

Support for Careers Leads Writing a Case Study Masterclass

Why is a case study important?

Case studies are a recognised marketing and communications tool, but they are equally effective as a tool for evidencing and evaluating the careers activity that is taking place in your establishment. It is important that all activities are evaluated to review their impact on students and evidenced to showcase best practice and highlight the range of activities that are taking place.

Top Tip:

Case studies are a great resource to complete and store as evidence and supporting documents for your compass results. Detailed case studies will also provide OFSTED with solid evidence of your institutes career strategy.

Centrally, the Worcestershire Careers Hub delivery team use case studies as exemplars of good practice within the local network and both regionally and nationally. With this in mind, it is important that we collect the relevant information. This document aims to support you in writing a standout case study in order to ensure your educational establishment is getting the recognition it deserves for the careers related activities carried out.

In order to ensure your case studies stands out and contains all the information required to form a strong supporting document, please consider the 3 steps below when completing the case study template.

In the write up section of the template add the following text:

1. Activity Aims:

Start your case study with a detailed explanation of the aims you set out to achieve through this activity.

Examples might be:

- > Increasing encounters in the curriculum
- > Increasing employer engagement
- > Raising students' aspirations
- > Raising industry sectors profiles and appeal to students
- > Providing students with LMI learning
- > Benchmark criteria specific activity (which benchmark? Which aspect of the benchmark are you aiming to address with this activity?)

2. Activity Detail:

Provide a detailed description of the activity carried out, points to consider could be:

- > What was the activity called?
- > What was the activity? (provide as much detail as possible)
- > Who was involved? (if employers or external providers supported the activity- who were they? How many did you invite? how many attended?)

3. Measure and Impact

It is important to record the success of the activity and how this was measured, also consider what impact the activity or encounter has had on the targeted students.

Highlight what is different as a result of the case study and consider the following:

- > Impact on benchmark progress
- > Impact on participating student's skills and knowledge
- > Feedback from participants and stakeholders
- > Compass progress results

What went well and what could be better?

Highlight your reflections on the activity, what went well and what would you do differently if the activity is repeated?

Quotes from participants:

Please provide quotes from participants, ideally one from each of the types of participants involved. Quotes are useful for PR and comms purpose but are equally helpful in creating a sense of the value of the encounter or activity for those involved and raising the profile of those involved.

Don't forget to add pictures and use social media platforms such as twitter to further promote the activities taking place within your educational establishment. Tag us in your tweets! @CEC_Worcs

Please send your completed case studies to your Enterprise Coordinator in order for them to share and promote accordingly.

CASE STUDY

DATE

13.01.2026

SCHOOL

Riversides

DISTRICT

Worcester

EVENT/ACTIVITY NAME

Visit to University of Worcester

NUMBERS ATTENDED

8

WRITE UP (Activity Aims)

Engage Yr 10 students in an opportunity to find out about life at University, what options and courses are available, how to apply and what career opportunities are available on campus as an employer rather than a student

Learning Intent(s)

- To raise aspirations by showing students what Higher Education training, learning and careers options are available to them locally.
- To raise awareness of local links and opportunities for future visits and experiences.
- To think about different jobs and opportunities on a University campus.



WRITE UP (Activity DETAILS)

Our year 10 students visited The University of Worcester and were given a talk and tour by University Alumni and current schools engagement coordinator Ceira Jones. This arranged visit was influenced by the pupils views, interests and the Careers Action Plans of our students.

Ceira gave a presentation about the types of courses run by the University, what's like to live on campus, and all of the possible jobs and careers available on campus. We then went on a tour of the St John's Campus and visited the Crime Scene House, the onsite training hospital, one of the accommodation blocks, the main lecture hall, and the dance studio. Students were surprised to hear that onsite jobs roles they could do included catering, housekeeping, IT, grounds keeping and Admin roles as well as the more expected roles such as tutoring. We also discussed entry levels and ages and found out that there is currently a student studying at the University who is in their 70's!

Students were encouraged to ask questions regarding their own needs and interests, and about what job opportunities they could expect to access including other entry pathways and future salaries.

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WRITE UP (Measure and Impact)

Informal discussions between staff and students were had on the bus drive back following the visit. These discussions were followed up in more detail during formal careers lessons and in one to one careers meetings with our independent careers advisor.

This information was feedback to SLT, Governors, and parents/carers.



Future Goals:

To look at virtual tours and prospectuses for other Universities to compare them.

To look at the application process for University courses via UCAS.

To look at the current job advertisements for the University to see what the application requirements are.

WRITE UP (Quotes from participants)

Feedback from staff and Yr10 Students:

'I didn't know there were so many jobs that you could do there'
'I think I could go to University one day, I didn't think I could before'

'Great opportunity for our students to see all of the different facilities'



Feedback in lessons and Careers Meetings:

Staff felt it was a useful talk and tour for students to explore different next step options.

It was interesting to learn about the types of jobs available on campus as well as the many different courses on offer. It was also useful to hear the personal stories about what previous student Ceira had enjoyed about University life which made it more relatable.

Students said that many of them had thought that University wasn't an option for them, and that this visit and tour allowed them to think about all of the different careers and opportunities available to them.

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