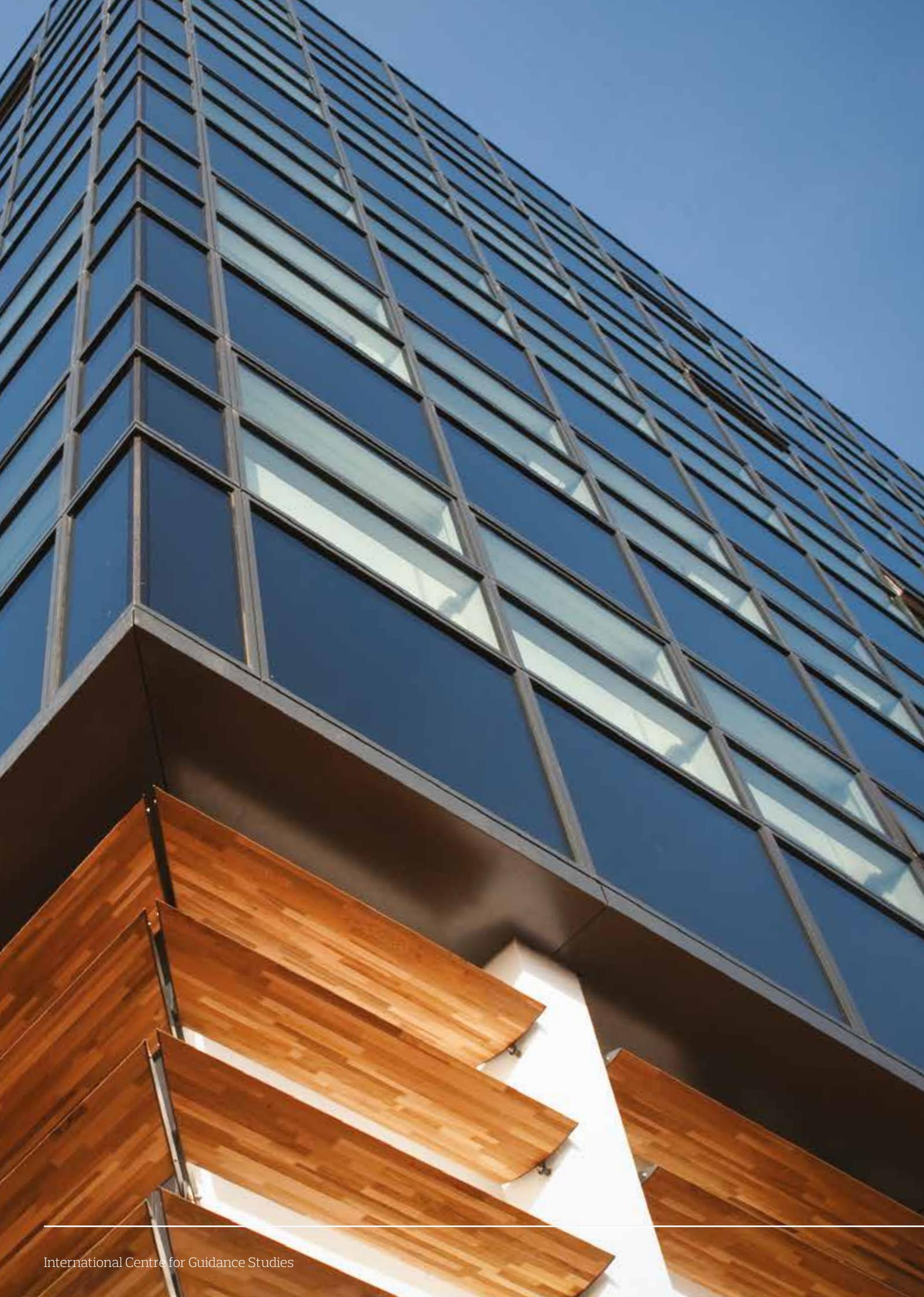


International Centre for  
Guidance Studies (iCeGS)

---

# Annual Review 2016





---

# Welcome to the 2016 iCeGS annual review

We have over the last few years been keen to showcase the broad range of work we are involved in both in the UK and overseas. The international Centre for Guidance Studies (iCeGS) is a leading research, consultancy and development organisation, specialising in research which supports career and transitions. It was established in 1998 and as we are nearing our 20th birthday we are conscious of how much the careers world has changed over the last two decades and the role that we have played in this. We are committed to producing high quality research in the public interest and in working with practitioners and policymakers to support the development of high quality career guidance services across the world.

