

Employer standards for careers education

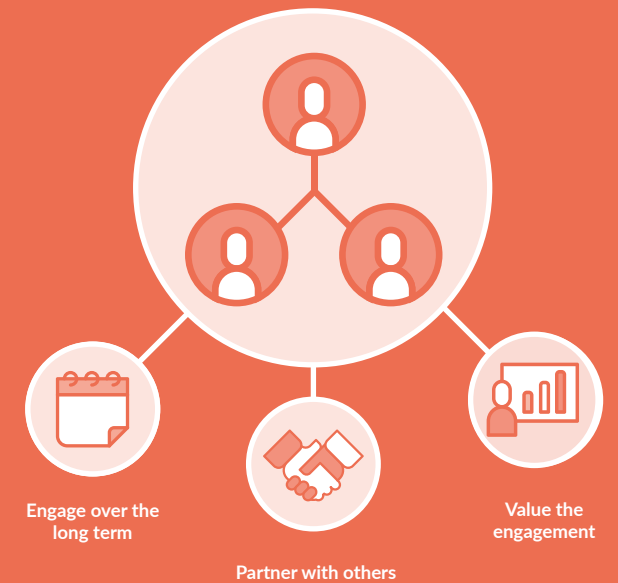
Inspire young people for their best next step



Prepare young people to be career ready



Collaborate for success





1 Provide meaningful opportunities

- Provide as many meaningful careers education activities and workplace experiences as you can, ideally starting in primary.
- Have clear aims and learning outcomes for all activities, along with transparent processes for workplace experience applicants
- - During workplace experiences offer young people the opportunity to meet a range of people, have extensive two-way interaction and receive feedback on a piece of work.
- Find out who you'll be engaging with in advance, to better shape your activity
- If you have them, involve graduates, apprentices, trainees, school leavers or T-Level students



4 Build essential skills and explain their relevance

- Support young people to develop essential skills
- Embed essential skills into your careers education activities and offer opportunities to practice and reflect on them
- Explain the relevance of essential skills in the workplace to young people, teachers and Careers Leaders



7 Engage over the long term

- Work with the same school, special school or college for more than one year.
- Try to work with the same young people or cohort of young people more than once over their time in education
- Offer your employees opportunities to take part in long term volunteering opportunities with the same school, special school or college



2 Be inclusive

- Deliver careers education activities in schools, special schools or colleges who need it most
- Proactively seek to engage under-represented groups in your sectors workforce and those facing barriers
- Ahead of delivering an activity, consider how relatable the person delivering will be to the young people attending
- Ensure that any resources you produce are inclusive for all young people you work with
- Challenge stereotypes and preconceptions
- Be inclusive for young people who are vulnerable or have Special Educational Needs or Disabilities



5 Prepare young people for application processes

- Support young people to understand and practice a range of application and selection processes (e.g. assessment centres, psychometric testing, online interviews, including task and competency based)
- Support young people to describe their skills and experience in written form (e.g. a CV, application form, LinkedIn or cover letter) and consider how social media presence could impact their applications



8 Partner with others

- When working with a school, special school or college, ask them upfront what they most need in terms of careers education support
- Share what you know about job opportunities, local labour market, pathways and the future of work with Teachers, Careers Leaders, Parents, Careers Hubs or activity providers
- Support teachers/tutors with contextualising learning in the world of work; this could include opportunities to set or feedback on actual project work from an employer perspective.
- Collaborate with other employers to deliver activities and experiences for young people, and share best practice.



3 Evaluate and improve

- Evaluate your careers education activities to understand if they are having the intended impact and adapt accordingly
- Work with the school, special school or college to ensure that perspectives from young people and teachers/tutors form part of the evaluation of your careers education activities.
- Take into account feedback from your employee volunteers who are taking part in/delivering the activity



6 Raise awareness of pathways into work

- Share job opportunities in your organisation and/or industry and link to the local labour market
- Share what you know about the pathways and any subject requirements to enter your organisation and/or industry
- Share what you know about pathways into your industry at key transition points for young people (Starting secondary, choosing options, GCSE years and Post 16 study)



9 Value the engagement

- Include support for careers education for young people in your business strategy
- Support your staff to engage with education
- Track the impact of your careers education support for young people against your organisation's objectives