

## Action Notes

---

**Present:** Avril Hannon (PSC Chair), Susanne Christian, Lydia Lauder, Elaine Newell, and Siobhan Neary.

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

- 1. Apologies:** Janet Davies, Becky Towner and Mark Yates
- 2. Declarations of Interest:** None.

### **3. Action notes of the meeting held on 30<sup>th</sup> January 2018, true record and matters arising**

The Action Notes were agreed as a true record with one correction being Ray rather than Roy Plummer. Claire will delete the email addresses and have the Action Notes added to the Governance section of the CDI website.

#### **Elections for PSC**

Claire explained that Ruth has sadly resigned from PSC due to personal circumstances. Liane whose term of office came to an end in March 2017 had come to PSC "in attendance" during 2017 but had decided not to stand for re-election. Following the PSC Elections in May, Mark Yates has been elected to represent Career Guidance/Career Coaching but was unable to attend this meeting.

Avril, Claire and Jan have all written to Ruth and Liane to thank them for their service on PSC.

Avril said that she has written to Monica Lemecha to set in train the election for the Career Coaching/Consultancy vacancy and for elections to be run again for the vacancies for Scotland and Northern Ireland as nobody put themselves forward for these positions in the May elections.

PSC members suggested that Julie-Anne Jamieson and the QCD Leaders at Napier and UWS could be approached to encourage Scottish members to stand. Claire said that UWS has a strong Alumni Network which could be contacted by Marjorie McCrory and that Pam Crawford (Project Associate-Scotland) had been in touch with Sandra Cheyne at SDS. PSC members also suggested that the PSC webinar may also be worth using to attract members to stand for election and SDS could be approached to support their staff with time off and the payment of membership fees if they wished to stand for election and were successful. PSC members offered to have a phone call with potential PSC members if this would be helpful. Stressing the organisational benefits as well as the personal benefits of being on PSC may also encourage further applicants.

#### **Actions**

- To discuss with Jan and action the above suggestions. **Claire**
- To check PSC Terms of Reference regarding PSC being quorate. **Avril**
- To let Monica know the date of the next PSC meeting so that this can be included in the election documents. **Claire**

## **Primes PR Strategy and NCS Webinars**

Lydia said that this had been in the pipeline but had been deferred due to the National Careers Service contracting process. Providers will be notified on 18<sup>th</sup> June and the news made public on 22<sup>nd</sup> June. It will be useful to have webinars promoting the role of career development professionals in the NCS from October onwards.

### **Action**

- To discuss at the next PSC meeting.

**All**

## **CDI Membership Survey**

Claire reported that this had shown that members feel more engaged with the CDI than they did the previous year. Members particularly value the Code of Ethics, News by Email and Career Matters. The CPD Newsletter and the Register had gained in value from the previous year.

## **CDI Digital Strategy**

### **Action**

- To ask Tom Staunton again about writing an article for Career Matters on the Ethics of Using Digital Technology. Possibly for the January 2019 edition.

**Siobhan**

## **Guidelines on Case Load Management**

Liane had sent some information to Claire from her SDS contact and Claire will share this with Napier and UWS. Janet will send information on this to Claire next week.

## **Update on ways to promote the profession**

Claire reported that the idea of Talking Heads is in the new Business Plan and that Jan will be taking this forward later in the Summer. She also said that those people on the Register will be encouraged to produce Personal Profiles to advertise what they offer. This will take place once the decision has been made about where on the CDI website these profiles will be located.

## **CDI Staffing**

Claire reported that Laura Johnson is covering Sarah's maternity leave and that Ashley Bott is the new Events and Social Media Assistant. Ronaldo Hare has moved to a different organisation and the CDI will look to appoint a new Apprentice in the autumn.

PSC members said how well the CDI had done in having Ronaldo as an Apprentice and how he had matured in his role during his time with the CDI.

Email for Laura is, [accounts@thecdi.net](mailto:accounts@thecdi.net) and for Ashley is, [Ashley.bott@thecdi.net](mailto:Ashley.bott@thecdi.net)

## **UKCDA**

PSC members reported that the judging criteria had created some problems for the judging panels this year. They would all value the opportunity to report back to Jan on their experiences, and make some suggestions for the future. Avril had made some suggestions last year as to how the criteria might be amended, which might be a useful basis for discussion.

### **Actions**

- To invite Jan to attend the next PSC Meeting.

**Claire**

- To include the current judging criteria in the papers for the next PSC meeting **Claire**

#### 4. Professional Development Update

A paper on this had been circulated previously to PSC Members. This covered: Mentoring Pilot, CDI Academy, Apprenticeships, PSC Update for Career Matters and an update on the Register.

