Ethics & Professional Standards Committee Meeting

Friday 14th July 2023
9.30 am to 12.30 pm
Action Notes

Present: Claire Johnson (Head of Professional Standards at CDI & Chair of today's meeting), Lisa LaRue, Cordelia Wise, Mark Yates, Sue Edwards, Luisa Moreno, Beth Urquhart, Bella Doswell, Mark Fox

In attendance: David Morgan, CDI Chief Executive (for agenda item 1 only), Dan Hope, Digital Services Manager (for agenda item 2 only) Liz Treadwell, CDI Executive Assistant (minutes)

Apologies: Lowri Tett, Hannah-Courtney Bennett

1. CDI Business Plan 2023 – 2024

Claire welcomed David Morgan to the meeting to present the CDI Business Plan 2023 – 2024. David welcomed the opportunity to present the business plan to the committee. David referred to income, growth and investment approach which has been built on following the work undertaken by Jan Ellis, previous Chief Executive Officer of the CDI.

David referred to the investment made with the CDI team during 2021/22 and confirmed capacity has been increased in new roles for Events Manager, Memberships & Marketing Manager and Digital Services Manager along with increased capacity in Professional Development. David said the addition of increased capacity has added missing skills and capability, increased capacity to take opportunities, created a management layer in the team and increased team sustainability and flexibility.

David said during 2022/23 there has been investment in digital capability with a new website to transform engagement with members and stakeholders as well as the implementation of a new phone system and a new HR platform for better team management. David confirmed CDI have also worked with EDI Associate to drive diversity as well as undertaking the first round of media training and PR activity. David explained there has also been investment in Board support in respect of PARN and the appointment of an Executive Assistant.

David said throughout 2023/24 there will be investment in professional body activities to maximise benefits from digital investment and focus on content to engage members and non-members. Investment will also be made to have an appropriate strategy for sector research as well as stepping up campaign activity. David explained this investment will allow visibility to be raised with the public as well as looking further at gap analysis phase for chartership.

David explained the five core pillars of the business plan are:

- Broadening Membership/Increase engagement with members and non-members
- Strengthening Standards/Develop talent pipeline, support existing professionals and raise public perception of the profession.
- Influencing Change/campaigns on key issues and sector research strategy and repository.
- Working for a fair future/Sustainability strategy, staff reward and engagement with Stourbridge community.

David said at the January board meeting, the Board agreed to reinvest in-year profits in professional body activities.

In-year profits will be spent in areas such as Content projects (creating packages of content for the website aimed at the public, how to register and get qualified as well as pay and qualifications advice for job seekers and employers. David added there will also be investment in Campaigns to raise awareness and drive change. This will link to content projects, research, and policy papers such as the value of career development and recruitment and selection. Finally, David referred to investment in Research to develop a strategy to identify gaps with evidencing value of career development, informing development of strengthening standards work and addressing gaps in knowledge chartership.

David was only able to stay for agenda item 1 and therefore asked whether the committee had any questions or comments. Mark Yates said, in the past, Jisc have allocated research funds and it may be worthwhile for David to check if any research funds are available to assist with the professional body activities.

ACTION: David to check whether any research funds are available to assist with investment in professional body activities.

Mark Fox asked if the committee have any ideas should they email David in the first instance. David confirmed it's best for the committee to continuing discussing this at EPSC to enable all ideas to be filtered down later in the year. David added this course of action will ensure focus is placed on priorities and in the meantime any gaps can be identified. Claire said the business plan will be revisited regularly at EPSC meetings.

2. CDI website demonstration

Dan Hope introduced himself to EPSC and presented a brief demonstration of the new CDI website. Dan confirmed the members' page is less cumbersome and centralised across one page and shows a cleaner membership journey and associated options. Dan added a slicker payment process is also included and is far less clunky than the previous arrangement.

Dan said that Registered members are now able to add videos and contact information and alerted the committee he will be asking everybody on the Register to check personal contact information and update with a new photograph.

Bella said it will be useful to have a consistent approach to profile updates and asked if a template could be made available along with a maximum wordcount to prevent over sharing of information. Dan said a template is a really good idea and plans to investigate this further. Dan confirmed current wordcount is 300, however, LinkedIn may have a wordcount of 500. Dan will check LinkedIn character limit for best practice. Claire and others noted to be in favour of having a similar wordcount as well as a mandatory field to show career guidance qualifications.

