



Careers Improvement Plan 2023-2024

Our Vision

To consistently support and engage every individual student to understand and develop their own future pathway, and to confidently raise and achieve their aspirations in an increasingly competitive and ever-changing world.



This document should be read in conjunction with our initial three-year Careers Strategy 2019-2022

STRATEGIC OBJECTIVE 1: To successfully embed Unifrog as the school's whole school Careers platform

Action to achieve objective	Who	When and Milestones	Evaluation/Notes	Success criteria	RAG		
					Autumn	Spring	Summer
All staff to be registered on the platform and have signed in to begin using the tool	Careers Leader	Week 2 (September) – all staff to receive welcome email		100% of staff to be registered and welcome login email sent 100% of staff to have logged in to the system at least once by end of October 2023			
All students to be registered on the platform and have signed in at least once by completing onboarding session	Careers Leader PD teachers Sixth Form team	Year 11, 12, 13 by end of September Year 10 by end of October Years 7 to 9 by December		100% of students to have completed an onboarding session by December and all have logged into Unifrog at least once.			
Year 11 and 13 students to record initial intended destinations and update during the year	Careers Leader PD teachers Sixth Form team Trust Progression Lead	By end of September		All intended destinations are logged			
Year 12 students to engage with the platform to research post-18 destinations and successfully record intended destinations	Careers Leader PD teachers Sixth Form Progression Lead	By end of summer term		All year 12 students to have shortlisted post-18 choices through Unifrog			
Year 10 & 12 students to successfully record details of Work Experience and Unifrog tool is then used to manage the placements	Careers Leader PD teachers Sixth Form team Trust Progression Lead Progression Manager	Start in November – launch through assembly and PD programme. By November – Work Experience placement coordinators to have taken part in CPD to understand the system.		80% of students to have successfully taken part in a work experience placement, with the process managed by Unifrog.			

		By June – Year 10 placements to be created and then implemented By July – Year 12 placements to be created and then implemented					
All parents to be informed about the platform and tools available	Careers Leader	Y11 Progression Evening in September Letter issued via Class Charts by end of September Publicity materials to be produced for events		50% of parents to have logged into the system and engaged.			
All Careers Guidance interviews to be recorded using Unifrog tool to enable student & staff access (for all year groups)	Careers Leader Trust Progression Lead	September onwards for Year 11 and 13 – all guidance interviews recorded using Unifrog. Year 9 options process – conversations to be recorded through Unifrog.		100% of interviews to be recorded using Unifrog and students to access the details.			

STRATEGIC OBJECTIVE 2: To increase parental engagement within the careers programme

Action to achieve objective	Who	When and Milestones	Evaluation/Notes	Success criteria	RAG		
					Autumn	Spring	Summer
All parents to be given access to the Unifrog platform and the tools available to support at home	Careers Leader	Y11 Progression Evening in September Letter issued via Class Charts by end of September Publicity materials to be produced for events		50% of parents to have logged into the system and engaged.			
To increase attendance at the annual Careers Fair	Careers Leader Trust Progression Lead	Y11 Progression Evening in September Letter issued via Class Charts in October Publicity materials to be produced for events		Increase in number of parents who attend careers fair – with a focus on Year 11 parents.			

		Information to be given in the weekly blog					
To give parents detailed information about the Careers programme in school	Careers Leader	Letter via Class Charts to parents by end of September Y11 support letter to parents by January 24		Increase in number of parents who request further information about careers options			
To gain feedback from parents about careers programme and events to enable future strategic planning	Careers Leader Trust Progression Lead	March 2024 – biannual survey to parents. By March 2024 – focus groups with parents. By December 2023 – review research and prepare plan to engage with parents.		20% of parents to complete the biannual survey			
Create a lesson or activity that would enable students to have career conversations with their parents/carers	Careers Leader PD Curriculum Coordinator PD teachers	By December – review CEIAG units in PD curriculum to include lesson for each year group relevant to content. By July – ensure that moving forward all lessons refer to how to engage with parents.		100% of students to have received the lesson			

STRATEGIC OBJECTIVE 3: To develop the role of student Careers Champions to engage, support, enhance and evaluate the careers programme

Action to achieve objective	Who	When and Milestones	Evaluation/Notes	Success criteria	RAG		
					Autumn	Spring	Summer
Recruit a group of Careers Champions for 2023-2024	Careers Leader PD teachers	By end of September – information given through PD lessons, applications made and group selected.		At least 2 students recruited from each year group			

Communicate details of Careers Champions to students and other stakeholders	Careers Leader PD teachers Trust Designer	Early October – information to be placed in Careers Opportunities board, on TV screens, communicated through tutor activities and PD lessons.		All students to be aware of the names of the Careers Champions			
Careers Champions to audit the school careers website and then to implement changes responding to feedback	Careers Leader Trust Designer Careers Champions	By November – Champions to critically review website and give feedback to Careers Leader By December – implement changes to website and gather more feedback from Champions		Increase engagement by parents and students of the CEIAG pages on the school website			
Achieve NCW Champion School status	Careers Leader	By April 2024, submit evidence to achieve Champion School status		NCW Champion School status achieved			