

Present: Avril Hannon (PSC Chair), Ciara Bomford, Elaine Newell, Luisa Moreno, Vicki Love and John Walker.

Joined by GoToWebinar: Elaine Watson (until lunch), Mark Yates (part of the morning) and Lydia Lauder (until 2.30 pm but couldn't be heard after lunch).

In attendance: Nicki Moore (morning only), Dave Cordle and Claire Johnson.

1. Apologies: Emma Bolger

2. Introductions:

Avril welcomed everyone to the meeting and explained that Dave Cordle (CDI President Elect) was attending the meeting to understand more about the work of PSC.

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, Luisa Moreno - National Executive, Skills Development Scotland, John Walker – Managing Director of Peninsular Training and Vicki Love – Guidance and Development Manager, CXK.

3. Declaration of Interest: - None

4. Action notes of the meeting held on 15th May 2019, true record and matters arising

The Action Notes were agreed as a true record.

Claire stated that all Actions from the notes of the last meeting had been undertaken and that further discussion would happen during the meeting as many topics were on the agenda.

Elaine N mentioned that she had looked at Susan Meldrum's work on group career guidance and reported on this to Inspiring IAG. Elaine will contact Susan to see if she would be willing to speak to Quality in Careers Standard providers.

5. CDI Digital Strategy and Code of Ethics

Nicki Moore presented highlights from the research she has undertaken on behalf of the CDI, Understanding the digital skills of the UK Career Development Sector: A report by the International Centre for Guidance Studies. The PowerPoint used by Nicki is included with these Action Notes.

Actions:

To add to the PSC Agenda for the next meeting, discussion of the recommendations for PSC in the presentation:

CLAIRE

- the ethical implications of chatbots/virtual assistants (using algorithms which do not lead to impartial guidance).
- the use and implications of the presence of digital assistants (Alexa/Hello Google) in the guidance space and that this is fully understood and mitigated.
- how to ensure that any review of professional standards, e.g. the Blueprint include and embed digital skills.
- how to ensure that any meetings charter developed by the CDI Board which includes access through digital communications is fulfilled.
- how the CDI should develop guidance for organisations who wish to improve the digital skills of the workforce through their job descriptions.
- the need for further case studies of the ethical considerations in relation to the use of digital technology.

In relation to the presentation, John, Ciara and Luisa stated that they agreed on the importance of the use of digital skills, especially when working in rural areas. Luisa said that SDS is working on a non-face to face learning offer, to allow practitioners to reflect on how existing career guidance skills can be used in a digital setting.

Lydia commented that most Open University delivery is by digital means and that it is important to define digital including the use of the telephone. It is also key that practitioners know how to use guidance skills through different media.

Elaine N said that it was important to consider issues of equality, inclusion and access and that both the practitioner and the client needs to be comfortable with the technology being used and that there is still a need for face to face career guidance.

All PSC members agreed that the current Code of Ethics already covers the use of digital technology in sufficient detail but a case study on digital career guidance would be a useful addition to the suite of case studies.

Action:

To let Avril know of anyone who could help PSC with such a case study from a digital perspective.

ALL

6. Career Conversations (Pathways in Careers)

Avril reminded PSC members of the purpose of this activity – to promote the diversity of roles in the sector to potential applicants, students and those people considering a move within the sector. She said that the title of the work is Pathways in Careers and that the PSC sub group (Avril, Lydia, Elaine Watson, Emma and Ciara) has now met by webinar twice, in June and October 2019.

Avril reported that the sub group recommended starting with a small number of high quality videos of practitioners talking about their role and that the number of videos can be expanded over time. Elaine Watson has produced a pilot video and the sub group have considered a range of questions which the practitioner answers during the video. Avril commended Elaine on her excellent work on this.

The sub group suggested that the CDI contracts with a videographer to manage the filming and to ensure quality and consistency.

Having watched the video produced by Elaine, the sub group members suggested that a person should ask the questions to be answered by the practitioner so that the video does not appear to be

too scripted. The video should last no more than ten minutes and having some graphics and music would enhance the professional nature of the video.

Lydia stressed the need for all contexts in which practitioners work to be emphasised.

Actions:

To write a paper for the Board meeting in January to make recommendations for a budget for this work. **AVRIL**

To find out more about the roles of those people whose names have been put forward as possible participants. **AVRIL**

To include a National Careers Service practitioner and a person from Careers Service Northern Ireland. **AVRIL**

To follow up her contact with Jan about UKCDA winners as possible participants. **AVRIL**

To identify a SDS Adviser who had gone through a learning pathway as a Trainee Careers Adviser through to completing the QCD. **LUISA**

7. CDI Fellowships

PSC Members had received the updated Board paper on Fellowships in advance of this meeting.

Avril explained that there will be a Panel of two Board members and two PSC members who will decide on the CDI Fellowships based on the recommendations made by the Board and PSC.

The Board Panel members will be Julie-Anne Jamieson and Kath Wright.

John Walker and Mark Yates volunteered to represent PSC on this panel. (Post meeting Avril has informed Jan of these two names).

PSC members made suggestions of five names of people who they would recommend for CDI Fellowship. (Not recorded here for the purpose of confidentiality).

Actions

Those who put forward a name to provide five bullet point reasons for their recommendation and send these to Avril by 21st November. **EN, MY, LL and CB**

To compile the list of names and reasons and circulate to all PSC members for a decision on the final three names to be put forward to the Panel. **AVRIL**

8. PSC Work Plan

Avril explained that the Board had asked for a PSC Work Plan. The current work plan was circulated to PSC members in advance of this meeting. Lydia asked for clarification of the dates and it was stated that the work plan covers the financial year and that the next work plan would be for April 2020 to March 2021 with some items from the current plan being carried forward.

Avril stressed that it is important that PSC makes progress with all items on the work plan and that any items need to be achievable given the parameters of the time available from PSC members to undertake the activities.

Luisa asked for an update on the revision to the National Occupational Standards: Career Development (NOS: CD) and if this would be included in the Work Plan. Claire explained that the

tender to revise the NOS: CD had come out in the summer but the CDI had not been informed. Subsequently the contract was awarded to Community Learning Development Scotland who then sub contracted to a small organisation called Aspire. The revision work is currently on hold as the two organisations cannot agree a contract.

In response to a question from Avril about if the CDI would tender should the contract become available again, Claire replied that this would depend on the financial value of the contract as there is a great deal of work involved in this type of work.

Claire also mentioned that revised NOS: CD will only apply in Scotland, Wales and Northern Ireland as England now has the Higher Apprenticeship Standard: Career Development Professional. The revised NOS: CD would need to be applicable in England even if not used there.

9. Code of Ethics – case study from Corinne Holden on working with a client who is overweight

The case study produced by Corinne had been previously circulated to all PSC members.

PSC members agreed that this is a useful case study and Ciara suggested that it would also make a useful article for Career Matters.

Action

Following discussion it was agreed that Claire would contact Corinne and make the following suggestions for changes to the article which would then come back to PSC at the next meeting for approval and adding to the website. **CLAIRE**

- Change ‘overweight though friendly and professional’ so that this does not read as though people who are overweight are often not friendly and professional.
- Take out *you are surprised* from Step 4.
- Check HR and CIPD literature for any useful sources of information.
- Mention the need for Reflective Practice and the need to guard against unconscious bias
- Exploring with the client if she feels that her weight is an issue.
- Asking the client to identify the reasons why she feels she has been unable to find employment.
- Suggest that the importance of looking after health and well-being as part of searching for and maintaining employment may be a way into approaching the subject of the client’s weight.
- Add in a section on the need to develop skills in asking difficult questions and the use of different questioning styles to enable a client to develop self-awareness.

10. Professional and National Constituency Updates

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

As Lydia and Mark both attended the meeting virtually and had left the meeting by this stage, Claire presented their notes on their behalf.

National Careers Service - the areas that are most pertinent are:

- Recruitment challenges due to lack of availability of qualified and experienced staff – is there anything CDI can do to support National Careers Service with this? For example could they get involved in any pre-recruitment training? Can they build qualifications? It is very difficult to

undertake these areas in a Payment by Results contract. One prime recently undertook a Trainee Careers Adviser Campaign. Their rigorous capacity building programme was very similar to what we undertook in GM with LSC Capacity Building Funding but at the time we had 5 times more funding as it covered qualifications and a contribution to the salaries whilst training (and that was prior to PBR contract)

- It is reported that the QCD take up across National Careers Service is very low – can CDI influence this? Can they prepare QCD for National Careers Service placements or maybe some sort of screening process?
- There is a need for a level 4 as opposed to L6 Apprenticeship as a starting point, Level 6 is too high an expectation for an apprenticeship in National Careers Service.

Claire said that it is difficult for the CDI to offer pre recruitment training as this would need to be funded and who would offer this funding?

