



School Affiliate Membership

**The benefits of joining the
Career Development Institute in Scotland**

January 2016





Foreword

President, Career Development Institute

January 2016

The CDI is the professional body for the careers sector across the UK. We are custodians of the National Occupational Standards for Career Development and manage the UK Register of Career Development Professionals.

Our professional development 'footprint' is designed to support the ongoing professionalism of all those involved in the careers workforce including career advisers, career coaches and teachers.

We are keen to promote our professional development offer for schools in Scotland and support you in delivering Scottish Government's ambitious programme to raise the career aspirations and employability skills of young people. This includes improving access to opportunities for all and achieving sustainability in learning, training and work. It is envisaged that this policy will contribute to reducing unemployment rates of young people by 40% by 2021.

Developing Scotland's Young Workforce (DSYW) aims to bring more cohesion and consistency to different career related themes and activities within the curriculum. Part of the aim here is to create a shared sense of purpose and performance indicators for partners working across the curriculum in Primary and Secondary schools. This includes building on the Curriculum for Excellence 4; The Skills for Learning, for Life and for Work; Getting it Right for Every Child (GIRFEC) through to the introduction of new (draft) Quality Standards in Career Development, in Work Experience and in Schools/Employers Partnerships.

We have a key role to play in supporting the professional development needs of teachers across the UK, who are similarly involved in managing, developing and delivering career education, preparation for work and employability support within the curriculum. Our new Schools Affiliate membership package offers schools all the benefits of membership of a professional body. In this way we have much in common with the teaching profession's General Teaching Council for Scotland, but our focus is the careers sector.

In May 2015 we launched our own Career Development Sector Professional Pathway, which explains how career educators, career advisers and those working in business as career consultants and coaches, can build their learning and qualifications



within our sector in line with the National Occupational Standards. For more information visit our website.

Of particular interest to teachers and career advisers, we have recently established a Community of Interest for Career Educators, which is a great way to share ideas and get support from like-minded colleagues.

In summary, I hope that you find this introduction to School Affiliate membership valuable and that we can help make your job just a little bit easier.

For more information on all our professional development activities, including how you can join the Register, please visit our website <http://www.thecdi.net>

Virginia Isaac
President of the Career Development Institute

The CDI has an important role to play in supporting career educators and career advisers to simply do their jobs better.

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The CDI is the UK-wide professional body for the Career Development sector, embracing career advisers, career educators, career coaches, and career managers.

Introduction

The Career Development Institute (CDI) is delighted to launch our Schools Affiliate Membership in Scotland, a professional membership package offering practical support and professional development for those involved in designing and implementing the career-related curriculum in schools. We aim to specifically support those responsible in schools for co-ordinating as well as delivering the Skills for Learning, for Life and for Work and Developing Scotland's Young Workforce.

We feel sure that our CDI School Affiliate membership will help everyone planning and working on the school's implementation of the new Careers, Work Experience and School/Employer Standards, through School Improvement Plans and in partnership with the new Invest in Youth Groups.

We fully support the Scottish Government in its ambition to get employers more involved in the curriculum and inspiring more young people in a wider variety of ways beyond traditional experiences of work. However, we also appreciate that this valuable task needs significant behind the scenes work to make this a reality. It is equally true that not all employers have the time, experience or up to date knowledge on training and routes to work, to effectively engage with young people. Every school needs to have knowledgeable, committed and professional staff working to develop the career understanding, skills and development of their learners, with the time to make these activities a positive and valuable experience for all.

The CDI is the UK-wide professional body for the Career Development sector, embracing career advisers, career educators, career coaches, and career managers. We opened our doors on April 2 2013 and now have a growing membership of over 4,500 individuals and 150 affiliate organisations, with over 450 members in Scotland.

We have a rich heritage, bringing together the membership of four professional associations working in the career development sector: ACEG (career teachers), ACPI-UK (career and talent managers), the ICG (career advisers working with young people and adults) and NAEGA (advisers working with adults), to create a single voice for the careers sector and the professionals working within it.

Purpose of the CDI

The *purpose* of the CDI is to:

- Improve and assure the quality and availability of career development opportunities for all, through the promotion of public understanding of career development;
- Develop and maintain standards of professional practice for all those working in the career development sector; and
- Provide advice on career development to policymakers, practitioners and other interested parties.

All our members subscribe to the CDI Code of Ethics Code of Ethics and support the principles of CPD.

