

**Present:** Pat Pugh, Susanne Christian, Lydia Lauder, Elaine Newell, Janet Davies and Siobhan Neary.

**In attendance:** Virginia Isaac (President), Jan Ellis (CE), Claire Johnson (PDM and PSC Secretary) and Liane Hambly.

**Apologies:** Avril Hannon (PSC Chair), Becky Towner and Ruth Winden (PSC Members)

### Introductions

Claire explained that sadly Avril was ill and had asked her to chair the meeting. The Chair invited all members and Virginia to introduce themselves.

**1. Declarations of Interest:** None.

### 2. Action notes of the meeting held on 25<sup>th</sup> January 2017

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

### 3. Matters arising

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

**OCR Centre Approval:** The CDI Academy is now approved by OCR to deliver the QCF Level 4 and 6 Diplomas. Delivery of the CDI Certificate in Careers Leadership will begin in October 2017 and subject to demand the CDI Certificate in Career Guidance Theory will also be delivered. The latter provides entry to the Register for those people with the NVQ 4 in Advice and Guidance/LDSS pre 2011.

**Mentoring Service:** Following a competitive tendering process Rachel Mallows has been appointed to deliver the mentor training. The call for Mentors led to 30 Mentors being offered training places. The call for Mentees went out on 2<sup>nd</sup> June and so far 10 people have applied. The pilot will begin in September.

**Apprenticeships:** Claire attended a review meeting with the two current Scottish Apprenticeship providers and SDS on 21<sup>st</sup> February. One person has now completed their Modern Apprenticeship and the remaining apprentices are making good progress.

In England the Expression of Interest to develop a Higher Apprenticeship Standard: Career Development Professional was submitted by the Employers' Group on 30<sup>th</sup> March and approval to develop the Standard was given by the Institute for Apprenticeships on 30<sup>th</sup> May. Claire will be working with Michelle Stewart to support the employers' group in this development work.

**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 was produced by Avril in her role as QCG/D Moderator. This has been distributed to centres, employers, private practitioners and to Prime Contractors and other employers via Careers England. It was also included in News by Email and is available on the QCD page of the website.

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 is now available on the CDI website.

The England Student Conference was attended by 61 students on 12<sup>th</sup> April and was very successful. The Scottish Student Conference will take place at UWS on 22<sup>nd</sup> November and the next England Conference at Derby University on 28<sup>th</sup> March 2018 (tbc). Derby may prove to be more accessible for some students who found Coventry difficult/expensive to travel to.

Claire mentioned that the Panel on the wide variety of roles in the sector had been well received at the Student Conference. Claire has asked Ruth to consider running a webinar on private practice for students. It was suggested by PSC members that a webinar on working for the National Careers Service would also be useful and could help with recruitment which according to Lydia is proving difficult in the North West. These webinars would initially be for students but could have applicability to all members. The webinars could also involve recent QCG/D graduates who had gone into private practice or the NCS so that their perspective could be shared.

**Action:** To follow up this idea with Ruth, Lydia and Siobhan.

Claire

Liane and Siobhan commented that recruitment is looking positive for September at Coventry and Derby and that post graduate funding for Master's provision is having a positive impact.

**CDI Manifesto:** CDI Policy Associate, David Andrews, drafted the CDI Manifesto. Following consultation with the Board, Council, PSC and QCG/D Course Tutors and students this was finalised and circulated to members on 19<sup>th</sup> May with an email to encourage use with local candidates and key opinion formers.

**UK Register of Career Development Professionals:** There are currently 1284 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 Newsletter:** Lyn Barham, in her CDI Associate role, has done some excellent work in developing this. She continues to add further resources and regularly checks existing ones for currency and access. Feedback from members has been very positive. PSC members also said how useful these newsletters are.

To date the Newsletters have covered:

- November - Career Management Skills,
- December - Job Hunting,
- January - CPD and Reflection on Practice,
- February - The idea of people living until they are at least 100 and the implications of this for career development,
- March - Using LMI;
- April - How to Advocate for the Career Development profession
- May - Guidance at a Distance.
- June will be on working with SEND clients.

In June the CDI will send out a Survey Monkey to solicit views on the use and relevance of these newsletter

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

**Annual Conference:** Claire explained that following a Survey Monkey to all members it has been decided that an Annual Conference will be held at St John's Hotel in Solihull on 4<sup>th</sup> and 5<sup>th</sup> December 2017. Programme details will be available soon.