ACTION: Dan to arrange for a template to be used to assist with profile updates for the new CDI website.

ACTION: Dan to check profile wordcount on LinkedIn to assist with wordcount for profile updates on the new CDI website.

Mark Yates said members occasionally tick several boxes which shows a lot of information compared to another member who may only tick one or two. Cordelia agreed with Mark's comments and asked if any support will be available in terms of best practice guides. Sue also suggested having a drop-down box to ensure practitioners use the same terminology for their qualifications.

Dan confirmed best practice guides will be looked at once the new website is live.

ACTION: Dan to review best practice guides for updating profiles.

ACTION: Dan to check whether a drop-down box can be added to profile sections to ensure practitioners use the same terminology for qualifications.

Lisa asked whether private practitioners can be differentiated from employed individuals. Dan said this has been considered and confirmed a new field has been added regarding availability. Dan added, post launch there will be more fields added for areas such as qualifications. Lisa suggested a field is added for competency.

ACTION: Dan to check and consider whether a field can be added for competency.

For the CDI Academy section, Dan confirmed all course icons will be on display under 'Events' and the terminology of courses will be reviewed with Sue Alder, Professional Training Manager.

Dan referred to the much-improved search function area and confirmed this is the area which will house EPSC minutes. Dan showed explorer menu function for professional qualifications section. Lisa mentioned the CPD recording section has been quite challenging to use and asked whether there will be improvements once the new website is live. Dan said the area will be much more efficient to use, however, certain types of attachments may not copy over but CPD records will be transferred over.

Cordelia asked whether reviews can be included within the membership area. Dan said this will be looked at further.

ACTION: Dan to confirm whether it's possible for reviews to be added to the member area.

Luisa said the CPD library looks very good and asked if there will be a dedicated page for the Code of Ethics. Claire confirmed all documents relating to governance, including the Code of Ethics, will be kept in the 'About Us' section.

Sue asked if CDI CPD events attended by members can be automatically included within the CPD area. Dan said this has been discussed and it will be looked at in more detail post development rather than by the launch date.

Claire suggested the committee continue to feedback on the new website, especially if any typos are noticed etc. as CDI wish to get to the stage where the website can be launched, and modification can continue after launch date.

Luisa asked if a blog will be available, and Dan said this is being looked at in terms of creating articles and further consideration will be given post development.

Luisa asked for the approximate launch date. Claire confirmed approximate launch date will be during the end of July to early August. Claire added comms will be circulated prior to the launch.

3. Apologies

Following presentations made by both David Morgan and Dan Hope, Claire confirmed the normal business agenda would start.

Claire confirmed apologies received from Lowri Tett and Hannah-Courtney Bennett.

Claire said elections are currently taking place for a new Chair for EPSC as well as new members and referred to the meeting being the first committee meeting for both Bella and Beth.

4. Introductions

Introductions were made by all committee members and Liz Treadwell.

As a new committee member, Bella confirmed she has previously been based in both Leeds and Dubai along with a move to Canada in 2012. Bella continues to be based in Canada and works as an independent contractor based in Toronto.

As the new representative for Scotland Beth confirmed she has previously worked for Skills Development Scotland working with adults and people who have been made redundant as well as refugees.

Claire said, as Head of Professional Standards at CDI it is noted within the Terms of Reference that the Head will chair EPSC meetings until such time as a new Chair is appointed. Claire said the new Chair will hopefully be in place by the next meeting date.

5. Declaration of Interest

None.

6. Action Notes 26 January 2023

The committee confirmed the action notes from the meeting on 26 January 2023 are a true record of the discussions. Meeting notes **approved**.

With regards to page 5, discussion in relation to QCD Leaders being involved in the development of ethical case studies. Claire confirmed both Sue Edwards and Susan Meldrum are still interested in finding out more about this and further feedback is awaited. Claire mentioned the June issue of Career Matters has three articles about Ethics.

With regards to page 6 – NCS Customer Charter, Claire said this relates to trying to get a mention of the Code of Ethics into the NCS Customer Charter and added NCS are still considering this and reassured the committee the matter will be followed up. Claire noted NCS use 'COACH' for their CPD, and the Code of Ethics is mentioned within 'COACH'.

