

# The COA Careers Resources Catalogue

The Careers Adviser's Guide



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# About COA

## Careers Guidance

Cambridge Occupational Analysts have operated in the fields of careers and higher education guidance for 22 years. Based in the UK where they serve 1,500 schools and colleges, they also work with schools in 30 overseas countries. Over 700,000 young people have taken part in one or more of COA's programmes in the last 10 years. Over 300,000 students each year use the COA's Stamford Programme available on the UCAS website.

COA's 35 interviewing and guidance staff are professionally qualified, with many years of experience of careers work in schools, the careers service, or careers consultancy. COA offers a variety of career tests, books and services to assist schools and colleges in meeting the objectives of the CEG/IAG programme. It provides a full package of services which cover from years 9 to 13 and beyond. The flexible approach enables school staff to mix and match both the products and the services to ensure that they meet the needs of students, staff and parents and fit in with each school's careers curriculum

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# Quality Assurance

COA place the technical quality of their careers programmes and aptitude tests high on their list of priorities. The services of Dr Charles Johnson were retained to evaluate the characteristics and norming of COA aptitude test programmes. This ensures they meet the highest standards of reliability.

Dr Johnson has been Chairman for the BPsS Steering Committee on Test Standards.

Earlier in his career he worked in the Cabinet Office on the assessment of senior civil servants and was later Managing Director of PRD (Psychometric Research and Development).



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# COA Interviewing Services

Many schools now use the COA interviewing service, through which teams of up to six COA careers advisers carry out the handing-over of student reports, explaining their significance and offering information, advice and guidance on a one-to-one basis. These advisory teams can conduct up to 84 interviews per day, with minimum disruption to the school teaching timetable.

As a result of this process, students are motivated to conduct further research and record the results in their workbooks.

Advantages of the COA interviewing service:

- Minimum disruption to individual classes. No more than one or two classes per student are interrupted. The school arranges the interview schedule to suit its own requirements

- Up to 84 students may be interviewed on the same day, which achieves an intensified sense of a 'shared' occasion

- It avoids the interviewing handover stretching over many weeks, as can sometimes happen in a busy school

- School careers staff are free to use their scheduled time to monitor the progress of each student's research, without interrupting their own teaching programmes

- It ensures that each student fully understands the nature of their own careers workbook, and how to complete it as a record of their personal careers investigation

- For Preview and OASIS, it encourages a more informed attitude towards the initial selection of sixth form subjects. (School staff also play a key role in this task later in the school year)

- All COA interviewers have considerable experience of providing IAG for young people in Years 10, 11 and 12.

**“The interviewing team were their usual ‘sparkling’ selves and managed to draw out our most timid and disaffected pupils as well as inspiring the more capable ones. The fact that a considerable number of my pupils made a special point of seeing me to convey their positive views, speaks for itself.”**

Reigate Grammar School

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# COA Careers and Higher Education Programmes

The range of COA careers and HE programmes mainly covers year groups 9 to 13. The objective is always to open the worlds of employment and further/higher education to students, so that they can relate career ideas to their academic work at each stage and make sound progression decisions based on a programme of structured research.

## Year 9

The Probe software program gives an early insight into career thinking and GCSE subject choice ahead of years 10 and 11. It is available for unlimited access by pupils on the school's own computer networks.

## Year 10 & 11

The main COA careers programmes, OASIS, Preview, EirQuest and ScotQuest, follow either late in year 10 or early in year 11. They focus essentially on identifying the most likely broad careers areas for each student and on establishing a process of personal research into the most appealing of these. The selection of appropriate AS/A, IB, Higher/Advanced Higher (Scotland), Leaving Certificate (Ireland) and equivalent subjects is a central aim. In combination with the Cambridge Profile Aptitude Tests,

these programmes help to provide the essential foundations for progression to higher education or professional training. The results of both programmes are presented in a Careers Workbook format - with sections for the student to complete. A copy of The Careers Directory and the Personal Development and Work Experience Guide is supplied with each student's report.

## Year 12 & 13

Centigrade, produced by COA in association with UCAS, is the main COA programme for university course selection. The purpose is to encourage personal research into possible course areas and to help consider which of these best meet each student's interests. Centigrade can be completed on a paper questionnaire in about 40 minutes or online. In either case, a bound workbook is produced which is completed by each student based on his/her own research into the courses and HE institutions which he/she is considering. A copy of Degree Course Descriptions is supplied with each Centigrade workbook.



