



Liverpool City Region

CAREERS CHAMPION WORKBOOK For Further Education Colleges



Contents

Activities do not need to be completed in chronological order.

Consider the time of year when deciding on what activity to complete.

Activity 1	Design a careers board within your curriculum area
Activity 2	Analyse the LCR Be-more Portal and ensure information relevant to your subject area is shared with students and staff and features in lesson plans.
Activity 3	Create a careers leaflet linked to your subject area to share with students / parents / careers advisors / tutors
Activity 4	Review curriculum area on the college website to ensure relevant careers related information and progression opportunities are present.
Activity 5	Identify subject specific lesson resources that could be used by tutors to incorporate careers education into their curriculum area.
Activity 6	Work with your Curriculum Leads and other career champions to plan a careers talk for other students to attend.
Activity 7	Identify post 18 pathways/qualifications linked to your curriculum area and obtain information to share in the careers library
Activity 8	Identify companies in your sector that offer opportunities such as work placements, internships, apprenticeships etc and obtain information to share within your curriculum area eg: posters / guides / leaflets / web links.
Activity 9	Business research – identify as many companies as possible within the LCR that align with your curriculum area and create a database
Activity 10	Social Media takeover – identify link person involved in social media and work with them to share sector information – This could be done during National Careers Week



Activity 1.

Design a careers board within your curriculum area

You should speak to curriculum leaders to identify a suitable space for the display this could be in:

- Corridor
- Classroom
- Consider an area with maximum footfall and exposure.
- Your display should provide information about the employment and training opportunities linked to your curriculum area.
- Include reference to post 18 courses and pathways and businesses that operate in this sector.
- Include information in relation to the skills, knowledge and behaviours that are important.

You can use the following websites to help you:

- <https://lcrbemore.co.uk/>
- <https://www.liverpoolcityregion-ca.gov.uk/careers>
- <https://growthplatform.org/sectors>

Top Tips

- Include images and suitable size text and ensure you check spelling and punctuation.
- Work with the college marketing department
- Research careers notice board ideas using google and look around other departments in college.
- Upon completion you should ensure all tutors know about the noticeboard so they can inform students.

Evidence:



Activity 2.

Analyse the LCR Be-more Portal and ensure information relevant to your subject area is shared with students and staff and features in lesson plans.

The LCR Be-more portal <https://lcrbemore.co.uk/>

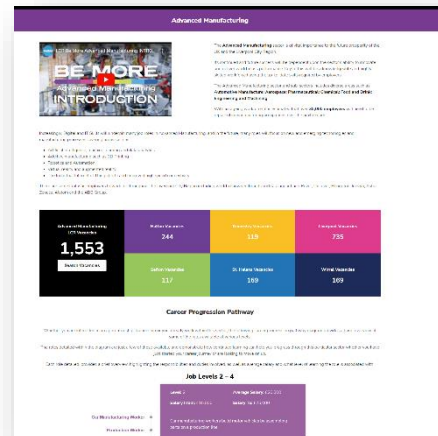
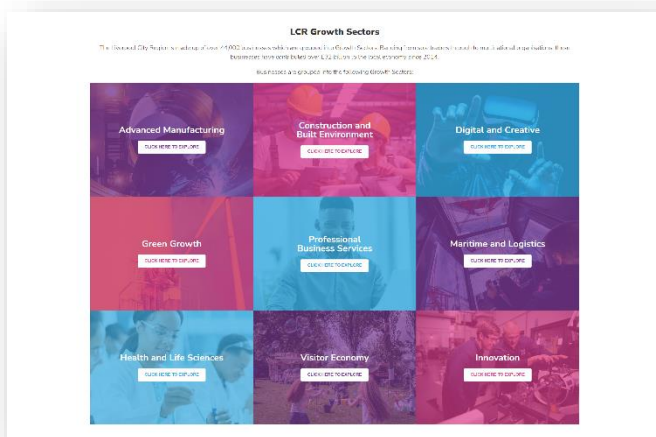
Sign up and make an account.

Navigate to the LCR Growth Sector section and click on the sector that best represents your curriculum area.

Conduct some research and gather some information and facts.

Email relevant information to curriculum leads and gather evidence for your folder.

What information can be shared with students and how might you share it?



Evidence:



Activity 3.

Create a careers leaflet linked to your subject area to share with students / parents / careers advisors / tutors

What should I include on the leaflet?

Showcase careers linked to your curriculum area.

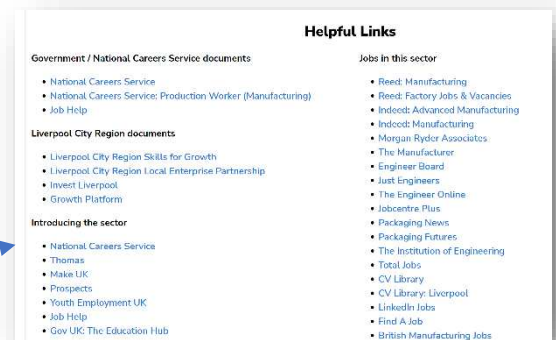
Exciting facts and figures

Opportunities and information about local and national businesses.

Could the leaflet be used during open events to show potential students what the course will lead to?

Top Tips

- Use the helpful links provided in your sector area on the be-more portal.
- Consider how you will communicate the leaflet? Digitally or printed? How will you distribute this?
- Does everyone need to receive the leaflet or can you save on distribute to certain groups?
- Ensure you show the leaflet to your curriculum lead and careers leader.
- Share the leaflet with the careers team and provide copies for students to access.
- Are there any sector organisations that could help?
- Check with the champion leader if you have permission to print. If not then you will have to distribute digitally.
- Research what makes a good leaflet design.
- Seek help and guidance from staff who are experienced with graphic design.



