



## **The East Manchester Academy**

### **Strategic Careers Plan**

**2022-2024**

Approved by: J Bowen

Date: September 2022

Last reviewed:

Next review due by: June 2024

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## Intent

We will equip all students with the knowledge, skills, abilities, attributes and qualifications to pursue a fulfilling career, contribute positively to their communities and be active, global citizens.

## Vision

The aim of our Careers offer at The East Manchester Academy is to provide a stable careers programme where all students are provided with the opportunity to prepare for their transition into further education, training and the world of work. We intend to raise their aspirations, improve social mobility, develop employability skills and enhance knowledge of labour market information whilst providing them with the access to, and knowledge of, all career pathways. Students will experience a range of encounters tailored to their individual needs and circumstances which will include encounters of workplaces and employers, an insight into further and higher education establishments and opportunities for personal guidance. Careers education and the raising of students' aspirations is a key priority for the academy and forms part of its development plan.

A key part of our vision is to facilitate face to face employer engagement for students as we believe the most useful information on careers is best delivered by people working in any given sector. Students benefit from seeing a wide range of role models and hearing about a wide range of life stories. We acknowledge that students' career journeys will be complex and many may work in several careers in their lifetimes. Through our REACH values, we aim to promote the skills that all students will need to succeed as adults.

The East Manchester Academy has a statutory duty to adhere to the Careers Strategy and the Statutory Guidance published in January 2018 and is working towards achieving all of the eight Gatsby Benchmarks by 2023.

## Current Picture

Careers education is delivered to all students as part of a well-researched, planned and implemented curriculum. Labour Market Information (LMI) is used to inform employer engagement opportunities, FE and HE partnerships and curriculum design. Students are also taught in the personal development how to navigate LMI themselves with a focus on qualification, income and growth sectors.

Careers is currently being planned into the curriculum via events such as Apprenticeships Week and National Careers Week. Emphasis for planning, organising and facilitating careers opportunities for students is disseminated to subject teams to ensure that students have access to a broad range of voices. Relationships have been established with Connell Sixth Form College and The Manchester College to facilitate subject based FE and HE engagement.

There is an expectation that all faculties will have facilitated at least one FE/HE and one employer engagement event by the end of this academic year. These are centrally tracked to ensure an equity of offer for all students. Employer Engagement is a fundamental part of the careers program. Relationships are established with several local employers with the aim of establishing a regular programme of events for students which may provide pipelines into employment. Each faculty is to be also required to establish a partnership with one employer related to their subject(s).

Students' needs are supported through a range of avenues including:

- Tailored support for students with SEND and EAL
- Mentoring and support for students at risk of NEET into Year 12
- Diversity and equality role model events with HE and employers
- Advocacy and brokering of opportunity for all students to ensure students' post 16 pathways are achievable and secure

## Strategic Objectives 2022-23

**Objective 1 - Increase careers education in the curriculum across all year groups. Benchmarks: 4, 3, 1, 5**

- Direct heads of Subject to delegate the leadership of CEIAG initiatives in their subject areas.
- All faculties to incorporate careers and LMI into SOW by January 2023.
- Relaunch Careers Champions in each faculty area.

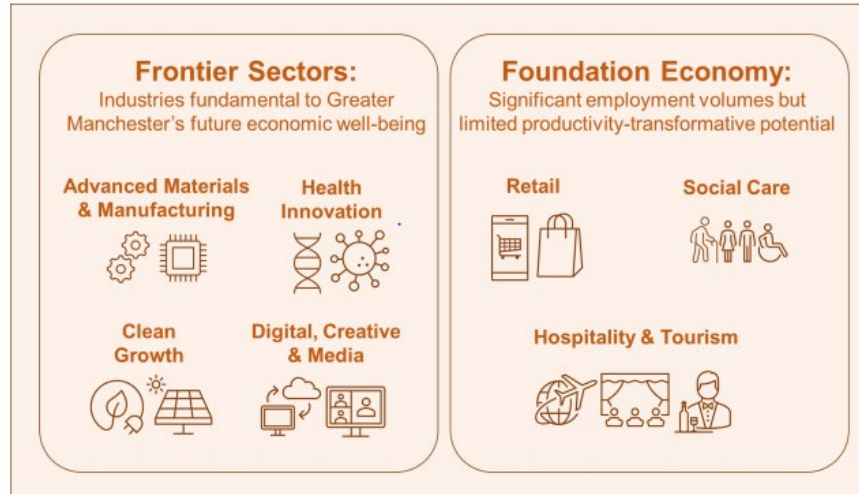
**Objective 2 - To ensure all students participate in the extended academy programme (included careers development and student leadership) to enable all students to understand wider culture and society. Benchmarks 3, 5, 6, 7**

- Develop and deliver Careers programme in form time. Ensure careers lessons are sufficiently focused in Personal Development
- Provide a wide range of careers development opportunities through furthering links with external providers, e.g. the Princes Trust, Blueprint for All

