IAG: the view from Luton -
Supporting school leadership of IAG

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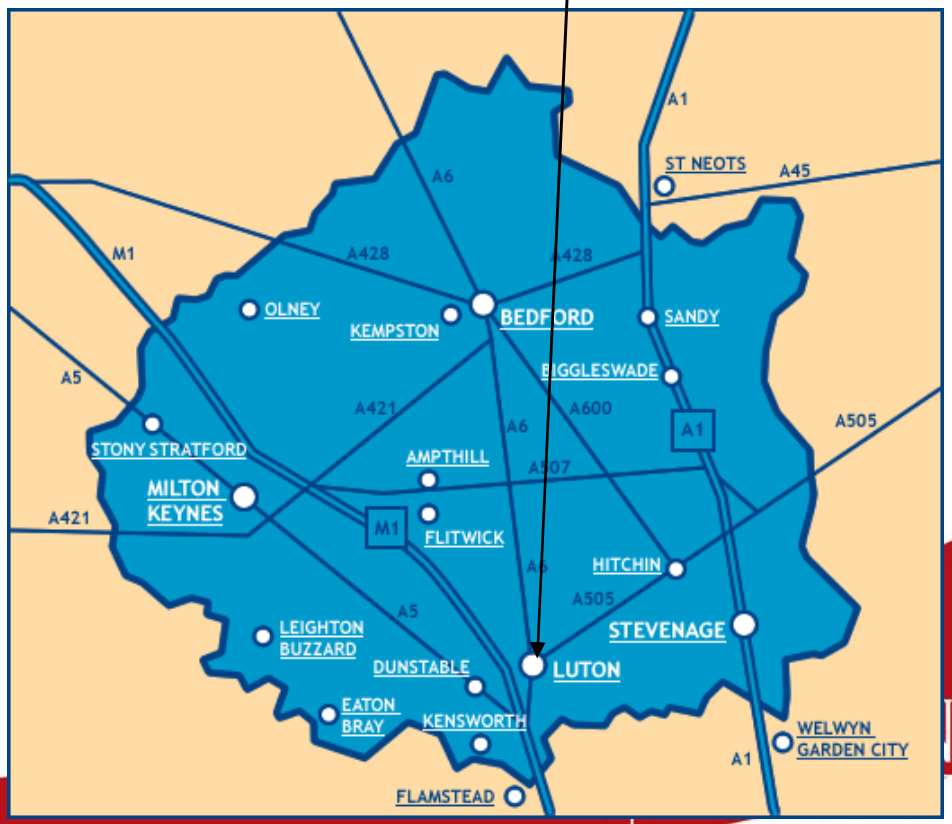
Luton is here!



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Luton in Harmony

A campaign for strong community cohesion

- Celebrate the diversity and unity of *all* our communities
- Challenge negative stories and images of our town
- Publicise positive news and stories
- Promote civic pride and unite local people in a celebration of all that is good about Luton

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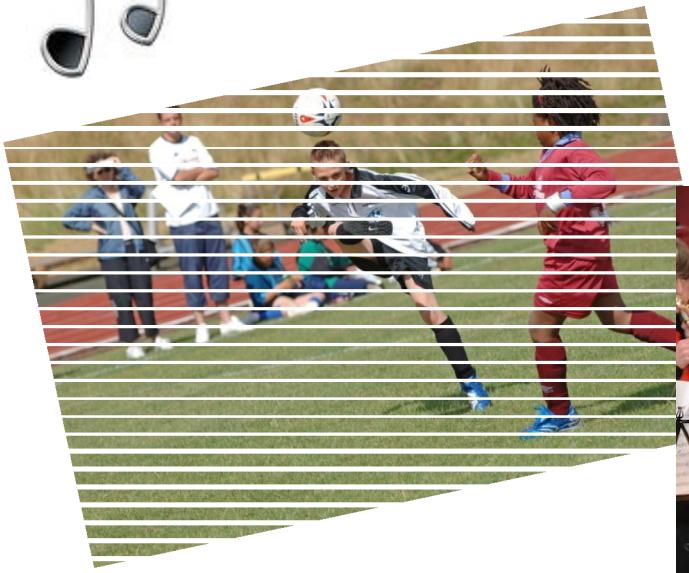

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Luton Context

- **Employment rates** are lower than GB average
- **Unemployment rates** higher
- **Wages** lower than average
- **Adult unemployment** is higher than average
- The **better paid jobs** generally taken up by in-comers
- Growing and younger **population**
- **100+ languages** spoken in schools
- **1 in 4 in poverty** – role of education ?

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Challenges with changes!

- KS4 and post 16 **attainment** has risen
- **Increased participation** level 16-17 - need to address a drop from 17/18)
- Low **NEET** figures (but rising at 18)
- Driving forward on **Foundation Learning**
- More range, take up and completion of **Apprenticeships** especially at level 2
- Coherence of **total 14-19 offer**
- Increased **progression to HE** esp. for vulnerable groups (>find ways to maintain this post-Aimhigher with HE input!)