# COA Services for schools

## Inset In-service Training

In-service training can be provided in your school by experienced COA Careers & HE Advisers. Training areas include:

- Centigrade, Preview, Cambridge Profile training
- Interview training for careers staff & tutors
- How to integrate COA programmes into a school's CEG/ PSHE curriculum
- Planning the school's annual careers calendar
- LNAT, BMAT, UKCAT etc.
- Presentation Skills & Public Speaking
- How to write successful Personal Statements
- AS/A level, Higher/AH, IB or equivalent subject selection
- Degree course selection and careers topics
- Give presentations on the importance of Preview, OASIS and Centigrade for making informed career and HE decisions.
- Attend parents' evenings, HE events and careers conventions

Please note – this service can be shared with careers staff from nearby schools. **POA**

## Training & Mentoring New Careers Staff

COA can help new careers staff:

- Build their knowledge base
- Establish and operate a careers department
- Arrange for mentoring with an experienced COA Careers Adviser

**POA**

## Student & Parent Advisory Services

COA offers a free after-school advisory service for students up to the age of 23. This is also available for parental enquiries and covers advice on careers and HE.

**FOC**

## One-Day Work Experience for Careers Teachers

COA can organise one-day visits to companies/organisations for individual careers teachers eg:

Professional & financial services / Arts & media / Industry / Medical / High-tech, science and entrepreneurship / Government and the public sector / Armed forces / Shipping

The visits are individually arranged to enable careers teachers to learn more about careers fields of which they have no previous experience. **POA**

## Regional Groups & Networking

COA runs regular regional careers meetings. These offer teachers an opportunity to share good practice, learn about new careers developments, admissions policies, curricular changes etc. Groups of 12 – 15 schools typically attend the meetings. Each group has a steering committee of Careers Heads, a COA Regional Director and members of the COA team – the function of which includes planning the agenda for each meeting and arranging speakers to meet member school requirements. **FOC – at present time**

## Information Services & Book Publishing

COA provides a free report/literature sampling service and tailor-made PowerPoint presentations for careers staff to use when addressing students and parents at careers events. In addition the following books are published by COA and updated annually: The Careers Directory, Degree Course Descriptions, The Personal Development & Work Experience Guide. The Cambridge Profile Test Booklet is available on an annual hire basis. Technical Manuals are available for each of the COA programmes.

## Careers Convention Service

COA will provide software for schools to plan careers conventions, send out invitations, thank you letters and produce schedules for students and visiting advisers showing interview times and locations. Full details and samples can be obtained on application to COA..

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# Year 11

**“We have found the whole process to be very comprehensive and our pupils are very pleased with the results. For some it has confirmed their original career ideas and higher education ambitions, whilst for others it has opened up new avenues for them to explore.”**

Castleknock Community College



# Preview Careers and Sixth Form Subject Selection



Preview is a guidance programme, designed for those aiming at AS/A levels, IB or equivalent examinations.

Student responses to an interest-based questionnaire (300 questions) produce an Interest Profile to focus on possible careers areas. In addition using Overall Match, the pupil better understands the broader interest areas, which underpin the particular careers areas. Cautionary Notes can help set targets for personal development. The Careers Investigation Workbook, designed to be used in conjunction with the Careers Directory, helps to develop careers research skills, whilst the section on choosing subjects for AS/A or IB or equivalent examinations emphasises the importance of subjects for selected careers or courses. Staff Summary Sheets provide key data to assist the Head of Year and/or Careers in record keeping.

The Interest Questionnaire is available in paper form or can also be completed online.

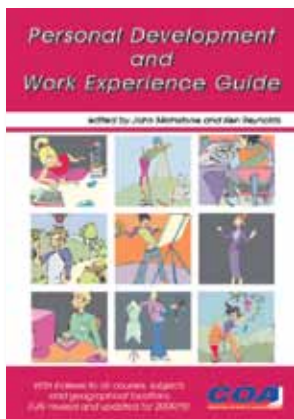
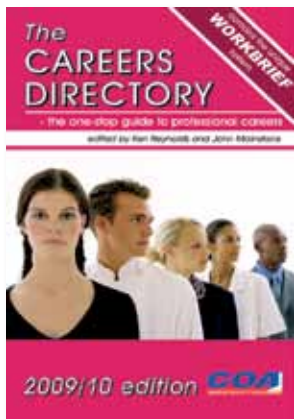
**The tests comprise:**

- A 25-page bound workbook
- A Careers Investigation Workbook containing Careers Analysis Forms
- The Cambridge Profile Aptitude Tests (optional)
- A one-to-one interview with a COA Careers Adviser (optional) or with a school careers adviser
- After leaving school the option to use the

School Leaver Advisory Service up to the age of 23 - free of additional charge

**And the careers department receives:**

- WORKBRIEF: The Careers Directory on CD ROM for the school network
- A complete set of Staff Summary Sheets
- A copy of The Careers Directory for each pupil
- A copy of the Personal Development and Work Experience Guide for each pupil