**PSC Representative for Northern Ireland:** There is still a vacancy for Northern Ireland.

**Actions:** To ask Tom Evans if he can suggest anyone. Jan

When speaking with senior managers in Northern Ireland to ask for suggestions. Jan

To let people know about this opportunity via LinkedIn. Liane

To send the information on the PSC Webinar to Liane. Claire

**Technical Panels:** On behalf of the CDI, Claire has applied to be on the Technical Panel for Childcare and Education. Decisions on this have been delayed due to the General Election.

**CDI Business Plan and Strategic Plan:** Jan had circulated copies of these to PSC members prior to the meeting. Claire said that the ideas generated by PSC members at the previous meeting had been included and that further discussion of how PSC members can help take forward various targets can be discussed at the next PSC meeting

**Action:** To add this to the Agenda for the next PSC meeting. Claire

#### 5. Ethical Case Studies

**Confidentiality** – On behalf of Ruth, Claire thanked Elaine for the useful contributions she had sent to Ruth. In response to Ruth's plea for help on sources of Professional Literature, PSC Members suggested that Ruth cites some of the examples provided by Avril in her paper on Confidentiality.

They also suggested moving paragraph h) to section 4 and saying that in addition you could seek supervision and work through the case with a trained professional. Once this has been done by Ruth then PSC members are happy for Claire to sign this off and add it to the website.

**Action:** To advise Ruth to do this by end of June. Claire

**Transparency and Trustworthiness** – PSC members suggested a few minor amendments to Susanne. These have now been done and Claire will add this Case Study to the website by 16<sup>th</sup> June.

**Competence** – PSC members suggested some amendments to Janet on adding in a definition about competence. Siobhan has now sent Janet some information about this. They also suggested a little more detail on section 4 on reasons why a person would consult with their manager and others. They also suggested consulting with someone who had been in a similar position and who had now progressed from this.

**Action:** To amend the case study and send to Claire who will add this to the site by end of June. Janet

**Fundamental British Values** – Lydia had produced a very detailed case study and this can be used both as a case study and as a companion piece to the Guide on FBV and the Prevent Agenda.

**Action:** To make the minor amendments suggested and send to Claire by end of June. **Lydia**

To add to the website. **Claire**

Case studies on Mental Health and Equality (Liane) and STEM (Ruth) were not available but will be produced for the next PSC meeting.

**Action:** To produce for the next meeting. **Liane and Ruth**

### **Promotion of the Ethical Case Studies to CDI Members**

Jan thanked PSC members for the work that they had done on producing these case studies. She asked for suggestions on ways in which these could be promoted to CDI members. Suggestions were made as follows: use in the CPD Monthly Newsletter; article in Career Matters; item in News by Email; use as a CPD twilight session in Scotland and Wales; promote to careers service managers, AGCAS; other professional bodies as examples of good practice; promote via Careers England newsletter; use for a NICEC/CDI event on ethical practice; use for a workshop at Annual Conference; have the case studies art worked as one brochure and promote to members and students.

**Action:** To discuss these ideas further and action. **Jan and Claire**

### **6. Fundamental British Values and the Prevent Duty**

Lydia had produced a very useful guide on Understanding Fundamental British Values and Applying the Prevent Duty. PSC members agreed that this should go on the CDI website and be promoted to members via News by Email and to Centres for QCD students.

#### **Actions:**

To add in the link for higher and further education prevent duty guidance and send to Claire by end of June. **Lydia**

To put in CDI house style and add to the website in the Code of Ethics section and also link to the FBV Case Study. **Claire**

Write a 1200 word article for the October edition of Career Matters **Lydia**

Send Lydia author guidelines and copy deadline **Claire**

Promote the free FBV training and the Guide in News by Email **Claire**

Discuss with Lydia the possibility of delivering a webinar **Claire**

Use in CPD Newsletter **Lyn Barham and Claire**

### **7. Confidentiality: what this means in principle and practice**

Avril had produced a very useful paper on this topic and in her absence Claire invited comments from PSC members. Members agreed that it was very useful to have all the legislation sources cited in the one document. Discussion then covered whether or not there is a need to have a written document which explains confidentiality to the client; how confidentiality is explained when undertaking interventions with clients by virtual means; how confidentiality and data protection applies to independent practitioners and if they have confidentiality/data protection policies; what is meant by informed consent and if confidentiality is explained each time a client is seen or is it assumed that they remember about this from their last intervention; how does a practitioner check

that a client has understood about confidentiality and its limits; the different contexts e.g. prisons and Job Centre Plus in which career guidance is delivered and how this can affect confidentiality.

