

# Cliff Park Ormiston Academy

## Careers Strategy 2020/21

Date adopted: September 2021

Next review date: September 2022

### Policy Version Control

Policy prepared by	S Sorrento, VP – Progress L Carroll, Careers Lead
Description of changes from the original document	Addition of CDI Framework

## Our Vision

Cliff Park Ormiston Academy aims to enable students to develop the understanding, knowledge and skills needed to secure a positive destination of their choosing and to encourage them to become lifelong learners, taking responsibility for making successful transitions that shape a clear pathway into adult life. Our programme is underpinned by the **8 Gatsby Benchmarks** and the **CDI's Career Development Framework**.

This strategy sets out a clear plan on how we intend to work towards meeting this vision in the short, medium and long term. It is to be read in conjunction with our careers policy that can be found [here](#)

## Objectives

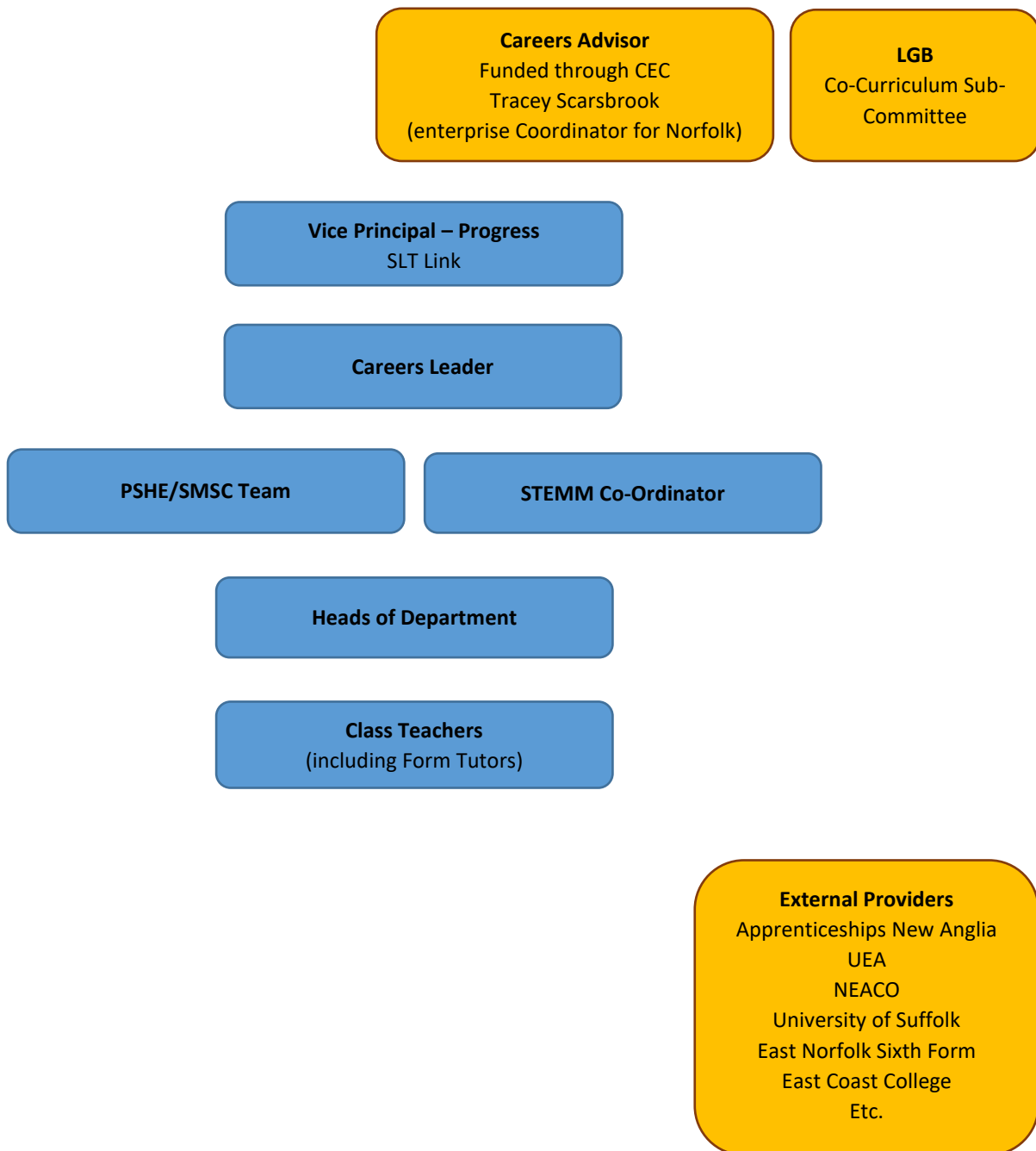
- To meet the eight Gatsby benchmarks for good career guidance as recommended by the Department of Education Careers Strategy 2017
- To build upon the 'Quality in Careers Standard' accreditation (the nationally recognised award for CEIAG in English Secondary Schools), which the academy was awarded in February 2021.
- To become recognised as a 'Gold Standard' CEIAG provider with OAT
- To enable all learners to reach a positive destination in learning or training after Year 11 (0% NEET)
- To increase students' awareness of Local Market Information (LMI)
- To increase participation to Apprenticeships

