

Present: Avril Hannon (PSC Chair), Elaine Newell, Vicki Love, John Walker, Elaine Watson, Mark Yates and Lydia Lauder.

Joined by GoToWebinar: Emma Bolger and Luisa Moreno

In attendance: Jan Ellis (12.30 onwards) and Claire Johnson.

1. Apologies: Ciara Bomford.

2. Introductions:

Avril welcomed everyone to the meeting and all members briefly introduced themselves.

3. Declaration of Interest: - None

4. Action notes of the meeting held on 7th November 2019, 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. Avril and Claire made the following points in relation to the other Action Points:

- Fellowships - the panel of Board and PSC reps agreed two recipients of the CDI Fellowship 2020. The awards will be made on 11th March at the UKCDA dinner.
- Claire will suggest to QCD Leaders at their meeting on 7th April the idea of inviting NCS reps to talk to QCD students.
- An article on QCD placements offered by SDS appeared in the January 2020 edition of Career Matters. Claire and Emma will suggest to QCD Leaders the idea of having a further article about the breadth of placements offered in England and Scotland.
- Jan and Claire will discuss the CDI offering training on Strategic Thinking for Careers Leaders.
- The CDI Mentoring Scheme will be offered again from June 2020. Claire will also work on a framework and guidance on Supervision.
- The CPD Monthly newsletter is now a members' only benefit and is no longer openly accessible from the CDI home page.
- The ideas of a Register webinar, revamping the Register brochure and using Twitter to promote the Register are currently on hold. Claire is working on refreshing the Register, its requirements and promotion and these ideas will form part of a longer term strategy for the development of the Register.
- John's paper on the work he had done in adult social care was deferred to the next meeting in June.

5. Code of Ethics: Case Studies

Following the feedback from PSC members at the November meeting, Corinne Holden made the suggested changes to the case study on discussing weight in a careers discussion. PSC members all agreed that the case study was now more client-centred and could be added to the Ethical Case Studies section on the CDI website. PSC members particularly liked the suggestions for further reading.

Action:

To thank Corinne, put the case study into the CDI house style, add to the CDI website and promote by an item in News by Email. **CLAIRE**

PSC members then discussed the case study produced by Elaine Newell on working with challenging clients. Avril thanked Elaine for her work on this and all PSC members agreed that it is a very useful case study. The following suggestions were made:

- To add to the potential courses of action section: do nothing and risk own health or view positively as a challenge and the potential for further self-development, what can be drawn upon as having been a useful experience and how to make the best of difficult circumstances and utilising relevant support.
- Add a reminder of the skills a practitioner already has in building an empathetic relationship, unconditional positive regard etc.
- Delete the section on Review Professional Literature and have a further reading section instead.
- Add in links to further information from SDS.

Actions:

To make these changes for the next meeting. **ELAINE N**

To send SDS links to Elaine N for inclusion in the case study. **LUISA**

To add working with challenging clients as a main agenda item for the next PSC meeting to consider: further sources of support, e.g. Emma's work on Domestic Abuse, SDS professional development ideas from Luisa and a potential webinar based on the case study. **CLAIRE**

To remind all members about the Ethical Case Studies. (News by Email) **CLAIRE**

Find out how many "hits" the ethical case studies have. **CLAIRE**

6. How practitioners can manage impartiality issues

Avril asked PSC members to say what the issues are and to suggest ways forward.

Issues: although the situation is improving, there is still an issue in schools especially if the school employs the Careers Adviser or the Careers Adviser is a member of school staff. In NCS there is the potential conflict between guidance and targets and in some instances the NCS Adviser being co-located in a Job Centre where impartiality and discussing all options can be difficult. In prisons and probation centres not all options are available to clients.

Ways forward: Vicki said that Chris Targett at CXK has developed an Open Partnership model with Malcom Scott. This covers what the Careers Adviser declares they will do, the time commitment for guidance and what can and cannot be achieved.

Vicki also suggested the use of happenstance and chaos theories and helping clients to put themselves in the best possible position to achieve outcomes.

Luisa said that in SDS the use of Career Management Skills enable clients to be open to opportunities and be receptive to whatever opportunities are available as a means to achieving goals.

John said that increasingly, as a result of Careers Leader training that Careers Leaders in schools are seeing the value of being impartial and want impartial career guidance to be in the best interests of the pupil. The training is enabling Careers Leaders to make sound arguments to their Senior Leadership teams about making pupils aware of the full range of options and choices available to

them. John also mentioned the value of not solely having all finances dependent on the one contract so that the Adviser could walk away if impartiality was compromised.

Lydia mentioned the NCS ABC approach used in Job Centres: Any Job, Better Job, Career.

Avril mentioned the idea that she and Claire had had of an Employer Guide to the Code of Ethics to explain to employers the implications of the Code of Ethics. PSC members agreed that this would be useful and in producing such a document note could be taken of the AGCAS quality standards for member organisations and the Public Sector Equality Duty in Scotland. Such a document would give the Code of Ethics more traction in the sector, and it was suggested that the title should be either a Partners' Guide or a Providers' Guide or an Organisational Guide rather than an Employers' Guide.

Lydia agreed that her idea of having a good practice guide for working with employers/partners could be looked at in relation to the above..

Actions:

To add as an agenda item for the next meeting – Partners/Providers'/Organisational Guide to the CDI Code of Ethics. **CLAIRE**

Advise Alison Dixon that the following articles have been offered and that these could be included in Career Matters from June or October 2020 onwards, one per quarter, subject to space being available. **CLAIRE**

- Open Partnership Model (Chris Targett), an update of a previous CM article.
- Different Approaches (ABC Approach) (Lydia Lauder).
- Careers Leaders – different approaches to impartiality (John Walker).
- The Scottish perspective – a Careers Adviser's approach to the Code of Ethics.

7. Digital Strategy and the Code of Ethics (Case study)

Discussion took place on the points covered in the 7th November Action Notes relating to the Digital Strategy. PSC members agreed that a case study on the ethical implications of chatbots/virtual assistants (using algorithms which do not lead to impartial guidance) and the use and implications of the presence of digital assistants (Alexa/Hello Google) in the guidance space would be a useful addition to the suite of case studies. It was also agreed that the new Project Associate (Digital) might be an appropriate person to take the lead on writing this case study.

Action:

To discuss with Jan using the Project Associate (Digital) for this piece of work. **CLAIRE**

8. Digital Strategy (further activities)

The 7th November Action Notes also included the following:

- to ensure that any review of professional standards, e.g. the Blueprint includes and embeds digital skills.
- to ensure that any meetings charter developed by the CDI Board which includes access through digital communications is fulfilled.

Claire mentioned that 2020 is the CDI Year of Digital Learning. She said that updating the CDI Blueprint will take place during 2020 but not until the revised OCR Level 6 Diploma in Career Guidance and Development is published (Sept 2020) as changes to the Blueprint need to take account of these revisions. At this stage it will be timely to update the Blueprint in relation to digital skills.

Avril said that as and when the Board develops its meetings charter that PSC members will look at this in relation to the fulfilment of access to CDI meetings via digital platforms.

9. PSC Constituency Updates

Career Guidance /Career Coaching (Lydia Lauder and Mark Yates)

Lydia spoke about the [House of Commons Briefing on Career Guidance in Schools, Colleges and Universities](#) which was published in January 2020. She also mentioned the increase in differentiated careers and employability support in HE. At the Open University work is taking place on increasing student voice and the use of accessible language when requesting student feedback. There is also work being done on developing alumni networks for a tailored approach to networking.

Regarding working with adults. Lydia said that for those working in isolation more support is needed for them to identify CPD and as a means to share practice and problems.

In response, Claire said that CDI members do have access to the CPD Resources and relevant Communities of Practice. It was also suggested that the CDI Regional meetings could be used more to promote the CPD available. Jan mentioned that the CDI is setting up a Community of Practice: Career Advisers. Managed by someone on a two day a month contract this would also provide a platform to support new or isolated practitioners.

Lydia mentioned the Open University practice sharing platforms which could inform any CDI developments.

Lydia said that it can be difficult for NCS Advisers to deliver meaningful guidance when having to complete a great deal of documentation for contract compliance. Vicki mentioned that the standard Action Plan format is not client friendly. Lydia also suggested that a CDI suite of resources on setting up own business would be useful.

Mark said AGCAS has developed a standards framework that HE services can use to evaluate their own provision, which includes having a peer reviewer from a different service to act as a 'critical friend'. Mark is part of the team of peer reviewers. He also mentioned the appointment of a new CDI Regional rep for the East of England, Emma Le Blanc.

