

1. Introduction

- 1.1 The purpose of this paper is to give a thorough overview of the CDI's activities in the first year of operation from April 2 2013 to March 31 2014.

2. Background

Publicly launched at our first AGM in April 2013, the CDI was proud to announce that following years of planning a new UK-wide professional body had been created, speaking with one voice on behalf of the career development sector.

The CDI has a clear role to play in influencing UK Skills Policy as it affects those with whom career development practitioners' work and a clear purpose to improve and assure the quality and availability of career development opportunities for all throughout the UK.

At the end of our first year of operation it is important to acknowledge our rich heritage, bringing together the membership of ACEG, ACPI (UK); ICG and NAEGA. Our members and constituency groups rightly influence the CDI's agenda and the member services we provide.

We have a strong and growing membership of just over 4,000 and this year we have achieved:

- A powerful brand supported by an evolving website www.thecdi.net; social media (Twitter and LinkedIn) presence; and quarterly magazine *Career Matters*;
- A schedule of events and conferences based on a training needs analysis of members and an Annual Conference and Exhibition;
- A growing media presence with the CDI as the *expert voice* in the field; advising politicians, speaking at conferences and commenting on policy;
- The establishment of the UK Career Development Awards – six sponsored awards including *Careers Adviser/Coach of the Year* and *Careers Teacher of the Year*;
- Business development success winning several major tenders including the National Occupational Standards and projects with the Skills Show;
- A strong professional development plan focusing on developing the UK Register for Career Development Professionals (the Register) and the design of a new career progression pathway for the sector (to be completed in 2014-15).

At the end of October the CDI appointed its first Chief Executive, Jan Ellis, who started her new role at the beginning of December. Jan appointed the CDI's first Professional Development Manager (PDM), Claire Johnson in January 2014.

The sections below provide more detail on major activities.

3. Membership

Our membership of 4,000 is made up of individual, student and affiliate organisations (200). 95% of our affiliate members reside in England: an area for promotion and development 2014-15.

The percentage breakdown of members by country shows that 70% came from England; 13 % from Scotland; 11 % from Wales; 5% from NI and less the 1% are international.

By constituency:

• Careers Educators – 14%	• Career Guidance (All Ages) – 24%	• Talent Management – 3%
• Career Guidance (Adults) – 9%	• Career Guidance for Young People – 23%	• Not stated – 27% *

* We have recently improved the wording on the application form in an effort to get more members to identify a constituency.

We promote membership in a number of ways including through the website; at events; by attending conferences; some direct mail (schools and colleges) and promotions in sector publications, eg *Young People Now*. Bulk membership deals are popular with employers and groups and next year we will put greater emphasis on promoting the benefits of CDI membership to employers of career development practitioners.

4. Professional Development

A key role for any professional body, we had much to do in our first year to review and re-shape legacy qualifications and develop The Register, initially established in 2012 under the auspices of the CPA. This work has been ably supported by the Professional Standards Committee and committed members including Dr Rodney Cox, who sadly died in February.

It is important to acknowledge the complexity of these tasks and the fact that now changes have been agreed, we are able to move ahead with:

- Increasing the range of courses giving entry to The Register, including introducing a new Alternative Qualifications - *Fast Track* entry route
- Updating the rules governing Conditional Registration
- Starting work on developing a Career Progression Pathway for the sector
- Updating and developing the Members' Area of the website
- Promoting a coherent professional development offering and in April, a new booklet on The Register and an enhanced benefits package for Registrants.

Awarding Body - The CDI is the awarding body for the QCG (Qualification in Career Guidance) and QCG/D (Qualification in Career Guidance Development) in Scotland and QCC (Qualification in Career Coaching). There are currently six centres offering the QCG (five in England and one in NI); two offering the QCG/D in Scotland and one in London offering the QCC.

In addition to providing a major full-time, part-time and distance learning route into the career development sector, these courses are an important source of income.

The student numbers and fees below illustrate a downward trend and next year the CDI will need to decide whether to maintain the awarding body in its current format or introduce a new blended approach – managing the awarding body and potentially accrediting courses, which are deemed to provide entry to The Register.

Year	Student member fee	Registration fee	Course numbers
2012	£36.00	£295.00	132
2013	£43.00	£295.00	97

UK Career Development Awards (UKCDA) – In June 2013 we launched the UK Career Development Awards with the aim of:

- Identifying and promoting excellence in career development
- generating a sense of celebration and pride in the career development profession and
- raising the profile of career development and the CDI

Six award categories were identified, including two individual awards *Careers Educator of the Year* (presented in memory of Christine Thomas) and *Careers Adviser/Coach of the Year*. 32 entries were received and shortlisted down to three in each category, with the final decisions being made by groups of experts drawn from the Professional Standards Committee and Council.

