

**Present:** Avril Hannon (PSC Chair), Elaine Newell, Vicki Love, John Walker, Elaine Watson, Mark Yates (morning only), Lydia Lauder, Emma Bolger and Luisa Moreno (morning only) and Ciara Bomford

**In attendance:** Jan Ellis (until 1pm) and Claire Johnson.

**1. Apologies:** None

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

### **3. Action notes of the meeting held on 20<sup>th</sup> February 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 some further Actions were agreed:

- Through an item in News by Email in March Claire had drawn the attention of members to the Ethical Case Studies including the new one on discussing weight in a career guidance interview.
- The Code of Ethics page on the CDI website had 973 hits between January and May 2020.
- PSC members have now agreed to produce articles for Career Matters for the following editions. Claire will send author guidelines and copy deadlines to the authors:
  - Careers Leaders – different approaches to impartiality (John Walker) (October 2020)
  - Open Partnership Model (Chris Targett via Vicki Love), an update of a previous CM article. (Jan 2021)
  - The Scottish perspective – a Careers Adviser's approach to the Code of Ethics. (Luisa Moreno) (March 2021)
  - Different Approaches (ABC Approach) (Lydia Lauder). (June 2021)
- Jan has now contacted Vicki Love and Lydia Lauder about NCS issues to raise with Joe Billington.

#### **Actions:**

To ask the Project Associate (Digital) to write a one page guidance document on 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) **CLAIRE**

To notify Jan if know of anyone who could offer free webinars on setting up own business. **ALL**

To contact John Walker regarding two hour Expert Online Training on Strategic Thinking. **JAN**

To update the PSC Work Plan and send to the Board by 6<sup>th</sup> July. (Board meeting 13<sup>th</sup> July) **AVRIL**

### **4. CDI Response to Covid- 19 and Strategic Direction**

Jan said that the priorities during lockdown had been to protect the CDI, its staff and its members. Jan reported under the following headings:

**Finance** – at the end of the financial year the CDI achieved a turnover of almost £1M and a surplus of £45K. There is a budget in place for six months and this is monitored in the light of Covid-19 developments.

**Membership** – this is holding steady at 4700.

**Online delivery** – all CDI Academy accredited and C&EC Career Leader training was converted to online delivery. CPD provision also became virtual including our new, free Digital Bytes and costed, Expert Online Training. It is likely that in the future we will offer a mix of virtual, blended and face to face training.

**Lobbying** – Jan is on a number of groups including, Career Policy Group, Covid-19 Youth Employment Group and Welfare to Work Group. An Open letter is being sent to the Prime Minister and another to the Secretary of State, Gavin Williamson, requesting a Career Guidance Guarantee at a cost of £26M from July to December 2020. The message is that personal career guidance at the outset results in a highly skilled and highly productive workforce.

Jan has a meeting planned with Gillian Keegan, Minister responsible for the Careers Strategy and Apprenticeships. With the assistance of members there has also been traction with Sir Keir Starmer and the Chancellor.

Avril thanked Jan and the CDI staff for their prompt and positive response to the Covid-19 crisis.

Vicki asked that thanks were also passed on to Matt Webster for his very positive and prompt response to CXK enquiries.

Lydia asked about membership and the National Careers Service. Jan replied that this was patchy and was better in those areas where the Chief Exec has a strong relationship with the CDI. Jan is now a member of Careers England which will enable better access to NCS providers.

## 5. CDI Response to Black Lives Matter

The CDI Board has requested that PSC members discuss this and that Claire provides a summary to inform a Board paper being written by Board member, Stephanie Rix for the Board meeting on 13<sup>th</sup> July.

Avril asked PSC members for their views in relation to the remit of PSC: Ethics, CPD and recruitment into the profession.

In summary the discussion covered the following points, questions and subsequent suggested activities:

**Ethical considerations** – addressing the issue of unconscious bias is vital and that this should be linked to the need for more emphasis on reflective practice by all practitioners.

**CPD** – practitioners can be unsure how to make a difference and need practical suggestions. Training needs to be ongoing and not a one off tick box activity.

**Recruitment** – the workforce needs to be representative of the population. What are QCD centres, Level 6 centres, those offering Apprenticeships and employers doing to attract BAME applicants? Employers can struggle with recruitment and this could be to do with the “perception” of careers work. If apprentices/students are already employees it can be difficult to influence employers when selecting staff for training. Some university marketing departments are not always responsive to the need for marketing materials to have appeal across the population.

