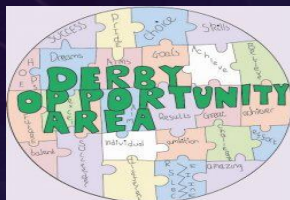


Using technology in all-age careers practice: a city-wide collaborative approach

Dr Deirdre Hughes, Research Director

Mr Dan Heffernan, Senior Careers Hub Lead



Overview

- **Introduce an East Midlands (England) city-wide collaborative approach to career guidance**
 - *how does this compare and contrast with your experiences in your own local context/setting?*
- **Share a dual approach to developing a City-Wide Careers Strategy process and implementation**
 - *what factors influence your careers strategic planning and implementation?*
- **Focus on the use of technology complementing human-centred approaches to career guidance**
 - *where can digital technology be used best and how?*



Question and Answer session 😊



- LOW CARBON
- **SKILLS AND CAREERS**
- BUSINESS PRODUCTIVITY
- CONNECTING INNOVATION
- PLACE PROMOTION
- DELIVERY EXCELLENCE

City-wide perspective

2021/22 & beyond

THE **CAREERS &
ENTERPRISE**
COMPANY

Strategic skills priorities in the city & D2N2



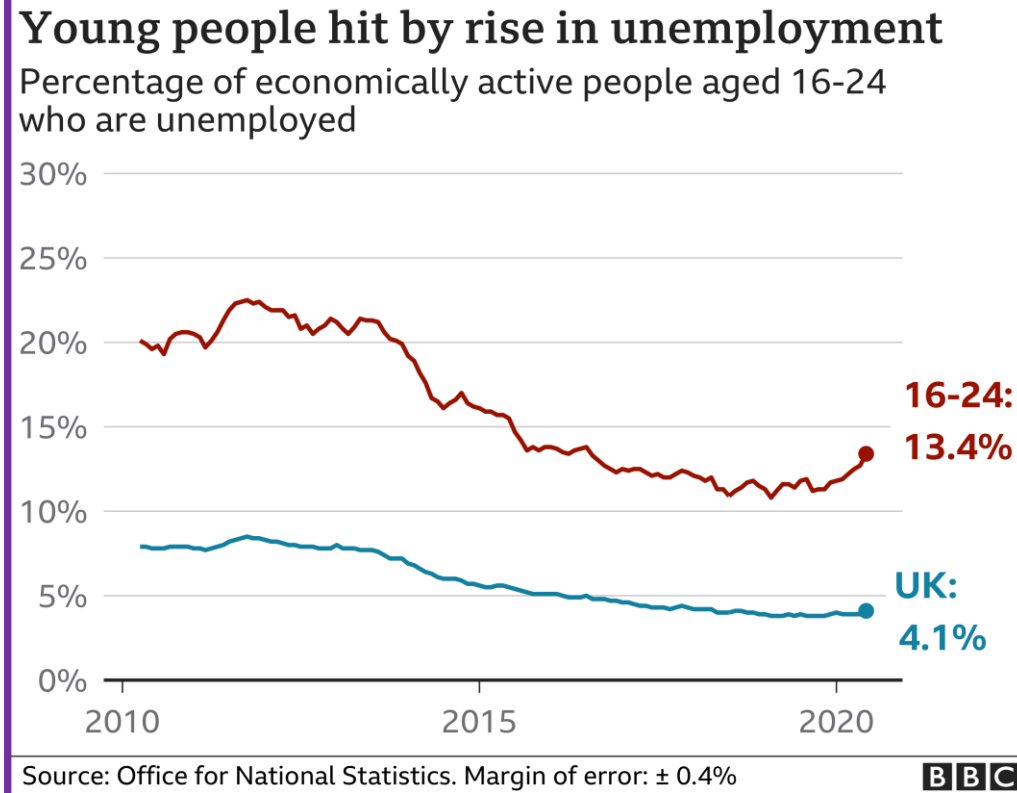
Ambition:
Ensure the D2N2 labour market has the right levels of skills and qualifications to meet the needs of businesses in our priority growth sectors.

