

## Action Notes

**Present:** Avril Hannon (PSC Chair), Elaine Newell, Vicki Love, John Walker, Elaine Watson, Mark Yates Lydia Lauder, Emma Bolger, Mark Fox, Hannah Courtney-Bennett, Lisa LaRue, Finneen Bradley and Luisa Moreno (late morning only) and Ciara Bomford.

**In attendance:** Jan Ellis (until 12.30 pm) and Claire Johnson.

1. **Apologies:** None

2. **Introductions:** Avril reiterated the new PSC constituencies and as four new PSC members joined the Committee today, she invited everyone to introduce themselves.

3. **Declaration of Interest:** - None

### 4. **Action notes of the meeting held on 30<sup>th</sup> June 2020, true record and matters arising**

The Action Notes were agreed as a true record. Claire stated that many of the actions from the previous meeting were covered on the agenda for today's meeting. Claire made the following points in relation to the other Action Points and a further Action was agreed:

- John Walker produced an article for October Career Matters on Impartiality and the other three articles on this topic by PSC members are scheduled for the next three editions.
- CDI Expert Training Online sessions on Setting up Own Business, Challenging Skills and Developing Strategic Perspectives are advertised on the website. <https://www.thecdi.net/Skills-training-events>
- Avril updated the PSC Work Plan and this was sent to the CDI Board for the 13<sup>th</sup> July meeting.
- The CDI has continued to be involved in lobbying activity and details of this can be found at: <https://www.thecdi.net/Reports---Resources>
- The suggestions made by PSC members at the last meeting regarding Black Lives Matter had informed the Board paper on this topic at the 13<sup>th</sup> July Board meeting. Subsequently the CDI President and Chief Executive sent an email to all members in October and there is now a [Diversity Resources](#) page on the website; Emma Bolger has written an article on Unconscious Bias for the January 2021 edition of Career Matters; the CDI is collecting more detailed membership data and a request has been made to members to deliver webinars and produce articles for Career Matters. Jan Ellis is attending PARN Equality, Diversity and Inclusion meetings to learn about approaches being used by other professional bodies.
- The Code of Ethics Case Study on Working with Challenging Clients, produced by Elaine Newell on behalf of PSC has been very well received by members, including the CDI President.
- John Walker is writing an article for the January edition of Career Matters on how to challenge clients.
- Dr Peter Robertson has been appointed as the CDI Project Associate (Scotland).
- Following the recent PSC elections all reps have now assumed their representation under the new constituencies.

- Twenty five mentees started the CDI Mentoring Scheme in September and will complete by the end of March 2021.

**Action:**

To send to Claire any useful documents on working with challenging clients so that a resources web page can be set up and curated on the CDI home page. **ALL**

**5. UK Career Development Awards** (paper attached for further details)

Jan explained that the UK Career Development Awards will be presented virtually, two per day (individual and best practice) during w/c 8<sup>th</sup> March 2021. On 12<sup>th</sup> March the CDI Fellowships, Career Assured Awards and the Dr Rodney Cox Lifetime Achievement Award will be presented. There will be two research awards, one a CDI one for practitioners and the other being the NICEC Award in memory of Dr Bill Law which is for research undertaken by students. These will be presented on Thursday 11<sup>th</sup> March. Each day the award ceremony from 3.30 pm until 5 pm, will include a ten minute key note presentation, an opportunity to hear from those people/organisations who have been short listed and the presentation of the Awards.

The CDI Board will shortlist the entrants to three entrants per category. PSC members will then form the online judging panels and use the judging criteria to identify one winner per category. Judging will take place in early February.

Members of PSC who have been involved in this in the past agreed that it is a very good learning experience and inspiring to read the entries.

**Actions:**

To let Jan know by 30<sup>th</sup> November which category you would like to judge. **ALL**  
 To let Jan have any suggestions for keynote speakers by 30<sup>th</sup> November. **ALL**

Jan will identify the panels and notify panellists. At this stage any potential conflicts of interest can be identified and resolved.

**6. CDI Fellowships** (paper attached for further details)

Jan explained that the work on establishing CDI Fellowships had been undertaken by a sub group of PSC two years ago. The purpose of the CDI Fellowship is to acknowledge the contribution made to the sector and the CDI by individual members. The original idea was that CDI Fellowships would be decided by an open membership vote.

