



NATIONAL VALIDATION

The “Quality in Careers” Standard

Evaluation Criteria for Careers Education, Information, Advice & Guidance (CEIAG) Quality Awards

“We believe that this offers the means to implement Recommendation 10 of the CPTF report in a manner which is sector led, progressive and will add value to the evolution of even more effective CEIAG support for young people throughout England.”

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Promoting quality matters – CEIAG affects young people’s lives.

Background and Introduction to the work to establish national validation of England’s CEIAG Quality Awards

The Careers Profession Task Force (CPTF), under the leadership of Dame Ruth Silver, made 14 Recommendations in its report to Ministers in the autumn of 2010. All of these were accepted by Ministers.

In considering quality assuring ‘careers education, information, advice and guidance’ (CEIAG) - as delivered through the ‘partnership model’ of institution based ‘careers educators’ and external specialist ‘careers advisers’ - the CPTF report included this key recommendation in respect of young people’s provision:

Recommendation 10: The Task Force recommends that an overarching national kite mark should be established to validate the different CEIAG quality awards for schools, colleges and work-based learning providers.

In December 2010 Careers England, the national trade association for employer organisations in the careers advice and guidance business across England, offered a detailed public response to the 14 recommendations to the CPTF, to DfE Ministers and to their officials. Included in that response was:

- *“We support the ‘Partnership Model’ (recommendation 1). In the new era we believe that careers education in schools must prepare all young people with employability and career transition skills. That is the role for schools and careers educators. Independent and impartial careers advice and guidance is the role of careers advisers, external to the school, bringing specialist expertise into schools, informed by the labour market.*
- *Hence we offer to facilitate the establishment of the overarching national kite mark to validate the 18 different CEIAG quality awards for education (recommendation 10). Should the Department wish us to do so, we will initiate this in the New Year.”*

In March 2011, the CPTF formally accepted the offer from Careers England {which was then reported by the CPTF in its published progress report at the end of March 2011 to Ministers, and has been welcomed as further evidence of the ‘sector’ taking the lead in implementing the CPTF’s recommendations}. The agreed task for Careers England was to seek to facilitate work within the sector to secure firm proposals to lead to the implementation of Recommendation 10 above. The outcomes of this work were to be reported by the Careers England Board to Dame Ruth Silver as the chair of the CPTF, who would subsequently advise Ministers.

To undertake the work required, Careers England established a Project Team, under the auspices of its Quality Task Group, to be led by one of CE’s non-executive Directors, who also serves as the Board’s Professional Adviser and convenes CE’s four Task Groups (Paul Chubb).

This Project Team, which began its work at the beginning of May 2011, has involved a number of nominees from the QTG and the full CE membership*, as well as benefiting significantly from the contributions of two highly experienced and respected professionals from the wider CEIAG world – David Andrews and John Ambrose (both of whom had undertaken ground-breaking surveys on CEIAG Quality Awards in 2005 and 2010 respectively). *The other CE nominees on the Project Team were Roger Allen (IEBE), Malcolm Emmerson/Helen Czudej (CSWP), Gary Longden (Nottinghamshire Futures), Claire Nix (Babcock Enterprise), Sue Overy (CfBT) and David Ritchie (HCS).

A consultation paper was prepared by the Project Team and issued to all CEIAG Quality Award providers in England and a full consultation day event was held with representatives of these providers in Nottingham on 23rd June, 2011. Progress on this project has been regularly reported to Dame Ruth Silver, to the Careers Profession Alliance and to the Advisory Group on the National Careers Service. Arising out of the Nottingham event the responses of all participants were diligently reviewed by the Project Team. Full account of these was taken in setting out a revised paper which was issued in August 2011. This final consultation invited all to comment once more upon our proposals.

The Board of Directors for Careers England wishes to place on record its thanks to all who have contributed to this intensive consultation process. We believe that we have secured the consensus required to lead to the successful implementation of Recommendation 10—hence we are pleased to be able to publish publicly this set of final recommendations which have been welcomed and accepted by Dame Ruth Silver on behalf of the Careers Profession Task Force. Progress was also reported to the National Careers Service Advisory Group on 7th October and will subsequently be reported to Ministers.

FIRM PROPOSALS TO OFFER NATIONAL VALIDATION FOR CEIAG QUALITY AWARDS IN ENGLAND: THE “QUALITY IN CAREERS” STANDARD

We are pleased to set out below our proposals to lead to the implementation of CPTF Recommendation 10: “The Task Force recommends that an overarching national kite mark should be established to validate the different CEIAG quality awards for schools, colleges and work-based learning providers.”

