

Present: Avril Hannon (PSC Chair), Elaine Watson, Ciara Bomford, Mark Yates, Elaine Newell and Lydia Lauder. Joined by Skype for item 8 onwards Emma Bolger and Luisa Moreno.

In attendance: Siobhan Neary and Claire Johnson (PDM and PSC Secretary).

1. Apologies: John Walker, Vicki Love and Wendy Hanna.

2. Introductions and Terms of Reference:

Avril welcomed everyone to the meeting and reminded all PSC members of the terms of reference for PSC and the expectation that PSC members attend all meetings in person whenever possible. All PSC members have a responsibility to represent their constituencies. She explained that email addresses for all PSC members had been shared when the papers for this meeting were sent out by Claire and that the use of these email addresses is for PSC purposes only. Everyone agreed to the sharing of their email addresses.

Everyone then introduced themselves briefly. Lydia Lauder- Quality Manager for the Open University; Elaine Newell – freelance assessor, trainer and assessor for Inspiring IAG Quality in Careers Standard; Mark Yates – HE and School Careers Adviser and CDI Assessor; Elaine Watson – Employability and Skills Manager at University of Stirling; Ciara Bomford – People Development Manager, Careers Wales. When Emma and Luisa joined the meeting they introduced themselves as Emma Bolger – Lecturer on Post Graduate Diploma/QCD at University of West of Scotland and Luisa Moreno - National Executive, Skills Development Scotland.

To inform all CDI members of who the members of PSC are it was agreed that an article would appear in the October edition of Career Matters.

Action

To send 50 words on what as a rep you bring to PSC, plus a **high res jpeg** head and shoulders photo to Avril by 21st June. Avril will co-ordinate and produce the 1100 word article to send to Claire before 2nd September. **ALL**

3. Declaration of Interest: - None

4. Action notes of the meeting held on 1st November 2018, true record and matters arising

The Action Notes were agreed as a true record with the deletion of the words South African colleagues from the item on Code of Ethics. After this meeting these Action Notes were added to the Governance section of the CDI website.

CDI Fellowships Siobhan has written an article on this topic for the June edition of Career Matters. She said that the launch date will be September 2019 in line with the UK Career Development Awards. Fellowships will be awarded in recognition of a significant contribution to the profession. Legacy Fellowships will continue to exist and Jan is writing to existing Legacy Fellows. In order to pump start the process, PSC and the Board will be able to make nominations and these plus nominations from the CDI Membership will be considered by a committee from PSC and the Board

and selection of a maximum of five people for Fellowships will be made. Lydia and Mark will be writing an article for the October edition of Career Matters to further promote the Fellowships process. There will also be further promotion at the CDI Conference in December 2019. The subject of Honorary Fellowships will be looked at in the future.

Avril thanked Siobhan, Lydia and Mark for their work on this.

Actions

To add the nomination of CDI Fellows to the next PSC agenda.

CLAIRE

To think of potential nominees.

ALL

To send Avril the Board paper on Fellowships.

SIOBHAN

Digital strategy Nicki Moore had attended the previous PSC meeting. As that meeting was not quorate it was agreed to invite Nicki to the next meeting in November to provide an update on the Digital Strategy and how the Code of Ethics relates to this.

Action

To invite Nicki for a 30 minute item.

CLAIRE

5. Workforce Development Needs in the Sector

Siobhan presented the iCeGS and CDI paper based on the research undertaken in spring 2018. The purpose of the research was to look at the composition of the career development workforce and what the issues are regarding recruitment, training and CPD. She commented on the massive changes over the last 20 years regarding qualifications, delivery and job titles. As with all types of research this can simply be a snapshot and she recommended that similar research is undertaken every two years. Subsequent research to cover a broader range of employers, including HE, more employers from the National Careers Service, housing associations, people in private practice and perhaps those working in widening participation roles.

As so many Government policies have careers work as a central premise then it is vital that more is known about the capacity of the sector to deliver. According to SIC and SOC codes there are 30,000 people working in educational and vocational guidance roles but no real information is held on the actual roles and levels of qualification.

She said that the main issues facing the sector are recruitment, funding, resources, access to training and poor salaries. There is little opportunity for promotion within organisations, very few specialist posts and little movement across different parts of the sector. She also commented that people working in the sector said that access to CPD was poor but by this they meant actual training events rather than the various other sources of CPD.

The recent publication of the Higher Apprenticeship: Career Development Professional will help with training and recruitment. As will bursaries if the Dept. for Education, who view this idea favourably, manage to secure funding via the Public Spending Review.

Encouragement needs to be provided so that people see a career in career development as a first career following graduation as well as a second career. Lydia suggested that it would be useful to look at areas of good practice and where salaries are good and to promote these to the rest of the sector. PSC members agreed that it will be useful to have further research and that it is important that the CDI gathers more information on the size, scope and salary levels in the sector.

