

Careers Strategy

Policy Title:	Careers and Employer Engagement Strategy
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	Employer Engagement
Approved by:	SMT
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Review date:	18 th September 2025
Related Policies and Procedures:	Tutorial Strategy, Employer Engagement Strategy



Equality Impact Assessment Tool

Name of Strategy: Careers and

Employer Engagement Strategy

		Yes/No	Comments
1	Does the policy/guidance affect one		
	group less or more favourably than		
	another on the basis of:		
	Race or ethnicity	No	
	Disability	No	
	Gender	No	
	Religion or belief	No	
	Sexual orientation	No	
	Age	No	
	Marriage and Civil Partnership	No	
	Maternity and Pregnancy	No	
	Gender Reassignment	No	
2	Is there any evidence that some groups	No	
	are affected differently?		
3	If you have identified potential discrimination, are any exceptions valid, legal and/or justifiable?	N/A	
4	Is the impact of the policy/guidance likely to be negative?	No	
5	If so, can the impact be avoided?	N/A	
6	What alternatives are there to achieving the policy/guidance without the impact?	N/A	
7	Can we reduce the impact by taking different action?	N/A	

Vision

To provide our students with an "Exceptional Learner Experience"

- Learners describe Suffolk New College as an Exceptional Place of Learning where they further develop their knowledge, skills, and values preparing them effectively for employment or their next level of study to support their career.
- Staff describe Suffolk New College as an Exceptional Place of Work where they are inspired and supported to do their very best to move learners closer to realising their goals.
- College Governors and the local community describe SNC as an Exceptional College
 which is at the heart of the business community and trains the current and future
 workforce to support learners to add value in the community.

1. Aim

For all learners to receive high quality Careers Education, Information, Advice and Guidance (CEIAG) during their time studying at Suffolk New College from a wide range of experienced staff in a variety of contexts. This is enhanced by embedding Careers information and employability skills development into the curriculum, and utilising the experience of our industry expert teaching staff to prepare our learners for the world of work.

2. Background

Suffolk New College's CEIAG (careers education, information, advice and guidance) programme is based upon the Gatsby Foundation's Good Career Guidance benchmarks. These benchmarks are a framework of 8 guidelines illustrating what makes the best careers provision in schools and colleges. Further information can be found at http://www.goodcareerguidance.org.uk/the-benchmarks

3. Key Objectives

3.1 All learners are able to access high quality CEIAG (careers education, information, advice and guidance) before applying for a course and during their time studying with us. We will ensure that learners are offered an accessible and stable careers programme where opportunities for advice and support are tailored to the needs of each learner.

- 3.2. The careers programme is available for learners, parents and other stakeholders to view via our website and it will be regularly evaluated through feedback from learners, parents, college staff and employers as part of the evaluation process.
- 3.3. Every learner will be able to access information about career paths and the labour market.
- 3.4. Every learner will receive advice and support tailored to their needs. The careers programme will have equality, diversity and inclusivity considerations embedded within it, and the programme will be regularly reviewed to ensure these considerations are maintained.
- 3.5. Learners will have the opportunity to experience how their chosen subjects help people gain entry into a range of occupations.
- 3.6. Learners will experience meaningful encounters with employers during their time at the College, both virtual and in person to learn about skills they need to develop for their chosen careers.
- 3.7. All learners will be expected to undertake industry placement or work-related learning as part of their study programme.
- 3.8. Learners will receive information about the range of learning opportunities available to them including Higher Education and Apprenticeships.
- 3.9. The College Careers journey (Appendix 1) provides a full overview of the range of careers activity that learners can benefit from. Targeted and specialist support is available for learners who require more in-depth information advice and guidance and may include a 1:2:1 guidance interview where needed

4. The College will ensure that: -

- 4.1. Careers Education, Information, Advice and Guidance is provided, as relevant, to learners and prospective learners via the Curriculum Team, Progress Tutors, Study Support team, Student Services and the School Liaison Officer.
- 4.2. Applicants to the College will benefit from opportunities to engage in a range of activities and information as part of a programme of information, advice and guidance. These will include website information, invitations to Taster Events, transition events, access to a wide range of subject specialists- with up to date industry knowledge for advice regarding pathways to employment;

and to general advice from central teams. This range of activity and information is offered to help provide learners with clear pathways to employment. (See the Careers journey – Appendix 1, and the Careers Calendar – Appendix 2)