Evidence:



Activity 4.

Review course information on the college website to ensure relevant careers related information and progression opportunities are present in the description.

You should review your college website and identify the course information linked to your curriculum. Create a report that details your findings and opinions on what can be included to help students understand where the course can lead.

Top Tips

- Create a plan and include what you think should be included on the website – feedback your findings to your curriculum lead / tutor / careers leader.
- Look at other colleges across the country – how do they present careers information linked to the course description?
- Also look at university websites as they are often very good at providing additional information relating to careers alongside course information – eg: Eg [MEng Mechanical Engineering | Undergraduate course | Liverpool John Moores University \(ljmu.ac.uk\)](#)
- Can you collate information from alumni regarding where the course led them? Would case studies be beneficial?

Evidence:



Activity 5.

Identify subject specific lesson resources that could be used by tutors to incorporate careers education into their curriculum area.

Tutors are required to incorporate information into the curriculum relating to careers and skills.

Can you help them by sourcing great resources that can be embedded into schemes of work / curriculum?

Top Tips

Use the internet to locate lesson resources linked to your curriculum area.

Take a look at the Careers & Enterprise resource directory and run a search for benchmark 4 resources: [CEC Resource Directory](#)

Use the helpful link section on Be-more for links to useful websites and resources –

Identify your sector and find the useful links section - [Growth Sectors - BeMore \(lcrbmore.co.uk\)](#)

Take a look at the resources on the LCR Careers Hub website - [\(lrcareershub.co.uk\)](#)

Evidence:



Activity 6.

Work with your careers leader or curriculum lead to plan a careers talk for other students to attend.

Organise a group talk to educate the students on careers in your curriculum area.

This could be a virtual teams talk or a face to face talk.

Will you deliver the talk? Will subject tutors? Perhaps you can ask for support from the college careers advisors or employer contacts?

Perhaps the talk can be scheduled during a college careers fair?

Top Tips and Ideas

- Speak with the curriculum lead or careers leader to organise a suitable date and identify a target group of students to invite.
- Could this be done during tutorials? Lunchtime?
- You might want to schedule the talk to happen during National Careers Week

Presentation Tips

- Plan – who is your audience, what does your audience need to know?
- Have a good opening and end. Set the scene at the beginning, what is it you want the audience to understand
- Interact with the audience, maybe add in a quick-fire quiz, or ask the audience to put up their hands if they know a fact
- Have eye contact and use your hands
- Share your passion you have for the sector
- Be prepared for any questions at the end
- Don't rush it, pause in between
- Practice!

Evidence:



Activity 7.

Identify post 18 pathways/qualifications linked to your curriculum area and obtain information to share in the careers library

You should conduct some research to identify what Further Education Courses, Higher Education Courses, and Apprenticeship opportunities are available within your sector area at institutions across the Liverpool City Region and beyond.

For example, if your curriculum area is healthcare, you should look at what opportunities might be available at local hospitals or universities.

Upon identifying opportunities ensure that relevant literature is available in the careers library for students to access.

Top Tips

- Use this guide to obtain a list of FE Colleges, Universities and Apprenticeship providers - [Further and Higher Education guide](#)

Evidence:



Activity 8.

Identify companies in your sector that offer opportunities such as work placements, internships, apprenticeships etc and obtain information to share within your curriculum area

Top Tips

- Research your sector and look at company websites to see if they offer apprenticeships.
- Use the Apprenticeship Government website to see which companies offer apprenticeships – [Find an apprenticeship - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- You can use the following website to help you: <https://lcrbmore.co.uk/>
Contact companies to enquire about opportunities.

Top tips to identify employers:

- Look out for local economic news through local business pages and social media e.g. [LBN Daily - Liverpool's Leading Business News Website](#)
- Search [business directories](#)
- Search job sites - Indeed/Total Jobs
- Contact your local Council to enquire about opportunities.
- Use google to search for companies eg: Web designers in Wirral
- Ask the guidance team for help identifying employers in your curriculum area.
- Let your curriculum lead or careers leader know about any opportunities you find. Make a note of these in your notebook.

Evidence:



Activity 9.

Business research – identify as many companies as possible within the LCR that align with your curriculum area and create a database

Top Tips

- Use the internet to research companies.
- You can use the following websites to help you:
- <https://lcrbmore.co.uk/>
- <https://www.liverpoolcityregion-ca.gov.uk/careers>
- <https://growthplatform.org/sectors>

Top tips to identify employers:

- Look out for local economic news through local business pages and social media e.g. [LBN Daily - Liverpool's Leading Business News Website](#)
- Search [business directories](#)
- Search job sites - Indeed/Total Jobs
- Contact your local Council to enquire about opportunities
- Use directories like yell.com

Evidence:



Activity 10.

Social Media takeover – identify link person involved in social media and work with them to share curriculum linked careers information via social media – This could be done during National Careers Week.



Social media is a powerful tool that allows users to share and create content to their network. Does your college have any social media platforms? Speak to the Careers Leader and ask them how you can get involved with social media in your college.

Top Tips for using social media

- Create a plan, what do you want to achieve? What is the message you want to get out?
- Who is your audience? Ensure you are using the correct content for your audience
- Keep your message clear and concise
- Use appropriate, related images to engage the reader

- Contributing to social media requires permission so you will have to consult the careers leader in relation to this task.
- Could you organise a pod cast? Tik Tok?

Evidence:

