



**Careers and Enterprise Plan
Shireland Collegiate Academy
2020/21**

***“Careers should be transformational to the lives of young people.
At Shireland Collegiate Academy careers will provide a platform for motivation,
for students to aim higher, achieve more and reach their aspirations.”***

The information in this document provides an outline of the school’s taught provision and an overview of the opportunity’s students at Shireland Collegiate Academy receive.

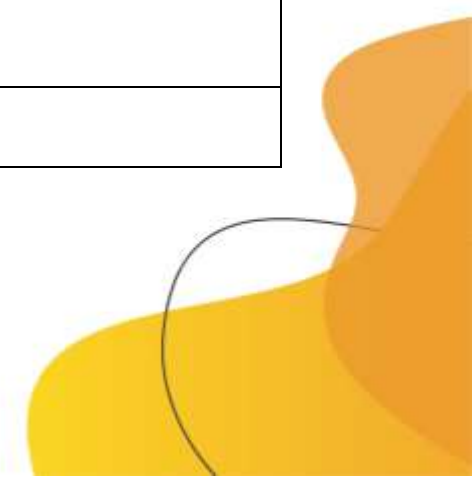




Gatsby 8 Benchmarks for Careers Excellence
1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

Whole School Strategies

Activity	Details	Impact	Gatsby Benchmark
Displays	Careers based displays are presented in all areas of the academy promoting subject specific options. Sixth form displays show information including the UCAS process, university open days, and alternative destinations.	Encourages students to begin to think about their future and careers, this also increases an awareness of career priorities to staff and students. Informs students of the application process for UCAS.	2, 4
National Careers Week	This week is celebrated in the academy by: <ul style="list-style-type: none"> • Highlighting careers to students through subject departments. • Careers hub activities. • Guest speakers for aspiring careers. 	This week celebrates the opportunities for young people aspiring to different careers. It provides an opportunity for external partners to engage with school.	1, 2, 4, 5, 7
Student council	The academy holds regular sessions with the student council. Students are	This information helps to plan the strategic development of the careers	1, 3





	surveyed via Microsoft Forms to establish career pathways, trends, and changes.	department including analysing students' needs and wants to ensure they gain the best experiences available to them.	
Careers Hub	The careers hub is located within the 6 th form building and provides the resourcing for careers across the academy. This is also where 1:1 personal guidance takes place with a qualified careers advisor.	Connexions is contracted to offer specialist 1:1 career advice to all young people at Shireland, providing them with the necessary impartial advice to support in their career aspirations.	3, 8
Parental Engagement	Engagement takes place via a career's newsletter, meetings, school website, Twitter, and Facebook.	Increased parental awareness of careers support in making decisions about options, future destinations, and opportunities in the academy.	3, 8
Careers Champions	Subject specific staff have received additional careers training to support the develop of careers with departmental areas and provide a link for students outside of the career's hub.	Awareness of good careers practice has grown among the staff body and students are able to discuss subject specific careers with individual members of staff.	2, 4, 8
Focus Days	Every year group with experience the opportunity to develop careers and enterprise skills working in collaboration with external speakers and partners.	Students are afforded the opportunity to work closely with business, partners, and external agencies to develop skills and learn about the wider aspect of careers.	1, 4, 5



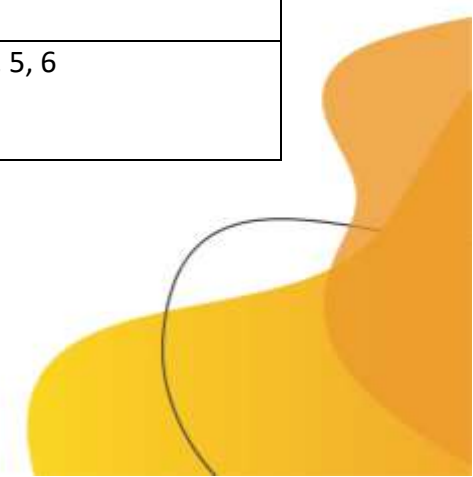


Year 7

Activity	Date	Impact	Gatsby Benchmark
Focus Day	October	Learning about personal skills and traits, online reputation, thinking outside the box and expanding career pools. Supported by the Albion Foundation, Homeserve and Capgemini.	1, 3, 5
Shireland Tycoons	October	An enterprise challenge in which students in year 7 create a business idea through collaboration.	2, 3, 5
Careers Lessons	Spring Term	Students will explore careers, employability, and enterprise education. They will learn about the world of work and identify career management skills.	1, 2, 3
Assembly	November	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6

Year 8

Activity	Date	Impact	Gatsby Benchmark
Assembly	November	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Careers Lessons	Spring Term	Students will develop careers, employability, and enterprise education. They will learn about the world of work developing their understanding of the workplace and explore further career management skills.	1, 2, 3
Focus Day	March	Recognising skills is a day where students work with employers to explore careers in industry and experience life in different sectors.	1, 3, 5, 6





Women in Engineering	Spring Term	AMEY, A group of 5/6 girls take part in an engineering-based competition; usually to design and build a bridge meeting certain specification at the AMEY Head Office in the City Centre.	5, 6
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Year 9

Activity	Date	Impact	Gatsby Benchmark
Ada Lovelace Day	October	STEM for girls, the day involves students engaging in the engineering, medical and space sector through a series of lectures and talks.	3, 5, 6
Assembly	November	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Careers Lessons	Autumn Term	Students will evaluate careers and employability opportunities. They will evaluate options from the world of work developing their understanding of the workplace. They will progress through a series of skills lessons to help them choose the most suitable GCSE options.	1, 2, 3
Focus Day	November	Recognising Personal Strengths, learning about various pathways and working towards choosing the right subject options for relevant career/sector. Supported by, LifeSkills, Aston University, Albion Foundation, and Goethe Institute London.	1, 4, 5
Independent Careers Advice	Autumn Term	All year 9 students are provided with a 1:1 impartial careers advice session. The session provide increased aspirations and opportunity to discuss options.	1, 2, 3, 8

