

## QUALITY IN CAREERS WEBSITE ©

### CEIAG Case Study: The Green School Trust

#### Case study of Primary and Secondary schools together

#### To achieve the Quality in Careers Standard.

### The School / MAT Background

The Green School Trust comprises an all-girls' secondary school, a newly established boys' school and sixth form with academy status. It is located in West London.

The Green School Trust aims to provide a stimulating and enriching education founded on Christian values within a supportive, inclusive, multi-faith environment, where each person matters and in which all pupils and students have the opportunity to excel and fulfil their potential.

In particular, the Trust aims to inspire and nurture:

- a love of learning, creativity, and an enquiring mind
- academic excellence, personal development and spiritual awareness
- aspirations. knowledge, skills and attributes in preparation for future studies and career pathways
- a sense of responsibility, self-confidence, self-worth and the resilience to overcome life's challenges
- integrity, emotional intelligence, compassion and respect for others
- appreciation of different cultures, religions and points of view
- a desire to serve and to make a positive contribution to society

### Career Education, Information, Advice and Guidance (CEIAG)

The all-girls' secondary school of the Green School Trust achieved The Quality in Careers Standard in July 2016 through the licenced awarding body Investor in Careers.

The school's CEIAG provision offers a wide range of opportunities throughout all key stages. All CEIAG activities are mapped alongside the CDI framework and since achieving the award the Trust has branched out further to widen its provision to Year 7 boys and girls.

Beginning at Key Stage 3 the school ensures that all students access at least one encounter with a business partner each year as well as a university / apprenticeship linked activity. Over the past three years networking has been key to setting this up. Many universities now offer workshops to younger years and the school's students take part in Murder Mystery Games at Kingston University, Robotics Workshops with Brunel and a Treasure Hunt with St Mary's. The school's business partners provide workshops linked to Making the right Choices (Year 9 options) and companies such as The Money Charity are invited to deliver finance awareness events.

The school has developed a Key Stage 4 "Future Leaders Programme" and this ensures that students encounter at least two business & enterprise workshops per year. Examples include: Dentsu Aegis, a creative business partner, ran a digital challenge for all the students; taking part in a workshop at the British Library and visiting the Houses of Parliament for a Law and Debating Course.

Working with a number of local providers and social enterprise companies, the school is able to access a huge range of workshops and often runs themed events. The schools' location is also an advantage - being well placed for trips to both London universities and attractions. Sky and GlaxoSmithKline are located less than a ten-minute walk away. Both companies offer a huge range of programmes, and in particular Sky delivers apprenticeship workshops to different age groups.

As a former science specialist school, a key focus has always been on STEM activities. Last year working across subject departments, the school developed "The Spectrum of STEM". This was a huge three week extravaganza encompassing activities across the age ranges. Highlights included: Year 8 took part in Heathrow Lego Robots, Year 9 a Construction Challenge led by Tata Consultancy, whilst Key Stage 4 were involved in a Medical Workshop led by the Vision Team from Imperial College. Alumni were invited in to lead lunch time talks for sixth formers and the grand finale was a Mathematical Cake Bake-off. (A repeat performance takes place in 2018 and the theme is "Change!").

The Sixth Form CEIAG Programme has been developed to complement and deepen the impact of the Key Stage 4 Future Leaders Programme. At key points each term the school holds afternoon "Futures Events"; in this way it is possible to focus on all the usual university and apprenticeship workshops as well as a host of other activities. In the last year the school has been working closely with one of its business partners, GE Healthcare to include one-to-one interview practice and psychometric testing.

The CEIAG Coordinator is on the advisory board for MyKindaFuture and this helps to support some training for staff. Sixth Form staff receive training on UCAS Apply and reference writing. A next stage in the school's provision is to develop further inset with its business partner, Dentsu Aegis - this is still a work in progress.

### Evaluation & Students' Views

One key advantage about achieving the Quality in Careers Standard has been the way it helps the school to develop a more robust method of evaluation and reflection.

Following on from any event students have always filled in evaluation forms - but the question was, what happens to them? Often, they gathered dust in a drawer! However, thinking strategically about CEIAG has meant the school has needed to make more effective use the feedback, so a variety of changes have been made including the analysis of the paperwork. SurveyMonkey is now used to gather feedback also from parents and staff on an annual basis. Students are now randomly selected to take part in evaluation workshops.

In the past two years, the surveys have indicated more parents are aware of the school's CEIAG programme, students are generally very positive about the activities provided, they give honest feedback, and the school acts upon it. For example, the school made changes to its Future Leaders Programme because students said it was too STEM focussed. The school also fed back to its business partner about aspects of the delivery of their digital workshop and they made changes accordingly.

Looking at destinations, the school certainly has more students choosing alternative routes at post-18. Students choosing university are also selecting a wider variety of options. Whilst it can be argued that there is more provision available now as well as more choice of courses, using LinkedIn to track the school's alumni, has demonstrated that a very small percentage change course after leaving the school and therefore must be happy with their chosen pathway – the school, therefore, believes the evidence is they have played a part in their students' success.

## Engaging Employers and the Community

The school is proud to have two business partners - GE Healthcare and Dentsu Aegis. Both work with the school to deliver a range of activities throughout the year. For example, GE Healthcare supported the STEM Extravaganza leading a workshop. They also devised bespoke jobs and interviews for Year 12 and took part in the end of term Year 10 Futures Day.

The school established a partnership with Dentsu Aegis in September 2017. This new creative partner has so far led a digital workshop for every student in Key Stage 4 and they are offering work experience for Sixth Formers next year.

Sky regularly visits the school and takes part in Apprenticeship Workshops as well as offering Internships to Year 13. Sky graduates also visited the school to lead career workshops with Year 11 and Sixth Formers.

The school has strong links with a number of local universities. St Mary's deliver workshops to Key Stage 3 and 4 as well as offering Year 12 taster lectures, and last year an online law course for Sixth Formers. Imperial College supports the school's Sixth Form Futures Programme and delivers various talks at strategic points in the year, whilst Goldsmiths offers EPQ workshops, universities tours and most recently, a Creative Workshop for Year 11.

Over the last year the school held a very successful Careers Convention for Year 9 attended by 109 parents out of a cohort of 150. The stalls included more than 20 alumni as well as local business representation. The school used links from The Skills Show at Excel to invite more employers.

## CEIAG Quality

The Green School Trust has chosen to demonstrate its commitment and delivery of quality CEIAG by working with Investor in Careers to achieve the national Quality in Careers Standard.

The Assessor commented:

*'I cannot really do justice here to the wealth of information that the school provided to support their assessment and the enthusiasm and professionalism of those involved, particularly the careers coordinator'.*

*'In discussion with the careers coordinator it is clear that she has an excellent grasp on using the evaluative framework to inform and further the school's CEIAG practice'.*

So what's next? The next step for the Trust involves setting up a CEIAG programme for the boys' school. And the advantage is that from working for the award for the girls' school, the team knows what to include and how to do it. However, it will still involve more outreach work – with a new link with TfL and workshop with Brunel as a starting point.

The Trust wants to maintain the excellent links with its business partners and universities and ideally map all activities to employability skills. Working with MyKindaFuture, the Trust hopes to support more training for staff as well as working alongside parents to ensure that every student achieves their desired future pathway.

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**(p) January 2018**