For more detailed information please see the PowerPoint slides which Siobhan used for this item, attached to these Action Notes.

6. Constituencies

Following some discussion, PSC members recommended the following constituency titles for use by CDI members which will enable the CDI to target relevant emails and communications. All members should be invited to select a primary and secondary constituency if they so wished.

- Careers education/leadership in schools, colleges and HE
- Career guidance/coaching in the public sector, including educational establishments
- Career guidance/coaching in the private sector
- Career guidance/coaching in the voluntary/community sector
- Professional development including training/research/brokerage/sector development.

Action

To feed these recommendations back to Jan Ellis and the CDI Board.

CLAIRE

7. Webinar Interviews/Career Conversations

All PSC members agreed that there needs to be promotion of the breadth and variety of different roles in the sector as this would help to attract new entrants, be informative for QCD and Level 6 students and provide information for existing practitioners considering moving to a different part of the sector.

In order to do this short videos (5/10 minutes) or 15 minute webinars could be produced. These would need to be of good quality and representative of the whole sector (including different roles e.g. Enterprise Co-ordinator, Quality in Careers Assessor, Housing Association) and the population.

It was agreed to convene a small sub group, chaired by Avril, of Lydia, Elaine Watson, Ciara and Emma Bolger who could meet virtually by GotoWebinar **before the end of June** to decide on the following:

- Project outline including intended outcomes, evaluation measures, timescale, and methods of production
- Potential sponsors if production costs necessitate financial support
- Potential interviewees, possibly starting with one from each of the newly identified Constituencies
- Decide on how the impact of the videos/webinars will be evaluated.
- Report back to Claire.

Initial suggestions for people to approach as interviewees – Dave Cordle, Chris Webb, Errol Blackwood and other UKCDA winners, Sarah Barrett (Help the Heroes) NCS Career Adviser.

Actions

To send Claire the name and email address of someone from your constituency who would be a suitable interviewee by 14th June.

ALL

To send the names and contact details to the sub group.

CLAIRE

To convene the sub group before the end of June and report back to Claire.

AVRIL

To ask Emma Bolger to join the sub group.

CLAIRE

8. Constituency Updates

Lydia (Career Guidance/Career Coaching) reported on the capacity issues in the National Careers Service and although the new Higher Apprenticeship is very welcome it won't address immediate recruitment issues as Higher Apprentices will take up to two years to complete their training. She also mentioned the need for CPD for those practitioners working with older clients.

From a HE perspective she said students are becoming frustrated by the number of evaluation surveys they are asked to complete about the impact of services and progression.

Elaine Watson (Scotland) mentioned the Career Readiness Survey used in HE to track students from years 1 to 4. She also said that the ACGAS Scotland Conference on 20th June will be looking at data and analytics.

Mark (Career Guidance/Career Coaching) suggested that practitioners would welcome more information on how to use LMI in a straightforward way with clients and that suggestions of five ways in which this can be done would be useful.

Ciara (Wales) said that Careers Wales currently has 65 trainee Careers Advisers. She is pleased that OCR will continue to offer the Level 6 Diploma and will be happy to be involved in the review of this qualification. She said that Business Engagement Advisers have a need for units on Health and Safety, Sales and Negotiation Skills. The fact that there is not a QCD Centre in Wales means that all training is via the level 6 route. There are people in Wales undertaking the Level 4 Apprenticeship in Advice and Guidance but this does not qualify them as Career Advisers. She concluded by saying that Advanced Guidance Skills training may be of interest in Wales, especially for HE Career Advisers.

Elaine Newell (Careers Education) briefly explained the Quality in Careers Standard and how the framework has now been rewritten to fit in with the Gatsby Benchmarks. Schools now have to achieve all eight Gatsby Benchmarks before they can achieve the Quality in Careers Standard otherwise they are said to be "making good progress". She said that the Statutory Guidance is having an impact on FE Colleges who are now putting more staff through the Level 6 qualification.

Luisa (Career Coaching/Career Consultancy) said that all Skills Development Scotland Staff undertake a minimum of 21 hours CPS per year provided by SDS.

Emma (Careers Education) commented on the progression route in Scotland of Modern Apprenticeship to Technical Apprenticeship to Post Graduate Diploma/QCD. She spoke of the need to ask what professional practice looks like and where ethical practice is embedded.

Wendy Hanna (Northern Ireland) who was unable to attend said in an email to Claire that CDI CPD events in Northern Ireland would be welcome especially on guidance practice and advanced guidance skills and working with SEND clients. She would also like to establish some local meetings to find out more about the professional development needs of those people working in Northern Ireland.

Actions

To ask Lyn Barham to look at methods of evaluation and straightforward use of LMI for future editions of the monthly CPD Newsletter.