To kickstart the process last year, the CDI Fellows were decided by a meeting chaired by Avril of a sub group of the Board and a PSC sub group.

The same process will be used this year by both the Board sub group (Julie-Anne Jamieson, Nicki Moore and Kath Wright) and the PSC sub group.

The PSC sub group of John Walker, Mark Yates and Ciara Bomford, chaired by Avril Hannon was agreed.

**Actions:**

To send the name and a short pen portrait of the reasons for the nomination to Avril by 30<sup>th</sup> November. **ALL**

Avril to send the names and pen portraits to all PSC members for ranking.

**AVRIL**

The PSC sub group will then meet virtually to decide on the name/s to go forward to the meeting of the Board and PSC sub groups for the final decision to be taken.

## **7. Chartered Status – PSC Sub Group**

Jan explained that the achievement of Chartered Status has been on the CDI agenda for the last five years. The time is now right to investigate this in more detail and to look at the requirements of Chartered Status, costs, the internal infrastructure required and if there is an appetite for this in all four home nations.

This is a big undertaking. The CDI has asked iCeGS, as its research partner, to undertake the initial research about Chartered Status and a possible application by the CDI. PSC has an opportunity to steer this research which will start in January 2021.

The Board has asked that PSC, as the only Standing Committee of the Board and with sector wide representation, establishes a Task and Finish/Advisory sub group whose task will be to: ask challenging questions/play Devil's advocate; keep the research on track/time and to ask questions about the viability of applying for this status. PSC sub group members would be the first recipients of the documents produced by iCeGS. Avril will co-ordinate this sub group.

### **Action:**

To let Claire know by 30<sup>th</sup> November if you would like to be part of this sub group.

**ALL**

## **8. PSC Professional Constituency Updates**

*Prior to the meeting the majority of PSC members had sent some bullet points to Claire. These covered the points made in their constituency report and are reported here and supplemented with additional comments made during the meeting.*

### **Career guidance/coaching in the public sector including educational establishments (Mark Yates and Luisa Moreno)**

#### **Mark's comments:**

- Graduate labour market is still looking challenging but non graduate labour market looks more challenging for clients. There are still vacancies, so there is a balance to be struck between gloom and opportunities available.
- What will be the longer term impact on results of disrupted education so far/next 6 months disruption? How will this impact on all client groups? Will this be 'equally' impactful on different polar groups? (No is likely answer.)
- Rise in application numbers for post grad education/UCAS application numbers didn't nosedive as some commentators assumed might happen, held up really well. Reflects trends from previous recessions for staying in education, perhaps when faced with uncertainty about vacancies.
- Universities are concerned about student retention overall.

**Luisa** provided an update on Skills Development Scotland as follows:

- Approximately 323 of 358 mainstream secondary schools have resumed face to face Career Guidance services, while implementing Government Covid restrictions
- Enhanced digital offer ongoing as needed.

- Careers Centres across Scotland have reopened/are reopening with a triage system in place, to prioritise face to face customer appointments for those most in need. Virtual engagements for those for whom it is appropriate.
- Group work activity in school happening via a blended model of delivery. Videos produced to complement delivery where face to face delivery to class groups is not possible.
- Growth in the SDS PACE (Partnership Action for Continuing Employment) service – for adults facing redundancy/making transitions, who require CIAG. SDS recruitment taking place to support anticipated demand in the service over the coming months.
- SDS will host Scottish QCD course placements in March '21 to support sector learning, but it has been agreed that these placements will now be virtual. Discussion with the Scottish QCD courses ongoing.

### **Career education/leadership in schools/college/HE (Mark Fox and Elaine Newell)**

#### **Mark's comments:**

A detailed SWOT analysis has been undertaken in 60 schools in the North East on the effects of the pandemic on careers education/personal career guidance.

**Strengths:** support available from regional and national organisations; still have a Careers Adviser to offer 1:1 support; opportunity to redesign and update careers materials and convert to virtual; lots of good resources available.

**Weaknesses:** Health and safety restrictions; loss of in person work experience opportunities; keeping up to date with LMI changes.

**Threats:** ICT capacity; uncertainty about the future of Covid-19 and restrictions; Careers Leaders being moved to cover other duties.

