



Benchmark 1: Building a Strategic Careers Plan

Career Leader Checklist

Careers Vision Statement

Yes

No

Does your school have a clear vision for careers provision?

Has your board of governors engaged in this process?

What are the key priorities for your careers strategy?

Current Position Audit

Yes

No

Have you completed a recent benchmark audit as a starting point?

Are you aware of your strengths and areas for development based on the audit?

Have you mapped out your current employer links/relationships?

Who are the key groups of pupils that you wish to target through your careers strategy?



Key Strategic Objectives (pupil centered and measurable)

What are the specific issues you plan to improve?

What are the opportunities through your careers strategy to support outcomes in this area?

What does success look like for you?

Who else will support you to achieve these outcomes in your school?

Action Plan

Yes

No

Do you have an action plan outlined to achieve your key strategic objectives?

Have you developed a list of progressive outcomes for each key stage/phase?

Have you developed your action plan against the CDI framework?

Addressing the criteria of BM1

Yes

No

Is your career strategy written down?

Have you shared your careers plan with key stakeholders?

i.e. teachers, parents/carers, school staff, governors

Does your school website contain the relevant information for all stakeholders?

How do pupils recognise and reflect on careers related learning?

Have you implemented a systematic process for evaluating impact across all stakeholders?

i.e. teachers, pupils, parents/carers, employers/businesses

Additional Questions to Consider

Yes

No

Are you signed up to receive [North East Ambition](#) opportunity bulletins?

Do you attend local and regional network meetings?

Are you on LinkedIn?

(This may help improve employer links and communication around activity)