2016 has like other years been busy and the diversity of projects and organisations we have worked with exemplifies this. A key highlight for us has been the development of the new MA in Careers Education and Coaching which was launched in January 2017. Internationally we continue to work on projects that are helping to develop careers services and provide employability support for citizens, this year we have worked on projects in Australia, Denmark, Kosovo and Mauritius.

Working in the careers sector has not always been easy over recent years. However, currently the sector is experiencing a resurgence and there is now a greater interest from policy makers than there has been for some years. This all bodes well for the continued investment both in the sector and in research to support the ongoing development of the evidence base and practice.

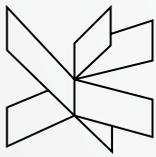
iCeGS is committed to providing stakeholders, policy makers and practitioners with insights into our work, our staff and our publications. We hope you will continue to find our work as interesting as we do and you will be encouraged to get more involved with iCeGS in 2017.

**Dr Siobhan Neary, Head of iCeGS**

# International work

Working on international projects has become a key element of iCeGS's work. Over the last year we have worked in a number of countries on a range of projects that contribute to and support the development of careers services that help people of all ages to achieve their potential. These are just a sample.

In addition we have worked on Erasmus+ projects with a number of European partners in: Italy, Spain, Greece, Turkey, Romania, Denmark and Czech Republic, these have included the Leader project (Learning and Decision Making Resources for Career Management), My Future project, and the Diversity in Career Counselling project.



**VIA University  
College**

## Denmark

Professor Tristram Hooley was invited by VIA University, Denmark to address a conference of Danish careers practitioners and to lead a workshop at the University. Professor Hooley's contributions in Denmark focused on the work that he has been doing on the role of social justice in careers work.

This visit is the continuation of a growing collaboration between iCeGS and career guidance researchers in Denmark. Randi Skovhus of VIA University previously spent time as a visiting researcher at iCeGS. While Dr Rie Thomsen of Aarhus University gave this year's iCeGS annual lecture and is currently collaborating with Professor Hooley on a book entitled 'career guidance and social justice in a neoliberal world'.

At the heart of this exchange between iCeGS and the Danish research community are shared perspectives on the field of career guidance. Both groups have strong interests in the social context of career, in the role of policy and in building strong links between research and practice. This is part of a growing global 'social justice turn' in the field that has implications for both policy and practice.



## Mauritius

Developing a Careers Service in Mauritius. iCeGS in partnership with Cascaid Ltd are working with the Human Resource Development Council to develop a careers service in Mauritius. The project is in three phases and aims to examine and map existing careers provision, to propose a strategy for a career counselling system for Mauritius (to improve/reorganise career counselling service provision for all individuals at different periods of their life span) and to propose recommendations for the establishment of a web-based portal to underpin and support provision across the island. This exciting project which will be completed by Summer 2017 presents an example of how iCeGS works with our partners to support strategic and operational approaches to evaluating and extending lifelong career development support.

## Australia

Professor Tristram Hooley received a grant to work on the issue of quality in career guidance with Dr Suzanne Rice from the University of Melbourne. Professor Hooley visited Australia and met with policymakers and practitioners to discuss current approaches to quality assurance.

With Dr Rice he has authored a new article (in publication) on quality which argues that at present there is no clear international understanding of what quality career guidance looks like. They note that there are six main areas which may be quality assured in the field of career guidance: policies; organisations; processes; people; products and output; and the consumer experience and proposes a new typology of approaches to assuring quality in career guidance. The research takes a critical perspective, highlighting the need to ensure that the pursuit of quality does not undermine the very goals it seeks to achieve.

Professor Hooley and Dr Rice are currently working with governments and professional associations across the Australian states to develop a new project which will deepen understanding about the approaches to quality that are adopted across Australian career guidance.

## Gatsby Project

In 2014, The Gatsby Charitable Foundation published 'Good Career Guidance', an influential document which has helped inform the practice of school and college based career development practitioners and teachers across England. The document has at its heart a simple framework of eight Benchmarks which help organisations review, develop and implement good practice in career guidance. iCeGS was involved in the research which informed the original document and was delighted to be commissioned to evaluate the national pilot of the Benchmarks which is taking place in the North East of England in 16 schools and colleges. The evaluation is complex and involves a comprehensive financial survey of schools' career guidance provision, a career readiness survey for young people, stakeholder interviews, school case study visits and the analysis of a range of data sets including the national pupil data base. The first round of research took place in Autumn 2016 and the results will be published in Summer 2017. The project extends to 2019 and will end with the publication of detailed findings.