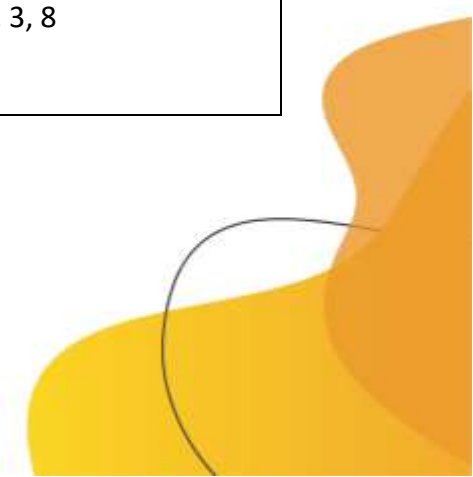




Women in Engineering	Spring Term	AMEY, A group of 5/6 girls take part in an engineering-based competition; usually to design and build a bridge meeting certain specification at the AMEY Head Office in the City Centre.	5, 6
SEN Bloodhound Engineering Event	Summer Term	A series of events aimed to engage harder to reach students within the engineering sector.	3, 5

Year 10

Activity	Date	Impact	Gatsby Benchmark
Assembly	November	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Focus Day	February	One Job Challenge – Mock Recruitment Process: students work on CV, Job Applications, Interview Skills and Assessment Centre. 5 students who successfully progress through each stage are awarded work experience opportunities linked to their career aspirations. Supported by: LifeSkills, Teach First, Chameleon WM CIC..	2, 3, 4, 5, 7
Work experience	Summer Term	Students will all have the opportunity to experience work within different sectors working with employer partnerships.	3, 5, 6,
Hub Site	Throughout the year	Students are provided access to careers guidance and information, students can book support sessions, access CV templates and application letters. Students	1, 2, 3, 8

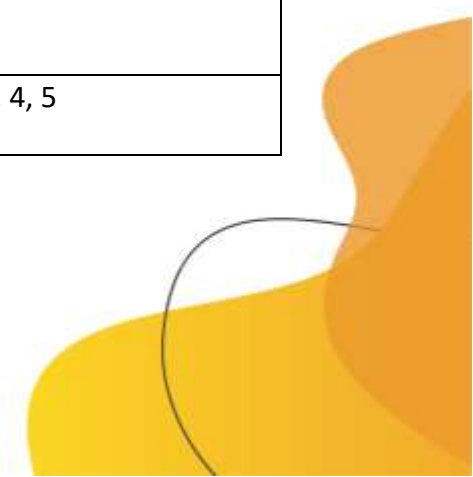




		can apply for opportunities advertised by partners outside of the school usual provision.	
Careers Toolkit	Spring Term	A careers and employability skills scheme of work which develops an awareness of career opportunities, interview skills, application writing skills and building a CV.	2, 3, 4, 5

Year 11

Activity	Date	Impact	Gatsby Benchmark
Focus Day	November	Focus Day – Options moving forward & Choices. Supported by: ASK (apprenticeship Support & Knowledge), Aston University, LifeSkills, Albion Foundation, Access to Music, Goethe Institute London. The Real Apprentice Event.	2, 3, 5, 7
Assembly	November	Students will have the opportunity to listen to guest speakers from different career backgrounds. This broadens students contact with a range of employers.	3, 6
Hub Site	Throughout the year	Students are provided access to careers guidance and information, students can book support sessions, access CV templates and application letters. Students can apply for opportunities advertised by partners outside of the school usual provision.	1, 2, 3, 8
Sixth Form Open Evening	Autumn Term	Students and parents can access high quality information relating to Sixth Form study at Shireland including subject specific talks and LMI.	3, 4, 7
Careers Toolkit	Spring Term	A careers and employability skills scheme of work which develops an awareness of career opportunities,	2, 3, 4, 5





		interview skills, application writing skills and building a CV.	
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Year 12

Activity	Date	Impact	Gatsby Benchmark
Hub Site	Throughout the year	Students are provided access to careers guidance and information, students can book support sessions, access CV templates and application letters. Students can apply for opportunities advertised by partners outside of the school usual provision.	1, 2, 3, 8
Futures Sessions	Throughout the year	A series of lessons exploring future options, preparing for life after schools and becoming successful young adults.	1, 2, 3, 4
Focus Day	January	Exploring Pathways & Range of Careers in Various Sectors. Supported by: ASK (apprenticeship Support & Knowledge), Aston University, Life Skills, RAF, City and Sandwell Hospital.	2, 3, 5, 7
Independent Careers Advice	Spring Term	All year 9 students are provided with a 1:1 impartial careers advice session. The session provide increased aspirations and opportunity to discuss options.	1, 2, 3, 8
World Skills UK Live	November	Students visit the NEC to explore apprenticeships and technical education, this event is being run online in 2021.	5, 6





Year 13

Activity	Date	Impact	Gatsby Benchmark
Hub Site	Throughout the year	Students are provided access to careers guidance and information, students can book support sessions, access CV templates and application letters. Students can apply for opportunities advertised by partners outside of the school usual provision.	1, 2, 3, 8
Personal Statement Writing Day	September	10 presenters from industry, along with UCAS, west midlands universities and a motivational speaker work with the students on their personal statements.	3, 7, 8
Futures Sessions - Guest Lectures	Throughout the year	A series of talks from motivational speakers within sectors of the world of work deliver sessions to motivate and inspire students.	5, 7

