

**Present:** Avril Hannon, Pat Pugh, Susanne Christian, Lydia Lauder, Elaine Newell, Janet Davies, Ruth Winden, Liane Hambly and Siobhan Neary (12 noon onwards).

**In attendance:** Claire Johnson (PDM and PSC Secretary) and Monica Lemecha (CDI Honorary Secretary).

**Apologies:** Becky Towner (PSC Member). Jan Ellis and Virginia Isaac (In attendance).

### 1. Introductions

The Chair invited all members, Monica and Claire to introduce themselves.

**2. Declarations of Interest:** None.

### 3. Action notes of the meeting held on 27<sup>th</sup> September 2016

These were agreed as a true record and have now been added to the CDI website.

### 4. Matters arising

As many of the matters arising were covered in the **Professional Development Update** paper the Chair invited Claire to present this. Key points to note are:

**OCR Centre Approval:** Claire has submitted the approval documentation to OCR and the approval visit will take place at Stourbridge on 14<sup>th</sup> February 2017.

**Apprenticeships:** Claire will be attending a review meeting for the Scottish Apprenticeships with the two current providers and SDS on 21<sup>st</sup> February. In England there is now a group of employers from across the sector who have agreed to form a group to take forward the development of a Higher Apprenticeship Standard: Career Development Professional. This work, which must be employer driven, is being supported by Claire who is working with Michelle Stewart. A draft Expression of Interest form has been produced and will be submitted to BIS during February. Once approved the development of the Standard can begin.

Ruth mentioned that there are a lot of vacancies for working in the delivery and management of apprenticeships and that these may appeal to people with experience in the career development sector.

Susanne mentioned the Centre for Public Appointments Technical Panels of Professionals. Closing date 13<sup>th</sup> February 2017.

<https://publicappointments.cabinetoffice.gov.uk/appointment/technical-education-panels-of-professionals/>

**Action:** To discuss this with Jan to see if we would like to put forward someone to be on the Childcare and Education Panel. **Claire**

**QCG/D Developments:** All centres have agreed to deliver the Qualification in Career Development based on the new Blueprint from January 2017 (Derby and CCCU) and September 2017 (all other centres). A brochure to encourage more quality employer placements from across the sector is being produced by Avril. All centres recruited more students in 2016 than in previous years with 149 students starting in September and a further 28 starting in January 2017. Destination figures for those students completing in 2016 show the continuation of the trend for finding employment in HE (19%) and an increase in the number of students progressing to a Master's degree (7%). The report will be available on the CDI website once it has been circulated to the Course Leaders.

The Scotland Student Conference was attended by 60 students and was very successful. The England Student Conference will take place at Coventry University on 12<sup>th</sup> April and the programme will be on the CDI website by the end of January.

Napier and NTU have successfully renewed their Approved QCD Centre Status and Derby is nearing completion. The remaining centres will apply for renewal when their course is due for validation.

Graham Allan and Janet Moffett have taken voluntary severance from UWS and have been replaced by Marjorie McCrory and Emma Bolger. Claire will be visiting UWS on 13<sup>th</sup> March.

**Action:** To ensure that the Placement Brochure is circulated to employers from across the sector including private practitioners who may be interested in providing one day shadowing activities.

Claire

**Quality in Careers Standard and CDI Certificate in Careers Leadership:** Claire has produced a document which explains how undertaking the Certificate can contribute evidence for the Quality in Careers Standard. She thanked Elaine and Becky for their valuable comments on the draft. The document is now available on the CDI website.

Elaine mentioned that there is to be some amalgamating of some of the Awards. Post meeting – Claire learned that there are to be some revisions to the Standard so the document will need to be revised in the light of this development.

**PSC Update for Career Matters:** Avril and Claire produced this update which explains who the PSC members are and the current and future PSC activities.

**Action:** To produce updates for subsequent editions of Career Matters. Avril and Claire

**UK Register of Career Development Professionals:** Claire reported that there are currently 1226 people on the Register. More will be done throughout the year to encourage more people to join. This will include having this as a standing agenda item for PSC meetings.

