

# iCeGS ANNUAL REVIEW 2023



INTERNATIONAL
CENTRE FOR
GUIDANCE STUDIES

# LIVING IN INTERESTING TIMES

It is my pleasure to welcome you to this year's iCeGS Annual Review. This year marks our 25th year as a research centre.

If you cast your mind back to 1998, it was the year of the Northern Ireland Peace Agreement, Tony Blair was an exciting new Prime Minister, Titanic was the blockbuster dominating the cinemas and Britney Spears was asking her baby to hit her one more time. Perhaps even more importantly career guidance was still being provided to young people by the careers service and the IAG partnerships were emerging to co-ordinate adult guidance.

On the 8th December 1998 Tony Watts stood up in the University of Derby and gave the inaugural lecture *Reshaping* career development for the 21st century, which launched the Centre for Guidance Studies (we added international after our 10th anniversary in recognition of how our work was evolving).

Over the subsequent 25 years the career guidance landscape in the UK and overseas has been through enormous changes. Some of the big changes for career guidance have been driven by big political changes.

Devolution, change of government, the 2008 banking crisis, Michael Gove's stint as Secretary of State for Education and Brexit have all left their marks on the career guidance sector. But, so too have more specific career guidance policies such as the creation and then dissolution of Connexions, the formation of the National Careers Service, Skills Development Scotland, Careers Wales and the Careers & Enterprise Company, the emergence of the Gatsby Benchmarks and many more initiatives. iCeGS, it seems, has been cursed to live in 'interesting times'.

This year we have seen an Education Committee Inquiry into career education, information, advice and guidance (CEIAG) and an Ofsted thematic review of provision in schools.

The Education Committee suggested major changes that were needed to England's career guidance, but the Government's response to this inquiry was disappointing and suggested that they intended to double down on the existing flawed system. Once again, iCeGS has been at the heart of these developments, with Professor Hooley and iCeGS Visiting Researcher Dr Chris Percy called to give evidence to the Education Committee and our Emeritus Visiting Fellow, David Andrews on the steering group for the Ofsted review. We then published a paper in July calling for more investment in career guidance and launched it at the House of Lords.

Next year, we are very likely to see an election. We are already doing our best to encourage politicians of all parties to adopt an evidence-based approach to career guidance. I attended the Labour Party conference this year to highlight the importance of career guidance and we will continue to work with the Career Development Policy Group up to the election and beyond. Throughout the last 25 years, iCeGS has been at the heart of the career development sector in England, the UK and the world. We fully expect to look forwards to continuing to play this vital role over the next 25 years.

Finally, I would like to thank Professor Tony Watts, Dr Deirdre Hughes OBE and Professor Tristram Hooley for their vision, belief and guidance in establishing iCeGS as a world-renowned centre dedicated to shaping research, policy and practice in careers guidance. I would also like to thank the senior leaders at the University of Derby for their continued support for our work, all the iCeGS staff, present, past and those who are sadly no longer with us, the organisations who have commissioned us to work with them, our visiting Fellows, partners, students and the thousands of you who have attended our events over the years.

Professor Siobhan Neary, Head of the International Centre for Guidance Studies



Professor Tony Watts OBE



The launch of the *Investing in Careers* report at the House of Lords



Professor Siobhan Neary



# iCeGS TIMELINE >>>

Professor Tony Watts gives the first annual lecture, launching the new Centre for Guidance Studies (CeGS).

# 2002

Deirdre Hughes and colleagues publish The economic benefits of quidance which makes a groundbreaking argument for the economic contribution of career quidance.

# 2008

CeGS becomes the International Centre for Guidance Studies (iCeGS) to recognise its increasing international impact.

# 2010

Dr Hooley and colleagues publish Careering through the web, which addresses the use of new technologies in career quidance

# 2014

Professor Watts gives his final lecture on career guidance as the iCeGS annual lecture.

A Beacon for Guidance is published telling the story of iCeGS' first 15 years.

# 2001

CeGS first Director, Deirdre Hughes and her colleagues publish A little book of evaluation, which establishes the centre as a leader in the evaluation of career guidance in the UK.

# 2005

Lyndsey Bowes and colleagues publish the systematic review Reviewing the evidence base for careers work in schools which clarifies what works in school based career guidance.

# 2009

Dr Tristram Hooley is appointed as the new Head of Centre.

# 2011

Dr Siobhan Neary undertakes a three month mission in Sri Lanka to develop the countries national career guidance system.