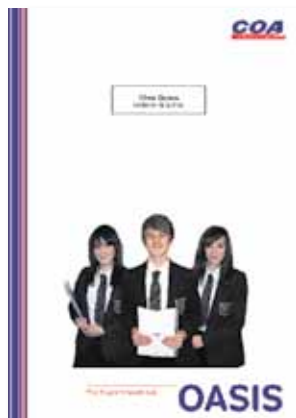


**“I am writing to thank you for the excellent organisation of the Preview and Cambridge Profile tests ...The interviewers were brilliant – patient, knowledgeable and good humoured**

**...And in all, the system worked far better than any we have used in the past.”**

Alleyn's School, London

# OASIS Careers and Sixth Form Subject Selection



OASIS operates in a similar way to Preview, with the addition of detailed forecasts from all GCSE subject teachers integrated into the programme. The forecasts cover GCSE, AS/A level, IB or equivalent examination potential. The programme contains four overlapping ability bands, and chooses careers which broadly equate with the staff forecast of each student's ability in relevant subjects, e.g. Chemistry, Biology, Maths and Physics for Medicine.

By taking part, each student receives the same support materials and services as listed for Preview opposite.

## Careers Investigation Workbook



The Careers Investigation Workbook acts as a focal point for research, so that pupils can get maximum benefit from their careers research activities. It includes an Action Plan and Career Analysis Forms, allowing careers to be researched systematically and on a comparative basis.

The Careers Investigation Workbook is fully co-ordinated with The Careers Directory. Recommended website addresses make further research straightforward and allow students to assemble their own portfolios of online information.

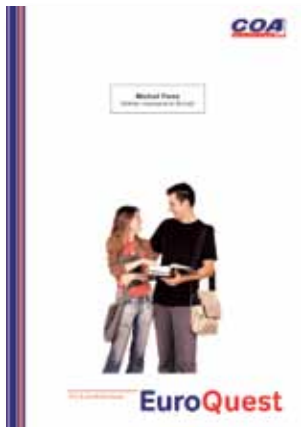


## ScotQuest

### Careers Education and Higher/ Advanced Higher Subject Selection Aged 15 to 17

This is a careers education and research programme for use in Scotland, matching pupils' interests and abilities with corresponding careers choices and helping them to select suitable Highers and Advanced Highers. ScotQuest provides a structured framework for research into the demands and opportunities of potential careers fields. Preview is used when Scottish Schools take AS/A levels or equivalent examinations. The programme may be used in conjunction with the Cambridge Profile Aptitude Tests and the COA interviewing Service.

For more information please see separate brochure.



## EuroQuest

### Careers Education and IB Subject Selection Aged 15 to 17

EuroQuest is designed to introduce pupils in European schools to the worlds of work and higher education. It establishes a basis for the choice of IB/EB, AS/A level, or equivalent courses, which will meet the entry requirements for likely future careers or courses of higher education. Pupils answer 200 interest-based questions, the answers are analysed, producing the pupil's workbook. The programme can be fully integrated with the Cambridge Profile Aptitude Tests and hand-over interviews can be arranged through Step One in Europe.

For more information please see separate brochure.



## EirQuest

### Careers Education and Irish Leaving Certificate Subject Selection Aged 14 to 17

This is a careers selection programme designed for use in Eire, matching pupils' interests and abilities with corresponding careers choices. EirQuest provides a structured framework for research into the demands and opportunities of potential careers fields. It helps pupils select appropriate subjects for the Irish Leaving Certificate. The programme can be optionally integrated with the Cambridge Profile Aptitude Tests which are on the official Irish Government list for use by schools..

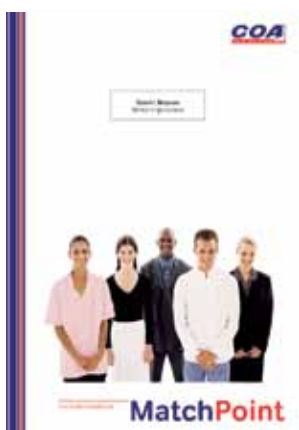
For more information please see separate brochure.



## InterQuest

### Careers Education and AP and IB Subject Selection Ages 15 to 17

This is a careers education and research programme designed for non-European overseas schools matching pupils' interests and abilities with careers choices. InterQuest provides a structured framework for research into the demands and opportunities of potential careers fields. It helps pupils select appropriate subjects for the AS/A level, IB, AP, or most other equivalent examination subjects. The programme can be integrated with the Cambridge Profile Aptitude Tests in assessing Academic Levels from other educational backgrounds. For more information please see separate brochure.



