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**Ms Jan Ellis**  
**Chief Executive Officer**  
**Career Development Institute**

PROGRAMME DIRECTOR: Now we will welcome Ms Jan Ellis. Jan worked in the career development sector over 30 years, both as a practitioner and as a senior manager. In her earlier career she worked as a career advisor, with young people and adults, in Nottinghamshire and Surrey in the UK. In 1990, she was part of the senior management team at the VT Career Management, who are not the lightest career companies in the UK. She was responsible for business development, marketing and publishing, international contracts and the careers of where and publishing company life skills. You are most welcome Ma'am. Please, can we give her a round of applause?

MS JAN ELLIS: Good morning everybody and thank you very much for inviting me here at your first inaugural conference of the Career Development Association in South Africa. I'm here today to talk a little bit about your sister body in the UK, because I'm from the UK Career Development Institute, which operates across England, Northern Ireland, Scotland and Wales and I want to talk a little bit this morning about what professional bodies are for, what we have achieved over the last five years, just to give you a feel of where SACDA may be going in the future, particularly to focus on professional development, because I think that's really important for all of us and lastly say a bit about where I see my own organisation going in the future. And if I don't get told to stop talking, I've probably got a little video to show you about what people in the UK think about their career development institute that I hope will inspire you going forward.

Firstly a little bit about professional bodies in general and this is my only slide that's about research and background information, but it's really quite difficult to define what professional bodies do. Somebody called Watkins, back in 1999, gave them four characteristics which we think are true today. Professional bodies are organisations that impose entry barriers, so not everybody can be a member of a professional body. They often have a register of members, that show which members are qualified. They provide a code of conduct, or a code of ethics as to how their members should operate and they are responsible for systems, to maintain quality and standards in their profession and I think I can see similarities there between where SACDA is going and also what my own professional body does.

They importantly, have a very strong focus on CPD and training. You need to be absolutely expert in your fields and they are there to help you through changes and making understanding and knowledge of everything that's going on, not just Industry 4.0, but changes within your own local economies, so you can pass that information onto your clients.

Many professional bodies are chartered too, which means they have legal status and then, if you are a chartered body, your members do have to belong. You can't practice unless you're part of that body. I think, like the career development institutes, SACDA, also believes in lifelong career development for all. Career services have to work for the good of everybody. I think that's really important to bear in mind.

This next slide just shows you a picture of our own website and on the right-hand side you can see some of the badges that we offer. If you become a member of the career development institute in the UK, you get a little badge that says you're a member and our members have those proudly and it means that they can also put letters after their names which, when they are signing documents, or if they're working in a school, gives them a sort of a feeling of belonging, a proudness, a privilege that they are part of their own professional body. I think that's really important that you feel you belong to something and I'll be reflecting on some of the other images on the screen if I get through my talk.

Let me tell you a little bit about the Career Development Association in the UK, because we are about five years ahead of factor. We opened our doors in 2014 and today we have a membership of over 4 500 career development professionals across the UK. They are career advisors, like myself, career teachers working in schools, career consultants working in the private sector and we are an inclusive body. So it doesn't matter where those career professionals work, there is just one professional body they can belong to. An our key aim, as I think SACDA's is as well, is to support and encourage the delivery of high quality career development services and we do that by working to professionalise the career development workforce. So we have a very strong focus in the UK on professional standards and we do maintain a register of qualified practitioners.

Here is just a list of some of the things we've achieved to date. We have created a register for our members who are qualified. We do a lot of working trying to build policy and relationships with government. I'm constantly lobbying to try and improve the position and resources going into careers education and development in our schools. And one of the things we did earlier in the UK, was to create a jobs board, so that there is one place where everybody goes to if they're looking for job vacancies in the career development field and it's owned by the professional body, which gives us a strength, because we know there are thousands and thousands of people looking at our website every day, even if they're not actually members at the CDI.

Other things we've been working hard to deliver, is a program of CPD. Now we do this in lots of different ways. Out in South Africa, our members are spread. The UK is a much smaller area, but we do have difficulty working with people who live in rural areas, who live out on islands linked to the UK, so we do a lot of our work through webinars and online communications and I'm sure that will be becoming a feature of what SACDA has to offer as well. A couple of years ago, we established something called the CDI Academy. I've been suggesting Chris might like to do the same in South Africa, but that's the branch of our professional body that offers qualifications and training, which do lead to a recognised professional qualification. So we offer lots of one-day courses and conferences and events that anybody can attend, but we also provide qualifications and I think that's the real strength of a professional body.

