

Career Programme Evaluation Cycle

In 2017 the Department for Education released a document outlining the responsibilities set out by schools relating to Careers Guidance. They include the use of eight benchmarks for Good Careers Guidance. (See link in references)

The eight Gatsby benchmarks of Good Career Guidance are as follows:

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

At Gosforth Academy we pride ourselves on the development, and delivery of a sound and stable Careers Programme (benchmark 1). The Careers Programme can be found on our website and on our VLE tool Frog. Evaluating the Careers Programme, and ensuring it is fit for purpose, helps us to ensure that the remaining seven benchmarks are addressed and enforced. We do this using a model evaluation framework based on Clemett and Pearce (1986).

Framework Model:

Initiating

- What is the focus and purpose of your evaluation?
- What issues have you identified in relation to the focus of the evaluation that need to be investigated?

Planning

- Who should undertake the evaluation?
- How should the evaluation be conducted? (i.e. taking care to observe ethical codes of practice)
- What method(s)/technique(s) are you going to use?
- What is your timetable going to be?

Enquiring

- What are your arrangements for collecting the data?
- What are your arrangements for analysing and interpreting the data?

Reporting

- What are your arrangements for reporting and disseminating the findings?
- How will your school decide what actions to take by way of follow-up?

Action

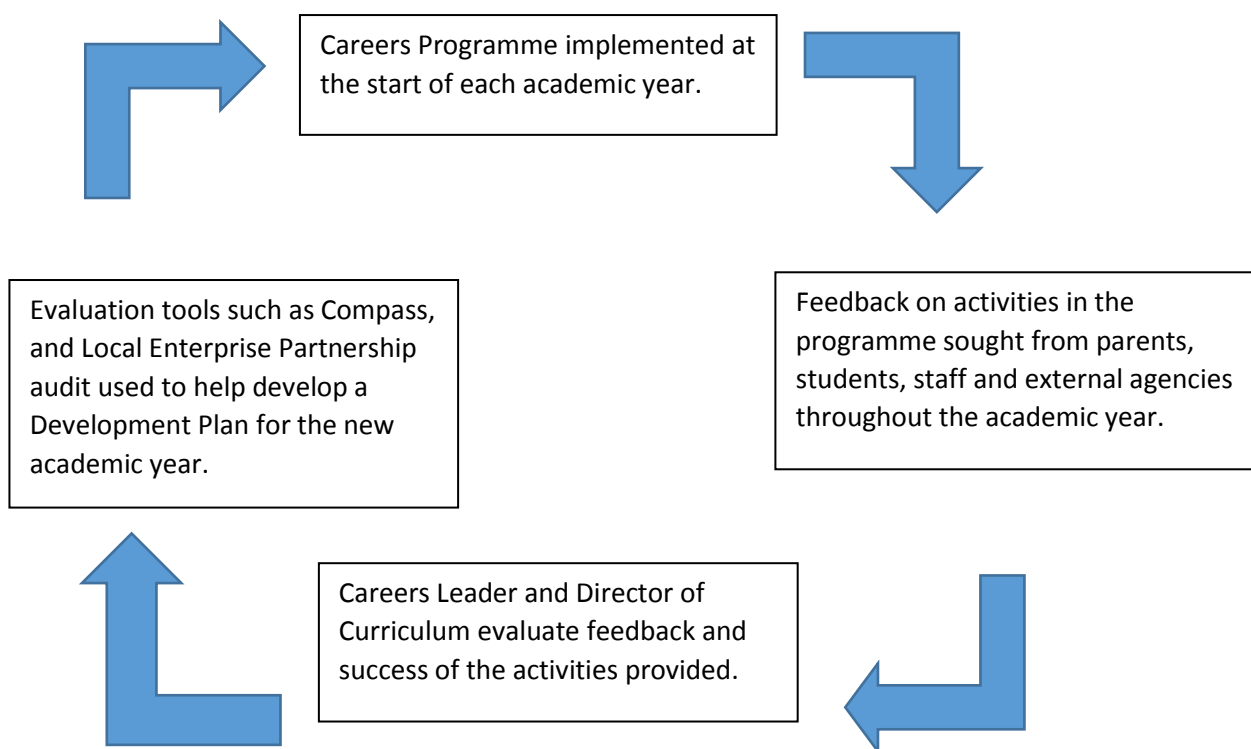
- What are your arrangements for taking action?

Review

- Did you achieve what you set out to achieve?
- What are the implications for your next evaluation cycle?

Using the above rationale, we have created a flow chart that outlines our own model for the evaluation cycle.

Flowchart 1.



Using feedback on our Careers Programme, we create a Development Plan for the following year to support change and progress. An example of the headings are below.

Gatsby Benchmark	Area For Improvement	Actions	Costs	Staff Involved	Timescale/Review
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Feedback is an important part of our learning process at Gosforth Academy. If you would like to support us in making our Careers Programme more successful, please do not hesitate to contact the Careers Leader. (Job-share). Li-Am.carter@ga.newcastle.sch.uk and Louise.vincent@ga.newcastle.sch.uk

References:

http://www.cegnet.co.uk/uploads/resources/Cegnet_guide_to_evaluating_your_careers_programme.pdf

<https://www.gatsby.org.uk/education/focus-areas/good-career-guidance>

<https://www.gov.uk/government/publications/careers-strategy-making-the-most-of-everyones-skills-and-talents>

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