Claire gave thanks to committee members involved with the judging panel for the recent UKCDA as well as those involved in the Fellowship panel. Claire said there will be an opportunity to provide feedback on the awards judging process to ensure any relevant tweaks are considered for next year's awards.

7. Reminder about EPSC Terms of Reference
   Future elections EPSC members and Chair

Claire referred to Terms of Reference circulated with the meeting papers and for the purpose of new members noted EPSC meetings are confidential and minutes/action notes are not posted to the CDI website until they're signed off by EPSC at the following meeting.

Claire said the closing date for EPSC elections is Monday 17th July and noted one or two committee members are standing for a second term and some are standing for a first term. Claire referred to a webinar held on Thursday 13th July with Claire Johnson and Nicki Moore, CDI Honorary Secretary, for individuals who have expressed an interest in joining the committee.

8. CDI Code of Ethics

8 (a) Shortened version for use with clients - update

For Bella and Beth's benefit, Claire referred to the previous discussion regarding having a Code of Ethics to provide greater understanding for young people. Mark Fox and Luisa have already done some work around it and the committee can decide on how best to take this forward.

Claire referred to the document circulated with the meeting papers and asked Mark and Luisa to provide an update.

Mark said the Code of Ethics has already been through various iterations. Mark said this all started due to visiting a school and observing guidance interviews and a Code of Ethics was framed on the wall. Mark said this struck a chord and raised questions as to whether a version was needed or wanted. Mark said the first iteration was taking the CDI Code of Ethics and using it as a base document. Mark added this process raised all sorts of questions, and following two meetings with Luisa more tweaks were made. Mark said the plan is to road test it with two or three groups of young people and take a step back to see a young person's understanding of ethics and having a code in place.

Mark said there will be testing of the document during September and October and suggested the next EPSC meeting can include a further review of the Code of Ethics as well as discuss feedback received from young people.

Luisa reiterated everything Mark said and noted how intricate the process has been. Luisa said this is not a tick box exercise and is more focused on having a duty of care. Luisa said it's an interesting piece of work and going forward Luisa would like to stay involved in the development of the Code of Ethics as this needs to keep evolving and stay modern and up to date.

Claire referred to a recent CXK post on social media which explains what impartiality and transparency means and customising this for whoever the client is sitting in front of you. Luisa said this process has been considered to ensure the Code of Ethics can be tailored accordingly. Luisa added, purely for accessibility it's important to have the document available as a framework. Mark said there's a credibility factor involved to demonstrate the degree of support on offer rather than just having a conversation. This shows a structured and considered approach.

Mark said there are a couple of examples available from other organisations where they have similar codes, however, these have been done in a pictorial way. Mark and Luisa said this is a huge topic, but it could work very well within schools and colleges. Lisa said this can offer a cross check to discussions (especially when it is on a wall) and shows autonomy and control for young people.

In terms of choosing a school or a year group Mark Yates suggested choosing a school which has gone through the Quality Careers Standard and are used to an assessor going in and talking to them. Mark Fox said this sounds like a really good idea.

Claire said once it has been tested on a particular year group thoughts and comments can be discussed at the next EPSC meeting to assess whether another year group can be trialled etc. Mark said it will be interesting to do one road test and suggested trying a different mainstream year as well as post 16. Mark Yates said schools may organise different year groups rather than having to go to different schools. Mark Fox and Beth, both said it will be useful to conduct the trials in one go and get a range from one school.

ACTION: Mark Fox to organise a range of feedback within a school for Code of Ethics

Sue agreed that it will be best to have a range of feedback from across different year groups especially considering the statutory guidance extended to year 7. Sue added SEND student feedback is also important.

In terms of the visual elements Luisa said images need to be visually strong images and capture the imagination of young people. There will need to be input from others on this aspect of it. Claire said if there's an understanding of the kind of image(s) needed then we can ask for assistance with visuals.

Mark said should anybody know of any other code of ethics for young people please send to Mark for review.

Sue referred to the phrase noted within the draft Code of Ethics which states, 'Careers Adviser' and asked if this should this be noted differently. Mark said that's a good point as there are different terms in schools for the same job.

Claire gave thanks to Mark and Luisa for their work so far on the Code of Ethics.