Professor Tristram Hooley and David Andrews attend an iCeGS annual lecture



# 2021

iCeGS lecturer, Tom Staunton conducted important work on the way in which higher education careers services used digital technologies during the pandemic.

# 2019

Nicki Moore leads the development of a new programme to train career leaders in England for iCeGS on behalf of the Careers & Enterprise Company.

Leaders Conference enjoying the exhibition.

Delegates at the National Career

# 2022

iCeGS runs national conferences on practitioner research in the careers sector and careers leadership.

During the pandemic, iCeGS switches to online working, learning and events and continues to deliver high quality research.

### 2018

iCeGS undertakes the evaluation of the Gatsby Benchmarks pilot in the North East of England.

iCeGS launches the MA in Careers Education and Coaching incorporating the Qualification in Career Development



2018 - iCeGS wins the Vice-Chancellor's Award for Excellence for 'Outstanding Contribution to Research Excellence'.

# 2016

Dr Neary becomes Head of iCeGS.

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# SPOTLIGHT ON THE GATSBY BENCHMARKS

Over the years iCeGS has been involved in a wide range of exciting projects which have had a big impact on international career guidance. But, perhaps the Centre's most enduring contribution has been its involvement with the development, evaluation, promotion and future proofing of the Gatsby Benchmarks.

For anyone who has spent the last decade on the moon, the Gatsby Benchmarks are a framework for the delivery of career guidance in schools. It argues that 'good career guidance' can be defined by the following eight Benchmarks.

1. A stable careers programme

2. Learning from career and labour market information

3. Addressing the needs of each pupil

4. Linking curriculum learning to careers

5. Encounters with employers and employees

6. Experiences of workplaces

Encounters with further and higher education

8. Personal guidance

The Benchmarks now form the basis of the statutory guidance for *Careers guidance and access for education and training providers* issued by the Department for Education in England, have been trialled in Hong Kong, Norway and Spain and influence practice globally.

In 2013, Jo Hutchinson, Principal Researcher at iCeGS, was commissioned to undertake work for the Gatsby Charitable Foundation to identify good career guidance practices in schools. iCeGS' role in the project was to provide the underpinning research, including conducting a series of international case studies to examine best practice, that led to the development of the Benchmarks. The project was led by Professor Sir John Holman and included Professor Tony Watts, Dr Tristram Hooley and Nicki Moore.

After the development of the Benchmarks, Gatsby piloted the model in the North East of England, and again turned to iCeGS to evaluate the model. Nicki Moore and then Dr Jill Hanson led the evaluation, which was published in 2021 and found that the Benchmarks had a positive impact on the knowledge, attitudes, skills and aspirations of students in the North East.

In 2023, Professor Siobhan Neary was again approached by the Gatsby Foundation to undertake a new project entitled *Good career guidance: The next ten years*. In this project iCeGS has been working with the careers sector to understand the impact that the Benchmarks have made and to explore how they need to develop and be supported over the next decade and beyond, to ensure that they continue to have a major impact. The project makes use of a range of research methods to examine the impact of the Gatsby Benchmarks including literature reviews, a survey, international case studies and an exploration of existing data. The data from this will inform considerations by Gatsby as to what happens next.



