

**Action Notes**

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**Present:** Avril Hannon (PSC Chair), Pat Pugh, Lydia Lauder, Elaine Newell, Janet Davies, Becky Towner, Ruth Winden and Siobhan Neary.

**In attendance:** Liane Hambly and Claire Johnson (PDM and PSC Secretary).

**Apologies:** Susanne Christian (PSC Member) and Jan Ellis (in attendance).

**1. Declarations of Interest:** None.

**2. Action notes of the meeting held on 5<sup>th</sup> June 2017**

These were agreed as a true record and have now been added to the CDI website.

**3. Matters arising**

PSC members reported that problems with recruiting professionally qualified staff is more widespread than just the North West.

In response to a question about the CPD Monthly Newsletter Claire said that the number of times the links have been accessed can be counted via Bitly. She also mentioned the Survey Monkey response that this Member benefit is proving popular.

**Actions:** To produce a discussion document on the CPD Newsletter, including Bitly hits for the last two editions and summary of the Survey Monkey so that PSC Members can suggest further ways in which this and the CPD Resources Area can be enhanced. **Claire.**

To check the use being made of the Newsletter by Careers Wales members. **Janet.**

Concern was expressed by PSC members about the delay in holding elections for PSC as there is a long standing vacancy for Northern Ireland and Liane has attended the last two PSC meetings "in attendance" as this vacancy also needs to be resolved.

**Action:** To mention this in her PSC Report for the AGM. **Avril.**

**4. Professional Development Update**

Claire presented this paper which had been circulated prior to the meeting. Key points to note are:

**OCR Centre Approval:** Delivery of the CDI Certificate in Careers Leadership has begun. Seven candidates started in Swansea in September and nine in Birmingham in October. The London cohort has been postponed and will start on 13<sup>th</sup> February 2018. There has been interest in having the courses delivered more locally and following the publication of the Careers Strategy, due in November 2017 it is hoped that more people will come forward for this training.

There has been interest from staff in Belfast for the CDI Certificate in Career Guidance Theory but little interest from elsewhere. The go ahead for this is subject to a business case currently being done by the Northern Ireland government.

**Mentoring Service:** Training for 28 Mentors delivered by Rachel Mallows and Claire took place over the summer. Claire paired the 35 mentees with their mentors and the pilot started on 6<sup>th</sup> September. It is due to finish on 28<sup>th</sup> February and will be evaluated by Claire with a view to this being rolled out, subject to satisfactory evaluation and Board approval of associated costs from April 2018.

Ruth who is one of the Mentors reported that Rachel was a fantastic trainer and that her experience of being a mentor is very positive. Ruth has had experience of four mentoring schemes and said that the CDI is the best she has experienced. PSC members expressed their thanks to Claire on her hard work in making this pilot happen.

**Action:** To provide an update for the next PSC meeting.

Claire.

**Apprenticeships:** Claire reported that three people (two from Fife Council and one from SDS) have now completed their Scottish Modern Apprenticeship and the remaining apprentices for both the Modern and Technical Apprenticeships are making good progress.

In England the Expression of Interest to develop a Higher Apprenticeship Standard: Career Development Professional was approved by the Institute for Apprenticeships. The draft Higher Apprenticeship Standard and End Point Assessment are currently being consulted upon by the Employers' Group, HEIs/Training providers and other interested parties. Claire is working with Michelle Stewart to support the employers' group in this development work.

**QCG/D Developments:** 118 students started the QCD in September. Derby and CCCU will have a further intake in January 2018. The Scotland Student Conference will take place at UWS on 22<sup>nd</sup> November and the England Student Conference at Derby on 28<sup>th</sup> March 2018. The Moderator Team has visited all seven centres to moderate QCG/D portfolios and has produced a report on how centres organise placements and work-based learning.

**PSC Update for Career Matters:** Avril and Claire produced an article for the October edition and will do so again for the January edition.

