

Cultivating meaningful collaborations between school and business:

The following table is designed to illustrate both the key functions of a Careers leader within a school or post 16 institution who is responsible for implementing the statutory careers duty, and examples of activities delivered by Enterprise Advisors supporting these institutions. This has been created as part of the Gateshead Building Education and Enterprise Partnership (BEEP) in response to consultations with both stakeholder groups.

	Careers leader	Enterprise Advisor
Develop and evaluating a careers plan as part of the School/College's overarching Improvement Plan	<ul style="list-style-type: none"> • Commission external guidance providers • Plan a calendar of careers events • Delivery of national careers strategy and compliance with career benchmarks • Quality assurance of activities • Compass evaluation 	<ul style="list-style-type: none"> • Playing an active role in the design and delivery of the schools/college's careers plan • Act as a critical friend to Career Leads to test careers ideas and plans with • Collaborate with Careers leader in the monitoring and evaluation of the Careers Plan via Compass data entry and review
Stakeholder engagement	<ul style="list-style-type: none"> • Embedding careers across whole school/college through working with and supporting staff teams • Being the accountable lead for careers and advising Governors and Senior Leadership teams of statutory duties and progress • Developing employer engagement strategies • Achieving the buy in of external stakeholders such as employers to engage in careers related delivery 	<ul style="list-style-type: none"> • Increase business and wider, diverse partner contacts for the school/college to support learners in their careers journey
1. Professional skills development	<ul style="list-style-type: none"> • Building the knowledge and understanding of careers across teaching team • Maintaining up to date knowledge of skills and employment including related initiatives • Translating labour market information for teaching and support teams 	<ul style="list-style-type: none"> • Promoting opportunities for teacher CPD to understand employer's skills and employment needs
2. Ensuring positive learner destinations	<ul style="list-style-type: none"> • Presenting a range of pathways for learners • Providing students with opportunities to be exposed to many different roles and industries • Preparing students for competitive environments to support progression 	<ul style="list-style-type: none"> • Delivery of bespoke industry insight sessions • Providing opportunities which prepare learners for next steps • Offering work experiences opportunities • Offering access to employer visits
3. Delivering the careers plan	<ul style="list-style-type: none"> • Referring learners to providers of impartial and objectives careers advice and guidance • Arranging work experience opportunities for learners 	<ul style="list-style-type: none"> • Maximising opportunities to embed industry insights into the curriculum e.g. English and maths. • Supporting schools and colleges to apply business improvement strategies such as career intervention evaluations and extending audience reach e.g. parental engagement. • Mentoring individual or cohorts of learners • Help bring learning to life through real world project-based activities

Non statutory but good practice	Guidance notes	Yes	No	Action
Welcome statement from Careers Leader	A brief explanation of what CEIAG stands for and what it is.			
The school's employer links	This could include a profile on the Enterprise Adviser plus any other employers the school works with.			
Careers Quality Award	Information regarding whether the school is working towards a careers quality award .			
Careers Personnel	Profiles of: <ul style="list-style-type: none"> • Careers Governor • SLT link • Careers Adviser • Any other member of careers team 			
Links to helpful websites for students and parents	Including the National Careers Service and Find an Apprenticeship sites (see additional suggested sites here)			
Links to local Post 16 Providers	Including FE colleges, HE and independent training providers			
Links to Labour Market Information sources of help	LMI for All careerometer and skillsometer Information on the local and regional labour market			
OFSTED	Any positive comments made about careers during an Ofsted inspection			
Get in touch section	An enquiry form for students to contact the Careers Adviser/Careers Leader			
Alumni	Profiles of what past students have gone on to achieve, plus a statement on how alumni can volunteer to connect to the school			
Social Media	Links to careers pages on Facebook, Twitter, Instagram etc			