

# Global Academy Careers Plan 2018/2019



The Global Academy places huge importance on Careers Education, Information, Advice and Guidance (CEIAG) for all students during their time at the Academy.

The Academy aims to equip students with both the practical and soft skills required for a career in the creative media industry. The creative industry is the UK's fastest growing economy at a rate of 5%+ each year, making up one in every eleven jobs. The creative industries are worth £92 billion a year to the UK economy, larger than the automotive, aerospace, life sciences, oil and gas industries combined. And they are growing faster than the rest of the UK economy. The Global Academy careers plan sets out how the school intends to provide a fit for purpose careers programme with the available resources which will provide our students with the knowledge, inspiration and ability to take ownership of their own career action plans which will enable them to succeed in their chosen career paths.

As well as our careers education, information, advice and guidance; our industry focused media curriculum means students are more creative, more intellectually curious and (critically) more likely to demonstrate the skill set required to impress universities and top creative industry employers. Regular reflection across the course of study allows students to quantify their experience, learning and understanding to help prepare them for the industry.

This means that our students leave the Academy and go in to employment, education or further training with knowledge, experience and focus - especially within the creative and broadcast industries. We want to ensure that all students are well prepared for whatever they decide to do after their time at the Academy whether this be further education, employment or further training. Our policy ensure that learners are exposed to experiences to help shape their journey after the Academy. In short – during their Global Academy two or four year journey we can ensure our students are given the insight, skills and resources to get them to the top of their game within a media and creative industry career.

We measure the success of our careers programme by the destinations students reach after leaving the Global Academy in Year 13. In 2018, a staggering 82% of Year 13 students went straight into the creative industries, including placements at top media companies like Global, the BBC and Facebook.

## Careers Leaders Details

Our Careers Leader is Jonathan Jacob

You can get in contact with Jonathan via [Jonathan.Jacob@globalacademy.com](mailto:Jonathan.Jacob@globalacademy.com)

We also have a dedicated Governor with oversight of our careers and industry relations programme at the school. Siobhan McCreech, Director of Events at Global is our Careers link governor and will work with the school to review this plan on an annual basis.

## Calling at businesses!

If you're a business or freelancer in the creative industry and would like to support our school with our careers provision, please get in touch with Jonathan using the detail above. We are currently looking for businesses to support us with the following events:

- Industry Week and Careers Week (November and March)
- Careers talks for assembly (throughout the year, Tuesday, Wednesday and Friday mornings)
- Work experience placements for Year 12 students (July and August)
- Mentoring for students (throughout the year)
- Year 12 Branded Content Projects (January – March)
- Year 13 Elective Modules (September – April)
- Ad hoc project support (throughout the year)
- Interviews on the school radio and TV station (throughout the year)
- Attend Open events and share industry stories with perspective students and families (September, January and March)

## Gatsby Benchmarks

In 2018, the government released a new careers strategy and statutory guidance for schools and colleges. It put an increased focus on using the Gatsby Benchmarks as a framework for best practice and which we can build our own careers provision.

### The eight Gatsby Benchmarks of Good Career Guidance

- 1) A Stable Careers Programme
- 2) Learning from Career & Labour Market Information
- 3) Addressing the Needs of Each Pupil
- 4) Linking Curriculum Learning to Careers
- 5) Encounters with Employers & Employees
- 6) Experiences of Workplaces
- 7) Encounters with Further and Higher Education
- 8) Personal Guidance

## Evaluation and Development

In order to review and reflect our Careers Programme at the Academy – we will regularly deliver a form of evaluation throughout the year. At Key Stage 5, students are expected to feedback on each major careers activity via an automated online form using the Grofar digital programme. This then forms an action log of progress and overview of skills learnt. More importantly – this feedback can be used by staff to develop and enhance activity. Verbal feedback from students and the wider school community is taken on board too.

Additionally, an ‘Industry Board’ meets three times a year to review and reflect the careers and media programme in the school to ensure our provision reflects the fast moving and always evolving nature of the creative media industry. The industry board is made up of key players from Global, BBC, Mediacom and other creative companies.

A survey of Students, Parents and Staff is planned for March 2018 as part of Careers Week. The Careers Lead and Senior Management meet weekly to review careers activity and a more holistic evaluation is done over the Summer by the Careers Lead, Head of Media and Senior Management.

## Learning Outcomes for Careers Provision

Year Group	Learning Outcomes
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<b>Year 10</b>	To have a basic understanding of the media industry, develop a basic variety of craft skills for the creative media industry and be able to put them in practice
<b>Year 11</b>	To develop enhanced understanding of the media industry, develop a more technically enhanced variety of craft skills for the creative media industry and be able to put them in practice as well as understanding routes into further education and employment
<b>Year 12</b>	To develop a good understanding of the media industry, working in teams to produce media products and have enhanced media and production craft skills with a view of developing knowledge to gain work and a career
<b>Year 13</b>	To master the skills needed to live and gain work in the creative media industry independently

Our programme of careers interventions are designed through a delivery framework of Discover, Inspire and Progress.



### **DISCOVER**

Allow students to discover their passions within the creative industry sector through research, discussion, play and reflection.