There is also an issue that there is a lack of diversity in management roles in the sector.

Employers in rural areas can also struggle to attract BAME applicants.

**General comments** – it is important to be mindful that BAME people are not a homogenous group and it is also important to remember that age can play a part. It is vital to view this as a long term process and that training needs to be revisited and that this is not a one off activity for the purpose of ticking a box.

### **Suggested Activities - These need to take a longitudinal approach**

#### **CPD**

- **Article and Webinar on Unconscious Bias.** Emma Bolger is co-authoring a paper with Uganaa Ramsay from Skills Norway on Unconscious Bias. Once this has been translated it could be added to the CDI website. Emma is also delivering a webinar for Skills Norway on this topic and is willing to deliver the same for CDI members. Emma stressed the need for this article to be co-authored as voices need to be not solely white, middle class and female.
- **Sharing relevant Master's Dissertations.** A student at the University of the West of Scotland is doing their dissertation on Career Guidance and Ethnic Minority Clients. There may be potential for this to be shared at a later date.
- **CPD Newsletter Items to include relevant items.** The June edition of the CPD Newsletter on Career Theories featured an item on Black Lives Matter and a link for further information on a range of theories on stereotyping, culture, reflective practice and more, all contextualised to the careers and employment setting. The link to the [CMinaR](#) website contains Resources, PowerPoint slides and papers or book extracts offering many ideas for group and peer learning and reflection, as well as self-study.
- **Emphasis on the importance of Reflective Practice in relation to the Code of Ethics – Why did I do what I did? What drove my values and beliefs when working with this client?** There are learning outcomes on reflective practice in the QCD and a unit on this in the Level 6 Diploma where students reflect on their practice. The revised unit on reflective practice in the Level 6 diploma asks for this specifically in relation to codes of ethics. This could be re-iterated in one of the Professional Development Manager's regular articles in Career Matters and in the fortnightly CPD message to members produced by the PDM.

#### **Research/Finding out more about the needs of BAME members and BAME clients**

- **Virtual Meeting** to discuss the needs of BAME members and test the appetite for a Community of Practice.
- **Community of Practice for BAME practitioners to include students** – to answer the question, “where are people like me in the sector?” and to find out more about the needs of BAME members. Non BAME members could be invited to join to learn more about the work of BAME colleagues.
- **Commission Research** – on how to address this topic strategically.

#### **Recruitment**

- **Improve the “perception” of the careers role.** Career Pathways “Talking Heads” to be representative and include some BAME managers as role models.
- **BAME stories** can be very powerful – as written accounts or phone recorded videos on CDI website and/or Career Matters.
- Add text to the **Careers in Careers** recruitment page regarding appropriate language. Avoid terms which may deter applicants, e.g. salary on application; competitive salary.
- Lobby the DfE about **bursaries** to attract BAME applicants.
- Check with **QCD Centres** what they are doing to attract BAME applicants.

**Action:** To report the above to Stephanie Rix for her Board paper.

**CLAIRE**

## 6. Reviewing and re-presenting the Register

PSC members discussed the paper circulated before the meeting and agreed to recommend to the Board that:

- the condition that people holding a 20 credit or more qualification in Careers Leadership also need to be qualified teachers in order to join the Register as a Careers Leader be removed.
- The register be divided into two:
  - A. Registered Careers Practitioners (qualified to provide personal career guidance)
  - B. Registered Careers Leaders.
- The CDI publish on the website a quarterly list of both categories of registration to enable employers and potential clients to check if a person is registered and to seek further information if the person has a Register Profile via the Search the Register facility.

### Action:

To notify the CDI Board of these recommendations.

**CLAIRE**

## 7. Code of Ethics Case Study on how to support advisers working with challenging clients

PSC members discussed the revised case study produced by Elaine Newell and agreed that this is an excellent document and that the longer version should be used. It would be useful to add a point about training around actual client issues and trauma informed practice to the further reading section. Avril thanked Elaine for her work on both the longer and shorter versions of this case study.

### Actions:

To add the above to the further reading section and send to Claire.

**ELAINE N**

To house style and add to the website and promote via News by Email.

**CLAIRE**

To revise the Framework instructions to include a further reading section rather than this being a framework step.

**CLAIRE**

## 8. Supporting members working with challenging clients

PSC members had read the paper produced by John Walker which had been circulated prior to the meeting.

