



“EFFECTIVE CAREERS GUIDANCE”

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GUIDANCE**

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THE INSTITUTE OF CAREERS GUIDANCE



Our Vision

That career development is valued by Governments, employers and individuals as the key to success in economic prosperity, social mobility and lifelong learning

Our Mission

To optimise the profile, visibility and impact of career guidance

Our Aims

- **To be the credible voice of careers guidance professionals in the UK**
- **To champion ethical practice and professional codes of conduct in careers work**
- **To promote and provide Continuous Professional Development for career professionals**
- **To stimulate and promote best practice in careers work**
- **To inspire cohesion across partner organisations involved in careers work**

FACING UP TO THE FUTURE



- **A way of describing careers guidance**
- **A metaphor for the current challenges**
- **Need to note the backdrop of cuts and decimation of services**
- **ICG continues to express its deep concern and lobby for a better foundation**

THE UK CAREERS MAP



- **Skills Development Scotland**
- **Careers Wales**
- **Northern Ireland Careers Service**
- **Connexions / Next Step**
- **F/HE**
- **Other**

CONNEXIONS AND CAREER GUIDANCE



- **General IAG**
- **Focus on NEET – and accountability**
- **Personal Adviser versus Careers Adviser**
- **Impact on Training / CPD**

THE OECD FRAMEWORK FOR BENCHMARKING CAREERS GUIDANCE



- **Transparency and ease of access over the lifespan, including a capacity to meet the needs of a diverse range of clients**
- **Particular attention to key transition points over the lifespan**
- **Flexibility and innovation in service delivery to reflect the differing needs and circumstances of diverse client groups**
- **Processes to stimulate regular review and planning**
- **Access to individual guidance by appropriately qualified practitioners for those who need such help, at times when they need it.**
- **Programmes to develop career-management skills**
- **Opportunities to investigate and experience learning and work options before choosing them**
- **Assured access to service delivery that is independent of the interests of particular institutions or enterprises**
- **Access to comprehensive and integrated educational, occupational and labour market information**
- **Involvement of relevant stakeholders**

A POLICY CROSSROADS



- **“Increase people’s aspirations and awareness of the value of skills – rationalise existing fragmented services and develop a new universal adult careers service” (*Leitch 2006*)**
- **“....we have barely heard a good word about the careers work of the current Connexions service - its focus on the minority of vulnerable young people is distracting it from offering careers advice - the service is simply not good enough” (*Milburn 2009*)**
- **I have long argued for the creation of an All Age Careers Service – careers guidance is the engine room of social mobility and social justice” (*John Hayes – Minister of State 2010*)**

WHAT CONSTITUTES EFFECTIVE CAREERS GUIDANCE?



A Definition:

“Careers Guidance refers to services and activities intended to assist individuals at any age and at any point throughout their lives to make educational, training and occupational choices and to manage their careers. The activities may take place on an individual or a group basis and may be face-to-face or at a distance” (OECD 2003)

A FRAMEWORK FOR EFFECTIVE DELIVERY



- **Evaluation Standards (see OECD framework)**
- **Organisational Standards (see Matrix)**
- **Professional standards**
- **Performance Measures**

CLEAR PROFESSIONAL STANDARDS



- **Independent**
- **Impartial**
- **Informed**
- **High Quality – up to date, accurate, consistent**
- **Supportive of Equal Opportunities**
- **Confidential**

THE QUALIFIED CAREERS ADVISER - 2011



ICG define as:

- i. Have studied appropriate theories of vocational and career/s guidance, including theories of career choice, and theoretical approaches to the conduct of professional interventions**
- ii. Have studied professional practice in vocational and career/s guidance, and are competent in the practical implementation and conduct of guidance intervention involving interviewing and group work**
- iii. Have studied the ethical considerations and implications of their autonomous professional practice and have experience of its application**
- iv. Have a commitment to their own continuing professional development, ethical practice and the advancement of their own professional knowledge and understanding**

THE QUALIFIED CAREERS ADVISER - 2011



Anyone who has already attained:

- i. The Diploma in Careers Guidance**
- ii. The Qualification in Careers Guidance / Qualification in Careers Guidance and Development (Scotland)**
- iii. NVQ Level 4 in Advice and Guidance with specified units**
- iv. NVQ level 4 in Learning Development and Support Services with specified units**

THE QUALIFIED CAREERS ADVISER IN FUTURE



OECD Review 2004:

“When it cannot really be identified as a service available in its own right people will continue to have difficulty in accessing it if it is not a separate occupational category, the problems of creating separate and appropriate training arrangements will persist”.

Lifelong Learning UK 2009:

“UK Careers Guidance workforce comprised 26,400 individuals of those 56% are qualified to NQF Level 5”

THE QUALIFIED PRACTITIONER IN FUTURE



- **QCF Level 6 Qualified**
- **Registered or Licensed**
- **Evidence of CPD - possibly STEM specialised**
- **Signed up to a Code of Ethics**
- **Set within a QCF Framework of Progression**

GETTING THERE



- **The CP Taskforce**
- **The Careers Professional Alliance**
- **The AACCS Transition Group**
- **The Education Bill**

IS IT WORTH IT?



“If it wasn’t for my Careers Adviser I would probably be doing nothing, just sitting in the house watching TV” (*Young Person*)

“Thank you for visiting our staff on Friday – I spoke to the Chief Executive and told her how they found the session valuable and inspiring” (*Employer in Bradford*)

“My first interview with the adviser was quite life changing. I mentioned that I had thought of setting up my own business, half expecting the adviser to suggest I got a job in a bar until a suitable job became available. The adviser instead was enthusiastic and supportive. I feel very motivated, driven and enthusiastic about my future now. Since my first visit I have not stopped thinking, planning and dreaming”. (*Next Step client in Yorkshire*)

SUMMARY



- **CG divides opinion!**
- **All recent reviews recognise its significance – most also signify need to change / improve**
- **Variations within the UK**
- **Approach in Scotland and Wales highly rated by OECD**
- **Too many u-turns**
- **A route map to improvement now emerging in England**
- **But £££ and sustained commitment needed**