Code of Practice for Careers Education, Information and Guidance

Code of Practice 04: 2024 Version 1.0

Effective from: 1 February 2024

Date	Supersedes	Description of Change
1 February 2020.	2018 Version.	Reflects changes to reporting structures and reports through the Fee and Access Plan instead of the Matrix Quality Standard.
1 February 2024	2018 Version 1.1	Periodic Update. No substantive changes

Document Owner	Approved By	Date Approved	Review Frequency
Student Services and Careers and Employability Service.	Senate Regulations and Special Cases Committee.	24 January 2024.	Every three years.

Note: In exceptional circumstances, and subject to approval by the Chair of the Senate Regulations and Special Cases Committee, responsibilities assigned to Schools, Heads, of School, School Officers or School Committees in these Regulations may be assumed by the College, Head of College, College Officers or College Committees respectively, as appropriate.

Code of Practice for Careers Education, Information and Guidance

PRIFYSGOL BANGOR UNIVERSITY

This Code outlines the provision of career guidance available to students.

Introduction

1. Careers Education, Information and Guidance (CEIG) includes a range of activities and services relating to employability skills and personal development, career research and planning, career management, work-based learning and work-relevant experience. CEIG is embedded in the teaching and learning experience and impacts on institutional priorities such as recruitment, retention, employability, work experience, widening participation and widening access.

2. CEIG activities support several strategic objectives in the University's Strategic Plan, Teaching & Learning Strategy, Employability, Widening Access, Civic Engagement and Sustainability strategies, and Fee & Access Plans. CEIG is also an element in other institutional Codes of Practice including those for placement learning and programme approval.

Aims of Careers Education, Information and Guidance at Bangor University

3. Through a range of processes, experiences and facilities, CEIG is intended to:

• Support students and graduates to develop effective tools to manage their own life-long process of personal development and career management.

• Enable students and graduates to prepare for, and make effective decisions about their futures based on a clear understanding of themselves in relation to present and future opportunities.

• Enable students and graduates to recognise, develop and acquire the employability skills that are required to compete successfully within the graduate labour market.

• Enable students and graduates to explore and develop enterprise and employability related skills, and support students and graduates wishing to consider entrepreneurship.

• Promote student and graduate enterprise and entrepreneurship, to facilitate student and graduate business start-ups.

• Support the economic development and prosperity of the region through the provision and supply of skilled, knowledgeable and work-ready students and graduates.

• Support BU's commitment to foster regional, national and international collaborations with industry.

4. In order to achieve its aims, the CEIG provision will be:

• **Impartial:** Advice, guidance and information is offered impartially allowing students and graduates to make their own personal choices.

• **Client-focused:** Advice, guidance and information focuses on the individual student's / graduate's requirements.

• **Confidential:** Client records and information are maintained in accordance with the requirements of the new General Data Protection and Freedom of Information (GDPR) Acts.

• **Collaborative:** Provision for CEIG activities is developed and delivered in a collaborative partnership between the Careers and Employability Service (CES), academic colleges and schools, the Students' Union, students, graduates and other key partners including employers and other agencies.

• **Accessible:** Resources and activities are developed and made available in accordance with UK and institutional accessibility regulations, in order to allow and encourage full access and participation.

• **Bilingual** (Welsh/English): In compliance with the University's Welsh Language Policy, all BU information, communication and resources are provided bilingually. Welsh-medium appointments, workshops and events are available to meet student and graduate demand.

• **Quality Assured:** Services and activities are subject to internal and external audit and quality assured through regular evaluation and oversight. Additionally, core CEIG services are formally audited through the AGCAS Membership Quality Standard (every three years and reviewed annually).

• **Defined:** CEIG provision and its intended outcomes are promoted to all client groups (prospective students, current students and graduates) through relevant communications and resources, including the University prospectus, websites, newsletters, leaflets/flyers, social media, promotional events, Careers Connect, and via colleges and schools.

Delivery of Careers Education, Information & Guidance

5. CEIG is delivered through a wide range of processes and with a diverse group of partners. CEIG employability services and activities are delivered by the Careers and Employability Service, however a wide range of CEIG activities occur within academic schools and colleges as a result of initiatives led by other sections of the University.

Careers Education, Information and Guidance Services

6. The Careers and Employability Services' CEIG services include careers education, advice and guidance, enterprise and entrepreneurship, services to employers, services to graduates, work experience and work placement support, and the development and promotion of volunteering, work shadowing and part-time and graduate job opportunities.

7. The Careers and Employability Service delivers co- and extra-curricular CEIG in partnership with academic schools and colleges, including timetabled employability sessions, placement preparation and review, and support with employability-focused events and initiatives.

8. CEIG services delivered by the Careers and Employability Service are freely accessible to any enrolled student on a course that is eligible for access to Bangor University services, and to graduates of eligible courses for up to three years after graduation.

Curriculum Based Provision

9. Within the academic curriculum, CEIG provision and outcomes are articulated through programme specifications, graduate attributes and learning outcomes.

