

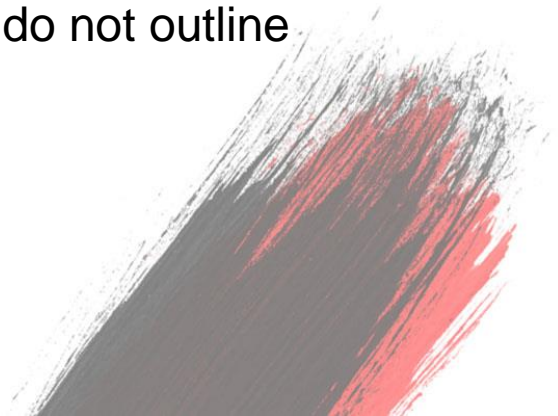
# Make Your Mark: Supporting the development of transitional and life skills



# The issues:

**“Schools and colleges should do more to: encourage all learners to start thinking about post-18 choices at a younger age; at least from age 12-13 or even earlier”  
(UCAS Media, 2016:9)**

- Careers advisors are under resourced, both in terms of time, and tools
- Through no fault of their own, they are unable to deliver advice to all students who need it
- Pathways and agendas are consistently changing
- Current resources are either highly focussed (so do not outline all options), or complicated, dull and impersonal



# The Make Your Mark Microsite & Prospectus

- Designed to be used right from year 7
- Easy to navigate and use
- Encourages exploration and discovery
- Prospectus and microsite compliment each other
- Student led narrative
- Interactive & Fun
- Mobile/tablet first (designed to used on the move)



# Make Your Mark (Pathways)

Your future

- Around highlighting the various education options available
- Choosing FE and HE Courses
- How to choose
- Giving a face to different options



# Make Your Mark (Attainment)

## Your Studies

- Learning styles & advice
- Revision
- Exams



# Make Your Mark (Lifestyle)

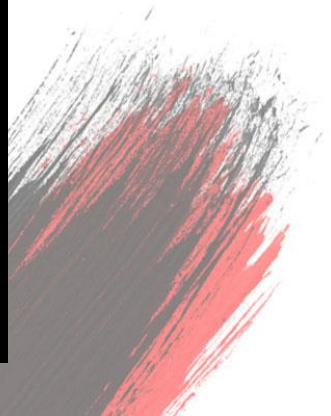
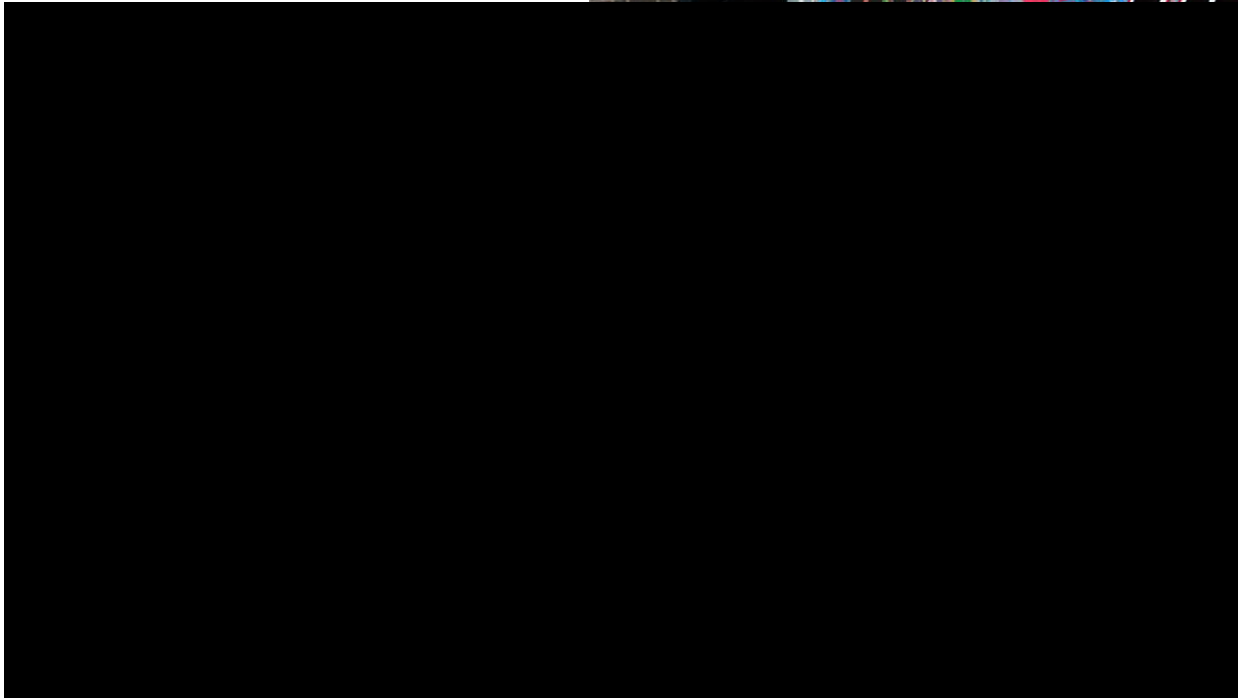
## Your Journey

- Money/Finances
- Home/Halls & Accommodation
- Societies
- Jargon




# Beyond the site

- The prospectus
- Social Media
- Interactive activities



# Framework of Activities

- **A combination of various educational, interactive and aspiration raising activities and events offered to selected students from specific schools over a 5 year period, starting from Year 7 through to Year 11.**
  - **A holistic approach to engagement with key stakeholders with repeated touchpoints.**
  - **Ability to track the long term impact and success of our participants**
  - **In the years to come, we will be in the position to provide institutions with progression data so they can track the HE journey of their students**
- 



# Current status

- **Currently, we have 6 institutions on board and 450 participants on the scheme**
- **We welcome new institutions on board annually through our recruitment and selection process. We welcome 50 students per institution and work with the same 50 students from Year 7 to 11**
- **Delivery of innovative projects and programmes**
- **Continuous development as a result of close working relationships with partner institutions**



# Overview of Activities

## **Year 7 & 8 - Themed around Explore and Discover**

Pathways

Courses available

University and HE more broadly

## **Year 9 & 10 - Themed around Choice and Development**

Improving attainment

Building on transitional skills

Future career choices

## **Year 11 - Progression**

Employability

Lifestyle

Experiences





# Discussion – next steps

- What is missing in guidance for students, and how can we address this?
- What opportunities/challenges are there in the use of social media in transitions guidance?
- What issues are *you* facing in guiding those transitions, and how can we address these?