At the end of the day, it's really important that the organisation is sustainable and I'm responsible for finance at the end of the day. And in the UK, CDI is not supported financially by government, but all of our members pay a membership fee and in return for that fee, we provide a whole range of services, membership benefits if you like, to keep them engaged. But there are lots of different models that people have around the world, but financial sustainability is important for a professional body.

I've brought copies of our code of ethics with me, which I can leave with you, because I think it is really important that, as a professional body, we do work to a strong code of ethics that puts our clients at the centre of everything we do. That's not necessarily the school, that's not necessarily the parent, it's not necessarily the employer, but it's the individual that you are having that career guidance interaction with and I firmly believe they should be at the centre. They are the person that is most important to us and our code of ethics protects us in that and we've produced lots of case studies around each of the elements of our code of ethics, to help our members understand how it can work for them.

On this screen, I appreciate there's a lot of writing here and I'm very happy that anybody can have access to this PowerPoint after the session and that Chris has got it and he can distribute it, but these six key areas, I think is where it is really important for a professional body to develop. It needs to have a very clear strategic and operational perspective. It must talk with a voice of authority and really work hard to promote the professionals of its members. Being a career development professional is what makes you different from everybody else that you work with in the school and that's really to be invested in and to be looked after and to be praised.

Relationships with policy makers are also incredibly important and it's great to have the Deputy Minister here today. As I said, I spend a lot of time talking to government ministers, trying to promote the importance of careers, education and guidance and governance structures within your own professional body, will be really important too. Within the CDI we have only one standing professional committee and it is our Professional Standards Committee and that's really important for ensuring that everybody working in the field, is abiding to recognised professional standards.

Quality assurance is a big important part of what we do and what you do as well. I've touched on ethical practices as well, but professional registration is one way that we managed to highlight our career professionals. We keep an online searchable professional database or register, so that if we had teachers in schools or parents looking to identify a career practitioner who is qualified and keeps their professional development up to date, they can go onto our online searchable register and check their name and their qualifications. So 4½ thousand members we have, but only 2½ thousand are actually on and registered and I think that's really something to consider, having a wide professional body, but have a register within that that is publicly searchable. It gives you confidence and it gives your clients confidence too, that you're qualified to talk about career development.

Membership is very important and the package of benefits offered by the professional body, I'll talk more about that later, communications and a few value-added items at the end. I've included this slide because this lady here is our Minister in the UK, Milton and in December 2017, she launched a career strategy at the CDI's own annual conference. It was great to have her there and a great honour for us. And that career strategy in England, is governing everything that is happening in the career development field at the moment for young people. It puts a very sharp focus on career guidance in schools and it has created a new role in schools, called a career leader.

I'll just say a little bit about that, because I think it's quite an interesting development. Career leaders are teachers, but their name leader is so that they have a sort of middle management role, rather than being just a generic teacher and they have a responsibility for everything that's going on in careers in their schools, but they are not career advisors. They're not qualified career guidance practitioners, so in addition in schools, we now have career advisors as well, who would be going in and delivering that one-to-one guidance and that's the big part of our career strategy and the CDI is providing the training for those career teachers, as well as being the owner of the qualification that trains career advisors.

I mentioned quality assurance, I've talked a little bit about our code of ethics and professional registration and some tips here: If you're going to become professionally registered, on our own website we have an area where people can record that professional

development, which I think is really important. And in the UK we say that you have to do at least 25 hours recorded professional development every year, to keep up your registration and if you fall behind, one of my colleagues sends you rather hard e-mails telling you to go on and update your professional development. And if people fall really behind, then we exclude them from the register, because if it's going to mean something, we've got to enforce it to make sure that people are abiding by those qualifications. If you're registered in the UK, you have a nice logo that you can use and again you can use the letters RCDP after your name to show that you're a registered career professional.