**Opportunities:** creativity and innovation, forced into a virtual approach but some excellent work done which promises well for the future; very inclusive work undertaken.

#### **Elaine's comments:**

Concerns due to the impact of Covid-19: social and digital exclusion; mental health issues and poor transition post 16 and 18. However there have been some very imaginative approaches through LEPS and Enterprise Co-ordinators. School 6<sup>th</sup> Form Careers Advisers are very busy working with pupils who are uncertain about HE, perhaps preferring universities nearer to home and if they take a year out what will they do during this time. Elaine also suggested the following useful websites:

Virtual work experience:

<http://www.871candwep.co.uk/helping-business/the-pledge-partnership/>

<https://careerready.org.uk/what-we-do/virtual-work-experience/>

<https://learnliveuk.com/careers/>

[https://resources.careersandenterprise.co.uk/sites/default/files/2020-08/1361\\_online\\_engagement\\_guidance\\_option\\_2\\_v6\\_.pdf](https://resources.careersandenterprise.co.uk/sites/default/files/2020-08/1361_online_engagement_guidance_option_2_v6_.pdf)

Elaine also recommended the Learn Live website: <https://learnliveuk.com/>

## **Career guidance/coaching in the private sector (Hannah Courtney-Bennett and Lisa LaRue)**

### **Hannah's and Lisa's comments:**

#### **Raising the profile of RCDPs in private practice:**

- Ongoing PR campaign needed to raise awareness in the market and distinguish ourselves from unqualified 'career coaches'.
- Already encouraging RCDPs to include post nominals wherever possible (email signature, LinkedIn profile etc) and using the #wearecareers and #RCDP hashtags.
- Sharing the Register URL widely and communicating why it's important to choose a RCDP when seeking professional careers advice.
- Short video has been created to promote RCDPs which is now on the website and being shared online [www.youtube.com/watch?v=GIUCBrk8qUE&feature=youtu.be](http://www.youtube.com/watch?v=GIUCBrk8qUE&feature=youtu.be).
- Is there a way we can we broaden / improve this PR campaign? E.g. more prominence on the home page of the CDI website, better keyword usage in CDI website SEO e.g. 'qualified career coach', 'career advice', 'career help' etc. to help the Register come up in search results.

Hannah also mentioned that Axia recommends career guidance as part of its health insurance scheme.

Claire reminded PSC members that the Register is being relaunched before Christmas and will be more visible on the home page and distinguish between registrants qualified in careers leadership and those who are qualified to provide personal career guidance/development.

Avril said that she had recently used the Search the Register facility to find a Careers Adviser who could help a friend's grandson. This resulted in finding an excellent professional and very positive feedback from the client and their grandparents which Avril can share if needed.

## **Professional development including training/research/sector development (Lydia Lauder, John Walker and Emma Bolger)**

### **Lydia's comments:**

Opportunities and challenges for HE Careers Services in a pandemic and post-pandemic world – see ACGAS HE Resourcing Survey which was published September 2020.

Two areas of professional development / training or perhaps further research needed is:

- Prospecting and developing stronger relations with employers given the obscure and changing conditions of the current pandemic climate. More targeting, prospecting; differences in responses between larger corporations and SMEs.
- 'Increase engagement with broader range of students' – so students may be presenting with added mental health issues or just feelings of anxiety and distress exacerbated by the uncertainty of the Covid-related circumstances. Greater training need for supporting such students including Neurodiversity training focusing on conditions such as ADHD, Asperger's.

Black History Month – October & Black Lives Matter Discourses

- Need training and continued awareness raising in this area – outside of the formal EDI training and organisational policies and tokenistic approaches.

### John's comments:

- More CPD needed on how to help students understand the distinction between employability skills and employability behaviours and attitudes.
- Students need to be able to present their best attributes during job search.
- LMI needs to be robust and used carefully during career decision-making. There is an immediate and a longer term impact on the labour market of Covid-19. The Government has short term view of labour market gaps and can push people towards these rather than thinking about the longer term labour market opportunities. There needs to be sophisticated use of LMI with clients.