- 4.3. Steps to Success is the learners' induction programmes, and includes coverage of progression opportunities and careers pathways. Learners will generate an Individualised Learning Plan (ILP) to identify stating points, career destinations and the route to achieve these. In addition, 1:1 reviews with Progress Tutors will ensure that they have made the right choices; where this is not the case, information, advice and guidance is provided for alternative choices either within the college or externally.
- 4.4. Learners will be able to attend industry and course specific external trips and there will be visits from guest speakers to deliver talks to learners. The College holds an Employability Week where employers are able to engage with learners to discuss their career aspirations.
- 4.5. Learners will be expected to undertake industry placement and/or work-related learning as part of their studies and the College sets a target of 315 hours with a minimum of 30 hours for this.
- 4.6. The College provides support and a range of activities to enable learners to find positive destinations, which include:
 - 4.6.1. Information on options for further study at the college.
 - 4.6.2. Provision of Higher Education fairs within the college visits to other universities as part of their course. The National Collaborative Programme (NCOP) engages with students and supports them with progression to Higher Education.
 - 4.6.3. Information regarding employment and apprenticeships is also available to ensure that all possible progression routes are offered to learners.

5. Careers Journey (Appendix 1)

5.1 Overview

Suffolk New College has created and implemented an exciting new graduated approach to

help support its learners. This includes careers guidance with pre-college and whilst at college, universal, targeted, and specialist advice levels.

Learners access the appropriate level of support depending on what level of careers guidance they need. All learners access the College's "universal" advice and guidance offer, with internal referrals made at a "targeted" and "specialist" level, as appropriate, for when a more in-depth guidance intervention is required to help support learners with their career plans.

This approach will continue to help support Suffolk New College to work towards Gatsby Benchmark 8.

5.2 Steps to Success

College is a step in the learner's journey towards their career. Steps to Success pulls together all elements of the full-time learner's study programme to provide a holistic overview of each critical element of the study programme.

Steps to Success starts as the learners begin their study programme course by:

- Introducing College through a modularised progress of key information
- Setting the scene for the study programme with practical and accessible curriculum experiences
- Engaging the students in a Discovery & Development project which encompasses all aspects of their study programme in an employment related activity
- Providing learners with an employer experience
- Beginning the process of sourcing industry placements
- Generating an Individualised Learning Plan (ILP).

Steps to Success continues throughout the year with guidance and activity managed by the learner's link tutor and progress tutor — ensuring that the learners' ILP aims are met, encompassing plans for and review of activity that will support the learner's career aims, whether this is through progression to the next level of further study or employment.

5.3 ePASS & Professional Development

ePASS (See Appendix 3) is an employability skills platform developed by the college which provides a learner the opportunity to develop and record their employability progression. Although ePASS activity is captured across a learner's study programme, the Professional Development curriculum aims to support with ePASS centric sessions/experiences.

Learner's experience:

- Employer based experiences on their **vocational course**. Providing an opportunity for learners to develop their employability skills
- Learners have access to the college's Careers Services; 1:1 CV support, IAG,
 Interview Skills, Job Seeking service
- Students complete Industry placements and record this on Grolar
- Personal Development sessions that are dedicated to the ePASS framework;
 - Career Planning
 - How to find employment
 - Understanding payslips & taxes
 - Practical workshops that develop employability skill

6. Suffolk New College Staff

There is a designated Careers Strategy Group responsible for overseeing the Suffolk New College Careers Programme. The team involves the following staff and external representatives:

Member	Role
Alan Pease	Principal & CEO
Marianne Flack	Deputy Principal (Chair)
Steve Flory	Chair of Industry Partners
Greer Hill	Director of Student Services, Safeguarding and Student
	Support
Charlotte Wegg	Work Placement Administrator
Mike Mears	Head of Student Personal Development and Enrichment
Lucy Emms	Business Development Manager
Kayleigh Norris	Head of Careers & Employer Engagement
Karen Cross	Enterprise Co-ordinator at The New Anglia
SU President	SU President
Louise Joy	Advice and Guidance Assisstant
Gaynor Marsh	Employer Engagement Advisor

7. Industry Partner Programme

The college has developed an Industry Partner Programme, which helps to strengthen the college's engagement with industry and local employers. Partners in this scheme will use a whole company approach to engage in cross-college career activities at least three times per academic year. The Chair of the industry partners shall also sit on the Careers Strategy group to help increase the rich communication between the college and our industry partners. The

Scope of Collaboration (see Appendix 4) outlines how the College and Industry Partners shall work together to achieve this aim. Industry Partners have shown their commitment to working with the college and signed the MoU (see Appendix 5).