We were delighted that the UKCDA 2013 were sponsored by NIACE and presented at a special Gala Awards Dinner, attended by 192 guests, on Thursday 7 November by John O’Farrell. The event was compered by Carol Taylor, Director of Development and Research at NIACE and CDI President, Karen O’Donoghue. An Awards brochure, featuring the winners and individual award sponsors was subsequently published and distributed to all members in January.

5. Events – Training and Conferences

We have built on the event experiences of our founding organisations to offer a rich programme of CPD, master class and traditional training events and conferences in our first year:

• 21 events	• 850 delegates	• 77 speakers
-------------	-----------------	---------------

Our events programme generates significant income for the CDI, attracting a relatively high number of non-members, who we are working hard to convert to membership, by offering a combined *membership and delegate fee* rate. All delegates received a CPD certificate.

Eight months into the year we recognised that our system of invoicing delegates for events was not working, as people were attending events but failing to pay the invoice, so in February we introduced a new online payment system. It is early days but the new system is working well and we will continue to offer schools alternative payment methods.

The CDI held its first Annual Conference and Exhibition on 7-8 November, at the Holiday Inn, Stratford-upon-Avon. The programme of plenary sessions and seminar streams, was designed to meet the needs of all constituency groups and the evaluations showed the event was highly valued by delegates.

Conference statistics:

• 169 delegates on Day 1 • 165 delegates on Day 2	• 30 exhibitors	• 18 keynote speakers • 30 workshops
--	-----------------	---

The CDI also works with partners to organise major events, eg *The National Career Guidance Shows* (with Prospects) and *Careers in the Professions Conference* (with Total Professions) and members of the CDI, including the President, Karen O’Donoghue, have been invited to talk at a number of high profile events.

6. Business Development

Ongoing financial viability is critical to the success of the CDI and in our first year we have taken a cautious approach to expenditure and sought to capitalise on opportunities to develop our business through tendering and other commercial activity.

Tendering – Since September the CDI has won three important tenders through UKCES, the Skills Show and working with iCeGs on a project with the NHBC.

Winning the UKCES tender which gives the CDI custodianship of the National Occupational Standards for the Career Development Sector is particularly significant. Work on this project – renewing and developing the NOS - will commence in April and finish towards the end of the year. The project manager, Pat Pugh, will be working closely with Claire Johnson (PDM); an expert reference group will also be sought from volunteer members. At least four stakeholder consultation events are planned for June 2014.

To help manage the process of tendering and offer members the opportunity to take part in business development activities, the CDI has created three Preferred Supplier Lists for tenders, assessors and trainers, which are regularly promoted through the fortnightly *News by Email* service.

Commercial – The CDI generates significant income through advertising (*Career Matters*; *Portico* and the website); sponsorship and promotional emails to members. Over the last 12 months we have:

- Published 4 editions of *Career Matters* containing 47 adverts
- Advertised 120 job vacancies through Portico
- Attracted 11 organisations to sponsor CDI events

7. Networking and Communications

A primary role of the CDI is to share information and provide networking opportunities for members, which we do in a number of ways through vibrant online forums including a CDI LinkedIn group (which has 680 members and discussed 522 different topics during the year) and our own specialist Communities of Interest (the HE Community is well-established and new Communities focusing on private practitioners and special needs/LDD are developing).

We also communicate regularly with members through our quarterly magazine *Career Matters* and the fortnightly *News by Email* service. Feedback tells us that both these publications are well received and members are pleased that the CDI is addressing all constituencies.

In May 2013 we launched the new CDI website, which links to The Register and public listing of registrants. Aggregating our website data tells us that the site will receive over 100,000 visits over 12 months with around 50,000 of these being unique visitors, ie people who have never visited the site before and 300,000 individual page visits.

The value of the website as our major communication tool has been enhanced by the addition of an events payment module and we hope to extend this to include the payment of membership fees in our second year.

Building partnerships and lobbying on behalf of members are important aspect of communications which are sometimes not as visible as members would like. Over the last 12 months the President, Board Members and the CEO have met with members of the government and opposition parties, trade unions, government agencies including the National Careers Service and SFA, and

stakeholders including the CSSA and CBI, to promote the role of the CDI and importance of career guidance for young people and adults.

As part of this activity we have published five press releases and responded to a number of government requests for case studies and other information.

8. Summary

In launching the CDI last April, Karen O'Donoghue, CDI President outlined her vision prioritising three key areas:

- Building the credibility of the CDI
- Ensuring its long term viability
- Developing the career development sector

This report outlines our achievements in our first year and I hope that you will agree that we have made an excellent start, creating a firm base and a viable business with a strong professional development strand and a united and clear voice speaking on behalf of the career development family.

Jan Ellis
Chief Executive
Career Development Institute