

Liverpool City Region Careers Hub

Benchmark 1: Building a Strategic Plan

- A strategic plan ensures that the Careers Leader is able to implement the careers programme and track/measure impact.
- Building a strategic plan can support with improving outcomes for all students, meeting Gatsby Benchmarks and encourages a whole school approach by embedding careers across the curriculum.

Step 1: Careers Vision

Your school's careers vision should be a concise, ambitious and inspiring statement that articulates what your careers provision aims to achieve for students. **This should also reference and tie in with the school's wider vision statement.**

[Example of LCR Mainstream School Careers Vision](#)

[Example of LCR SEND School Careers Vision](#)

It is important to involve all key stakeholders in this process by asking for their feedback. This includes working with your **Enterprise Coordinator** and **Enterprise Adviser** to develop your statement.

[Use this document to help plan your vision statement.](#)

Step 2: Your Current Position

Review current strengths and areas for improvement to help develop your strategic plan. This can be done by analysing Compass scores, destinations data, LMI, vulnerable cohorts and through SWOT analysis looking at your strengths, weaknesses, opportunities and threats.

Work through [this](#) document with your **Enterprise Coordinator** to determine the state of your current careers provision.

Step 3: Key Strategic Objectives

Pull together information from your vision and current position to set objectives. This will drive action planning and inform the content of your careers programme.

What are you trying to solve? How could you solve it? What does success look like?

Consider writing your objectives as a solution to your school's development plan. What specific issues is your school/college trying to overcome and how can careers support that?

[Example of LCR School's Strategic Objectives](#)

[Use this document to support you to develop your own strategic objectives.](#)

Step 4: Action Plan

The final stage is to identify how you can meet your strategic objectives and fulfil your vision. This includes key actions, timeframes, responsibilities and evaluation plans.

This should also be shared with key stakeholders for feedback.

[Example of LCR School's Action Plan](#)

[Use this action plan template to support with this planning.](#)

Once you have completed all of the suggested templates, add them together to make one strategy document for your school.