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Can you tell what it is yet?
Wolf Review
Good information for young people
Freedom, fairness and responsibility
Maths/English
Social mobility/ Disadvantage
Progression

Luton model - CEIAG / Careers

LBC retained a targeted service via Youth Service –

- Still some PA time in schools
  - just for pre-NEETs / those 'at risk' / vulnerable etc
- Tracking of post-16 intentions & destinations
- Follow up work with NEETs

My role - CEIAG Consultant – for all providers

- Overview & Health check - keeping overview of CEIAG arrangements across the borough - looking at all pre and post 16 education and training provision
- Consultancy –

  CORE - Help leaders to develop and maintain an effective response to new IAG responsibilities and ensure learners' needs are met

  BROADER - Support leaders to develop innovative networks and activities e.g. with Alumni, Employers, HEIs. ***Start early!***

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Overview of CEIAG

- Supporting Leaders to look at how they are preparing to meet their new responsibilities
- Summary of strengths and areas that are likely to need improvement
- Key priorities to meet statutory guidance
- Key priorities of students – wish list etc.

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Areas I've been addressing

- **Leadership processes** in place for Careers
- How leaders and Governors look at CEIAG
- How commitment to Careers is **communicated** to staff, students, parents/carers
- The extent of the Careers **curriculum**
- The quality of **planning** and **resources**
- The use of **budgets** for IAG – from resources to guidance work
- How schools **assess needs** of learners, **impact** and **quality assurance** of CE/IAG
- **Education - joint working opportunities?**
- **Links made with partners** – employers, training providers, colleges, HE
- **WRL and Enterprise?**
- **Cross curricular links** to careers
- **Audits and School Improvement Planning**
- **Progression stats**
- **CPD -** Qualifications, training and other professional development

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Careers consultancy

Partner in **Investor in Careers**

- The award's framework support schools/colleges to discover and develop best practice, ideas
- Outcome: building confidence to recognise and achieve change - benefits YP too.
- Working to a quality award is challenging but gives definite 'wins' for the school:
  - e.g. ensures learners' IAG needs are being addressed
  - ensures there is a clear plan for further growth that also supports school improvement
  - Engages parents, learners and the wider community – an excellent communication strategy.
- Supporting Luton organisations as a licensee
- Also working outside Luton to complete the external validation / other consultancy

‘Careers work’ needs enablers

- Working with key decision makers in schools, colleges, those representing industry
  - e.g. presenting to heads and senior leaders to support school improvement, partnership working
  - Response to Destination / NEET data
- Leading and coordinating a network to share practice
- Supporting development of school/college communication strategy
- Supporting collaborative working e.g. events
- Reviewing /supporting lesson resource development
- Informal observation of practice
- Supporting Careers leaders taking IAG training
- INSET delivery - on defined topics e.g. Labour Market Change, Options choices, Apprenticeships, H.E.
- PGCE training - raising awareness of subject links to careers, and ways of supporting students transition

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children's commissioner's TAKEOVER DAY 2011

- 40 YP and 120 professionals attended
- All signed a pledge for change before we left!
- YP co-led a range of sessions including: bullying, family poverty, healthy lifestyles, listening to YP, domestic abuse among young adults, and post-16 opportunities
- *'Very challenging and inspiring'*
- *Young people are an untapped resource'.*

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Focus groups

- Completing in every school and college – just one way to capture the taste of our CEIAG
- What works well for our young people?
- … and **what needs to change?**
- **What ways do we 'capture' their voice?**
- **Can we learn from our learners?**
- **Identified key discussion starters** around self-development, career exploration and career management (adapted from ACEG resource)
- **What difference will it make** - for our practice, future planning and commissioning of IAG?

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How is your school/college doing at...?

- **Working with key decision makers** internally and externally – across levels of leadership?
- **Cooperating and collaborating** with partners around shared concerns?
- **Networking with others** to share ideas and develop good practice re CEIAG?
- **Communicating about Careers** to our senior leaders, Governors, parents/carers... and students?
- **Investing in expert services** to help you assess quality, provide quality assurance, ways to develop better practice, and make best use of limited resources to fund IAG?

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Examples of good practice...

- Adult and Young People shared school careers event – supporting NEET parents
- Schools tweeting about vacancies, events initiatives
- Detailed feedback to 11-16 schools from college on learners' HE destinations
- 'Speed-dating' on employability topics
- Joint Careers events
- All staff INSET on raising aspirations
- Case studies mag & actual input from 'Alumni'
- Sharing of lesson resources

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How is your school/college doing at...?

- Including Careers as a key component in your organisations Improvement Plan?
- **Evaluating its own practice, resources and impact?**
- **Learning from Destination / NEET data** to inform future planning?
- **Gathering views of current students and also leavers?**
- **Giving learners the 'full picture' about opportunities**
- **Equipping learners to know how to weigh choices** about learning, training and emerging careers, etc?
- **Being employer (and community) friendly?**
- **Investing in developing your staff?**

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