



The Quality in Careers Standard >>>>

What is the Standard?

The Quality in Careers Standard is **the** single national quality award for careers education, information, advice and guidance (CEIAG) in secondary schools, colleges and work-based learning.

It's a sector-led development to support continuous improvement and celebrate excellence in careers work. First developed over thirty years ago, through a network of locally accredited schemes, we now have a single national quality award. The Standard is owned by the Quality in Careers Consortium, comprising the four major professional associations of school and college leaders - Association of Colleges, Association of School and College Leaders, National Association of Head Teachers, Sixth Form Colleges Association- alongside the Career Development Institute and Careers England. The Consortium Board oversees the currency and rigour of the Standard and delivery through the licensing of Awarding Bodies.


The value of the Standard is strongly endorsed by Award holders:

"As a Trust, CEIAG is a key part of our 3-year strategic plan, and I am keen to be the first large MAT to have all academies meeting the Quality in Careers Standard to reflect our outstanding practice. Gaining the Standard is by no means an easy feat and there was some trepidation from our Career Leads. However, the process with the Awarding Body was highly professional and strategic whilst maintaining a personal touch. I am delighted that most of our secondary academies and our college have been successful in gaining the Standard and I look forward to our primary academies and SEND academy coming on board over the next 2 years."

(The Co-op Academies Trust)

"Achieving the Standard helps us to transform students' lives for the better and our careers department is in the strongest position ever. Having been through the process, SLT has now recognised the true value of the Standard – it is highly regarded."

(Careers and Employability Manager, Bradford College)



The DfE 'strongly recommends' in its Statutory Guidance that all schools and colleges should achieve the Quality in Careers Standard because of the proven correlation between making better progress on Gatsby Benchmarks and possession of Quality in Careers Standard.

How does it support improvement and impact?

The eight Gatsby Benchmarks are at the centre of the Standard with additional evidence required of impact upon students' career-related learning to assure provision. The DfE 'strongly recommends' in its Statutory Guidance that all schools and colleges should achieve the Quality in Careers Standard because of the proven correlation between making better progress on Gatsby Benchmarks and possession of Quality in Careers Standard. It's also recognised that the Standard provides:-

- >>>> A structured framework to develop a strong and sustainable provision in line with Ofsted and ISI requirements
- >>>> Access to expert advice from a careers professional to investigate existing provision and give confidence on what works well and areas to develop
- >>>> Strengthening of whole school or college commitment
- >>>> Systematic review of the evidence of impact of the careers programme through portfolio assessment and on-site assessment
- >>>> A strong process of continuous improvement through clear recommendations and reaccreditation
- >>>> Professional development for school/college staff (alongside the Careers Leader programme)

As leaders, we are ensuring that our students are offered the knowledge, skills and understanding to continue to develop their Careers into adulthood and beyond. Use the national Quality in Careers Standard as a development tool, not simply an award, and it will help you to make sure that you and team offer every student the best bespoke opportunities as possible. If we can do it so, can you."

(Careers Leader, Kettlebrook Short Stay School)

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How does the Standard work alongside developments?

The Standard is available to schools and colleges across the United Kingdom and builds upon other resources including self and peer assessment. The Quality in Careers Standard is the only Award that is externally assessed against robust national criteria and accredits best practice.

The development journey towards achieving the Standard involves:-

- >>>> an in-depth audit of your careers programme following completion of the Compass self-assessment tool
- >>>> advice and support available on developing your provision from a 'consultant' or 'mentor'
- >>>> consultation/discussions with key stakeholders in your school or college including staff, parents and young people
- >>>> an external assessment by an independent Quality in Careers assessor who has not been involved previously in the process.



Infographic adapted from an original concept created by North East Ambition

To find out more

- >>>> <https://www.qualityincareers.org.uk/> which includes Virtual Introduction to the Standard [Virtual Event - Quality in Careers](#) with details of [Awarding Bodies](#) in your area
- >>>> the Guide to the Standard <https://www.qualityincareers.org.uk/what-is-the-quality-in-careers-standard/guide-to-the-standard-and-related-materials/>
- >>>> the Assessment Guide which details the criteria and the assessment process. <https://www.qualityincareers.org.uk/wp-content/uploads/2019/09/Assessment-Guide-for-the-Standard.-January-2023-.pdf>