

## West Yorkshire Careers News 2009 Survey of Readers



**Calderdale & Kirklees  
Careers**



**connexions**

**LEEDS**

Thank you for replying to our survey. We had 173 replies from across the region. The results are as entered except that some typos/spelling mistakes have been amended for clarity and personal information has been left out to protect privacy. The results are listed below:

**Q1 Please tell us which local authority area you work in:**

Bradford	41	23.7%
Calderdale or Kirklees	69	39.9%
Leeds	51	29.5%
Wakefield	9	5.2%
No reply	3	1.7%

**Q2 Are you? (please select as appropriate):**

Teacher in a school or college	17	9.8%
Connexions/careers PA	83	48.0%
Adult adviser	15	8.7%
Other adviser	14	8.1%
Training Provider	3	1.7%
Voluntary/community organisation worker	2	1.2%
Integrated Youth Support Service worker	21	12.1%
No reply	18	10.4%

**Other, please state:**

**NB some people ticked one of the above and also stated one of the following:**

- Training Consultant with C&K Training, part of C&K Careers
- Schools and Colleges Liaison at a university
- Chief Executive
- Local authority provider / contract manager of adult learning
- Librarian: in charge of Careers resources in school
- Assistant Librarian
- Voluntary sector manager
- Work Related Learning Administrator
- housing support worker for adult offenders
- Now working in an admin based role supporting staff
- Jobs Without Training Co-ordinator
- Careers adviser in 6th form college
- Careers Co-ordinator
- Non Teaching Careers Co-ordinator
- Connexions Manager
- Team Leader WFD Manager
- Project Leader, Careers Europe
- IT Support

Work Experience Coordinator  
 Service Delivery Manager  
 FE Adviser  
 Further/Higher Education Adviser  
 Marketing Manager  
 Account manager  
 Careers company Manager  
 Librarian  
 APPLIED LEARNING CO-ORDINATOR  
 Labour market researcher  
 Careers adviser 6th form college  
 Careers Coordinator in a school  
 Local Government researcher  
 Administrator  
 Administrator  
 Careers Manager  
 Jobcentreplus under 18s Adviser working closely with Connexions P.A. s in Halifax  
 Careers and Educational Adviser at the Open University based in Leeds city centre but provide service to students throughout Yorks & Humberside.  
 WBL and CEG Coordinator (Non teaching) in school  
 Support staff in Connexions company  
 Careers Co-ordinator  
 Connexions Manager  
 Team Leader WFD Manager  
 Librarian

**Q3 What do you do with the WYCN PDF? (please select all that apply):**

Publish it on your own website	4	2.3%
Forward it to colleagues	31	17.9%
Read it online	126	72.8%
Print it off to read	42	24.3%
Print it off to circulate	17	9.8%
No reply	4	2.3%

**Q3a Other, please state:**

Speak to colleagues to highlight specific items  
 give a copy to colleagues, place one in reception area of office  
 Read emailed copy from colleague  
 never heard of it  
 Occasionally print off specific sections to keep  
 Discuss items with relevant staff in schools.  
 Print off for Connexions Library  
 Pass it on to the learners  
 Mention relevant items to students  
 Still waiting for the laminated bath copy !  
 Considering printing it for 6th form study area, and putting it on VLE. I must admit to putting off reading it in its online version because it is in with the hundreds of other emails I receive.  
 Photo sections for the careers noticeboard

TAKE OUT RELEVANT SECTIONS TO FORWARD TO COLLEAGUES

put it in the bin

I photocopy it.

store electronically for future reference

Save a copy for reference and research purposes

Read as a PDF.

Save it and lift particularly relevant bits of info to circulate.

Put a copy in Connexions library and one in careers office

I did like the printed version though. Then I could look through it when waiting for the bus!