1. **Improving the flexibility and responsiveness of the skills ecosystem:**
 - Stronger dialogue with and between skills providers and businesses
 - **Increased access to and quality of adult learning / retraining**
 - Embedded low carbon principles and digital skills in all learning
2. **Reducing place-based and population skills disparities:**
 - Skills embedded in all Towns Fund area plans
 - **Localised labour market analytics to inform better decision making**
 - **Inclusion based approach**
3. **Preparing for future skills needs:**
 - **Develop and Expand Careers Hub models**
 - Universal digital upskilling
 - Growth of our strongest local sectors
4. **Mitigating the impact of Covid-19**



Youth uncertainty

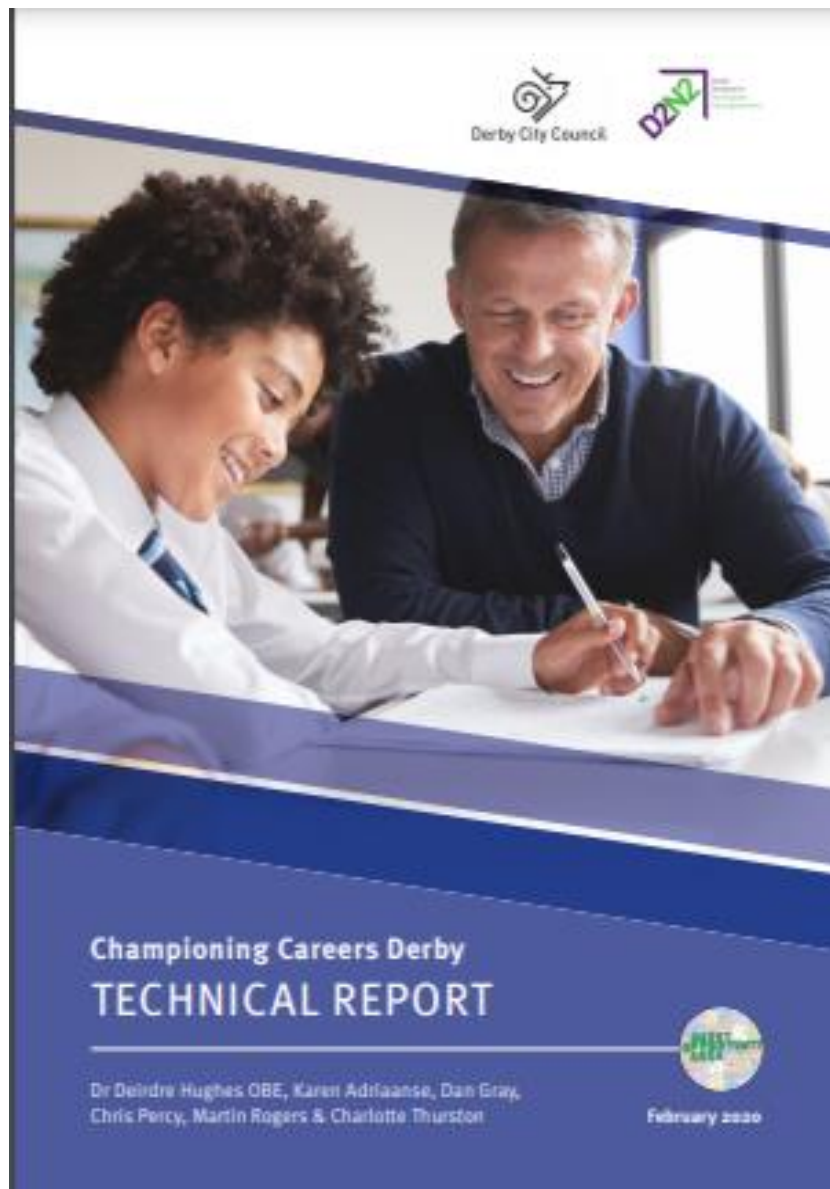
Young people face uncertainty and opportunity



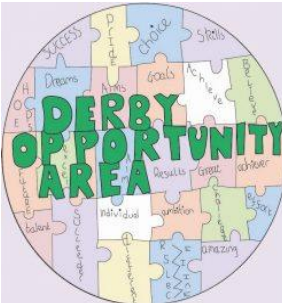
Youth pathways

A 'best' next step is not the same for every young person.





