

Measures of impact

Careers Scotland describes its impact on individuals at 4 levels

<p>Level 1 Impact: Satisfaction</p> <p>Individuals can demonstrate and express their degree of satisfaction or happiness with their experience of Careers Scotland.</p> <p>Evidence: Satisfaction with Careers Scotland products and services is the area where Careers Scotland has the most evidence. This information is gathered from feedback from group sessions, evaluations and the Careers Scotland Customer Follow Up Survey. It is probably the easiest evidence to in gather but its value is limited if people do not gain anything from their experiences. It is individuals' immediate response to their experience.</p>	<p>Level 2 Impact: Learning</p> <p>Individuals can express or demonstrate that they have learned something from their experience with Careers Scotland.</p> <p>Evidence: To develop career planning skills in individuals it is important that they learn something that supports them through their Career Planning Journey. This learning can take a variety of forms including improving self awareness, opportunity awareness and how to take forward their career plans. Recognising learning is not always immediate, evidence to demonstrate this level of impact may have to be collected after a gap between the experience and the question being asked. Evaluation and Customer Follow Up activity can provide this type of evidence.</p>
<p>Level 3 Impact: Behaviours</p> <p>Individuals can demonstrate or articulate that they have decided to make changes as a result of Careers Scotland interventions.</p> <p>Evidence: Individuals can demonstrate and articulate that they have made changes as a result of Careers Scotland interventions. The changes can include making an application to employment, training and learning and/or undertaking activity that contributes to their personal development e.g. work experience, confidence building, voluntary work. The evidence to support this level of impact can be pulled from Performance Management Information, Customer Follow Up Survey and Evaluation. This is an area where evidence tends to be provided through Evaluation and longer term tracking of individuals, currently on a sample basis through the Careers Scotland Customer Follow Up Survey.</p>	<p>Level 4 Impact: Results</p> <p>Individuals who have made changes can demonstrate over time that they have made appropriate choices or have demonstrated the skills to make further changes.</p> <p>Evidence: The focus of this level of impact is skills development equipping individuals with the career planning skills that will support them to make career decisions throughout their working lives. The evidence of this level of impact will generally come from longer term follow up of individuals. Some information on this level of impact is available for some groups of individuals, sustainability of 13 weeks or more, through evaluation and longer term tracking.</p>