Please note that we have been advised that the word “Kite-mark” is the registered trademark of The British Standards Institution, hence we are NOT using the term kite mark in our final proposal, rather the term “national validation” which leads to the award of the “Quality in Careers Standard”.

1. THE QUALITY IN CAREERS STANDARD NATIONAL VALIDATION REQUIRES CEIAG QUALITY AWARD PROVIDERS TO DEMONSTRATE SUFFICIENT AND CURRENT EVIDENCE RELATED TO THREE MAIN AREAS:

- **Award criteria, content and coverage (8 key requirements)**
- **Assessment processes for the Award (5 key requirements)**
- **Management of the CEIAG Award (3 key requirements)**

2. EVIDENCE REQUIRED: AWARD CRITERIA, CONTENT AND COVERAGE

2.1 To meet the Quality in Careers Standard’s national validation requirements all CEIAG Award providers must demonstrate evidence of how the Award covers and supports the delivery of the core principles and themes of equality and diversity, raising aspirations, promoting social mobility, linking with work-related learning and of how a learning provider (i.e. a school, college or a work-based learning provider) shows that it promotes CEIAG within the curriculum.

2.2 The following are the **eight key requirements** of the coverage of Quality Awards for effective CEIAG for which the national validation requires to see evidence [*the italicised bullet point in para 2.2i below provides an example of the kind of evidence which should be provided –but it is not a prescriptive list*]:

(i) PROVIDING EFFECTIVE LEADERSHIP, MANAGEMENT AND DELIVERY

Evidence must be provided of how the Award assesses:

- The learning provider’s consistent leadership and management of its CEIAG programme and how it promotes CEIAG within the curriculum.
- *For example - including evidence of a senior leadership team with commitment to careers education, information, advice and guidance with an effective management structure, delivery model and involvement of the Governing Body (in respect of schools and colleges), with administrative support for the more routine organisational and clerical tasks, and ‘other’ resources (including finances).*

(ii) ENSURING APPROPRIATE INITIAL STAFF TRAINING AND CPD TO SECURE THE COMPETENCY REQUIRED FOR ALL STAFF INVOLVED IN PLANNING AND IMPLEMENTING THE CEIAG PROVISION

Evidence must be provided of how the Award assesses:

- How the learning provider analyses the training needs of the leadership, management and delivery teams for the CEIAG programme and evidence of planning and securing CPD to meet those needs, so that all staff have a basic understanding of the subject area and that senior leaders have an enhanced understanding in order to commission careers advice and guidance to meet the needs of all young people within their learning provision.

- The arrangements a learning provider has in place to ensure that all staff involved demonstrate competence in CEIAG and actively review their CPD to ensure knowledge is up-to-date and accurate.

(iii) PROVISION OF A CAREERS EDUCATION AND WORK-RELATED LEARNING CURRICULUM, CAREERS INFORMATION, CAREERS ADVICE AND GUIDANCE

Evidence must be provided of how the Award assesses:

- The learning provider's use of a curriculum framework, based upon a planned set of learning outcomes within an overall scheme which effectively reflects the ethos of the learning provider and meets the needs of its young people.
- How the learning provider establishes links to the relevant wider curriculum (such as WRL) so that CEIAG is embedded in the curriculum.
- How the learning provider ensures that all young people have access to advice and support from teachers and tutors.
- How the learning provider ensures that all young people have access to a comprehensive range of impartial and up-to-date careers information resources in formats suitable to their needs and requirements.
- How the learning provider involves young people in contributing to, and reviewing the effectiveness of, the CEIAG programme.

(iv) SECURING INDEPENDENT AND IMPARTIAL CAREERS GUIDANCE

Evidence must be provided of how the Award assesses:

- The learning provider's commissioning of access to independent and impartial careers advice and guidance so that it is effective to meet all young people's needs (including face-to-face opportunities for young people seeking such support) – with agreements/contracts in place covering what is secured, and how its effectiveness is reviewed.
- How the learning provider ensures that externally provided careers guidance is available from professionally qualified careers advisers, working for an organisation (or as a sole trader/small partnership) that meets the agreed sector standard.
- How the learning provider ensures that all young people have equity of access to independent and impartial careers advice and guidance from external sources.
- The extent to which data sharing is put in place by the learning provider for the benefit of all young people.