Consider rewording the CDI Code of Ethics principle to read: (rewording in italics)

Members must respect the privacy of individuals *in accordance with their needs and context*, disclosing confidential information only with informed consent, except where there is clear evidence of serious risk to the client or the welfare of others.

Members must inform clients of the limits of confidentiality and data sharing at the outset *of every intervention*.

### Action

To discuss the above with Avril as author of the document and put on the agenda for further discussion at the next meeting.

Claire

## 8. Updates on Professional Development from the PSC Constituencies

**Scotland:** Pat reported that the priorities for SDS are the Modern and Technical Apprenticeships and the Qualification in Career Development (previously QCGD) for accredited training. Key areas for CPD are in support of Developing the Young Workforce and the Careers Education Standard.

Opportunities are the Scottish Government's Learners' Journey consultation which may bring cross sector training back on the agenda (the SG Strategy for CIAG envisaged SDS taking a sectoral lead which has not transpired so far) but this is not written into the Learner Journey consultation. The Learner Journey strategy may give CDI an opportunity to push for all CIAG deliverers being registered practitioners.

Pat also reported that Danny Logue who was a big supporter of the CDI is retiring. Jan mentioned that she has asked for a meeting with his replacement, James Russell.

**Wales:** Janet reported that in Careers Wales there have been more changes and some voluntary redundancies and that their Chief Executive has moved on to a different company. They now have a new vision – Changing Lives- Working in Education and that Career Advisers are working as Account Executives in schools. There is a move away from blanket interviewing and more emphasis on digital skills and distance approaches to guidance. She said how useful the recent CPD newsletter had been in this regard.

CPD is being done more online via webinars and videos and that staff are encouraged to take ownership of their own CPD. Careers Wales is recruiting for new Career Advisers in South Wales and there is the possibility of a new adult contract. Careers Wales will be offering a CDI endorsed qualification to their new Business Engagement Advisers and the CDI is hoping to be working with Careers Wales to deliver the CDI certificate in Careers Leadership.

**England:** Siobhan reported that the Joining the Dots Conference hosted by the Careers and Enterprise Company in Sheffield had attracted over 800 delegates from a wide range of roles across the sector. There are concerns that the FE sector is feeling left out as the C&EC focus is very much on schools and the role of employers and Enterprise Advisers. She suggested that the CDI needs to be more explicit with the C&EC about what the CDI does and the fact that the sector is more than just schools.

She said how much members are enjoying the CPD newsletters and how useful it is to be directed to the CPD Resources area for all of the resources which are housed there. She also said how good the

free webinars are and that these are well received by members. Lydia mentioned that the next round of NCS procurement will be in Autumn 2017 and there will be more emphasis on digital delivery.

**Career Guidance/Career Coaching:** Lydia had undertaken a straw poll of managers to find out the barriers to undertaking CPD. Not surprisingly the main one was time as staff are driven by contracts. In order to overcome this she suggested: more video and audio recording of training; using the NCS online training programme; more use of Communities of Interest; a Book Club model; live fora on employer engagement; using social media; digital services; vulnerable groups, e.g. SEND.

Siobhan mentioned that iCeGS has recently undertaken a literature review for the C&EC on SEND.

To increase numbers on the Register, Lydia suggested an incentive for introducing a colleague and producing a case study/webinar of a company where staff are on the Register and what the advantages to the company are.

Lydia also mentioned the recruitment issues being faced by NCS in the North West, West Midlands and rural areas and suggested that more research is needed into the scale of the problem.

Jan suggested that when talking to Ray and Louise from ESfA that Primes could encourage them to add the need for CPD into NCS contracts. Laura Bell (CDI President Elect) could also do this.

**Career Coaching/Career Consultancy:** Susanne reported that she had difficulty in speaking on behalf of the whole constituency but her views were that there had been an increase in the work in coaching foreign students and that the general public are not aware of the services offered by the NCS. She said that bidding for work depends on employers' perceptions of what is meant by "careers" and that there is a lack of awareness of the skills and knowledge which Careers Advisers/Coaches have.

On Ruth's behalf she fed back that the webinars organised by Ruth had been very well attended. Ruth would like to see the CDI reaching out more to independent practitioners and that it would be good to have an Annual Conference. Ruth had been surprised at the UKCDA that the focus had been on schools and young people and suggested that a more balanced approach encompassing the whole sector is needed at future events and that the CDI needs to be careful of the language used so that whole sector feels engaged.

