



CASE STUDY:

Barr Beacon School

National Careers Week

NCW

 @CAREERSWEEK

Developing knowledge and understanding of stereotypical jobs:
“Breaking gender barriers into the world of work.”



SCHOOL/ORGANISATION

Barr Beacon School

REGION OF THE UK

West Midlands

TYPE OF SCHOOL/ORGANISATION

Secondary

INTRODUCTION

For two weeks, starting with Careers Week and ending in Apprenticeship Week, pupils are taking part in a challenge to complete a booklet on “breaking gender barriers into the world of work.” Form tutors will show three power points and all subject teachers will describe an example of a stereotypical situation regarding their specialist subjects. All pupils will receive an assembly from a member of the leadership team on the challenge that they need to complete.

Why: Careers are now changing at an ever increasing rate. Pupils need to be aware of any barriers that they may come across in regards to stereotypical jobs.

GATSBY BENCHMARKS



A Stable
Careers
Programme



Learning from
Career &
Labour Market
Information



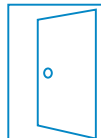
Addressing
The Needs of
Each Pupil



Linking
Curriculum
Learning
to Careers



Encounters
with Employers
& Employees



Experiences
of Workplaces



Encounters
with Further &
Higher
Education



Personal
Guidance

OVERVIEW

Aim of this project was to raise awareness of stereotypical and non-stereotypical careers.

Lead assemblies explained the challenge that all pupils would undertake in Years 7-11.

Students in years 12-13 complete a challenge to create a piece of work/video on any aspect of gender career stereotyping that interests them.

Sixth Form students also produce a magazine explaining some stereotypical career choices.

Booklets launched by form tutors.

Form tutors show three power points over 10 days.

Subject teachers share 2-5 minutes of something stereotypical

Form tutors to select the best booklet for entry into competition.

Careers Adviser selects best booklets. House points and prizes to be awarded.

Additional events during the two weeks:

1. Engineering and computer science talks from external agencies organised: university and Network Rail
2. Speed dating career event to meet employers, graduate and apprentices.

CONTEXT

All pupils involved in an awareness campaign/challenge/competition during Careers and Apprenticeship Weeks 2018
Different tasks/booklets for years 7-9. 7ears 10-11 and years 12-13.

This format is used each year for careers and apprenticeship weeks.

RESOURCES

Cost of A3 booklets for years 7-11.

Cost of postcard for years 12-13.

Working with enterprise network to organise speed dating event. X 3 one hour meetings.

Working with local university for guest speakers.

BENEFITS

Selecting all pupils is essential in developing a successful approach/raising awareness.
Link to LMI in lead assembly.

All pupils have the opportunity to obtain the most up to date advice regarding stereotypical career choices.

It is a very topical subject, which is relevant to all pupils.

⚠ ISSUES

Allowing time for staff to prepare and for form tutors to support pupils.

Launch time is crucial for the success of the project.

💡 EVALUATION

We are waiting for all booklets to be handed in this week. Success will be judged on the number of entries that form tutors send and the quality of work completed by pupils in the booklets.

↻ UPDATES

Year 9 boy..... "Due to the assembly and work by staff on stereotypes, I have now decided to change by original career choices from accountancy to nursing."

Year 10 boy..."I want to be a midwife."

Year 7 girl... "I am now looking into the different types of engineering."

Year 11 girl..." since attending the talk on engineering by Network Rail, I am now thinking of looking at engineering."

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