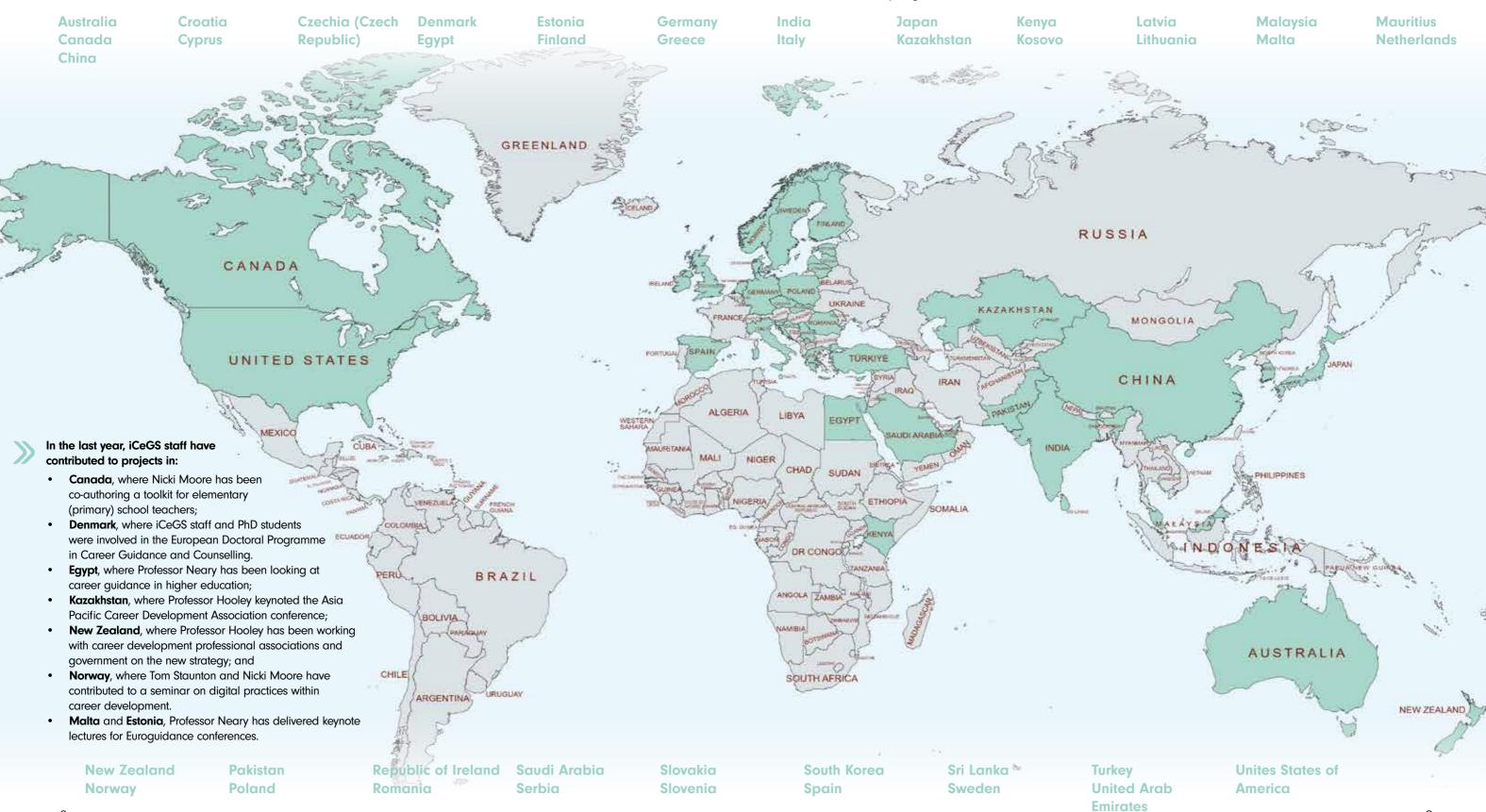
# WHERE WE'VE WORKED



Since we added the 'i' to iCeGS in 2008, our international work has become one of the mainstays of our activity. Over the last 25 years we have worked in over 35 countries, conducting research, providing keynotes and offering consultancy to governments and practitioner organisations.

The map is only part of the story because it does not illustrate all of the students, partners and collaborators who share our goals and with whom we have been privileged to work. For example, the 2021 annual lecture was given by Dr Marcelo Ribeiro from Brazil. Our students have been drawn from countries as far afield as Mexico, Turkey, Nigeria and India.

Our international research, consultancy and collaborations enable us to learn about good and innovative practice around the world. iCeGS operates as a knowledge hub and a means by which knowledge about good and innovative practice is exchanged globally through our projects and publications.



# TEACHING AND LEARNING >>>

While iCeGS is primarily known as a research centre it also has an impressive portfolio of teaching and learning activities.

# **Career leaders training**

Over the last four years iCeGS has trained over one hundred and fifty career leaders.

This year we have worked closely with the South East Midlands Local Enterprise Partnership (SEMLEP) as well as offering some open programmes for careers leaders from other areas. During 2023, we have trained 29 career leaders and have another 28 waiting to begin the programme. We were excited to meet the career leaders from the SEMLEP area and had a great time investigating how schools and colleges overcame some of the challenges they faced.

One career leader brought along a box of resources which she uses with her younger students. We all enjoyed dressing up and trying out a variety of tools and gadgets which are used to generate investigation and projects with the learners. Who knew that career leader training could be so much fun!

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I feel more confident in my role and prepared for an inspection when it comes.

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I've been empowered to make more decisions and take action where needed.

