

Case Study:

Lincoln Christ's Hospital School



National Careers Week

NCW 2022

● **School**
Lincoln Christ's Hospital School

● **Region**
East Midlands

● **Type of School**
Secondary

■ Introduction

This year at LCHS we took a different approach to National Careers Week and focused on promoting the resources that are already in place and, creating conversations about careers at home and in the classroom. To facilitate this approach we asked pupils, Careers Champions, parents and staff to each undertake a different task.

This approach was designed to make careers and progression conversations a normal part of school life, while allowing all stakeholders in the decision making process to have more confidence to initiate that conversation.

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■ Overview

Pupils accessed careers material during their form time, this included a range of activities at all ability levels. Resources used included: Crosswords and word searches, the Hope film, NCWTV, Key qualities worksheets, 'I want to be' frames, green industry LMI, Who are we worksheets and, subject specific material provided by the CEC.

Careers Champions produced posters and resources to promote the resources available in school. This allowed pupils peers to promote platforms such as Kudos, drop-in opportunities at the Careers Hub and, activity completed in form time. There are:

- 6 X Year 7 Careers Champions
- 5 X Year 8 Careers Champions
- 4 X Year 9 Careers Champions
- 3 X Year 10 Careers Champions
- 1 X Sixth Form Careers Champions

Parents were provided with resources to help facilitate conversations at home. This included links to all of the opportunities open to the public through the CEC, a letter from MP Michelle Donellan (Minister for FE and HE), and a conversations at home worksheet that allows pupils and parents to compare their ideas.

Finally, staff utilised career pathway posters to promote conversation outside of formal settings. These posters allowed staff to demonstrate that they also had varied careers before they became teachers, allowing conversations outside of their normal subject area.

Context

All pupils were involved in activities of an appropriate ability level during National Careers Week 2022. Different tasks were used by tutors to meet the need of their form group and appropriately targeted resources were sent home. This is a low resource format that could be replicated yearly with minimal funding and staff time.

Resources

Colour A4 staff career posters.

Colour Careers Champion certificates

Digital resource folder for all staff stored on central system

Digital resources for Parent Mail distribution

Digital resources for Social Media Campaign

Benefits

All pupils had the opportunity to engage with careers and were provided a focal point in their Form Time to ask questions. The flexibility of the resources and activities provided allowed tutors to use their contextual knowledge to meet the needs of individuals and their form group, allowing for better alignment with GATSBY benchmark 3. Parents and carers were also given the opportunity to engage with National Careers Week at home with suitable and meaningful resources.

Issues

Not all resources were easily utilised in form time, particularly those that required worksheets and printouts.

Not all families had the technology available to them to access the social media campaign and the Parent Mail campaign.

Evaluation

Success will be measured three ways.

- By measuring interactions with the Parent Mail campaign and Social Media campaign. This has been positive so far, with interactions (specifically from external organisations) above what is normally expected.
- End of year focus groups conducted with Careers Champions. This will attempt to measure medium term impact across multiple year groups.
- A careers team review meeting to discuss the issues and benefits of the activity and, to review plans for next National Careers Week.

Updates

The staff door posters were highly successful in creating a 'buzz' with one poster needing to be moved to allow staff egress from their office. Not all evaluation elements have been completed but initial conversations have been positive and pupils have been confident enough to initiate conversations with staff and attend the Careers Hub in greater numbers.



■ Staff door poster campaign

Evidence and examples of the door posters produced by staff during National Careers Week.

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■ Careers Champion, peer promotion

Evidence and examples of the posters and resources created by Careers Champions. These were shared in school and online with assistance from the Displays and Promotions Manager.

● **Relevant Resources**

Information about LCHS careers can be found at:

<https://www.christs-hospital.lincs.sch.uk/students/lchs-careers-portal>