

**Friday 9<sup>th</sup> September 2022**

**9.30 am to 12.30 pm**

**Action Notes**

**Present:** Avril Hannon (PSC Chair), Elaine Newell, Mark Fox, Vicki Love, Hannah-Courtney Bennett, Lisa LaRue, Ciara Bomford and John Walker.

**In attendance:** Claire Johnson.

1. **Apologies:** Mark Yates, Lydia Lauder and Luisa Moreno

A minute's silence was held to enable all present to remember Her Majesty the Queen. All members of PSC and the Head of Professional Development and Standards offer their condolences to all members of the Royal family.

2. **Declaration of Interest:** None.

3. **Action Notes from 28<sup>th</sup> June 2022, true record and Matters Arising**

The Action Notes were agreed as a true record. Claire provided a brief update on the Action Points not covered elsewhere on the agenda, as follows:

**Page 1:**

- Avril has received apologies from Deirdre Hughes about the delay in sending the Chatbot article. This is expected shortly and will be an agenda item for discussion at the next PSC meeting.
- Supervision Training due to take place on 16<sup>th</sup> and 29<sup>th</sup> September. Post meeting update – due to only one person booking for the Supervisees' course this has been postponed. Bookings are low for the Supervisors' course and a decision will take place nearer 29<sup>th</sup> September on its viability and possible postponement.
- Regional rep email addresses are currently being distributed by Dan Hope.
- Presidents' and CDI Fellows' Lunch or Dinner – currently being arranged for late October/early November depending on the responses to the recent survey sent to invitees.

**ACTION**

- To check the Guidance for Supervision and emphasise the value of the training. **CLAIRE**

**Page 3:**

- Claire has written articles for October Career Matters on use and greater visibility of the Code of Ethics and the UKCDA winners and CDI Fellows.

**Page 4:**

- Claire has discussed with Sue Alder/Juliette Knowles if the CDI can offer/source CPD sessions on Motivational Interviewing/Solution Focused interviewing and Mental Health First Aid. She has also raised the idea of the CDI offering or signposting relevant business training to those private practitioners wanting information on setting up a business.

## Page 5:

- Claire and David Morgan have discussed the potential need for a small working group, including PSC members, to provide definitions for each of the categories, clearer instructions and tips on the quality of the entry needed and differentiated judging criteria for each category.

### ACTION

- To contact Claire by 14<sup>th</sup> October if interested in being part of this working group. **ALL**

(Avril expressed her interest at the meeting.)

## 4. Constituency Reports

The Constituency Reports were circulated prior to the meeting. Please see Appendix. As the previous PSC meeting was held recently on 28<sup>th</sup> June some PSC members had nothing further to report from their constituencies.

Discussion of the reports led to the following comments /suggestions:

### Career guidance/coaching in the private sector: Lisa LaRue and Hannah Courtney-Bennett

Hannah and Lisa are now part of the Private Practice Advisory Group and will use information from these meetings to feed into their constituency reports.

### ACTION

- Please send any thoughts on this to Hannah and Lisa. **ALL**

### Career education/leadership in schools/college/HE: Mark Fox

Mark reported that the C&EC is very keen on Student Voice and have asked all Careers Hubs to plan how this can be captured. He also reported that Kit Malthouse is the new Secretary of State for Education and that the Education Select Committee met this week and was keen to hear views on the impact of the C&EC.

In response to a question from Avril, Claire outlined the ways in which the CDI had supported A Level and other vocational qualifications results day through articles in newspapers and radio and television appearances.

### Wales: Ciara Bomford

Ciara reported that Employability Coaches in Wales will now be asked to undertake the Level 4 Diploma in Careers Information and Advice.

She also mentioned the Building Brighter Futures Toolkit: Career Development and Wellbeing.

<https://dmhassociates.org/wp-content/uploads/2022/07/Building-Brighter-Futures-30-June-2022.pdf>

In Wales, managers are now observing the quality of career guidance interviews and are using a grading system. Ciara said it would be interesting to see if this increases the demand for further training. Vicki said that CXK managers observe and grade career guidance interviews and that staff appreciate this as it provides an accurate picture of their skills and areas for development and is

good for their self-esteem. Hannah asked if peer and self-assessment is also used and Ciara replied that this had happened in the past.

Mark Fox asked about CV writing and the move from old to new approaches. Following a working group with employers, Careers Wales is updating this information on their website. Information will include how to produce video CVs and the need to tailor the CV to the job specification.

