



Career Assured

Endorsement of Continuous Professional Development Learning Activities



Introduction

The CDI is the single UK-wide professional organisation for everyone working in the fields of career education; career information, advice and guidance; career coaching and career management.

The CDI has a commitment to provide Continuous Professional Development (CPD) opportunities for anyone working in the sector. It provides a CDI programme of events and conferences and now would like to be able to pilot endorsing events delivered by other organisations so that members and non-members have an increased range of CPD provision from which to choose.

This document provides guidance about the CDI CPD endorsement application process leading to being able to advertise your events as CDI Career Assured.

What is CDI Career Assured Endorsement?

Endorsement is a process whereby providers can gain a mark of quality from the CDI for their career development related learning activities. Endorsement is for the benefit of the delegates, the learning activity providers and other stakeholders by offering a system which provides quality assurance of CPD learning activities for all those involved.

CDI Career Assured endorsement has been developed to apply to range of continuous professional development activities. These include:

- Conferences and events
- Training days

In granting endorsement and use of its Career Assured logo, the CDI is confirming that the content, format and hours involved are appropriate to the subject matter and intended audience.

Benefits of CDI Career Assured Endorsement

Working with the CDI provides a variety of benefits for your organisation from improving your sales, to enhancing your reputation, to joining our CPD community and connecting with other key organisations in the sector.

In gaining endorsement from the CDI the learning activity will benefit from:

- quality assurance that the learning activity has been reviewed by a CDI CPD Assessor from both an educational perspective and content focused perspective and is thus considered appropriate for CPD by the CDI;
- quality assurance that the activity is in line with relevant National Occupational Standards in Career Development and/or Leadership and Management;
- the use of the CDI Career Assured endorsement logo for the duration of the endorsement. This logo can be used on certificates of attendance and marketing material;
- added value for delegates in the currency of the training due to the CDI Career Assured endorsement logo, a recognised mark of quality;
- free listing in CDI News by Email, a fortnightly email sent to all 4500 CDI members. The learning activity will be listed once, upon approval of the endorsement application;
- free listing on the Training and Events page of the CDI website under Career Assured training and a link to this via the CPD Resources area where members look for CPD of relevance to their needs.

Duration of Endorsement

Endorsement is awarded for each individual learning activity, for the number of times it is delivered during a year from the date of endorsement. For re-endorsement only the endorsement fee will apply provided that no significant changes have been made to the content. If a re-endorsement fee is not paid then the Career Assured logo must be removed from all materials.

The CDI guidelines for logo usage must be followed at all times and the logo cannot be used without prior consent.

Fees

Payment of fees will comprise two parts, an application fee which is non-refundable and an endorsement fee if the application is successful. The endorsement fee is payable after the application has been assessed and is payable before the logo is released and the learning activity advertised by the CDI.

One event

Application fee = £250 plus VAT
Endorsement fee = £200 plus VAT.

2 or more different events, costs per event

Application fee = £250 plus VAT per event
Endorsement fee = £150 plus VAT per event

Terms of Endorsement

The CDI reserves the right to withdraw endorsement if there:

- are any significant changes to content;
- are any significant changes to the delivery format;
- is failure to disclose significant changes to presenters;
- is misuse of the CDI Career Assured logo
- are concerns raised regarding the learning activity. A judgement will be taken only after full investigation.
- the content has become out of date.



Applying for Career Assured Endorsement

Details of the criteria appear on the right and details of the required additional documentation appear below. If you are interested in applying please contact Claire Johnson for a Word version of the form, Claire.johnson@thecdi.net or access the form via the CDI website, Quality Assurance section (Career Assured – Courses and Events).

Additional documentation required

- full programme of the activity with clear timings for the day, date/s, venue/s and costs ;
- all publicity materials documents or URLs so that we have a full understanding of how the activity is promoted to potential delegates;
- CVs or biographies describing the qualifications and experience of your trainers and personnel who have developed the programme;
- copies of any PowerPoint slides or other visual aids used;
- copies of handouts or workbooks distributed to delegates before, during or after the activity;
- copies of evaluation and/ or feedback form;
- details of any partnership / sponsorship arrangements should be explicitly specified within the application;



Career Development Institute
Career Assured
Endorsement Application

For office use only

CDI Number:

Category:

In order to assure the protection of the CDI's mark of quality, all endorsed learning activity must meet a number of criteria. The CDI requires that the following elements must be demonstrated through the application process.

Contact Details		
Title:	Forename(s):	Surname:
Name of Organisation:		
Postcode:	Country:	
Tel:	Mob:	Email:

#	Criteria	Response
1	Title Concise but descriptive of the content	
2	Skills and Knowledge What will be addressed by this learning activity?	
3	Which National Occupational Standards will be covered? Career Development and/or Leadership and Management	
4	Learning Objectives: State a minimum of five points that delegates will know, or be able to do differently, on completing this learning activity.	
5	Trainer/Facilitator Who are they? How are they qualified to deliver this particular subject or topic?	
6	Up to date content How have you ensured that the content is up to date?	
7	Equal Opportunities How have you ensured that the terminology used throughout the learning activity is free from bias and stereotypical phrases?	
8	Delivery Methods What is the balance between trainer-led inputs and collaborative learning?	
9	Reflection on learning How will delegates know what they have learned, e.g. reflection as part of the event	
10	Post event learning Steps that the delegates may take to consolidate their learning and put it into practice	
11	Evaluation of the learning activity by the delegates	
12	Evaluation of the learning activity by the trainer and how this contributes to future development of the activity	
13	Encouragement of delegates to record their CPD and to join the CDI as a member	



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