



This document is primarily intended for:

Directors of Studies
 Careers Advisers
 Personal Tutors
 Placement Tutors
 Student Experience Officers
 Research Degree Supervisors

Technical Specialist: Head of Careers Service

Quality Assurance Code of Practice

Careers Education, Information, Advice and Guidance

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1. Definition, purpose and scope

- 1.1 The purpose of this statement is to set out the University's quality assurance arrangements for the delivery of Careers Education, Information, Advice and Guidance (CEIAG).
- 1.2 CEIAG encompasses career development through the acquisition of a range of skills associated with employability, together with self-awareness, occupational awareness and decision-making and the provision of information on career prospects. A range of staff within departments, the School, faculties, central services and the Students' Union is involved in the delivery of CEIAG throughout the student lifecycle. CEIAG is a specialist area of provision which requires the staff involved in its delivery to have knowledge and expertise in this area.
- 1.3 This statement applies to all Undergraduate, Postgraduate Taught and Research students registered at the University of Bath.
- 1.4 The terms of the statement may be modified under a collaborative partnership agreement.

2. Principles

- 2.1 The University is committed to supporting students to fulfil their potential, including their career aspirations by providing information, skills training, advice and guidance. Through CEIAG the University prepares its students to identify and make informed choices in relation to their future careers.
- 2.2 The Education Strategy 2016-21 states that 'Our graduates have high levels of personal, professional and academic skills enabling them to fulfil their potential and thrive in their chosen employment.' The University's CEIAG provision is key to supporting this strategic aim.

3. Roles and responsibilities

- 3.1 University Learning, Teaching and Quality Committee considers matters relating to careers education and the employability of students.
- 3.2 The Head of the Careers Service has overall responsibility for the delivery of CEIAG through the Careers Service.
- 3.3 The Head of the Careers Service is a specialist in providing CEIAG to students and reports to the Pro-Vice-Chancellor (Learning and Teaching).
- 3.4 The Careers Service is the specialist provider of CEIAG in the University. Its function is to help students to understand and undertake the process of career planning, including: developing their employability; clarifying their own values, interests, skills and abilities; identifying appropriate opportunities; making informed career choices and achieving their objectives both immediately after graduation and thereafter.
- 3.5 The Doctoral College is responsible for providing development opportunities for postgraduate research students.
- 3.6 Heads of Departments (or equivalent) are responsible for the quality of CEIAG delivered by staff within departments and for ensuring that students are made aware of CEIAG services available to them across the institution, and the benefits to them of developing their employability and career planning skills.
- 3.7 Directors of Studies are responsible for ensuring departmental liaison with the Careers Service to arrange CEIAG support (see paragraph 4.2).
- 3.8 Personal Tutors are responsible for providing support to their tutees, as set out in [QA33 Personal Tutoring](#), which might include elements of CEIAG and where necessary signposting them to the Careers Service.
- 3.9 Placement teams are responsible for ensuring that students are prepared for and supported throughout their placement, and for liaison with the Careers Service to arrange CEIAG support ([QA6](#) Placement Learning refers).
- 3.10 Lead Research Supervisors are responsible for undertaking training needs analyses and discussing requirements for generic skills training and personal development planning with their students, as set out in [QA7](#) Research Degrees. They are also responsible for signposting their students to the Careers Service and the Doctoral College for support on career planning, where necessary.
- 3.11 The Director of Student Services is responsible for ensuring that students are signposted from Student Services to the Careers Service. Careers Advisers are trained in issues relating to disability and employment, and there is a range of careers information available specifically addressing issues relating to disability.
- 3.12 The Director of Student Recruitment and Admissions is responsible for the provision of pre-entry information and advice to undergraduate and taught postgraduate applicants. The Doctoral College is responsible for the provision of pre-entry information and advice to doctoral applicants.
- 3.13 The Academic Skills Centre provides support and advice for students on a range of communication skills associated with CEIAG.

- 3.14 The Head of Student Immigration Service works with the Careers Adviser for international students to co-ordinate information and advice.