### Emma's comments:

- Postgraduate level institutions are adjusting to primarily online delivery for the 20/21 academic year. This has had an impact on QCD requirements for 20/21 completion, with a working precedent for amendments set earlier in 2020 for Spring/Summer completers.
- Challenges in particular for individuals entering the sector for the first time, and shifting to a new way of working virtually and using this as the basis of their work based learning
- Much academic research focusing on the impact of Covid-19 on the workforce, with rapid response pieces being published (albeit becoming outdated as rapidly as they appear!). Varying levels of useable LMI being published, with increased need for training to ensure entrants to the sector understand how to make sense of and select robust LMI.

### Actions:

To think through ways to capture all of the good practice that is taking place and share this with CDI members. **ALL**

E.g. possible Career Matters articles and open webinars to share good practice. Elaine Watson mentioned Lessons from Lockdown delivered by AGCAS Scotland.

To discuss use of the Communities of Practice for Career Leaders and Career Development Professionals with Jan Ellis and Kath Wright and Liz Reece regarding some open webinars for sharing practice. **CLAIRE**

To mention Learn Live to Jan Ellis as a possible UKCDA key note speaker. **CLAIRE**

To set up a PSC sub group (Hannah, Lisa and Finneen), chaired by Claire to look at ways in which public awareness can be raised about the power of career development delivered by registered career development professionals. **CLAIRE**

To discuss with Jan Ellis the need for more webinars on supporting/referring clients with mental health issues, employability skills versus employability attitudes and behaviours and the more sophisticated use of LMI. **CLAIRE**

## 9. CDI Professional Development Update

This report had been circulated prior to the meeting and Claire asked that PSC members email her after the meeting with any questions.

## 10. PSC National Constituency Updates

### Scotland

#### Elaine Watson's comments:

##### HE Sector:

Covid19 – In spite of the challenges, Covid has brought some opportunities. Students are engaging well with remote learning and sessions for employability/Careers are better attended than previously. This does however raise issues regarding session design and delivery styles. Interactive group work is much more challenging when delivered in a virtual classroom and so new approaches are required/being developed.

Different sectors respond differently to the request for virtual work placements. E.g. law firms are able to do so, whereas film and media virtual placements are more challenging.

AGCAS Scotland Training Group hosted three sessions over the summer – 'Lessons from Lockdown' for colleagues across Scotland to share good practice. This worked really well and it was good to hear how others were approaching this new way of working.

#### Scottish Government /SDS initiatives:

- £60 million invested in **Young Persons Guarantee** - for all people aged 16-24 the offer of a place in work, education or training.
- **SDS Apprenticeship Equality Action Plan** identifies 4 priority groups;
  - BAME
  - Disabled
  - Care Experienced
  - Gender

**SDS - High Quality Professional Learning for Teachers / My World of Work Ambassador Guide** – resources for teachers in school to supplement SDS remote delivery.

**CDI- New Project Associate – Scotland.** Dr Pete Robertson (Edinburgh Napier University) replaced Nicola Hay. Pete recently has invited CDI members to complete a questionnaire giving feedback and ideas of what Scottish CDI members are looking for in terms of training etc.

### Northern Ireland

#### Finneen Bradley's comments:

Finneen's team at the North West Regional College recently won the UK Beacon Award for Careers Guidance and as a result of this have been invited to contribute to the content of the new Careers Strategy for Northern Ireland.

Work in the college is carried out either through one to one career guidance sessions or through a careers workshop. All workshops within the Careers Academy have the 3E approach: Employability; Enterprise and Enrichment. The team of ten are extremely busy and have utilised part of the college library as a Careers Academy.

The college now has a partnership agreement with Elemental which is a social prescribing agency and this is embedded within the college's careers provision.

<https://elementalsoftware.co/what-is-social-prescribing-and-what-are-the-benefits/>

## **Wales**

### **Ciara Bomford's comments:**

COVID update - Careers Wales re-opened four large offices, mainly to support customers experiencing redundancy. This was welcomed by customers and there was a very good take up rate on appointments. However, the offices have been temporarily closed again due to lock down in Wales, and all adult appointments are being delivered by telephone and video conference (Teams). Careers Advisers have been able to go back into many schools to catch up with Year 11 pupils, but again, this is on hold because of the current lock down.

