The Career Assured Quality Standard 2020

Criteria	Indicators
1. Organisation Credibility *The organisation upholds the principles of the Career Development Institute's Code of Ethics*	1. There is a clear declaration of the organisation's commitment to upholding the CDI's Code of Ethics
	2. The organisation places a requirement on any subcontractor to adhere to the principles of the CDI Code of Ethics
	3. There is evidence to show that those involved in the development and review of the product are given the opportunity to maintain their Careers sector and relevant LMI occupational competence and have a record of CPD activities
	4. The organisation is committed to developing products that demonstrate impartiality, objectivity and independence, adopting a client-centred approach
2. Product and its Availability *The product is fit for its purpose and the organisation has considered how available the product will be*	1. There is evidence to show that the information in the product contains a range of comprehensive, up to date, impartial, accurate information appropriate to its audience
	2. The information in the product raises aspirations, promotes equality of opportunity, celebrates diversity and challenges stereotypes
	3. There is evidence to show the content of the product meets the needs of its intended audience
	4. In terms of Websites/Mobile content/Apps and other software the organisation has considered how its audience will understand how to use the technology
	5. There is clarity and transparency on the availability of the product and the rationale for any restrictions

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	6. There is evidence to show the planning and strategic approach to making the product available
3. Feedback and impact *The organisation is proactive at measuring impact and responsive to a range of feedback*	1. The organisation holds records of impact data, feedback received and what action has been taken as a result
	2. There is an explanation on how to comment and provide feedback which includes a range of methods that take account of diverse needs of users (e.g. email, telephone number, address, social networking)
	3. There is a clear review and regular planning cycle in place that incorporates action taken as a result of feedback received
	4. There is a published timescale for responding to comments

Criteria	**Indicators**
4. Value *The product has practical value and represents value for money.*	1. The product has demonstrable or real practical value in the CEIAG process
	2. The price of the product is clear at the point of enquiry and use/purchase
	3. The real cost of the product represents value for money
	4. The organisation has considered the role of 'free to use' resources in its product and makes these available through appropriate media (e.g. website)
	5. The content of the product does not make false claims to encourage the user to buy branded or own branded products and services or raise the expectations of the user
	6. The product clearly specifies what it sets out to achieve and there is evidence to show that this can be done

Criteria	Indicators
5. Accessibility *The product is physically accessible to a range of users, taking account of people with some form of visual impairment or disability. The organisation has considered how adjustments or alternative formats can improve accessibility*	1. Website/Mobile content/Apps is compliant with W3C AA Standards or working towards them
	2. Level of English used is appropriate and avoids acronyms or industry specific terminology to aid accessibility
	3. Colour scheme used has been considered for accessibility (e.g. dyslexia)
	4. Documented development process demonstrates where developments resulted from feedback from a range of stakeholders
	5. Printed materials use appropriately accessible media (e.g. type of paper used) and layout (e.g. use of charts, tables and diagrams), plus complimentary digital resources
	6. The level of functionality of the website/Mobile content/Apps makes material easily identified and accessible (the content is easy to navigate, logically organised and indexed)

Criteria	**Indicators**
6. Product Credibility *The organisation has a robust approach to ensure the credibility of the product, those contributing to the content of the product and has a system of traceability in place.*	1. The organisation holds documentary evidence of the author's occupational competence, including CV and their annual CPD activity
	2. There is established criteria with regards to reviewing author contribution to the product
	3. There are clear commissioning processes in place which ensure that those contributing to the product have the skills, abilities and competence to ensure the credibility of the final version

	4. Resource developers have undertaken piloting or testing of the product with those who are going to use it (the target audience) to ensure that it is fit for purpose
	5. There is evidence to demonstrate that the accuracy of the product has been checked and amendments made where inaccuracies are identified or reported by the user
	6. The Product content takes account of current and emerging good practice and/or Government Policy
	7. The organisation ensures that all content is traceable to source materials and where appropriate, acknowledges those sources within the product (e.g. bibliography)

Criteria	Indicators
7. Equality & Diversity *The product demonstrates equality, inclusiveness, is free from discrimination and avoids inappropriate language and behaviours This is reflected in the content as well as the overall image of the product.*	1. The terminology used throughout the product is free from bias and stereotypical phrases
	2. Images used throughout the product are reflective of diversity and challenge stereotypes
	3. Language used is inclusive, indicating a 'can do' approach and encourages the raising of aspirations whilst managing expectations
	4. The organisation has undertaken an equality impact analysis against the 9 protected characteristics on the product to ensure that there are no hidden or unintentional barriers
	5. The organisation reflects as many of the 9 protected characteristics as is practical and appropriate

	6. Where information on career progression is included in the product, this reflects a diversity of approach and non-traditional as well as traditional routes
8. Currency *The content of the product has been recently reviewed and the organisation has a plan for regular revisions in place*	1. The product has a date of publication included. Where the product has been reviewed there is a date of the last revision included in the product. This is less than 2 years prior to current date for printed materials and evidence of an annual cycle of review for electronic materials.
	2. The product has a clearly published timetable for planned review and revision that includes a user feedback cycle
	3. Reviews of product take account of images, text style and layout as well as content, plus operating system updates and functionality
	4. Where reference is made to other source material, the method for checking currency is reliable and robust

Overarching process principles

Transparency - The assessment process and the requirements that must be met will be clearly communicated to an organisation registering for the Career Assured Award

Rigor - The Career Assured Award process will be rigorous in terms of the requirements of the framework and the methods used by which the criteria will be applied during the assessment process

Value for Money - Organisations will gain benefits associated with Affiliate Organisation status of the Career Development Institute. In addition, the assessment process will include suggestions for improvement of the product, and examples of good practice that may benefit the organisation's ongoing product development.