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The college understands the importance of the careers role better.

We look forward to continuing to work with careers leaders and to deliver this programme over the next year. To find out more about the Careers Leader programme visit:





The teaching team celebrating with Masters graduates. Left to right: Dr Hannah Blake, Abby Chambers, Tom Staunton, Sarah Gordon, Nicki Moore and Jo Saward



Nicki Moore encourages a group of careers leaders to learn about the world of work.

# **Masters in Career Guidance and Development**

iCeGS has been delivering the MA since 2017 and training for careers advisers for two decades. In 2023 we have revamped the programme to build on our successes and refocus it for the future.

The fundamentals of our Masters programme have stayed constant throughout iCeGS history. We teach a high-quality programme covering theory, policy and practice and which prepares new practitioners for the world of career guidance as well as challenging those who already have experience but have not attained a professional qualification. In addition to an MA, students who complete the programme receive the Qualification in Career Development (QCD), which is the license to practice as a careers professional in the UK.



Tom Staunton, Programme Leader, MA in Career Guidance and Development

Students who study for an MA at iCeGS become immersed into the UK's leading career guidance research centre. iCeGS has always been focused on translating its research for practitioners and the MA builds on this tradition and equips students with the knowledge and skills that they will need for practice.

In 2023 the MA degree programme was revalidated. It takes a more practical approach to assessment and challenges practitioners to develop their own professional competencies. Students write some essays, but they also work on group projects, run micro-teach sessions, create posters, give presentations and write briefs. This challenges students to use the wide range of skills that they will need in practice whilst still working at the academic level expected on an MA.

The MA is built around the three key themes of social justice, professional identity and digital technology. We explore social justice as an overarching motivation for career guidance, examine professional identity in relation to how career practitioners understand themselves and communicate their value to clients and wider society and take a critical look at the implications of digital technologies for career work.

The programme develops thought leaders for the future. Our graduates are not only excellent practitioners but are also ready to take up their places in the sector as leaders, managers, researchers and thinkers. Many of our alumni have gone to take traditional roles as careers advisers in a variety of settings including schools, higher education, adult guidance services and as self-employed career practitioners. Others have taken leadership roles, with Career Hubs, the Career Development Institute (CDI) or built research careers of their own. One of the things which gives us great pleasure is when our students publish articles or give presentations at professional conferences. We are very proud of our alumni who make a difference to people's lives in all the roles which they have taken.

An MA is the pinnacle of professional education in the careers sector. The programme offered at iCeGS is a unique and exciting space for students to work out what sort of practitioner they want to be and explore the ideas and competencies they will need to thrive in an ever-changing professional environment.

# **Doctoral Programmes**

iCeGS supervises a wide range of doctoral projects addressing all aspects of career development. Current students include:

**Sheena Bevitt** - The lived experience of work placements

Esther Galfalvi - Young people's understanding of the gig economy as a career pathway

Louise Rutherford - Employer engagement in higher education

Lewis Clark - School based careers professionals conception of the future of work

Tom Staunton - Graduates use of social media to advance their career

Ifza Shakoor - Increasing the diversity of the careers sector

iCeGS has successfully bid for studentship funding which has previously funded Ifza's hugely impactful work. We have recently attracted more funding to focus on exploring local understandings of educational deprivation.

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Career Leaders Conference 2023

**Annual Lecture 2019** 

# **EVENTS**

Since the start, iCeGS has always run a programme of events and activities to inform people's continuing professional development (CPD). These have included a seminar programme, conferences and our flagship Annual Lecture.

Our annual lecture series began in 1998 with Professor Tony Watts' inaugural lecture: Reshaping Career Development for the 21st Century. The lectures have been an important opportunity to engage with people working in the international career development space. Our lectures have also become an important calendar event as they fall in December and have provided a great opportunity for members of the sector to touch base and celebrate with a mince pie and a drink, to celebrate our achievements over the year and to look forward to the next. The list of topics covered in our lectures has been expansive and we have been fortunate to have heard from a long list of thought leaders in the sector.