He asked what the CDI can do for those members interested in undertaking Action Research. In response Claire and Jan said that Lyn Barham is developing webpages on this topic and that these will draw on the content of the CDI Research Conference being held in conjunction with iCeGS at Derby on 27th February 2020.

Mark suggested that Charlie Ball (HESCU) would be a useful contact on Action Research. Jan is meeting Charlie soon.

Career Coaching/Career Consultancy (John Walker and Luisa Moreno)

John said how interesting undertaking Professional Guided Discussions with Careers Leaders who have completed the CDI training has been. These have shown the impact of the training and also what further CPD the Careers Leaders would like to undertake, e.g. the full Level 6 Diploma. Others have suggested learning more about Strategic Thinking and Leadership. He suggested that a one day course on this would be useful.

He also said how useful the CDI [Positional Paper: Personal Guidance and Group Careers Guidance](#) is. He said that the understanding of Enterprise Co-ordinators of Gatsby Bench Mark 8 is poor and that they struggle to know what is needed for 100% compliance. Jan said that the CDI recommendation would be to use Quality in Careers Standard Assessors for any additional checking of organisations who have achieved 100% compliance.

John is continuing to work on the DWP contract on reducing parental conflict. This contract has now been extended. The work targets primary and secondary schools and learning from this could be useful for the PSC work on supporting CDI members working with challenging clients.

Luisa mentioned the publication of the new [Scotland's Careers Strategy](#). She said there is a strong focus on Career Management Skills across the whole sector and the need for more interconnection across the sector. Careers Information, Advice and Guidance is an entitlement in Scotland. There will also be an enhanced digital service, more sharing of CPD across the sector and enhanced careers support for those people already in employment. There will be an Implementation Plan in place by the end of 2020.

She also mentioned the SDS Yammer Groups, SDS Academy and the mandatory module on professional practice which is aimed at new staff.

Careers Education (Emma Bolger and Elaine Newell)

Emma covered the following points:

- The University of the West of England PG Certificate in Career Development was validated on 28th Jan 2020 and is approved by the CDI.
- The updated Scottish Government Career Strategy has been published. Dr Pete Robertson from Edinburgh Napier University will sit on the Strategy implementation group.
- Collaborative (CDI, UWS, Napier, SDS) CPD Conference Scotland on 29th January 2020 was a success. Very positive feedback from attendees who welcomed the new format event. Plan to build on this in future years and continue to offer a collaborative event. Particularly well received by FE and HE staff who welcome CPD opportunities, intention to ask a FE organisation to host next year.
- Following on from the SDS-authored piece in Feb 2020 Career Matters on their support of QCD placements, a proposal is underway for a jointly authored (e.g. UWS and an English QCD centre) follow-up article that showcases the range of different employers that offer QCD placements as organised and quality assured by the universities, to help to show the breadth of different employment opportunities available to people in the sector.

Elaine reported that she is seeing more engagement and good practice in relation to the Gatsby Bench Marks, especially in FE. She said that there have been some excellent resources produced for National Careers Week.

Scotland (Elaine Watson)

Elaine spoke about the free CDI event on Older Workers to be held in Glasgow on 5th March. She also mentioned the CDI Scotland Webinars advertised on the website. She said that the CDI Project Associate (Scotland), Nicola Hay has recently carried out a survey on the perceptions of QCD students of CDI membership benefits.

In HE there is concern about international students as a result of Brexit and the Corona virus. AGCAS in Scotland is working on Supporting International Graduate Employability. The ACGAS National Conference will take place on 17th and 18th June in Nottingham. Amongst other topics this will look at working with disadvantaged students and the use of digital processes.

Post meeting – Emma Bolger advised that on Tuesday 12 May 2020 the first AGCAS Scotland Professional Development Day at Queen Margaret University, Edinburgh will be held.

Wales (Ciara Bomford)

Ciara was unable to attend the meeting but had sent the following information points to Claire.

- The Job Support Wales element of the Welsh Government's new package for adults has been postponed – this was to be a package of training and other support which would replace the existing programmes for unemployed people, young people, people going through redundancy etc. The existing programmes will remain in place for the foreseeable future. Careers Wales will continue to deliver Working Wales, which is the new package of career guidance that was intended to refer into the new package of training.
- Careers Wales is continuing to recruit Trainee Careers Advisers, and currently has about 70 Trainees in the company. Careers Wales has had a very positive external verification visit from OCR that praised the high standards of training and assessment.
- Careers Wales is continuing with their pilot of the Careers Leaders Award in the Rhonda Cyon Taff area. A group of ten teachers started but there has been a number of drop outs due to issues such as long term sickness.

