



**UNIVERSITY  
COLLEGE  
BIRMINGHAM**

**HIRED**

**Careers Education Information Advice &  
Guidance (CEIAG)  
Policy & Procedure 2023-25**

University College Birmingham Mission Statement

*“To promote and provide the opportunity for participation in the learning process by those with the ambition and commitment to succeed and to maintain a learning community that meets the diverse needs of our students, the economy and society at large.”*

HIREM Mission Statement

*‘Through our partnerships with employers, alumni, staff and students, all UCB students will develop their skills, experience and behaviours so that they are 100% employable, enterprising and successful. To achieve this HIREM will provide innovative and high quality careers and employability services responsive to the needs of students and employers.’*

University College Birmingham (UCB) is a unique provider of specialist, vocational college courses, apprenticeships and Higher Education degrees

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# RATIONALE FOR CAREERS EDUCATION, INFORMATION ADVICE AND GUIDANCE POLICY (CEIAG), WORK SKILLS AND PROGRESSION

## 1) Scope and purpose

University College Birmingham is committed to providing high quality, careers education, information, advice and guidance (CEIAG) for all its students thereby equipping them to obtain employment, training and education appropriate to their needs and to fulfil their potential. It is also our policy to ensure they are prepared for the responsibilities of higher education and employment and progress successfully. This policy sets out the principles of independent and impartial guidance provision. Impartial guidance is available and provided to students and prospective students.

**HIRED** is the careers, employability and placements service for students and alumni at University College Birmingham. We have a team of specialist and qualified staff with the knowledge and experience to support our students to recognise and build the skills needed to be successful in the world of work.

Effectiveness of the CEIAG provision is assessed using the Gatsby Benchmarks and University College Birmingham was again awarded Matrix accreditation in 2022.

For the purpose of this policy the definition and scope of Careers Education Information Advice and Guidance (CEIAG) is informed by the following national bodies and related publications:

**Matrix Quality Standard:** this “is the unique quality framework for organisations to assess and measure their information, advice and/or guidance services, which ultimately supports individuals in their choice of career, learning, work and life goals”.

**Ofsted Education Inspection Framework:** states that Colleges should be “providing an effective careers programme that offers advice, experience and contact with employers to encourage learners to aspire, make good choices and understand what they need to do in order to reach and succeed in their chosen career” and be “supporting readiness for the next phase of education, training or employment so that learners can make the transition to the next stage successfully”

**Quality Assurance Agency (QAA):** states under Chapter B4 “enabling student development and achievement; sets out the expectation that Higher Education providers have in place; monitor and evaluate arrangements and resources which enable students to develop their academic, personal and professional potential”. The purpose of the policy is to ensure that effective and impartial CEIAG is available to all students enabling them to make informed decisions on their future pathways.

**Good Career Guidance – Gatsby report:** states “good career guidance is critical if young people are to raise aspirations and capitalise on the opportunities available to them”. “Good career guidance is a vehicle for social mobility”

## 2) Policy statement

University College Birmingham aims to:

- Empower students to plan and manage their own futures.
- Respond to the individual needs of each student.
- Provide good quality, comprehensive and impartial information, and advice.
- Raise aspirations and challenge expectations.
- Actively promote equality of opportunity and challenge stereotypes.
- Help all students to progress and track their progression and destination.
- Develop and support the continuous improvement of the quality of the entire student experience.

Sara Chan – Director of Student Employability  
21/06/2023

- Develop and deliver a curriculum and associated provision which is aligned to the needs of business, industry and the community.
- Deliver tailored advice and guidance for all the different student groups that we support; FE, Undergraduate, Postgraduate, Apprenticeship and Alumni.

### **3) Provision**

All students need a planned programme of activities to help them choose pathways that are right for them and to be able to manage their life choices and sustain employability throughout their lives. CEIAG is designed to meet the needs of the students at this college/university and those who are considering enrolling here. Staff ensure that curriculum learning is linked with careers, with CEIAG embedded in their teaching.

CEIAG is differentiated and personalised to ensure progression, through activities that are appropriate to the students' stages of career, learning, planning and development. Students are entitled to CEIAG which meets professional standards of practice and which is person-centred, impartial, and confidential (where appropriate).

University College Birmingham's hired team provide professional careers information, advice, and guidance to support the students' learning journey and for up to five years after graduation.