**CPD Resources and Monthly Email:** The CPD Resources area continues to grow. In November Lyn Barham and Claire produced the first of a series of monthly CPD Newsletters which was circulated to all members. These focus on a particular topic per month with suggestions on relevant CPD activities. A Survey Monkey will be done in April to ascertain the use and value of these and any suggestions for improvements.

## Other matters arising not covered by the Professional Development Update Paper

**PSC Representative for Northern Ireland:** There is still a vacancy for Northern Ireland. The person who was interested struggled to find five Northern Ireland members to nominate her. This opportunity has been advertised several times in News via Email.

**Action:** To help any interested individual to contact CDI Members in Northern Ireland.

Monica reminded the Committee that Liane's tenure as representative for career guidance and coaching on PSC comes to an end in March 2017. Liane can stand for a further three years if she wishes to do so.

**Action:** To discuss this further with Monica and Liane.

Avril

**Prevent Agenda:** Pat reported that she had contacted SDS about this and had received the response that this is thought not to apply in Scotland. However there is an appendix for Scotland on the Government website. As this requires further investigation it can be looked into under Item 9 below.

**UKCDA:** Ruth's contacts at the University of Leeds were unable to provide sponsorship this year but Ruth has invited three of her University of Leeds colleagues to join her at the UKCDA dinner so that they can find out more about the work of the CDI.

**Careers Wales Storyboards:** Janet reported that these are a Career Wales product that is yet to be launched and therefore cannot be shared further. However the approach that the storyboards use may be a useful one to adopt as it involves an hour's storyboard with a quiz to determine understanding. This could, for example, be used to explain the principles of the Code of Ethics and then participants could count this as CPD.

### 4. CDI Mentoring Service

A paper on the Survey Monkey to ascertain interest in the provision of a CDI Mentoring Service had been circulated prior to the meeting. Claire reported that the survey indicated that respondents thought that this was a good idea, that many would provide their services free of charge after the initial four free of charge sessions and that there was good correlation between the topics that mentees would want and those that mentors could provide.

As some of the respondents are qualified mentors who may already be providing a mentoring service it was suggested by PSC members that these mentors could be asked their views on the process and documentation that the CDI intends to pilot.

It was also suggested that if a mentee was on the Register that they could access more mentoring sessions than a member free of charge.

All PSC members agreed that the idea of piloting a CDI Mentoring Service should go ahead for launch by September 2017 for an initial intake of 20 mentees.

**Actions:** To draft a tender specification for the training of mentors and discuss this with PSC Sub Group members: Becky, Susanne and Ruth by the end of March.

Claire

To look at the mentoring services used by other organisations e.g. Royal Pharmaceutical Society and Get Mentoring and draft processes and documentation required to pilot the service. To discuss these with the PSC Sub group and report back to the June PSC Meeting.

Claire

## 5. Quality Assurance/Assessment of Interviews

Elaine explained that following the last PSC meeting she had contacted Jan and Claire to discuss the need for a process and assessment documentation which could be used in schools/colleges to assess/quality assure the career guidance interviews of externally provided Career Advisers. There is an increasing number of freelance Career Advisers working in schools and the Quality in Careers Awards look at the quality of this provision but do not provide documentation.

Following a request from Claire, Elaine has agreed to chair a virtual PSC Sub group of Liane and Siobhan.

**Action:** To make arrangements for the virtual sub group to meet and produce by 21<sup>st</sup> March 2017 a process and framework for the assessment/quality assurance of career guidance interviews in schools/colleges. This to include the rationale, who can undertake the assessments and the qualifications required, any costs involved, the assessment framework documentation, how feedback will be provided and how this will feed into the CPD of the Career Adviser. Assessment will be assessment for practice rather than assessment in order to pass a qualification.

**Elaine/Liane/Siobhan**

The resulting documentation, once agreed by Claire and PSC, will be made available via the CDI website and recommendation made that this can be used in schools/colleges. At a later stage the assessment framework can be modified for use in other contexts.

**Action:** To send any examples of relevant documentation to Elaine by 10<sup>th</sup> February. **All**

## 6. CDI Business Plan 2017 2018

Avril explained that the Board and Jan have asked PSC members to look at Strategic Priority 3 of the current Business Plan and make suggestions for which current PSC activities and those planned for the future can be added. PSC members were also invited to make further suggestions that were realistic and cost effective.