8 (b) Updating the Code of Ethics – possible working group

Claire referred to the paper circulated before the meeting and said the Code of Ethics was last revised/rewritten in 2018. Claire added, during the last few EPSC meetings, this has cropped up in terms of impartiality agreement etc and therefore feels it's timely to have a good look at the Code of Practice and bring it up into the modern world, with consideration also being given to AI.

Claire said there are several examples used by other organisations and quite a lot of international ones too.

Claire suggested it may be useful to have a small sub-group of EPSC members to meet at the end of the summer to look at rephrasing the principles and bring them to the next EPSC meeting in October for others to look at and consider. Claire said it is too difficult to revise a document with all attendees as it takes up the entirety of the meeting whereas discussion from a smaller meeting can then be fed into the full EPSC meeting. Claire said any future sub group meetings will involve the new Chair of EPSC and Claire will continue to be on the group from an EPSC and CDI point of view.

Claire referred to the CDI Equity, Diversity and Inclusion Strategy and suggested it may be worthwhile involving Ifza Shakoor to contribute views on the revisions of the Code of Ethics at a later stage. Claire asked for views and comments to see if this is a potential way forward. Bella asked whether everybody in the committee uses AI regularly. Lisa confirms she uses AI and Bella said we need to consider confidentiality and ethical considerations. Bella added AI can be seen as a tool and appreciates the guidance around this is needed and wondered if it helps if people are familiar with it and have used it. Lisa said something useful that came up recently in terms of writing an article is you must state if you have used AI, and this shows there's a definite need for more CPD around AI. Luisa said it will be useful as the ethics of CDI to have a statement about AI. Claire agreed there needs to be mention of AI within the revised Code of Ethics and said Michael Larbalestier is also developing a three module Moodle course regarding AI which will launch in the Autumn and members will have this to aid understanding.

In terms of the subgroup, the following expressed interest in being involved - Bella, Luisa, Sue, and Mark Fox. Claire will share potential meeting dates and Liz will share via Doodle Poll with the group.

Claire said the sub-group, and the wider committee, can come up with a revised Code of Ethics and bring it to the October EPSC meeting which will include new members and the new Chair.

ACTION: Claire and Liz to share potential meeting dates for the sub-group to meet regarding the revised Code of Ethics.

8 (c) Need for contextual guidance

Claire said when the revised Code of Ethics is greed that contextual guidance can then be written for each of the principles along with examples. Claire wished to raise this today to ensure the committee agree and on the same page. This was **agreed.**

9. Consideration of the draft position paper on AI and Ethics

Claire referred to the draft position paper on AI and Ethics drafted by Michael Larbalestier. Claire said Michael is aware the draft paper has been circulated to ESPC for discussion and comments which can be provided as feedback for Michael. Claire asked the committee for any initial comments and understands people may need more time to review the draft paper. The committee agreed more time is needed to review the paper, due to annual leave etc, and any comments should be sent to Claire by 31st July.

ACTION: EPSC to review draft position paper on AI and Ethics and forward any comments to Claire by 31st July.

Lisa said the document is good due to having the facts/bullet points at the bottom with regards to practical terms. Claire said one of the things CDI Academy is looking at is an optional unit in Level 6 Diploma about the use of digital technology in the sector. Claire added this may be a useful unit to deliver as an accredited and non-accredited unit for people wishing to upskill themselves on using AI technology. Claire said QCD centres may already cover this in QCD courses.

10. Discussion on seeking views from constituents

Claire referred to the various means of gaining views over the years from constituents and how time consuming the process can be for those who have big constituencies to report on as well as those who do not have access to members who are in a particular constituency. Claire said given new members will be joining it will be useful to start thinking about ways in which committee members may be able to garner views from constituents. Claire referred to platforms such as the Facebook group and regional reps who have regular regional reps' meetings and can feedback via this route. Claire said the process needs to guard against people on EPSC giving their own view rather than the view of members for each constituency. Claire referred to both Bella and Beth being national reps but, in the CDI, there are also regional reps. One of the potential ways of seeking members views is for Bella and Beth to approach the regional reps and the regional reps can ask whether they have any questions on ethics, professional standards etc. which can be communicated back at EPSC. Claire also suggested having a post on the Facebook group asking whether people have anything to raise. Bella said this

could also be done via LinkedIn. It was noted that the LinkedIn private practice group has been difficult to get engagement from.