John summarised his paper and emphasised the importance of practitioners being able to read situations and emotions and respond appropriately. Members discussed the importance of challenging clients appropriately, unconditional positive regard, how body language can “give you away”, the importance of reflective practice and self-awareness and the need for professional curiosity and how this distinguishes professional practice.

PSC members thanked John for his work on this, said that this is an excellent and timely paper and agreed the following actions with John.

### Actions:

To write an article for January Career Matters on How to Challenge Clients.

**JOHN**

To contact Jan about delivering a two hour Online Expert Training session on Building rapport and Challenging Clients Appropriately.

**JOHN**

### Supervision

Vicki mentioned the demand from practitioners in her organisation to have supervision. Claire said that there had been a similar request from private practitioners asking for the CDI to set up a

Supervision Scheme. PSC members agreed that although setting up a scheme would be good that the CDI does not have the staffing capacity to do this as it would need to be open to all CDI members, supervisors would need to be trained and the whole process delivered and monitored. They agreed that guidance for Supervisors and Supervisees would be useful and members could then use this guidance when sourcing supervision. Claire mentioned that Rachel Mallows would be a useful person to involve in writing this guidance and that the content could be informed by a virtual sub group meeting involving Claire and Rachel and some PSC members.

#### **Actions:**

To contact John Walker, Vicki Love and Rachel Mallows for a virtual meeting in late August/early September. **CLAIRE**

To present the draft guidance at the next PSC meeting in November. **CLAIRE**

### **9. PSC Constituency Updates**

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

Lydia spoke about:

- how good the CDI response had been to the Covid-19 crisis and that she had had positive feedback on the CPD offer, webinars and online expert training.
- graduate LMI produced by Charlie Ball and Tristram Hooley.
- ISE report on the impact of Covid-19 on HE graduates.
- the need for templates and resources for self-employed practitioners.
- the need for further support for practitioners working remotely with schools.
- the fact that NCS staff are not allowed to provide ongoing support to clients.
- the ongoing NCS difficulty in recruiting Level 6 qualified staff.
- the need for a qualification as part of the Level 4 Apprenticeship.
- the Policy Exchange article on revitalising flexibility in learning and the need for more part-time study opportunities.
- the Centre for Social Policy article on rebooting training for disadvantaged adults.

Mark's notes covered:

- the change to virtual delivery due to lockdown.
- the importance of up to date LMI (Charlie Ball, Prospects Luminare and ISE).
- the amount of virtual CPD that is now available and choosing what to do.

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

Luisa's notes covered:

- SDS centres remain closed.
- all CIAG engagements are taking place by telephone.
- SDS has set up a dedicated helpline for all age enquiries, many of which relate to furlough and redundancy.
- SDS has developed a series of webinars, available to all via My World of Work on Interviews, College and University Applications and Employment.
- SDS has developed an online Careers Education package to support schools.

John spoke about:

- the dilemma facing some Careers Advisers in schools who have been asked to use personal phone and email addresses of pupils in order to conduct career guidance interviews. Ciara

mentioned that Careers Wales do hold such personal information and this requires secure storage in accordance with GDPR.

Claire suggested that a way around the above issue would be to ask pupils to phone the Careers Adviser. She also said that having a clear Service Level Agreement between the school and Careers Adviser could cover the means of communication to be used and she recommended reading: [Safe and ethical use of web videoconferencing for personal careers guidance](#) - CDI Position Paper (April 2020)

### **Career Education (Emma Bolger and Elaine Newell)**

Emma spoke about:

- the move to virtual delivery.
- appreciation of clear guidance from the CDI on revised QCD requirements.
- placements being a challenge due to employer capacity.
- recruitment being good but there is likely to be an impact on international students.
- some potential students having withdrawn as wanted face to face delivery, others are happy with virtual delivery.

Elaine spoke about:

- the impact on Year 11 and 12 transitions.
- visits and open days for Year 10 in the future will be a challenge.
- C&EC has issued guidelines and resources to support schools on Gatsby benchmarks 5, 6 and 7. More detailed guidance will be issued in September.
- extension to the Careers Hubs, an extra 882 schools joining Hubs.
- addition to Compass in relation to impact of Covid-19. Compass says that intention to deliver is not enough. Quality in Careers Standard says intention is enough.
- Northern Powerhouse – Mayor’s Office is supporting Building Back Better.