We will monitor and evaluate our progression in achieving these aims on a termly basis with the Careers and Enterprise Company, ratified by the Co-Curriculum Sub-Committee. The programme will also be reviewed annually.

## Our Strengths

- Partnership work with UEA and NEACO
- Partnership work with local stakeholders (Careers Fair, Insight into Industry talks, Work Experience Preparation Days, Business Breakfast...)
- Succinct plan developed between VP, CL and CEC – has the backing of Governors and SLT

## Careers Education Team Structure



## The Gatsby Benchmarks (CEC Benchmarking Activity, January 2022)

Benchmark		Criteria	CPOA Fully Achieved	% Nat. Fully Achieved
1	<b>A stable careers programme</b>	Every school and college should have an embedded programme of career education and guidance that is known and understood by students, parents, teachers, governors and employers.	82%	27%
2	<b>Learning from career &amp; labour market information</b>	Every student, 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.	100%	52%
3	<b>Addressing the needs of each student</b>	Students have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each student. A school's careers programme should embed equality and diversity considerations throughout.	81%	25%
4	<b>Linking curriculum learning to careers</b>	All teachers should link curriculum learning with careers. STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.	100%	45%
5	<b>Encounters with employers and employees</b>	Every student 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.	100%	58%
6	<b>Experience of workplace</b>	Every student 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.	100%	52%
7	<b>Encounters with further and higher education</b>	All students 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.	95%	30%
8	<b>Personal guidance</b>	Every student should have opportunities for guidance interviews with a career 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 students but should be timed to meet their individual needs.	100%	61%

## CEIAG Short Term Planning for 2021/22

### Staff Responsible:

- Mr Sorrento (Vice Principal – Progression)
- Mrs Carroll (PA to Vice Principal, Careers Leader)
- Mr Warnes (Enrichment)
- Mr Wright (STEM Co-ordinator)
- Mr Sewell (Character and Culture Lead)



### Working with:

- Tracy Scarsbrook, Enterprise Coordinator for Norfolk

### Key:

- CDI career Development Framework



<b>Grow throughout life</b>	<b>Explore Possibilities</b>	<b>Manage career</b>
<b>Create opportunities</b>	<b>Balance life and work</b>	<b>See the big picture</b>

- Gatsby Benchmarks

1	A stable careers programme	5	Encounters with employers and employees
2	Learning from career & labour market information	6	Experience of workplace
3	Addressing the needs of each student	7	Encounters with further and higher education
4	Linking curriculum learning to careers	8	Personal guidance

## YEAR 7

### Overall Outcomes

- Positive Relationships
- Understanding that everyone has a career/future
- Consider “trends” in employment and relate to possible “career” plans.
- Consider the qualities, attitudes and skills needed for employability.