### **4) Principles**

The key principles upon which this policy is based are that CEIAG:

- Is personalised, provides opportunities to identify and respond to the needs of the individual, and builds on previous learning and experience.
- Is inclusive, recognises and promotes equality and diversity, challenges stereotypes and is sensitive to faith, culture and background.
- Is transparent, impartial and provides opportunities for confidentiality.
- Offers guidance for any student at risk of dropping out, to assist with retention, and referring to alternative provision where appropriate.
- Is enhanced by strong networks and collaborative approaches involving Student Services, curriculum teams and external partners.
- Contributes to increasing participation, retention and achievement by raising aspirations, helping students to make informed choices and to develop career management skills.
- Provides comprehensive information and advice.

### **5) Values and benefits to students**

- Guiding potential students through course and/or career options so they choose the right path for them, which best meets their individual needs, interests and aspirations.
- Helping students to progress into positive destinations by raising students' awareness of opportunities, utilising Labour Market Intelligence, supporting students with employability skills and with applications to Higher Education, Apprenticeships and employment.

A potential student may benefit from careers guidance, for example, if they:

- are uncertain of course or future career choice;
- do not meet the entry requirements for their chosen course;
- have a poor rationale for their choices;
- have unrealistic career plans;

On course students may benefit from careers guidance, for example, if they:

- need help with planning their career path;
- are considering leaving UCB before their course ends;
- are coming towards the end of their course;
- need help with applying to university or higher education courses;
- would like help with job search activities.

## 6) The Model: 'Gatsby Benchmarks' of Good Careers Guidance

<https://www.gatsby.org.uk/education/focus-areas/good-career-guidance>

## 7) Our offer to students

We offer:

- Professional, independent and impartial careers advice and education.
- Information about course choices and options.
- Guidance around progression routes.
- Employability support and advice.
- Careers and employability related workshops
- Careers resources for tutors for use in class and staff training around UCAS reference writing.

Careers education includes:

- Topics linked to progression (such as UCAS) and job search activities (such as interview skills, LinkedIn, CV writing, cover letter writing and looking for work).
- Talks from speakers, such as employers, Alumni and guest lecturers.
- Recruitment fairs and weekly employer drop ins.
- Parents are also invited to information evenings on topics such as higher education and apprenticeships.
- Work experience placements on all courses FE and HE.

Careers information, advice and guidance includes:

- On course and progression information, advice and guidance.

## 8) Service Standards

UCB aims to be as accessible as possible and provide services across all sites, offering:

- Regular bookable appointments every week, appointments of 45 minutes for more complex enquiries.
- We will offer a booked appointment within 10 working days of request.
- We provide follow up appointments where required.
- We provide guidance by email or telephone where appropriate / necessary and we aim to respond to all enquiries within 5 working days.
- Drop in services for placement queries.
- All UCAS personal statements and applications are checked before being sent, appointments and feedback is available for all UCAS statements.

## 9) Student Entitlements

- All prospective students are entitled to accurate course information and advice on progression routes. These are bookable by using HIREDCONnect.
- The careers team provides impartial guidance to assist with course choice, career planning and transition into further educations, higher education, apprenticeships or work.
- At induction all students are entitled to receive information about hired and employability/placement-based support.
- Students and prospective students can access impartial, up to date information on courses and careers through hired as well as through curriculum teams.
- All students are entitled to progression information and assistance with progression choices from tutors, hired and external partners.
- The CEIAG service is available to current and potential students of all ages and abilities.
- The service is concerned with promoting equality and raising aspirations and aims to meet the diversity of student needs.

To maintain confidentiality, we will share personal information about students with others outside of our service only with students' permission or where we are legally obliged to do so.

We will provide access to ICT resources to support with research and planning. We also aim to provide current information, advice and guidance, in a range of formats, on careers and educational opportunities.

We will provide access to advice and guidance at all sites, and we aim to provide private and confidential interview rooms for booked appointments although this is not always possible due to space limitations at some sites.

Appointments will usually last between 30 and 45 minutes, and follow-up appointments are welcomed.

After exploring the nature and level of support needed, we will provide as much of it as we can, with an action plan where appropriate, and / or refer on to other people or agencies that may be able to support.

We will try to improve the quality of our services by following UCB procedures for any complaints, comments or compliments.