Mark mentioned globalbridge which is a LinkedIn type approach for young people, and how useful this is. 35,000 young people are registered in the North East. It is aimed at Year 9+ and provides an online profile system. <https://www.myglobalbridge.com/>

A version for primary schools is being developed. Lisa suggested encouraging globalbridge to enter the UKCDA next year.

Avril reminded PSC members of a previous UKCDA winner which focused on video CVs for SEND clients.

## **5. Chair of PSC and Honorary Secretary Elections and Arrangements**

Avril said that it has been agreed by the CDI Board that the Honorary Secretary will be an elected rather than an appointed role and that having an Honorary Secretary Elect role will enable the person to learn more about the role from the Honorary Secretary.

The call for nominations earlier in the summer for the Honorary Secretary role had not resulted in any nominations and it has, therefore, been decided to change the role slightly so that the more “secretarial” elements of arranging meetings and taking minutes form part of a separate Executive Assistant to the CDI Chief Executive role. The election for the Honorary Secretary role is currently underway.

The election for the new Chair of PSC began on 12<sup>th</sup> September. It is intended that the new Chair and Avril will overlap for the January 2023 PSC meeting. Avril’s second term of office concludes at the end of March 2023.

Avril said that the new Terms of Reference for the (Ethical) and Professional Standards Committee will be taken to the CDI Annual General Meeting on 9<sup>th</sup> December 2022. If agreed, this will mean that the Executive Assistant on behalf of the Honorary Secretary will take the Action Notes and the Head of Professional Development and Standards will become a member of (E)PSC rather than being in attendance.

Avril also covered the terms of office for current PSC members, when these conclude and if the person is eligible to stand again. She will be discussing with the current Honorary Secretary the need for elections in late 2022 and then early 2023 and if the extension of any of the positions would enable better continuity.

*Post meeting the need for any extensions was reviewed and it was concluded that there would not be any need to extend terms of office as the turnover of places on the committee is sufficient to ensure continuity but also allow for new people to join at regular intervals.*

In summary, the first elections would need to be held for the roles currently held by John Walker and Mark Yates who can both stand for a second term and the vacancies for Scotland, Northern Ireland and the Voluntary sector.

The later elections will be needed for the roles held by Lydia and Elaine who complete their second terms and for Vicky, Luisa and Ciara who are eligible to stand for a second term.

The first terms of office for Mark Fox, Hannah and Lisa conclude in Autumn 2023, and they will all be eligible to stand for a second term at that time.

#### **ACTION**

- To encourage CDI members to consider standing for either the Honorary Secretary or the Chair of PSC role. **ALL**

#### **6. CDI Code of Ethics: next steps**

At the PSC meeting held on 28<sup>th</sup> June 2022 a number of questions were raised and suggestions made. It was agreed that PSC would discuss these at the September meeting. Discussion resulted in the following comments and actions:

##### **Comments:**

- The case studies have been useful and it is important to encourage reflective practice in relation to ethical practice.
- The role of PSC should be in the promotion of any future case studies rather than in producing these.
- It is important that any response to an ethical issue should be an individual one based on the circumstances rather than formulaic.
- Supervision is a key arena for the discussion of ethical issues and practitioners need to manage their own access to supervision.
- The current ethical framework provides a vehicle for reflection when determining an ethical approach and helps to prevent a formulaic response.
- If further case studies are produced, then these need to emphasise that these are to promote thinking rather than to give a one size fits all answer.
- As practitioners work in a disparate landscape there is a need to be impartial, e.g. in relation to the Baker Clause and also to consider ethical implications when providing career guidance online.
- Observation of practice could include a question on dealing with an ethical issue.
- There is no one size fits all approach to this and a mix of approaches including making more use of articles and a column in Careers Matters would enable easy access for members who really value what they learn from Career Matters and the CPD Newsletter.
- The Code of Ethics needs to be more visible on the CDI website and in all relevant training and communications with members.
- Members should be encouraged to use the Code of Ethics in coaching agreements.
- The Code of Ethics could be referenced in the ESFA Customer Charter (Vicki).
- Young people, parent and adults need to be able to understand the Code of Ethics and the value of working with a practitioner who abides by it.
- Better employer understanding is needed of the Code of Ethics especially in relation to impartiality and the compromising of any of the principles if working to a specific employer contract.

Avril expressed her thanks to John and Lydia for their earlier work on the CDI BigListen survey and slides.