8. Developing employer engagement

The College believes that for learners to receive excellent CEIAG all teaching staff have a responsibility to give careers advice linked to their subject area. At Suffolk New College, teaching staff are industry experts and are able to deliver advice and guidance relating to their industry and the employment pathways that can be followed within that industry. All teaching staff will be supported to update their careers knowledge relating to opportunities and progression routes post College and skills learners need to develop through internal CPD activity and engage in industry updating through an annual 'back-to-the-floor' CPD day.

Academic and Curriculum teams are required to engage employers in the both development and delivery of the curriculum, from Curriculum Planning to projects undertaken during the Steps to Success introduction phase – through to a minimum requirement of a termly activity for all learner groups. Teams therefore should work towards developing external links with organisations and employers to help inform the curriculum and share their experience with learners to support their development.

Further details regarding employer engagement can be found in our Employer Engagement Strategy.

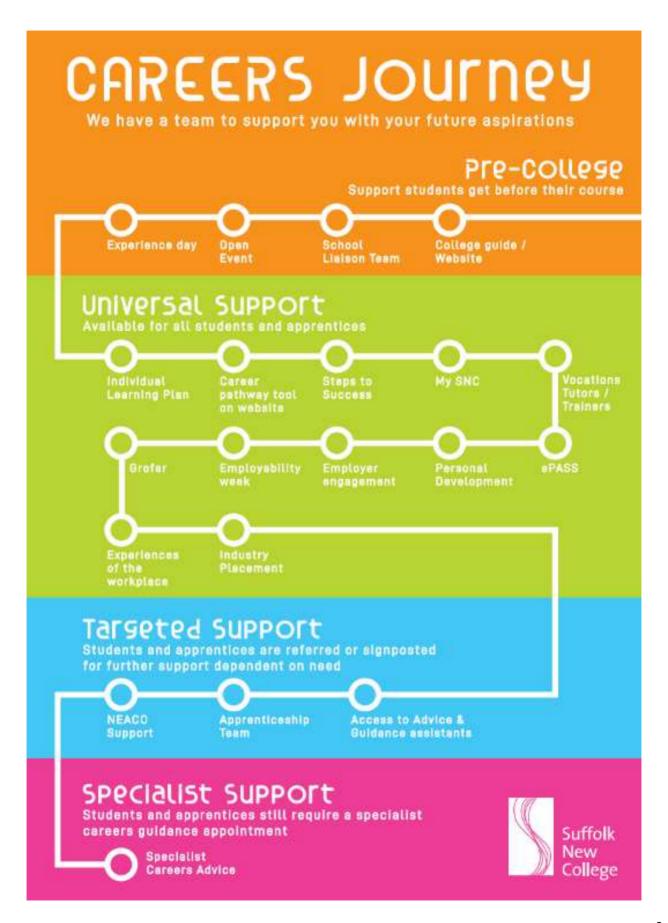
9. Next of Kin (NoK), Parents and Carers

NOK, Parent/carers have an important role in their child's career development. The College has a programme of events to allow learners and their parents the opportunity to explore a variety of progression options such as taster days, LMI information on the college website and parents' evenings.

10. Implementation and Monitoring

This strategy is accompanied by an action plan, drawn up against the Gatsby Benchmarks, and assessed against the Compass self-assessment tool. The action plan sets out the College's current rating against each of the Gatsby Benchmarks and identifies actions required to improve the rating in sections as needed.

The action plan will be implemented by the Careers Strategy Group who will provide a termly update on the action plan to the Senior Management Team.