**Q4 Overall, how would you describe WYCN's usefulness?**

Very useful	96	55.5%
Useful	73	42.2%
Not very useful	3	1.7%
No reply	1	0.6%

**Q5 Please tell us which is most useful by numbering them from 1 to 10 where 1 is most useful. Below is a list of the number of people who recorded a specific number against each section, for example 67 felt Connexions/Careers was most useful and 14 thought it was least useful. Not everyone filled this in or put a number against all sections.**

	Most										Least
	1	2	3	4	5	6	7	8	9	10	
Connexions/Careers	67	8	5	15	17	7	8	8	14	14	
Education policy	12	28	13	13	15	15	15	21	14	13	
Qualifications	10	23	15	8	15	25	26	11	14	11	
School News	11	7	14	9	11	11	21	16	15	44	
Further education news	15	15	17	17	19	19	20	16	16	7	
Higher education news*	17	7	15	18	15	13	13	18	20	23	
Work and training	21	19	16	22	23	23	13	11	11	4	
Work trends national	12	12	26	24	14	18	14	10	13	15	
Work trends regional	24	43	19	19	8	12	6	11	12	9	
Focus on your area	37	25	26	17	12	8	14	8	5	10	

Most popular sections

\* Higher education news/applications/student finance

**Q6 How do you and your colleagues use WYCN? (please select all that apply):**

To keep up-to-date with careers related news	168	97.1%
In careers education/PSHE lessons	30	17.3%
In subject teaching	6	3.5%
For finding placements	17	9.8%
For writing bids	12	6.9%
No reply	2	1.2%

**Other, please state:**

to inform student guidance

informing customers what is available

mainly to keep up to date about the labour market - i work with clients from across England

keep up to date with work related trends and Connexions news  
As a non practitioner currently it is a good way for me to pick up information that I may otherwise miss.  
It's a quick way to feel informed and up-to-date on area news and Employment issues. Sometimes it's the only way to keep up to date because of time  
Copies available in the careers library  
Product development and market research  
General awareness  
General background context and detailed information  
I don't  
Bedding for my hamster

**Q7 Do you have any other comments or suggestions?**

Very useful in staffroom and in the classroom both in a careers and statistical sense.

N/A

it would be useful to separate out the lmi elements so that practitioners could use that section directly in interventions with clients

very useful and informative.

Yes- Good clear format- like it

We will put it on our VLE in future

I really like WYCN. However, it is rather long and I have to set time aside to read it.

I preferred a paper copy - easier to read away from desk and display later in resource centre

If this could be used on our VLE, is there a link address we could use? ***It should be available on your local service website. For those in Calderdale and Kirklees please see –***

[www.workabout.org.uk/publications.htm](http://www.workabout.org.uk/publications.htm) or

[www.workabout.org.uk/practitioners/informationresources.htm](http://www.workabout.org.uk/practitioners/informationresources.htm) or

[www.workabout.org.uk/code/whatsnewlist.asp](http://www.workabout.org.uk/code/whatsnewlist.asp)

It is very useful in keeping up to date with the whole of the West Yorkshire region.

I find this one of the most useful and informative publications that I receive. It keeps me up to date with what is happening out there and I always read it from cover to cover and keep on it file for reference. Thank you to those who work so hard to produce West Yorkshire Careers News.

very useful document

It is a publication I always make time to read as it is quite short and to the point and full of relevant information.

none

I find (& have always found) this to be an extremely useful publication.

It is a great resource and long may it continue

Excellent service. Assists workers with key information. Vital resource

WYCN is an extremely useful source of information at local regional and national levels and fulfils a very important function

Important to keep up with Employment issues and other news affecting our work - this is the quickest and easiest way to do that now we have a bigger workload and less time to do our own research.

It is really important that we keep in touch with developments in the region as a whole. Currently Prospects provides us with info on their other geographical areas in the South and the Midlands which is not as good. Lots of my clients live in the Bradford Area so it is useful to know about FE courses, work and training etc. in the area. I also think that it is good promotional tool that highlights the Connexions service in schools and colleges. There are few enough examples of cross-border cohes...

I can't say specifically which is most useful of the different sections. We get so little information on careers, LMI and developments in education that it is all equally useful.

Keep it going - but just online or pdf

Find it useful to keep up to date with employment and careers issues

no

If there's an easy way to do it I would welcome receiving a copy which only included national and local (in my case, Calderdale and Kirklees)LMI, but appreciate this might create more work than it solves.

No

A very good informative piece of work providing the information I need to prepare my data without having to trawl the internet.

i find this doc useful thank you

No

As much information about the vacancies which will be available is helpful ie, part time or full.

I feel this is a very useful resource for learners and staff as was the employ me booklet as we used that with employers to update them with employment law.

none

Useful for giving an overview of the latest careers news, and enabling readers to keep up to date with significant information. The list of open days would be particularly useful for young people - would be good to print this off and put on notice boards.