Beth said she would like to get a grasp of where and who the Scottish members are. Claire said it's worth contacting Pete Robertson as he posts on the Career Development Scotland page. Claire added CDI also have a list of in which constituency members sit and can send communications, however, this very much depends on members declaring which constituency they sit in. Claire said moving forward with the new website, the membership area is much more rigorous and has fields so people will have to say which constituency they sit in.

Lisa suggested Career Matters magazine having a running call for feedback to ESPC reps. Claire said a few years ago there was a feature in Career Matters about this and Luisa said this would be good to have as regular content as well as the website.

Mark Fox said he consciously needs to think about banking the information so when the time comes it's easy to find the information and feedback accordingly.

Claire said the agenda item can be reviewed again at the October meeting to look at suggestions and trial it for the January 2024 meeting.

ACTION: Suggestions for seeking constituents views to be considered and reviewed at the October EPSC meeting.

11. CDI Professional Development Update

Claire referred to the update report produced for each EPSC meeting and confirmed a version of the report also goes to the CDI Board meetings. Claire explained an update has been provided for the CDI Academy in terms of current numbers, contract with CEC, which has been renewed with more people starting in September. Claire added that there's a bid ongoing for CEC refresher training in relation to bringing people up to date with developments. Claire confirmed the outcome of this bid should be known by the end of July.

Claire added fewer people are coming through to undertake QCD training and CDI have been talking to QCD centres and promoting information on the CDI website and in Career Matters to encourage more people to train via this route.

Claire said approximately four weeks ago there were 1848 people on the register, and it now shows the figure is getting very close to 2000. Fluctuation in numbers can often relate to people retiring or moving on to new opportunities.

Cordelia commented that there seems to be a move to Moodle and asked if this way is more cost effective. Claire said Moodle is more cost effective and further work is ongoing to price Moodle courses accordingly. Claire added Moodle is accessible and can help when offering CPD as not everybody can make an agreed time and date. At the moment CDI are using the small version of the Moodle platform to see how things work and whether it's a viable option.

Sue mentioned having focus on QCD in terms of the supervision Moodle that's being created. Sue attended the training and said it doesn't seem to be training to train the Supervisor and was more about what supervision is. Sue enquired whether there will be a register of trained Supervisors. Claire said this will not happen at the moment, however, CDI have been talking about training up supervisors and looking at reintroducing the CDI mentoring scheme as previously individuals have been trained to

be mentors and there could be a similar model for supervision. Sue said the session was interesting, however, it did not have enough clarity and was quite generic.

12. Strengthening Standards EPSC members and HPD&S discussion summary

Claire referred to the paper as a summary of the discussions held with EPSC members in February. Claire added a lot of the information has been used to inform the business plan. Claire said other ideas have not been forgotten and will be fed in at a later stage. Claire gave thanks to those who helped with this as it aided the business plan. Claire said should there be any questions regarding this, members are to send an email directly to Claire.

13. Chatbots paper from Deidre Hughes

Claire referred to the document produced by Deirdre Hughes at the request of EPSC and that an agreed version is available on the CDI website (both current and new). Lisa asked if the paper relates to AI, Chatbots or both. Claire said originally it was about chatbots but as the areas seems to be progressing very quickly AI was included too. Claire said it will be useful to have Michael Larbalestier's paper on AI and ethics as it will cover issues and concerns. Lisa suggested the paper for agenda item 13 concentrates on Chatbots and Michael's paper concentrates more on AI. Claire agreed and said the Chatbots paper may need to be edited slightly.

14. Any Other Business

Lisa commented about the quality of the meeting and thanked everybody for the vibrant discussion. Lisa gave thanks to Claire for chairing the meeting and for Liz's help with capturing the action notes.

For future meetings Mark Fox said it may be useful to have a slot assigned on the agenda for demo's or something similar.

With regards to the next meeting, Claire said the date cannot be confirmed until the new Chair is in place as well as new members with both being in place by the end of July. Claire said contact will be made with new members, as well as the current committee, to check dates for the next meeting which will more be during the early part of October. Claire said meetings will be scheduled to fall three or four weeks in advance of CDI Board meetings to ensure the Chair of EPSC can report to the Board.

On a personal note, Claire confirmed she will be reducing her working hours to two days per week from 1st October and will still be involved in strengthening standards and ethics related matters.

Claire thanked everyone for their contribution.