Careers Adviser training – Careers Wales has recruited 11 trainee careers advisers, who have started work on their Level 6 Diploma. Careers Wales are also assessing two careers advisers from Swansea University who are doing the upskilling units. Three careers advisers from Bridgend College have also joined parts of the training programme. There is obviously demand in the wider careers family for training and assessment, and the intention is to expand this offer in the future.

Coaching Circles – Carolyn Parry, CDI Project Associate (Wales), trained the Careers Wales L&D team to facilitate coaching circles. The L&D team then piloted coaching circles over the summer with groups of qualified and trainee careers advisers, and managers, which received excellent feedback from all participants (report available on request). They are now being rolled out on a wider scale mainly to careers advisers and managers. Participants report that they feel well supported with more challenging issues, enjoy learning from peers, have the opportunity to reflect more deeply on the emotions that underlie their challenges, practise their coaching skills and leave the coaching circle with a lot more confidence to deal with challenges. Ciara has a paper about Coaching Circles which she is happy to share.

Work with CDI to Raise Awareness of Member Benefits – a recent survey showed that many CDI members in Careers Wales were not fully aware of their member benefits. The CDI (Jan Ellis, Claire Johnson and Carolyn Parry) are providing a webinar to all CDI members in December to outline benefits. There have also been updates in the company newsletter and internal social media. Careers Wales will add an icon to home screens that leads to a summary of benefits. Carolyn Parry has revamped the Welsh News by Email from the CDI to include a member profile, and a sector update video. Team Managers will also be included in the bulk membership so they are able to promote benefits with their teams.

Ciara commented on how delighted Careers Wales staff are that Carolyn Parry, Project Associate (Wales) has been elected as CDI President Elect. She said that it had been a positive year working with the CDI and there is the intention to have CDI Champions in the future.

## **England**

### **Vicki Love's comments:**

The additional £32M for the National Careers Service in response to the Covid-19 crisis is not having the desired impact as the ESFA hasn't changed the NCS priority groups. These priority groups do not include many people who have been furloughed/made redundant. The NCS welcomes the lobbying that the CDI and other organisations are doing about this.

One of the benefits of lockdown has been that there are now many more virtual CDI Regional Meetings. Vicki attended the London meeting where Kay Maddox who is the Regional Rep asked for ideas on finding informal ways to share good practice, alongside the regional meetings.

Vicki mentioned the recent CDI survey led by the East Midlands Regional Rep on what members would like from their membership benefits.

There is a great deal of invaluable information coming out at the moment e.g. around impact of Covid on LMI, greater need for skills of emotional resilience etc. Yet some of our practitioners don't have the time to take this on board (especially in some target driven contract areas). Raises important question to consider - how far should CPD be the responsibility of the employer or the employee? (This last point was noted to be added to the CDI Partners' Guide to the Code of Ethics and included in the CDI: Guide to Supervision as CPD + Supervision leads to more effective staff and better target achievement).

### 11. CDI Partners' Guide to the Code of Ethics

Claire explained that she had chaired a PSC sub group (Lydia, Elaine Newell and Ciara) who had jointly produced this Guide over the summer. The Guide had been circulated to PSC members prior to the meeting.

Emma described it as "a cracking document" and all PSC members agreed that it will be very useful in helping CDI members to have greater leverage with employers in adhering to the Code of Ethics and improve the visibility of CDI members and their professional practice.

#### Actions:

To make the minor amendments suggested by PSC members and arrange for publication in early 2021. **CLAIRE**

To notify Matrix and the Quality in Careers Standard when this document is published as it will help to underpin the work of CDI members. **CLAIRE**

To include quotes from employers in the next version of the document about its value. **CLAIRE**

To encourage employers who use the document to say that "we support the CDI Code of Ethics" and to use the CDI Affiliate organisation logo. **CLAIRE**

### 12. Revised Blueprint of Professional Roles in the Sector

Claire explained that this revised Blueprint is based on the original publication produced by Claire and a sub group of PSC in 2016. The revisions have been undertaken by a sub group of QCD Leaders (Marjorie McCrory, Nicki Moore, Tom Staunton and Anne Chant); agreed by all QCD Leaders and then amended slightly by a PSC sub group of Ciara Bomford, Elaine Watson, Luisa Moreno and Vicki Love. This work was led by Claire who circulated the latest version of the document to PSC members prior to the meeting.