## Bridge to Employment Project

iCeGS is working with Johnson and Johnson and FHI360 to evaluate the Bridge to Employment programme. This is a three year programme delivered in order to encourage academic attainment, career readiness and an interest in public health careers among young people. There are currently two Bridge to Employment sites operating in England. The evaluation uses a mixed methods approach to measure career aspirations, career readiness and attainment for both participants in the programme as well as a control group over the course of three years.

## Skills Funding Agency National Careers Service Best Practice Programme

The National Careers Service was reconfigured in 2014, running alongside the service has been the Best Practice programme. SQW in partnership iCeGS were commissioned to identify, based on national and international evidence, 'what works' in delivering effective career guidance services. The multi-strand project, which is continuing until March 2018, has produced a number of literature reviews. These focus on customer satisfaction, progression, brokerage, career management skills and policy frameworks for the organisation of career guidance services, facilitated action learning groups, an online CPD resource and a conference in Spring 2017.

## Department of Education SEND

The Department for Education commissioned research that was led by Dr Debs Robinson, Director of the Centre for Educational Research and Innovation and Dr Claire Shepherd, iCeGS and was part of a first large-scale national review of recent reforms to SEND policies for children and young people.

## Masters in Careers Education and Coaching (Incorporating the Qualification in Career Development QCD)

iCeGS received its first cohort of eight students on to the new Masters in Careers Education and Coaching in January 2017. The programme incorporates the Career Development Institute's award, *The Qualification in Career Development* and is aimed at UK based and overseas practitioners who are interested in working in a career development occupation. It provides a thorough grounding in theory, policy and research practice which challenges practitioners to be critical, enquiring and reflective. Our students come from a variety of backgrounds and geographical locations but all are passionate about making a difference to the lives of the people they work with.

The programme is exciting and innovative. As well as teaching traditional guidance skills the programme has at its heart the desire to create a community of enquiring practitioners who can operate in a variety of settings using new and innovative ways of working. The ethos of collaboration and co-creation is embedded throughout the programme and the students are using a variety of technology enhanced approaches to support their practice. Students have become very familiar with applications such as Padlet, Google documents, Kahoot, webinars, Skype and other social media to support their learning.

Recruitment for the next cohort (September 2017) is going well and we look forward to welcoming our next group of students.

---

iCeGS is committed to supporting researcher practitioners and as such can provide doctoral supervision for a number of routes including PhD and Doctor of Education (EdD). Information about these options can be found on the iCeGS website.



## Esther Galfavi, iCeGS PhD Student Short Summary

**A significant change in careers over the last five years has seen the emergence of the online gig economy, a type of commerce that takes place through web and mobile phone applications (apps) like Uber and Deliveroo, which enable people to sell access to their unused resources on the internet.**

This can mean tangible resources, such as a car (through Uber) or a room in their house (through Airbnb), or intangible ones, such as their time and skills (through Taskrabbit or Coursera, for instance). As with any new technological innovation, there have been positive and negative responses to the online gig economy; some say that it could be an answer to unemployment, while others see it as part of a trend of exploitation and increasingly precarious work.

So far, there are very few peer-reviewed studies into the current status of the gig economy, or the activities and attitudes of people who are using it. This project is largely aimed at young people, and through a range of surveys, focus groups, and interviews, I plan to discover what young people think about the online gig economy, whether they expect to or would like to participate, whether some of them are already participating in some way, and with this in mind, how they think about their future careers. There will also be a preliminary survey phase that will explore practitioners' views on the gig economy as well.

## Rosie Alexander, PhD Student Short Summary

**The impact of island location on students' higher education choices and subsequent career narratives: a case study of the Orkney and Shetland Islands**

My research focuses on the impact of location on career pathway – specifically Higher Education choices and graduate destinations. The project involves interviewing twenty-three students who were originally domiciled in the Scottish islands of Orkney or Shetland prior to entering higher education. I have interviewed all my participants twice – once at the point of graduation and once about a year to 18 months afterwards, and I am now entering the final analysis stages of the project before writing up. As the project has progressed I've become increasingly interested in Hodkinson's work on careership (as a way of thinking about the impact of context on career development) and through Hodkinson to Bourdieu and his work on habitus. My interests span the disciplines of career development, island studies, sociology and geography, and one of the best things about my research has been having conversations with other scholars from different disciplines all over the world about our mutual interests.

