



ICCI Global Council Report – 7th November 2017

About the Career Development Institute

The CDI is the single UK-wide professional organisation for everyone working in the fields of career education; career information, advice and guidance; career coaching, career consultancy and talent management.

We have over 4500 members and aim to speak with one voice for the career development sector, ensuring a sound networking approach between practitioners, inspiring confidence in those who seek help in moving into and through the sector and providing support to members in the delivery of high quality career development services.

We have recently become one of the Founders of the Network for Innovation in Career Guidance and Counselling in Europe (NICE) Foundation. The foundation focuses on matters of higher education (academic training) in career guidance and counselling in terms of its mission and activities. Its aim is to support the coordination and establishment of academic training and the development of common standards and reference points in Europe. Proposals for future developments are in the attached NICE document.

1. What is happening in your country in the economy, politically and the labour market?

Brexit continues to rumble on with slow progress being made. Following the snap General Election on 8th June the Conservative Government returned to power but with a reduced majority.

Political uncertainty in the UK therefore continues. A Careers Strategy for the delivery of career guidance in schools, originally intended to be published early in 2016 is due to be published in November 2017 with new statutory Guidance likely early in 2018. The sector is much in need of government investment.

There is also debate about the future of the National Careers Service which provides career advice, information and guidance to adults. The political uncertainty is also having an impact on the funding for HE and other providers through European projects which are ESF funded and which will not be accessible following Brexit.

The CDI's overarching priority is to convince the Government to reconstitute the current National Careers Service in England into a genuinely all-age career development service that provides support throughout life: to young people in the education system, in employment or NEET, and to adults in work or unemployed. We also want to raise awareness among both business and individuals of the benefits of investing in career development and to incentivise private and personal investment in career development

We are also promoting the vital role of qualified Careers Leaders in schools and are now delivering the CDI Certificate in Careers Leadership. We are also supporting a group of employers in their development of a Higher Apprenticeship Standard: Career Development Professional. This will

enable employers to access Apprenticeship Levy funding for the training of new staff to QCF level 6, 60 credits in career development qualifications.

In spite of the uncertainty around Brexit employment figures are holding up. UK unemployment rate declined to 4.3 percent in the three months to August of 2017. This is the lowest jobless rate since 1975. The unemployment rate in the United Kingdom averaged 7.09 percent from 1971 until 2017, reaching an all-time high of 12 percent in February of 1984 and a record low of 3.40 percent in November of 1973.

2. What is happening in the career coaching profession/career coaching organisations and where employers provide career coaching for employees?

Nothing much has changed since my report in May 2017. There still appears to be ongoing demand from individuals for career coaching - either asked for through their employer or sought privately. Issues remain the same e.g. workplace bullying that has undermined confidence, dealing with redundancy, looking for work that feels more meaningful. Publicly funded organisations continue to tighten their belts, offering fewer days with day rates remaining stagnant.

In career coaching organisations there continues to be a continuous pressure on providing cost effective careers provision which means career coaches need to come up with new ways of providing services. Face to face one to one work still exists but is becoming less prevalent. New social media platforms are becoming mainstream: This creates an opportunity for career coaches to understand and use new social media platforms, for instance Instagram, Snapchat, Pinterest as a career development and job search tool.

ICCDPP Conference in Seoul in June 2017

What may be of more interest to ICCI Global Council Members is the Communique from the ICCDPP Conference in Seoul in June 2017. This event was attended by the CDI Chief Executive, Jan Ellis, who was one of 107 delegates representing 21 countries. Delegates also included, international labour market experts, and officials of international policy research and development organisations: the Organisation for Economic Cooperation and Development (OECD), the European Centre for the Development of Vocational Training (CEDEFOP), and the European Training Foundation (ETF).

The Symposium discussed changes in the labour market and how career development can help societies to respond to and shape such changes. Career development is both an individual and a social good and results in a range of positive impacts. It can be a critical lever for optimising the functioning of the labour market, helping societies to manage periods of rapid change and instability and supporting individuals to manage learning and work throughout their lives. The conference comprised four main themes and the following recommendations, further details of which can be found in the attached document:

How changes in work organisation are shaping career development systems

- Build a national, cross- sectoral, career development strategy
- Recognise that individuals' careers pass through the jurisdictions of a range of government departments
- Involve employers in building career development systems
- Widen access to career development services
- Organise career development on a lifelong basis

Making career development programmes relevant and effective

- Involve key stakeholders (parents, employers, educators and citizens) in the design and delivery of career development programmes and services
- Ensure individuals have access the work experience and work-related learning
- Provide good quality labour market information
- Make use of technology
- Support employers to provide career development services for their staff
- Base policies and practice on evidence

Ensuring the relevance of career professional training and development

- Involve stakeholders in the design and delivery of career professional training and development
- Actively support professionalism
- Develop approaches for effective inter-professional working
- Ensure high quality initial training
- Support the development of professional associations
- Recognise the need for ongoing professional development

Building career development skills

- Clearly define career development skills
- Create a common conversation around career development skills
- Integrate career development skills into the education and employment systems
- Actively support advocacy by career professionals for the use of career development skills

The Communique concludes with the following statement.

Career development is an individual and a social good. It can be a critical lever for optimising the functioning of the labour market and supporting individuals to manage learning and work throughout their lives. The labour market is currently going through a period of rapid change and career development can be used to help societies, individuals and organisations to respond to and shape such changes. Developing effective systems requires a mix of bottom up and top down actions. Public policy has an important role in to play in developing and refining career development systems. However, it is critical that governments work in partnership with professional associations, career professionals, educators, employers and citizens to design and deliver systems that are fit for purpose.

These themes are somewhat similar to those from the 7th Biennial EU Presidency Conference on Lifelong Guidance Policy and Practice which took place in Tallinn, Estonia, 27-28th September, 2017. Please see the attached document for further information.

Forthcoming International Conferences

- Career Thought Leaders' European conference 1st-3rd May 2018, in Madrid
- International Education and Employers Research Conference: Social Mobility: What role can employer engagement and technical education play? Date tbc, likely March to May 2018
- International Centre for Guidance Studies (University of Derby) Imagining new perspectives on work – the role of career development in shaping futures, 23rd and 24th May 2018.

The event aims to examine how the concept of work might develop and evolve over the next decade and in conjunction with this how the role of career development practitioners might need to adapt to continue supporting individuals in the future.

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24th October 2017