

# Jed and the Gatsby Benchmarks

Gatsby Benchmark	How Jed supports you in achieving this Benchmark
<p><b>1. A stable careers programme</b></p> <p><i>“Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.”</i></p>	<ul style="list-style-type: none"> <li>• A quality, impartial, frequently updated resource at the heart of your careers programme.</li> <li>• Researched by qualified careers professionals with current client-facing experience.</li> <li>• Independent and impartial. There are no adverts in Jed and it’s not beholden to any employer, agency, or department. Jed is fully funded by its subscribers, and tells it like it is.</li> <li>• Regularly updated with the latest information about new opportunities in employment, and changes to training and legislation.</li> <li>• Information on over 850 careers (2500 career titles).</li> <li>• Easy to use.</li> </ul> <p><b>To get the best out of Jed in achieving this Benchmark:</b></p> <ul style="list-style-type: none"> <li>• Make sure that all staff, not just the careers team, have had a suitable introduction to Jed.</li> <li>• Ensure staff, students, parents and carers know how to access your licensed Jed as part of your careers programme.</li> </ul>
<p><b>2. Learning from career and labour market information</b></p> <p><i>“Every pupil, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.”</i></p>	<ul style="list-style-type: none"> <li>• Jed includes labour market information (LMI) for each job, including industry trends, transferable skills, working environment, progressions, and how pay changes with experience.</li> <li>• Jed includes over 5000 relevant web links from career areas to professional bodies, universities, training providers, and other organisations.</li> <li>• Jed shows options for training and study at various levels, including further education, all levels of apprenticeships, and higher education.</li> <li>• Jed’s help section has over fifty factsheets on various topics, including information about career paths, training options, understanding and interpreting LMI, and ways of finding out more.</li> <li>• Your Jed licence allows use by all your students, including at home and with parents and carers.</li> <li>• Jed’s comprehensive and easily accessible information supports you as you deliver valuable advice and guidance to your students.</li> </ul>
<p><b>3. Addressing the needs of each pupil</b></p> <p><i>“Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school’s careers programme should embed equality and diversity considerations throughout.”</i></p>	<ul style="list-style-type: none"> <li>• Each job in Jed has information to support users as they make choices in education and training at key decision points: 14+, 16+, and 18+.</li> <li>• Jed assumes no prior careers knowledge. It is written in a straightforward style with a controlled reading age. Many words are glossarised with a pop-up definition. It is accessible to users from a wide range of abilities and backgrounds.</li> <li>• Jed includes text-to-speech, which reads the on-screen text aloud. The text reader features a natural-sounding voice, and highlights each sentence and word as it reads it. Perfect for weaker readers and those for whom English is not their first language.</li> <li>• First Jed is included in your Jed subscription; ideal for younger students and some special needs. First Jed is a simpler version of Jed with reduced text, even lower reading age, simpler question-at-a-time quiz and a colourful interactive World of Work map.</li> <li>• Includes a range of features to make it accessible for students with special educational needs.</li> <li>• Jed uses gender-neutral language (“them” and “they”, not “her”, “she”, “him”, “he”) and gender-neutral job titles (police officer, not policewoman or policeman, etc).</li> <li>• Jed includes pictures and videos that challenge stereotypical thinking.</li> <li>• By using the quizzes in Jed, students get a list of jobs for further investigation, tailored to their interests, abilities, and current studies.</li> <li>• Jed can help raise aspirations by showing the student many jobs they can aspire to, and where those jobs can lead. And with its information on training routes, it shows how they can get from where they are now to where they want to be in the future.</li> </ul> <p><b>To get the best out of Jed in achieving this Benchmark:</b></p> <ul style="list-style-type: none"> <li>• Ensure that staff and students are familiar with the ‘My Jed record’ feature in Jed. ‘My Jed record’ is saved as a file, and can be viewed independently of Jed. Students can use it to save their work from Jed and resume it later. They can also use it as a permanent record of their career ideas, and how they change over time. Staff can use the Jed record as evidence of learning and to document the student’s use of Jed.</li> </ul>

