



CASE STUDY:

John Cabot Academy

National Careers Week

NCW

 @CAREERSWEEK

BROADENING OUR STUDENTS' AND PARENTS' HORIZONS



SCHOOL/ORGANISATION

John Cabot Academy

REGION OF THE UK

South West

TYPE OF SCHOOL/ORGANISATION

Secondary

INTRODUCTION

A wide range of employers visited our Academy on the first day of National Careers Week as part of a new careers event. They spoke to our students and their parents about their different organisations and training opportunities through talks, practical activities and interactive stands.

GATSBY BENCHMARKS



A Stable
Careers
Programme



Learning from
Career &
Labour Market
Information



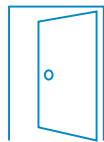
Addressing
The Needs of
Each Pupil



Linking
Curriculum
Learning
to Careers



Encounters
with Employers
& Employees



Experiences
of Workplaces



Encounters
with Further &
Higher
Education



Personal
Guidance

OVERVIEW

This was our first event of this type and we wanted a high-quality event with employers and broad range of sectors. We had representation from the creative sector, professional services, the NHS, engineering, IT and the Armed Forces.

It was important us that parents could attend, being often key influencers in careers choices. We included opt in talks about Higher and Degree-level apprenticeships as well as HE information.

My role was organiser which involved liaising with and welcoming employers, promoting the event to teachers, students and parents, and making sure that it all ran smoothly on the day.

CONTEXT

All KS3, KS4 and Post-16 students were invited. Our careers adviser was the main organiser and the event was supported and promoted across the Academy. Our event was opt-in so it was essential that the students were aware of the advantages of attending this new event and what they could gain from it. The event raised the profile of careers in school. We had a range of other events taking place during the week including curriculum visits by employers, visual displays and all staff contributing by adding their CVs on the doors of classrooms and offices around the Academy.

RESOURCES

The coordination was solely by the careers adviser. Contacts were developed by attending networking events and signing up to company's careers mailing lists. We were creative in reducing spending and made use of an online pre-registration form for exhibitors and parents. We used some of the resources provided by NCW and created some of our own. As we are part of the CLF Academy chain we opened up the event to other Academies and this has led to ideas for other collaborative projects (for example, sector specific events that could rotate on a termly basis across Academies).

BENEFITS

The event has raised the profile of careers and employability with students, staff and parents. The interactive elements were particularly popular. These included the use of VR headsets and real engineering projects. We ran the talks as a carousel so there were a number of times in the evening that they would be accessed. The combination of short talks and interactive sessions was very popular. In the future we may develop this model with sector specific events.

⚠ ISSUES

Making the event opt-in was a gamble and we were hampered in some part by the closure days due to severe weather the preceding week. Overall I was happy with the attendance both to the break out talks and the general event. I would adjust timings for future events so that students in target year groups can attend as part of the school day. Using all channels of communication is important and collaborating with colleagues in other schools or academies is a great model. I may also investigate combining other parent events with careers input to capitalise on parental attendance.

💡 EVALUATION

The feedback from staff, students and parents has been very positive. It has strengthened working relationships with the careers role and teaching staff. From this we can build on our employer contacts and look at how we can improve this model further. The joint work with careers colleagues in other academies has been very successful and is also something we will build on.

🔄 UPDATES

“Thank you for the free resources! The event involved a lot of work, but it was worth it and very enjoyable when it happened!”

National Careers Week

NCW