The content seems to have improved & become more useful since it went online.

Keep up the good work

One of the most useful publications I get. Good content and to the point.

This is a very useful publication for keeping us up to date across areas.

I find it very useful and read the whole thing

Not absolutely sure who this is aimed at ? Students/parents/careers advisors/everyone in a school? **WYCN is aimed at practitioners**

Perhaps more news about moves to bring about change, or trends noticed by the companies themselves in addition to those recorded in newspapers, journals etc

Very useful information all in one document. The timings are about right.

I hope you are able to keep producing this, it's very useful

Summaries of new legislation are very useful.

It is very useful, alongside the Busibytes emails we get, between them they keep us up to date.

no

This is a very valuable and unique resource. It's an efficient way of keeping up to date on all the aspects it covers. In question 5 I could rate each of the sections as 1 at different times dependent on the news listed.

Not at this time.

not as many pages to read

I hope that the high standard of proof-reading will be maintained.

keep it independent and objective, please don't produce the good news sheet with an accent on "positive" developments. In other words when things are good say they are good, when they are dire do not filter! Also don't be afraid of offending there is a great deal of dubious training education and employment initiatives. there has never been a better time to be brutally honest with ourselves

I find this a really useful and easy to read digest of LMI.

Finding time to trawl through news items is not easy which is why WYCN is very useful. Keep it concise with web-links for more detailed info or full articles where appropriate.

Format now much better than when the page was divided in two. Would help if it was briefer [for me, the focus on other areas could be omitted]. Would prefer analysis rather than snippets about individual employers.

I've always thought that W Yks Careers News is a very professionally produced publication. I must admit that I don't have much time to read it but think it would be a great pity if it ceased to be produced. Must surely be very useful to Connexions and Next Step Advisers (my background before working for the OU.)

Keep it going - but just online or pdf

Find it useful to keep up to date with employment and careers issues

If there's an easy way to do it I would welcome receiving a copy which only included national and local (in my case, Calderdale and Kirklees)LMI, but appreciate this might create more work than it solves.

I think this is a very useful publication especially in terms of keeping up with local information about schools, labour market trends and new initiatives.

With a number of other authorities within our travel to work area WYCN is particularly useful as a source of information on what's going on "across the border"

As it is now mostly read online please can the format be changed - the 2 column layout means you have to scroll down to read the 1st column then back up to read the 2nd column, on each page. It would be better if the text flowed across the whole width of the page. ***We went to a one column format a few issues ago, perhaps you haven't seen recent issues***

I think it would be helpful to offer a mini-calendar of careers and similar education/training events over the 6-8 weeks following publication date. I appreciate that these are sometimes embedded in the text, but an at-a-glance list might alert readers more effectively. ***Sadly, I'm not sure we have the staff time to do this but we will discuss what if anything we can do***

Could more of this local and national labour market info. be disseminated to schools/ teachers and YPs in an appropriate and appealing, eye-catching format? Too many YPs have unrealistic aspirations about jobs i.e. a lot want to 'be a plumber because they earn good money'. But won't accept or understand the difficulties until their applications get rejected.

VERY USEFUL, EASY TO READ

**Q8 Is there anyone else you want us to send WYCN to, please tell us their name, job title and email address**

***A number of other people have been suggested (for privacy reasons we haven't listed them here) but we will be adding them to our mailing lists.***

***In addition we also had the following comments:***

***? time? details? Our NLDC partners We're not sure who/what this refers to so if you want to email your contact to explain more we'll try and act on this.***

***No need. I forward it within school.***

***All careers co-ordinators and teachers in our local schools who give advice to YPs about jobs/education and training. So many are out of touch with the realities.***

***All careers co-ordinators should receive WYCN. We hope they then forward it to other relevant staff or let their local WYCN contact know staff's email addresses***

**Q9 If you're happy to, please state your name**

***Nearly 100 of you filled this in, your local contact will receive a list but again for privacy reasons we haven't published the replies here.***

***One of you filled the questionnaire in twice and admitted to it! So thank you for the additional support!***

***One person also added - you do a great job!!***

On behalf of all involved in the production of West Yorkshire Careers News, a

**BIG THANK YOU  
for all your support**