**Objective 3 - Develop a programme of encounters to meet the individual needs of all students by creating a network of employers and educational providers to support learning.**

**Benchmarks: 3, 4, 5, 6**

- Develop an ALUMNI of support.
- Continue to develop links with employers to create a key network of relationships focused on Greater Manchester 'frontier sectors' and STEM.
- Develop and implement a programme of workplace experiences for all students.
- Re-launch of work experience for a target of 50% of students



Greater Manchester Local Skills Report and Labour Market Plan (March 2021)

**Objective 4 – Develop Careers Activity Tracking as part of Students’ REACH Passports (Portfolio of Personal Development achievements and experiences).**

## Careers Team

Careers is lead by the assistant headteacher with responsibility for student support and community partnerships and supported by the SLT lead for Personal Development and the Head of Personal Development. TEMA is fully compliant with 7 out of 8 of the Gatsby benchmarks with plans to further develop students’ experiences of workplaces this year. CEAIG is a key part of TEMA’s vision and Careers education is woven into both the personal development curriculum and form time content.

TEMA works with a wide range of employers and organisations in order to provides students with information, mentoring and positive role models in their chosen sector. We work closely with our enterprise advisor and the Bridge GM team to facilitate students’ access to the large amount of FE, HE and Careers opportunities in the Greater Manchester area. Students’ careers education is based on the latest labour market information and STEM opportunities are prioritised. TEMA is committed to promoting all post-16 routes to students and works closely with ASK to promote apprenticeships to students as well as further and higher education options.

## Implementation - Action Plan

Key Priority	Increase careers education in the curriculum across all year groups. <b>Benchmarks: 4, 3, 1, 5</b>			
Sub Objectives and Areas of Focus	<ul style="list-style-type: none"> <li>All subjects incorporate careers education outside of Careers week and Apprenticeship Week.</li> <li>All subjects identify a Careers Lead</li> <li>Careers education is further refined as part of Personal Development curriculum and form time programme with a focus on LMI</li> </ul>			
Expected Final Outcomes/KPI	Employer network is widened to further employer engagement opportunities for students.	Careers education forms a regular part of subject curricula.	Students have or are formulating a career goal and understand the routes available to them to achieve this.	Students have a good knowledge of local LMI and are able to use this to inform their future planning.
Strategic Lead	SLO			
Supported by	SHO/LBU			
Monitored by	DGO			
Evaluated by	JBO/IMB			
Actions Required:		Milestones		Impact Achieved
<ul style="list-style-type: none"> <li>Identify a Careers Lead in each subject</li> <li>Facilitate Employer engagement for subjects through the dissemination of opportunities from GM Bridge and established employer relationships</li> <li>Evaluate and redevelop Careers curriculum in PD lessons</li> <li>Support teachers in the delivery for careers education</li> <li>Facilitate CPD for all staff on post-16 routes for students</li> </ul>		<ul style="list-style-type: none"> <li>Careers Lead identified in each subject</li> <li>All subjects have a specified employer contact and have delivered one employer engagement opportunity</li> <li>Careers Curriculum is updated for 22-22</li> <li>Students have a good knowledge of local LMI and are able to use this to inform their future planning.</li> <li>Staff have a good understanding of current LMI and post-16 options available for students.</li> <li>NEET figures continue to reduce</li> </ul>		

<ul style="list-style-type: none"> <li>Organise and facilitate students' access to XELLO and completion of Careers survey</li> </ul>		
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<b>Key Priority</b>	<b>Ensure all students participate in the extended academy programme (included careers development and student leadership) to enable all students to understand wider culture and society. Benchmarks 3, 5, 6, 7</b>			
<b>Sub Objectives and Areas of Focus</b>	<ul style="list-style-type: none"> <li>Plan and deliver a wide range of employer engagement opportunities.</li> <li>Develop Key employer relationships with a focus on STEM.</li> <li>Develop and develop workplace experience calendar.</li> <li>Incorporate employer engagement into enrichment curriculum.</li> <li>Continue to develop tracking system to ensure equity of opportunity for students.</li> <li>Promote a wide range of role models for students with specific consideration of economic background and overcoming barriers to progression.</li> <li>Continue to develop relationships with Prince's Trust, Blueprint for All, MUFC, MCFC and other organisations to provide challenge and mentoring for students in raising their aspirations.</li> </ul>			
<b>Expected Final Outcomes/KPI</b>	All students have participated in at least one employer engagement event annually.	All students have had annual contact with HE/FE providers.	All students have had experience of a workplace.	Students have or are formulating a career goal and understand the routes available to them to achieve this.
<b>Strategic Lead</b>	SLO			
<b>Supported by</b>	SHO/LBU			
<b>Monitored by</b>	DGO			
<b>Evaluated by</b>	JBO/IMB			
<b>Actions Required:</b>		<b>Milestones</b>		<b>Impact Achieved</b>
<ul style="list-style-type: none"> <li>Deliver quality careers education through form time and personal development programme</li> </ul>		<ul style="list-style-type: none"> <li>Employer Engagement remains at 100% coverage for all students with the majority of students accessing more than one employer engagement opportunity.</li> </ul>		