## 10) Roles and Responsibilities

**UCB Senior Management Team is responsible for ensuring that:**

- Relevant staff are aware of this policy.
- There are sufficient qualified, experienced staff and up to date resources.
- All staff have access to training, support and resources which are appropriate to their role.

**Directors of Employability are responsible for:**

- Developing the Careers and Employability Strategy for UCB, including activities which are planned, developed and delivered by professional, specialist Careers Advisers within the hired team.
- Influencing the development of strategy and implementing the delivery of UCB's programme of career advice and guidance.
- Establishing a quality Careers Programme that meets the expectations set out in the Gatsby Benchmarks, including differentiation required to meet the needs of students with SEND.
- Ensuring the destinations of young people from UCB are tracked and that this information is used to improve the effectiveness of UCB's Careers Programme.

- Ensuring UCB placements supports the hired team and curriculum staff (subject specialists) in their career development work with students.
- Ensuring a clear focus on development of employability skills as well as experience.

**The hired team is responsible for:**

- Quality assuring the careers and placement programme for UCB to ensure it continuously improves and that it delivers the kinds of impacts that are needed for all students.
- Liaising with external partners, such as employers, learning providers and career guidance services, as well as ensuring that the various elements of UCB's careers provision are coordinated and managed through a stable and embedded programme.

**Student Services Staff are:**

- Working with curriculum staff and hired identify students 'at risk' - including care leavers, looked after children, students with EHCPs in order to ensure a consistent and effective approach to careers provision for those students to meet their needs.

**Specialist CEIAG staff are responsible for:**

- Providing training for UCB on UCAS application procedures and other topics on request.
- Linking with a curriculum area to plan, develop and deliver suitable careers education activities for students.
- Developing and providing workshops to support student CPD and Professional Development.
- Ensuring that careers information resources, paper and internet based located in hired, are maintained.
- Producing and maintaining accurate up to date resources.
- Offering a differentiated approach for all students and those with SEND.
- Ensuring that gender stereotyping is avoided in all career interventions and that they adhere to UCB principles of equality, diversity and inclusion
- Making effective use of LMI to support careers interventions, including use of LMI for ALL, and making those resources widely available to students, and parents / carers as appropriate.
- Ensuring access to information on the full range of learning and progression opportunities, including academic and technical options.
- Arranging meaningful encounters with a range of providers including other FE providers, universities, apprenticeship and training providers, with the opportunity to meet staff and other students at those institutions.

**Curriculum staff contribute to CEIAG through their roles as tutors, and are responsible for:**

- Providing sufficient course information and advice to enable prospective students to make suitable choices pre-entry.
- Ensuring that they are aware of specialist services, maintaining effective working links and making referrals, on course and progression careers guidance when required.
- Ensuring that students are aware of specialist services, tutorial and course based support.
- Ensuring that there is an appropriate combination of careers education, information, advice and guidance opportunities which are appropriate to their students' needs. ☒
- Promoting equality of opportunity, being aware of confidentiality issues and dealing sensitively with information disclosed by students.
- Linking lessons/activities to the appropriate outcomes in schemes of work.
- Using a range of methodologies to make CE effective.
- Linking subject content to development of career thinking.
- Making connections between the development of transferrable skills across the curriculum and career development.

**Students should:**

- Be actively involved in and take ownership of their progression planning and career development.
- Attend punctually all planned tutorial and CEIAG activities.
- Work co-operatively with staff and fellow students, respecting the views of others and the principles of equality and diversity.
- Undertake all mandatory placement activity as required as part of their course.

**11) Career interventions:**

- All new students are made aware of support available from hired in inductions, this includes; careers advice and guidance, placement support, Unitemps part time roles and the entire hired employability offer.
- Students who require an impartial careers guidance interview can self- refer or be referred by any member of staff at UCB at any point in their learner journey.
- Follow up appointments are offered where needed.
- Employability tutors can offer career information and advice during a one to one/group tutorial or as part of embedded delivery in employability sessions.

**12) Quality Assurance**

The service has robust quality assurance systems and is evaluated by:

- Regular internal reviews of the delivery of CEIAG against the key principles and through observations, surveys and feedback.
- Maintenance of the Matrix Standard.
- Contributing to UCB's self-assessment process.
- Ofsted evaluations and feedback.