Delivery			Focus	Details	Lead	Date
		3	Transition Support	Transition – 1 day for Y6	CMA	6 Sept 2021
		1, 3, 8	Personal Record Keeping	Records of Achievement introduced to students in Year 7. Students updating their career activities on Unifrog.	LCA	Sept 2021 April - July 2022
		3	Aspirations and future plans	Careers questionnaire – students to fill out an online form where they will think about what sectors and jobs currently interest them	LCA	Sept 2021
		1, 4, 7	A positive introduction to HE	UEA Outreach - Future Stars – an assembly followed by a workshop where students learn to identify links between HE and careers and skills needed	LCA	Oct 2021
		4, 8	Careers and Enterprise Skills (Within 'Character & Culture')	Awareness of consequences of actions now, in later life. Introduction to START and Records of Achievement – Career Pathways	SSO	Oct - Jan
		3, 8	Parental Engagement	Parents' Evening' – an opportunity for interaction between the Careers Leader and parents, answering any questions they may have in relation to careers..	LCA	11 Jan 2022
		5, 6	Employer Engagement	Trip to Africa Alive – Visit to large diverse employer (zoo) to expose students to a range of job roles and opportunities	LCA	30 June & 1 July 2022
		2, 3, 7	HE Engagement	UEA outreach to work with some targeted students providing workshops and a visit to the UEA to help them to understand more about University.	LCA	Mar – Apr 2022
		2, 3	Aspirations and future plans	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	LCA	7-11 Feb 2022 7-11 Mar 2022

## YEAR 8

### Overall Outcomes

- Re-visit qualities, attitudes and skills needed for employability.
- Review experiences and achievements.
- Exploring options and choices.
- Understanding the functions and uses of money/how to manage money.
- Understanding the economic and business environment and how school prepares you for this.

Delivery	Focus	Details	Lead	Date
1, 3, 8	<b>Personal Record Keeping</b>	Records of Achievement – students reminded of these folders and how to use them. Students updating their career activities on Unifrog.	LCA	Sept 2021 April – July 2022
3	<b>Aspirations and future plans</b>	Careers questionnaire – students to fill out an online form where they will think about what sectors and jobs currently interest them	LCA	Sept 2021
1, 3, 5, 7	<b>Pathways</b>	Careers Fair for Years 7-11. Colleges, Universities and local businesses to take part	LCA	18 Nov 2021
3, 8	<b>Parental Engagement</b>	Parents’ Evening’ – an opportunity for interaction between the Careers Leader and parents, answering any questions they may have in relation to careers.	LCA	26 April 2022
6	<b>Employer Engagement</b>	Work Shadowing Day - all year 8 students will undertake a day of employment with a member of their family or family friend to explore work skills	LCA	18 May 2022
7	<b>Careers and Employability</b>	Renew Your Future from ICANBE	NWR	TBC
7, 8	<b>Mentoring of identified HATs</b>	Year 8 UEA Mentoring/tutoring for identified under-achieving HAT students (9 weeks) - NEACO	LCA	Feb – May 2022
4	<b>Learning new skills–First Aid</b>	3 day drop-down – First Aid training	RSW	TBC
4, 5	<b>Enterprise Education</b>	Drop Down Day TBC Working with DementiaUK – tied into Dementia Action Week ( <a href="https://www.alzheimers.org.uk/get-involved/dementia-action-week">https://www.alzheimers.org.uk/get-involved/dementia-action-week</a> )	SSO/LCA	TBC
7, 8	<b>HE Engagement</b>	UEA outreach to work with some targeted students providing workshops and a visit to the UEA to help them to understand more about University.	LCA	22 Nov 2022
2, 3	<b>Aspirations and future plans</b>	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	LCA	7-11 Feb 2022 7-11 Mar 2022
7	<b>University life – Widening Aspirations</b>	A trip to the Sainsbury Centre at the UEA for art students to experience workshops at the University and have a tour of the site	LCA	13 July 2022
4	<b>STEM</b>	The Great Egg Race	NWR	Easter 2022

## YEAR 9

### Overall Outcomes

- Making the link between GCSE courses selected and University life/Careers
- Review experiences and achievements.
- To explore skills required to work as a team through renewables task

