

# Higher Apprenticeship: Career Development Professional

Dr. Michelle Stewart  
Canterbury Christ Church University



# Higher Apprenticeship: Career Development Professional

**In this session we will be consider:**

- What is an apprenticeship?
- Why should we explore an apprenticeship route for career professionals?
- How can we establish an apprenticeship route for career professionals?



# What is an apprenticeship?

**Apprenticeships combine practical training in a job with study.**

Apprentices:

- Work alongside experienced staff
- Gain job-specific skills
- Earn a wage and get holiday pay
- Get time for study related to your role (usually one day a week)
- Complete their apprenticeships within 1 to 5 years depending on the level



# Why should we explore an apprenticeship route for career professionals?

## **Business argument:**

- From April 2017 all businesses with a wage bill in excess of £3 million will pay a levy to fund new apprenticeships
- These employers will receive an allowance of £15,000 to offset against their levy payment
- The levy will support productivity growth through the increase in quality training for all

# Why should we explore an apprenticeship route for career professionals?

## **Socio-economic argument:**

- **Economic value** - research evidence shows that career guidance can have substantial benefits for the economy by supporting individuals to enhance their capacities in ways that contribute to enhanced jobs, skills and growth
- **Social value** - research shows that career guidance contributes to wider benefits in terms of self-actualisation, job satisfaction, social equity and a range of other personal and social outcomes

# Why should we explore an apprenticeship route for career professionals?

***“Personal guidance from a qualified adviser can have a real impact.”***

Anne Milton, Minister of State for Apprenticeships, Skills and Women



# Why should we explore an apprenticeship route for career professionals?



- Can my organisations draw on the levy? - YES
- Does my business includes the provision of career guidance? - YES
- **Can I offer an apprenticeship to train a career development professional? NO**



# How can we establish an apprenticeship route for career professionals?



## Requirements

1. Led by Employers – minimum of 10 (to include SMEs) - TRAILBLAZER
2. Secure approval for the development of an Apprenticeship Standard (formerly a Framework)
3. **Establish An Apprenticeship Standard and End Point Assessment (EPA)**
4. Employers and/or Training Providers need to be register as Apprenticeship Training Providers
5. Training Providers need to register as End Point Assessors

# The Standard



## Standard has to include

- A clear occupational profile
- The knowledge, skills and behaviours (KSBs)
- Alignment with professional registration
- 20% 'off the job' training
- Set out the level and duration of the apprenticeship
- Present what a fully competent individual will be able to do upon successful completion of the apprenticeship
- Be no longer than 4 A4 pages
- Include costings

# The End Point Assessment

## The End Point Assessment must

- Enable testing against the criteria in the Standard (KSBs)
- Be independent of any earlier assessment
- Include 2 distinct methods of assessment
  - Practical assessment
  - A professional discussion (viva)
  - A project report
  - Written and multiple choice tests
  - Virtual assessment e.g. on-line tests or video evidence
- Assessment methods must be appropriate to the occupation



# Higher Apprenticeship – Career Development Professional



**Occupational Role:** Career Development Professionals should

- Help individuals to assess their own strengths and connect with them meaningfully to the labour market and the education system
- Use academic approaches to develop individuals' career management skills
- Use counselling, coach and advice approaches to help individuals understand their situation and to progress in the labour market and education system
- Use network, consultancy and advocacy skills to develop organisations and systems and help individuals to succeed within them

All career development professional should be qualified to at least QCF level 6 to competently deliver these roles, although some may specialise in one or more.

# Higher Apprenticeship – Career Development Professional

## **KSBs – four key occupational responsibilities**

- Develop ethical and reflective practice
- Enable individuals to embrace lifelong learning and develop career management skills
- Enable individuals to access wider services
- Promote and improve the service offer



# Higher Apprenticeship – Career Development Professional

## **KSBs - Central to the role:**

- information management skills
- interpersonal skills
- research skills

## underpinned by:

- professionalism,
- values and ethical standards of practice,
- developing and regulating appropriate relationships,
- engaging in continuous learning,
- critical thinking
- advocating for the profession



# Higher Apprenticeship – Career Development Professional



**Aim - to be able to carry out the role in any size of organisation and in any relevant sector**

- Minimum duration 12 months
- Include an accredited qualification to provide eligibility to the Professional Register managed by the CDI (i.e. at least 60 credits @ at minimum QCF level 6)
- Target date for Standard approval: September 2018

*“I very much welcome the CDI’s register which we want schools, colleges and others to use to find a professional who can guide their pupils and students.” - Anne Milton*

# Higher Apprenticeship – Career Development Professional

Recruitment



Apprenticeship +  
accredited qualification



End Point  
Assessment



Award of  
Apprenticeship



# Next steps following the approval of the Standard and EPA



## Employer Providers need to:

- Register as Apprenticeship Training Providers
- Design the content of the training and the training materials in alignment with the knowledge, skills and behaviours set out in the apprenticeship standard
- Recruit an apprentice
- Sub-contract the 'off the job' training to another approved provider - negotiate the price, content and method of delivery
- Select an organisation from the EPA Register to conduct the End Point Assessment