## MatchPoint

### All Ability Careers Education and Subject Selection Ages 15 to 17, Adult

This all-ability careers education and investigation programme is mainly used by 15-17 year old pupils of most ability levels. It can be offered via a paper questionnaire, or as a computer program. There are 150 interest-based questions which the pupil can usually complete in 30-40 minutes. Individual workbooks can be printed out based on these answers and on an assessment of the pupil's overall academic potential. Broad careers areas are provided which match the pupil's stronger interests, abilities and personal qualities. A Careers Investigation Workbook is provided.



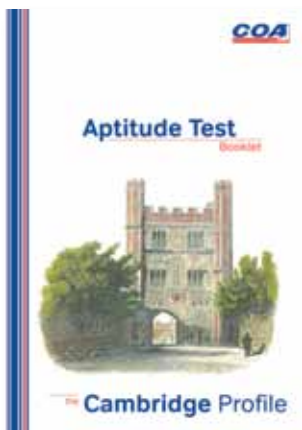
**“My thanks to all of you at Sparham for enabling the OASIS/Cambridge Profile tests to go so smoothly and for the very successful and productive interviews that followed.**

**...Many parents said how pleased they and their daughters were with the test results and they appreciated the content of the reports and the quality of the interviews...”**

Norwich High School for Girls

Ages 14 to 17,  
Adult

# The Cambridge Profile Aptitude Tests



Employers and careers advisers increasingly use aptitude tests as aids in assessing a candidate's potential for a particular job or career. In almost every careers field, one or more of the test scores may throw light on a person's suitability for aspects of the work. These tests are valuable for pupils, providing an objective assessment of their academic potential. Also, practice in tests of this kind can help pupils gain confidence and avoid stress when they are presented with similar tests by employers or academic institutions in the future.

Composed and designed by COA in association with Dr Charles Johnson, the tests are attractively presented in full colour. The battery of eight individual tests takes approximately one hour and 45 minutes to administer.

**The tests comprise:**

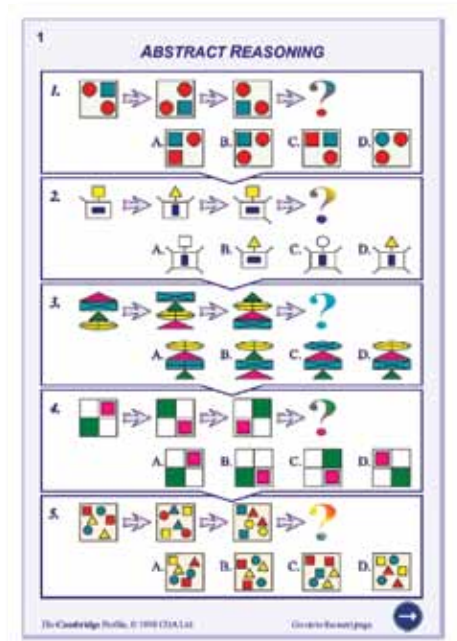
- Verbal Reasoning\*
- Numerical Reasoning
- Abstract Reasoning
- 2D Spatial Reasoning
- 3D Spatial Reasoning
- Arithmetic Calculation
- Working Quickly and Accurately
- Spelling

The results are shown as percentiles. These show how the pupil has performed overall in comparison to other pupils of comparable age and ability range. They also provide speed and accuracy bar graphs to throw greater light on each individual's performance. We provide free explanatory brochures for parents, and the pupils receive their own individual bound workbooks. If used in conjunction with other COA careers programmes such as Preview or OASIS the results can be integrated into pupils' main careers workbooks.

Some schools have found these tests very useful when assessing new applicants for their sixth form.

\* The Verbal Reasoning test is available in the following languages:

English, French, German, Dutch, Spanish, Arabic, Italian, Russian, Japanese, Portuguese, Swedish, Turkish, Norwegian, Danish, Finnish, Mandarin, Cantonese, and Korean. Further languages are planned.



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# Year 12

**“Centigrade has proved to form an excellent basis for the vital decision-making processes for our Year 12 students.”**

Pate's Grammar School



**Ages 16 to 18,  
Adult**

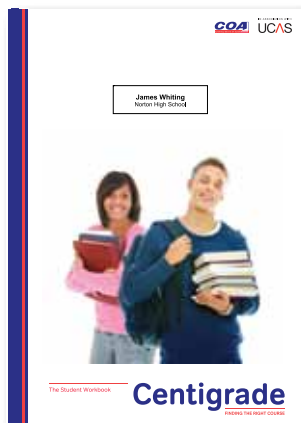
# Centigrade Degree/Diploma Course Selection

IN ASSOCIATION WITH  
**UCAS**

## Why UCAS supports Centigrade

UCAS has a mission to improve the quality of the match between young people's potential, the higher education courses they choose to take and the careers they finally enter.

Centigrade has the same mission and adds purpose and motivation to its fulfilment.