I have been very lucky during the time of my study, to take part in a European programme for doctoral researchers working in the field of career development (the ECADOC project), and to present papers at a number of national and international conferences, as well as being an invited speaker on a couple of occasions and publishing a couple of journal articles (and with another couple of book chapters due for publication shortly). PhD study has been a fantastic experience in itself (and long may it continue!) but it has



also been fantastic for the benefit it has brought to my day job (as a careers adviser working for the University of the Highlands and Islands). I have found that my practice has been enhanced by my deepening scholarship and reflection, and I have been increasingly able to apply some of my developing expertise to projects and activities within my working context.

# Testimonial from the



**The Career Development Institute (CDI) is pleased to enjoy a close and very productive working relationship with iCeGS.**

2016 was the CDI Year of Professionalism and during the year our positive working relationship bore many fruits. In March, iCeGS Professor Tristram Hooley and Dr Siobhan Neary and the CDI Professional Development Manager, Claire Johnson produced *Professionalism in Careers: Careers England and CDI Briefing Paper*.

Earlier discussions about this paper led the CDI to produce a *Blueprint of Learning Outcomes for Professional Roles in the Career Development Sector*. In this development Claire Johnson was supported by colleagues from the CDI Professional Standards Committee including Dr Siobhan Neary.

This Blueprint provides the Learning Outcomes for the CDI awarded Qualification in Career Development and reflects the wide range of professional roles undertaken across the sector throughout the UK. We were therefore delighted when in 2016 iCeGS decided that it would deliver a Master's degree in Career Education and Coaching incorporating the QCD. The robust research focus of this Master's will help practitioners to contribute to the strong tradition of research at iCeGS and further support the evidence base for professional level practice across the sector.

Encouraging more people to work in the sector is a key CDI priority and the research by Neary, Hanson and Cotterill, *A Career in Career*, published in the CDI's *Career Matters* magazine, is an important piece of work in helping us to better understand the nature of the sector; the enablers and barriers for people moving into the sector. Importantly this research will contribute to how the CDI works to increase membership and ensure that it is more representative of the sector.

CPD is one of the cornerstones of being a professional. In October 2016, *CPD for the Career Development Professional* written by Dr Siobhan Neary and Claire Johnson was published by Trotman. This further cemented the working relationship between the CDI and iCeGS and has been well received by practitioners and trainers alike.

Networking opportunities have also provided further mutual benefits, e.g. the iCeGS Associates Meetings and the CDI East Midlands Regional Meetings, which enable professionals to share ideas and suggest ideas for further support.

- 6 Finally, we were thrilled that two iCeGS Associates were recipients of the CDI UK Career Development Awards in 2016/2017. Lydia Lauder from the Manchester Growth Company which won the CPD in a Large Company Award and Dr Bill Law who was presented with the Dr Rodney Cox Lifetime Achievement Award.

“Encouraging more people to work in the sector is a key CDI priority and the research by Neary, Hanson and Cotterill, *A Career in Career*, published in the CDI's *Career Matters* magazine, is an important piece of work in helping us to better understand the nature of the sector”





