

## ***Career education and guidance that works***

What does the evidence-base tell us?  
What does it mean for managers and practitioners?

Monday 12<sup>th</sup> June 2017

10:30 - 16:15

Mary Sumner House, 24 Tufton St, Westminster, London SW1P 3RB  
(3 minutes from Westminster tube station)

£95 + VAT including refreshments and light lunch

### **Overview**

**The CDI and the charity Education and Employers are delighted to be working together to bring you a special one-day event: *'Career education and guidance that works'*.**

The careers education and guidance (CEG) landscape has been in a state of flux over the past five years. Governments and policy makers from across the UK constantly highlight the need for *evidence* on what works best, particularly in schools. To help you to promote the benefits of CEG, whether it be promoting a programme in schools and colleges or working to persuade an organisation to purchase your services, we are organising this event to showcase what the evidence actually tells us.

Our keynote speakers, including Professor Frans Meijers who is travelling especially for the event from the Netherlands, Dr Deirdre Hughes OBE and Dr Elnaz Kashefpakdel - all of whom are experts in their fields. They will each draw upon robust international, national and regional research findings on CEG and evidence of its impact. They will be joined by other speakers including Jan Ellis, Steve Stewart, Liane Hambly, Jordan Rehill and Nick Chambers. There will be breakout sessions in the afternoon, including an interactive workshop to help you to focus on professionalising your own delivery in these changing times.

### **Who should attend?**

Although the course has been designed with careers advisers, career co-ordinators, career leaders and senior teachers in mind, it will be of value to anyone who is planning to prepare a careers programme in schools, colleges and higher education.

## Learning outcomes

The event will:

- Explore recent research on evidence and impact
- Consider the importance of career leadership and the positive impact this can have on young people making successful transitions in learning and work
- Look at new and exciting regional approaches that are unfolding in England
- Reflect on key findings in the new government's manifesto on all-age careers provision
- Help you to develop your own professionalism in a complex market

## The programme

	Session	Speaker
10.30 - 10.45	Registration	
10.45 - 11.00	Welcome and introduction	Jan Ellis & Nick Chambers
11.00 - 11.45	Research – impact and evidence	Dr Elnaz Kashefpakdel
11.45 - 12.15	Implications for practitioners	Jordan Rehill
12.15 - 12.45	Roundtable discussion/Q&A	All
12.45 - 13.30	Lunch	
13.30 - 14.30	Career guidance in education: some dilemmas	Prof. Frans Meijers, The Netherlands
14.30 - 15.00	Building a careers offer – national & regional practices	Dr Deirdre Hughes OBE
15.00 - 15.15	Refreshments	
15.15 - 15.50	Interactive Workshops professionalising your delivery	Dr Deirdre Hughes OBE, Claire Johnson (CDI), Steve Stewart (Careers England), Liane Hambly (CDI)
15.50 - 16.15	Plenary session Key findings: moving forward	All

**Book places now through the CDI website**

<http://www.thecdi.net/Skills-Training-Events>

To access the Education and Employers **free searchable on-line library** of research and reports on careers and employer engagement please see <http://www.educationandemployers.org/research-type/taskforce-publications/>

## Overview of the keynote sessions

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<b>11:00 - 11:45</b>	<b>Research – impact and evidence</b>	<b>Dr Elnaz Kashefpakdel</b>
<b>11:45 - 12:15</b>	<b>Implications for practitioners</b>	<b>Jordan Rehill</b>

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Drawing on insights from our research over the past 5 years, this presentation will initially seek to contextualise the need for employer engagement in education, as well as the demand for such events amongst pupils and teachers. Then, using wider literature and new evidence, will identify key areas which successful employer led careers activities should focus on so the best outcomes can be achieved for the young people taking part.

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<b>14:30 - 15:00</b>	<b>Building a careers offer – national &amp; regional practices</b>	<b>Dr Deirdre Hughes OBE</b>
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Jobs, skills and growth are inextricably linked to careers work in England's schools. Economists and educationalists have long recognised that careers work matters when it comes to the effective functioning of education and labour markets. But careers work is under serious pressure given the latest UK Office for Budgetary Responsibility (OBR) estimates. At a local and regional level people are noticing the impact of cuts to their budgets. In some regions, new careers strategies are emerging focused on in young people, families and the local economy. Key findings and lessons learned are presented from a practitioner, researcher and policy perspective.

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<b>13:30 - 14:30</b>	<b>Career guidance in education: some dilemmas</b>	<b>Prof. Frans Meijers, The Netherlands</b>
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The learning required in the 21st century requires a very different learning process that what is traditionally done in education. Cultivating self-direction in our students means that they must in engage in meaning-oriented learning, while reproductive learning dominates in traditional education. Based on research findings from Dutch secondary and higher vocational education I sketch the dilemmas that teachers and career professionals face as a result of this. These dilemmas occur in conversations between teachers and students (micro level), in conversations between teachers and on a school management (meso level), and in the relation between school and labour market (macro level).

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<b>15:15 - 15.50</b>	<b>Interactive Workshops professionalising your delivery</b>	<b>Dr Deirdre Hughes OBE, Claire Johnson (CDI), Steve Stewart OBE (Careers England), Liane Hambly (CDI)</b>
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According to the Network for Innovation in Career Guidance and Counselling in Europe (NICE), three of the ways of demonstrating being a professional are: recognising the need to develop own competence continuously; integrating current theory and research into practice and publicly advocating for the profession in the interest of clients. This workshop will enable you to think

through how you currently do this and find out more about how the CDI as the professional body for the sector can support you.

## Speaker biographies



**Professor Franz Meijers** Dr. Frans Meijers is professor emeritus, The Hague University, The Netherlands, and has been doing research in the area of vocational and careers guidance for over 30 years. He has his own consultancy firm, is the author of many peer-reviewed articles, and is symposium co-editor of the *British Journal of Guidance and Counselling*.