This programme helps students choose HE courses and institutions. Their answers to an interest-based questionnaire (150 questions), produce a list of 54 course areas in descending order of interest. Paper or online questionnaires may be used. Courses and institutions matching students' interests and academic levels, are listed.

Overall Match scores help students to be more aware of the broader demands the courses might make on them, together with Cautionary Notes they help them to set targets for personal development. The Action Plan encourages students to research key aspects of courses and institutions carefully, before making their UCAS applications.

Information on Open Days and Taster Courses specific to the courses and institutions which appear in the workbook, as well as financial budgeting, lists of good sources of information, useful websites and even a pull-out map, assist in making the research task as efficient and effective as possible.

A copy of Degree Course Descriptions is supplied to the school for each student within the EU area. Printed or online Staff Summary Sheets help tutors to monitor their progress. Questionnaires can be completed in paper form or online.

Each student receives a personal workbook containing six to eight double-page course selection worksheets for the most relevant course areas. These show:

- Course titles, together with universities and colleges offering them within the student's broad ability range
- Supporting factors: challenging or confirming their choices
- An Action Plan and Course Analysis Forms for recording structured research by the student
- A listing of open days, taster courses and higher education conventions matching their interests
- A university visits checklist and a map of university locations



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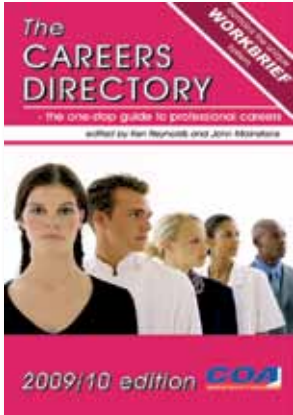
# Publications

**“How do you write a personal statement?” is the inevitable question from all applicants. 40 Successful Personal Statements answers the question admirably with a wide range of examples taken from a variety of subjects, all clearly spelling out the priorities in presenting a personal bid for one’s choice of degree course.**

Brian Heap - Degree Course Offers



# The Careers Directory



All of us, young and old, whether in study or at work, have a dream career - yet most of us end up doing something completely different and the dream remains just that.

But have you ever stopped to think what steps you could take to help achieve your career goals? Or just how many different jobs - including many you've never considered or even heard of - might be contained within a single career area?

The Careers Directory encourages readers to take hold of their own career destiny by uncovering the truth about what it takes to get into some 425 professional careers.

Researched, written and edited by COA advisers, and compiled by leading careers writers, Ken Reynolds and John Mainstone, The Careers Directory presents up-to-date information in its innovative double-page format and is updated annually.

The directory analyses the main careers on a double-page spread, under its innovative WORKBRIEF headings:

- W**hat work is involved?
- O**pportunities for training
- R**equirements for entry
- K**ind of person

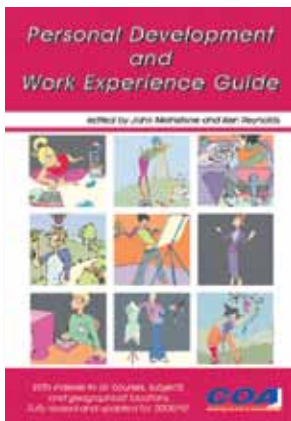
- B**road outlook
- R**elated occupations
- I**mpact on lifestyle
- E**arnings potential
- F**urther information

Ideal for students in years 10 to 13 and also for graduates considering their futures, not to mention professional advisers, The Careers Directory is an essential addition to any careers department. Copies are provided to Preview and OASIS students as part of each programme.

**“Expertly written, meticulously updated and superbly designed, The Careers Directory from leading career guidance specialists Cambridge Occupational Analysts is a MUST for every young person making decisions about his or her future.”**

Bedford Modern School

# Personal Development and Work Experience Guide



The Personal Development and Work Experience Guide encourages pupils to be more aware of opportunities for personal development, work experience, sport, music, leadership and teamwork training. Additionally, GCSE and A level revision courses during the Easter and Summer holidays are included.

This publication is intended to help pupils develop the necessary skills to compete more effectively in the adult world and give them a flavour of what is on offer. It is updated annually.

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## Instruction Manuals

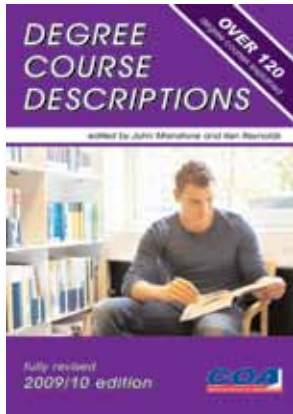
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Two kinds of instruction manual are available for the main COA careers and HE programmes. These are:

- Brief manuals for general school staff use. One copy is supplied free of charge per pupil/student
- Detailed manuals covering every aspect of COA programmes for Heads of Careers. Usually only one manual is required per school.