## About the team

**Dr Debs Robinson,**  
Director of the Centre for Educational Research and Innovation

**Dr Siobhan Neary,**  
Head of iCeGS

**Professor Tristram Hooley,**  
Professor of Careers Education

**Dr Katy Vigurs,**  
Associate Professor for Education

**Nicki Moore,**  
Senior Lecturer Career Development

**Jane Artess,**  
Principal Researcher (now Visiting Fellow)

**Vanessa Dodd,**  
Researcher

**Dr Claire Shepherd,**  
Researcher

**Dr Jill Hanson,**  
Researcher

**Arif Sahar,**  
Research Assistant

**Pip Betts,**  
iCeGS Project Support Administrator

**Esther Galfalvi,**  
iCeGS PhD Student

# Publications

- Alexander, R. (2016). *Migration, education and employment: socio-cultural factors in shaping individual decisions in Orkney and Shetland*.
- Ambrose, J., Wilkinson, M., Andrews, D. and Moore, N. (2016) *#Digitisemycareer: Resources to support the development of digital career literacy skills*. Derby: International Centre for Guidance Studies, University of Derby.
- Andrews, D. (2016). *A New Strategy to Transform the Quality of Careers Education, Advice and Guidance for Young People*. Derby: International Centre for Guidance Studies, University of Derby.
- Artess, J. (2016). *Evaluation of Careers Yorkshire and the Humber: inspiration activity and good practice guide*. Derby: International Centre for Guidance Studies, University of Derby.
- Bright, J. (2016). *The uncertain story of career development*. Derby: International Centre for Guidance Studies, University of Derby.
- Dodd, V., Binding, C. and Neary, S. (2016) *Public health careers: mapping information, informing practitioner needs*. Career Matters 4 (1) 18-19.
- Dodd, V. and Hooley, T. (2016). *Evaluation of the Legacy Careers Project*. Derby: International Centre for Guidance Studies, University of Derby.
- Hooley, T. and Dodd, V. (2016). *Online research methods for mental health*. In Goss, S., Anthony, K., Sykes Stretch, L. and Mertz Nagel, D. *Technology in Mental Health: Applications in Practice, Supervision and Training* (Second Edition). Springfield, Illinois: Charles C. Thomas.
- Hooley, T. and Neary, S. (2016). *The role of online careers work in supporting mental health*. In Goss, S., Anthony, K., Sykes Stretch, L. and Mertz Nagel, D. *Technology in Mental Health: Applications in Practice, Supervision and Training* (Second Edition). Springfield, Illinois: Charles C. Thomas.
- Hooley, T., Dodd, V. and Shepherd, C. (2016). *Developing a New Generation of Careers Leaders: An Evaluation of the Teach First Careers and Employability Initiative*. Derby: International Centre for Guidance Studies, University of Derby. (Also see the executive summary).
- Hooley, T., Johnson, C. and Neary, S. (2016). *Professionalism in Careers*. Careers England and the Career Development Institute.
- Hooley, T. and Sahar, A. (2016). *The Right Start in Life: Exploring an Innovative New Online Career Solution*. Derby: International Centre for Guidance Studies, University of Derby.
- Mieschbuehler, R. and Hooley T. (2016). *World-class apprenticeship standards: Report and recommendations*. Derby: International Centre for Guidance Studies, University of Derby.
- Moore, N. (2016). *Digital Career Management Skills*. Career Matters. 4.4 (10).
- Moore, N., Dodd, V. & Sahar, A. (2016). *Evaluating social pedagogy training and development in Lincolnshire*. Derby: International Centre for Guidance Studies.
- Moore, N., Sarah, A., Robinson, D. & Hoare, M. (2016). *Young Enterprise: Evaluating the impact of the Team Programme*. Derby: International Centre for Guidance Studies, University of Derby.
- Neary, S. (2016) *Only qualifications count: exploring perceptions of continuing professional development within the career guidance sector*. British Journal of Guidance and Counselling, 44 (4), 466-476.
- Neary, S. (2016). *Careers Education, Information, Advice and Guidance. First joint report of the Business, Innovation and Skills and Education Committees of Session 2016-2017*. (July 2016). Careers England Policy Commentary 33). Careers England.
- Neary, S., Dodd, V. and Hooley, T. (2016). *Understanding Career Management Skills: Findings From the First Phase of the CMS Leader Project*.
- Neary, S. and Hooley, T. (2016). *Presenting the LEADER Framework for Careers (1.0)*. Derby: International Centre for Guidance Studies, University of Derby.
- Neary, S.; Dodd, V. and Radford, N. (2016) *NAHT Aspire Pilot Evaluation*. Derby, Institute of Education. University of Derby.
- Neary, S. and Johnson, C. (2016) *CPD for the career development professional. A handbook for enhancing practice*. London: Trotmans.
- Robinson, D., Moore, N. and Parker, G. (2016) *Evaluation of BookTrust's additional needs support and resources*. University of Derby: Institute of Education.
- Shepherd, C. and Hooley, T. (2016) *'They've got their backs to the sea': Careers work in Kent's coastal schools*. Derby: International Centre for Guidance Studies, University of Derby.

**International Centre for Guidance Studies**

Head of Centre: Siobhan Neary  
University of Derby  
Kedleston Road, Derby DE22 1GB

**T:** 01332 591267

**F:** 01332 597726

**E:** [icegsenquiry@derby.ac.uk](mailto:icegsenquiry@derby.ac.uk)