### **INSPIRE**

Allow students to be inspired for their chosen career path in the creative industry through employer engagement, hands on experience and reflection..



### **PROGRESS**

Allow students to progress into the creative industry through information, advice, guidance and learning as well as experience and reflection.

## The Careers Programme

Year Group	Activity	Gatsby Benchmark	When	Employer or Partner Encounter
Year 10	Careers Corner – students can access physical careers guidance and information on 3 <sup>rd</sup> floor breakout area [sections include Media Industry info / Higher Education / Apprenticeships and Other Sources of Info]	2, 3, 8	All Year	UAL, National Apprenticeship Service, Screenskills and many more
	Grofar – online careers database and career planning tool	2, 3, 8	All Year	
	Careers information and support via globalacademy.com	2, 3	All Year	
	Industry Lessons (2 hours per week) introducing students to key topics of the creative media industry, developing skills and LMI, preparing CV, employability skills	2	All Year	
	Enterprise Lessons (3 hours per week) introducing students to key enterprise and marketing concepts including audiences, project management and pitching skills	2, 4, 6	All Year	
	Creative Genius Project	3	Winter	
	Rise Up Advertising Workshop	5	Winter	Dentsu Aegis
	G:Talks – ad hoc industry guests throughout the year	5	All Year	Global and others
	Youths Choice – students can take part in radio and TV station and develop their broadcast skills	3, 2, 8	All Year	

	PHSE lessons – making informed choices	2, 3	All year	
	English Language GCSE: Speaking and Listening about career aspirations	4	Spring	
	Global Technology Department – Film Screening	6	Spring	Global
	Global’s Got Talent Project – UAL Event Support	5, 7	Summer	UAL
	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 18+ partners involved from the media and education industry
	Capital XTRA Takeover Event – September	4, 5	Winter	Capital XTRA / Global
	Rock Assembly	3, 5, 7	Summer	Various including Barclays, The Army, RAF, Prudential .etc
	National Apprenticeship Service at Parents Evening	3, 7	Winter	National Apprenticeship Service
	Jack Petchey Speak Out Challenge	3. 4	Winter	Jack Petchy and Speak Out Foundation
	S4SNextGen placements - adhoc	5, 6	All Year (School Holidays)	Various companies including National Theatre, Oasis Fashion .etc
<b>Year 11</b>	Careers Corner – students can access physical careers guidance and information on 3 <sup>rd</sup> floor breakout area [sections include Media Industry info / Higher Education / Apprenticeships and Other Sources of Info]	2, 3, 8	All Year	UAL, National Apprenticeship Service, Screenskills and many more
	Grofar – online careers database and career planning tool	2, 3, 8	All Year	
	Careers information and support via globalacademy.com	2, 3	All Year	
	121 Careers Guidance (selected students)	3, 8	Spring	Support from Educational Development Trust with 10 x students for 1:1 Careers Guidance

121 Next Steps Session with Y11 Progress Leader	3, 8	Spring	As required.
Industry Lessons (2 hours per week) developing students' knowledge on key topics of the creative media industry, developing skills and LMI	2	All Year	
Enterprise Lessons (3 hours per week) developing students on key enterprise and marketing concepts including audiences, project management and pitching skills	2, 4, 6	All Year	
G:Talks – ad hoc industry guests throughout the year	5	All Year	Global and others
Youths Choice – students can take part in radio and TV station and develop their broadcast skills	3, 2, 8	All Year	
PHSE lessons – making informed choices	2, 3	All year	
English Lit GCSE: Women's careers and women's career prospects during An Inspector Calls project	4	Spring	
English Language GCSE: Paper 2, Section B: Writer's viewpoints and perspectives- giving your own opinion on a stated topic	4	Summer	
BFI Film Academy – students 16+ able to sign up	5, 6	Spring	BFI Film Academy / Resource Productions
National Apprenticeship Service at Parents Evening	3, 7	Winter	National Apprenticeship Service
Uxbridge College Talk – Apprenticeships and L3 Courses	3, 7	Summer	Uxbridge College
S4SNextGen placements - adhoc	5, 6	All Year	Various companies including National Theatre, Oasis Fashion .etc

	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 15+ partners involved from the media and education industry
	Capital XTRA Takeover Event – September	4, 5	Winter	Capital XTRA / Global
	Global Technology Department – Film Screening	6	Spring	Global
	121 Personal Guidance Sessions	8, 3	Spring	Educational Development Trust
	NCS The Challenge Launch Presentations and Workshops	3,		
	Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 18+ partners involved from the media and education industry
<b>KS5</b>	Careers Corner – students can access physical careers guidance and information on 3 <sup>rd</sup> floor breakout area [sections include Media Industry info / Higher Education / Apprenticeships and Other Sources of Info]	2, 3, 8	All Year	UAL, National Apprenticeship Service, Screenskills and many more
	Grofar – online careers database and career planning tool	2, 3, 8	All Year	
	Careers information and support via globalacademy.com	2, 3	All Year	
	Enterprise Lessons (3 hours per week) developing students on key enterprise and marketing concepts as well as working directly with clients including audiences, project management and pitching skills	2, 5, 6	All Year	
	G:Talks – weekly guest visits from industry professionals or higher education	5, 7	All Year	Global, UAL, BBC, Spotify, Channel 4, and others weekly
	Youths Choice – students can take part in radio and TV station and develop their broadcast skills	3, 2, 8	All Year	
	PHSE delivery in Tutor Time – making informed choices	2, 3	All year	