- Skills, careers and choices in a changing economy
- Future challenges and the potential for collaborative ambition
- The joint role of education, employers and other agencies in broadening horizons
- An emerging consensus: high quality careers support services



Strategy and Action Plan

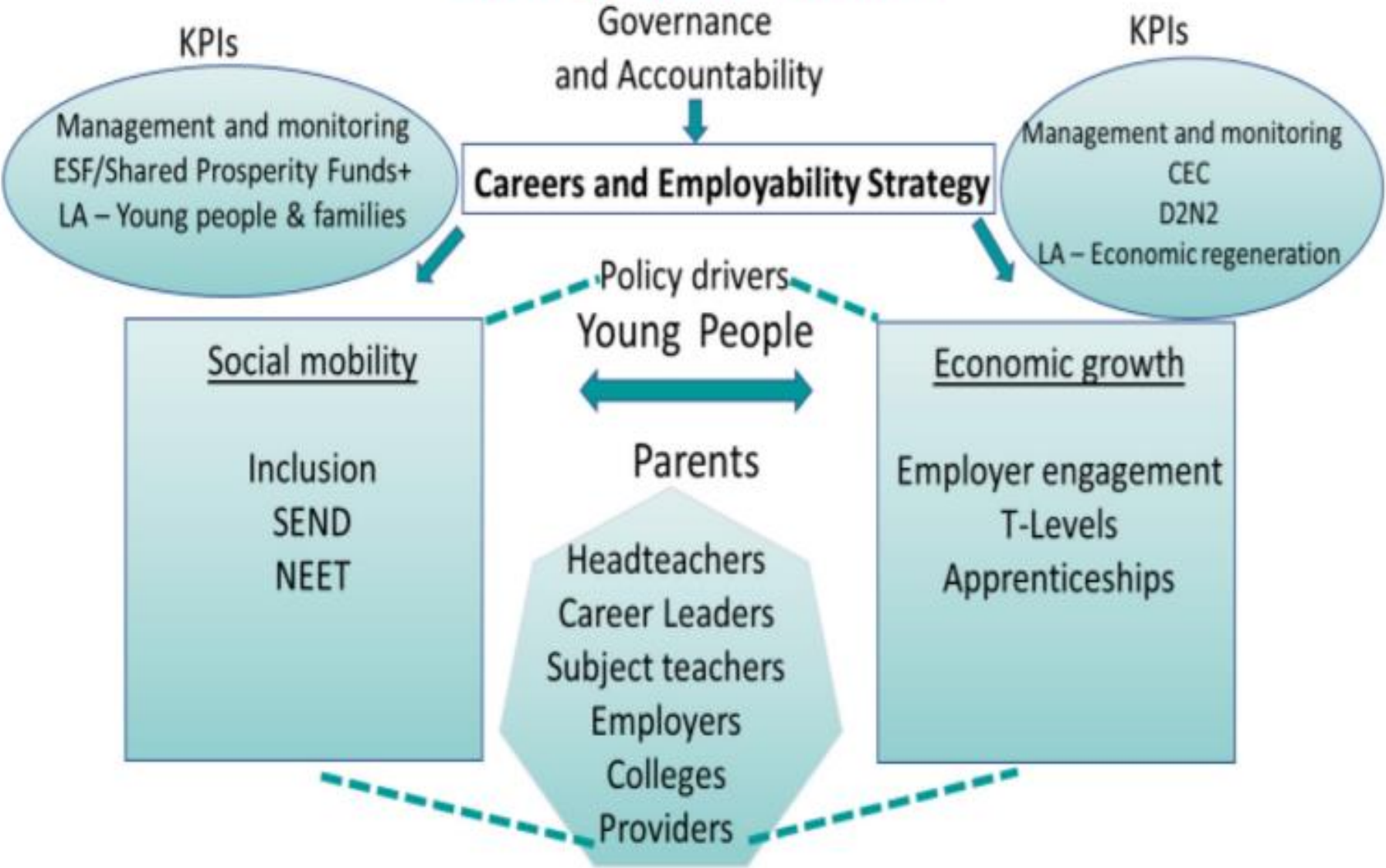


Figure 59: Leadership, Governance and Accountability

Principles of a Successful Derby Careers and Employability Strategy



Figure 57: Principles of a successful 'Championing Careers Derby' Strategy

Ourfuture

Consortium of 3 partners:



Inspiring learners since 1995

Learn by Design

We bring education to life through curriculum and extra-curricular support workshops, for primary and secondary schools nationwide.

www.learnbydesign.co.uk



Education and Employers

Providing children and young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential.

www.educationandemployers.org



dmh associates

dmh associates encourages collaboration and fresh thinking in careers, education and skills policies, research and practice.

www.dmhassociates.org



Funded through the Department for Education Opportunity Area programme.

Improvements in key skills

Children's self- assessment of their skills showed an increase across 7 out of 8 key skills.



Broadened horizons and increased awareness of the world of work

The jobs identified by children post-activity increased to 24 different jobs compared to 18 jobs in the pre-activity responses.



Decreased gender stereotyping



86% of pupils agree: 'Girls and boys can do the same job'



Increased children's motivation



An increase from 74% to 78%...

...from those agreeing that: 'Doing well at school will help me get a better job when I grow up.'

New research findings

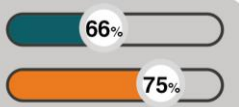
[Read the executive summary by Dr Deirdre Hughes OBE, dmh associates](#)

[Access the full report](#)

Improved children's aspirations

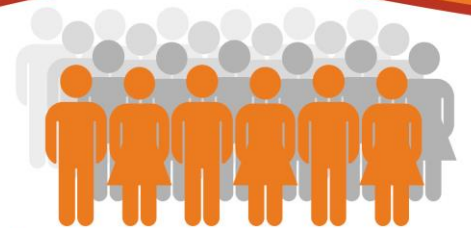


An increase from 66% to 75% of pupils...



...in receipt of Free School Meals or eligible for Pupil Premium agreeing with the statement: 'I can do any job I want when I grow up'

Engaged at least **7,500** children and teachers