Membership benefits, I'm sure SACDA will be developing these and here is just a list of some of the ones that we offer in the UK. We provide newsletters every fortnight. I should be writing one today actually to send out. I shall try and do it tonight. We produce a journal every quarter and again I can make copies available for people if they would like to see that. In the UK, our uniqueness is that we actually post that. Now my board of directors says well wouldn't it be really better if we just had it online, but I say no. I know it's expensive, but it does a marketing job and my introducer kindly said I do have a marketing background. I think it is really important that the journal is printed, because then it is read by a lot more people than just our career professionals. It gets read by people in schools, it gets taken away and left in waiting rooms and it's a really good ambassadorial tool for the professional body.

I talked a lot about professional development and how important I think that is and the courses we offer. Really important for our members, are the free webinars. Anybody who is a member can take part. They last about half an hour. There are several every month, but it does mean wherever you live and whatever you're doing between 4 and 5 o'clock most weeks, you can log in and improve your professional development. I know I haven't got a lot of time, so I'm going to whisk through these last slides quickly.

We have a training page on our website where you can go in and you can book all our courses online and our conferences and this is sophisticated enough, where we require a payment, you can pay online as well, but it does mean it's really flexible for people. We have two big national conferences every year, one for our career leaders, our career teachers

in schools and a big one in December for our members and next year for the first time, we're going to start a new conference, which I think might appeal to people in South Africa too. It's a research conference. It's going to involve both professional researchers, people like Mary on the panel, but also individual career practitioners. Because I know out there, all of you are doing research.

Every time you interview and speak to ten young people, you identify trends, you spots things that is useful to share with other people. You try out things in your everyday practice that is important to share with others and I think a research conference is a really good way of conveying what you've done, how you've researched it, how you've evaluated it and sharing it with others is really, really important. So professional training is the backbone I think, of a professional body. Communication is terribly important to all of us and our website is a really big part of what we do and provide and increasingly people will ring me up and ask questions and I say, just go and look at the website. All the information is there. It's really easy to use and I do invite you to have a look at what we're doing on our own UK website.

I finish here, at the end of these slides, just saying there are a few things here I think that SACDA could perhaps take on in future years: Good idea to create an academy of your own training. It sounds very impressive; a jobs board, really useful to share all those job opportunities across the whole of South Africa; and one thing we developed a couple of years ago, which I would love to see also being developed in South Africa, is something we called the UK Career Development Awards. We offer ten awards that really showcase excellence and best practice in the field of career education and guidance. They include awards like careers advisor of the year, career leader of the year, employer career development program of the year, but I think it's something, a really good way that a country can celebrate, can identify who are the people leading in its field and reward and promote that success. So perhaps in a couple of years' time I'll be invited back to the South Africa career development awards, moving forward.

This is my last slide and just thought I'd share with you my business plan for the current year that we're in and also to look a little bit about where I see the UK professional

body going. Those statistics I've mentioned already. This year for us, we've got a very strong focus on training and professional development and growing our professional courses. We're implementing a digital strategy, because we want more career guidance professionals to be working with young people in a digital way, because that's often how young people work. It's really important too as part of that, to grasp social media in terms of how people apply for jobs. So our digital strategy is important to us this year.

We have a mentoring project which is one-on-one mentoring, where career professionals mentor another career professional across a digital platform because many careers advisors work in a very isolated way. You work in a group of schools, perhaps out near Kruger. You're not located in the centre of Johannesburg where the things are happening. So mentoring online can be a really useful support mechanism for career professionals and it's something we've started to do.

Jobs board, I've mentioned and some of our lobbying activity are all things I want to develop. If I'm looking forward to 2022, then here is a list of some of the things I want the CDI to be doing, perhaps long after I've left, but I see us becoming the really the centre of career thought leadership in the UK and to be acknowledged of that. We will maintain our strong focus on professionalism. That's the backbone of what we do and continue to offer accredited and non-accredited courses.

I have been asked to organise a global conference for career guidance practitioners. It's something I've avoided doing so far, but I think I might have to do it, having been to South Africa now and our role I think will continue there. It's a really important force in representing career development professionals from throughout the UK. That's actually three, four home nations, England, Ireland, Scotland and Wales. Three of those have quite different education systems too, but we are the body that represents all the career guidance professionals working in those areas. Now we just made a very short video, so instead of me talking, it's the CDI members in the UK, who are going to be talking. So I'm going to move on. Thank you very much for listening.