10 reasons why schools should join the CDI

1	Discounted, relevant CPD – research shows that when school staff engage in CPD, it has a positive impact on student achievement. Membership of the CDI gives access to a wide range of conferences, webinars and training to develop career and employability education in your school. Membership also provides valuable evidence for meeting a range of Quality Standards.
2	A recognised code of ethics – developed by career development professionals. As a member of the CDI you can use the letters MCDI after your name. There are distinct logos for individual members and school affiliates.
3	Opportunity to join the UK Register of Career Development Professionals – to recognise and develop your professionalism and qualifications. Professional Register
4	A regular email newsletter – every fortnight you will receive all the information you need to keep you up to date with career development issues, including sector news, labour market information and trends, resources and research, all in one place.
5	Professional journals – Career Matters quarterly magazine with articles relevant to all members of the career development sector and the NICEC Journal (The National Institute for Careers Education and Counselling) twice a year (April and October) with the latest research relevant to the sector.
6	Two free research- focused development days each year – organised with the support of NICEC
7	Free ‘best practice’ briefings relevant to schools – such as ‘Why does employer engagement matter?’ and ‘Careers guidance in schools and colleges’.
8	You can join the Community of Interest for Careers Education – gain access to other careers education professionals, speak up for careers education in the UK and take part in discussions through LinkedIn. A great opportunity for networking with other like-minded people throughout England, Northern Ireland, Scotland and Wales. There are also Community of Interest groups for higher education and learning difficulties and disabilities.
9	Job vacancy information – the Portico jobs board provides instant online access to job vacancies in the career development sector. Members can upload their CVs and request Job Alerts too.
10	Bespoke CPD – national and regional conferences; training and webinars.

UK Register of Career Development Professionals

With over 1200 registrants, approximately 25% of our membership, the UK Register of Career Development Professionals (the Register) is recognised as a driving force in professionalising the career development sector.

Its main purpose is to provide assurance to stakeholders, schools and colleges, employers, peers and end users of career development services, that registrants hold a career development qualification at a minimum of SCQF level 11, or QCF Level 6 and 60 credits, or a CDI approved equivalence, undertake and record a minimum of 25 hours CPD per year, and abide by the CDI Code of Ethics.

The Register recognises and welcomes career educators who hold a full teaching qualification and have or are working towards a specified qualification in careers education. For members who offer a range of related qualifications, e.g. youth and community work, human resource management at least one of which must be at SCQF Level 11 or QCF 6, we also offer an Alternative Qualifications/Fast Track route to registration and during 2016 will be introducing a Competency Route. More information on the Register and the full list of accepted qualifications can be found at: <http://www.thecdi.net/Professional-Register->

Assuring Quality

Importantly the CDI is the custodian of the National Occupational Standards for Career Development (NOS:CD) (updated in 2014 to include the role of career educators). These standards can be used in workforce development and performance management.

We have recently used the NOS: CD as the basis for the creation of a new **Career Development Progression Pathway** for the sector. Embracing career education, career guidance/development, and career coaching, the pathway identifies the relevant qualifications which should be held for different levels of role, from first contact through to senior management and describes the functions, skills and knowledge required. For more information on the career development progression pathway, which includes career educators, please visit <http://www.thecdi.net/Career-Development>

We have recently used the NOS: CD as the basis for the creation of a new career development progression pathway for the sector

The CDI also promotes quality through the annual UK Career Development Awards (UKCDA) and Career Assured Quality Mark.

- **The UK Career Development Awards** – eight sponsored awards will be presented at a special black-tie dinner in March 2017. The award categories include two individual awards: Career Educator of the Year and Career Adviser/Coach of the Year.

- **Career Assured Quality Mark**– a new quality award for products including websites; career resources, and software.

What would being a CDI Affiliate member bring to my school?

The package of membership services has been specifically developed to support professionals in their role by providing:

- Networking through online communities
- Sector news, regular updates and press releases on issues and developments that are important to our sector
- Access to the latest Research
- CPD opportunities, webinars, conferences and skills training at reduced member rates, or for free
- Recognition and use of the CDI School Affiliate logo
- Opportunity to take part in the UK Career Development Awards

In addition, the named contact for School Affiliate membership will receive:

- A fortnightly email – CDI News by Email – a highly regarded news source
- Career Matters – the CDI's quarterly magazine, posted to your chosen address
- Free copy of the NICEC (National Institute for Career Education and Counselling) Journal, distributed twice a year in April and October
- Weekly Portico email advertising the latest job vacancies on the Job Board, across UK
- Electronic communications; social networking – Twitter @theCDI and @UKCDA and LinkedIn Communities of Interest

- Access to a wide range of professional development opportunities from initial training to ongoing CPD.
- Accredited CPD
- Opportunity to join active online communities of interest in career education; higher education and additional support needs
- Invitation to attend two free-to-members research focused development days, led by NICEC.
- Access to CDI members-only area of the website and key publications, eg Why does employer engagement matter?
- 15% discount on key career resources with Prospects Education Resources.
- Access to the new members' only CPD Resources area.