##### **ACTIONS:**

- To contact QCD Leaders to ascertain the use being made by QCD students of the case studies and if QCD Leaders would be willing to produce and share future case studies. **CLAIRE**

- To ask QCD Leaders and Level 6 providers about how students cover the Code of Ethics and explain ethical practice to clients. *(post meeting – could be Theme for the next QCD Moderators’ Theme Report).* **CLAIRE**
- To speak to David Morgan and Oliver Jenkin about articles on reflections on ethical approaches and the potential for an Ethical Practice issues column in Career Matters. (members to suggest the approaches rather than this being an “expert”.) **CLAIRE**
- To speak to David Morgan and Susan Buckley about raising the visibility on the website and in the Members’ Toolkit of the Code of Ethics. **CLAIRE**
- To speak to Vicki Love about the ESFA Customer Charter idea. **CLAIRE**
- To investigate the mention of the Code of Ethics when schools produce their policy statements. Could this be mentioned in the document produced by Anthony Barnes? **CLAIRE**  
[Developing a careers policy: A briefing for schools, special schools and colleges](#) - CDI Briefing Paper, written by Anthony Barnes (November 2019)
- Can something be added to the C&EC Careers Impact Review System regarding the Code of Ethics? **CLAIRE**
- Quality in Careers Standard – Code of Ethics is already mentioned there. **NO ACTION**
- To produce for the next PSC meeting in January 2023 a draft, shorter version of the Code of Ethics which would be accessible for young people and parents. **MARK FOX**

## 7. CDI Professional Development Update

The paper relating to this had been circulated prior to the meeting. In response to a question from Elaine, Claire said that there is now a requirement to have endorsement from an employer as part of the process to become a provider of the Higher Apprenticeship. The CDI is currently seeking this endorsement and this has led to a delay in the application.

## 8. CDI Strengthening Standards Roadmap

Claire explained the paper, circulated prior to the meeting, which covers the seven achievements needed in relation to the Strengthening Standards Pillar of the CDI Strategy 2025 and her suggested approach to gathering information about Drivers/Enablers/Existing and Needed Research/ Actions to be taken and relevance to any work on Chartered Status.

PSC members thought that the paper was comprehensive, really liked the approach (including the suggestion that this approach could be used by a PSC member for a piece of work they are doing) and agreed to start to consider one or two tables at a time at future PSC meetings.

### ACTION

- To add to the agenda for the January PSC meeting and circulate some instructions prior to the meeting. **CLAIRE**

## 9. Consideration of the Question of Ethics paper

Full discussion of the paper produced by Chris Targett had been deferred from the June PSC meeting. Everyone agreed that it is a very comprehensive paper and thanked Chris for producing it.

**Points** raised by PSC members were:

- Employed practitioners don’t always have the freedom to be flexible in the ways in which they work as this depends on the nature of their employment and any contractual constraints.

- In reality a choice of Careers Adviser is not possible.
- As career guidance interviews can be less than the recommended 45 minutes, do Careers Advisers have the time to outline to a client what approaches they will be using and make sure that the client understands?
- In some situations, true impartiality cannot be guaranteed and needs to be explained to the client.
- When contracting with a client at the start of an interview, practitioners should be transparent about what will take place during the interview including impartiality and confidentiality.
- Many practitioners use more than one approach during an interview depending on the needs of the client. This could then be different again for another client. Therefore stating or advertising one particular approach would be limiting.

Ciara stated that she found the recent CDI webinar on Green Guidance unsettling and potentially compromised the impartiality of career guidance. This could potentially make a useful ethical practice case study.

#### **Suggestions:**

- A potential need for some CPD on the need to balance client and organisational needs when contracting with a client.
- Audit CDI members about the different approaches being used in their practice. Is one approach favoured or a blend depending on client need. If this was done, what do we hope to learn and then do with the information?
- A potential need for a CDI CPD Newsletter on practical skills and techniques to add to the practitioner toolbox.
- Articles in Career Matters on reflective practice in relation to the approaches used in a career guidance/coaching interview.
- Add further information to the Transparency principle in the Code of Ethics.

#### **ACTIONS**

- To look at the Transparency principle at the January PSC meeting and consider any additional wording. **ALL**
- To consider the need for contextual guidance for all of the principles at the next meeting. **ALL**
- To feedback to Chris Targett the discussion from this meeting and invite him to write a 1100 word article for a future edition of Career Matters. **AVRIL and CLAIRE**
- Ask Lyn Barham to produce a CPD Newsletter on Skills and Techniques to enhance practice. **CLAIRE has now done this**
- To speak to Oliver Jenkin about potential articles for Career Matters. **CLAIRE**

#### **10. Any other Business**

None

#### **11. Date of next meeting.**

Proposed dates to be circulated by Claire. Date will be mid/late January 2023 and either virtual or in person depending on the preference of PSC members and cost implications.

