

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

Grade 6/Year 7				
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 an 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	International Student Launch (pick the relevant presentation) Your school's sign up codes	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 use this knowledge to identify students' own skills and learn how to record 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 view>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 side>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 classroom 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 quiz results and	Add as an interaction by clicking Advanced view>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 side>Competencies>Add example). 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 they've 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>(filter 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

Civil engineer

Labour Market Information (LMI)

UK Current Jobs

Engineering professionals (SOC3)

UK jobs: 352,664

Derby jobs: 3,167 (32nd of 214 UK LEAs)

Top 5 LEAs: Hampshire (12,260), Surrey (9,470), Lancashire (8,860), Essex (8,283), Hertfordshire (8,251)

UK Prospects

Science, research, engineering and technology professionals (SOC2)

UK growth: +9.1% from 2017 to 2027, creating 159,466 jobs

East Midlands growth: +10.7% from 2017 to 2027, creating 12,438 jobs

UK Salary

Civil engineers (SOC4)

UK annual median: £42,530

Engineering professionals (SOC3)

UK annual median: £42,697

East Midlands annual median: £43,062

Top 3 regions: Scotland (£44,852), East of England (£44,145), South East (£43,810)

What is SOC?

Standard Occupational Classification (SOC) codes are the UK government's official method of sorting jobs into categories.

SOC4 sorts all jobs into 370 different categories, SOC3 has 90 categories, and SOC2 has 25.

Here's an example of how it works. The Unifrog careers profile 'Classical musician' goes into the SOC4 category 'Musicians', which goes into the SOC3 category 'Artistic, literary and media occupations', which in turn goes into the SOC2 category 'Culture, Media and Sports occupations'.

- **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

What's coming up...

30 Sep 2022 <small>Interaction added by Ms Charley Fowler</small>	1:1 Careers Interview See action plan attached Attachments Action Plan or original.docx	
30 Jan 2023 <small>at 10:00</small> <small>Interaction added by Mr Victor Bamigboye</small>	Careers Fair - Excel Arena, London Upcoming trip to London for the National Careers Fair. Please explore the Careers Library on Unifrog in preparation. More details to follow...	Careers library >
14 Jun 2023 <small>at 10:00</small> <small>Interaction added by Mr Victor Bamigboye</small>	Degree Apprenticeship workshop - External Speaker (PwC) We have Lisa Lopez attending from PwC to talk about apprenticeships. Please read the attached guide and prepare some questions for Lisa. Contact Mr Bama if you have any questions	Know-how library >

- **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

Add a guidance interaction for these 30 students?

Add tasks, deadlines and events. Double check you've selected the right students ▾

* Title

* Types

- ☐ Task
- ☐ Deadline
- ☐ 1-1 teacher
- ☐ 1-1 qualified adviser
- ☐ Trip (student(s) travelling)
- ☒ Visit (student(s) being visited)
- ☐ WEX / Shadowing / Internship
- ☐ Lesson / Workshop / Lecture





Benchmark(s)

- ☐ 1. A stable careers programme Embedded, and understood by pupils, parents, teachers and employers.
- ☐ 2. Learning from career and labour market info Access to info about study options and labour market opportunities.
- ☐ 3. Addressing the needs of each pupil Support is diverse and tailored to the needs of each pupil.
- ☒ 4. Linking curriculum learning to careers All subjects link their curricula to careers.
- ☐ 5. Encounters with employers and employees First-hand opportunities to learn from employers.
- ☐ 6. Experiences of workplaces First-hand experiences of workplaces, eg through work experience.
- ☐ 7. Encounters with Vocational and Higher Ed First-hand contact with Vocational and Higher Education.
- ☐ 8. Personal guidance Guidance from an adviser when major study or career choices are made.

- **Classroom teachers can record CEIAG interactions:** As part of a truly whole-school/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

Upcoming Webinars <small>Join live</small>	Past Webinars <small>Watch on demand</small>
	<p>Developing your interview skills with Tesco</p> <p>During this webinar you'll have the opportunity to join Tesco and hear about their recruitment process, the skills and experience that Tesco look for when interviewing, and how to answer both strength-based and competency-based interview questions.</p> <p>> Monday 12 September @ 17:00 UK time - 45 mins - sign up </p>
	<p>What it's like to work in technology</p> <p>Part of Day in the life webinar series ></p> <p>The tech sector is one of the fastest growing parts of the UK economy. Hear from current employees to find out what it's like to work in tech and some top tips for breaking into the industry.</p> <p>> Monday 19 September @ 17:00 UK time - 45 mins - sign up </p>

- **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

Mike Prokopiou

Coffee shop
Dates: 1 Dec 22 - 2 Feb 23
Placement address: Brickfields, Unit 215, 37 Cremer Street E2 8HD
Employer placement lead:
School coordinator: Mr Mike Prokopiou Type: In-person

Student initial

Employer initial

P/G agreement

School permission

School check-in

Employer review

Student reflection

Alex Kelly

Alex's bike shop
Dates: 29 Nov 22 - Ongoing
Placement address: Brickfields, Unit 215, E2 8HD
Employer placement lead: +44 07789870112
School coordinator: Mr Alex Kelly Type: In-person

Student initial

Employer initial

P/G agreement

School permission

School check-in

Employer review

Student reflection

- **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

Applying to Oxbridge
Part of a series: [Applications masterclasses](#)

The Oxbridge application process is designed to let the best and brightest candidates shine but it can be different from other universities. This webinar makes sure you're armed with all the information you need to impress.

Want to share with a student? [Share](#)

What it's like to work in banking and finance
Part of a series: [Day in the life](#)

Interested in a career in banking and finance? Hear from two HSBC banking apprentices and an accountancy professional from BDO, an international accountancy and business advisory firm with offices in 167 countries around the world.

Want to share with a student? [Share](#)

Apprenticeship panel: Hear from the apprentices
Standalone session

Hear from current apprentices at Google, Morgan Stanley and The New Schools Network about what it's really like to do an apprenticeship remotely, how apprenticeships prepare you for the world of work, and what to consider when applying for one.

Want to share with a student? [Share](#)

- **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

The screenshot shows a user interface for a '1:1 Careers Interview'. At the top, it displays the date '30 Sep 2022' and the title '1:1 Careers Interview', with a subtitle 'Added by Ms Charley Fowler on 9 November 2020, 11:28'. A purple button labeled 'UK apprenticeships' is in the top right. Below the title, there are sections for 'Tagged student' (1 student, with a link to 'add/remove?'), 'Types' (1-1 qualified adviser), 'Benchmarks' (8. Personal guidance), and 'Attachments' (Action Plan.pdf or original.docx). A section for 'Notes for the student' lists 'Next steps': 'Attend local FE college open evening', 'Apply for construction virtual work experience placement', and 'Research apprenticeships in construction'. At the bottom, there are buttons for 'Edit', '+ Attachment', and '+ Comment for just Charley'.

- **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.