Can my team join the UK Register of Career Development Professionals?

The Register celebrates and endorses clear standards for high quality, differentiated practice across the career development sector. You need to be an **individual member of the CDI** in order to join the Register. Being on the Register is the career development sector equivalent of chartered status and provides proof to parents, employers, external agencies and clients that an SQCF Level 11 or equivalent qualification in career development is held and that the person adheres to the CDI Code of Ethics and maintains their CPD (at least 25 hours recorded each year).

Other Register benefits include:

- General interest; higher education and professional skills webinars
- Free personal licence for the popular Career Companion website
- 20% discount on key resources at Prospects Education Resources.

The Register celebrates and endorses clear standards for high quality, differentiated practice across the career development sector.



Examples of Continuous Professional Development

We provide a range of one and two day events for the career development sector, for example:

- The CDI Annual Conference and Exhibition, which was held in Glasgow 2014 and Cardiff 9-10 November 2015.
- Two *free* 'research into practice' days organised with the support of NICEC
- New annual one-day conference targeted at schools
- New 'early evening' CPD sessions with a focus on professionalism at different Scottish locations from January to June 2016. Non-members welcome.

We also **work with partners** to manage and deliver elements of other courses or events for example the Careers Education Zone at the Skills Show and the seminar programme at the popular National Career Guidance Shows.

In Scotland we support the **Supporting Career Related Learning and Development SCQF Level 11** course delivered by University of the West of Scotland. This is an optional module designed

to provide the key elements of knowledge and understanding for professionals who are working with learners in an education setting, to identify and implement post-16 options, such as progressing to Further or Higher Education or applying for Modern Apprenticeship opportunities. It can also be a stand-alone CPD module, for example for teachers and career advisers who are supporting learners in making these career decisions.

The module addresses the key themes of managing and delivering a career related learning programme, provides a critical analysis of the history and development of career related learning policies in schools, evaluates the theory which underpins career related learning and career development and evaluates the current policy drivers for career related learning, in schools.

Our CPD programme meets the needs of both new and experienced career staff.

In 2016-17 we will be running both introductory and more advanced courses for teachers focusing on the careers and employability agenda. The introductory training, **An Introduction to Careers Work in Schools and Colleges**, is aimed at teachers and middle leaders and those who are intending to undertake these roles. The Advanced training, **Managing Careers Work in Schools, Colleges and Training Providers**, is suitable for more experienced teachers.

We also run a number of practical skills courses, including **Practical Guidance Skills; Advanced Career Guidance and Coaching Skills; Motivational Techniques and Using Social Media in Careers Work**.

In Scotland we support the Supporting Career Related Learning and Development SCQF Level 11 course delivered by University of the West of Scotland.



One of the great benefits of School Affiliate memberships is that it enables up to three people to attend CDI events at the membership price.

Each training event costs £145 plus VAT for Members and £195 plus VAT for non-members.

All our events are advertised through our website <http://www.thecdi.net/Skills-Training-Events> and must be booked online and paid for in advance. Being a UK-wide organisation we appreciate that although London, Cardiff, Glasgow and Belfast are attractive venues, they are not equally accessible so we endeavour to schedule popular training events in more than one location. We are also happy to tailor our training to suit local needs.

How much does being a School Affiliate cost?

The annual fee for School Affiliates is £97 per year, plus a once payable joining fee of £25. We welcome new members throughout the year, e.g. there is no fixed membership year and you will be sent a renewal annually and invoice after 12 months.

The standard price of our CPD events and one-day conferences is £145 + VAT for members and £195 + VAT for non-members, who are always welcome.

One of the great benefits of School Affiliate memberships is that it enables up to three people to attend CDI events at the membership price. The first named contact will act as the lead contact and receive all CDI correspondence including the quarterly

magazine, Career Matters. Both the lead contact and the other two nominees, can be named in the application form and can be changed as staff change job roles.

Schools sometimes find it easier to pay for membership and an event for one person, at the same time for the special price of £271 (excl VAT); our standard joining fee of £25 is waived when both an event and membership are purchased at the same time.

How do I join?

Either: complete and return the form on the next page indicating the lead contact person, to whom all correspondence will come (with your payment)
Or: join online at <http://www.thecdi.net/apply>



Career Development Institute Application for School Affiliate Membership 2016-17

For office use only

CDI Number:

Category:

Contact Details – Named Member

Title:	Forename(s):	Surname:
School address:		
Postcode:	Country	
Tel:	Mob:	Email:

IMPORTANT: please remember to notify the Institute if you change address

Job Role: (please tick one)

- | | | |
|---|--|---|
| <input type="checkbox"/> Career Coordinator | <input type="checkbox"/> Senior Leader | <input type="checkbox"/> Career Adviser |
| <input type="checkbox"/> Head of Sixth Form | <input type="checkbox"/> Head of Year | <input type="checkbox"/> Other _____ |

Professional Constituency: (please tick one)

The CDI embraces a wide range of professionals including career educators, career guidance practitioners, career coaches, talent managers and many other career development related occupations. Please indicate below which broad constituency you feel you belong to.

