# **Unifrog and the Gatsby Benchmarks**

Here is how Unifrog helps you to meet the Benchmarks. For more info: 020 3372 5991 | info@unifrog.org

## Benchmark 1: A stable careers program

				T	
Session to run	(Re)launching with students	Taking the personality quiz	What are skills?	Communication skills	
Suggested month	September	October	November	January	
Description	Introduce your students to Unifrog!  Carry out a overview demo of the student side of Unifrog.	Students use the Unifrog Personality profile to discover their personality type.	Introduce students to skills and why they matter. They can then use this knowledge to identify their own skills!	Take your class on a treasure hunt around the Careers library!	
Resources/Unifrog links		Personality profile	What are skills?	Careers library treasure hunt 1	
Objectives	Get students signed up via sign up codes or bulk upload. For support with getting students uploaded email arash@unifrog.org.	To allow students to learn more about themselves and explore the careers commonly associated with their closest personality types.	To learn what skills and competencies are, and how to demonstrate them.  To demonstrate them.  To demonstrate them.  To demonstrate them.  To demonstrate them on the unifrog platform.	To learn about a variety of different careers and become familiar with the Unifrog Careers library.	
Teacher/counselor preparation	Make sure students all have accounts on Unifrog. You can check this in the Advanced view on the teacher side of the platform to make sure all students have registered.  Sign up codes are valid for 90 days before they expire - get in touch if you need additional codes  Check to see how active students have been by ranking in the Advanced view by % progress.	Add as an interaction by clicking Advanced views-Sort by school leaving year-[filter for specific students]>-interaction.  Familiarise yourself with the Unifrog Personality profile quiz that students will take as part of the lesson (Student sides-Personality profile).  For a 45 minute offline classroom lesson, provide sheets of paper for each student.  For a distance lesson or homework after a 15 minute classoom offline lesson, email or print one relevant "Personality profile" Distance learning worksheet per student in your class, making sure to delete the first pages of teacher notes.  Use the platform's Usage charts to see a graph of students' Personality ouiz results and	Add as an interaction by clicking Advanced viewo-Sort by school leaving year>[filter for specific students]>-interaction.  Familiarise yourself with the Unifrog competencies and the way students can record these on the platform (Student) students can record these on the platform (Student).  For a 45 min classroom lesson, print off one What are skills' worksheet per group or pairing in your class.  For a distance lesson or 15 min classroom lesson, email or print one What are skills' sheet per student in your class, making sure to delete the first page of teacher notes.  Use the platform's Usage charts to see a graph of students' recorded competencies once the view completed the lesson (Usage	Familiarise yourself with the Unifrog Careers library (Student side>Careers library) and the way students can record competencies on in the Competencies tool (Student side>Competencies Add example). Add as an interaction by clicking Advanced view>Sort by school leaving year>fifiter for specific students)>+interaction.  You'll be able to use the platform's Usage charts to see a graph of students' popular career areas and recorded competencies once they've completed the lesson (Usage charts-Customise and filter>Most popular career areas/Competencies logged).	

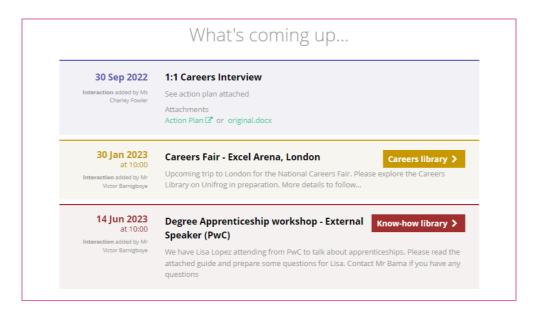
- Careers Year Plan and teaching resources: Our Careers Year Plan is made up of excellent, adaptable teaching resources that are tailored to each year group, from Y7 to Y13. The plan makes it easy for you to develop a stable, whole-school/college careers programme.
- **Goal setting and review meetings**: The Unifrog team help you fine-tune your plans for the year, bringing to bear our experience of working with more than 3,000 schools and colleges.
- Staff training and CPD events: To help your school/college refine your use of the platform, and keep abreast of CEIAG best practice, Unifrog staff deliver staff training, as well as regional CEIAG related CPD events and conferences.
- Management tools: Interactive charts and downloads mean you can easily assess your provision, and share your analysis with colleagues. You can cut your data on student characteristics (like 'Pupil Premium' and 'SEND').
- Parent engagement: Parents and carers can create their own Unifrog accounts, and also receive automated summaries of their children's CEIAG interactions. Through the platform teachers can send information, advice and guidance to parents and carers.