Delivery	Focus	Details	Lead	Date
1, 3, 8	<b>Personal Record Keeping</b>	Records of Achievement – students reminded of these folders and how to use them. Students updating career activities on Unifrog.	LCA	Sept 2021 April -July 2022
3	<b>Aspirations and future plans</b>	Careers questionnaire – students to fill out an online form where they will think about what sectors and jobs currently interest them	LCA	Sept 2021
1, 3, 5, 7	<b>Pathways</b>	Careers Fair for Years 9-11. Colleges, Universities and local businesses to take part	LCA	18 Nov 2021
3, 8	<b>Parental Engagement</b>	Options' Evening' – a chance for students and parents to understand what subjects are on offer at KS4 – followed by taster sessions in GCSE option classes	SSO/LCA	03 Mar 2022
3, 8	<b>Parental Engagement</b>	Parents' Evening' – an opportunity for interaction between the Careers Leader and parents, answering any questions they may have in relation to careers..	LCA	22 Mar 2022
4	<b>STEM and Renewables – working as a team</b>	Drop Down Day – TBC using Enterprise Advisors (NCC) STEM Drop Down – in partnership with Youth STEM Award	LCA NWR	TBC TBC
7, 8	<b>University life – Widening Aspirations</b>	Two visits to the UEA (split in half year groups) where students get to tour the campus and visit specific subjects (to be picked in advance)	LCA	Summer Term 2022
7, 8	<b>Mentoring of identified HATs</b>	Year 9 UEA Mentoring/Tutoring for identified under-achieving HAT students (9 weeks) - NEACO	LCA	Feb – May 2022
7, 8	<b>University life – Widening Aspirations</b>	UEA outreach to work with some targeted students on giving them a 'Dragon Den' type challenge which includes a trip to the UEA.	LCA	Mar – April 2022
2, 3	<b>Aspirations and future plans</b>	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	LCA LCA	7-11 Feb 2022 7-11 Mar 2022
2, 3, 5	<b>Aspirations and future plans</b>	NEACO working with targeted students helping with option choices and careers information and advice	LCA	Dec 21 – Jan 22
3, 7	<b>Further Education experience</b>		NWR/LCA	March 2022



				Selected students having the opportunity to experience STEM taster sessions in Engineering at the local sixth form college		
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## YEAR 10

Overall Outcomes		<ul style="list-style-type: none"> <li>Making the link between GCSE courses selected and careers</li> <li>Review experiences and achievements.</li> <li>Interview and employability skills</li> </ul>				
Delivery	Focus	Details	Lead	Date		
3	<b>Aspirations and future plans</b>	Careers questionnaire – students to fill out an online form where they will think about what sectors and jobs currently interest them	LCA	Sept 2021		
2, 3	<b>Personal Record Keeping</b>	Students updating career activities on Unifrog.	LCA	April -July 2022		
1, 3, 5, 7	<b>Pathways</b>	Careers Fair for Years 9-11. Colleges, Universities and local businesses to take part	LCA	18 Nov 2021		
3, 8	<b>Parental Engagement</b>	Parents' Evening' – an opportunity for interaction between the Careers Leader and parents, answering any questions they may have in relation to careers..	LCA	29 Mar 2022		
5, 8	<b>Work preparation and employability skills</b>	Work Experience Preparation lessons including interview skills and CV writing	SSO/LCA	16-17 June 2022		
5, 6	<b>Employer Engagement</b>	Work Experience Week. Working with 'WEX Norfolk' – all year 10 students to gain a week of work experience at their chosen employment	LCA	20-24 June 2022		
7, 8	<b>University life – Widening Aspirations</b>	UEA outreach to work with some targeted students within a couple of workshops, to help them understand their HE and Post 16 choices and how subjects relate to different careers	LCA	TBC		
2, 3	<b>Aspirations and future plans</b>	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	LCA LCA	7-11 Feb 2022 7-11 Mar 2022		
3, 7	<b>Further Education experience</b>	Selected students having the opportunity to experience STEM taster sessions in maths, Science, Engineering, Music and Drama at the local sixth form college	NWR/LCA	March 2022		

