Revitalising the professional status of career guidance

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The Developing Picture

- The changing landscape: career development systems and services
- Policy drivers: transformation
- Professional identity and formation: building a stronger careers profession
- Careers work: a future perspective

The Changing Landscape

- Europe 2020 Lisbon Strategy: GROWTH
- Education & Training 2020
  - % share of early leavers from E&T should be less than 10%
  - at least 95% of children (between 4 & starting compulsory primary education) should participate in early childhood education
  - % share of 15 year olds with insufficient abilities in reading, mathematics & science should be less than 15%
- Vocational Education & Training (VET) 2020

GROWTH through the Education and Skills systems

Education and Skills Growth Review Objectives - examine the barriers to growth and how government might address them; and to ensure there is a credible growth strategy across the education, FE and Skills and HE systems.

An initial sweep of the evidence and possible issues to address in the growth review through the lens of 3 key questions

What skills do employers say they lack from entrants to the labour market?

What more can Government do to increase skills of the existing workforce by unlocking demand from employers?

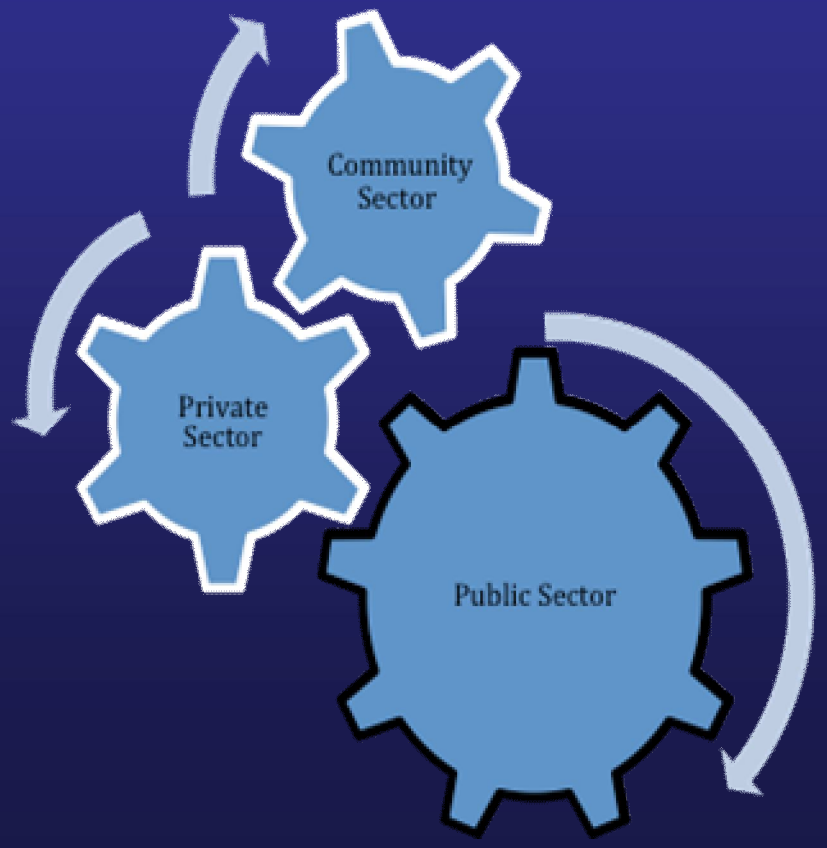
What more can Government do to facilitate informed choices about learning?

Need for lifelong learning

- Formal and informal
- Engagement across the lifecourse:
  - up-skilling
  - re-skilling
  - re-entry
  - re-direction

Shifting paradigm in England .....and elsewhere

From this…



To this…

Coalition Government

- Freedoms
  (e.g. academies and free schools)
- Removal of statutory requirements, red tape, bureaucracy
- Reductions in allocated resources
  (e.g. cuts to local authority budgets)
- A new National Careers Service – April 2012

Talent Pipeline: Skills and Jobs

3 main channels of delivery

Careers Sector

- Web portal(s)
- Telephone support
- Face-to-face
- Profession & Service
  Registration; CPD; Quality Standards

Public, Private, Voluntary & Community

Government

- Low cost services
- Timely & appropriate interventions
- Priority groups?
- Tracking and Destinations

Evidence

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Revitalisation

- A unified model - fine tuning the system
- A professionalised model – e.g. Finland
- A mixed model – public sector leading on ICT – e.g. Denmark
- A partially market led model – e.g. British Columbia, Canada

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UKCES
UK COMMISSION FOR EMPLOYMENT AND SKILLS

Careers Service multi-channel blended provision

Understood, well signposted and caters for individuals of all ages

- Sufficient quality assurance
- Practitioners are confident using technology
- High quality labour market information
- Individuals as service users drive change
- Best use of the latest assistive technologies
- Technology is used to develop practitioner competency
- Developers can find and use data to develop new products
- Individuals have digital literacy and career management skills
- Use of new technology to widen access to services

Quality Assurance & Evidence Framework: 2012-2013

- Practitioner Competence
- Involving the citizen / user
- Improving the design and delivery of careers services
- Cost benefits to Government and society
- Cost benefits to individuals