(v) WORKING WITH EXTERNAL PARTNERS AND AGENCIES

Evidence must be provided of how the Award assesses:

- The learning provider's involvement of others in effective partnerships to support career aspirations and decisions which draws upon external providers of careers information, advice and guidance services as well as Local Authorities, Further and Higher Education, work-based learning providers, employers and other agencies.
- How the learning provider establishes effective partnerships with other organisations which support or provide information, advice and guidance for vulnerable young people.

(vi) INVOLVING AND SUPPORTING FAMILIES AND CARERS

Evidence must be provided of how the Award assesses:

- How the learning provider informs families and carers of the right of all young people to access its CEIAG programme and activities.
- How the learning provider involves and supports families and carers in its CEIAG programme.

(vii) MONITORING, REVIEWING, EVALUATING AND DEVELOPING PROVISION

Evidence must be provided of how the Award assesses:

- How the learning provider demonstrates a planned approach to evaluation, with evidence that monitoring, reviewing and evaluation have informed future planning and have brought positive changes to CEIAG.
- The extent to which the learning provider regularly reviews its CEIAG programme and collects feedback from young people and their parents/carers as well as CEIAG delivery personnel and external partners (such as FE/HE, WBL providers and employers).

(viii) MEASURING THE IMPACT OF PROVISION (INCLUDING EVIDENCE OF LEARNING OUTCOMES AND PROGRESSION)

Evidence must be provided of how the Award assesses:

- How the learning provider sets targets and objectives, and measures the impact of CEIAG upon young people's progression and destinations.
- How the learning provider evaluates outcomes for young people, including successful transitions, and how this evaluation contributes to the planning of future CEIAG programmes.

3. EVIDENCE REQUIRED: ASSESSMENT PROCESSES FOR THE AWARD

3.1 The five key requirements of the assessment processes which the Quality in Careers Standard's national validation will require a CEIAG Award provider to demonstrate are:

(i) EFFECTIVE EVIDENCE GATHERING SYSTEM(S)

Evidence must be provided of how the Award ensures that:

- Objective external assessment of the learning provider is carried out and includes discussions and/or observations with young people (their families) and staff, as well as scrutiny of relevant documentation.

(ii) SUFFICIENT AND VALID EVIDENCE AND SELF-ASSESSMENT BY THE LEARNING PROVIDER AGAINST THE ESTABLISHED CRITERIA FOR THE AWARD

Evidence must be provided of how the Award ensures that:

- The learning provider is required to undertake self-assessment against the Award criteria.
- The learning provider is required to provide robust evidence for judgements in self-assessment including content, processes and outcomes for young people.

(iii) EXPLICIT ASSESSMENT CRITERIA

Evidence must be provided of how the Award ensures that:

- Assessment processes include outcomes as well as inputs.
- There are explicit criteria showing what is expected of learning providers, with clear guidance on what the Award requires.

(iv) WRITTEN ASSESSMENT REPORT

Evidence must be provided to demonstrate that:

- Learning providers who have been assessed for the Award receive a written assessment

report from the Award provider (to include identification of future development targets).

(v) APPEALS AND COMPLAINTS PROCEDURE

Evidence must be provided to demonstrate that the Award has:

- A clear and effective appeals and complaints procedure.

4. EVIDENCE REQUIRED: MANAGEMENT OF THE CEIAG AWARD

4.1 The Quality in Careers Standard's national validation recognises the validity of a range of approaches to the management of a CEIAG Award (i.e. taking a flexible approach in considering the differing circumstances of each Award) as long as the management processes are robust, with no dilution of standards. Those managing the Award – its implementation and assessment – should have demonstrable professional expertise in CEIAG.

4.2 These are the **three key requirements** of the management processes for the Award, including its review and maintenance, which the national validation requires an Award provider to demonstrate (noting that it will be for the awarding body to demonstrate what it deems to be effective in respect of each):

(i) CONSULTATION AND VALIDATION OF THE AWARD

Evidence must be provided to demonstrate that the Award ensures that:

- Regular reviews with key stakeholders of the Award take place which support the management in evaluating the effectiveness of the Award and in maintaining its currency in both the local and national contexts.
- It accommodates the context and needs of different types of learning provider.
- The management of the Award is responsive to changes in national policies for CEIAG.

(ii) SELECTION, TRAINING, DEVELOPMENT, MODERATION AND SUPPORT OF ASSESSORS

Evidence must be provided to demonstrate that the Award ensures that:

- There is a clear role specification for assessors (including their knowledge and skills) and that training is provided, with effective support meetings.
- Consistency is sought between assessors, with moderation opportunities to ensure assessors are working to the same standard.

