

Module 1: Getting going with careers information

'Good Careers Information?' general notes

This activity asked you to prioritise which features of good careers information would be important to different types of clients. There are no 'right and wrong' answers as you were asked for your opinions, so the following notes may be of interest – but feel free to disagree!

A Year 9 student considering GCSE options may be interested in locating information easily and appreciate a high level of technical wizardry in terms of visuals and interactivity. Information will need to be easy to read and understand and the student will be sensitive to equality and diversity issues. They are less likely to be interested in teaching materials, job vacancy information, labour market trends or the international dimension of the careers information on offer.

A Year 11 student considering post 16 options, depending on their progression route, may well be interested in information about trends in employment and even job vacancies. They may also be more sensitive to the partiality of the information. Visuals and accessibility will be important to them as will comprehensiveness. Interactivity, dependent on theme, may not be such an issue, teaching materials and the international dimensions may also be of limited interest. Depending on the level of support in their organisation, links to further help may be important.

A Year 12/13 student may have a deeper interest in the labour market, particularly if considering the benefits of Higher Education. Presentation will be important and they may be hoping for a broad range of information, especially if they are confronting career choice seriously for the first time. Personal stories may be very interesting to them. Again, international information and teaching may not be a priority, although job vacancy information may be of interest if they are looking to enter the labour market directly. Depending on the level of support in their organisation, links to further help may be important.

A Graduate may appreciate comprehensive information and be sensitive to accuracy. They will be interested in labour market trends and job vacancies, including opportunities abroad. They will be looking for more support, especially with job hunting and will appreciate a case study approach. They should be aware if they are being hit by a marketing strategy and they would probably rate highly an organisation that takes equality and diversity seriously.

A Year 10 STEM teacher will like an interactive, well presented website with case studies and easy to read and understand information. They will be looking for a broad range of information that includes teaching resources and reflects equality and diversity. They are less likely to be looking for international information, further sources of help and job vacancy information as they will only have a limited time to introduce careers education and therefore an urgent need to prioritise.