



Supporting quality and workforce development for career professionals in the 21st century

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Presentation – three broad themes

1. Global thoughts and trends on career development
2. The role of the Career Development Institute
3. Professionalism and raising the bar on practice

What is the CDI

- UK-wide professional body for the career development sector
- Over 4,000 members
- Strong focus on individual members
 - Also membership categories for School Affiliates and Organisations
- ▶ **Key aim:** To support and encourage the delivery of high quality career development services, through our work to develop the careers workforce.

Changes in work are shaping career development systems

- ▶ The way work is organised is shifting – fourth industrial revolution
- ▶ For individuals (and your clients) these changes increase insecurity
- ▶ Time honoured careers strategies appear to be weakening – eg job matching; question marks over pursuing qualifications
- ▶ Even in economies of high unemployment we are seeing skills shortages and skills misalignment
- ▶ Many countries are trying to address these challenges through career development strategies

What enlightened countries are doing:

1. Building a national cross-sectoral, coherent career development strategy, with cross ministerial co-operation
2. Involving employers in building career development systems
3. Investing in evidence-based services
4. Widening access to career development services – for all citizens across their life course and through multi access channels
5. Organising career development on a lifelong basis – moving away from focus on vocational choice at a single point in time to lifelong career management
6. Focusing on career management and employability skills

What's happening in England?

Prior to the general election – the Government had three main areas of concern:

1. Brexit
2. Productivity
3. Social mobility

Has anything changed?

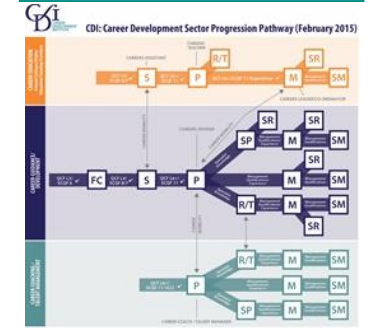
- ▶ Essentially the same team at the DfE, newish Minister of State, Anne Milton and new Secretary of State, Damien Hinds
- ▶ Social mobility still high on the agenda
- ▶ Business and education working closely together
- ▶ School system driven by attainment agenda

Changes in careers education and guidance

- ▶ Careers strategy and statutory guidance now launched
- ▶ Focus on the role of Careers Leader in schools (2018) and Gatsby benchmarks by 2020
- ▶ New contracts for a smaller National Careers Service

Major achievements to date

- ▶ Promoting professionalism:
 - UK Register of Career Development Professionals (1575)
 - 2018 ‘Year of Networking and Member Engagement’
- ▶ Building political and policy influence and partnership working
- ▶ Ownership of the National Occupational Standards NOS: CD
- ▶ Creating a new jobs board for the sector – *Careers in Careers*
- ▶ Establishing a Career Development Pathway for the sector
- ▶ Delivering a broad programme of CPD, including *free* webinars
- ▶ Increasing member value through the website and members’ area
- ▶ Establishing the CDI Academy offering L4 – L7 qualifications



Career professionals in the 21st Century

Training of Career Advisers

1. Qualification in Career Guidance → **2017 Qualification in Career Development**
 - 7 universities in England and Scotland; 2 new centres in 2017; part of new undergraduate degree from 2017
 - Set the sixteen Learning Outcomes which must be covered to achieve the QCD
 - *A Blueprint of Learning Outcomes for Professional Roles in the UK Career Development Sector* (CDI website)
2. Level 6 → To be reviewed and updated end of 2017
 - CDI Academy is able to offer Level 6 in Career Guidance and Development



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2016 Roles in schools are changing