through a range of inspirational career-related learning (CRL) activities involving career volunteers from a wide variety of backgrounds and industry sectors.

My Career Learning Log

- Piloted and developed with schools.
- KS1 & KS2 versions
- Aligned to the 8 Skills Builder Skills.
- Included in all our activity days with the aim that it sits alongside all CRL from Y1 to Y6.



Transitioning Tools & KS3 Log

End of Y6

**Careers Related Learning
Teacher Summary for Transitioning**

Pupil Name: _____ Primary School: _____

For the following statements, please RAG rate the pupil.
Red is emerging at the age-related expectation.
Amber is achieving the age-related expectation.
Green is exceeding the age-related expectation.

JOB AND CAREER UNDERSTANDING: Tick the relevant RAG rate

Red Has some knowledge of what a job is and why we go to work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amber Can explain what a job is and why we go to work. Has a basic understanding of what a career is.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Can explain what a job is and why we go to work. Can explain what a career is and understands the concept that occupations may change.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LINKING SCHOOL SUBJECTS WITH THE WORLD OF WORK: Tick the relevant RAG rate

Red Not yet correlating the link between doing well at school and their future career success.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amber Understands the link between doing well at school and their future career success.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Understands the link between doing well at school and their future career success. Can link subjects to different jobs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ASPIRATIONS: Tick the relevant RAG rate

Red Aspirations are low. May struggle to identify a job or jobs that they would like to do in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amber Aspirations are good. Can talk about a job or jobs that they would like to do in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green Aspirations are high. Can talk about a job or jobs that they would like to do in the future and has some ideas about how they will achieve their career goals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