**UK Register of Career Development Professionals:** There are currently 1323 people on the Register.

Prior to the meeting Claire had circulated the new briefing for Employers on the Benefits of staff being on the Register. She also mentioned the two new offers of joining the Register for £55 plus a free copy of CPD for the Career Development Professional for members and a joining price of £25 for recently completing students plus a copy of the book. Since 2<sup>nd</sup> October 2017 this has resulted in 30 new registrants. Offer ends on 30<sup>th</sup> November 2017.

**CPD Resources and Monthly Newsletter:** New sections on International work and Master's dissertations and PhD Theses have recently been added to the CPD Resources area. The Newsletter continues to be well received. The CPD recording area has been simplified and is now more in keeping visually with the rest of the CDI website.

**Project Associates – Scotland and Wales:** Pam Crawford is the new Project Associate for Scotland and Carolyn Parry for Wales. Both posts are two days per month and include membership communication/engagement; recruitment; lobbying; relevant task groups and running/organising CPD events.

**Staffing:** Tracie Parkes is the new part-time Membership Services Assistant (Register and Qualifications).

## 5. Verbal Updates on Professional Development in the Constituencies

**Career Coaching and Consultancy:** Ruth and Susanne (via Ruth). Ruth reported that the public need to be more aware of the availability of career development services and the role of the CDI in assuring these via the Register.

Ruth mentioned that Trade Unions and Age UK use people to provide career advice and suggested that the CDI liaises more with such organisations to promote the benefits of CDI membership.

PSC members agreed that the CDI work on supporting those who work with adults needs to be more visible, including the impact of Brexit, the role of career development in strategic planning, workforce planning, LEP Strategic Plans and the use of Higher Apprenticeships by older workers.

**Action:** To put on the Agenda for discussion at the next PSC meeting what the CDI can do to raise the profile of work with adults and the need to support lifelong career development needs. **Claire.**

**Careers Education:** Elaine mentioned that the various political parties made no mention of careers at their party conferences with the exception of Labour who said that they would improve careers advice. She said that the Careers Strategy is due in November and that there will be new legislation via the Technical and FE Act 2017 in January 2018. She also mentioned the State of the Nation document produced by the Careers and Education Company and the new Compass Evaluation Tool. She expressed frustration that a C&EC press release recently missed off Personal Guidance and that when this topic is covered on a C&EC PowerPoint that it is frequently covered as a young person simply having an action plan and nothing more.

**England:** Siobhan covered the new Opportunity Areas, the key objective of which is to raise aspiration for disadvantaged young people. She suggested the need for a careers strategy from primary level through to post 16 and that more work needs to be done with colleges. All PSC members agreed that the C&EC view of having four meaningful activities with employers is a start but there is a long way to go.

Siobhan suggested that there is a need for the CDI to look at how it can support members and stakeholders to look at more strategic and sustained approaches to supporting career development for people of all ages.

She also mentioned some work carried out by CCCU on what practitioners want from their CPD. This showed that people would like quick wins, e.g. Tips for Career Advisers and short inputs on LMI rather than CPD sessions which take more time to do.

**Wales:** Janet said that “Changing Lives” is having an impact on how Career Advisers manage their caseload in schools. There are now Account Managers to look at the use of face to face versus online interventions. There is emphasis on Career Advisers developing digital skills and being “smarter” in how work is carried out across Wales. CPD is increasingly being provided by webinar and video.

She said that Careers Wales has recently recruited 10 Trainee Career Advisers some of whom are Welsh speakers and who will undertake the QCF Level 6 Diploma in Career Guidance and Development. Twelve people have started the Diploma in Business Engagement with a further twelve starting in March 2018. Seven people are undertaking the CDI Certificate in Careers Leadership.

She suggested that CDI webinars organised by Project Associate, Carolyn Parry require more notice to staff which will encourage take-up and that more information on what Carolyn is proposing will prevent duplication of effort.

**Action:** Guidelines on caseload management which would be useful to share with QCD centres please send to Claire. This is a new Learning Outcome and centres would appreciate support with what is being done in the sector as regards caseload management. **All.**

**Scotland:** Pat mentioned the Modern and Technical Apprenticeships, previously covered by Claire. She said that Pam Crawford has replaced Vivienne Brown as Project Associate for Scotland and that Pam is talking to SDS about more collaborative work with the CDI in Scotland. She said that SDS is supposed to have a CPD role for the whole sector but tends to focus on internal staff. This could be an opportunity for the CDI to do more work with the wider career development sector in Scotland.

