

WHY CEIAG MATTERS

Evidence Supporting The Importance and Impact of CEIAG

We have pulled together key findings and statistics from a range of research sources to demonstrate the positive impact of high-quality Careers Education, Information, Advice and Guidance (CEIAG). Please feel free to share this with staff, SLT, parents and carers and students themselves.

1. **Reduces NEET outcomes**

Achieving all eight Benchmarks **reduces the likelihood** of young people becoming **NEET by 8%** (post-16 and post-18). *Source: Gatsby Benchmarks, Good Career Guidance: Appendix 5, drawing on Careers & Enterprise Company destinations analysis.*

2. **Supports Engagement and Successful Transitions (especially for at risk and disadvantaged students)**

Structured careers interventions including mentoring, employer contact and personalised guidance can **help young people overcome barriers, build social capital, improve engagement with education and prepare successfully for post-16 transitions**. *Source: Careers & Enterprise Company / Behavioural Insights Team (2021), Effective Careers Interventions for Disadvantaged Young People; CEC / IES (2024), Effective Transitions Fund evaluation and NFER, Engaging the Disengaged (2012).*

3. **Improves motivation, attitude, attainment and revision**

Three additional career talks from employers **improve self-efficacy, attitudes to the usefulness of school and confidence in fulfilling career aspirations** and a **9% higher increase in planned weekly revision hours**. There's a **direct link between career talks and students' outperforming their predicted grades**. *Source: Education and Employers, Motivated to Achieve (2019).*

4. **Improves progression to Higher Education**

Students who take part in an intensive package of Uni Connect activity consisting of at least eight contact hours are up to **21% points** more likely to enter higher education than a closely matched group of students who took part in less than three hours of Uni Connect outreach. *Source: Higher Education Access Tracker (2023)*

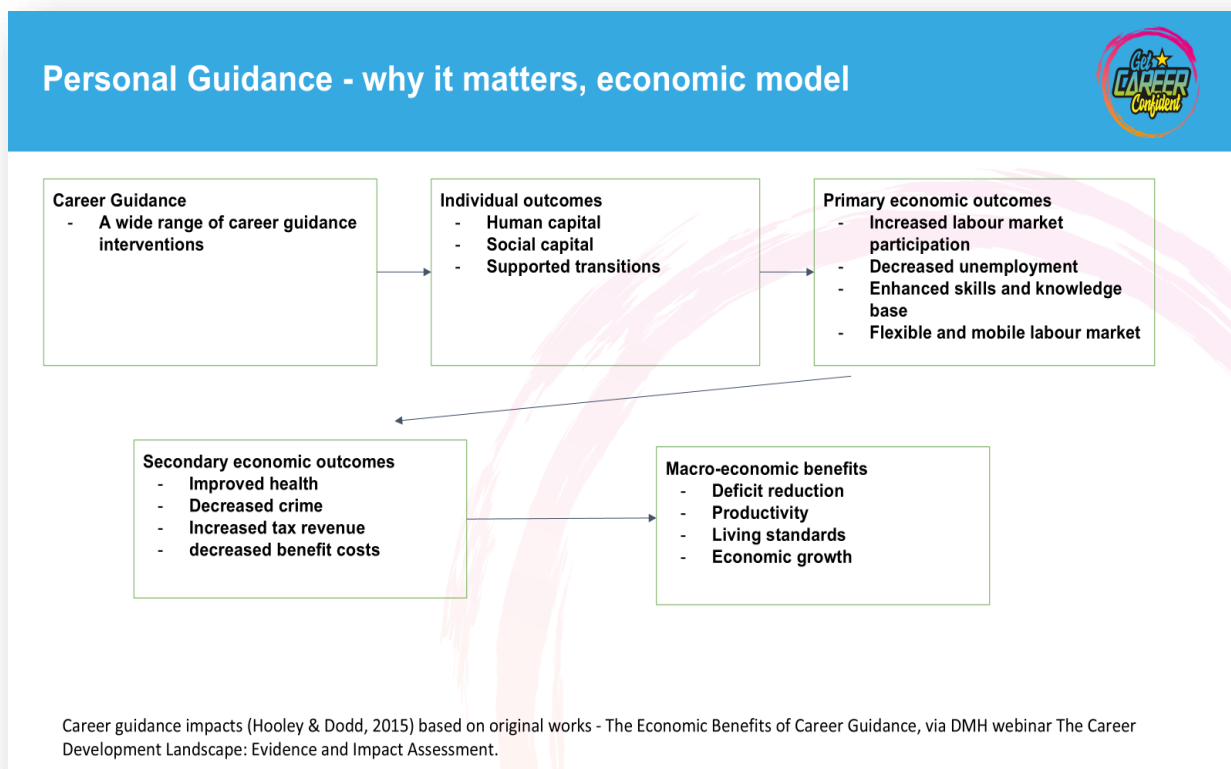
5. **Improves higher education retention**

Higher education participations in the UK had **<70% higher odds of dropping out of HE if they gave negative reports of their prior career guidance** *Source: McCulloch, 2014 via DMH webinar on Evidence and Impact Assessment*

6. **Increases Career Readiness**

The CEC's 2022/23 analysis of more than 100,000 students found those in **schools with the highest quality careers provision typically have a career readiness score 3.5% pts higher than those with poorer provision**. *Source: Careers & Enterprise Company, Careers Education 2022/23: Now & Next (2024).*

7. Why it matters - economic model



What the evidence suggests schools should build into CEIAG

A sustained programme matters. The evidence supports a combination of personalised professional guidance, careers learning, labour-market information, employer and workplace encounters, and support at key transition points.

The Gatsby Benchmarks provide a framework for bringing these elements together and Elev8Careers and Get Career Confident can support you to make that happen!

Sources

CEC — Careers Education 2022/23: Now & Next — <https://www.careersandenterprise.co.uk/evidence-and-reports/careers-education-202223-now-next>
CEC — Effective Careers Interventions for Disadvantaged Young People — <https://www.careersandenterprise.co.uk/evidence-and-reports/effective-careers-interventions-for-disadvantaged-young-people-evidence-review>
CEC / IES — Effective Transitions Fund — <https://www.careersandenterprise.co.uk/evidence-and-reports/effective-transitions-fund>
NFER — Engaging the Disengaged — <https://www.nfer.ac.uk/publications/engaging-the-disengaged/>
Education and Employers — Motivated to Achieve — <https://www.educationandemployers.org/research/motivated-to-achieve/>
Gatsby Benchmarks — Appendix 5 — <https://www.gatsbybenchmarks.org.uk/app/uploads/2024/11/gatsby-good-career-guidance-appendix-5.pdf>
HEAT HESA Track Report - <https://heat.ac.uk/research-evidence/heat-track-impact-reports/uni-connect-heat-hesa-track-impact-report/>
Career guidance impacts (Hooley & Dodd, 2015) based on original works - The Economic Benefits of Career Guidance, via DMH webinar The Career Development Landscape: Evidence and Impact Assessment. <https://dmhassociates.org/webinars>

Evidence note: these statistics describe findings from the cited studies/datasets and are not guaranteed individual outcomes. Where evidence is associative, this is reflected in the wording; the Education and Employers study used a randomised controlled trial.