# Degree Course Descriptions



Students need to know what's relevant to them about the nature of the degree courses they're considering. They do not want waffle or hype.

The Degree Course Descriptions are carefully selected to give a flavour of each major course area.

The articles are written in most cases by professors and lecturers at leading UK universities. These people know the courses from the inside and understand the difficulties facing students who are about to make choices that could have a lasting influence on their future.

Each description contains:

- a wide-ranging overview of the course
- details of the most likely structure of each course
- career opportunities for graduates
- related degrees
- suggestions for further reading
- website links to sources of more detailed information
- 20-point course check (CD-ROM version only)

Students can assess their own suitability using a series of 20 relevant questions based on interests, abilities and personal qualities

In addition to the course descriptions, there are general articles covering related topics such as budgeting and other considerations when choosing a degree course.

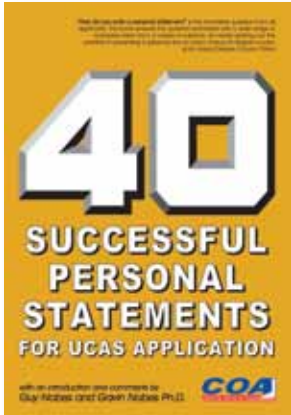
Degree Course Descriptions is annually updated and expanded to include more titles. It is available in Book, CD-ROM or online formats.

Each student using Centigrade receives a copy of the book as part of the programme.

**“Degree Course Descriptions is an invaluable source of information for sixth form students in undertaking their higher education research. It provides clear, easy to access course details which help students make informed and realistic choices in their university applications. Excellent value for money.”**

Norwich High School for Girls

# 40 Successful Personal Statements



The most dreaded section of the UCAS application is usually the personal statement, and institutions are finding it increasingly important as a means of differentiating between applicants.

Unlike any other guide, 40 Successful Personal Statements bases itself upon genuine personal statements. These personal statements are chosen to:

- calm
- inspire
- dispel mystique
- ensure students do themselves justice

The comments on the strengths and weaknesses of each example offer very useful pointers to students embarking on

the task of composing their own personal statements.

The book also contains a concise and easily digestible guide that:

- outlines the personal statement's importance
- explains what admissions tutors are looking for
- gives advice for success
- details pitfalls to be avoided

The authors write about the application process from both school and university perspectives.

**“40 Personal Statements keeps to its own Platinum rule. It differentiates itself from other guides on personal statements. It doesn't just tell you what makes a defining personal statement – it shows you.”**

Ann Starkie – Institute of Careers Guidance

## Open Days Booklet



Published by UCAS, this booklet contains valuable information about three types of key events:

Open days offering opportunities for students to visit universities and colleges for a day.

Taster courses offering students the chance to sample a course and to experience living and studying at a university or college

UCAS education conventions where universities and colleges display their

prospectuses and offer advice and guidance.

50,000 free copies are distributed by UCAS each year. An up-to-date list of events is also available on the COA website at: [www.coa.co.uk/opendays](http://www.coa.co.uk/opendays)

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# COA Online & Software Services

**“Probe is an excellent introduction to career pathways. Pupils especially enjoy the graphics and interactive displays. Staff have found it particularly useful with disaffected pupils and those with learning difficulties, to get them thoroughly involved in making choices about their future.”**

Camborne School and Community College, Cornwall



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# Online Questionnaires



All COA careers programmes can now be accessed online by students all over the world. This online development greatly improves the turnaround of results and reduces the need for paperwork, paper questionnaires, postage and administration.

Schools wishing to use this service must register by contacting the COA Computer Development Department at Sparham.

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# mySchool and myCareersRoom



mySchool is COA's online management site for a school or college using COA programmes.

The website provides -

- an archive of recently processed workbooks, an online summary and duplicates available for download as PDF files
- a complete history of orders with COA, with tracking information for new orders

— for schools using direct online questionnaires, tracking and status of students as they complete their questionnaires.

For the students themselves there is an additional online program called myCareersRoom, which allows them to review their workbooks on screen with instant links to the most relevant websites for each course area.

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# Convention Planner



The COA Convention Planner enables the careers co-ordinator to plan a careers convention or conference from start to finish with a minimum of administrative effort. The program needs very little adjustment from year to year, once set up on a careers adviser's IT system.

