

# Liverpool City Region Careers Hub

## Benchmark 1: Presenting your Careers Programme to Key Stakeholders

It is essential for key stakeholders to know what you are working towards and how you are going to get there. However, they do not all need the level of detail shown in your careers programme.

### Key Stakeholders to Consider:

- Students
- Parents
- Staff
- SLT
- Governors
- Employers
- Ofsted

These stakeholders need **different** information and insight into your programme. Consider what each group of stakeholders may need to know about the following:

#### 1. The Intent of your Programme

- Vision, strategic objectives and learning outcomes
- Statutory Expectations, Careers Strategy Guidance

#### 2. Delivery/Activity

- Benchmark progress – use **Compass+** to show how this has altered over time
- How careers is embedded in the curriculum
- An overview of careers activities to highlight progressive learning
- Data on the progress of specific cohorts
- Students level data – how your programme supports each student
- Key partnership links e.g., support from LCR Careers Hub
- Employer links

#### 3. Impact

- Destinations data
- Evaluation processes and findings
- Stakeholder voice
- Success stories
- Student progress against LOs

### Careers Website

Your website acts as a ‘shop window’ for the careers provision that your school offers. This will be accessed by multiple stakeholders and will have to meet their needs and fulfil **statutory requirements**.

Use this [Website Guide](#) to develop your website to meet the needs of stakeholders within Liverpool City Region.

### Creating a Stakeholder Friendly Careers Programme

Use this [Roadmap Template](#) to create a more digestible version of your careers programme that can be shared via your website, at key events and to help students access their careers records. **Discuss how to best utilise this document with your Enterprise Coordinator.**

Example of how a local school has used this temple: [KS3/4](#) and [KS5](#)

**Compass+** is a free digital tool that can support when reporting progress to key stakeholders. Contact your Enterprise Coordinator for more information.