PSC members agreed that this is an important document for explaining professional roles in the sector to stakeholders and policy makers. It is also used for the learning outcomes for the Qualification in Career Development, to approve other qualifications for the Register and as a benchmark for determine the CPD needs or professionals working in the sector.

Minor wording changes were suggested by PSC members. Claire will do these and arrange for publication early in 2021.

### 13. CDI Guide to Supervision

The draft outline of this guide had been circulated to PSC members prior to the meeting. John Walker, who at the request of PSC/CDI is writing the Guide with Rachel Mallows, invited comment and suggestions from PSC members on the proposed content. This led to healthy debate around the

nature on line management and professional supervision and the proposed uses of the Guide. Vicki and Lydia liked the proposals and the 3C's model, Hannah and Lisa asked for more on external, professional supervision.

The agreed way forward will be for John and Rachel to work on the next version of the Guide which will include:

- definitions of supervision/professional supervision/mentoring/coaching
- key outcome of supervision being better practice = better outcomes for clients
- key activities/skills involved in supervision
- explanation of the two pathways – Internal Supervision (line-manager) and External Professional Supervision
- how supervision helps the various different types of practitioners, both employed and self-employed
- how different models including the CDI 3 C's model help different practitioners
- illustrative case studies.

This next version to be circulated to PSC members for comment before the next PSC meeting and for further discussion at the PSC meeting in February.

#### **14. Pathways in Careers update**

Avril updated PSC members on progress with this activity. The PSC sub group members will now undertake interviews by Zoom with two members of SDS, one of whom describes herself as mixed race and another member of staff who has followed the Apprenticeship route; a manager from a service in the West Midlands and a member of staff from Careers Wales who is visually impaired. Lydia will interview Siobhan Neary who will provide an overview of the context in which career development services are delivered.

#### **15. Co-option PSC rep (x2) – Voluntary/Community sector**

Avril asked that if anyone knows of anyone who might be interested in this role that they encourage contact with Claire.

#### **16. Reminder about AGM on 7<sup>th</sup> December and Board Rule Change Paper**

Avril reminded PSC members about the AGM at 4pm on 7<sup>th</sup> December by Zoom. She will circulate the PSC Report for the AGM to PSC members.

A paper produced by Monica Lemecha on behalf of the Board concerning Board rule changes had been circulated the day before the meeting to PSC members. Avril invited comments from PSC members and will reply in writing to Monica before the AGM on 7<sup>th</sup> December at which the Rule changes will be presented to members as well as the views of PSC.

#### **The Honorary Secretary role changing from an elected to an appointed position.**

PSC comments were: All other Board positions are elected and although continuity is important, especially during a time of transition to a new Chief Executive, PSC members felt that this should remain an elected post. Coping with continuity of members of the Board and PSC and transition to new people is always an issue but is part of the governance structure and ensures that the membership is represented. Is this a "knee jerk" reaction due to the transition to a new Chief Executive?

**Co-option of people working at director level to ensure home nation representation on the Board.**

Some PSC members expressed disquiet at this rule change due to the fact that this could lead to employer representation of a home nation rather than the whole membership in that nation; the lack of time that people working at director level may have to devote to Board attendance and work; missing out on the skills and experience which people working below director level could bring to the Board. Would a better approach be to look at the skill sets needed by Board members rather than sector representation which is covered by PSC members forming the Standing Committee for the Board?

**17. Any Other Business**

Guidance on the Use of Virtual Assistants. A document had been produced by the CDI Project Associate (Digital Learning) and circulated to PSC members the day before the meeting. It was agreed to give this more time on the agenda at the next meeting to enable full discussion.

**18. Date of next meeting      February 11<sup>th</sup> 2021 (Virtual)**

**Agenda items for the next meeting:** Apologies; Declaration of Interest; Action Notes, True Record and Matters Arising; Professional Development Update from PDM; PSC Constituency Updates; Guidance on the Use of Virtual Assistants; Update on Pathways in Careers; CDI: Guidance on Supervision; Ideas for the PSC Work Plan; Chartered Status PSC Sub Group; Update on UKCDA and CDI Fellowships; AOB and date of next meeting, June/July 2021.

*Claire Johnson, Professional Development Manager and PSC Secretary, 14<sup>th</sup> November 2020.*