with a Q&A at the end of each one.

Benchmark 8

- Careers PSHE Lessons (7-11)
- Unifrog Psychometric testing (7-11)
- CV writing & Interview practice (11)
- Subject teachers
- PSHE