## Next steps following the approval of the Standard and EPA

### **Employers (not registered as training providers ) need to:**

- Identify a Registered Apprenticeship Training Provider who may sub-contract the ‘accredited training’ to another approved provider
- Recruit an apprentice
- Select an organisation from the EPA Register to conduct the End Point Assessment

# Next steps following the approval of the Standard and End Point Assessment (EPA)



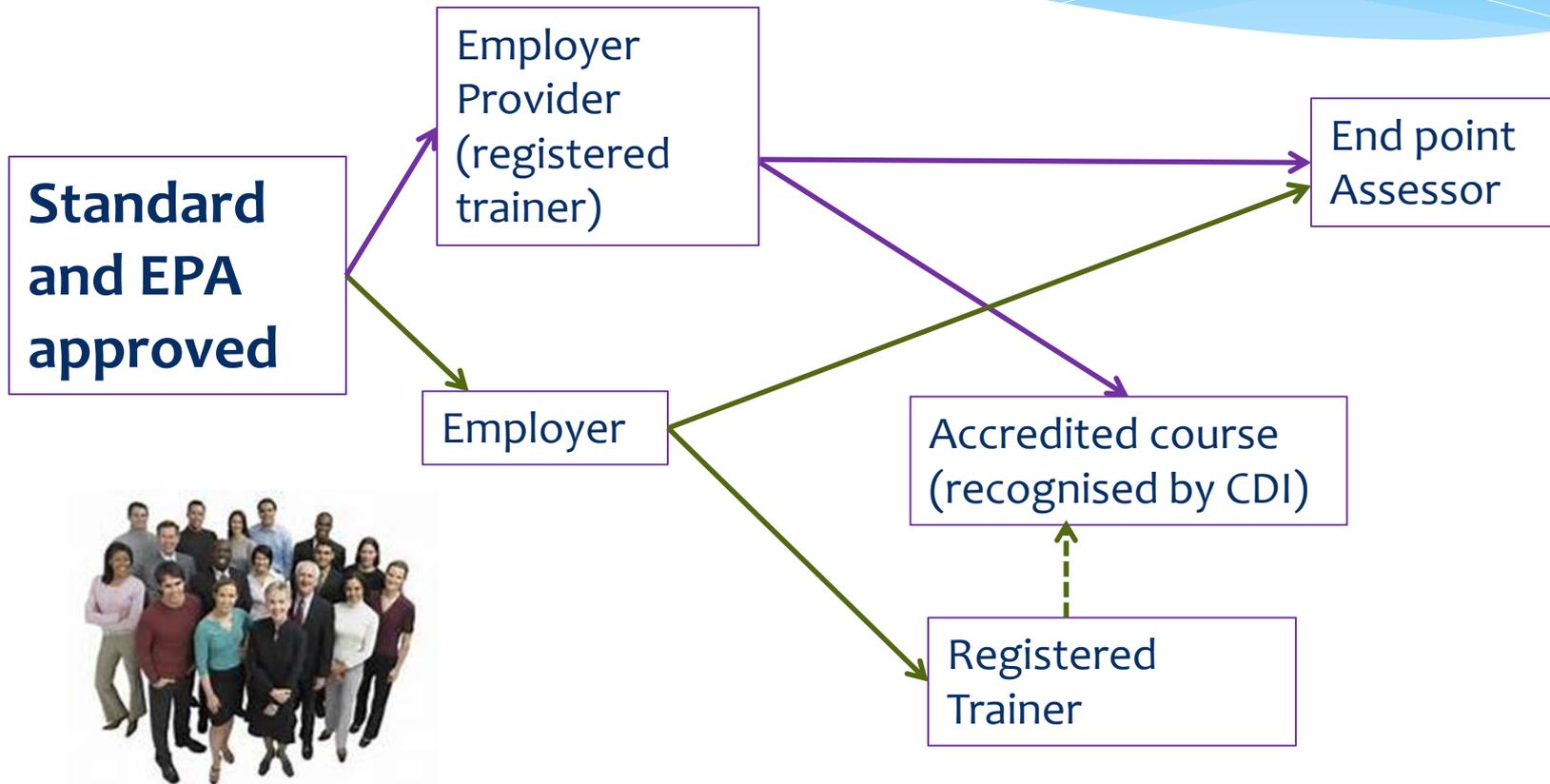
## **Training Providers need to:**

- Register as Apprenticeship Training Providers
- Design the content of the training and the training materials in alignment with the knowledge, skills and behaviours set out in the apprenticeship standard

And/Or

- Register as an End Point Assessor
- Develop the content of the End Point Assessment

# Higher Apprenticeship: Career Professional Development



# On-line Information sources

- <https://cica.org.au/wp-content/uploads/Careers-England-Research-Paper-The-Economic-Benefits-of-Career-Guidance-July-2015.pdf>
- <https://www.fenews.co.uk/press-releases/15275-anne-milton-good-careers-advice-helps-you-to-a-rewarding-career>
- <https://www.gov.uk/government/publications/apprenticeship-levy-how-it-will-work/apprenticeship-levy-how-it-will-work>
- <https://www.gov.uk/government/publications/how-to-develop-an-apprenticeship-standard-guide-for-trailblazers>
- <https://www.gov.uk/government/publications/apprenticeships-become-a-training-provider>
- E-mail contact details: MStewart1918@outlook.com