Claire stated that the CDI has been shortlisted for the Careers & Enterprise Company funded Careers Leadership training. The interview for this will take place on 29<sup>th</sup> June and decisions made public on 13<sup>th</sup> July.

The evaluation of the mentoring pilot showed that this was really valued by both mentors and mentees. Mentor training will take place in the autumn for 30 new mentors and these will be added to 20 existing mentors who would like to offer their services again. This will enable the CDI to offer a mentoring service to 50 mentees in January 2019. An article from a Mentor and Mentee will appear in the June edition of Career Matters.

Siobhan mentioned the C&EC funded Personal Guidance pilots. Consortia of schools and colleges can bid to run additional personal guidance for pupils/students. There is £2.5M for identifying a range of models of best practice for personal guidance. The CDI pushed for funding for initial training and CPD and a minimum of 10% of the project funding will be used for initial training and for the upgrading of staff from NVQ level 4 to QCF level 6+. iCeGS is involved in the evaluation.

#### Action

To let Siobhan know of schools providing good personal guidance.

**All**

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

**Career Guidance and Career Coaching** - Lydia reported on the new specification for the National Careers Service: strong emphasis on digital delivery and customers to become self-servers re digital engagement. The NCS will also need LMI experts within career guidance. There is a need to upskill staff to have the confidence to use digital technology. Lydia mentioned how helpful the CDI webinar by John Ambrose on using digital skills had been.

The Apprenticeship agenda is also very important and staff are receiving training on this as well as on engaging employers and employer involvement in the design of the service. There will be a focus on the hardest to reach and specialisms for staff working with clients who have mental health issues and learning disabilities and difficulties.

Staffing is still an issue and Lydia suggested that QCD students would be welcome to visit the NCS providers to observe practice.

**England** – Siobhan added to what she had said under item 4. Staff from the C&EC had received a grilling at the recent Education Select Committee. What is needed is for the sector to maximise the impact of what the C&EC has helped the sector to change and develop.

**Wales** – Janet had provided a written report as follows: Employment Advice Gateway (EAG)

In March 2018 the Welsh Government launched a Prosperity for All: employability action plan. This plan is to tackle unemployment and economic activity in Wales: The plan identifies four main areas:

an individualised approach to employability support; responsibility of employers to up-skill and support their staff; responding to current and projected skills gaps and preparing for a radical shift in the world of work.

Careers Wales has a crucial role in the plan to deliver the Employment Advice Gateway (EAG) element. The plan will commence in Feb 2019, in readiness for delivering the plan the company is in the process of recruiting 20 careers advisers (qualified/trainee), with plans for further recruitment in 2019.

**Careers Education** - Elaine reported that schools are asking what is expected from a Careers Leader. She said that in this regard the job specifications on the CDI website are very helpful. Schools are waking up to what they need to do.

**Career Coaching and Career Consultancy** – Susanne said that the adult market is fragmented. The average adult is not sure of their entitlement regarding career guidance/development. Susanne has been doing some voluntary work and said how much advice and “guidance” is being provided by organisations e.g. Salvation Army, Big Issue and organisations which work with offenders.

Although difficult to do, it would be useful for there to be a map/list of organisations providing career advice and guidance to adults in each region. This could potentially be something that CDI Regional Council reps could look into doing.

## 6. Update on the Ethical Case Study – Equality and Mental Health

Avril reported that as requested at the last meeting she had contacted Rabia Lemahieu at Disability Rights UK, who had offered some comments. Janet had also provided some further comments from Career Wales.

It was agreed, after considerable discussion, that the reservations about this case study are all very similar from members of the committee, specialist colleagues in the field, and the external consultant, and the complexity of the scenario which it envisages would probably be more confusing than helpful to someone seeking information on ethical issues. It was therefore agreed to shelve this case study for the time being, as this is more of a multi-agency scenario rather than one which would be the sole responsibility of a Career Adviser/Career Development professional.

It was further suggested that thematic case studies might be written to illustrate particular aspects of the Code of Ethics as it applies to specific client groups. This Case Study might have a place in such a group of Case Studies in the future.

### Action

- To decide at the next PSC meeting priority areas to address and the potential involvement of external experts. This could involve asking Communities of Interest, QCD centres and members for suggestions. All

## 7. Competency Route to the Register

Claire said that two people are now undertaking this route and hope to complete by the end of July. Others had expressed interest but were deterred when they realised how rigorous the evidence requirements are. Once someone is successful with this route there could be a Career Matters article as a means of further promotion.

## 8. Code of Ethics Updating

At the previous meeting Susanne had volunteered to look at the principles and suggest any changes. At the meeting she presented her paper which suggested changes to the principles on confidentiality and equality and the potential removal of the principle on Justice.