Appendix 2 – Careers Calendar

SUFFOLK NEW COLLEGE CAREERS PROGRAMME 2024/2025



CAREERS ADVICE AND GUIDANCE	Aug	Sept	Oct	Nev	Dec	Jan	Feb	Mar	April	May	June	July
College Open Events												
School Liaison Support												
Careers Information, Advice and Guidance		•	•		•	•		•	•		•	•
Industry Information via Vocational Tutor			•		*	•					•	
Switch' Ironafer Event												
Personal Development Iutorials with Progress Iutor			•	•	•	•	•	•	•		•	
Annual Reviews for students with EHCPs		•		•	•	•		•	•		•	•
College Experience Days												

EMPLOYABILITY SUPPORT		Sept	Out	Nov	Dec	Jan	Feb	Mar	April	May	Jone	July
Coreers festival												
Encounters with Employers and Labour Market leformulien*		٠			•		•	•	•		•	
Interview Support												
CV Support												
Experience of workplaces												
HE PROGRESSION	Alej	Sept	Od	New	Dec	Inn	Filk	Mar	April	Мау	June	July
UCAS Advice and, chearing												
NEACS (Take Your Pluce) Support		٠										
Appring to HE including. Financial and occuminadation advice	٠	•	٠		٠	•	•	٠	•	×	*	
CAREERS EVENTS	Aug	Sept	Out	Nov	Dec	Jon	Feb	Mar	April	May	June	July
National Careers Week								•				
National Apprenticeships Week												
Progression Week												

Appendix 3 - e-PASS







Appendix 4 – Industry Partner Programme Scope of Collaboration



INDUSTRY PARTNER PROGRAMME SCOPE OF COLLABORATION

- The Industry partner shall commit to participating in a minimum of 3 college career activities per year.
- The Industry partner programme is a whole company approach; therefore, the named contact may send other company members to engage in a college activity.
- The college shall match the industry partners to a directorate that supports the industry partner's sector.
- Industry Partners shall have at least one Directorate Industry partner meeting to help encourage communication and understanding of where they can support careers activities and inform the curriculum.
- Industry partners shall share their expertise and help to inform the SNC curriculum to support learners leaving the college with the essential skills and knowledge needed for their chosen careers.

- The Director shall plan the Industry Partner meeting and consider key college dates that the industry partners can support so the Industry partners can prepare for these.
- The chair of the Industry partners shall attend the Careers Strategy group and provide feedback to the Industry Partners so they to keep updated with essential information and understand where the college may need support.
- Industry Partners shall support raising the profile of the ePASS programme within their networks and the broader community.
- SNC to promote the company logos within the college and on the SNC website.



Appendix 5 – Draft Industry Partner Memorandum of Understanding

Memorandum of Understanding (MoU)

Between
Suffolk New College (SNC)
And
Name of Company

Purpose

The purpose of this MOU is to establish an agreement between SNC and Name of company to clearly define the objectives, roles, and responsibilities of each party with regards the Industry Partners Programme.

Industry Partner Scheme Objective

The college has developed an Industry Partner scheme, which helps to strengthen the college's engagement with industry and local employers. Partners in this scheme will use a whole company approach to engage in cross-college career activities. The Chair of the Industry Partners shall also sit on the Careers Strategy group to help increase the rich communication between the college and our industry partners.

SNC and Name of company will work collaboratively to embed industry into the college and curriculum; this will help to raise learners' aspirations and employability skills and for employers to promote employment and skills opportunities.

Benefits to the Industry Partner

The college's aim for the industry partner scheme is for it to be beneficial for both our learners and their progression, as well as for the industry. When industry works with education, they help to develop the learner's knowledge of the industry and essential employability skills, this helps to decrease the skills shortage within the industry, and employers get to shape the future talent. This also helps to raise learners' aspirations to work within different roles and industries they may not have known about, which helps to increase a diverse workforce.

Employers also get access to the talent pipeline and can share opportunities within the college. When employers have been working with the learners, they can have confidence in the applicants applying for their roles.

The college shall also hold an Industry partner dinner to celebrate the collaboration between SNC & Name of company.

Scope of Collaboration

The scope of collaboration between SNC and Name of company includes, but is not limited to: ● The Industry partner shall commit to participating in a minimum of 3 college career activities per year.

• The Industry partner programme is a whole company approach; therefore, the named contact

- may send other company members to engage in a college activity.
- The college shall match the industry partners to a directorate that supports the industry partner's sector.
- Industry Partners shall have at least one Directorate Industry partner meeting to help encourage communication and understanding of where they can support careers activities and inform the curriculum.
- Industry partners shall share their expertise and help to inform SNC curriculum to support learners leaving the college with the essential skills and knowledge needed for their chosen careers.
- The Director shall plan the Industry Partner meeting and consider key college dates that the industry partners can support so the Industry partners can prepare for these.
- The Chair of the Industry partners shall attend the Careers Strategy group, provide feedback to the Industry Partners so they to keep updated with essential information, and understand where the college may need support.
- Industry Partners shall support raising the profile of the ePASS program within their networks and the broader community.
- SNC to promote the company logos within the college and on the SNC website.