# **Benchmark 2: Learning from Career and Labour Market Information**



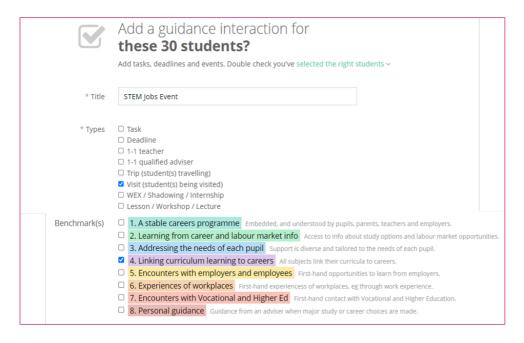
- Explore up-to-date national and local LMI: As they browse the 1,000+ career profiles in the Careers library, students (and parents) can see for any area of the UK LMI like the most popular jobs, median salaries, and even what jobs people in that area are more likely to do versus the national average.
- Full range of options: Our Careers Library and Know-How Library together comprise an
  enormous, easily searchable treasure trove of information about the full range of career
  pathways and progression routes available, so students understand where their education
  and training choices could take them.

#### Benchmark 3: Addressing the needs of each pupil



- Record, track, feedback: In one place each student and their teachers can see all the CEIAG interactions, feedback, and documents uploaded by the student and their teachers.
- **Upload straight to Compass+**: To minimise your workload, careers interactions data syncs with Compass+.
- Personalised student journey: As students use the platform, the system makes smart
  personalised suggestions on what they might be interested in looking at next. The
  suggestions are designed to broaden students' horizons, while also giving them the data they
  need to make informed decisions.
- **Challenge stereotypes**: The platform contains student guides and teaching resources that challenge workplace stereotypes, such as gender roles.
- **Independent and impartial**: Unifrog is committed to independence and impartiality. The platform shows students everything, and gives them the tools to make their own choices.
- **Destinations and alumni:** You can easily record students' post-16 and post-18 destinations, then use interactive Charts to analyse where students end up. A filterable dashboard helps you to engage alumni staying in touch and involving them in your CEIAG provision.

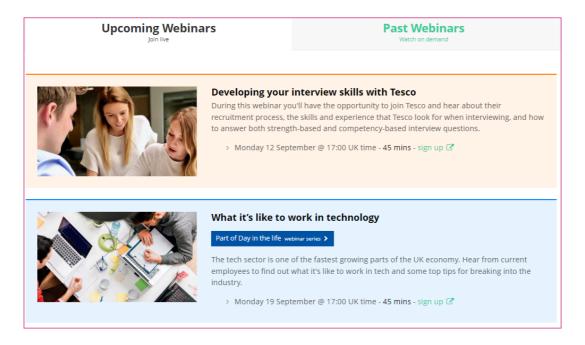
# Benchmark 4: Linking curriculum learning to careers



- Classroom teachers can record CEIAG interactions: As part of a truly wholeschool/college careers programme, all teachers can have Unifrog accounts, and can easily record the CEIAG interactions that happen in the classroom.
- Job profiles linked to subjects: Students can search the Careers library by school subjects, and the Subjects library gives them career information related to each subject.
- **Teaching resources linking careers to subject lessons**: The Resources library includes a series of teaching resources which focus on linking curriculum learning to careers.

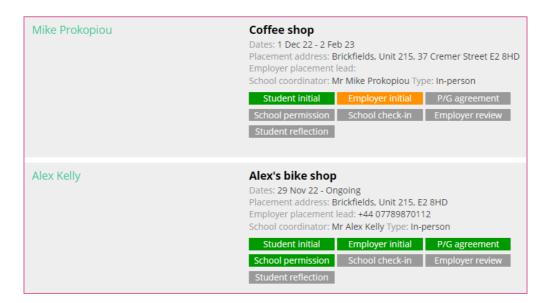
- Super-curricular content: The Read, Watch, Listen tool is a bank of super-curricular material, searchable by career and subject areas; it spans TED Talks, articles, books, podcasts and films.
- Choose your Key skills: Choose which skills your students will focus on. You can pick from frameworks like SkillsBuilder and the CDI's Career Development Framework, and/or pick your own.