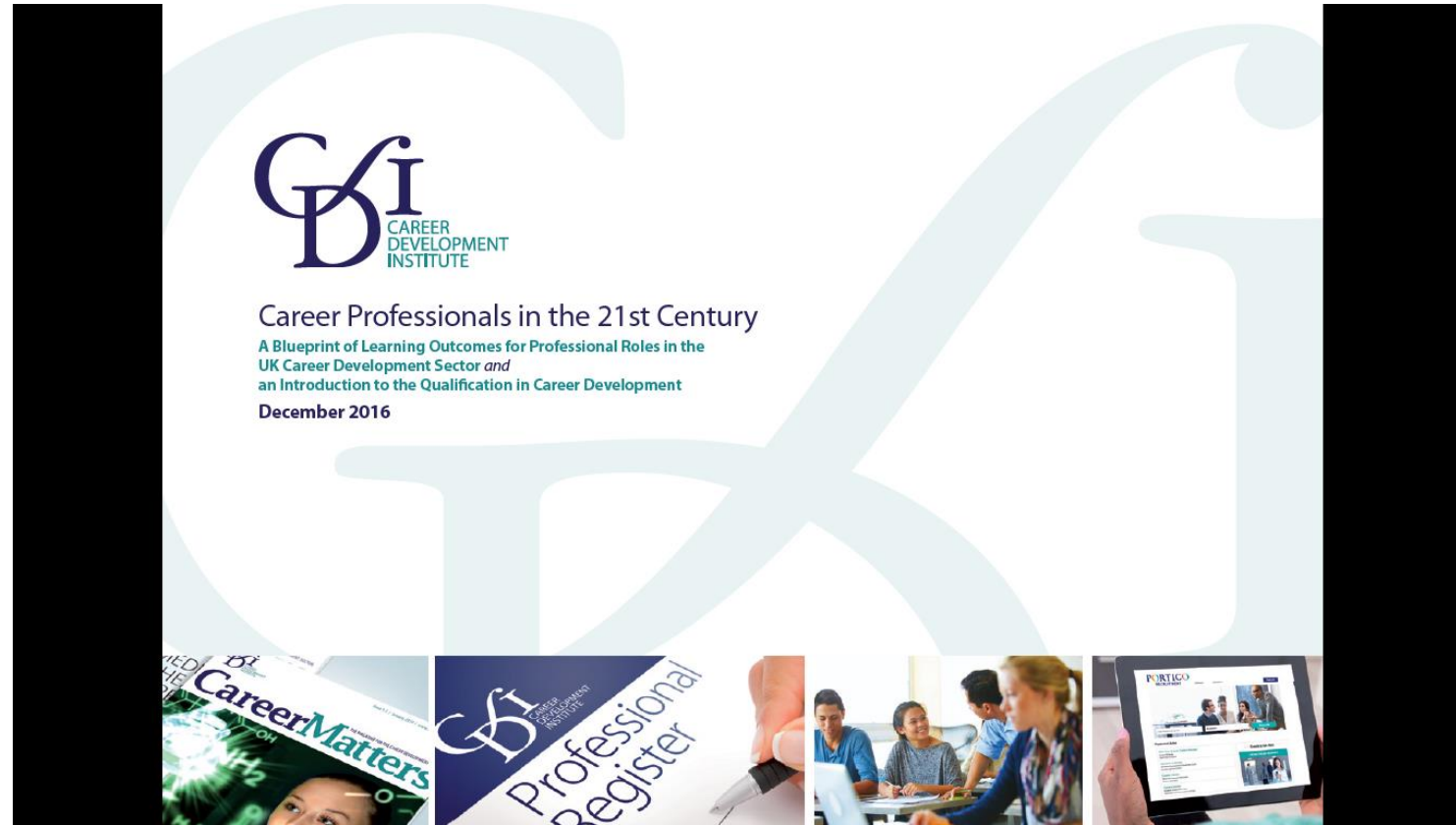
- ▶ Career Teacher role is changing
- ▶ New Career Leader role emerging – not a new profession but part of the wider careers profession
- ▶ CDI is working to professionalise the role – see *CDI Briefing: Careers Leaders in Schools*

How to demonstrate that you are a professional

According to the Network for Innovation in Career Guidance and Counselling in Europe (NICE), three of the ways of demonstrating being a professional are:

- ▶ reflecting on practice;
- ▶ developing own competence continuously; (CPD)
- ▶ integrating current theory and research into practice;
- ▶ publicly advocating for the profession in the interest of clients.

Professional skills and knowledge and determining what may need developing



Professional Careers Education and Guidance Forum Wales

A unique opportunity to bring practitioners in the sector together to:

- ▶ reflect on your practice
- ▶ develop own competence continuously and achieve accreditation, recognition and new qualifications
- ▶ integrate current theory and research into practice
- ▶ publicly advocate for the profession in the interest of clients and communities