

Notes for Entrants 2021

1. AIMS

The aims of the UK Career Development Awards are:

- To identify and promote excellence in career development
- To celebrate and generate a sense of pride in the career development profession and our partners
- To raise the profile of career development and the CDI

2. ACROSS ALL CATEGORIES

The emphasis in all categories is on initiatives which can demonstrate:

1. Meeting client needs
2. Best practice
3. Evidence of inclusive practice and/or challenging stereotypes
4. Evidence of Impact on clients/customers/self/organisation
5. Innovation
6. Sustainability
7. Contribution to the development of the profession

Self-nominations and entries from student members are welcome and encouraged.

Entries can range from an individual practitioner's approach to meeting client needs to whole organisation approaches to tackling career development issues.

In 2021 we will be promoting eight Award categories:

1.1 Individual Best Practice Awards

- Career Leader of the Year
- Career Adviser/Coach of the Year
- Career Services Manager of the Year
- Rodney Cox Lifetime Achievement Award (awarded by the CDI Board)

1.2 Best Practice Employer Engagement and Special Schools/Colleges

- Career Programme in Special Schools/Colleges
- Innovative and Impactful Employer Engagement Activity

Entrants to these Awards do not need to be CDI affiliate organisations, although this is recommended.

1.3 Best Practice Research and Technology Awards

- Research Undertaken by a Careers Professional
- Use of Technology in Career Development

3. WHO CAN ENTER?

Any Individual Member or Affiliate Organisation can apply for any or all of the Award Categories. Members, including student members, are encouraged to self-nominate.

Entrants to the *Career Programme in Special Schools/Colleges and Impactful Employer Engagement Activity* best practice Awards do not need to be CDI Affiliate Organisations, although this is encouraged.

The Rodney Cox Lifetime Achievement Award will be nominated, agreed and presented by the CDI Board, led by the elected President.

4. THE JUDGING PROCESS

- A Short-listing team comprising the Executive and Board Directors will shortlist for all Awards. A Judging Panel, PSC and Regional Reps will make the final selection and choose a winner in each category.
- The Board will consider and award the Rodney Cox Lifetime Achievement Award.
- The Judging Panel will assess each entry submitted by the Short-listing Panel, using the criteria outlined below and their own knowledge, experience and understanding of the relevant issues.

JUDGING CRITERIA

Please read this section carefully and note the specific criteria, where identified, for the Award that you re applying for.

Remember that the judges only have your application form to refer to, so it is important that you use the limited space to evidence the criteria below.

Judging panels will use the following overarching criteria:

- Excellent and evidenced response of professionalism/best practice/product/activity from customers/clients/staff/partner organisations
- Contribution to the development of the profession/career development practices
- A model of best practice – this is not about financial investment or people, but good practice
- Evidence of inclusive practice and/or challenging stereotypes
- Innovation – this is about value-added not scale or scope
- Sustainability including evidence of impact and highlighting the longer term benefits to individuals/organisations
- Adherence to the Award entry guidelines on the application form.

Additionally, some awards will put increased emphasis on specific criteria:

- i. **All Individual Best Practice Awards**
 - Judges will be looking for how the entrant has contributed to the career development profession through their individual practice;
 - How the nominated individual has identified their needs and developed themselves/invested in their CPD;
 - Future developments and sustainability – if you win this Award, how this will impact on how you work in the future;
 - It is desirable that applicants for individual best practice wards are on/in the process of joining the UK Register of Career Development Professionals

- ii. **Careers Programme in a Special School/College**
Judges will be interested in:
 - Work experience and employability programmes
 - New pioneering approaches
 - Impact on young people – distance travelled
- iii. **Technology and Research Awards**
 - Judges will be looking for how the technology/website/research has contributed to the career development profession

5. THE 2021 TIMETABLE

Monday 12th October 2020	Awards launched through website and News by Email
Friday 8th January 2020	Closing date for entries at 1700
TBC January 2019	Short Listing Panel
TBC February 2019	Final Judging Panels
Winners notified	At the UK Career Development Awards Presentations, which will be made online – week commencing Monday 8 March 2021. Two Awards will be presented each day, see below.

6. THE AWARDS

In 2021 the Award presentations will be made online, using the Zoom platform. The Awards presentations will start at 3.00 pm each day and finish at 4.30 pm.

There will be **One Winner** for each category. All winners will receive a certificate and a specially commissioned piece of crystal, presented by the Award sponsor.

As part of the submission process you will be asked to confirm that you will attend the UK Career Development Awards, on the appropriate day, if shortlisted. Regrettably the Award cannot be made without a guarantee of attendance.

