Liverpool City Region Careers Hub
Benchmark 1 Guide: Evaluating your Programme

Continuous improvement to your careers programme relies on evaluation-based feedback from key stakeholders.

Careers Leaders should use this data to reflect on their existing programme, inform planning and make further improvements.

Evaluating Implementation: Review how interventions are being delivered effectively. Was each student offered the opportunity? Was the activity as expected? Were key stakeholders satisfied?

Evaluating Impact: Consider HOW your careers programme influences outcomes like student knowledge, skills, attitudes and destinations data. **Have you achieved your strategic and learning objectives?**

Considering your time restraints, simplify the evaluation process by being selective about **how** *and* **what** *you evaluate. It is not realistic to thoroughly investigate every aspect of your programme and survey every stakeholder.* **Prioritise** *the areas that you feel will give you the most valuable data.*

Some areas of your programme will require deeper evaluation and surveys may be appropriate. However, some circumstances will require quick conversations or sample feedback to get an idea of impact.

Focus on having an efficient process in place rather than gathering large quantities of data.

Collecting Data

Key Event Feedback:
- Emoji/post it 'quick response' capture
- Survey Monkey
- WWW/EBI
- Hard copy questionnaires

Use these **employer**, **student**, **parent/carer and staff** templates to give you an idea of key questions you could ask after key events.

Compass+ *allows you to record feedback - 'activity notes' can be added to key events and downloaded into a report. Contact your* ***Enterprise Coordinator*** *for more information.*

Ask Stakeholders to Evaluate your Programme

Use stakeholder feedback to capture emerging key strengths of your programme and recommendations for improvement. Think about if you can include your EC, EA, SLT, Link Governor in this process.

These **employer**, **student**, **parent/carer** and **staff** templates can help you to begin collating this data.

Consider asking **student alumni** to provide feedback on the school's careers programme. Personal stories can be a very valuable tool when demonstrating the importance of an effective careers programme.

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Collecting Data to Review Student Outcomes

Compare current data to previous trends and consider if you can demonstrate that your careers programme is linked to change in student outcomes. Do this by selecting appropriate supporting data from the following areas -

Destinations Data:
- What proportion went on to their indented destination?
- What proportion sustained their destination for 6 months?
- What proportion of Year 11 went on to A-Levels, T-Levels, L3 Apprenticeships or other L3 destinations?

Attainment/Progress:
- Attainment outcomes for Year 11/13
- Average Progress 8 score for PP/non PP
- Pass rate for A-Levels/GCSEs
- Gaps in attainment/progress for specific groups e.g., SEND, EAL, PP
- Gender split in STEM subjects
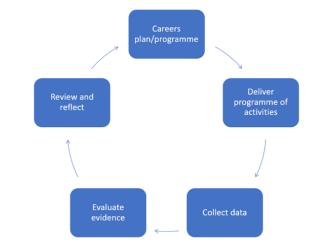
Student Knowledge, Skills and Attitudes:
- How well are learning outcomes achieved within your programme?
- What were the career management skills, knowledge and attitudes of Year 11/13 leavers?
- How have key skills of Year 11/13 leavers changed over time?

The Future Skills Survey
The Future Skills Survey, within **Compass+,** collects and analyses data on student knowledge, skills and attitudes.
Ask you Enterprise Coordinator for more information.

Evaluating Data

Use **this template** to guide you when reviewing and reflecting on your data. This also supports re-assessing your strategy for future terms.

Finally, use this **Annual Checklist** to record the progress of your evaluation; check statutory compliance and ensure that feedback, stakeholder evaluation and outcomes are informing continuous improvement to your programme.

For further support, sign up to our FREE training to help Careers Leaders understand their role and develop the skills required to help strategically and successfully embed a careers programme. The course is fully funded and schools/colleges will receive a bursary of £1000 upon successful completion.

Our local provider is Career Connect who regularly run their Level 6 accredited course. Check our weekly email for the latest course dates and sign up here.