



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. What is happening in career development in England following the general election
3. What is the role, activities and red lines of the Career Development Institute

What is the CDI

- UK-wide professional body for the career development sector
- Over 4,500 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; 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?

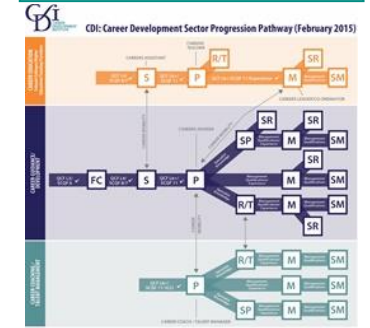
- ▶ Essentially the same team at the DfE, apart from a new Minister of State, Anne Milton
- ▶ Social mobility still high on the agenda
- ▶ Business and education working closely together
- ▶ School system driven by attainment agenda

So what can we expect?

- ▶ Careers Strategy
- ▶ Focus on the role of Careers Leader in schools

Major achievements to date

- ▶ Promoting professionalism:
 - UK Register of Career Development Professionals (1250)
 - 2017 ‘Year of Advocating on Behalf of our Profession’
- ▶ 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 new CDI Academy



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

Career professionals in the 21st Century

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*

CPD for careers leaders

Accredited routes

- New CDI Academy is offering L6 Certificate in Career Leadership – 3 units at L6 with certificated awarded by the CDI
- HE based certificates and diplomas

National pilots

- Teach First CELP (15 schools 2015-16; 48 schools 2017-18) – Key questions: is this scalable? How long might this take?

Non-accredited short courses

- Run by CDI; LAs; career companies and commercial providers

Building a professional workforce

CDI advocates for a national programme delivered locally – a new careers strategy

1. **Truly national all-age, lifelong careers service** - sharper focus since Brexit; will facilitate economic growth; social mobility and social justice; not just for the disadvantaged
2. **Career Development Coordinator based in each LEP supporting CEIAG development in the LEP area** – could include Gatsby facilitator and workforce development role, working alongside Enterprise Coordinators
3. **Government bursary scheme to incentivise:**
 - Training of career advisers
 - People who have NVQ L4 to achieve the three units at Level 6 → registration and recognition as registered career development professionals
4. **Investment in capacity building in schools:**
 - Speed-up and invest in the training and accreditation of Careers Leaders
 - Make development funding available to schools for two years linked to the QiCS – Quality Awards.