# Benchmark 5: Encounters with employers and employees



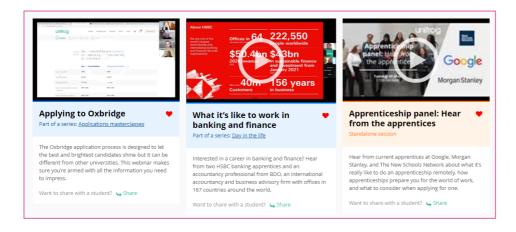
- Webinars and videos starring leading employers: The Unifrog team runs tens of high
  quality webinars every academic year featuring employers and employees, while the Careers
  library and Know-how library contain videos of employers and employees talking about their
  jobs.
- Student <> Employer networking: Through the platform students in Years 12 and 13 can request to be put in touch directly with particular university and employer recruitment teams. And students can choose to be put in touch with the employers who take part in our webinars.
- Track and target for particular encounters: Teachers can use students' use of the platform (for example, their Post 16 and Post 18 education and training intentions) to target students for particular encounters.
- Teaching resources to prepare for encounters: There is a series of teaching resources in the Resources library to help students prepare for encounters with employers and employees e.g. mock interview practices and networking tips.

# Benchmark 6: Experiences of workplaces



- Work experience management: The hugely popular Placements tool ensures you can manage all your work experience admin in-house, including meeting your obligations regarding H&S, Risk Assessments, Insurance, Safeguarding, and Data Protection.
- Prepare for work experience: Teaching resources to help students prepare for work experience, including identifying sectors of interest, how to behave at work, and how to reflect on work experiences.
- **Find work experience**: The Special opportunities tool includes a searchable bank of virtual work experience opportunities, from a variety of sources. The Placements tool allows schools/colleges to build a database of work experience opportunities.
- **CV and Cover Letter writing**: Easy-to-use CV building, cover letter and competency recording tools to help students craft impressive applications. Each student has a Locker so they can store work experience journals, or employer references from their placements.

Benchmark 7: Encounters with Further and Higher Education

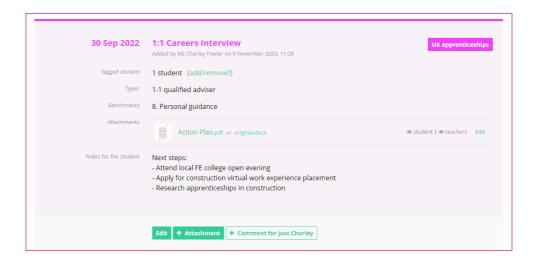


• Every opportunity, in one place: Our university, apprenticeship and FE search tools ensure students can easily compare every academic and vocational opportunity post-16 and post-18.

Students can also easily jump from the UK university search tool to book open days.

- Track events and Baker Clause compliance: Teachers can add upcoming encounters to students' Unifrog calendars, send students and parents reminders before events, and afterwards report on what they have delivered. The system makes it easy to spot if, for example, students with particular characteristics have had fewer encounters than students with other characteristics, and to demonstrate you're complying with the Baker Clause.
- **Special opportunities**: Our Special opportunities tool makes it easy for students to find thousands of summer schools and virtual work experience placements, scholarships and contextual offers, and is the only database of its kind.
- Interactive webinars with FE and uni reps: Our free-to-attend interactive webinars give students the chance to hear directly from FE and university representatives and current students, with a Q&A at the end of each one.

## Benchmark 8: Personal guidance



- **Recording and tracking**: Use reports to identify students in need of 1:1 interviews, and track the guidance they have received throughout their time at school/college. You can add 1:1 interviews to students' calendars, send them reminders, and then record notes on what happened in these sessions, as well as attach action plans.
- **1-1 resources**: Ready-made 1:1 interview preparation tasks for students, and action plan templates, to help make sure interviews are as productive as possible.
- **Teacher <> Parent teamwork**: If you wish, parents and other teachers can see notes from interviews and action plans, to help support a whole-school/college approach to careers guidance.
- Accounts for external advisers: You can set up accounts for external careers advisers, so
  they can use the platform with students during interviews.