

## Gatsby Benchmark 1 – A stable careers programme

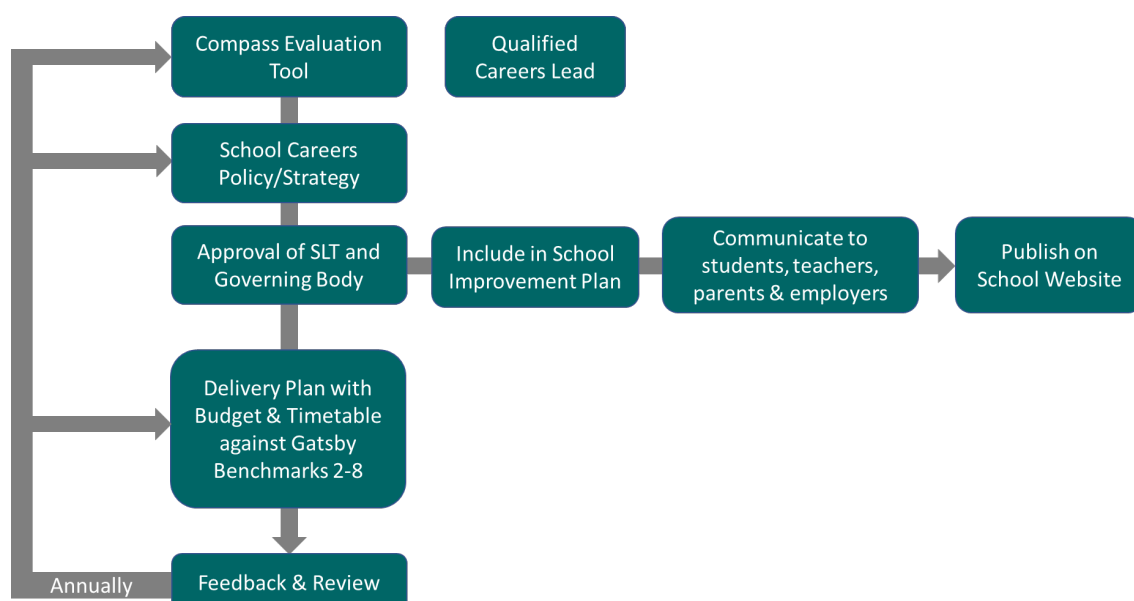
### Desired Outcomes

- 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.
- Every school should have a stable, structured careers programme that has the explicit backing of the senior management team and an appropriately trained person responsible for it.
- The careers programme should be published on the school's website, so students, parents, teachers and employers can access and understand it.
- The programme should be regularly evaluated with feedback from students, parents, teachers and employers as part of the evaluation process.

### In Practice

- Careers policy/strategy supported by SLT and governing body
- Embedded into school structure and secure, part of SIP
- Led by an appropriately trained careers lead with support of direct link to SLT
- Teachers need to know what is in the programme
- Students need to know what is in the programme
- Parents/carers need to know what is in the programme
- Employers need to know what is in the programme
- Careers programme should be published on the school's website
- Require a delivery plan with objectives and priorities
- Processes for feedback from students, teachers, parents and employers to review programme

### SEMLEP suggests – Development of a careers programme



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### Channels of Communication

Suggested ways of informing stakeholders about the Careers Programme:

- **Teachers** – school intranet/VLE/staff briefing/via SLT
- **Students** – assemblies/tutor time/VLE/via heads of year/subject heads
- **Parents/Carers** – website/newsletter/social media/parent presentations/parents evenings/school prospectus
- **Employers** – call to action on website/social media/Enterprise Adviser/SEMLEP
- **Governors** – Governor meetings/updates

### Resources

- [Compass Evaluation Tool](#) - help review Careers Programme against the 8 Gatsby Benchmark
- [Tracker](#) - careers planning tool to record and plan careers activities clearly and easily and identifies how you are improving your Gatsby Benchmark scores from the Compass evaluation.

### Reference

- [Moments of Choice](#) - Explains when and how young people make choices about careers.

### How can an Enterprise Adviser Network Help?

Your Enterprise Coordinator from SEMLEP will help and support you through the processes to address Benchmark 1.

The Enterprise Adviser can assist and add value through:

- Acting as a critical friend in ensuring that the Careers Programme is aligning opportunity for young people through addressing the needs of employers.
- Ensuring the employer communications are clear and appropriate

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