**Agenda items to include:** Welcoming new PSC Chair; Action Notes; Update on PSC Elections; Code of Ethics: Shorter version; Transparency Principle and other contextual guides; Professional Development Update; Constituency Reports, Strengthening Standards Tables and Chatbot article.

*Claire Johnson. Head of Professional Development and Standards 13th September 2022.*

## **Appendix**

### **CDI Professional Standards Committee: Constituency Reports, 9<sup>th</sup> September 2022**

As the previous PSC meeting was held recently on 28<sup>th</sup> June some PSC members have nothing further to report from their constituencies.

#### **Professional Constituencies**

**Career education/leadership in schools/college/HE:** Elaine Newell and Mark Fox

**Elaine Newell** - no report

PSC Constituency report: Careers Education/leadership in schools, colleges and HE

#### **Mark Fox**

Some interesting observations from school and college advisers about their work with young people this term, starting with the challenges and general comments:

- Year 13s more anxious waiting for results this year than in previous years as this is the cohort that did not sit GCSEs
- More sixth form students considering gap year or employment
- The recruitment process for apprenticeships has caused more anxiety for students who have had no work experience
- More Year 11s are looking for apprenticeships this year, possibly because they have very little knowledge of the world of work
- Larger number of young people who haven't returned to education when Covid restrictions lifted but no suitable provision for them especially bearing in mind mental health support needs
- Young people entering college have not been adequately prepared to know the differences between the various post-16 pathways, especially apprenticeships
- A significant number of young people who do apply for apprenticeships often hear nothing back
- Never had Year 10 students abandon work placements before but a few have this year; students seem to lack resilience
- Higher levels of anxiety for students facing exams
- Work experience placements hard to find due to Covid restrictions, employers/staff working from home, apprenticeships and T level placements
- Cost of transport for visits gone up dramatically and will affect number of face to face careers activities we can run despite opportunity to access live events now
- Competing for curriculum time due to twin challenges of making up for missed learning and adequately informing students about 16+ and 18+ choices
- Aspirations are still high but many students who plan to go to university seem to prefer to stay nearer home to be with their family

- Many Year 11 students have wanted to come back to school, so they can study in familiar surroundings. They seem to be more worried about their grades.
- A lot of students are keen to discuss options, as they don't want to take up courses at university that might get them into debt or serve no purpose. They want to have a clear career outcome and know what a course could lead to.
- I have felt that students have been very influenced by their parents or friends of the family.

**Key positive points mentioned:**

1. Resilience and confidence modules been recommended as part of our college tutorials
2. Students have enjoyed in-person careers fairs and other events
3. Preparation sessions put in place for students prior to their personal guidance interviews paid off with greater awareness of post-16 options and greater eagerness to attend sessions

**Career guidance/coaching in the private sector: Lisa LaRue and Hannah Courtney-Bennett**

**Private Practice Steering Group**

**An update on the Private Practice Steering Group**

The Steering Group met in July and agreed a change in the Group's terms of reference. The group is no longer a 'Steering group' per se and is to become an advisory group to David Morgan. The rationale behind this is that the PP activities that were being organised were not being supported; this assertion has been validated by a survey of the membership. Further thought needs to be given to what the next steps *might* be in terms of building a sense of community given that the survey indicated that there is only moderate (not keen) appetite for community engagement on the part of members, and the volunteers in the advisory group have only limited time & energy to organise activities.

In the past there has been some duplication of effort and activities between the Peer support for private practice meetings (PS4PP) and the Steering group meetings and to a certain extent with the PSC. For this reason the Steering Group has suggested that Hannah Courtney Bennett and Lisa LaRue join the group as PP reps. This has been publicised on Facebook and also on LinkedIn. The plan is to meet every 2 months.

**The Group's Vision:**

A vibrant community of career professionals working in the private sector. A place for them to network, share best practice, learn about each other, start collaborations and add value to the CDI.

**The Group's Mission:**

- To provide information and professional development in its broadest sense for career professionals working in the private sector
- To provide feedback to the Chief Executive / Board on what members in the private sector would like to see The CDI providing for them
- To act as a sounding board for the CE on issues relating to private practice members
- To attract new members to join the CDI
- The advisory group met with David for an hour a couple of weeks ago to have an initial chat about the results from the survey of PP members.