The following suggestions were made:

Completion of the Ethical Case Studies; Quality Assurance/Assessment of Interviews; Competency Route to the Register; Provision of information on the Prevent Agenda and Fundamental British Values; Piloting of the Mentoring Service; OCR Centre Approval for the delivery of the Level 6 Diploma in Career Guidance and Development/CDI Certificate in Careers Leadership; Support for the Higher Apprenticeship Standard: Career Development Professional (England); Further development of the CPD Resources area and a survey monkey on the use and value of the CPD Monthly Newsletter and the promotion of the CDI Year of advocating for the career development profession including being directed to relevant CPD resources.

Janet said that she was speaking with Claire about a CDI Diploma in Business Engagement for Business Engagement Advisers in Wales. Claire mentioned that something similar may be possible for Enterprise Co-ordinators in England. Therefore developing CDI certificates/diplomas based on the Level 6 and other units for relevant audiences in the sector could be added to the Business Plan.

Ruth mentioned that organisations such as the TUC and Age Concern have employers/volunteers working in a career advice/guidance role. The CDI could approach such organisations and inform them about Affiliate organisation status and see what further support the CDI could offer, including encouraging such people to join as members.

It was also suggested that the CDI could do more in engaging with academics and producing joint research.

Under Strategic Priority 1: Membership engagement and retention a target could be added relating to the use of Regional Ambassadors to organise three regional events per year and for these to include some CPD inputs provided by their local PSC representative. E.g. Ruth could provide an input on the use of Social media.

**Action:** To add the above suggestions to the Business Plan by 22<sup>nd</sup> February and discuss with Jan.

**Claire**

Pat mentioned the need for the further three National Occupational Standards: Career Development and the fact that SDS has now taken on the management of NOS from UKCES.

**Action:** To contact Jane Duffy and Kirstine Hale at SDS to see what is happening and if relevant add this to the Business Plan.

**Claire**

Monica asked PSC members if they would favour having another Annual Conference. All agreed that this would be excellent and would be a valuable means of promoting the CDI and the work of the sector.

**Action:** To send suggestions for speakers and topics to Claire.

**All**

As Siobhan had arrived at the meeting having been to the Ministerial breakfast with Robert Halfon Avril invited her to feedback on this event. Siobhan said this event had flagged up the need for career guidance to have prestige and that the Minister had emphasised careers, lifelong learning and lifelong guidance. Claudia Harris from the C&EC had also presented but had not mentioned careers.

Lydia said that Robert Halfon had recently visited the National Careers Service where he said that he had begun to recognise the distinction between career guidance and job matching provided by DWP.

## **7. Ethical Case Studies: Accountability/Transparency and Trustworthiness/Confidentiality**

Following feedback from Siobhan, Elaine had completed the case study on Accountability. All PSC members agreed that this is an excellent case study and thanked her for her time in producing this.

**Action:** To add this case study to the Ethical Case Studies section on the CDI website. **Claire**

Prior to the meeting, the drafts of the case studies on Transparency and Trustworthiness (Susanne) and Confidentiality (Ruth) had been circulated.

Ruth wondered if her case study is sufficiently clear, if anything is missing and if it is too long. She would also value some help on sourcing relevant academic references about confidentiality.

It was suggested that an infographic summarising the content of all case studies would be a useful feature at a later date. It would also be good to encourage use of the case studies as CPD. Claire mentioned that QCG/D students use the case studies and that she has seen assignments in which these have been cited.

**Action:** To send comments on the Transparency and Trustworthiness and Confidentiality case studies to Susanne and Ruth by 17<sup>th</sup> February. **All**

To produce the final versions of the case studies for discussion and sign off at the next PSC meeting.

**Susanne and Ruth**

## 8. Ethical Case Studies - Scenarios

Claire thanked PSC members for submitting a range of different scenarios which could be used for future ethical case studies. Following discussion it was agreed that some further case studies would be drafted for the next meeting.