(iii) LEVELS OF SUPPORT OFFERED BY THE PROVIDER OF THE AWARD TO LEARNING PROVIDERS SEEKING TO SECURE THE AWARD

Evidence must be provided to demonstrate that the Award ensures that:

- Support is available and can be enhanced by training/CPD events and/or through consultations with the Award provider and its staff team.
- Support and advice processes are separated from the external assessment process.

5. ARRANGEMENTS FOR THE MANAGEMENT OF THE QUALITY IN CAREERS STANDARD NATIONAL VALIDATION

5.1 Ownership of the Quality in Careers Standard

- This is one of the most critical matters to finalise going forward. The clear proposal which has overwhelming support is that a Consortium Board for the Quality in Careers Standard's national validation processes and the award be established with an independent chair; Dame Ruth Silver, as chair of the Careers Profession Task Force has offered to undertake this role - the national validation

owes its potential existence to the work of that Task Force.

- We propose that it should be known as “The Quality in Careers Consortium Board”.
- The Consortium Board will ensure that the Quality in Careers Standard and its national validation processes retain their relevance and currency.
- The Consortium Board will involve key national stakeholders (including the Association for Careers Education & Guidance, the Association of Colleges, the Association of School and College Leaders, the Association of Employment and Learning Providers, the Institute of Career Guidance, the National Association of Head Teachers, and Careers England). The Board should also have the flexibility to involve others with professional expertise in the sector, whilst maintaining its impartiality.
- There remain key matters to address in formalising the governance involved; should, for example, the Consortium Board be established as some form of recognised legal entity (such as an Unincorporated Association which arguably would be one of the simpler outcomes, or be more formalised in some way)? Once the Consortium Board comes together these matters should be determined by the parties involved.
- The Department for Education and the Department for Business, Innovation & Skills are invited to promote and champion the Quality in Careers Standard to learning providers, and more widely, to enhance its reputation and status.
- Ofsted is invited to comment in its reports upon the impact and added value where learning providers have achieved a CEIAG Quality Award which meets the Quality in Careers Standard.

5.2 The Quality in Careers Consortium Board will receive administrative support from Careers England

- The Board of Directors for Careers England has confirmed its offer to continue to facilitate not only the establishment of the Quality in Careers Standard but also its administrative support. By supporting the Consortium Board, this will enable the Board to manage the Quality in Careers Standard and its national validation processes. It will also ensure that advice is available (via the Careers England website which would host a Quality in Careers Standard dedicated section) to CEIAG Quality Award providers – both current and future - on the Standard and its national validation processes for the award.

5.3 All current (and future) CEIAG Quality Award providers will be enabled to apply for Quality in Careers National Validation through an agreed application process outlined below

- Providers offering Awards which cover more than CEIAG will be enabled to apply for the Quality in Careers Standard on the understanding that its national validation processes and the award only cover CEIAG and will state this explicitly.

5.4 Applications for Quality in Careers national validation will require submissions from CEIAG Quality Award providers to be considered by an ‘Assessment Panel’

- These Panels will be convened from time to time (on the Board’s behalf by Careers England) and will involve nominees from the Consortium Board.

5.5 Applications will require the CEIAG Award provider to:

- **Submit documentary evidence to the Panel of self-assessment to show how the Award meets the national validation criteria;**
- **Submit documentary evidence to the Panel from users and accredited holders of the Award to support the self-assessment, and subsequently to**
- **Attend a meeting to present the application face-to-face with the Assessment Panel for discussion and exploratory questions.**

5.6 The Assessment Panel will determine its decision (and advise the CEIAG Award provider orally) within two working days after the meeting

- An Assessment Report will be issued formally to the Award provider within 14 days of the Panel meeting confirming either that the Award provider has met the criteria for the Quality in Careers Standard to be awarded to provide national validation of the Award, or that the provider does not yet meet the criteria. The report will give reasons for the decision.
- There will be a standard template for each of the Reports issued by the Assessment Panel, and a team of Assessment Report writers will be established and trained to undertake this role to consistent standards.

5.7 The Quality in Careers national validation will be awarded if the Assessment Panel determines that the Award provider meets the criteria

- The national validation will have a life-span of three years during which time the Award provider and those learning providers which have met the Award will have the right to use the Quality in Careers Standard award on all their materials.
- Within the final three months of the three year life-span of the national validation, the Award provider will be invited to re-apply for confirmation that its Award continues to meet the national validation criteria.