Claire mentioned that offering placements to QCD students would be a means by which the NCS could show to potential applicants the range of employment opportunities available. Vicki suggested that QCD Centres could invite their local NCS contractor to give a talk to students.

Claire said that an item provided by the CDI on offering QCD placements had been included in a recent NCS Newsletter to all NCS staff.

In response to the comment on L6 being too high a level for NCS staff, Claire replied that the CDI position is that Level 6 is required for professional career guidance delivery and that the funding of the NCS means that level 4 staff are often employed in career guidance roles.

HE News:

What do graduates do? Regional edition 2019/20 was published in October 2019. It is a region-by-region guide to graduate destinations in the UK, six months after graduation.

- It is based on data from the Higher Education Statistics Agency's (HESA) Destinations of Leavers from Higher Education (DLHE) 2016/17 survey, and the Employer Skills Survey 2017. The report was produced by Prospects and AGCAS on behalf of HECSU.
- Some pointers from 2016/17:
- 58% of graduates remained in the region they studied in to work, 69% went to work in their home region, 45% never moved - studied and then worked in home region. Thus there is not 1 national graduate labour market.
- Each region has got a breakdown of stats in the report, including top 10 industries entered and top 10 professional level jobs, so definitely worth a read for Career Advisers.

Wales (Ciara Bomford)

Ciara reported on the Gatsby Benchmark pilot that is taking place in the Valleys. She said that the Welsh Forum on the Gatsby Benchmarks had been very well attended as had the CDI Regional Meeting (canapés and prosecco had been well received). Careers Wales continues to recruit trainee Career Advisers.

Working Wales has now been running for six months. Staff are training in the use of a new CAT tool to calculate the risk of long term unemployment. The training provider then receives additional funding. This will be launched after Christmas. Staff have concerns that as the CAT tool takes a long time to complete then there is less time for career guidance.

Ciara will be delivering a Leadership Development programme for 32 potential managers in Careers Wales.

Thirty Careers Wales staff have signed up to undertake the Level 3 Apprenticeship in Digital Learning Design.

Scotland (Elaine Watson)

Claire presented the notes which Elaine had sent to her as she was unable to stay for the afternoon session of PSC.

CDI Scotland Committee met on 1st October in Glasgow. Nicola Hay, Project Associate for Scotland, has been working to look at ways of helping Scottish CDI members to keep in touch with Institute developments and she discussed her ideas and plans:

Aiming to offer four *new* Members' Meetings, annually

Two through the remainder of this financial year: October 1st and second meeting in January (January date TBC)

Future dates – January 2020; April 2020; July 2020; October 2020; January 2021 etc

Member meetings will follow a standard format based on themes identified as relevant to members:

Introductions; speaker presentations (2 where possible); an activity; discussion; update on CDI business/activities

From April 2020, three free open seminars/workshops annually to take place in Glasgow, Edinburgh and Stirling/Perth – trial in 2020-21 – Scottish members to be encouraged to suggest topics or any ideas about the nature of these seminars and to get in touch with Nicola.

AGCAS Scotland – Annual Conference took place on 18th June at University of West of Scotland Hamilton Campus. Theme was *“Challenge, Change and Context – the 4th Industrial Revolution through the lens of the Scottish Labour Market”*. Keynote speaker was Charlie Ball from HESCU. Delegates had a day of workshops surrounding this theme and an opportunity to share and compare notes across the Higher Education Sector in Scotland.

Careers Education (Elaine Newell)

Elaine reported on her work as an Assessor for the Quality in Careers Standard and said that although early days it does appear that there is now a more joined up approach as a result of Careers Leader training and the careers strategy in schools. She is seeing much greater use and appreciation of the CDI Framework. She said that the Ofsted Common Inspection Framework emphasises career development skills, LMI and resilience and as this is similar to the criteria used in the Quality in Careers Standards that this is beginning to make a real difference.

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

John commented on the C&EC funded Careers Leader training he is delivering in the South West on behalf of the CDI. He said that Careers Leaders now see their role more strategically and realise that the Gatsby Benchmarks are a framework and that this does not in itself ensure quality of delivery. He said that Careers Leaders now appreciate the value of measuring impact and that the training covers how to do this effectively. There could be a market for courses on Strategic Thinking. He mentioned that there is a need for Enterprise Advisers to think in a more strategic way too.

He said that there is an increased interest in career consultancy and how to identify what is working and what is not. Career Leaders want an honest appraisal of what is happening in schools.

