



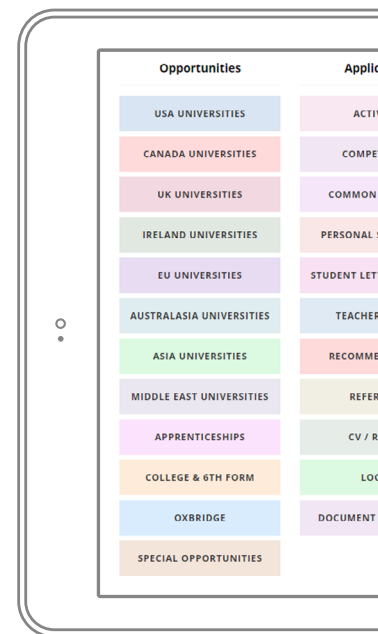
What is Unifrog?

Unifrog is the **universal destinations platform** used by 54% of all secondary schools and colleges in the UK. We support 1.6 million students to make informed decisions about their next steps after school and build successful applications.

Schools and colleges can join our community at the heart of the destinations space to connect with employers and universities, and save time and money by bringing their whole-school careers provision into one place. Unifrog is designed to centralise careers, work experience, and PSHE provision to reduce NEETs, improve outcomes and support schools and colleges to meet the Gatsby Benchmarks.

Our user-friendly platform helps **students** to make informed decisions about their next steps. Students can broaden their horizons to discover the right next steps with our personalised quizzes, psychometric testing, engaging video content about careers and subjects, interactive courses, and webinars. They can compare and rank options with our comprehensive database of pathways including universities, colleges, apprenticeships, and work experience opportunities.

Teachers and advisers have complete oversight of every step of the application process to improve their students' chances of success.



What is Unifrog's Careers Year Plan?

Unifrog's Careers Year Plan is a comprehensive set of plug-and-play teaching resources, included in a Unifrog subscription, that makes it easy for schools and colleges to meet:

- **Gatsby Benchmark 1: a stable careers programme**
- **The CDI Career Development Framework (2021)**
- **The PSHE Association objectives for careers**

We listen to common barriers to engagement and support our partners to maximise the impact in their setting. Available in different lesson lengths to suit delivery in tutor time or in longer sessions, and suitable for classrooms with or without computer access, every resource is plug-and-play for teachers and engaging for students.

The Year Plan also helps students to make the most out of all of the tools and information available on the Unifrog platform.

Written from scratch by Unifrog's Teaching Resources Team, which includes a level 7 qualified careers advisor and two experienced teachers, the lesson PowerPoints and digital workbooks help schools and colleges deliver outstanding careers education, information, advice, and guidance.

The Careers Year Plan is made up of four strands:



Careers education

The careers education strand follows a spiral curriculum model, meaning that, year on year, students build on their knowledge and understanding of each CDI Framework learning area.



Psychometric testing

The psychometric testing strand guides students to complete and reflect on the Unifrog quizzes and tests. Students can explore their interests, strengths, and areas for development, and see how their results relate to possible careers and subject choices.



Applications

The applications strand supports students with applying to their next step after school or college. Students explore different types of qualifications, and education and training pathways, in the UK and abroad.