## Career guidance/coaching in the public sector including educational establishments: Mark Yates and

### Luisa Moreno

- New academic year commenced in Scotland – Skills Development Scotland Advisers back in 357 publicly funded secondary schools to deliver a f2f coaching approach to guidance and the development of Career Management Skills. F2f delivery continues to be supported by digital
- Scottish candidates received their results on the 8<sup>th</sup> August. Results Helpline Advisers dealt with recognisable calls – not meeting conditions; requests to change from firm to insurance choice; consideration of clearing options
- Women’s Returners Programme extended until March 2023 – programme aims to help 1500 women (aged 25+) in Scotland, to return to the workplace after an extended absence of 6 months or more. Includes CIAG suite of services to support
- Careers Review ongoing – recommendation 10 is to create a Careers Service Coalition which will bring together all Careers Services. Acknowledged that at the moment, it is a fragmented landscape.

### Mark Yates

- A continued trend of some schools offering poor pay for school-based adviser roles continues. There are concerns this doesn’t help promote a valued service or diversity.
- With Pearson having difficulties sending out all their BTEC results, combined with competition for university places, some students will need support while this situation gets resolved.
- Media reports discuss that GCSE results will be 'trending' back towards 2019 results this summer. How this will impact students and their plans is unclear at present. There may well be some students who need additional guidance to secure their future plans.

## Professional development including training/research/sector development:

John Walker – no report

### Lydia Lauder

1. Focus on careers provision and employer engagement activities particularly with changes to post pandemic changes in labour market fluxes, recruitment and prospecting. More **student voice research being undertaken at the OU careers service to explore barriers to uptake of employer events and/or internships and shape service provision**. For example, employer placements, events and internships as well as fortifying employer relationships and ensuring equality of opportunity. **AGCAS issuing a call for gathering evidence on new employment engagement models across HEIs** - to be published in Phoenix in November 2022.
2. OU is also progressing **scholarship work with faculties** and careers service on **digital badging** for demonstrating students’ employability.
3. **Graduate Futures Skills Award** – the OU’s Achieving Your Goals careers team an online skills award to enable students to identify and evidence attributes which employers are increasingly looking for in graduate candidates. The award was designed to be delivered entirely online and at scale using the Abintegro platform. To gain the award, students must complete, at their own pace, a series of online career learning activities, such as considering what they have got to offer, exploring their options, and taking their first steps in networking. The OU Graduate Futures Skills Award is a great opportunity to boost student confidence and prove to employers that they have

built the skills they're looking for. Students have the chance to take part in an assessment centre simulation run by employers. During this activity, students are able to speak to graduate employers and put into practice some of what they had worked on in the earlier activities. Upon completion of the award, students receive a certificate of completion and a digital badge (provided via **OpenLearn**) that will show on their student academic summary and that can be shared on social media and with employers.

4. **Mental Health needs** – this thread is strongly running through all research and informing learning and professional development activities within HE.
  - For example, **across all student voice projects at OU careers, mental health as well as access participation needs are integrated.** This work is of increasing importance, as other Student Support Services are reporting an increasing incidence of mental health and wellbeing issues amongst its student users, and a survey is currently underway at OU about the issues student facing staff are being presented with.
  - **Advance HE have featured an Education for mental health toolkit.** Developed as a partnership between the University of Derby, King's College London, Aston University, Student Minds and Advance HE, and funded by the Office for Students via a Challenge Competition, this toolkit has been created to provide evidence informed guidance on the ways in which curriculum can support both wellbeing and learning. [Education for Mental Health Toolkit | Advance HE \(advance-he.ac.uk\)](https://www.advance-he.ac.uk/education-for-mental-health-toolkit)

## National Constituencies

### Wales:

#### Ciara Bomford

- Dr Deidre Hughes and Associates will be running a series of workshops for Careers Wales advisers during September and October, to launch the Careers and Mental Wellbeing Toolkit. Careers advisers from Careers Wales contributed to the development of the toolkit by sharing ideas about practice, and it is hoped that that toolkit will give advisers confidence that good career guidance does support improved wellbeing.
- Careers Wales have taken the decision that Employability Coaches (para-professionals who support customers with job search skills and career information) will work towards the OCR Level 4 Diploma, rather than level 3. The first three Employability Coaches have been registered for this qualification.
- Careers Wales is currently undertaking a review of the advice given to customers about CVs. Practitioners have conducted research into good practice for more specialist CVs, including video CVs and the findings will be incorporated into internal CPD and the Careers Wales website.

**England:** Vicki Love – no report

**Scotland and Northern Ireland:** Vacancies