However, the parties also acknowledge that this MoU:

- It is not intended to be legally binding or to create, evidence or imply any contract or obligation, partnership, joint venture or any other corporate form
- Cannot fetter the statutory or other responsibilities of the parties
- Cannot commit any party to expend any sum or deploy any resource other than at its discretion

We shall also hold an annual engagement review meeting to make sure that both parties feel the scope of collaboration have been met and the Industry Partner has been supported by the college to engage with college activities.

Declaration

Print Name

Date

We hereby agree to work in accordance with these principles towards the agreed

objectives. Signed on behalf of Suffolk New College
Print Name
Date
Signed on behalf of Name of company

Appendix 6: Suffolk New College – Careers Action Plan: August 2024 - July 2025

No	ACTION	STRATEGIES	Owner	Timescale	Progress	Impact
1.	Continue the Careers Strategy Group to drive through developments in career activity across the college. and update this to the Employer Engagement and Careers Strategy Group.	 Identify key and representative internal staff for 2024-2025 Careers Hub Enterprise Coordinator & Chair Of Industry Partners to be included Enable the process to include the SU President when they are elected Careers group to develop ideas for annual career events. inform the Careers Strategy and action plan 	Head of Careers & Employer Engagement	3 x per academic year 2024/2025		A well-informed Career strategy and impactful action plan enhance the careers programme. This will support our focus on developing an inclusive career strategy that ensures all learners have appropriate IAG and can identify clear career paths and progression. Gatsby BM1 underpins this.

2.	Growth of employer & community links to help provide learners with industry experiences.	 Development of stakeholder presentation for key college staff to use at events and electronic PDF Business pack. Attending key networking events and building relationships with new and existing employers Work with the business development team to support employers in establishing links with the college. Business Breakfast and networking events create opportunities to bring employers into the college. Generate a program of weekly industry seminars within the industry space. Maintaining partnerships with Speakers for Schools and the Careers Hub Engaging the Industry Partners 	Employer Engagement Team	September 2024 Ongoing for the academic year 2024/2025	Linking with key stakeholders helps underpin GBM 5 & 6 and allows learners to encounter employers and industry placements. This will help meet the strategic focus area of enhancing our learners' employability and creating opportunities for industry-related projects.
3.	Industry partner program	 Build the Industry partner program from 60 to 150 members. Introduce Director generated targets for Industry Partners Creation of an Industry partner business club: 	Employer Engagement Team & Directorates	July 2025	

,			
	Industry partner breakfast		
	Information event where		
	industry partners invite an		
	organisation interested in		
	becoming an industry partner.		
4.	Work with curriculum to see if		
	they engage with employers		
	more than 3x per year and		
	invite them to become		
	Industry Partners.		
5.	Industry Partners to		
	participate in at least 3x		
	employer encounters in an		
	academic year.		
6.	Industry Partners to champion		
	ePASS to their networks after		
	successful implementations		
	and information sessions for		
	Industry partners to fully		
	understand it.		
7.	Industry Partners to champion		
	the college through their		
	networks/LinkedIn		
8.	benefits for industry partners		
	such as early booking for key		
	college event evenings.		

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4	Embedding careers into the curriculum	 Careers CPD events for staff so they can understand the career vision, strategy & resources to help support careers in the curriculum IAG page on the intranet for staff to know all the CEIAG resources Knowledge of ePASS and tutors referring to the five core skills within lessons to help learners gain employability skills, especially during key career events. Tutors using the ePASS site. Implementation of Speakers for Schools for our Halesworth campus. Engaging with organisations and employers who offer inclusive resources/workshops for inclusive learning departments. Identification of an effective evidence collection of where a career in the curriculum is happening and recorded on Compass. Develop and implement innovative and engaging 	Head of Careers & Employer Engagement, Head of Teacher Development	Ongoing during the academic year 2024/2025		Embedding careers into the curriculum helps make careers a whole college approach. Learners get rich industry insight and learn how to access their next steps. This helps learners hear about a range of careers to help support aspiration and raise social mobility, which links to one of the college's strategic focus areas. This is underpinned by GBM 4.