Building a stronger careers profession

- Common code of ethics and professional standards
- Qualifications – minimum QCF level 6 as a recognised qualified and competent careers professional
- Register of practitioners and/or ‘licence to practise’ linked to continuing CPD
- Career Progression Framework: next generation
- New Workforce Development Strategy
- National quality kitemarks underpinned by quality awards

UK Careers Profession Alliance – 'One voice making an impact'

ACEG

993

agcas

2,129

NAEGA

400

INSTITUTE of CAREER GUIDANCE

3,929

NORTHERN IRELAND SCHOOLS & COLLEGES CAREERS ASSOCIATION

Association of Career Professionals INTERNATIONAL

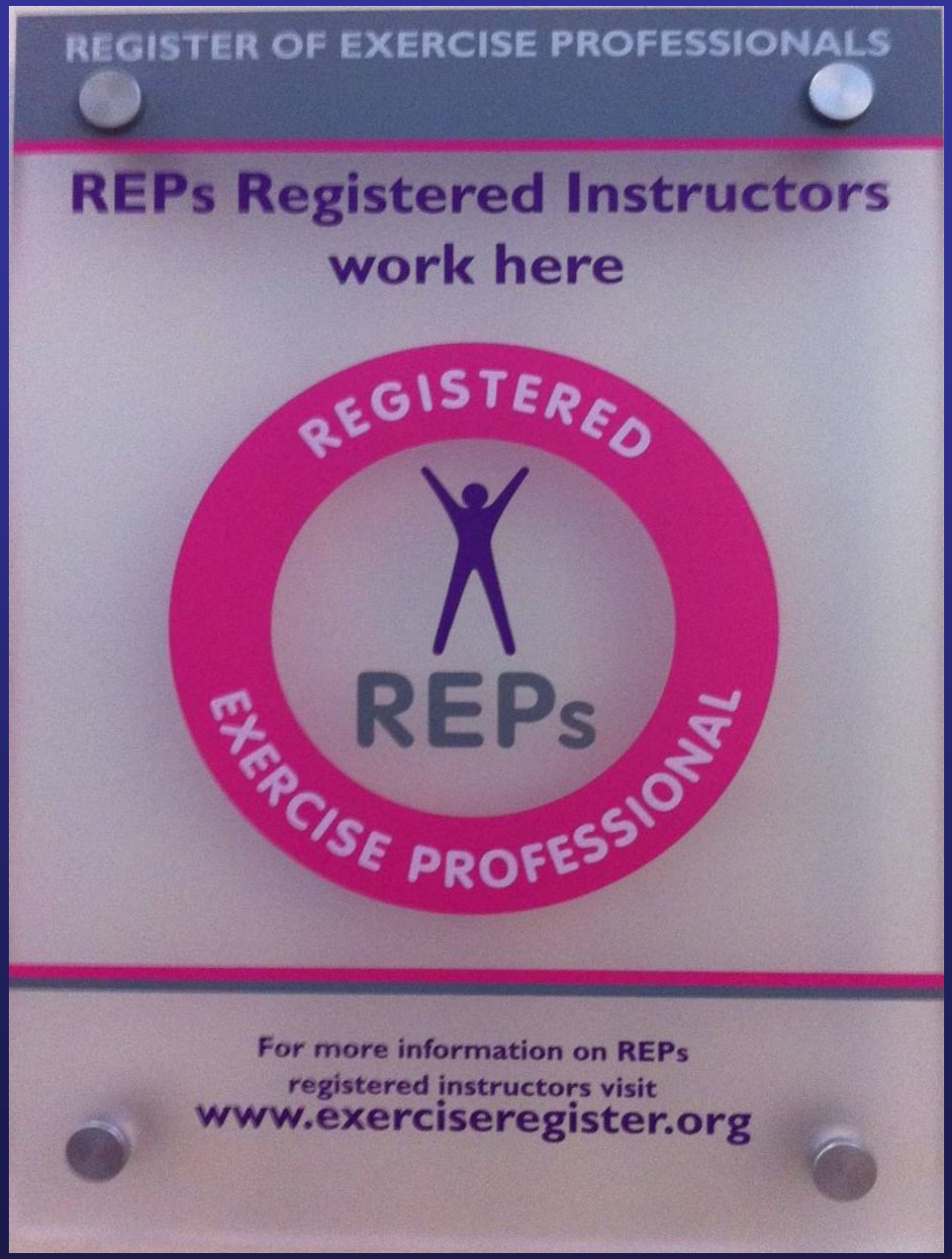
The World's Voice on Career Issues

95

Public Protection & Informing and Developing the Membership

- Personal Advisers in the Welfare to Work industry – a new Institute for Employability Practitioners
- Employer leadership and support
- Funds to develop and embed
- Links established with the CPA Chair & Executive Group

Which Direction?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- *Remember, people will judge you by your actions, not intentions. You may have a heart of gold – but so does a hard boiled egg’* *- Author Unknown*

Thank You

- Dr Deirdre Hughes OBE

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