Post meeting, Ruth emailed Claire and added: the Career Thought Leaders' European conference will be 1-3 May 2018, in Madrid, and Marie Zimenoff is keen to entice CDI members to attend. Request from independents to have more regional get-togethers. We had two webinars with Jan Ellis earlier in the year. Is there a possibility of a follow-up?

**Career Education:** Elaine mentioned the changes to the Quality in Careers Standard and the improvements which had been made to address confusion and having too many awards. There is now a licensed model and all providers have agreed to promote one brand - the Quality in Careers Standard Award.

## 9. Quality Assurance/Assessment of Interviews

Elaine explained that there is a 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 the last PSC meeting Elaine has worked with Liane and Siobhan and has produced an Interview Observation Framework document and a guidance document explaining the process. Their intention had been to keep the documentation as simple and straightforward as possible.

Views from PSC members were that the document was perhaps too simple and it would be useful to map the relevant NOS: CD to the assessment criteria and explain this in the guidance document so that everyone using it has a common understanding of what it meant.

There is also a need to think through how any “assessments” are standardised, what would happen if someone fails and with whom the outcome of the assessment is shared, by whom and how. It also needs to be borne in mind that those people being assessed are already qualified so that this “assessment” is about developing practice rather than learning how to interview.

Action: To expand the Guidelines to cover the above. **Elaine, Liane and Siobhan**

To discuss further at the next PSC meeting and revisit the parameters and purpose of what is being proposed. **Claire**

To send any comments on the current documents to Elaine by end of June. **All**

## 10. Career in Careers

Siobhan explained that more work will be done on this over the summer. However this original research, albeit on a limited sample, suggests that the sector is predominantly female, white and aging and that in many ways is the same profile as the TBR data produced several years ago.

Discussion then ensued on what can be done to encourage those joining/working in the sector/CDI Membership to be more representative of the population. Suggestions included: better salaries; case studies/stories illustrating why a person joined the sector, what they had done before and how their career has progressed; “poster people” from a wide variety of roles across the sector; Vox Pops/Talking Heads – UK wide and from across the sector; “I Could”; more student data on how representative students are of the population and what drew them to the sector; what the demographic is of Level 6 students v QCD students.

**Actions:** To discuss further and also see if we can get the I Could questions. **Jan and Claire**

Revisit at the next PSC meeting. **Claire**

## 11. UKCDA – feedback on the judging process

Claire thanked everyone for their various roles in the judging process and invited comment on how the process could be enhanced for the future. Suggestions were:

- Deciding on chair and panellists after the shortlisted entries are known in order to avoid any conflict of interest and the need to reconfigure the panels.
- Instructions to entrants to include the need to be as detailed as possible and to not assume that the judges know what the entrants have done. Unless it is in the entry it cannot be judged.
- Sustainability – requires an explanation of what this means.
- A ‘what not to do’ section – perhaps based on thoughts from previous entrants.
- Strict adherence to the word limit and use of appendices.
- Different judging criteria for the different categories (Avril’s suggestion)
- Scoring should be out of the same number for all panels.

### Actions:

To ask Avril if she would be willing to look at the judging criteria for the different categories and suggest some rewording. Claire

To amend the documentation in the light of the above suggestions. Jan

### 12. Any Other Business

Jan distributed the programme for the NICEC/CDI Cutting Edge event in Sheffield on 12<sup>th</sup> July. Programme available at: <http://www.thecdi.net/Skills-Training-Events/Research-into-Practice---CDI--NICEC/48698>

New name and brand for Portico. Jan explained that from 1<sup>st</sup> June the CDI Job Board is now called Careers in Careers. <http://jobs.thecdi.net/> Please share this information with colleagues and HR managers.

### 13. Date of the next meeting

The original proposal of a meeting w/c 23<sup>rd</sup> October was deemed unsuitable as this is Half Term week. It was therefore suggested that Wednesday 1<sup>st</sup> November be the date of the next meeting in Birmingham subject to Avril's availability.

Action: To check with Avril and confirm with all PSC members. Claire

**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 /How PSC members can help with the targets in the Business Plan/Assessment and Quality Assurance of Interviews Version 2/Remaining Ethical Case Studies/Confidentiality and what this means in principle and practice further discussion /Further Discussion of a Career in Career/ AOB and date of next meeting.

Claire Johnson  
Professional Development Manager  
7<sup>th</sup> June 2017