

Unit Title:	Identify and promote the contribution of Careers Education Guidance (CEG) within the organisation
OCR unit number	20
Unit sector reference	AG22
Level:	5
Credit value:	4
Guided learning hours:	30

Unit purpose and aim

To demonstrate that the candidate is able to gain support for and promote CEG within the organisation.

Learning Outcomes	Assessment Criteria
<p>The Learner will:</p> <p>1 Be able to gain support for the role of CEG within the organisation</p>	<p>The Learner can:</p> <p>1.1 Identify the regional and national criteria against which CEG provision will be assessed</p> <p>1.2 Present a rationale for CEG in formal and informal settings</p> <p>1.3 Communicate, orally and in writing, the strategy to interested parties</p> <p>1.4 Conduct discussions in a way which maintains good working relationships with interested parties</p>
<p>2 Be able to identify opportunities for promoting Careers Education Guidance (CEG) within the organisation</p>	<p>2.1 Establish the values, aims, policies and procedures of the organisation</p> <p>2.2 Explain the current role of CEG within the organisation</p> <p>2.3 Assess the potential contribution of CEG to the organisation</p> <p>2.4 Identify the roles and responsibilities of those who can provide information within the organisation</p>

Learning Outcomes	Assessment Criteria
<p>3 Be able to implement and evaluate a strategy to promote CEG within the organisation</p>	<p>3.1 Develop a strategy to determine the objectives, activities and resources required to achieve strategic aims</p> <p>3.2 Confirm the organisational roles, responsibilities and requirements for implementing the strategy</p> <p>3.3 Evaluate the advantages and drawbacks of:</p> <ul style="list-style-type: none"> • Feedback forms • Surveys • Discussion groups • Ad hoc approaches to gathering information about CEG services <p>3.4 Access relevant sources of information and feedback on the effectiveness of the strategy</p> <p>3.5 Monitor and evaluate the profile of CEG within the organisation</p> <p>3.6 Present relevant evaluation and revisions in an appropriate format and at an appropriate time</p>

Assessment

This qualification is internally assessed by centre staff and externally verified by an OCR Assessor.

Evidence requirements

Simulation is not allowed for any part of this unit.

All evidence of your performance must be generated in your workplace, in accordance with organisational procedures and national, local and professional guidelines.

Prior to commencing this unit you should agree and complete an assessment plan with your assessor which details the assessment methods you will be using and the tasks you will be undertaking to demonstrate your competence.

You must provide your assessor with evidence for all of the assessment criteria for each learning outcome. Your assessor must be satisfied that you are able to undertake your work activities consistently over a period of time.

It is up to your assessor, working with the guidance provided, to determine a suitable mix of assessment methods, and to decide on the amount and type of evidence that is required to judge your competence.

The preferred assessment methods to be used for this unit are:

Direct observation of performance: Observation of you undertaking real work activities. This could involve interacting with clients or providing information to clients.

Evaluation of work products: Any item generated from real work activities. Evidence could be from different locations and from a variety of sources. This could include case notes, records and correspondence. It is not required in your portfolio and can remain where it is normally stored. The location and relevance of the evidence must be indicated in your portfolio. The evidence must be available for assessment and verification.

Questioning: Questions to ensure that you are able to apply your knowledge to your performance in the real work place. This may be used for areas not observed or evidenced through work products. This may be oral or written but evidence of the questioning must be recorded in an appropriate format. In addition your assessor may ask questions to clarify aspects of your practice.

Witness testimony: A confirmation or authentication of activities described in your evidence which your assessor has not seen. This could include a report or statement from a line manager or other appropriate person.

Professional discussion: A structured discussion with your assessor, about your performance of specific activities and a reflection on the reasons why you practised that way. The key aspects of this discussion will be recorded in a suitable format as evidence in your portfolio.

National Occupational Standards (NOS) mapping/signposting

This unit is derived from the National Occupational Standards in Advice and Guidance 2006 (Lifelong Learning UK).

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.