

# **‘One Voice Making an Impact’**

## **Briefing Note 5: March 2012 (1)**

***‘A profession that inspires confidence in the public, dedicated to delivering high quality career development activities and services that help individuals to achieve their full potential and support economic productivity while ensuring equality of opportunity for all.’***

**The purpose of the UK Careers Profession Alliance is to raise professional standards and assure quality and public confidence in career development activities and services for young people and adults across the UK**

### **Update from the Executive**

It seems quite a while since the full CPA Executive last met, however two new task groups have been set up and met during February. The first, chaired by Stephen McNair, is working on developing protocols and structures for governance of the Career Development Institute (CDI) and the second, chaired by Trevor Mason, is working on funding arrangements and will produce a business plan for the CDI. Both task groups have representation from all associations in the CPA. There are two scheduled meetings of Executive in March and at the first one, on 1<sup>st</sup> March both task groups reported on progress and recommendations.

This communication reports on the implications of the CPA work on the implementation of the National Careers Service and outlines key decisions made during this meeting as well as more generally on developments since the January meeting

1. We were pleased to have BIS and Skills Funding Agency colleagues at this meeting who provided an update on progress towards implementation of the National Careers Service.
  - a) BIS colleagues articulated their strong support for the CPA agenda to add both quality and status to the careers profession. When John Hayes launches the National Careers Service next month, he will make it clear that it will be a flagship service delivered by a professional workforce that leads from the front. The service will have a fundamental role in supporting a professional workforce interested in continuous professional development and improvement. It will represent a step change which will be underpinned by the work of the CPA.
  - b) BIS has anticipated that young people may try to access the National Careers Service and are anxious to ensure that they are not simply turned away. They will be signposted towards the website and helpline and told about the support they can receive at school. To support young people and adults access the services that will meet their needs the most the Skills Funding Agency is also trialing approaches to triage in the community. Evaluation of these trials will inform the future development of the National Careers Service
  - c) The CPA is concerned about how to get a clear message to schools about what young people can access from the National Careers Service and how best to discharge their new duty to secure

independent, impartial careers guidance. It was suggested that the CPA approach DfE to discuss the possibility of using their school contact route in order to do this.

d) BIS are developing a national vision for the National Careers Service workforce which will look to ensure that all customer-facing employees recognise the importance of the CPA workforce proposals, including the code of ethics and the membership framework. This will include setting an expectation about the proportion of the workforce which should be qualified to Level 6 and on the CDI Register by April 2015. Influence rather than instruction will be the vehicle to make this happen.

It was stressed that these views have not yet been tested with the Minister as to whether they are consistent with his vision for the National Careers Service. Whatever his views, the CPA will be providing him with clear information to accompany the launch of the National Careers Service about how the CDI and Register for Career Development Professionals will operate both in the transition period to January 2013 and once the new body is formed.

2) The contract to set up the Register of Career Development Professionals will finish at the end of this month. There was a workshop for practitioners to test it out on 8<sup>th</sup> February in Sheffield and a process of user testing has begun. Feedback from both will be used to improve registration procedures and ensure that they work effectively for all members of the profession. The on-line resource will enable people to sign up to the Register of Career Development Professionals and provide information on qualifications and competence along with a range of CPD resources and planning and recording tools.

3) The Register will be an important aspect of this improved offer, but it is only one aspect. We will outline benefits of registration and encourage all those who are eligible to register. However, we recognise that for a significant proportion of those in the Career Development sector membership will initially be the most important way to benefit from and contribute to this important development of a single professional body for the sector.

4) It is important to remember that the purpose of the CDI will be to champion quality, promote the Career Development sector and the benefits that it has for individuals, the economy and society, serve members and to support them in their work. It will therefore be dedicated to continue, and to improve on, the services and resources that current members enjoy from the four associations. We feel that it is important to ensure that *all* members, regardless of whether they are registered or not, will be able to have their say in the running of the CDI and will continue to benefit professionally from being a member.

5) Although the English Government has supported the inception of the CDI, the Executive Group is very keen to keep the focus on the CDI as a professional body for the UK. Discussions and consultations with the devolved nations will be ongoing through the transition phase. This UK focus is part of the discussions about the governance of the new body. In support of the careers profession, the CDI will need to take account of the different publically funded models of delivery of careers education and guidance.

6) Task groups on governance of the CDI, on business planning and funding and on communication will meet regularly during the transition period from now to January 2013 and their recommendations will be discussed and agreed at the monthly Executive meetings. Points of agreement will be communicated to members of the existing bodies and to other stakeholders through our communications briefings,

An effective business model that builds on and develops existing good practice, whilst embracing innovation and the challenges and opportunities that face the sector is critical to our success. We ask for your continued support.

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