BFI Film Academy – students 16+ able to sign up	5, 6	Spring	BFI Film Academy / Resource Productions
National Apprenticeship Service at Parents Evening	3, 7	Winter	National Apprenticeship Service
S4SNextGen placements - adhoc	5, 6	All Year	Various companies including Ofcom, Fandom Media
Creative Futures Fair	2, 3, 5, 7, 8	Spring	Over 15+ partners involved from the media and education industry
Capital XTRA Takeover Event – September	4, 5	Winter	Capital XTRA / Global
NCS The Challenge Launch Presentations and Workshops	3,	Winter/Spring	NCS
Industry Week – a week full of workshops and talks with industry guests and higher education	2, 3, 5, 6, 7	November	All Spring Media, BBC, DCMS, Facebook, Viacom, Global, Met Film School, LIPA, Pride in London, Social Circle, The Forge, Ideas Foundation, AKA, Jack Petchy, Media Trust
Participation in the Vlogstar Challenge	3, 5, 6	Nov – March	Workshops with Media Trust and visits to YouTube HQ for selected students
Careers Week – a week full of workshops, talks and projects with industry guests	2, 3, 5, 6, 7	March	Global, WhiteHat, MediaTel, Twitter, BBC and many more
Skills London Trip	2, 3, 7	November	Over 100+ employers
Create Your Future Fair Trip	2, 7	October	Over 100+ creative HE providers
Uptree Employability Programme	2, 3, 4, 6	All Year	Workshops at the Academy plus selected students attend insight days at companies like Facebook and IBM
Y13 Electives – termly projects lasting 12 weeks with employers working on a targeted project or brief	2, 5, 6	Sept - March	BBC, Global, London Live TV, IMG

Advertising Unlocked Careers Day	2, 6	September	30 x KS5 students attend four media agencies across London
Live Radio Broadcast for Global's Make Some Noise Day from Heart Leicester Square	6	October	30 x Students on Heart London
Various University progression sessions including Why University, Personal Statement writing, PS workshops	7	Sept - Jan	In house staff and UAL
BFI Library Visit as part of BFI Future Films Festival	6	October	BFI
IAB Nonference	5, 6, 8	October	40 x KS5 students worked with IAB on major industry event alongside colleagues from Facebook, Snapchat .etc
RTS Student Masterclass – 2 day workshop	2, 5, 6	November	Over 20 industry leaders deliver industry masterclass
MAD:Flourish Advertising Workshop	2, 5, 6	November	20 x KS5 students worked at industry event alongside major blue chip brands with Dentsu Aegis Media Network
Commercial Workshops – working alongside Global's commercial team to deliver creative project planning skills	2, 5	Across the Year	Includes include Greggs, Vimto, Public Health England, Department for Work and Pensions
BBC Maida Vale Studios Visit including Careers Talk from Music producer	3, 6	Winter	BBC Maida Vale
DCMS Christmas Party – events work experience	6	Winter	DCMS
Y13 Mentoring Programme	2, 8	Winter - Spring	45 1:1 industry mentors over a 16 week programme
Y12 Branded Content Project	2, 5, 6	Spring	All Y12 students work with a client to develop idea and pitch to client

				– McDonalds, Addidas, Public Health England, Very.co.uk
	RTS Television Careers Fair	2, 3, 5, 8	Spring	RTS Careers Fair
	RAIN Conference	5, 6	Winter	5 students attend industry conference
	Next Radio	5, 6	Winter	5 students work on industry event
	Baker Dearing Trust filming at St James Palace – Filming production Team	6	Spring	Baker Dearing Trust St James Palace
	Y12 Work Experience Programme	3, 5, 6	Summer	Over 50 individual work placements at a range of companies including Global, Dentsu Aegis, Festival Republic, Folder Media, Barnet TV, Channel 5, MTV
	Mediacom Insight Day	5,6	Spring	Mediacom – 10 students
	IMG Studio Day – Year 12	5, 6	Spring	IMG Studios – 20 Y12 students
	Y13 Mentoring Programme Assessment Day / Briefing Day	3, 5, 6	Summer	Global
	Various Client Pipeline Workshops	3, 5, 6	Summer	Global, IMG, BBC

### Additional Targeted Provision

Year Group	Activity	Gatsby Benchmark	When	Employer or Partner Encounter
Pre-NEET	121 Personal Guidance Sessions	8, 3	Year 11, Spring	Educational Development Trust
G+T				

<b>Women</b>	Ria Hebden Workshop	2, 3, 5	KS5, Winter KS4, Winter	Ria Hebden (Freelance TV Presenter)
<b>PP</b>	BBC Get Into Media Programme	2, 5, 6	All Year	BBC 3 students