5.8 The Quality in Careers Standard national validation will not be awarded if the Assessment Panel determines that an Award provider does not yet meet the criteria

- The Assessment Report will include strengths and weaknesses, together with areas to address to overcome weaknesses or gaps in meeting criteria, to enable the applicant to resubmit its Award for a second stage assessment within an agreed timeframe.
- The Award provider should apply for a second stage assessment within no less than 3 but no more than 6 months.

5.9 Any applicant for the Quality in Careers Standard national validation will have the right of appeal (within 14 days of receipt of the Assessment Report) against the decision of the Assessment Panel, and an Appeals Panel will be convened

- The Appeals Panel will comprise different nominees in accordance with the make-up of Assessment Panels as set out above in paragraph 5.4 above.
- The decision of an Appeals Panel will be final.

5.10 All CEIAG Quality Award providers will be enabled to apply for the Quality in Careers Standard national validation – and agreed fees will be incurred

- In addition to the need to finalise the governance arrangements (as set out in paragraph 5.1 above) it is evident that the Consortium Board should set and review agreed fees for the national validation processes.
- We have consulted upon suggested figures, and following those consultations we believe that the question of costs needs to be finalised once the Consortium Board is in place. Initially we recommend to the Consortium Board that costs involved will need to be borne by the applicant - including a standard and agreed fee for the Assessment Report writer assigned to the panel, and expenses for the Assessment Panel. We set out below our proposals for the fees, based upon our consultations, doing so in the full knowledge that it must be for the Consortium Board to finalise these.
- Irrespective of the size of the Awarding Body applying for the national validation, since the national validation assessment processes will be the same, we propose to the Consortium Board that the fee for the Assessment Panel should be £1500 *{To enable the Consortium Board to cover costs incurred which will principally be preparatory work for the Panel by the appointed Assessment Report writer, travel expenses for the Panel, and the preparation and issue of the Assessment Report}*.
- We propose that no fee should apply for an appeal.
- Second stage applications (in accordance with paragraph 5.8 above) would incur, we propose, a reduced further fee of £750 *{This would be a reduced fee as less work should be required of the appointed Assessment*

5.11 An Annual Report on the Quality in Careers Standard national validation processes and the Award will be submitted by the Consortium Board to the CPTF and published

- Thereby, the work of the Consortium Board and its Assessment Panels will be freely and publicly available.

5.12 Once the Quality in Careers Standard national validation is agreed and in place, all current Award providers will be invited to submit a 'letter of commitment' to the Consortium Board

- On receipt of this, the Chair of the Consortium Board will authorise the Award provider to advise its current Award holders that they may use the national validation for the currency of their existing Award with the words *"working towards the national validation for CEIAG Quality Awards – the Quality in Careers Standard"*.

5.13 Any new provider of a CEIAG Quality Award may also apply to the Consortium Board to use the same wording as set out in paragraph 5.12 above

- This would be valid for a period of 2 years in order to enable a new Award provider to prepare for assessment against the national validation in line with the criteria and procedures as set out above.

6. THE QUALITY IN CAREERS STANDARD: CONCLUSIONS

6.1 The August 2011 revised final Consultation Paper was commended to the 20 current providers of CEIAG Quality Awards in England. Based upon the overwhelming responses received, ***we believe that this offers the means to implement Recommendation 10 of the CPTF report in a manner which is sector led, progressive and will add value to the evolution of even more effective CEIAG support for young people throughout England.***

6.2 Therefore, based upon the responses received, the national validation processes and the award procedures set out above have been firmly recommended to Dame Ruth Silver as Chair of the CPTF.

6.2 We can now report that these recommended proposals have been accepted by Dame Ruth Silver on behalf of the CPTF. Hence the Quality in Careers Consortium Board will be convened this Autumn to begin its work. A full work-plan will be agreed for implementation.

6.4 This report is now being published publicly.

6.5 In due course, a professionally edited and presented version of the national validation evaluation criteria will soon be prepared, and all matters related to the Quality in Careers Standard's management and implementation will be confirmed.

6.5 A new dedicated section on the Careers England website will then host the information on the **Quality in Careers Standard**, making it publicly accessible to all.

- ***Proposals prepared by the "Project team" established by the Careers England Quality Task Group***
- ***Approved for submission to Dame Ruth Silver (on behalf of the CPTF) by the Careers England Board of Directors on 29th September 2011.***
- ***Reported to the National Careers Service Advisory Group on 7th October 2011 and authorised for publication by Dame Ruth Silver.***