<p>including up to date LMI and education on post-16s routes.</p> <ul style="list-style-type: none"> <li>• Develop Key Employer relationships (Morgan Sindall, Pinsett Masons, NHS, RICS, BT OpenReach, HowMet)</li> <li>• Employer Engagement opportunities to be planned and delivered for all students.</li> <li>• Workplace visits to be planned for all students.</li> <li>• Deliver programmes from Prince's Trust, Blueprint for All, MUFC and MCFC.</li> <li>• Further extend employer engagement opportunities during Manchester Week to increase number of external speakers to 40 (from 20 in 2022)</li> <li>• Establish activity log on Compass+ for Careers education and opportunities.</li> <li>• Extend SIMS logging of extended curriculum opportunities to include careers opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% students are able to access a workplace experience.</li> <li>• Employer engagement during Manchester Week is increased to 40 external speakers.</li> <li>• Students experienced are centrally logged and celebrated through the REACH passport.</li> </ul>	
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<b>Key Priority</b>	<p><b>Develop a programme of encounters to meet the individual needs of all students by creating a network of employers and educational providers to support learning.</b></p> <p><b>Benchmarks: 3, 4, 5, 6</b></p>
<b>Sub Objectives and Areas of Focus</b>	<ul style="list-style-type: none"> <li>• Plan and deliver a wide range of employer engagement opportunities.</li> <li>• Develop Key employer relationships with a focus on STEM.</li> <li>• Develop and develop workplace experience calendar.</li> <li>• Promote a wide range of role models for students with specific consideration of economic background and overcoming barriers to progression.</li> <li>• Continue to develop relationships with Prince's Trust, Blueprint for All, MUFC, MCFC and other organisations to provide challenge and mentoring for students in raising their aspirations.</li> </ul>

<b>Expected Final Outcomes/KPI</b>	All students have participated in at least one employer engagement event annually.	All students have had annual contact with HE/FE providers.	All students have had experience of a workplace.	Students have or are formulating a career goal and understand the routes available to them to achieve this.
<b>Strategic Lead</b>	SLO			
<b>Supported by</b>	SHO/LBU			
<b>Monitored by</b>	DGO			
<b>Evaluated by</b>	JBO/IMB			
<b>Actions Required:</b>		<b>Milestones</b>		<b>Impact Achieved</b>
<ul style="list-style-type: none"> <li>Develop Key Employer relationships (Morgan Sindall, Pinsett Masons, NHS, RICS, BT OpenReach, HowMet)</li> <li>Employer Engagement opportunities to be planned and delivered for all students.</li> <li>Workplace visits to be planned for all students.</li> <li>Deliver programmes from Prince's Trust, Blueprint for All, MUFC and MCFC.</li> <li>Further extend employer engagement opportunities during Manchester Week to increase number of external speakers to 40 (from 20 in 2022)</li> </ul>		<ul style="list-style-type: none"> <li>Employer Engagement remains at 100% coverage for all students with the majority of students accessing more than one employer engagement opportunity.</li> <li>100% students are able to access a workplace experience.</li> <li>Employer engagement during Manchester Week is increased to 40 external speakers.</li> </ul>		

<b>Key Priority</b>	<b>Objective 4 – Develop Careers Activity Tracking as part of Students' REACH Passports (Portfolio of Personal Development achievements and experiences).</b>
<b>Sub Objectives and Areas of Focus</b>	<ul style="list-style-type: none"> <li>Establish Compass+ register of Careers activity</li> <li>Further develop SIMS tracking of extended curriculum activity to include Careers</li> </ul>

<b>Expected Final Outcomes/KPI</b>	All students have Careers related activity celebrated in their REACH passport	All activity is tracked and monitored on both Compass+ and SIMS.		
<b>Strategic Lead</b>	SLO			
<b>Supported by</b>	SHO/LBU			
<b>Monitored by</b>	DGO			
<b>Evaluated by</b>	JBO/IMB			
<b>Actions Required:</b>		<b>Milestones</b>		<b>Impact Achieved</b>
<ul style="list-style-type: none"> <li>Establish activity log on Compass+ for Careers education and opportunities.</li> <li>Extend SIMS logging of extended curriculum opportunities to include careers opportunities.</li> <li>Liaise with admin team to refine logging process for staff to make this online.</li> <li>Support staff in logging of careers activities through CPD.</li> </ul>		<ul style="list-style-type: none"> <li>SIMS system agreed before end of September.</li> <li>Contacts uploaded to Compass+ by end of September</li> <li>Students have Careers activity celebrated termly in REACH passports.</li> <li>All activity tracked on SIMS and Compass+ by Christmas.</li> </ul>		