

Campaigning on careers information, advice and guidance

What we want

We want the net government to invest in and deliver a universal careers service which focuses on delivering tailored careers IAG at key intervention points during a person's education and working life. This should be coupled with substantive careers education linked to the National Curriculum and the focus of all new provision should address skills, not just careers.

Building a campaign in your institution

Everybody from students, parents, sector organisations and politicians themselves know that careers IAG provision isn't good enough for young people and adults alike.

There are currently lots of options on the table for government to consider, but it's time for students to be directing these conversations and putting pressure on their MP's to invest in and deliver outstanding careers IAG provision.

Students' unions can raise the profile of the issue by creating a local narrative with your students. You can do this by:

- Holding activities where you can talk to students about their experiences of IAG. Use the IAG Chance cards to help start a conversation, or if you are working with learners who may find communicating their experiences difficult, use the images on the cards to generate thoughts and ideas.
- Gather case studies from students about their good and bad experiences of careers IAG (there is a template to help you do this). Make sure you collect their name and contact details and find out if they are happy for their story to be told in the local press.

- Speak to other institutions including schools, adult education providers, youth groups and any existing careers provision you have in your area such as Connexions to find out what they have to say about Careers IAG and if they will support you to campaign.
- Use the data and stories you gather from students to present to your local MP alongside the national ask (above).
- Contact your local press and pitch that they run a feature on how a lack of careers IAG provision is failing a generation of young people.

How are we going to win on the issue?

With students' unions lobbying MP's at a local level and raising the profile of the issue in their communities and NUS lobbying nationally, it's going to be difficult for politicians to ignore.

NUS are working with numerous organisations including the TUC, Unison and AoC to lobby Ministers, submit evidence and policy positions through Select Committees and other Parliamentary and government departmental channels.

Who do you need to target?

- You can find out who your local MP is at www.theyworkforyou.com
- The chair of the Education Select Committee is Graham Stuart MP, you can email him in his capacity of Chair of the Select Committee (he has already been doing some work on IAG) at graham.stuart.mp@parliament.uk
- The Secretary of State for Education is Nicky Morgan MP and she can be contacted at ministers@education.gsi.gov.uk or Rt Hon Nicky Morgan MP
Secretary of State for Education
Department for Education
Sanctuary Buildings
Great Smith Street
London
SW10 3BT

'Good Career Guidance' (Gatsby)

<http://www.gatsby.org.uk/en/Education/Projects/Good-Career-Guidance.aspx>

'Mid Life Career Review' (NIACE)

<http://www.niace.org.uk/news/vital-for-economy-to-hold-on-to-older-workers>

'Advancing ambitions: The role of career guidance in supporting social mobility' (The Sutton Trust)

<http://www.suttontrust.com/researcharchive/advancing-ambitions/>

Where else can you get information from?

Lots of organisations have produced recommendations on Careers Information, Advice and Guidance. Some of them are listed below:

'When IAG Grow up...' (NUS)

<http://www.nusconnect.org.uk/resources/adviceandguidance/When-IAG-Grow-Up/>

'Careers Guidance: Guaranteed' (AoC)

<https://www.aoc.co.uk/news/fresh-look-careers-guidance>

'Taking Action: Achieving a culture change in careers provision' (National Careers Council)

<https://www.gov.uk/government/publications/careers-guidance-provision-national-career-councils-second-report>

'A career postcode lottery?' (University of Derby & Unison)

<http://derby.openrepository.com/derby/bitstream/10545/311423/1/postcode%20lottery.pdf>

For more support

Contact Katie.shaw@nus.org.uk for information and further support. Also please submit any case studies you wish to share from your members via this e-mail address.

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