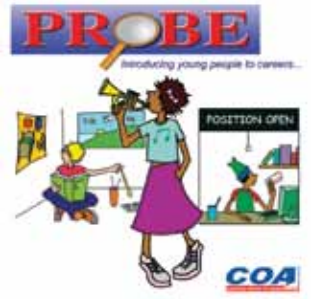
- It will issue personalised invitations and thank you letters to the advisers

— It will produce a list of selected subject, interviewers/advisers, times and locations for each year 11 or year 12 pupil

— The Convention can take place in 3 1/2 hours, ideally during a morning, including a half hour coffee break.

Ages 12 to 14

# Probe Careers Exploration



Probe, a careers explorer program for pupils aged 12-14, is an interactive computer-based interest questionnaire, illustrated throughout by coloured drawings. Pupils answer Yes, Possibly or No to 100 interest-based questions, and their answers are collated to reveal areas of highest interest together with lists of potential careers in each. If any individual career is of particular interest, a description may be obtained instantly on screen.

Probe is designed to help younger pupils relate their interests, skills and school subjects to the requirements of future occupations. Broad career areas of interest are revealed, together with basic foundation subjects.

Probe has a number of further objectives:

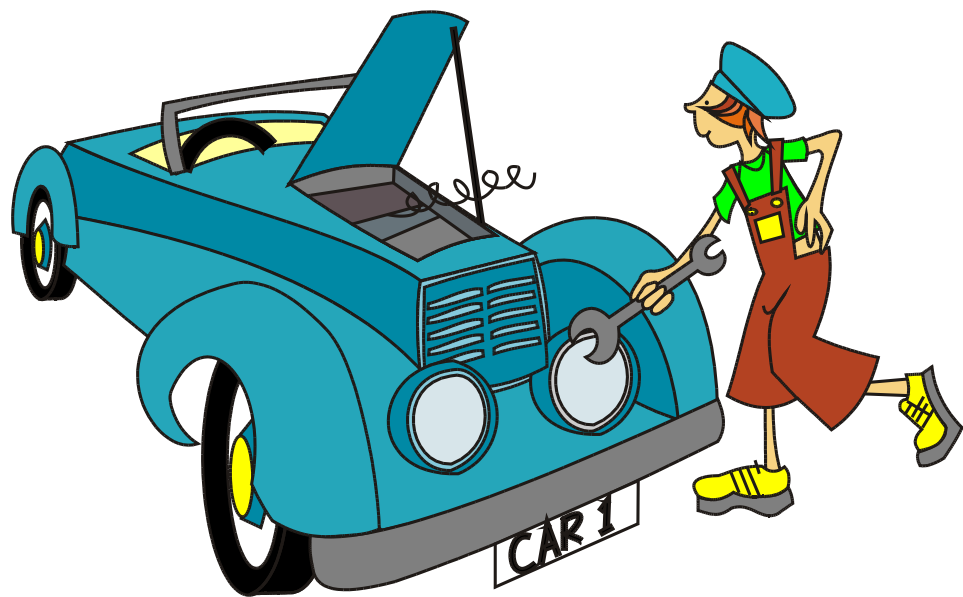
- It familiarises pupils with a very wide range of careers, allowing them to find out more about these careers on the database and to expand their general knowledge of the world of work

- It encourages a realistic selection to be made of IGSE/GCSE/SCE or other equivalent subjects for year 10

- It helps pupils to understand the importance of their own personal skills and work style preferences in choosing careers

- It introduces pupils to the need to engage in careers research using a directory. The Careers Directory or COA WORKBRIEF CD-ROM may be used here

Worksheets can be printed out at school for a very simple investigation of particular careers to which the pupil is drawn. These include career descriptions, sections dealing with the nature of careers, and five questions relating to their requirements. Finally, the pupil answers the question “Why I think this career would/would not suit me.”

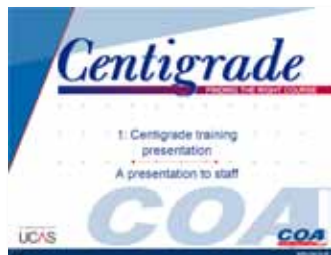


**“Probe is the best program available for Year 9 pupils. Not only are the graphics fun and the questions quick and easy to read, the results are brilliant.”**

Bristol Grammar School

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# PowerPoint Presentations



PowerPoint presentations are available for all our major programmes, including OASIS, Preview, ScotQuest, EuroQuest, EirQuest, InterQuest, Centigrade and The Cambridge Profile.

Up-to-date in-service training for staff and explanatory sessions for pupils or parents.

Full colour notes in Acrobat (pdf) format

All the software needed to run a presentation and print out the handouts is included on the CD-ROM:

- Microsoft PowerPoint Viewer
- Adobe Acrobat Reader

**“How brilliant the Centigrade PowerPoint presentation was – it was exactly what we wanted!”**

Wakefield Girls' High School



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# WORKBRIEF CD The Careers Directory

WORKBRIEF is the CD-ROM version of the Careers Directory. It is laid out using the same WORKBRIEF headings and offers further user-friendly functionality, including full search capabilities and direct links to all associated websites.

