Maximising your careers website pages
2nd February 2023

Dorset CAREERS HUB | THE **CAREERS & ENTERPRISE** COMPANY

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Outcomes

- Compass and PAL compliance

- Ofsted requirements

- Identifying the role you want your website to have

- Auditing your current provision

- How to future proof

- Examples of good practice

- Resourcing your improvements!

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Purpose of careers pages:

- Your shop window
- Employer facing
- Communicating with alumni
- Engaging with employers
- Informing students, parents and colleagues
- Reflecting the student journey
- Explaining different options choices (PAL)
- Sharing destination data
- Promoting the careers provision in your school or college!

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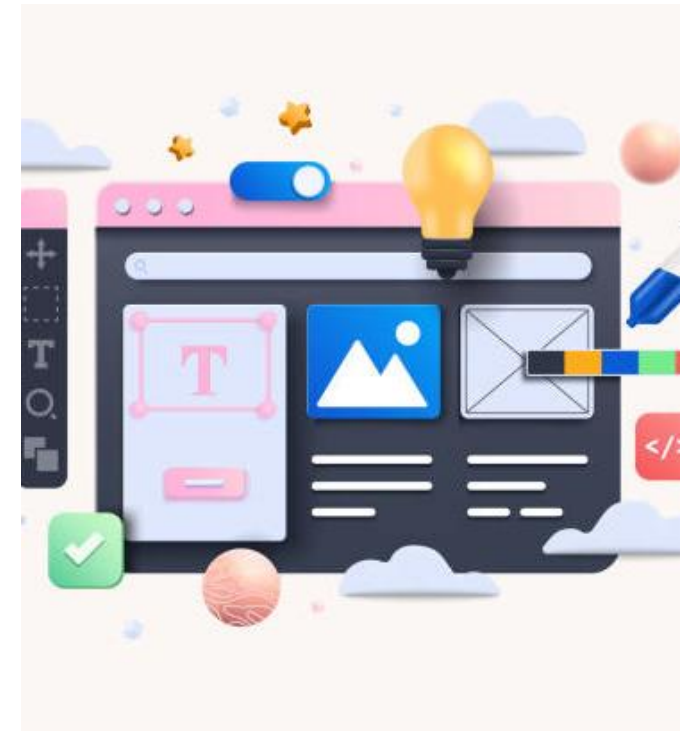
Ofsted:

- PAL and Careers policies – three click test

- Easy to navigate and visible
  'we don't want to waste 10 minutes navigating through a website to find what we are looking for'.

- Bring your student journey to life

- Illustrate and report on student activities/events

- Promote employer events and engagement

- Demonstrate PAL compliance

- Reflect impact and student voice

What should audit cover?

- Ease of navigation

- Tabs or page titles which make sense

- Text and images

- Careers programme

- Careers calendar

- Different messaging for each audience

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DCH website audit tool:

Invite a range of people complete audit:

- Careers link Governor
- Enterprise Adviser
- Employers
- Parents
- Student focus group
- Alumni

Careers Website Audit

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We recommend that an audit of website careers pages is completed by a range of users/partners/colleagues annually. Completion will indicate how easy it is for every visitor to access the information specific to them, and if it is understandable, interesting and relevant.

Evidence shows that prior to inspection Ofsted will review school websites and if they are able to find the information required in advance, they are less likely to undertake a 'deep dive'. Websites should illustrate the school's story with case studies, examples of activities and alumni.

The audit can be used to:

- Ensure that every schools' website meets statutory requirements
- Help the school to achieve their best outcome for Benchmark 1.
- Prepare for Ofsted and SLT meetings

AUDIT:

1	**Careers Web pages:** Are the careers pages easy to locate? Are they accessible within three clicks of the home page?
Y/N	Comments:
2	**Vision and Values:** Are the Vision and Values explained? Does it include the Careers Policy? Does the policy include who reviews and date of next review due?
Y/N	Comments:
3	**Contact details:** Are contact details for the Careers Leader, Careers Link Governor, Enterprise Adviser included?
Y/N	Comments
4	**Careers Programme:** Does the programme include a summary for each year group, with references and explanation of Gatsby Benchmarks?
Y/N	

BM1

Is your school policy published on your website with information for:

- (future) and current students ?
- Teachers – intranet?
- Parents ?
- Employers?

Are the following policies posted?

✓ Provider Access Policy (updated with new legislation)?

✓ Careers Policy?

✓ Work Experience Policy?

Are they all posted in the same place?

Can they be located in three clicks?

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BM2

LMI and careers information:

- For students

- For parents and carers

How do you present LMI on your website?

Is it meaningful, relevant and easy to understand for different audiences?

Does it include examples of how/when LMI has been used/shared with students?

Does it explain the differences in the local and national labour markets for parents?

Does it reflect how different curriculum areas utilise LMI?

Will it help parents to inform their children?

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LMI and IAG examples:

Advice & Guidance - Linwood Campus

Careerometer – LMI For All – excellent free resource for creating LMI

BM3

Do your pages reflect how you:

- Deliver a careers programme that raises aspiration
- Inspire your students
- Inform parents about the programme their children receive
- Engage with employers
- Reflect equality of opportunity
- Includes destination and transition information
- Includes links to transition providers

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Destinations

- [12948_DestinationMap_2022_17112022.pdf (esher.ac.uk)](#)

- [Esher Sixth Form College | Destinations](#)

- [Careers Guidance: Parent Information - Twynham School](#)

BM5 and 6

- Bio of your EA?

- Employer engagement events

- Linking encounters to student career journey?

- Recognition of key employer stakeholders?

- PAL legislation

- Invitation to employers stating opportunities they can get involved in?

- Invitation to alumni

- Work experience

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Employer engagement

- [(4) Alumnus, Josh Leckie talks to Esher Sixth Form college about his apprenticeship journey at Unilever. | LinkedIn](#)

- [Employers - Working in partnership | Hollywater School](#)

- [Employers | Poole High School](#)

BM7

- Illustrate how PAL is being delivered – links to photographs, promoting events

- If external events are within calendar are there links to careers pages?

- Explanation of all transition points?

- 6th form: HE destinations using UCAS map?

- Explanation of technical qualifications for parents?

- Description of Apprenticeships?

- SEND: appropriate information about FE, Apprenticeships and technical qualifications

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PAL and transitions

- [EGGAR'S SCHOOL ACCESSIBILITY PLAN (FIRST DRAFT) (eggars.net)](eggars.net)

- [How will Poole High School help my child? | Poole High School]

BM8

- 'Introducing your Careers Adviser'

- Attendance information

- How to apply for an interview

- What to expect in your interview

Any questions?