**Actions:** To draft a case study involving Fundamental British Values which would then require feedback from others in the field to address any sensitivities. **Lydia**

To produce a case study on Competence. **Janet**

To produce a case study on a different aspect of Competence. **Avril**

To produce a case study on Equality and Mental Health. **Liane**

To revisit the case study on STEM. **Ruth**

## 9. Prevent Agenda and Fundamental British Values (FBV)

Following discussion it was decided to establish a virtual sub group of Lydia and Siobhan. Janet said that Careers Wales has already provided training for their staff.

**Actions:** By the next PSC meeting, to draft a brief guide on the Prevent Agenda and FBV and how these relate to the CDI Code of Ethics. To include mention of the Training Catalogue circulated at the previous PSC meeting.

To make recommendations on how to promote this to CDI members including a possible webinar.

**Lydia and Siobhan**

## 10. Potential Future Agenda Items

Avril suggested and everyone agreed that it would be useful to have an update from each constituency representative (working together) and each nation representative on what is happening in their constituency regarding professional development, CPD and any issues. These updates to include ideas for CDI professional development activities and how to increase numbers on the Register. The latter to also involve talking to some constituents to see what would encourage them to join the Register.

**Action:** To research and provide an update for the next PSC meeting. **All**

Avril said that she had recently heard a programme on the radio discussing the different aspects of confidentiality and whether or not this is considered a duty. All members agreed that it would be useful to discuss this further and Avril agreed to do some further research to inform the discussion. It could then be decided how best to present this information to inform CDI members.

**Action:** To be able to report on issues and experiences for the next meeting. **All**

Avril invited PSC members to read the article on a Career in Career by Siobhan Neary et al in the January edition of Career Matters so that at the next PSC meeting there could be a discussion of how the CDI can address the issues raised by the article. Siobhan suggested that this could include discussion of how representative the CDI is of the sector and how to attract a more representative membership; how can career development be marketed as an attractive profession and the use of vox pops from practitioners, managers and satisfied clients. PSC members suggested that the CDI

could have a YouTube Channel and use this for five minute videos from practitioners explaining what they do. It could also be used for explanation of the Code of Ethics and Ethical Case Studies. Suggestion was also made that the CDI should write articles for The Guardian and other publications in order to raise its profile. Lydia suggested the need for the CDI to have a Communications and Marketing Plan.

**Action:** To read the article and come to the next meeting with ideas.

All

To discuss the You Tube and Communication and Marketing Plan idea with Jan.

Claire

### 11. UK Career Development Awards

A paper from Jan explaining the judging process, panels and timescales had been circulated to PSC members prior to the meeting.

Monica said that this year had attracted a record number of entries, 52. In previous years there had been 21, 29 and 35 entries.

Claire said that Jan will be on leave from the evening of 10<sup>th</sup> February and can be contacted before then with any queries, conflicts of interest and a date for the panel in which she is a panellist.

Claire has now sent the email addresses of Council members who are panellists to the PSC Members who are chairing the panels.

### 12. Feedback from the AGM and the Discipline and Complaints Procedure

A copy of Avril's report on the work of PSC which was presented at the AGM had been circulated prior to the meeting to all PSC members. Ruth commented that it was good to have a written record of the work of PSC.

The revised Discipline and Complaints Procedure had also been circulated previously. Avril said that this had been presented to the Board and following the addition of a statement to say that an employer will be informed of the outcome of the discipline procedure for any member of their staff the Board ratified the document and it is now on the CDI website.

### 13. Any Other Business

Ruth said that the next Career Thought Leaders' Conference will be held in April/May 2018 and that she will let PSC members know the actual dates once these are confirmed.

Siobhan mentioned that the International Centre for Guidance Studies will be hosting an International Conference in 2018 as part of their 20<sup>th</sup> anniversary celebrations and that it would be useful to liaise over dates.

### 14. Date of next meeting

Monday 5<sup>th</sup> June 2017. Birmingham. Jury's Inn.

**Agenda items for the next meeting:** Apologies/Declaration of Interest/ Action Notes and Matters Arising/Professional Development Update from PDM/PSC Constituency Updates on professional development and CPD /Assessment and Quality Assurance of Interviews /Prevent Agenda and British Values document/Ethical Case Studies/ Confidentiality and what this means in principle and practice /Discussion of a Career in Career/ AOB and date of next meeting.

*Claire Johnson: Professional Development Manager*

*28<sup>th</sup> January 2017*