Following detailed discussion PSC members agreed to suggest the following changes:

1. Delete the second paragraph on Equality so that this principle now reads,

Members must actively promote equality and diversity and work towards the removal of barriers to personal achievement resulting from prejudice, stereotyping and discrimination.

2. Change the Confidentiality principle to read,

Members must respect the privacy of individuals and inform clients of the limits of confidentiality and data sharing at the outset. Disclosure of confidential information should only be made with informed consent or when required by the law

3. Remove Justice as a principle but include the wording in the Purpose of the Code of Ethics.

The CDI whilst recognising the diversity of backgrounds and work settings of its members, requires all members to be just and fair to all, respect human rights and dignity and adhere to legal requirements and obligations. All members are required to adhere to the highest standards of professional behaviour as set out in the principles below.

4. Add a line at the bottom of the Code of Ethics to say,

For further information on legal requirements please see: [www.gov.uk](http://www.gov.uk) Links to specific legislation for each of the principles can be found overleaf and also on the CDI website at: (add link)

5. To add to the orange box at the bottom of the Code of Ethics

Within the Code of Ethics reference to specific job roles or services has been avoided. Instead reference is made to career development activities and services. This is intended to include career information, advice, guidance, development, education and talent management, *however it is delivered, e.g. face to face, by telephone, in groups or web-based.*

A complaint of a breach of the Code of Ethics will be dealt with in accordance with the CDI Discipline and Complaints Procedure (*add hyperlink*).

To remove the picture of the Scales of Justice.

### Actions

- To add to the agenda for the next meeting for further discussion by all PSC members.

**Claire**

- To produce a draft of a matrix for each of the principles with a link to the relevant legislation for the next PSC meeting. **Siobhan**

## 9. Quality Assurance/Assessment of Career Guidance Interventions

Elaine had made the changes to the documents suggested at the previous meeting and these had been circulated to PSC members. Some further minor changes were suggested. Post meeting Elaine has now made these and sent to Claire.

On behalf of PSC members, Avril thanked Elaine for all of her hard work on the documentation.

### Actions

- To house style the documentation and publicise to CDI members by:
  - Adding to the Quality section on the CDI homepage
  - Item in News by Email
  - PSC Update in October Career Matters
  - Promote at the Careers Leader Conference in Derby in July. **Claire**

## 10. CDI Fellowships

Avril explained that the CDI Board has asked PSC to investigate how other relatively new professional bodies have introduced Fellowships and Honorary Fellowships, whether these have a place in the CDI, and if so should they be purchased or awarded? They would like PSC to create a model that will work for the CDI and present ideas, including costs and an implementation plan to the Board meeting in October 2018. They also asked that Jan is kept in the loop with this activity.

It was agreed by PSC members to establish a small, virtual working group, chaired by Avril to take this forward. Siobhan volunteered to join the group. Post meeting Mark, Janet and Becky have also volunteered.

### Actions

- To set up the working group and take forward this work. **Avril**
- To send Avril details of PARN. **Claire**

## 11. CDI Business Plan

The CDI Business Plan for 2018/19 had been circulated to PSC members before the meeting. Claire covered the Professional Development section and drew the attention of PSC members to those items of relevance to the Committee.

### Action

- To discuss the interview style webinars on practice in different parts of the sector at the next meeting. **All**

## 12. Ideas and help with networking with other organisations

It was agreed that networking with other organisations which provide career advice would be useful as a means of encouraging more people to join as members. However PSC members felt that this activity would be better suited to the Membership Working Group as it is not the responsibility of PSC

to do this type of work as these members would be unlikely to join the Register. When time and funding allows it would be useful for the CDI to look at having a marketing strategy for promoting CDI membership to this type of organisation. This could include the use of social media as a means of engagement.

### **13. Any Other Business**

Siobhan said that iCeGS is doing some further work on why people transition into the career development sector. The research carried out earlier had a poor response from the adult part of the sector. Siobhan will send Jan the survey to be issued to adult guidance practitioners only.

**14. Date of the next meeting** –1<sup>st</sup> November 2018. Jury's Inn, Birmingham.

**Agenda items for the next meeting:** Apologies; Introductions of new PSC members; Declaration of Interest; Action Notes and Matters Arising; Professional Development Update from PDM; PSC Constituency Updates on professional development; Code of Ethics - updating; Priority areas for further case studies; Discussion of UKCDA judging criteria; Webinar interviews- practitioners from across the sector; CDI Fellowships; Update on the Competency Route to the Register; AOB and date of next meeting.

**Claire Johnson**  
**Professional Development Manager**  
**9<sup>th</sup> June 2018**