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<p><b>4. Linking curriculum learning to careers</b></p> <p><i>“All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of career pathways.”</i></p>	<ul style="list-style-type: none"> <li>• For each job record in Jed there are tabs for subject choices at age 14+, 16+, and 18+. These show how subjects selected at school and college are relevant to future careers.</li> <li>• Jed’s searches include a subject search, where you can see job records that are particularly relevant to the selected school subjects.</li> <li>• The ‘Suits me’ section for each job record gives information about how this job record relates to the quiz answers you have given about subject choices.</li> <li>• Jed’s videos and pictures show job activities that can be linked to curriculum subjects.</li> <li>• Jed’s treasure hunts can be used as discussion starters in PSHCE and other lessons on topics as diverse as the prevalence of creative industries, the rise of outsourcing and the gig economy, and new jobs in environmental care.</li> <li>• Jed’s ‘Top tens’ show how a variety of jobs are needed to work together in activities such as construction, leisure and tourism, journalism and media, and computing.</li> </ul>
<p><b>5. Encounters with employers and employees</b></p> <p><i>“Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment opportunities including visiting speakers, mentoring and enterprise schemes.”</i></p>	<ul style="list-style-type: none"> <li>• Use Jed to prepare students for employer encounters. Jed contains information about the types of jobs in each sector, and the workplaces.</li> <li>• Students can use Jed to come up with questions for employers.</li> <li>• Jed videos are not just talking heads; they show real people doing real jobs in their place of work. The videos and pictures give students insight into working environments, activities, and transferable skills. Many of the videos include people’s career stories about how they entered this job area and progressed within it.</li> <li>• Following on from employer encounters, students can use Jed to find out more about the topics and career areas introduced.</li> <li>• Where employer encounters provoke an interest in finding out more, students can use Jed’s thousands of web links to contact relevant professional bodies and other organisations.</li> </ul>
<p><b>6. Experiences of workplaces</b></p> <p><i>“Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/ or work experience to help their exploration of career opportunities, and expand their networks.”</i></p>	<ul style="list-style-type: none"> <li>• Jed helps students prepare for work experience when researching sectors of interest.</li> <li>• Each job record in Jed has a ‘getting the edge’ section with suggestions for relevant work experience. For many jobs it includes information about summer camps and taster opportunities offered by employers and educational agencies.</li> <li>• Jed’s web links help with contacting professional bodies and other organisations for suggestions for finding relevant work experience.</li> <li>• Jed includes factsheets on work experience and related topics such as volunteering, CVs, social media, transferable skills, and criminal record checks.</li> <li>• Jed’s pictures and videos help to compare and contrast different work environments.</li> <li>• Jed can be used in encouraging discussion of workplaces, how they differ, and what you might find there.</li> </ul>
<p><b>7. Encounters with further and higher education</b></p> <p><i>“All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.”</i></p>	<ul style="list-style-type: none"> <li>• For each job record, Jed describes the various training routes applicable to this job. This includes where appropriate, relevant apprenticeships, further education, and HE.</li> <li>• Jed’s factsheets cover a wide range of topics, including academic and vocational routes into employment. They cover topics such as apprenticeships, choosing what to study post-16, access to free further education, and planning for university open days. The factsheets also include specific help for students with disabilities.</li> <li>• Jed’s information about apprenticeships covers all levels, including degree.</li> </ul>
<p><b>8. Personal guidance</b></p> <p><i>“Every pupil should have opportunities for guidance interviews with a Careers Adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level.”</i></p>	<ul style="list-style-type: none"> <li>• Jed gives careers advisers access to reliable impartial information on over 850 careers.</li> <li>• Helps students prepare for one-to-one interviews so they get the most out of them.</li> <li>• Helps students research ideas and action points discussed in their guidance interview.</li> <li>• A site licence gives 24x7 access to relevant careers information for all staff and students of that establishment on site and at home. Can be used by students at home to discuss their ideas with parents and carers.</li> <li>• Independent, impartial, and researched by qualified careers professionals with current client-facing experience.</li> </ul>