England (Vicki Love)

Vicki said that she had tried to solicit views from the CDI Regional reps, half of whom had responded.

She said there is an increase in appointments of virtual Career Advisers who are working with clients in prison. There is therefore a need for more support for advisers in using telephone skills. She mentioned the training delivered by Liane Hambly on this and also the use of NLP and VAK.

Luisa mentioned the work SDS is doing on non-face to face contact and the fact that she could share information on this once the pilot phase has concluded.

Actions:

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| To send information to Jan Ellis on topics that she can raise with Joe Billington, Deputy Director Consumer Services, Skills Funding Agency. | VICKI and LYDIA |
| To discuss having a CDI Briefing paper on accessing CPD virtually and include SDS model, OU and other organisations. | JAN and CLAIRE |
| To discuss suite of own business resources with Jan. | CLAIRE |
| To commission training on Strategic Thinking. | JAN |
| To look at the need for training on non-face to face delivery | JAN and CLAIRE |

10. CDI Strategic Direction and Staffing

Jan Ellis covered the following points:

All Party Parliamentary Group - The CDI is leading a group of other organisations to establish an All Party Parliamentary Group which will focus on lifelong career development. The first meeting will take place on 24th February in London. It is timely for such a group to be established as there are new politicians in post. The APPG will have a Chair and Deputy Chair who are politicians. The DfE is very positive about this development and it will help the CDI to further lobby politicians.

The CDI Academy - is now offering the full Level 6 Diploma in Career Guidance and Development and various combinations of the units for different audiences. <https://www.thecdi.net/CDI-Academy>. During 2020 further accredited and non-accredited courses will be developed and offered

for employability advisers/coaches, private practitioners and Enterprise Co-ordinators. We are also looking at refresher courses for career guidance practitioners and potentially a course on Work Experience. We hope to also continue delivering the C&EC funded training for Careers Leaders, subject to successful re-tendering for a new contract.

Digital Strategy – in April we will be appointing a Project Associate (Digital) on a two day a month contract to take forward the CDI Digital Strategy. The role will include developing short online courses known as Digital Bytes and the development of a framework against which CDI members can assess their digital learning needs. The Project Associate will also be invited to contribute to the ethical case study mentioned above.

Growing engagement in the sector – the CDI regional structure is gaining traction. Project Associates in Scotland and Wales are working well and leading on the offer of free Master Classes and the development of a programme of webinars. All regional reps, including Scotland and Wales will come together as the CDI Council on 11th March in Leeds.

Business Growth – we have recently appointed Joanne Thorniley as the CDI Business Development Manager.

What doesn't work in the CDI Structure – we will be working on addressing the issues with our website, admin structure and looking to improve the impact and accessibility of the UK Register of Career Development Professionals.

Staffing - we will be recruiting the following: senior manager to lead on business development and membership as well as having a geographical responsibility; a two days a month Project Associate (Digital); a two day a month person to lead on the Community of Practice: Careers Advisers and a two day a week Career Education Associate.

11. Pathways in Careers

Avril said that a budget of £3000 has been allocated to take forward this work. Decisions need to be taken by the sub group on the interview questions and who will be the interviewer/s. The breadth of constituencies needs to be covered but a realistic first tranche of interviewees can be agreed and then any gaps addressed at a later stage. Interviewees can include recent winners of UK Career Development Awards, including the 2020 winners once known after 11th March.

Luisa said that Scott McCormick who has undertaken the Modern Apprenticeship and Technical Apprenticeship and who is now doing the Post Graduate Diploma/ QCD has offered to be an interviewee. She also said that SDS could do the filming to avoid Scott having to travel.

The venue for the recording to be agreed by Avril and Jan but needs to be cost effective, e.g. for interviewees and interviewers to travel to a central location rather than having to pay travel time and travel costs to the videographer.

Actions:

To reconvene the sub group.

AVRIL

Sub group reps to let Avril know their availability over the next three weeks.

SUB GROUP

To source the videographer.

