

How Start can link to the Gatsby benchmarks

The eight benchmarks provide a framework for good career guidance developed to help schools to deliver the best possible careers education, information, advice and guidance.

Start can help with this process and provide support across all eight benchmarks.

A stable careers programme GB1

- The Start Framework provides a delivery plan for using Start with students across all year groups, with learning outcomes mapped against the CDI framework and Gatsby benchmarks
- Students, staff, parents and carers can all access the platform and have their own accounts - with additional permissions for staff depending on their role
- Reporting for schools can track and monitor student engagement on the platform, including insights in to activity in priority groups (e.g. Pupil Premium)
- Students can feedback on the offline activities and events they take part in, helping schools to evaluate their careers programme
- Start is built to work across platforms including desktop, tablet and mobile to promote access

Learning from career and labour market information GB2

- Job profiles - information and data (e.g. salaries, entry requirements, common tasks etc) from LMI for All
- Job suggestions - we link student interests, strengths and subjects to jobs using data from O*NET
- Job vacancies - live vacancy information with an intuitive search function is provided through an integration with Indeed
- Apprenticeships - apprenticeship information and links to search and apply come direct from the government's Apprenticeships website
- Industry profiles - content is curated from industry bodies, employer partners, Local Enterprise Partnerships and Careers Hubs
- Post 16 & 18 course information - live course information is fed by the government's ESFA course directory and we link to search and apply with UCAS

Addressing the needs of each pupil GB3

- Students use their StartProfile to record evidence of their career development in one place - it grows with the student, being added to and reviewed throughout their academic journey
- The Start Framework provides schools with activities structured around key moments of choice, helping to students to explore all options and pathways
- Schools can access powerful user management tools to assign students into priority groups and filter reports to track their progress
- Teachers can create records of careers learning and share them with individuals or groups of students via their Locker, helping them to build their StartProfile

- It's easy to export your student-level interactions data from Start in a format which can bulk uploaded straight in to Compass+

Linking curriculum learning to careers GB4

- Students use subjects as inspiration to search job profiles, or view a list of subjects (ranked by relevance) to consider studying if they have particular job in mind
- It's easy for classroom teachers to record careers learning taking place in lessons
- Work and sector insight activities frequently include references to the application of subject knowledge or technical skills in the workplace and specific job roles
- Video content from industry and employer partners provide engaging soundbites to help students to connect their studies to opportunities in growth sectors or jobs in demand
- Being able to access Start without logging in, as well as its ease of use across devices including tablets and mobile, supports classroom teachers without access to IT suites

Encounters with employers and employees GB5

- Employer and opportunity directories connect teachers and students with local businesses and their education outreach offers
- Employer profiles connect students directly with some of the country's leading businesses and their early career opportunities
- Work and sector insight activities allow students to explore different employers, jobs and industries through engaging videos and quizzes
- Reports help teachers to gather evidence that students are undertaking activities linked to exploring the workplace
- Simple but powerful tools allow teachers to plan and record encounters as well as share these records with students and gather their feedback
- Students record encounters in their Locker, tagging skills developed and attaching evidence for CVs and applications
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Experiences of workplaces GB6

- Exclusive on-demand and live virtual work experience programmes offer deep and two-way interaction between students and employers
- Assignments and challenges that form part of VWEX programmes and insights help students to complete employer set work-based tasks
- Students can access workplace and personal development preparation resources, including guidance on how to make encounters more meaningful
- Students can record evidence of their experiences of work in their Locker, and teachers can add this too
- A student's StartProfile is the perfect place to update goals, interests and aspirations following workplace experiences

Encounters with further and higher education BG7

- Our further education course search tool allows students to find providers, connect with course information and the provider website for details of open days

- The Start Framework activities guide students through further and higher education choices, from understanding their options and subject choices to making their decision
- The 'Explore Education' section busts myths and helps students to understand FE and HE learning environments and pathways available
- Diagnostic tools allow students to work through checklists to aid good decision making at post-16 and post-18
- Students and teachers can record evidence of encounters with FE and HE providers in a student's Locker, valuable material to support future applications

Personal guidance GB8

- Recording one-to-one personal guidance interviews, including confidential notes, is easy for advisers using the Interactions tool on Start
- Advisers and managers can report on completed interviews and filter by year group and priority group to ensure all students have been met
- Records of interviews and any actions taken can be shared with students via their Locker, part of their StartProfile
- The Start Framework includes activities designed to prepare students for their guidance interviews, resulting in a more informed and productive meeting
- Students can create a 'personal guidance snapshot' to discuss with their adviser, covering intended choices and destinations as well as an indicator of how prepared they feel