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# Training & other services

“Thank you so much for organising such an excellent conference. I was thoroughly impressed with the variety of speakers and visits and feel much better equipped to deal with enquiries about careers in art and design. There was such a tremendous buzz throughout the whole event and all of the other delegates I spoke to had nothing but praise for the conference and for all that COA could offer’.

Uppingham School



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# Professional Training for Careers Advisers

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COA offer professional training on careers in association with the University of Cambridge. The course is entitled 'Leading and Managing Careers Work in Schools' and leads to the award by Cambridge University of the Certificate of Further Professional Studies (CFPS). It also provides progression to the MEd and Advanced Diploma programmes.

The course leader is David Andrews OBE and the taught element is held at the University of Cambridge Faculty of Education over three Friday/Saturday sessions. The 60-hour course has 35 hours of taught, contact time and 25 hours of school-based work and self-study.

The course covers:

- The CEG curriculum - planning and development, objectives and learning outcomes
- Designing a well planned programme of careers education activities - including the use of COA programmes and services
- Monitoring, reviewing and evaluating careers work
- Guidance: theory and practice guidance skills
- Bringing coherence to individual guidance,

recording and reviewing achievements, action planning and target setting

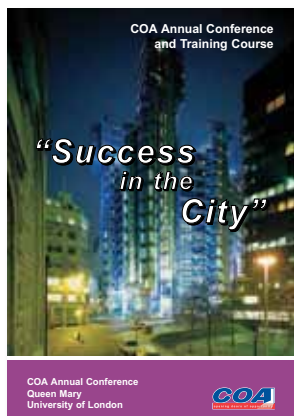
- Work experience /shadowing - curriculum and health & safety matters
- Careers information - careers library and teaching careers information skills
- Preparing students for higher education
- Development planning for careers work
- The role of the careers co-ordinator - co-ordination and management
- Effective leadership and management of careers work in schools
- Professional development
- Organising school-based INSET

Explanatory details and an application form can be obtained from Jan Oram, Practitioner The Professional Development Office, University of Cambridge Faculty of Education, 184 Hills Road, Cambridge CB2 2PQ or email [jo221@cam.ac.uk](mailto:jo221@cam.ac.uk)



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# Annual Conferences For Careers Teachers



COA's Annual Conference is held at Oxford, Cambridge or Queen Mary College, London in alternating years. Relevant career themes are developed, with speakers and visits.

Recent conferences have looked at careers within: 'Law', 'Medicine' and 'The Media'. Business opportunities based on exciting scientific research were the focus of a conference entitled 'Entrepreneurs of the Future', and 'Success in the City' looked at opportunities in the world of finance and

associated areas. The conferences provide a valuable platform for delegates to gain first hand experience of different working environments, the latest information on recruitment as well as useful networking.

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## Training and INSET

# Training Courses

COA offer regular training courses for the development of Careers and Higher Education Advisers' knowledge and skills.

A recent training course comprised:

- How to write a UCAS Personal Statement
- The Role of Centigrade in a Sixth Form Tutorial Programme
- Interviewing and Personal Presentation Skills for Careers Advisers and Sixth Formers
- The Admission Tests for Law - LNAT, and Medicine - BMAT, UKCAT etc

Training courses also cover:

- Individual careers and HE programmes e.g. Preview, OASIS, Centigrade - on site at schools, for staff, parents and students, using tailor-made PowerPoint displays.
- Cambridge Profile Aptitude Tests, explaining the importance of interpreting the results and use in checking students' potential academic levels independently



# Additional COA Services

## Record Keeping and Administrative-Support

### Staff Summary Sheets

- Provided for careers staff giving details of each student's data
- They collate the information provided, on the questionnaires and in the workbooks, in a useful format for planning career events
- They are bound in booklet form for groups as required by Head of Year/Head of Careers/ HE

### In-School Events

- Attendance/presentations by COA staff at parents' evenings, higher education events and careers conventions on request
- Special talks on sixth form subject selection, degree course selection and other careers topics
- Training courses for careers staff on interpretation of COA programmes

### Free Advisory Services

- School leaver Advisory Service
- Parents' careers/HE advisory service by telephone, free of charge
- COA software support service (free for schools using COA programs)
- COA insurance scheme - COA undertakes careers interviewing free of additional charge in the event of illness of school staff

### Information

- Free workbook/literature, parents' brochures and information packs
- Instruction manuals for all programmes
- COA News - termly newsletter keeping staff up-to-date with the latest developments in careers guidance and HE courses
- COA Website - details of our products and services as well as useful links to the latest careers and HE news items and articles



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