### **Scotland (Elaine Watson)**

Elaine said that:

- her comments are similar to Luisa’s on SDS.
- many students have been removed from work-based learning.
- all delivery has moved online.
- there is a huge impact on graduates and the labour market and extra student support is being provided.
- the Graduate Outcomes Survey is being released but the landscapes is now so different that this will be a challenge to translate into meaningful information for students.
- remote internships and placements are being discussed.
- CDI webinars had been well received including the Graduate Network Event for QCD Graduates which enabled 25 students to speak with career development professionals in Scotland.
- CDI Project Associate (Scotland), Nicola Hay has left this position as she is having a baby. The CDI is appointing a replacement.

### **Wales (Ciara Bomford)**

Ciara said that:

- Careers Wales is providing career guidance by telephone and piloting video interviews.
- there has been an upsurge in adult appointments.

- a great deal of training happened online pre-Covid-19.
- observation of trainee Careers Advisers is taking place digitally.
- lockdown has had a massive impact on the Welsh economy.
- REACT – money for retraining of redundant workers is being administered via Career Wales which may lead to Careers Wales redeploying staff to deliver this.
- schools are open and staff are back in school delivering career guidance with appropriate Health and Safety measures in place.
- three Career Wales offices will re-open in September.
- recruitment continued during lockdown.
- Coaching Circles to share and provide emotional support, delivered by CDI Project Associate (Wales), Carolyn Parry will be rolled out.

### England (Vicki Love)

Vicki said that she had contacted all Regional Reps in England for comments to add to her report but had received no replies.

Vicki covered:

- phone engagements with clients.
- the need for advisers to learn more about the presentation skills needed to deliver webinars.
- the fact that the South East Regional Meeting in March was successful.
- the training that is taking place for Advisers in bite size sessions.

## 10. 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.

### 11. Working with Partners: Guide to the Code of Ethics

PSC members discussed the format of the proposed document and agreed on headings relating to each of the Code of Ethics principles followed by guidance on how to implement this in the workplace.

#### Action:

To convene a sub group (CJ, EN, LL and CB) to meet late August/early Sept to produce a draft for discussion at the PSC meeting in November. **CLAIRE**

### 12. Pathways in Careers (see attached paper)

Avril covered the content of the attached paper, produced following the sub group meeting in March. PSC members suggested the need for more diverse interviewees e.g. women, age and BAME as at the moment the proposed interviewees are all men. Work on this will resume in Quarter 3/4 depending on budget availability for filming and any Covid-19 restrictions.

#### Action:

To send suggestions for interviewees to Avril. **ALL**

### 13. PSC Elections

Avril has spoken with Monica Lemecha about the need for elections to fill the vacancies on PSC. Avril said that the person from Northern Ireland who had been interested is no longer able to take part. Until such time as new PSC members are elected, existing members who will eventually change constituencies will continue to represent their original constituencies.

#### 14. Updating the CDI Blueprint

Claire explained that the *CDI Blueprint on Learning Outcomes for Professional Roles in the Career Development Sector* first published in December 2016 is being revised. Initial revisions are being undertaken by a sub group of QCD Leaders (Anne Chant, Marjorie McCrory, Tom Staunton and Nicki Moore) chaired by Claire. The sub group will meet again in August and the draft version of the Blueprint will then be considered by a sub group of PSC representing the home nations.

The next iteration of the document will then be presented at the PSC Meeting in November.

#### Action:

To meet as a virtual sub group in September/October to consider the draft.

**CLAIRE, VICKI,  
CIARA and LUISA**

#### 15. Mentoring Scheme Update

Claire said that 25 CDI trained Mentors have kindly offered their services again for the Mentoring Scheme which will start in September. There is a call for mentees in News by Email (June 29<sup>th</sup>) and Claire will match mentors to mentees.

#### 16. Student members - additional benefits

Claire covered the new CDI benefits for CDI Student Members: termly newsletter, webinars on job search, networking and the CDI role in policy development.

#### 17. AOB

Lydia mentioned that she has had an article published in the *British Journal of Guidance and Counselling* on the application of career guidance theory to practice.

#### 18. Date of next meeting

Wednesday 11<sup>th</sup> November 2020.

Virtual/venue to be advised.

**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 Guide; Supervision Guidance; Blueprint Draft; AOB and date of next meeting.

*Claire Johnson, Professional Development Manager and PSC Secretary, 4<sup>th</sup> July 2020.*