End of Y6

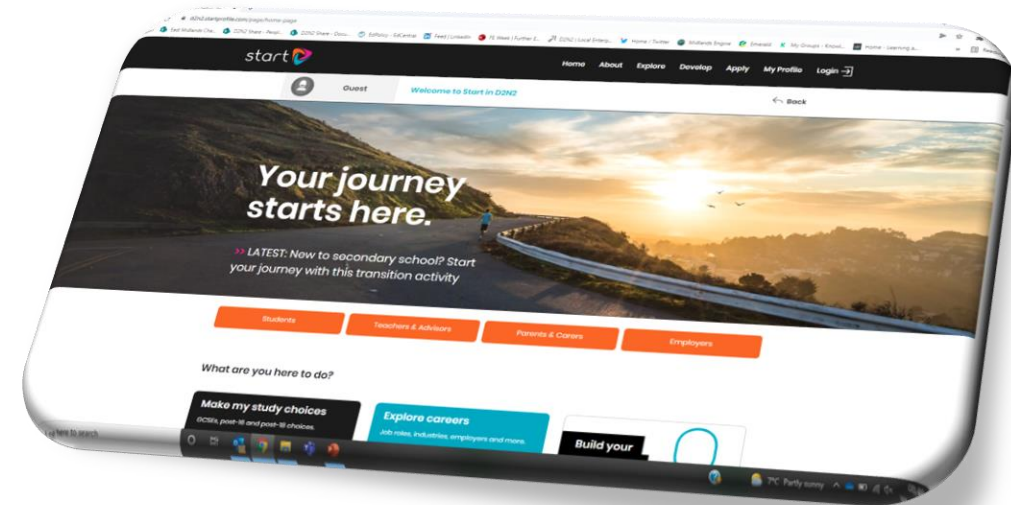
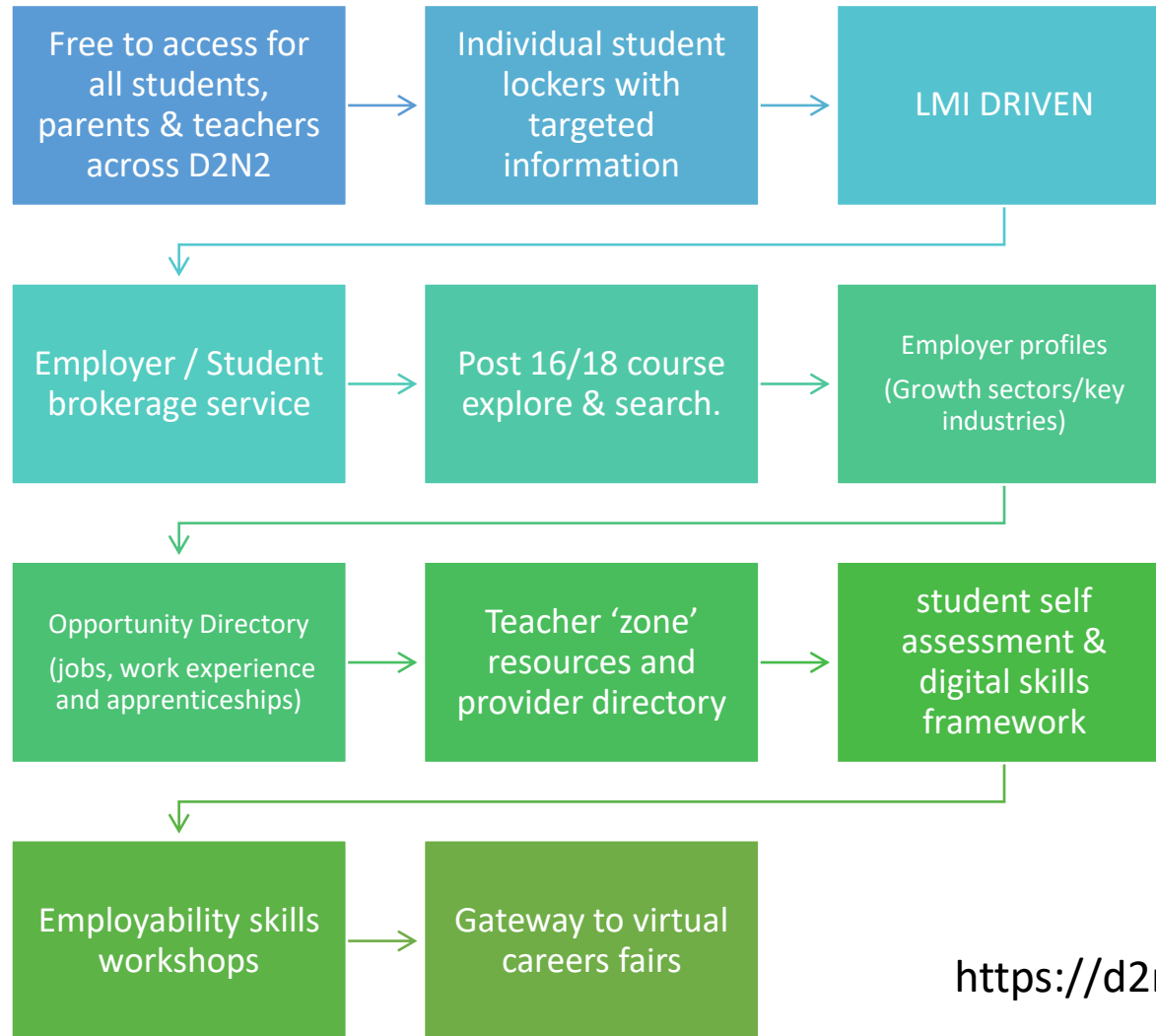
Please R.A.G. rate the pupil's level of proficiency in each skill:

	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please include anything further you wish to share regarding the pupil's aspirations and career understanding.



A Single Site Gateway



<https://d2n2.startprofile.com/page/explore-derby>

Barber



I am finding several job titles which match with what you said; can you click on the one which seems nearest and I am going to show you a job description for that job

Hairdressers and barbers

Hi

I found 26 courses for **Hairdressers and barbers** offered by Derby college

Introduction to Beauty Therapy - Level 1

Delivery mode: Classroom

Venue: DERBY COLLEGE @ THE ROUNDHOUSE

Start Date: 13/9/2021

[View Course Information](#)

Introduction to Hairdressing - Level 1

Delivery mode: Classroom

Venue: DERBY COLLEGE @ THE ROUNDHOUSE

Start Date: 13/9/2022

Andy

I am confidential. If you choose, we will save your details for you to a human careers adviser.

I am interested in. Simply press the relevant button(s).

[More](#) [Back](#)

Reply to CiCi

[Upload my CV](#) [I am interested in a training course](#)

[Apprenticeships](#)





Twining project

- Targeted campaigns e.g. Our Future
- SEND Resources and bespoke platform
- Virtual Assessment Centre's
- Virtual Open Doors programme
- Real life Open Door Project
- Virtual employability programme
- Employer voice
- Large scale Speed Networking events
- Head Teacher Deep Dives
- Quality in Careers Standard award



Resources

- Education and Employers 'Primary Futures' portal - <https://www.primaryfutures.org/>
- Career-related learning in primary schools - <https://www.tandfonline.com/eprint/QTGURHTYX9QWDAQDM65/full?target=10.1080/03069885.2021.1998363>
- CiCi the careers chatbot powered by AI and machine learning - <https://careerchat.uk/>
- Virtual Reality in schools - <https://d2n2lep.org/students-in-derbyshire-and-nottinghamshire-to-be-beamed-into-their-future-careers-using-virtual-reality/>
- AltspaceVR - It's free to use and cross-platform - <https://altvr.com/> and <https://v-sense.scss.tcd.ie/research/6dof/immersive-learning/>



Thank you!

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Visit: <https://d2n2lep.org/>

- Receive our Newsletter: <http://eepurl.com/gIOP2f>
- Visit: CareerChat website 'CiCi' – the careers chatbot powered by AI and machine learning - <https://careerchat.uk/>