**Career Guidance/Coaching:** Liane and Lydia mentioned the need to raise the profile of adult career development work. Lydia said that there are some excellent statistics and reports about the work being undertaken by the National Careers Service and that these deserve more publicity via the CDI. Lydia said that the current NCS contracts are being rolled over until September 2018 and that the direction of travel is towards a more digitised service with intensive career guidance for certain groups. Prison Services will have more autonomy in buying in services. She suggested that the CDI could do more to highlight best practice by NCS staff and that this would help to encourage membership.

Lydia mentioned that the NCS Primes are putting together a PR Strategy and that it could be useful if the CDI could endorse this.

**Action:** To discuss this with Jan.

**Claire.**

Liane suggested that more could be done to encourage QCD students to look at the NCS as a place to work rather than at HE as this can be more about employability than career guidance. Claire mentioned that the NCS is not always keen to offer placements. If students were able to go on placement with a NCS they could see what is on offer.

**Action:** To discuss running webinars for QCD students on what the NCS can offer. **Lydia and Claire.**

To discuss with Jan the idea of producing 5 minute podcasts from NCS staff – Who they are/Where they work/ Who their clients are/ what they do and what they like about their job. **Claire & Liane.**

## **6. Ethical Case Study – Mental Health and Equality**

PSC members discussed the case study produced by Liane. Elaine made various suggestions on Child in Need meeting, CAF and the need for the Career Adviser to be part of a working group of professionals considering this issue. As there was some disparity between what may happen in an ideal world and what can happen in practice it was agreed to discuss this further at the next PSC meeting and to consider what support a Career Adviser would need in such a situation. *Post meeting* Liane has done further work on this and received more comments from Elaine but further face to face discussion would be beneficial.

**Action:** To put on the Agenda for the next meeting.

**Claire.**

## 7. Code of Ethics

Claire reported that she had received an email from the Welsh government concerning the wording of the Equality Principle and that at the last PSC meeting members had discussed the wording of the principle on Confidentiality.

PSC members agreed that it would be timely to revisit all of the principles in the Code of Ethics. Pat suggested the need to keep them simple and understandable and refer readers onto the Case Studies for further explanation of how these can apply in practice. All agreed that it would also be useful to add information about the new Data Protection legislation, Fundamental British Values, the legal constraints of confidentiality and relevant legislation relating to any of the principles. Becky suggested that the poster size version of the Code of Ethics needs to be understandable by all clients and perhaps consideration should be given to having a Statement of Entitlement alongside the Code of Ethics.

### Actions:

To look at the Code of Ethics and let Claire know of any ideas/gaps by end of November. Avril and Claire will then look at these and prepare an item for the next meeting. **All.**

To put on the agenda for the next meeting **Claire.**

## 8. Quality Assurance of Interviews

Elaine reminded PSC members of the background to this work, that a simple and accessible means of quality assuring career guidance interventions is needed for those people who are employed or self-employed and working in schools and colleges.

Elaine had made some revisions to the previous version. These were agreed by PSC members and Elaine will do some further work to add the NOS: Career Development, change the title to CDI Recommendations for Quality Assurance Criteria: Career Development Intervention Observation/Self Reflection and change the format so that it can be used for observation by an “assessor” or as a means of self-reflection by the practitioner. A further question to be added on what the client gained from the intervention. The Nature of the Intervention: can be left blank so that the document can have applicability across the sector and not simply in schools/colleges and career guidance changed to career development throughout the document, again to increase its applicability. The accompanying document to include encouraging the use of the document for self-reflection as well as observation.

**Action:** To make the above changes by end of December and send to Claire. **Elaine.**

To circulate to all PSC members for comment by mid-January 2018 and to place on the agenda for the next meeting. **Claire.**

## 9. Career in Careers

Following discussion at the previous meeting of the iCeGS/CDI supported research into a Career in Careers, PSC members were asked for suggestions on how to make career development more accessible as a career. Suggestions were:

- Podcasts from across the sector from a diverse range of practitioners.
- Podcasts from QCD students on what attracted them to join the profession.
- Podcasts from experienced/retired members on what they would like to say to the next generation of practitioners.