**Dr Deirdre Hughes** OBE specialises in careers policies, research and practice at an international, national and regional level. She is a Principal Research Fellow at the University of Warwick, Institute for Employment Research (IER). Deirdre was a Commissioner at the UK Commission for Employment & Skills (July 2011 – September 2015) and Chair of the National Careers Council in England, (May 2012 – September 2014). Over the last 30 years she has published widely and presented international evidence to audiences in differing EU and international countries on what works in career education and guidance for young people and adults. She is currently a member of an Advisory Group on Education in Transport reporting to the Minister of State. She is also a CDI Legacy Fellow.



**Jan Ellis** has worked in the career development sector for over 30 years, both as a practitioner and senior manager. In the 1990s she was part of the management team at VT Careers Management, responsible for business development, marketing, publishing, international contracts and the careers software and publishing company Lifeskills. Innovative and business savvy, she was invited to work with the Institute of Career Guidance, as a business development consultant in 2010 and in October 2013 she was appointed the Career Development Institute's first chief executive. The CDI is the UK-wide professional body for the career development sector, with a membership of over 5,000.



**Claire Johnson** is the CDI Professional Development Manager with responsibility for the UK Register of Career Development Professionals; the Qualification in Career Development (QCD); CDI Academy for OCR qualifications in CEIAG and the development of the Career Development Sector Progression Pathway. She is also Secretary to the CDI's Professional Standards Committee and worked with PSC members to produce the revised Code of Ethics and Discipline and Complaints Procedure in 2014 and the Ethical Practice Framework and Case Studies in 2015. A Registered Career Development Professional, Claire has over 30 years' experience in the sector in a variety of practitioner, management and senior management roles. During her twelve year freelance career she co-wrote the original Qualification in Career Guidance qualification and QCF qualifications for the career development sector. She is the co-author with Dr Siobhan Neary of *CPD for the Career Development Professional*, published in 2016.



**Steve Stewart OBE** Steve began his career as a Careers Adviser in Rotherham and moved to Coventry in 1982. In 1993 he was appointed Deputy Principal Careers Adviser at Coventry Careers; in 1995 he was appointed Managing Director of Quality Careers, Coventry and in 2001 he was appointed Executive Director of the Connexions Service for Coventry and Warwickshire. In 2006 he assumed responsibility for sub-regional economic development as well as careers, and was appointed Chief Executive of Coventry, Solihull and Warwickshire Partnership Ltd (CSWP). Steve retired from CSWP in September 2014 and together with his wife Rachael, established The Stewart Alliance. Steve is also Executive Director of Careers England Ltd; the trade body for careers information, advice and guidance companies. Steve has held a number of positions including the Labour Leader of Rugby Borough Council, Chair of the Coventry Foyer Trust, Vice Chair of the national charity ContinYou, and Vice Chair of the Warwickshire Children's Trust. He is currently a Governor at City College, Coventry, chairing the student consultative committee. He is also Vice Chair of the Coventry and Warwickshire Place Board and a Trustee of the charity Jumping Through Hoops. In 2003 he was awarded an OBE for services to young people.



**Liane Hambly** is a freelance consultant and senior lecturer at Coventry University with 30 years experience in the career development field. She has an excellent reputation for workforce development with expertise in career theory and guidance practice, career coaching, motivational approaches, reflective practice and ethics. She is the lead trainer for the CDI in career theory and advanced guidance and coaching practice.



**Dr Elnaz Kashefpakdel** is Head of Research at the Education and Employers. She is a trained quantitative analyst, completed her PhD from the University of Bath for a study on higher education policy. Elnaz has co-authored many works on employer engagement in education and school to work transitions including "Career Education that works: an economic analysis using the British Cohort Study" in the Journal of Education and Work. She has presented at international conferences and showcased her research at government departments including DfE and BIS. Her research is references in government documents such as Industrial Strategy and career education policy briefings. Her work was also endorsed in national publications such as Engineering UK annual report 2017 and public media including BBC Education and TES.



**Jordan Rehill** is Research Assistant at the Education and Employers. He graduated from the University of Manchester with a BA (Hons) degree in Modern History and Politics, focussing particularly on issues of youth homelessness. Prior to joining Education and Employers he worked for the youth violence charity Redthread, where he assisted in research on trends in youth violence and gang-related violence in central London. He has co-authored recent projects on employer engagement in education with Elnaz T. Kashefpakdel and Anthony Mann including *Contemporary Transitions: Young Britons reflect on life after secondary school and college* and *How to make the most of careers events with employers*.



**Nick Chambers** is the founder and CEO of the Charity, Education and Employers. The charity runs *Inspiring the Future* and its *Primary Futures* and *Inspiring Women* campaigns programme and undertakes research into the effectiveness of employer engagement. Prior to joining the Taskforce, Nick was Director of Education at Business in the Community. During this time he oversaw the production of a report on school governance with the University of Bath on behalf of the National Council of Education Excellence. The council, chaired by the Prime Minister considered how best to mobilise businesses and universities to work with schools and colleges, and to promote links between schools to contribute to raising standards and achieving educational excellence. Between 2000 and 2006 he was Director of Development at a leading independent school in London where he was responsible with the Governors for reviewing and articulating the school's vision as it approached its 500<sup>th</sup> anniversary and developing a strategic plan to achieve this. Nick originally studied Environmental Management and then ran his own business as well as being involved with various charities. In 1992 he obtained a PGCE and taught in an 11-16 comprehensive school and an 11-18 grammar school. In 1997 he was appointed Development Director at the state school in Lancashire where he had been teaching in - the first appointment of its kind in the UK where his responsibilities included employer engagement.