CLAIRE

To ask Lyn Barham to develop a section in the CPD Resources for those working with older clients and consider this topic for a future CPD Newsletter.

CLAIRE

To suggest to Jan that working with older clients could be a possible Conference workshop topic.

CLAIRE

9. CDI Professional Development Update and QCD Destinations

A paper on this had been circulated prior to the meeting. Claire briefly covered: CDI Academy developments and plans for the full Level 6 and Careers Assistant training; Mentoring Scheme progress; Apprenticeships in Scotland; Higher Apprenticeship: Career Development Professional publication May 2019 in England; QCD Destinations; UK Register and CPD Newsletter and refreshed CPD Resources area and Recording.

During the meeting Claire had quickly shown the refreshed CPD Resources area to PSC members who agreed that this looked more appealing and easier to navigate than the previous system.

PSC members commented on the fact that few QCD students join the NCS. They suggested that having a NCS Career Adviser as one of the Career Conversation video/webinars would help to promote this role. Claire said that NCS providers offering NCS placements to QCD students would be useful and Lydia suggested that mentioning this at a strategic level to NCS may bear more fruit than a local approach.

Action

To discuss with Jan the need to mention placements to NCS at a strategic level.

CLAIRE

10. Ideas for supporting members working with challenging clients

Avril explained that this idea had come from the January CDI Board meeting. It is important that sources of support and help are made available to support CDI members cope with the effects that this type of work can have on them personally.

Following discussion, PSC members suggested the following:

- A list of organisations offering relevant support to be made available on the CDI website.
- A scheme offering peer supervision
- An “Ask the Membership” to ask questions and promote good practice (Facilitating emails between members to ask what others have done in a given situation.)
- Investigating how other sectors, e.g. social work support their professionals
- Connexions had documents on Support and Supervision which could be worth looking at.

Actions

To send any examples of existing good practice and the Connexions documents (if available) to Claire before the November meeting.

ALL

To add this as an agenda item for further discussion and how to progress to the agenda for the November PSC meeting.

CLAIRE

11. Promoting and further development of the Code of Ethics

PSC members agreed that a case study on how a manager could support a member of their team to support a client with for example, depression would be a useful addition to the set of case studies and would support item 10 above.

Claire said that at the recent NICEC Conference, Corinne Holden had presented some excellent research on weight discrimination by employers and could be interested in writing a Code of Ethics Case Study on this topic.

PSC members agreed that it would be useful to further discuss how the delivery of digital services relates to the Code of Ethics.

Actions

To draft a case study for the next meeting. **ELAINE N**

To contact Corinne Holden to draft a case study for the next meeting. **CLAIRE**

To look into relevant learning from SDS. **LUISA**

12. Promoting the UK Register of Career Development Professionals/Supporting Professional Standards

Emma asked if people on the Register have CRB/DBS checks. Claire replied that they should have this if relevant to their role but it is not something that the CDI has the resource to check so it is up to clients or employers to check this.

Elaine Newell suggested that having Chartered status should be investigated again. Claire stated the additional cost to membership that this would necessitate and until the Govt makes professional qualifications a requirement rather than a recommendation that Chartered Status could be difficult to implement without the risk of losing too many members and the CDI becoming financially unviable.

Ciara who left the meeting slightly early suggested the following by paper to Claire and Avril:

- Social media/videos from career development professionals, employers and clients talking about the value of the Register.
- Emails to members on the benefits of being on the Register.
- Share research from other organisations who have a professional register on the benefits they see, e.g. better status, salaries, reputation and quality assurance.
- Work with employers to encourage them to make being on the Register a requirement of employment.
- Creating a Register of recommended trainers which employers can use
- Creating a recommended approach to the quality assurance of personal guidance that employers and freelancers can sign up to and promote.

Action

To add this as an agenda item for the November meeting for further discussion and how to progress. **CLAIRE**

13. AOB

Elaine Newell said that group career guidance is becoming more prevalent but clarity is needed on whether or not this is actual career guidance or advice/information provision.

It was suggested that Elaine contacts Susan Meldrum at Napier who has done a lot of work on this subject for her Master's and her ongoing PhD. S.meldrum@napier.ac.uk

14. Date of the next meeting

Thursday 7th November 2019, Jury's Inn Birmingham.

Agenda items for the next meeting: Apologies; Introduction of new PSC members; Declaration of Interest; Action Notes and Matters Arising; Professional Development Update from PDM; PSC Constituency Updates on professional development; Nomination of CDI Fellows; Update on progress with Webinar/video interviews - practitioners from across the sector; Digital Strategy and the Code of Ethics; How to progress ideas for supporting members working with challenging clients; Draft Ethical Case Studies; AOB and date of next meeting.

Claire Johnson
Professional Development Manager
19th May 2019