



Kudos

Kudos Adviser's Guide



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Introduction to Kudos

Kudos is an interactive web program that helps young people with their career decisions.

Kudos matches young people to suggested careers, based on their:

- Chosen qualification level(s).
- Responses to questions about aspects of work they like or dislike.
- Health.

Young people can view detailed careers information on over 1800 career titles, and explore their suitability for any of the careers in Kudos. They are also matched to 14 different Types of Work.

Who to use Kudos with?

Kudos can help most young people with their career decisions, regardless of their academic level or the extent of their career planning. Kudos is a powerful, flexible resource with a range of uses for both individual and group work.

You may find that Kudos is particularly useful for:

- Year 9 students exploring subject choices.
- Year 10 students investigating and developing their career ideas.
- Year 11 students making decisions about training, study and employment.
- Post 16 students considering Higher Education.
- Unemployed young people considering their options.
- Young people in work, training or education considering a change of direction or further progression.

Log in to Kudos

Young people can log in to Kudos at www.kudos-online.co.uk with their own secure username and password. Once they have registered, young people can access Kudos in their own time and at their own pace, simply by re-entering their username and password. Their user data will be saved securely on CASCAiD's servers.

Using Kudos

Before using Kudos - preparation

Preparation helps your young people get the most from Kudos. A student who has been thoroughly briefed will know:

- What Kudos can and cannot do for them
- How to use the program
- Where to get help.

Where Kudos is on open access, it is particularly important that young people know the purposes, potential and limits of the program, so that they are not misinformed about what it can do for them.

There are many ways to introduce your young people to Kudos. We recommend that they are shown the Kudos Quick Tour and/or Kudos User Guide texts before they start their Kudos session. You can find these downloadable documents in the Support Materials section of the CASCAiD Manager or on the CASCAiD web site (www.cascaid.co.uk). Young people can also access these documents within Kudos by clicking on Help.

Using Kudos - things to point out to your young people

Kudos uses a three-step process for helping young people with their career choices.

Step 1: My Likes and Dislikes

In Step 1 young people must select the qualification levels they require and answer questions about what they like and dislike about aspects of work found in different careers. These two activities are the most important in determining the accuracy of the young person's list of career suggestions.

Your young people should know:

- If they rush these activities without taking care, they will not receive the full benefits of Kudos. The accuracy of any career match can only be as good as the information fed into it.
- How to set the qualification levels and what they mean. Kudos will only suggest careers

suitable for the levels chosen. It may be useful to discuss the detailed information available on-screen for these levels, by clicking the 'Explain' link.

- That they should ideally answer all likes and dislikes questions (117 in total) before working with the career suggestions. Note: young people can access the list of career suggestions after the first 50, if required.
- How their likes and dislikes are used to select suitable careers for them. Each career has aspects of work associated with it, and how young people respond to each of the aspects will have a direct impact on how suitable any given career is for them.
- How to respond to each aspect of work question: 'Like Very Much', 'Like', 'Does Not Matter', 'Dislike' or 'Dislike Very Much'. It requires a little bit of reflection and an understanding of what the aspect is. The animation and supporting explanations help young people understand the 'context' of the aspects of work.

Step 2: Career Suggestions

Young people are presented with the list of career suggestions.

What your young people should know:

- That these are only suggestions. If they are not happy with the results, they should try to discover why. Are the qualification levels set appropriately? Do they need adjusting? Look at the responses to the aspects of work within a career; if the answers do not seem appropriate in context, change them. Look in the 'Your own career ideas' section for careers they are interested in but that have not been suggested. This is a process where they learn about themselves and careers. Experimentation and reflection should be encouraged.
- That if they enter any health issues they may have, this may remove careers from the list if there is a statutory health requirement (there are very few careers where this is the case). If the health condition might be an issue for a career, this is stated in the 'Suitable for You?' section of a career. It is important that young people discuss such issues either with you or their parents.

- That if they enter information about their 'Study and Training Plans' in the Action Plan (see below), this will be presented to them, together with a career's specific requirements, in the 'Full details' of a career, under the 'Entry Routes and Training' section.
- That using the types of work filter on the list of career suggestions could help identify related careers of interest to them.
- They should make a note of careers that interest them and print out the full details.
- If your organisation has a licence for Careerscape users will be able to view information on relevant UCAS Higher Education courses through careers in Kudos which may require study to that level

Step 3: Make an Action Plan

The Action Plan summarises and consolidates the work young people have done in Kudos. It can be used to promote discussion either in class or with an adviser and as a record in their student progress file or personal portfolio. It is also a good way for young people to share/discuss their aspirations with their parents or carers.

