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| **IAG POLICY** | |
| **Date Approved:** | **February 2016** |
| **Approved by:** | **SMT** |
| **Review Date:** | **February 2018** |
| **Responsible Manager:** | **Head of Communications & Recruitment** |
| **SMT Lead:** | **Vice-Principal Communications & Recruitment** |
| **Accessible to Students:** | **Yes** |
| **Relevant to Sixth Form College:** | **Yes** |
| **Relevant to ERU:** | **Yes** |
| **Relevant to HE** | **Yes** |

**PURPOSE**

This policy outlines the College’s approach to information, advice and guidance (IAG) for internal and external customers. The College aims to provide high quality information, advice and guidance services that are accessible and support customers to enter and progress in learning and work.

**Information, Advice and Guidance (IAG)**

The IAG services will enable college learners and external customers to:

* Develop an awareness and understanding of the range of opportunities for learning, work and career development available to them
* Gather, understand and interpret information and how to apply it to their own situation
* Consider and explore a range of options, according to their own needs and circumstances.

The College will ensure that the IAG services are delivered in accordance with the ‘Principles for Coherent Information Advice and Guidance’ as contained within the Matrix Standard. These are:

* **Accessible and Visible**

IAG services should be recognised and trusted by customers, have convenient entry points from which customers may be signposted or referred to the services they need and be open at times and in places which suit the customers’ needs.

* **Professional and Knowledgeable**

IAG frontline staff should be appropriately trained and qualified to provide a high level of service. They should have the skills and knowledge to identify and address quickly and effectively the customer’s needs or to refer them to suitable alternative provision. Information provided by the services should be up to date, accurate and clear.

* **Effective Partnerships**

Links between IAG services should be clear from the customer’s perspective. Where necessary, customers should be supported in their transition between services.

* **Availability, Quality and Delivery**

IAG services should be targeted at the needs of customers and be informed by social and economic priorities at local, regional and national levels. Customers should have the opportunity to meet with a member of the IAG team in school, at college or in the workplace.

* **Diversity**

The range of IAG services should reflect the diversity of customers’ needs. Information and guidance should be accurate and inclusive, meeting the needs of all people irrespective of age, ability, ethnicity, religion, sexual orientation or gender.

* **Impartial**

IAG services should be impartial and support customers to make informed decisions about learning and work based on the customer’s needs and circumstances.

* **Responsive**

IAG services should reflect customer’s present and future needs.

* **Friendly and Welcoming**

IAG staff should be friendly and welcoming encouraging customers to engage successfully with the service.

* **Enabling**

IAG services should encourage and support customers to become lifelong learners by enabling them to access and use information to plan their careers, supporting customers to explore the implications of both learning and work in their future career plans.

* **Awareness**

Customers should be aware of the IAG services that are relevant to them and have well informed expectations of the services.

* **Data Protection and Confidentiality**

Any records maintained as part of the IAG process should be kept in accordance with Data Protection and Confidentiality Guidelines.

IAG services are regularly and systematically monitored, reviewed and evaluated and actions are taken to improve services in response to the findings.

**EQUALITY AND DIVERSITY**

Students can expect an inclusive and supportive learning environment whatever their background.

**LINKED POLICIES AND PROCEDURES**

Data Protection.

**LOCATION AND ACCESS TO THIS POLICY**

SharePoint

Moodle

Information Unit

Student Services

Employer Responsiveness Unit