

# Information, Advice and Guidance (IAG) Policy and Procedure



October 2017

## Policy Statement

Weston College promotes the value of learning and will provide potential, current and former students with Information, Advice and Guidance in order to support them in their choice of appropriate study programmes / careers. Information, Advice and Guidance will be available before enrolment and at all stages after enrolment.

## Context

In order to achieve their chosen qualifications, Weston College recognises the student's need to be on the right course, at the right time and with appropriate support. Weston College also has a moral and ethical obligation to ensure all students are recruited with integrity.

Weston College intends to provide appropriate Information, Advice and Guidance, free of charge, to all students within a reasonable timeframe.

## Aims

- Improve the success, progress and employability of our students through access to high quality IAG and outstanding learning opportunities.

## Objectives

- Increase participation in learning at all levels, but in particular amongst those students not yet holding a full Level 2 or 3 qualification, through the provision of timely and high quality IAG services
- College students are aware of the IAG services available to them and how to access them
- 100% of students to receive immediate Information and Advice on enquiry
- 100% of students requiring an IAG appointment with the College's careers team (ASPECT) will have one scheduled and be notified within 5 working days
- 100% of those students accessing Guidance services will have a positive outcome in terms of application, enrolment, re-enrolment or referral to a more appropriate source
- Actively seek opinions of our students in order to improve the quality of the IAG services. All students accessing CEIAG services will be asked to complete a survey

## Principles

Weston College adopts the below principles as a basis for its IAG Services, which support three strategic themes in terms of CEIAG:

- Improving access to careers education, advice and guidance
- Improving the quality of careers education, advice and guidance
- Improving professional development of staff

*Accessibility and Visibility* - we aim to provide recognised and trusted IAG services which are publicised, signposted and made available to all students at times and venues which suit their needs. Utilising moodle and e-ILP we aim to ensure students have up-to-date resources within their reach.

*Professional and Knowledgeable* - our staff should have the ability to quickly and effectively identify students' needs and provide quality and current advice and guidance. Staff is required, also need to have the knowledge to signpost or refer learners to suitable alternative services.

*Effective connections* - where students are signposted to suitable alternative services we aim to support them in that transition.

*Availability, Quality and Delivery* - our IAG services are targeted at the needs of our students. IAG interventions are recorded and audited to ensure quality.

*Diversity* - we recognise the individuality of our clients and provide a range of services to reflect this.

*Impartial* - our IAG services aim to support students to make informed choices, on study programmes and progression routes, based on their needs, interests and circumstances.

*Responsive* - our IAG services aim to reflect the present and future needs of our students and the local Labour Market demands.

*Friendly and welcoming* - we aim to provide services which encourage the student to successfully engage with us.

*Enabling* - our IAG services aim to engage and support students in becoming life-long learners, allowing them to explore and plan their careers through access to and use of information.

*Awareness* - we aim to make clients aware of the relevant IAG services available to them and to have an informed expectation of those services.

## Procedures

College Information Services (CIS) staff will:

- Provide accurate and appropriate Information and Advice on all aspects of the college and its courses and, where necessary, signpost to appropriate alternative services.
- Coordinate the College's full-time interviews, ensuring a consistent and quality experience for all learners
- If further guidance, within college is required, an appointment with the subject specialist, CIS or a member of the ASPECT team will be arranged, in a timely manner.
- Lead on the delivery of IAG to all 19+ learners
- Respond to requests for information (made by email, letter or telephone) in a prompt and efficient manner, by the end of the working day.
- Notify appropriate faculty areas of requests for courses that we do not currently offer.
- Maintain waiting lists for courses that are full and communicate to students when a new offering is available.
- Attend College Open Evenings, Interview nights and other events in order to offer guidance services to potential students and their parents / guardians.

College Information Services Manager will:

- Make potential / actual learners aware of our IAG Policy.
- Provide year round informed and impartial guidance services through individual appointment slots.
- Ensure that CIS meets its service standards and implement a robust quality assurance process for IAG within the department
- Address the individual aspirations of each potential / actual student during guidance sessions.
- Ensure that CIS staff are kept informed and trained on the curriculum offer and in associated products.
- Attend college Open Evenings, Interview Evenings and other events in order to offer guidance services to potential students and their parents / guardians.
- Attend the IAG and Recruitment working group

ASPECT staff will:

- Provide accurate and appropriate Information and Advice on all aspects of the college and its courses and, where necessary, signpost to appropriate alternative services.
- Coordinate the College's UCAS process
- Deliver all careers-related aspects of the College's PDBW scheme of work and tutorial and theme week calendar
- Lead on the delivery of IAG to all prospective and current 16-18 full-time learners and their key influencers (parents/carers)

- Respond to requests for CEIAG in a prompt and efficient manner, ensuring they adhere to department service standards
- Ensure their knowledge is current and access appropriate CPD
- Attend College Open Evenings, Interview nights and other events in order to offer guidance services to potential students and their parents / guardians.

School Liaison, Student Progression and IAG Manager will:

- Ensure sufficient and appropriate representation in the local schools and associated activities to offer pre-entry Information and Advice to the pupils.
- Oversee IAG for students progressing internally and externally (including HE).
- Work with curriculum leads to create suitable and accurate marketing materials and ensure their distribution to local schools via the School Partnerships Officer.
- Oversee the availability of on-course Information, Advice and Guidance and associated activities.
- Ensure that marketing and publicity materials in liaison with the Head of Marketing, are representative, accurate and updated as necessary during the year.
- Ensure that ASPECT meets its service standards and implement a robust quality assurance process for IAG within the department
- Attend college Open Evenings, Interview Evenings and other events in order to offer guidance services to potential students and their parents / guardians.

The Marketing department will:

- Produce needs-led and appropriate marketing materials for prospective learners
- Make clear in all promotional material the opportunities available to learners
- Ensure that all information in printed or web format is accurate and updated regularly.
- Ensure that the stocks of prospectuses and other information materials are current and appropriately displayed.
- Support the promotion of IAG within the College

Assistant Director School Engagement and Learner Growth will:

- Ensure an annual review of the IAG Policy and Procedure.
- Attend and deliver updates at management and leadership meetings where IAG is a standing agenda item
- Chair the IAG and Recruitment meeting alongside the Deputy Principal
- Hold regular departmental meetings involving both ASPECT and CIS, where IAG is an item for discussion.
- In conjunction with the School Liaison, Student Progression and IAG Manager and CIS Manager ensure that relevant careers conventions, school and local community activities have representation in order to offer pre-entry Information, Advice and Guidance.
- Working with the wider department submit strategic reports that review IAG across the College