## YEAR 11

### Overall Outcomes

- Making the link between GCSE and FE and HE
- Review experiences and achievements.
- Interview and employability skills
- Preparing for Success

Delivery	Focus	Details	Lead	Date
3	<b>Aspirations and future plans</b>	Careers questionnaire – students to fill out an online form where they will think about what sectors and jobs currently interest them	LCA	Sept 2021
3, 8	<b>Pathways – Future Planning</b>	One-to-one meetings with qualified careers guidance personnel	LCA	Sept 2021 – March 2022
4	<b>Maximize Potential</b>	Delivered through Booster sessions in half year groups. Focus on study skills and examination preparation.	GPI	Oct 2021
7, 8	<b>Pathways – Future Planning</b>	College Visits and application forms to be completed during Form rolling booking of ICT rooms	LCA	By March 2022
3, 8	<b>Parental Engagement</b>	Parents’ Evening	SSO	6 January 2022
3, 8	<b>Parental Engagement</b>	Revision Skills Evening – UEA to lead	LCA	25 March 2022
1, 3, 5, 7	<b>Pathways</b>	Careers Fair for Years 9-11. Colleges, Universities and local businesses to take part	LCA	18 Nov 2021
3, 7	<b>Pathways – Future Planning</b>	Assemblies from local Colleges during Form Time	LCA	Nov – Dec 2021
3, 4	<b>Career Learning</b>	Employability Sessions to take place during Form, including interview skills, CV creation, writing a covering letter...	SSO	From Jan 2022
3	<b>Pathways – Future Planning</b>	National Citizenship Service workshops with Form Period 5	SSO	TBC
7, 8	<b>HE Engagement</b>	NEACO supporting students with their post-16 options and college applications	LCA	Jan – Mar 2022
2, 3	<b>Aspirations and future plans</b>	Apprenticeship Information and activities during National Apprenticeship Week General Careers information and activities during National Careers Week	LCA LCA	7-11 Feb 2022 7-11 Mar 2022

## Over-arching Plans

Delivery		Details	Lead	Deadline
1		<b>Careers Programme on website</b> – A copy of careers programme for all year groups at the academy to be available for everyone to view, acting as a ‘hub’ for information.	LCA/SSO	ONGOING
2, 3, 5		<b>Future Fridays</b> – Job of the Week in Form Time; careers-related announcements in Form Time; ‘Insight Into Industry’ talks at Break/Lunchtime based upon need (identified through questionnaires)	LCA	Begin Oct 2021
2, 3, 5, 6		<b>To recruit Careers Ambassadors – Business (CAB)</b> through Business Breakfast	LCA	24 Sept 2021 29 April 2022
3, 5		<b>To recruit Career Ambassadors – Students (CAS)</b> . Work with peers to explore careers, offer advice and lead discussion groups/organise trips and events.	LCA	December 2021
5		<b>To recruit Career Ambassadors – Parents (CAP) and Teachers (CAT)</b> to help highlight careers learning in SOL and offer talks/help with workshops. Staff to update departmental careers link plans.	LCA	December 2021
5		<b>Career Journey posters on classroom doors and ‘Subject Careers’ posters in curriculum areas</b> – Improve the visibility of careers and encourage discussion	LCA	September 2021
4		Career Guides distributed to subject leads for specific subject areas Employability Skills embedded within teachers’ lessons through reference to logos	LCA SSO	October 2021
2, 3, 4		<b>Develop directory of Alumni</b> – Encourage ex-students to engage with talks during ‘Future Fridays’. Create ‘success’ section on website celebrating alumni achievement.	LCA	February 2022
2, 3		Launch Unifrog and develop student usage – Form Time programme to be put in place and weekly/monthly competitions developed to encourage use.	LCA / SSO	Launch April 2022
2		Staff Training – Develop staff understanding and statutory requirements; develop career plans for each subject.	LCA SSO	December 2021
1		Compass Plus – All career related activities to be logged to enable benchmarking and self-evaluation with CEC	LCA SSO	ONGOING
1, 3, 4		Termly publication of Careers Hub Newsletter	LCA	ONGOING