What your young people should know:

- Why it is important to complete the Action Plan in as much detail as possible.
- Why it matters that any career ideas of their own are recorded, whether or not those careers exist in Kudos.
- How to formulate their short, medium and long term goals and create action points for each of these.
- How to identify further sources of information, guidance and advice where necessary.
- How the Plan will be used in the next stage of their career planning process.

After using Kudos: student debriefing

You should use printouts (especially the Action Plan) from Kudos sessions as a prompt for discussion, either one-to-one in a guidance interview or in groups.

The guidance interview is a good opportunity to debrief young people after they have used Kudos. It allows young people to talk informally about the results of their session. It also reinforces the idea that the aim of Kudos is to generate ideas, discussion, understanding, interest and action, rather than prescribe a strict set of careers.

You could ask young people:

- Which of the careers on your list interest you most?
- Why do you think they were suggested? Can you see any relationships between them?
- How are you going to find out more about these careers?
- Which of the careers on your list interest you least?
- Why do you think they were suggested?
- What is it that puts you off these careers?
- Did you look up any of your own career ideas in the full careers list?
- What were the results?
- How did you feel about them; were you surprised, pleased, disappointed?
- Kudos matches people to careers by asking questions about their likes and dislikes. Could you use this to match yourself to any careers not in the list?

You should remember that:

- Kudos has been designed to be person-centred. Discussion should focus on young people's feelings.
- Kudos creates a snapshot of young people's feelings at the time. The results can go out of date. Young people should be encouraged to make notes on their printout during the discussion, crossing out things that they feel are no longer valid and making amendments. You could also encourage young people to use Kudos again if significant factors have changed, for example after exam results.
- Kudos is not the answer - it is the beginning of a process of enquiry, investigation and action.

Planning ahead

The course of action after using Kudos depends on many factors, including:

- The young person's age or the point they are at in their education.
- The decisions that they have to make.
- Their vocational maturity.

You could recommend that young people carry out further research into careers that interest them.

Topics and methods for further research could include:

- Availability of opportunities, both locally and nationally
- Alternative entry routes
- The aptitudes and personal qualities needed to enter a career
- Levels of competition for entry into different courses, training schemes and careers
- Trying out careers through work experience or work shadowing
- Arranging a further interview, or another Kudos session, or both
- Discussion with other influential people: teachers, parents, mentors, etc
- Using Kudos and /or Careerscape (if available) from home or another internet enabled location to enable them to do follow up investigations.

CASCAiD Manager

The CASCAiD Manager (www.cascaidmanager.co.uk) allows you to create user accounts, manage Kudos users, set a local information URL and access support materials.

Create user accounts

Use the 'Create Users' screen to create usernames and passwords for up to 50 users at a time. You can then distribute these details to your individual users to enable them to access Kudos.

Kudos Users

Use this screen to look up passwords if users have forgotten them, and check to what extent users have entered information and used Kudos. Individual user records can be cleared or

completely deleted from the system.

Local Information

On the Kudos Users screen there is space for you to enter a URL to local information. If you have local information that you host on your own website, a link to this resource can be displayed within the 'Full details' of every career in Kudos.

Support Materials

Kudos support materials can be found in the Manager as well as the CASCAiD website at www.cascaid.co.uk. Check regularly for updated and new materials.

Training

CASCAiD offers a range of training courses designed to enhance your knowledge of Kudos and help you make the most of the program. Kudos training courses offer you a flexible way of learning with three types of training that can be customised to suit your needs:

Introductory training: This short presentation provides an overview of Kudos to enable new customers to use the program with young people.

Familiarisation training: This course enables you to become more familiar with Kudos and be more confident in using the program effectively with young people. It includes the opportunity to gain experience using the program, with guidance from a tutor.

In-depth training: A more comprehensive option that provides you with in-depth knowledge of Kudos. The course aims to make you more confident in using all aspects of the program, with a view to maximising the benefits for your young people. You have the opportunity to use Kudos, with case studies to explore and discuss. This course is designed for Advisers who would like to train other staff to use Kudos.

All our training options help to ensure that both you and your young people get the most out of using Kudos. Training will ensure that you

are confident in using the program and have planned the most effective way to use it in your organisation.

For more information about CASCAiD training visit our website at www.cascaid.co.uk. Alternatively, telephone 01509 226875 or email us at enquiry@cascaid.co.uk.

Related Products

Careerscape Multimedia is an innovative careers and information package covering education, training and the world of work. The program also includes information on over 50,000 UCAS Higher Education courses. Kudos subscribers, who also subscribe to Careerscape, will be able to view Higher Education course information through relevant careers in Kudos.

Contacting CASCAiD

Our products are regularly updated and we welcome your comments and suggestions.

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