AWARD PRESENTATION DATES

	Individual Best Practice +	Project-Based Best Practice
Monday 8 March	Career Leader of the Year	Innovative Employer Engagement
Tuesday 9 March	Career Adviser of the Year	Use of Technology in Career Development
Wednesday 10 March	Careers Manager of the Year	Careers programme in a Special School/College
Thursday 11 March	CDI Research + Bill Law Award	Career Assured
Friday 12 March	Fellowships	Rodney Cox Lifetime Achievement

7. THE ENTRY FORM

To enable us to share data easily we ask that you **complete the online form**. Any evidence that that you provide to support your application must be in the form of links, embedded into your application, adhering to the restriction on the number of pages that can be submitted.

You must complete a separate entry form for each application and ensure you only complete Section 1 **or** 2, and not both.

Section 1 – Outstanding Individual Contribution:

- Please tick one category only. A separate form should be used for each entry.
- Please give the name and full contact details of the person you are nominating. If shortlisted this person will be expected to attend the appropriate Awards Presentation Monday 8 to Thursday 11 March and collect the Award if given.
- Please also ensure you include your details as nominator.
- Self-nomination is encouraged in these categories.

Section 2 – Best Practice, Innovation and Research

- Please tick one category only. A separate form should be used for each entry.
- Please give the name and full contact details of the entrant. This can be an individual applying in their own right or the representative of the organisation making the application. If shortlisted this person will be expected to attend the appropriate Awards Presentation event.

Section 3 – Description of the project/projects; activity/activities

A comprehensive description of the project/activity/person being nominated is required. (One page only; Calibri size 11.)

Section 4 – Evidence in support of your application

- Entries need to demonstrate how the entrant/activity has contributed to the career development profession.
- You need to provide evidence from clients/customers/partner organisations/colleagues that the entrant's work, or activity entered for an Award, demonstrates best practice/excellence /innovation/professionalism.
- Use this section to include up to five links to support your evidence of the impact of the entrant's work/activity and say why this has been significant/influential.

Section 5 – Future developments and sustainability

Explain in a few sentences what future developments you anticipate.

- How will you be using your skills/this activity to develop your practice/business in the future?
- If you win this Award, how will this impact on how you work in the future?

Section 6 – Please provide a short 200-word summary of your entry

It is essential that a summary is submitted with your entry as this will be used when compiling publicity materials.

GENERAL GUIDELINES FOR ENTRANTS

- A separate form must be submitted for each Award category entered.
- The closing date for entries is 17.00, Friday 8th January 2021. Please submit to: ukcda@thecdi.net
- There is a two-stage judging process: an initial Short-listing Panel, followed by a final Judging Panel. The judges will decide whether to make Awards in each category.

- No correspondence will be entered into concerning judges' decisions, which are final.
- In order to be eligible to receive an Award you or your organisation must:
 - Be an Individual Member or Affiliate of the CDI.
 - Entrants to the *Career Programme in Special Schools/Colleges and Innovative and Impactful Employer Engagement Activity* best practice Awards do not need to be CDI Affiliate Organisations, although this is encouraged.
 - Attend the appropriate online Awards presentation.
- By entering these Awards, applicants are agreeing to attend the UK Career Development Awards Online Presentations – week commencing Monday 8 March. Regrettably Awards will not be given if the named nominee (if individual Award) or representative (if team/organisation) does not attend.

TIPS FROM LAST YEARS' JUDGES

We want to encourage as many members as possible to take part in the 2021 UKCDA and help us to showcase the excellent work done by careers professionals.

To help you complete the application form, we asked last years' judges to offer some tips which we hope you will find useful. These can be summarised as:

1. Get the balance right

Look carefully at the guidance notes and judging criteria. Then **think creatively** as to how best to describe your activity/project/work in relation to these criteria. How is what you do, different from others in the field. What are the buzz words and how does your work/activity best demonstrate these? Your application should contain the **right balance between quality and quantity of narrative.**

2. Impact, impact, impact!

The most impressive applications are those that **show impact in the widest sense throughout the account.** Consider the **scope and scale of impact.** Whom and how has the work / activity benefitted? What are the longer-term and sustainable legacies? **Be selective in your evidence** and you may want to include both qualitative and quantitative examples of impact.

3. Plan carefully

Give yourself plenty of time to complete the application so you can make it stand out. Consider the distinctiveness of each section and then **present your information innovatively and without repetition.** **Answer the question accurately and keep to the word limits.** So, if a question asks you to summarise then resist the temptation to narrate – be evaluative and succinct in what you say. The size of text boxes can provide a good indicator of length of information needed so don't write scantily if the section asks otherwise. Finally, we can only judge what you have written – do not assume any prior knowledge.

From October to March the CDI will be promoting the Awards through the News by Email; bespoke emails to all members; *Career Matters* magazine and Twitter.

If you require any further information, your contact for the UK Career Awards is: Jan Ellis jan.ellis@thecdi.net or Ashley Bott ashley.bott@thecdi.net