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Careers Wales

# The Reality of Delivering Careers Services Digitally in a Covid -19 World

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# About us

Careers Wales is an all age careers guidance service enhanced through the delivery of education business services and services offering professional support for the delivery of Careers and Work-Related Experience in the curriculum.

Our three-year vision (2017-2020) *Changing Lives* committed to developing a blended service with a mix of digital and face to face support tailored to need. Our new five-year vision, 2021-26, is being developed

Services are delivered from:

- 36 Careers Wales Delivery Centres
- Colleges
- 200 plus Schools
- Pupil Referral Centres
- Alternative Education Centres
- Special Schools
- Youth Justice Centres
- Jobcentre plus offices
- Community and Outreach Centres
- Prisons
- Employers premises
- Careers Wales Connect Help Line
- Careerswales.com
- Social media



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# Changing Lives 2017-2020

Pledged to widen access and services through our use of digital technology.-

Rebuilt and relaunched [careerswales.gov.wales](https://careerswales.gov.wales)

Developed our Careers Wales Connect helpline – telephone, email and web chat support

Launched Careers Wales TV: webinar programme

Developed guidance services, telephone, web chat, email and text

Extended our social media engagement

Developed more digital resources



# Challenges

- Engaging customers - demand for face to face services
- Engaging partners -demand for face to face services
- Digital capabilities – as a company, our customers, our partners
- Digital poverty/inequality



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# Impact of Covid 19 on our digital journey

- Business continuity -moved to a digital only service overnight
- Mobilisation of staff
- Government Guidelines
- Staff wellbeing
- Engaging customers, partners and stakeholders - impact on numbers accessing a digital-only service



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## Our Response

### Services to young people and adults in the labour market – Working Wales

- Digital CIAG services – telephone, e mail, text, Web, Video
- Videos e.g. ReAct Video to support employers and employees facing redundancy
- Weekly vacancy bulletin reaching 5000 customers, matching to jobs within 30-mile radius of their homes
- Support for furloughed workers – created a web page to support access to online learning
- Virtual jobs fairs in collaboration with Regional Learning and Skills Partnerships reaching over 1700 participants with a social media reach of more than 46,000
- Video pods
- Reopening centres cautiously from August





# Services that support the development of Careers and the World of Work Curriculum

- Training and Consultancy
- Use of teams, zoom, google to keep in touch with schools
- Delivered 23 Digital training sessions
- 110 one to one consultancy sessions with teachers, 3 schools being accredited with CW Mark and 18 achieving key parts of the process
- Resources: Careers City – Primary resource
- Career Craft – series of inspiring lesson plans preparing pupils for the world of work
- Professional Learning
- Developing learning modules for trainee teachers in association with the Welsh Government and National Academy for educational leadership



# Education Business Services

- Kept in Touch with over 13,000 employers
- Digital employer support menu for schools
- Tailored Work experience







## Services to Young people in Education

- Reached out digitally to over 57,000 young people
- Supported over 20,000 pupils and students – telephone, text, web chat, email and video
- Increased parent support through 3 live Q&As on Facebook with a social media reach of over 50,000, supported over 3000 parents



# Questions