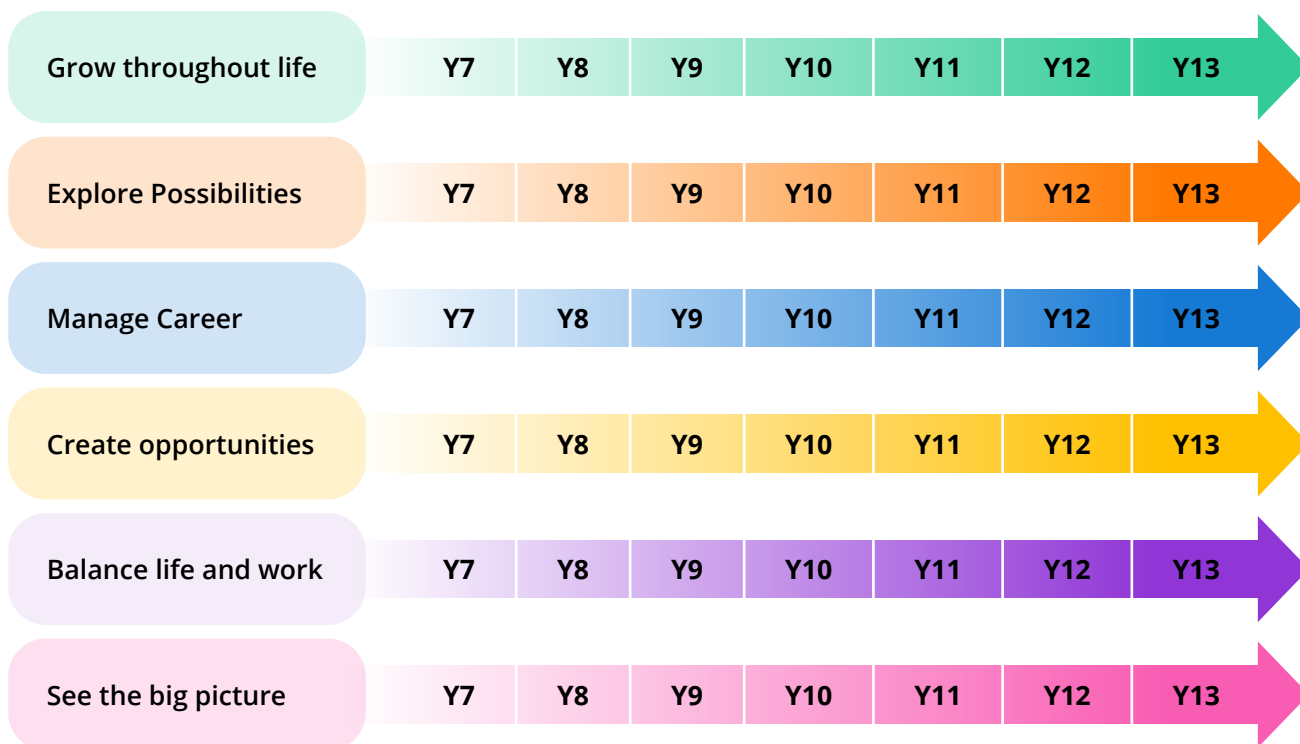


Quick tasks

The quick tasks strand walks students through using the range of Unifrog tools, for example, 'Exploring the Subjects library.'

How is the Year Plan linked to the CDI Framework?

The careers education lessons in the Careers Year Plan are structured around the six CDI Framework learning areas:



Using the CDI Framework's learning aims for Key Stages 3, 4 and 5, we've written seven lessons for each learning area, one for each year group.

Using this spiral curriculum model, year on year, students build knowledge and skills in each of the six CDI Framework learning areas, covering all CDI Framework learning aims by the time they leave school.

With such comprehensive coverage of the CDI Framework, teachers and careers leads can be confident that the Careers Year Plan develops the skills, knowledge, and attitudes that students need to have a positive career.

How does the Year Plan reflect careers guidance best practice?

With our in-house Careers Guidance Specialist (a Level 7 Registered Career Development Professional) at the forefront of the curriculum design, we've ensured that the spiral curriculum is grounded in contemporary career guidance theory and practice.

- **Our lessons are linked to the career theory and toolkits that careers advisers are trained to use.**
For example, tapping into MDOTS (motivation, decision making, opportunity awareness, transition skills, self-awareness), planned happenstance, using scaling and visualisation tools, and linking creative career thinking, design thinking, and career writing.
- **Our lessons are underpinned by the CDI's definition of 'career' as a journey through life, learning, and work.**

We take a student-centred, holistic approach, putting students' own career journeys at the heart of the lesson experience.

Imagining my future

Create a **vision board** of what you'd like your life to look like at your chosen age.

Draw, write or find images to use on your vision board. Use the questions to help.

What does a good day look like for me?	Where am I living?	Who are the important people in my life?
Am I studying, working or something else?	Age 25	What challenges have I faced? Did I overcome them?
What hobbies or interests do I have?	Who is my role model?	What do I like best about my life?

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Revisiting what makes a career journey (5 mins)

A career is a journey through life, learning and work. Here are some examples:

Qualifications	Interests
Jobs or experience	Skills
Volunteering	Achievements

Write down at least **three** things you're doing to support your career journey. Use the example to help.

- Work experience at my local bank
- Achieving my GCSEs in...
- Attending Eco Society

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- **We've created lessons with 1-1 guidance conversations in mind.**

All lessons are designed to help students engage with and make the most out of statutory 1-1 guidance sessions when they happen, with some focusing specifically on preparing for that conversation.

- **Lessons recognise that a 'positive career' will mean something different to everyone.**

We present information about all pathways and career options in an impartial way, teaching students to make informed decisions about their next steps. Students reflect on their aspirations, interests, values, and hopes for the future. They explore what success looks like for them as an individual, recognising that their goals may look different from those of their peers.

What to do before a personal guidance 1-1 (5 mins)

Write down at least one thing you could do before a 1-1 with a careers adviser.	Write down at least one thing you might bring to a 1-1 with a careers adviser.
Find the location and time	A CV or cover letter
Share any reasonable adjustments	A job application or advert
Prepare anything you want to bring	A Unifrog shortlist
Reflect on what you want to discuss	Something to help you stay focused
Unifrog quiz, shortlist or favourite careers	Laptop, tablet or notebook if helpful

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What does success mean to me? (5 mins)

Complete these two sentences:

To me, being successful **at school** means...

To me, being successful **in employment** means...

Then, write down at least one example of when you have experienced success.

i Your example(s) can relate to school achievements or your life outside of school.

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If you'd like to know more about Unifrog, you can book a demo by clicking/scanning here