10. Career readiness data is utilised to review, develop and focus CEIG in the curriculum.

Roles and Responsibilities

11. Responsibility for CEIG lies primarily with the Careers and Employability Service, situated within Student Services. The work of the Careers and Employability Service is guided by the institutional Employability Strategy and underpinned by UK professional standards.

Role of the Institution

12. The Institution will:

• Ensure there are resources available to support CEIG requirements, recognising the key role that the Careers and Employability Service has to play in developing and increasing employability amongst students and eligible graduates.

• Develop appropriate institutional targets and benchmarks for CEIG provision and services.

• Support and monitor CEIG services through relevant strategies and employability plans including the University's Strategic Plan, Employability Strategy, Teaching & Learning Strategy, and Fee & Access Plans.

• Ensure that CEIG interests are represented in appropriate internal decision-making forums to promote CEIG and enable closer collaboration between the Careers and Employability Service, academic schools and colleges, and the Students' Union.

Role of the Careers and Employability Service

13. The Careers and Employability Service will:

• Provide a broad range of individual services to **students and graduates** to develop, enhance and facilitate skills development initiatives. These include the Bangor Employability Award, supported internship programmes, opportunities promoted through the student online portal, targeted work experience support, student enterprise and entrepreneurship projects, and recognition of work-relevant roles and related training.

• Work with **academic schools and colleges** to support and develop appropriate careers education and work-based learning provision and resources as part of the school's delivery of employability provision.

• Work with the **Planning Office** on the promotion, collection, analysis and dissemination of Institutional employability data, including career readiness and the Graduate Outcomes survey.

• Ensure that the Institution, academic schools and colleges and students remain informed about **employability and graduate labour market trends.**

• Develop and maintain **comprehensive local, regional and national networks** with other guidance services and agencies.

• In partnership with **other University employer-related departments**, develop and maintain relationships with regional, national and international employers, ensuring that their requirements and perspectives are considered, acknowledged and influence provisions where appropriate.

• Maintain close links with the **Students' Union** with regards to the broader 'student experience' and with particular reference to work experience provision, paid employment opportunities, volunteering programmes and shared promotion of employability topics.

• Work collaboratively with other **Student Services** to ensure CEIG embraces equality, diversity and inclusion - supporting, championing and promoting the needs and aspirations of our diverse student community.

Role of Academic Schools and Colleges

14. Academic schools and colleges will:

• Identify relevant employability skills that are implicit within programme specifications and ensure that these outcomes are made explicit to prospective, current and future students.

• Designate relevant members of academic staff to liaise with the Careers and Employability Service. The member of staff will look at needs and help develop a mutually agreed programme of in-house and bespoke activities to develop employability skills and enhance graduate outcomes.

• Support students' CEIG needs through development of a careers/employability element on their websites and via links to appropriate central resources.

• Ensure, with the support of Careers and Employability Service staff, that staff delivering CEIG in schools and colleges access appropriate development and training.

• Liaise with the Careers and Employability Service to provide the best possible CEIG to their students through embedded employability activities, reflection and assessment.

• Liaise with subject specific stakeholders including industry partners, employers and professional bodies, to inform and develop curriculum delivery

• Support the Careers and Employability Service in the collection and review of relevant data, and draw on data for curriculum development.

Role of Students

15. Students will be expected to:

• Take personal responsibility for their own career planning, supported by the institutional CEIG provision available through their academic schools and the Careers and Employability Service.

• Take full advantage of the CEIG provisions made available within and offered outside their curriculum.

• Participate in CEIG service evaluations and provide feedback whenever appropriate.

• Reflect and review their own progress through career readiness registration and other available tools and resources (e.g. the Bangor Employability Award)

Role of Employers and External Partners

16. The institution will:

• Ensure that CEIG provision reflects developments and changes in the global employment market through close collaborations with external partners, employers and organisations locally, nationally and internationally.

• Facilitate and maintain employer liaison and input to the University.

• Facilitate employers and other opportunity providers in communicating their employment, volunteering and internship opportunities to the University community.

• Encourage greater employer and external partnership involvement in the process of CEIG in order to enhance insight into employer expectations and needs.

• Develop ways to provide an effective exchange of information and improve understanding between employers and staff delivering CEIG.

• Maximise and promote the value of work experience, work-related learning, enterprise and entrepreneurship to students, staff and employers.

• Work with employers and external partners in the sourcing and disseminating of available Labour Market Information (LMI) to cover local, national and international markets.

Quality Assurance

17. CEIG will be delivered in line with internal and national requirements. Quality Assurance systems will include:

• CEIG services to be developed and delivered in line with relevant QAA standards, policies and related Codes of Practice.

• CEIG services to be delivered in line with relevant professional bodies.

• CEIG services to be subject to review during institutional audits and internal academic and service department audits.

Monitoring & Evaluation

18. CEIG services and activities will be monitored and evaluated through a number of mechanisms, including:

• The Careers and Employability Service undertaking regular evaluation of core CEIG services with service usage data, measures of impact and client feedback being reported through line management, relevant committees and to Executive as required.

• CEIG services and provision reported on annually against targets set by the University's HEFCW Fee & Access Plan.