		activities for the annual Career Events. 8. Including Youth voices from the Student Union and understanding what the learners would like support about careers.			
6	Developing an effective, inclusive & diverse Alumni Network and Programme	 Yearly Alumni event with a speaker to provide CPD and a presentation from the college to provide knowledge on the support needed. Alumni to participate in at least 3 college engagements per academic year. Develop an Alumni Mentoring program. Encourage Alumni to undergo the Licence to Industry Expert program and deliver a workshop to our learners. Alumni posters/videos are to be created to support curriculum areas. 	Head of Careers & Employer Engagement and Employer Engagement Coordinator	July 2025	Developing an Alumni program offers numerous benefits to the college. It helps generate industry workshops/talk s, mentoring opportunities, championing the college, continued learning through short business courses, and helping to promote the college brand.

7.	ePASS	 The Head of Careers will promote the ePASS Platform for use across the college. The Head of Careers & Employer Engagement and the Head of Student PD and Enrichment will develop CPD for staff using the platform. The Head of Careers will continue to increase the visibility of ePASS among employers and our Industry Partners. 	Head of Careers & Employer Engagement and Head of Student PD & Enrichment	September 2024 Ongoing for 24/25 Ongoing for 24/25	This internal platform will further develop learners' employability, CVs, and interview skills. This platform can also support Adult boot camp employability support and employers who would like to build their workforce.
8.	Capturing Careers Data	 Working with the Major Projects and Business Team to explore CRM. Curciulumn areas admin or WEX team to add Careers Data. Data will be used to examine areas of high employer engagement and areas where more support is needed. If an employer does more 	Employer Engagement Coordinator and Curriculum teams	September 2024 Ongoing 24/25 Ongoing 24/25 Ongoing 24/25	

		than three engagements per academic year, invite them to become an industry partner.			
9.	Industry Space	 Women in Leadership monthly session to be piloted with the Business team and their learners. Industry partners will share briefs with their colleagues to see who would like to deliver a seminar on their role or specialist subject. Monthly workshops:ePASS, CV, Goal Setting, Progression, Linkedin, Personal Branding, leadership, selfemployment, overcoming barriers and developing resilience. Termly Business Panels: ePASS, Industry Insider, Empowering Yourself. Youth Enterprise Project Space Alumni Mentoring Space. 	Head of Careers & Employer Engagement and Employer Engagement Team	Ongoing 24/25	

10.	College Career Events	1. The ePASS Conference will take place in October, and the careers team will host employer workshops to help learners develop these skills. Working with the learning curve to offer CV workshops and curriculum teams to include ePASS Activities using the ePASS platform. 2. Careers Festival: The Careers festival will continue to take place at Ipswich and Rural. Working with the Smoke House to include live music, our industry partners will host an additional workshop for teams to book their learners. Career teams will highlight the need to include careers/employability activities within lessons and promote resources like the ePASS platform.	Head of Careers & Employer Engagement and Employer Engagement Team	October 2024 January 2025	These key events will help raise the career profile within the college, support learners in understanding their next steps, develop their ePASS skills, and network with employers.
		3. Progression Pathway: This event shall also take place at Rural; we shall have a progression fair for		May 2025	

	learners to attend, where they meet learners with live opportunities. Additional workshops will help learners with the next steps, such as CV, Interview skills, and goal setting. We shall include bespoke workshops linked to learners' need from the IAG data and progression interviews. 4. The Head of Careers will link with Sizewell C and Industry Partners to include them in each event.		Ongoing 24/25	
College Career Resources	1. Creation of a one-page document that provides key information about where tutors can refer learners for career support.	Head of Careers & Employer Engagement	September 2024	This will help staff know where each resource is for learners to access and help promote it within the curriculum and outside.

Awareness and promoting CEIAG tools to Apprentices.	 Head of Careers and the Head of Apprenticeships to create an action plan Apprentices to use the ePASS platform to help them develop ePASS Skills and Careers Information Development of staff resources that Progress coaches can use to refer apprentices to the apprenticeship hub, Careers hub, and ePASS site. 	Head of Careers & Employer Engagement. Head of Apprenticeship s and Job Progression Coaches	August 2024		This will help our apprentices access LMI and career resources to support their progression and next steps. This platform shall also support learners to develop their ePASS skills to help them with their professional development.
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