

Website Information

Communicating your careers programme

“The careers programme should be published on the school’s website in a way that enables pupils, parents, teachers and employers to access and understand it.”

Gatsby Benchmark 1
The Gatsby Charitable Foundation

“Only 40% of schools publish this information on their websites. From September 2018, we will expect schools and colleges to publish details of their careers programme.”

Careers Strategy 2017
Department for Education

Both the DfE Careers Strategy and Gatsby benchmarks for good career guidance set out the expectation and rationale for communicating your careers guidance programme.

There are many ways you could present the information about your careers programme on your school or college website. To help with what to include, we’ve made some suggestions below...

- ★ An overview of all planned **activities, events and visits** for each Year group
- ★ The **objectives or outcomes** you aim to achieve for each Year group – you might find our Year 7-13 framework a useful starting point: <http://bit.ly/2s26w0i>
- ★ A list of the key **organisations, employers and providers you work with** to deliver your careers programme
- ★ A statement about the organisations you’d like to work with, how you can help them and **who they should contact for more information**
- ★ The name and contact details of your **careers guidance adviser** as well as how students and parents can make an appointment
- ★ **Details about Start!** And to make this part as easy as possible, we’ve provided everything you need on the next page.

Start is designed to underpin your programme as a resource accessed regularly by students from Year 7 to 13. It should therefore feature prominently in the information you publish so that students and parents know how and when you’ll be using Start.

What to include about Start on your school or college website is as easy as 1, 2, 3...

#1 The Start logo



Draw attention to Start by using the logo as well as a link to startprofile.com so students, staff and parents can log in.

You can download logo from here: <http://bit.ly/2BKcf5P>

#2 About Start

Simply copy and paste the information below on to your website:

Start is a free, online careers platform designed to connect 11-18 year olds with their future career potential. It combines the most comprehensive source of information with a personalised experience and career planning tools, helping our students to make more informed decisions about their future study and career options, as well as developing their employability. Start includes:

A student profile: students build their profile and access personalised study and career information.

Modules: activities to guide students through the information on Start at the right time.

Up to date information: engaging content on what to study, where to learn and the world of work.

Locker: an online record of achievement to evidence skills for future applications and CVs.

Employability action plan: Students can set goals and stay in control of their career planning.

#3 Start Overview Video



Bring Start to life using this Start Overview Film.

Link straight to the film: <https://youtu.be/OZ9tc3ZtraA>

Or embed it on your website using this code:

```
<iframe width="640" height="360" src="https://www.youtube.com/embed/OZ9tc3ZtraA" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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