

CASE STUDY:

The Ruth Gorse Academy

National Careers Week

NCW

 @CAREERSWEEK

NCW AT TRGA

Whole-school programme of activities and events designed to inspire students to take a greater interest in their futures.



SCHOOL/ORGANISATION

The Ruth Gorse Academy

REGION OF THE UK

West Yorkshire

TYPE OF SCHOOL/ORGANISATION

Secondary

INTRODUCTION

A week-long programme of form-time activities, assemblies, curriculum and PHSE-based sessions, whole-school competitions and a day-long careers fair, targeted at all year groups and led by the careers coordinator, with the support of SLT and teaching staff.

GATSBY BENCHMARKS



A Stable
Careers
Programme



Learning from
Career &
Labour Market
Information



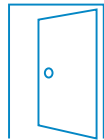
Addressing
The Needs of
Each Pupil



Linking
Curriculum
Learning
to Careers



Encounters
with Employers
& Employees



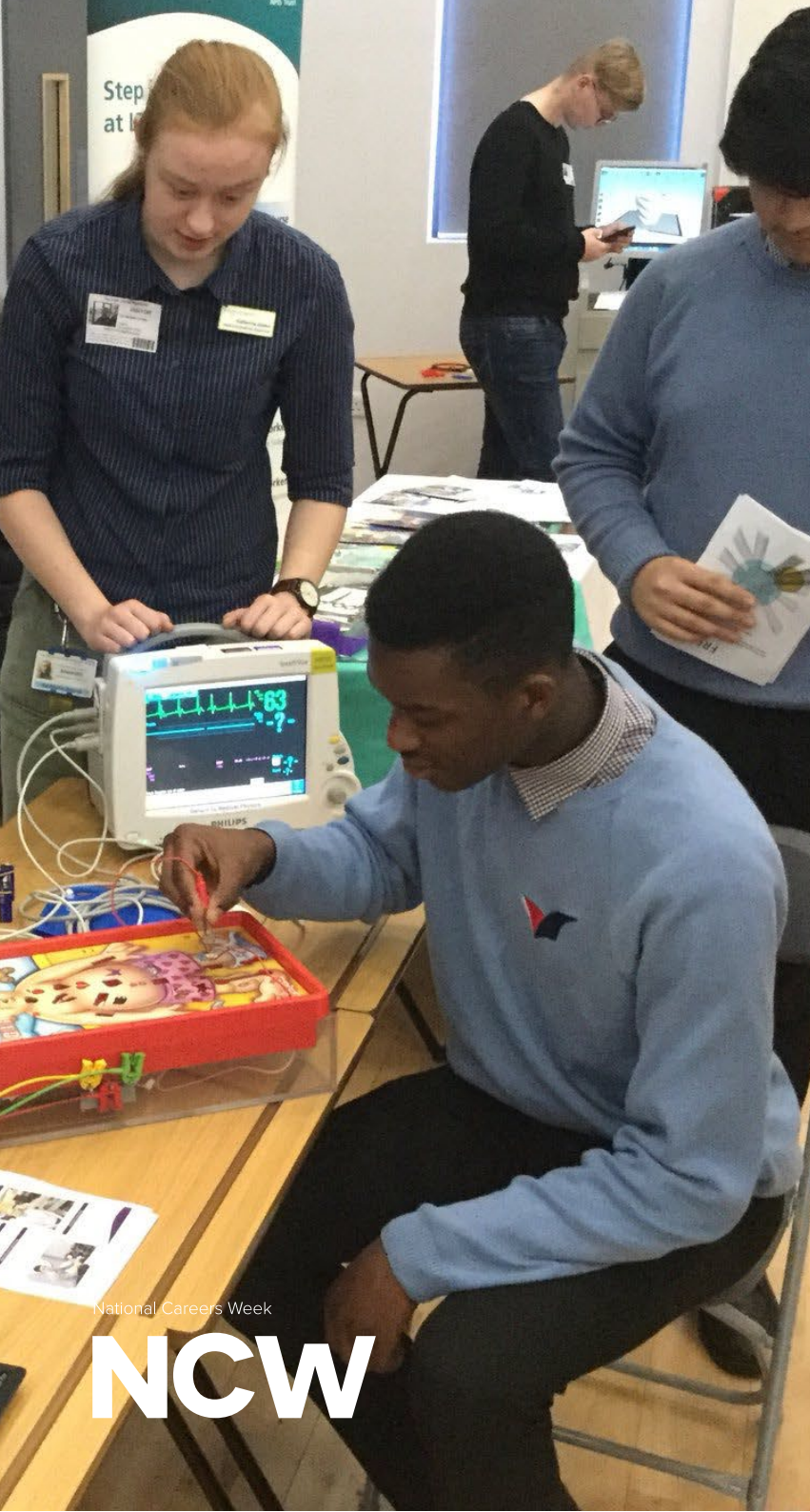
Experiences
of Workplaces



Encounters
with Further &
Higher
Education



Personal
Guidance



OVERVIEW

We wanted to continue to instil a keen interest in careers in our Year 10 students (the oldest year group currently within our school) and generate a buzz around both the concept of National Careers Week and the wider careers programme at the school with Years 7,8 and 9. We created a full week of activities and events for students in every year group, starting with form-time activities and specific year group assemblies, sustained with careers education sessions for specific groups of students and a whole-school careers competition running throughout the week and culminating with a whole-school careers fair.

CONTEXT

The programme was aimed at everyone, so that no matter what the stage of schooling, all students would benefit. The form-time activities and assemblies were adapted for each year group – e.g., the Year 7 assembly was on the principle of ‘Ikigai’, thinking of your life as a journey and not just a series of jobs. Years 8 and 9 had an assembly from the NHS careers and Year 10 were due to take part in (but weather intervened) an apprenticeship assembly. Our careers team had to think about what would benefit each year group and adapt resources accordingly.

National Careers Week

NCW

FURTHER DETAILS

A further knock-on impact of the success of our NCW programme has been the enhanced support we have been offered from organisations such as White Rose Beauty College, Sky, First Direct and Leeds Teaching Hospitals Trust, based on the success of our careers fair and also the future support for the careers programme we have garnered by presenting our feedback from NCW to senior leaders and governors from the school.

RESOURCES

Planning began in September with the initial employer engagement for the whole-school careers fair. We built the programme around a central event, with a clear date set. This gave us time to plan and have activities approved by the SLT. Starting early gave us a positive standing in the eyes of the school and allowed us to garner more support than if we had planned later on.