- Targeting graduates from relevant degree courses, e.g. Youth and Community/Occupational Psychology/Human Resources. This could be done by QCD tutors and where there is no QCD centre by the university careers service.

Suggestion was also made by PSC members that it would be useful for the CDI to have a PR Campaign/Strategy to promote the value of career development for all ages, the role of the CDI and what is involved in working in different parts of the sector. Claire explained that this would have time and cost factors which would need to be considered. Suggestion was made that perhaps this work could be sponsored or done by an intern.

Claire mentioned that 2018 will be the CDI Year of Networking and Membership Engagement and that it would be useful to have PSC members involved in this and in making contact with relevant organisations such as CIPD, Age Concern, NHS, e.g. NHS (Wales), Law Society, trade unions and the wider career development sector who may have interest in the Higher Apprenticeship: Career Development Professional.

**Action:**

To discuss further with Jan and as Jan will attend the next meeting to add this to the agenda. **Claire.**

**10. CDI Business Plan and Strategic Plan**

Claire asked PSC members to consider how they are involved in helping to deliver certain aspects of the Business Plan.

Pat made a plea for the Strategic Plan to have more of a UK wide focus.

Ways in which PSC members are involved in delivering aspects of the Business Plan:

- Ruth is piloting the Competency Route to the Register and will send her portfolio to Claire by 1<sup>st</sup> December for review by the end of January and reporting at PSC.
- Knowing the makeup of the CDI membership would be useful to know so that any gaps can be identified. This can be achieved if the relevant fields in the electronic application form for membership are made mandatory.
- Lydia mentioned the NCS Workforce Development Survey which contains a lot of information on the makeup and qualification of NCS staff.
- PSC members can contribute ideas on the further development of the CPD resources area. (see Matters arising above)
- Involvement in promoting the profession by delivering webinars on NCS and the breadth of the profession (see 5 above)

**Actions:**

To contact Ray Plummer at NCS for a copy or summary of the NCS Workforce Development Survey. **Claire.**

To talk to Ruth about establishing a North East Regional Group, **Claire**

**11. UKCDA**

Claire reported that following feedback from the last meeting and work by Avril the judging criteria have now been amended to include common criteria for all awards and then criteria specific to each award. The invitation for entries has now gone out. She had previously circulated the flyer with the categories and deadlines.

**Action:** To email Claire by end of November to say which categories you would like to judge. **All.**

## 12. Annual Conference

The majority of PSC members are attending Annual Conference and encouraging others to do so.

## 13. Any Other Business

Claire said that the Board would like to see PSC members considering their time on PSC as a stepping stone to a role on the Board and that Jan would be happy to explain the role of a Board member at the next PSC meeting. All PSC members agreed that this would be a useful item.

**Action:** To invite Jan to do this.

**Claire.**

Avril mentioned that she will be presenting a paper at the AGM at the Annual Conference on the achievements of PSC over the last year.

As this was Pat Pugh's final PSC meeting Avril and PSC members thanked Pat for her many years of service on PSC and predecessor committees and for all her work on the NOS: CD and Scottish Apprenticeships. The group presented Pat with a card and will join her for a "wee dram" at Conference.

## 14. Date of the next meeting

Tuesday 30<sup>th</sup> January 2018. Likely venue: Jury's Birmingham.

**Agenda items for the next meeting:** Apologies/Declaration of Interest/ Action Notes and Matters Arising/Professional Development Update from PDM/PSC Constituency Updates on professional development and CPD /Ethical Case Study - Mental Health/ Code of Ethics - updating /Assessment and Quality Assurance of Career Development Interactions/Role of Board Members/ CDI Digital Strategy/Update on the Competency Route to the Register/Discussion of CPD Resources area and ideas for further development/ Update on ways to promote the profession, the CDI and lifelong career development/ AOB and date of next meeting.

**Claire Johnson**  
**Professional Development Manager**  
**7<sup>th</sup> November 2017**