

Creating a Strategic Careers Plan to underpin your stable careers programme

The Strategic Careers Plan designed by Teach First will be your 'manual' for how to achieve your strategic objectives. It will include timeframes, responsibilities and evaluation plans. It will contain all the information needed to lead improvements in careers provision so that if you as Careers Leader were to leave, it could form a comprehensive handover document for any successor.

This format follows guidance from Teach First from the free online 'Introduction to Careers Leadership' modules available on the Careers & Enterprise Company website, and includes:

- Vision
- Current state
- Key strategic objectives (student-centred and measurable)
- Action plan to achieve objectives

Online Training

Explore our online short course, designed with Teach First, that provides Careers Leaders with essential knowledge and skills to improve career guidance in their school or college.

To take the online course please go to: <https://www.careersandenterprise.co.uk/news/ bespoke-online-training-launched-careers-leaders>

Vision

A concise, ambitious and inspiring statement that articulates the wider vision of what the school's careers provision aims to achieve for students. This should reflect 'who you ultimately want students to **be**'. This vision should make reference to school's vision statement. Please involve your Enterprise Adviser and the Link Governor in the process of shaping and clarifying the vision for your careers provision.

SLT Comments:	Link Governor Comments:	Enterprise Adviser Comments
Parent Voice Comments:	Student Voice Comments:	Staff Voice Comments:
Schools Vision Statement:		
Vision for Careers Provision Statement:		

Current State

Assess the current state of your school or college's careers provision through:

- Completing the Compass Tool
- Carrying out a SWOT analysis (looking at its existing Strengths, Weaknesses, Opportunities and Threats)
- Analysing your destinations data
- Local context: LMI, growth sectors, FE/HE provision, etc.
- Reviewing vulnerable cohorts and any 'gaps' in outcomes

Compass - Current Compass Score:	
Compass - Priority Benchmarks:	
Destination Data:	
LMI - Local and Regional Context:	
Vulnerable Cohorts/Gaps in outcomes	

Strength of Careers Provision SWOT

Consider:

Time/Resource of Careers Leader, Role of EA/Link Governor, Parental Engagement, SLT Buy-in, Staff CPD, Whole School Responsibility for Careers, Impact Measurement, Evaluation

Benchmark progress: LMI, Tracking at Student Level, Careers within Subject Areas, Employer Engagement, Experiences of the World of Work, Encounters with FE/HE, 1:1 guidance

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS
<p>Key priority/action areas from SWOT:</p> <ul style="list-style-type: none"> • • • 	

Key strategic objectives

- Identify between 3-5 Objectives for your Strategic Careers Plan
- We recommend that you identify objectives, which relate to the development of careers provision in your school/college AND that you identify at least one 'whole school/college' objective

Development of Careers Provision Objectives: Key Prompts

Vision:

- Should objectives be set around development/sharing of a vision?

Current State:

- Should objectives be driven by destinations data or other outcomes from SWOT analysis?
- Should objectives be driven by key priority benchmarks or by sub benchmarks at a student level
- Should objectives be driven by key SEND/vulnerable groups in your school/college?

Whole School/College Priorities: Key Prompts:

- What issues is your school 'trying to solve'. Consider how Careers provision can add capacity and can be 'part of the solution'
- Key issues for the school from the SDP
- Key areas for improvement from Ofsted
- Key thematic areas for the school (i.e. parental engagement, stakeholder voice, literacy, oracy, etc.)

Key Strategic Objectives

1	
2	
3	
4	
5	

Example Action plan

This will highlight HOW to achieve your strategic objectives (as opposed to your regular on-going annual careers programme for each Year group). It will include timeframes, responsibilities and evaluation.

School Name:	Date Strategic Careers Plan created:	Date approved by SLT:	Date approved by Governors:	Proposed Review Date:	
Career Leader Name:					
Strategic Careers Plan - Academic Year: XXXX					
Objectives <i>"What are the problems you are trying to solve?"</i>	Actions, including CPD <i>"What would solve the problem?"</i>	Responsible <i>"Who is responsible for each action?"</i>	Time <i>"When do you aim to have this completed by?"</i>	Outcomes <i>"What would success look like?"</i>	Progress
1.					
2.					
3.					
4.					
5.					