- | | | |
|---|--|---|
| <input type="checkbox"/> Career Education | <input type="checkbox"/> Career Guidance/Career Coaching | <input type="checkbox"/> Career Consultancy/Career Coaching |
|---|--|---|

Personal Details

Date of Birth _____ Gender: Male Female

Qualifications: (please tick all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> No formal qualification | <input type="checkbox"/> CDI Certificate in Professional Practice | <input type="checkbox"/> CDI Certificate in Career Leadership |
| <input type="checkbox"/> QCG/D | <input type="checkbox"/> Post Graduate Diploma | <input type="checkbox"/> Post Graduate Certificate |
| <input type="checkbox"/> Masters | <input type="checkbox"/> ICCI Certification | <input type="checkbox"/> Degree |
| <input type="checkbox"/> QCF Level 6 Diploma | <input type="checkbox"/> QCF Level 4 Diploma | <input type="checkbox"/> QCF Level 4 Certificate |
| <input type="checkbox"/> QCF Level 3 Award | <input type="checkbox"/> S/NVQ 3 in Advice and Guidance | <input type="checkbox"/> S/NVQ 4 in Advice and Guidance/LDSS plus 3 QCF units |
| <input type="checkbox"/> S/NVQ 4 in Advice and Guidance/LDSS | <input type="checkbox"/> HNC in Careers Information, Advice and Guidance (Scotland) | |

Other professional qualifications (please specify): _____

CPD, Conferences and Events

A School Affiliate can send up to three members of staff to CDI training events and conferences at the standard member price (normally £145 + VAT). Please list here the names of the two additional staff who may be making use of this offer.

1 _____ 2 _____

Monitoring (The following information is required for monitoring purposes only, and will be treated confidentially)

Ethnic Origin: (please tick one)

- | | | |
|--|---|--|
| <input type="checkbox"/> White British | <input type="checkbox"/> Asian / Asian British Indian | <input type="checkbox"/> Mixed White Asian |
| <input type="checkbox"/> White Irish | <input type="checkbox"/> Asian / Asian British Pakistani | <input type="checkbox"/> Mixed White Black African |
| <input type="checkbox"/> White European | <input type="checkbox"/> Asian / Asian British Other | <input type="checkbox"/> Mixed White Black Caribbean |
| <input type="checkbox"/> White Other | <input type="checkbox"/> Black or Black British African | <input type="checkbox"/> Mixed White Other |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Black or Black British Caribbean | |
| <input type="checkbox"/> Asian / Asian British Bangladeshi | <input type="checkbox"/> Black or Black British Other | |
| <input type="checkbox"/> Other (please specify): _____ | | |

Home Nation (please tick one)

- | | | |
|----------------------------------|---|-----------------------------------|
| <input type="checkbox"/> England | <input type="checkbox"/> Northern Ireland | <input type="checkbox"/> Overseas |
| <input type="checkbox"/> Wales | <input type="checkbox"/> Scotland | |

Disability

Do you consider that you have a disability (i.e. a physical or mental impairment which has a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities)?

- Yes No

Please provide more information: _____

Category Of Membership

(Please tick the category that applies to you)

- School Affiliate – £97.00

Please note that a one-off administration fee of £25 will apply to all new members.

Invoice Details: (if employer paying)

- My employer is paying my membership fee

Invoice Name and Address: (if different from the site address above)

		Postcode:
Tel:	Fax:	Email:

Payment can be made by:

- Cheque to the Career Development Institute, with both the name of the School and name of the nominated member on the reverse side.
- By credit/debit card over the phone (01384 376464).
- BACS, with both the name of the school and name of the nominated member in the reference.

DECLARATION (Important – please read and confirm acceptance by signing)

- I have an interest in career development
- I support the Mission and Aims of the Institute
- I practise within the CDI Code of Ethical Practice
- I confirm that the information given is correct. I have checked that I have answered every question
- I agree that in the event that the Institute is wound up, I will contribute a sum not exceeding one pound sterling.

Signed

Date

Please send your completed application to:
Simon Garratt, Career Development Institute, Ground Floor, Copthall House, 1 New Road, Stourbridge, West Midlands DY8 1PH
Or email it to simon.garratt@thecdin.net



Ground Floor,
Cophall House,
1 New Road,
Stourbridge,
West Midlands
DY8 1PH

Tel: 01384 376464
Fax: 01384 440830
Email: hq@thecdi.net
www.thecdi.net

