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Careers Scotland's Strategy

Strategic Priority 1

- **Investing in the Workforce of the Future**
Helping young people to gain the underpinning knowledge, skills and enterprising attitude needed to make effective career planning decisions throughout their lives

Strategic Priority 2

- **Reducing economic inactivity among young people**
Providing employability support for unemployed 16-19s and early employability intervention for pupils at risk of disengaging

Strategic Priority 3

- **Improving productivity through personal career planning**
Offering personal career planning support for people of all ages



Careers Scotland Strategic Priority 1

Investing in the Workforce of the Future

- Career Box
- Enterprise Events e.g. Make it in Scotland
- Teacher Placements (EEBL)
- Work Experience
- Supporting “Determined to Succeed”

Careers Scotland Strategic Priority 2

Reducing Economic Inactivity among Young People

- Activate
- Opportunities Fair
- Referral and Placing Services
- Case Management
- WorkNet employability programme
- Key Worker services

Careers Scotland Strategic Priority 3

Improving Productivity through Personal Career Planning

Providing access to personal career planning support for people of all ages to secure the best fit between individual's aspirations and changing labour market opportunities.

- Differentiated Services
 - self help - assisted - in-depth
- Channel Strategy
 - log in - look in - phone in - walk in

Careers Scotland's Channel Strategy

- Log In - Website self help and online assistance
www.careers-scotland.org.uk
- Look In - Publications
- Events
- Walk In - Careers Scotland Centres
- Schools, Colleges
- Public Libraries, Community Locations
- Phone In - Single Telephone Number – 08458 502 502
- Customer Contact Centre
- Campaigns eg exam results helpline

Evidence to show if Careers Scotland makes a difference?

Investing in the
Workforce of the Future

More school leavers securing and
retaining positive destinations
More school leavers having an
enterprising attitude and an
awareness of the labour market

Reducing economic
inactivity

Fewer NEET young people

Improving productivity
through personal
career planning

More people in work
More productive workers
Fewer drop-outs from learning



Future Position of Careers Scotland

- Consultation paper can be viewed at:

<http://www.scotland.gov.uk/Publications/2006/06/13164307/0>