

Professional Careers Education and Guidance Forum Wales

Inaugural Meeting – Mercure Holland Hotel, Cardiff, Monday January 15th 2018, 2.30 - 4pm

MINUTES

Action

Welcome and Introductions

Those present:

Jan Ellis, Chief Executive, The CDI (Chair), Carolyn Parry, Project Associate (Wales) The CDI (minutes); Sarah Finnegan Dehn, Board Director, The CDI, Janet Davies, Wales Rep, Professional Standards Committee, The CDI, Jo Banks, Head of Youth Support and Guidance, Welsh Government, Graham Bowd, Chief Executive, Careers Wales, Ciara Bomford, Business Improvement Manager, Careers Wales, Natasha Davies, Research and Policy Lead, Chwarae Teg, Lesley Richards, Director, CIPD Wales and Jane Morris, Director, Governors Wales.

Apologies were received from:

Iwan Thomas, Regional Programme Manager. North Wales Economic Ambitions Board, David Pugh, Chief Executive, PRIME Cymru, Steve Minney. Chair, HELOA Wales, Euros Evans, Chair, AGCAS Wales, Rebecca Falvey, Head of Education, BITC, Kathryn Robson, Chief Executive, Adult Learning Wales, and Gary Reed, Associate Director, Membership (Wales), HE Leadership Foundation for Higher Education.

Jan Ellis welcomed everyone to the inaugural meeting of the Professional Careers Education and Guidance Forum Wales and explained that this first meeting had a planning focus and was delighted to meet with likeminded individuals who all share the same passion for maximizing people's potential, regardless of age and context.

She asked those present to give thought to who else should be represented at future meetings and to let her or Carolyn know.

All

Jan outlined that in the second phase of development we would be establishing a larger strategy group to move professional career development sector forward and that this group would become the working group for professional practitioners in the careers education and guidance sector in Wales.

Jan also asked for expressions of interest to take on the role of Secretariat for the group, the direct expenses for which would be covered by the CDI.

All to consider

1. The Career Development Profession, the UK perspective

Jan gave a short presentation on the work of the CDI outlining the Institute's role of professionalising the all age career development sector whether individuals and organisations were working within public, private or third sector contexts. The presentation also included an update of developments in England following the launch of the new Career Strategy (see slide deck attachment).

2. The Welsh Context

Sarah Finnegan-Dehn outlined her dual role as a CDI Board member and Director of Service Development at Careers Wales and gave a useful overview to outline

developments in Wales as a contextual basis for the group to work from. (Slide deck attached)

3. Exploration of objectives

The meeting then broke into 4 groups to explore four key themes related to the terms of reference for the Forum:

- Professional voice
- Practice and research
- Quality and Professionalism/Workforce development
- Response to policy

Delegates were asked to answer the following four questions for their theme.

- Which matter most to you and why?
- What would you value most/is needed most?
- What could you offer?
- Who (else) should be here

The recommendations and responses were as follows:

Professional voice

- Make use of the power of anecdote to demonstrate value and communicate clear messages about why career development matters whether these are used by public sector or private sector members. Messages need to demonstrate impact and outcomes, consistency, and the professional development of services. This was seen as particularly important for informing funders including Government, developing careers leaders' roles in schools in particular and for school governors
- Create stakeholder messages for different groups eg schools to communicate best practice
- Facilitate two-way dialogue eg through reports from Heads combined with QA monitoring of learners' experiences
- Invite representatives from secondary schools to attend

Jan informed the meeting that the CDI are currently starting work on creating some video talking heads for marketing purposes and that she would welcome Careers Wales being involved. These would demonstrate the diverse nature of career development professionals.

JE/GB

Practice and Research

- Use research as a vital lever to raise the profile of careers work to the public overall and to highlight Welsh research across the UK
- Collaborate through networking to share best practice and opportunities for joint bids for funding
- Engage in and with practitioners
- Strengthen the link between policy and practitioner
- Invite representatives from the Learning and Work Institute, The National Training Federation Wales, AGCAS Wales, HE advice and guidance training providers, housing associations, race equality and refugee organisations, Colleges Wales, other Regional Skills Partnerships, WISERD and other relevant research organisations.

Jan noted that many of these organisations had been invited and that further effort would be made to seek their attendance at the next meeting. She invited delegates present to assist with this.

All

Quality and Professionalism/Workforce Development

- Highlight that CDI members are part of a professional body with a Code of Ethics they are required to adhere to
- Explore opportunities for dual membership where there is ready made elements in common eg with CIPD.
- Going one step further, this would require identifying how qualifications which incorporated CIPD values and behaviours could be mapped across
- Consider creating a membership pathway for members of the Institute of Employability Professionals to join the CDI
- Invite a representative from the IEP to attend the next meeting as well as individual members who are current career development practitioners (the lack of practitioners in private practice in particular was noted)

JE/LR/CP

JE

CP

Response to policy

- Ensure that responses make it clear what the profession does through its different component parts (career guidance, career learning/education etc) and how it provides value
- Make sure that responses include input from other professional bodies
- Advocate and lobby on key agendas at National Assembly and Welsh Government level through informing and responding to government strategy through linkage to policies
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4. Identifying Priority Activities and Timeline

It was decided that there is definitely a need and a place for a practitioner group to be developed to include a research remit which would meet regularly. The CDI will cover the costs of these meetings.

The frequency of meetings was agreed at 4 per year with the next meeting being face to face and thereafter providing a blended approach by including online access to ensure pan Wales representation.

Ciara Bomford kindly offered to take charge of the secretariat for future meetings, the next of which would take place in May 2018.

JE/CP

5. AOB

There being no other business, Jan thanks those in attendance and closed the meeting at 4.45pm