Luisa said that staff in Skills Development Scotland use the Careers Education Standard and the Career Management Skills Framework.

She said that SDS provides placements to 48 QCD students across 27 centres and that SDS really values having QCD students on placement. She suggested that an article for Career Matters from an employer perspective on the value of offering QCD placements would be useful.

Luisa said that the CIAG strategy in Scotland is under development and will lead to a reshaping of service delivery and that she may be able to say more about this at the next PSC meeting.

England (Vicki Love)

Vicki said that she had experienced some difficulty in emailing the Regional Reps in England for their input but that this should be resolved for the next PSC meeting.

From a Kent perspective she said that staff were finding it important to state at the start of interviews if their impartiality was compromised due to the nature of the contract being delivered.

She said that the wording of Gatsby Benchmark 8 around “sufficient capacity” was proving problematic and that there was some “fudging” of this by schools.

Enterprise Advisers were also confused as to how to interpret the Gatsby Benchmarks.

She said that CXC staff appreciate being able to use the letter RCDP after their name as they are all on the Register.

She suggested that there is a need for supervision and more mentoring offered by the CDI.

Actions as a result of the professional constituency reports:

To suggest to QCD Leaders that they invite NCS providers to talk to students. **CLAIRE**

To talk to Jan about Strategic Thinking training **CLAIRE**

To discuss supervision and the further roll out of the CDI Mentoring Scheme with Jan **CLAIRE**

To discuss with Luisa an article on the value of QCD placements **CLAIRE**

To add to the next PSC Agenda, discussion of how practitioners can manage issues of impartiality, particularly when contractual obligations make complete impartiality very difficult **CLAIRE**

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 its evaluation, QCD recruitment, UK Register of Career Development Professionals numbers and CPD Monthly Newsletters and CPD Resources Area.

Claire updated PSC members on the further increase to C&EC cohorts since she wrote the paper in October and the postponement of the Full Level 6 Diploma in Career Guidance and Development delivery until March/April 2020.

As the paper concluded with an Action for PSC members to promote the CDI Academy courses it was agreed that as this is not appropriate for all PSC members to do then this action would be taken as relevant by those PSC members who can do this.

11. Working with Employers

As Lydia was unable to be present to put forward her ideas on this it was agreed to defer this item until the next PSC meeting.

12. PSC Report for the Annual General Meeting in December 2019

The report written by Avril had been previously circulated to PSC members. This was accepted by all PSC Members and Avril will present this at the AGM in December at Gateshead.

13. Ideas for promoting the UK Register of Career Development Professionals

Following discussion these Actions were agreed:

Actions:

To look at ways in which completing QCD students can be encouraged to join the Register and what deters them. (Telephone survey already planned by the CDI to do this) **CLAIRE**

To discuss with Jan what is made available on the home page of the website and whether items could be moved so only available to Members or people on the Register. There could be a page advertising what is available and inviting people/members to sign in in order to access these benefits/resources. **CLAIRE**

To produce a recorded webinar on the benefits of being on the Register featuring 10 minute slots from **JOHN** and **CIARA. CLAIRE** to co-ordinate this and ask Dave Cordle if he would like to be involved.

To promote the use of RCDP and the lapel badge further. Vicki said that this has really helped with self-esteem at CXX. **CLAIRE**

To consider using the existing/or new brief Register Profiles as part of a Twitter campaign. **CLAIRE**

To look at revamping the existing brochure on promoting the Register to employers. **CLAIRE**

14. Ideas for supporting members working with challenging clients

Following discussion these actions were agreed:

To send Claire the electronic documentation produced for Connexions. **JOHN**

To produce a paper for the next PSC meeting on the work he had done in Adult Social Care and for Career Connect on working with NCS clients who have a challenging lifestyle **JOHN**

To complete her case study for discussion at the next PSC meeting (deferred at the Chair's request from this meeting). **ELAINE N.**

15. Any Other Business – none.

16. Date of next meeting – Thursday 20th February 2020. Birmingham, venue TBC.

Agenda items for the next meeting: Apologies; Declaration of Interest; Action Notes and Matters Arising; Professional Development Update from PDM; PSC Constituency Update on Pathways in Careers; Update on Register Webinar; Working with Employers; Digital Strategy and the Code of Ethics; Supporting members working with challenging clients; Draft Ethical Case Studies; How to explain impartiality, PSC Work Plan; AOB and date of next meeting.

Claire Johnson, Professional Development Manager and PSC Secretary, 12th November 2019.