Two whole-staff briefings in the weeks building up to NCW kept staff and others involved. The majority of marketing and activity resources were created in-house with valuable additional material from the NCW website.

BENEFITS

We believe the key benefit of utilising the whole-school approach to NCW and a programme of events planned in advance, was that it allowed us to generate anticipation amongst students before NCW and gave teaching staff the opportunity to implement ideas of their own to use in their lessons (through staff briefing in weeks building up to NCW). This ensured buy-in for the week from SLT, teaching and support staff, which then transferred on to the students, via conversations about the staff door signs, follow-up questions during form-time activities and discussions between staff members and students when returning competition entries.

⚠ ISSUES

In a busy secondary school, one major issue will always be time – treating NCW 2018 as a marquee event in our school calendar and getting SLT buy-in as early as September the previous year was vital to ensure that we had support to run the programme as we intended. As expected, certain adjustments had to be made (e.g. a weather-delayed World Book Day event cut short one of our activities) but we did our best to get around this by creating cross-over activities, such as our NCW/International Women’s Day 2018 discussion questions stuck to the tables in the student atrium.

💡 EVALUATION

We evaluated all of the events that were run as part of NCW to ensure that students were able to feedback what they enjoyed or would like to see added. We ensured that every evaluation encouraged students to think about something that they had learned about careers and the world of work that they did not know before. This has given us a clearer picture of what we need to focus on to broaden students’ awareness of particular pathways. From the evaluations from students and providers who attended the whole-school careers fair, we will be able to improve this event.

↻ UPDATES

Staff:

“You have really raised the bar for themed weeks run within the school”

“Great event and a real buzz from students”

Students:

“I learnt that there are so many jobs that I never knew existed!” – Year 10

“I enjoyed hearing about the other pathways because I know now that university isn’t the only path” – Year 9

Employers:

“All the pupils seemed well ahead of most schools in their thinking about their future and appreciation of choices” – Bradford College

“Really impressed with the respectful attitude from students and how well prepared they were for the event” – Leeds United Foundation

RELEVANT ARTICLES

The Ruth Gorse Academy Twitter account was abuzz with activity throughout the entirety of National Careers Week – please see @gorse_ruth on Twitter for all of our Tweets from National Careers Week 2018.