JAN

12. PSC Work Plan

Avril agreed to update the PSC Work Plan requested by the Board. This will note what has been achieved in the current plan and then new PSC work on any ongoing items: CDI Fellowships; Digital Strategy; Pathways in Careers; Supporting CDI members working with challenging clients (including

the supervision framework being written by Claire) and UKCDA. The items on Promotion of the Register and Promoting the Work of PSC will also be retained.

To be added under Promotion and Development of the Code of Ethics: Good Practice Guide for Partners/Providers/Organisations in using the CDI Code of Ethics and the digital case study.

Action:

To update the PSC Work Plan and send to Claire to pass onto the Board for their next meeting on 27th April. **AVRIL**

13. New constituencies and elections of additional reps

Avril explained the need for additional PSC reps following the Board's approval of the revised professional constituencies for CDI membership and PSC representation. Lydia, John and Emma agreed to move from their current professional constituency to the constituency for professional development including training/research/brokerage/sector development. Existing PSC reps agreed to remain in the equivalent newly named constituency relevant to their current PSC professional constituency. National constituency reps remain the same.

Avril mentioned that she has had contact with a possible PSC rep for Northern Ireland. She has sent him information and is waiting to hear back from him.

Actions:

To inform Monica for the need for elections for the vacancies for career education/leadership in schools/colleges/HE (1); career guidance/coaching in the private sector (2); career guidance/coaching in the voluntary sector (2) and Northern Ireland (1). **AVRIL**

To advise Monica that for their remaining term of office there will be three reps for professional development including training/research/brokerage/sector development. **AVRIL**

To encourage members to contact their PSC rep to inform the constituency updates an item will appear in News by Email a month before each PSC meeting. The item will also ask members to CC their Regional Rep. **JAN and CLAIRE**

14. Professional Development Update

The paper on this written by Claire had been circulated prior to the meeting to PSC members. It covered: CDI Academy courses, C&EC funded training for Careers Leaders, Claire's work on the revision of the Level 4 and Level 6 diplomas and proposed additional units, Higher Apprenticeship: Career Development Professional, Modern and Technical Apprenticeships in Scotland, Mentoring Service and Supervision, QCD Student Conference and CPD Conference in Scotland, UK Register of Career Development Professionals numbers and CPD Monthly Newsletters and CPD Resources Area.

15. Ideas for CPD Monthly newsletters

Claire stated that Lyn Barham is doing an excellent job producing these each month but has asked for some new topic ideas from PSC members. PSC members suggested: Newer career guidance theories and sources of information about these on the Internet; tools for your tool box e.g. solution focused work; working digitally, LMI, Reflective practice and using LMI surveys, e.g. those produced by CIPD.

Action:

To inform Lyn Barham. **CLAIRE**

16. AOB: Plagiarism issue/ UKCDA feedback/ Obituaries page once a year in Career Matters/Older Workers' Seminar

Avril explained the background to the issue that had arisen concerning Careers Leaders undertaking training offering to share marked assignments with other candidates via the Face Book forum. This had led to the CDI issuing a letter to all their candidates, other training providers, and the publication of the letter on both the Face Book website and the CDI COP: Careers Leaders warning that such behaviour could breach the CDI Code of Ethics. This letter was well received by candidates and training providers. Avril has also written to Nicki Moore in response to this issue being raised at the CDI Board. The two letters were noted for information by PSC members.

Avril invited PSC members involved in the judging of the UK Career Development Awards to send any feedback on the process to Jan.

Mark Yates said he had had a conversation with Alison Dixon about there being a page, once a year, in Career Matters for obituaries. PSC members agreed that this is a good idea.

Action:

To contact Alison Dixon about this and then Alison can devise the mechanism for members informing her of any obituaries.

CLAIRE

Avril reported that she had attended the Older Workers' Seminar in Gateshead on December but there was nothing to report regarding future work by PSC members.

17. Dates for future meetings (June and November)

These will be determined for June and November via a Survey Monkey which Claire will send to PSC members once this has been set up by Dan Hope. Venue will be Birmingham.

Agenda items for the next meeting: Apologies; Declaration of Interest; Action Notes and Matters Arising; Professional Development Update from PDM; PSC Constituency Updates; Update on Pathways in Careers; Working with Partners: Code of Ethics; Supporting members working with challenging clients; Ethical Case Study (EN); AOB and date of next meeting.

Claire Johnson, Professional Development Manager and PSC Secretary, 23rd February 2020.