4. Expectations

- 4.1 All students are entitled to access CEIAG provision before, during and after their time at University. The principal specialist provider of CEIAG services is the Careers Service. The Careers Service will contact students at key points in the student lifecycle to advise them of their services and encourage them to seek their advice and guidance. The objectives of the Careers Service are set out in its [Statement of Service](#).
- 4.2 Departments are expected to provide CEIAG to their students through the curriculum (for instance through placements and skills training), extra-curricular activities and/or by signposting to the Careers Service. Where staff have the requisite knowledge and skill, CEIAG might be delivered by staff in an academic department. Students should also be directed to the Careers Service for advice and guidance from staff qualified in the provision of CEIAG. Directors of Studies may wish to consider an annual meeting with the Careers Adviser allocated to the department in order to plan tailored timely CEIAG provision, and inviting the Careers Adviser to Staff /Student Liaison meetings (see [QA48](#) Student Engagement with Quality Assurance and Enhancement).
- 4.3 Information on how to access the Careers Service and the extent of CEIAG services available to them will be provided to students at Induction (see [QA38](#) Induction of Students) and in the Programme Handbook (see [QA44](#) Programme Handbooks and Programme Specifications: provision of programme information to students).
- 4.4 Through programme specifications, the University's prospectus and the Careers Service website, prospective and current students and alumni will be provided with information on how the skills and knowledge learned on their programme will support their future career development. Actual data on the destination of graduates will be made available to prospective students through the Key Information Set (KIS).
- The Director of Student Recruitment and Admissions works with the Careers Service to provide the information on careers support, employability and graduate destination data for use with prospective students.
- 4.5 CEIAG is delivered in a range of settings in the University by a broad spectrum of staff. Under all circumstances staff (including personal tutors, placement officers and tutors, supervisors, student experience officers etc.) providing CEIAG should provide impartial, client-centred advice and respect students' privacy and confidentiality. Further guidance for staff is available from the [Careers Service](#).
- 4.6 Professional careers advisers are well placed to give students guidance on their career options and employability development, and students should be referred to Careers Service staff where appropriate. This will help to ensure that advice provided by the University is consistent and in line with professional CEIAG expectations.
- 4.7 Staff involved in giving careers advice should endeavour to make students aware of all career and future study options available to them. There may be instances where staff might not be able to offer impartial advice. If students are considering changing their programme of study or moving to another university, staff might consider directing students to the University Careers Service.
- 4.8 Where agencies and employers are used to provide CEIAG students should be advised by the department or Careers Service that their advice may not be impartial.

- 4.9 All students are encouraged to review their skills and develop them for future employment. Students on taught programmes will be introduced to the concept of PDP as part of academic induction (see [QA38](#) Induction of Students), and through the programme handbook (see [QA44](#) Programme Handbooks and Programme Specifications: provision of programme information to students). Postgraduate research students will be introduced to PDP by their supervisor (see paragraph 3.10) and will be encouraged to use the [Researcher Development Framework](#) for this purpose.
- 4.10 In creating new programmes there is an expectation that the development of transferable skills is included in the design of the programme. CEIAG is ideally incorporated from the beginning of the programme, and curriculum-based careers and skills development units may be provided in the first year.
- 4.11 The Head of the Careers Service can be consulted and provide support on the professional, vocational or broader career aims and employer expectations that can be developed and met through the learning aims of the programme and/or specific units (see [QA3](#) Approval of New Programmes of Study). Where CEIAG is embedded within a programme of study the learning outcomes of the unit must contribute to the aims and objectives of the programme and be assessed appropriately.
- 4.12 In the delivery of CEIAG, consideration should be given to the diversity of the student body (and their differing career development needs) including work-based learners, mature learners, students taking full and part-time programmes in a professional development context, international students, and those with a disability. The Careers Service provides specialist services to support a wide range of students. Directors of Studies and Personal Tutors are advised to refer those with special requirements to the Careers Service at an early stage in their studies as such students often benefit from early referral and longer term careers support.

5. Monitoring and review

- 5.1 The Careers Service is a member of the Association of Graduate Careers Advisory Services (AGCAS).
- 5.2 An annual report on the Destination of University of Bath graduates is produced by the Careers Service and considered by University Learning, Teaching and Quality Committee. Destination data is considered at programme level through the Annual Monitoring of Units and Programmes ([QA51](#)).
- 5.3 Students are asked their opinion of their experience of CEIAG through a range of surveys including the National Student Survey, Postgraduate Taught Experience Survey, the UK Engagement Survey, and the Postgraduate Research Experience Survey.

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