2018

2020

Liz Atkins **David Andrews** 

Tony Wilson Marcelo Ribeiro Jaana Kettunen



1998	Tony Watts	2008	Ronald Sultan
1999	Valerie Bayliss	2009	Barrie Hopsor
2000	Anne Weinstock	2010	John Hayes
2001	Chris Humphries	2011	Michael Davis
2002	Michael Arthur	2012	Ewart Keep
2003	Lorna Unwin	2013	Wendy Hirsh
2004	Lynne Bezanson	2014	Tony Watts
2005	Geoff Stanton	2015	Jim Bright
2006	Gideon Arulmani	2016	Rie Thomsen
2007	Rosalind Edwards	2017	Noa Gafni

Peter Robertson

We have organised many conferences over the years, including our 20th anniversary conference. Recently iCeGS has worked in partnership with the CDI, NICEC and AGCAS to deliver conferences which attract delegates from all over the

This year the National Career Leaders Conference, which was developed with the CDI, was hosted at the University of Derby and attracted 225 delegates.

Our annual Practitioner Research Conference is a further example of excellent collaboration with sector colleagues as it is organised jointly by iCeGS, AGCAS, the CDI and NICEC.

This event was originally conceived of as a forum for practitioners to exchange ideas and insights into how to conduct research which was connected to practice rather than driven by academia. This year, the event was delivered online and attracted 151 delegates.

So worthwhile attending. I thoroughly enjoyed the face-to-face encounters!



I think it has inspired me to begin thinking about my own potential contributions to research.

# PARTNERSHIPS AND COLLABORATIONS

iCeGS works with a wide range of organisations and individuals. These collaborations take many forms. For example, through our learning programmes we work with placement providers to offer opportunities for students to experience placements in a wide range of settings.

The research and support that our students have provided to placement providers have resulted in changes and developments in practice and in processes. This year our Masters programme now includes live employer briefs provided to our students who solve real life problems faced by guidance providers.

Within commissioned research we partner with our clients to ensure that our work is impactful and meets their needs. In many cases we also work with other leading national and international research organisations such as CRAC, the Institute for Employment Studies and SQW as well as drawing on our associate network to deliver research projects.

iCeGS staff also provide support to professional associations and bodies which support the career development sector such as the Career Development Institute (CDI), and the National Institute for Careers Education and Counselling (NICEC) through roles as directors, committee members, fellows, organisers and members of and presenters at events. More recently we have forged a new relationship with the Jubilee Centre for Character and Virtues.

# **Visitors**

Each year, the team at iCeGS are approached by academics and researchers from all over the world who want to visit the Centre. Some of our visitors are with us for a few days whilst others enjoy a longer stay with us. In each case they want to be part of a thriving research community whose reach extends globally across the full range of career guidance theories and practices.

The team always enjoy hosting our visitors and without exception, this helps us to deepen our understanding of international guidance practices. This year we have been visited by Associate Professor Suzanne Rice from The University of Melbourne, Australia and Professor Li Pan from Liaoning Normal University, Dalian, China.



Visitors from Hong Kong with Nicki Moore

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I have had long-standing research collaboration with Professor Tristram Hooley. My own research interests centre on education systems and provision, and iCeGS is an excellent research 'fit' in this regard. I visited the centre in September 2023 for 3 weeks as part of my sabbatical. While there, I completed a paper with Tristram from our recent research and we presented an invitational seminar to policymakers on the findings, which consider the potential role of secondary teachers in the delivery of career education. My colleagues at iCeGS were incredibly warm and welcoming, and we had many stimulating discussions on career guidance and the similarities and differences between Australian and English provision. iCeGS is a unique centre with a high impact on policy and practice, and I feel enriched and renewed by the time I spent with my wonderful colleagues there.



Associate Professor Suzanne Rice, University of Melbourne, Australia



Careers education is my main research area and I have published a series of comparative research papers on career education in Chinese educational academic journals. I began establishing close academic ties with staff at iCeGS from 2020 and in July 2023, I secured funding from the China Scholarship Council which has enabled me to undertake a visit to iCeGS which will last until May 2024. Since coming to iCeGS, I have benefited from iCeGS excellent online and in person facilities, extensive academic network and a harmonious cooperative atmosphere. I have been given a lot of help and support in academic research, knowledge and even life. Regular weekly catch up meetings have greatly progressed my research. In addition, I am collaborating on three English papers on career development.

The influence of iCeGS in the field of career education is very significant. I hope that in the future, the career education research team of our university in Dalian will carry out further cooperation in papers and research projects. Through this collaboration in the field of career education research we will promote further exchanges and cooperation between China and the UK in the theoretical and practical reform of career education.



Professor Li Pan, Liaoning Normal University, Dalian, China

# iCeGS Associates

iCeGS has always been more than the staff and students. At the heart of our professional family is the iCeGS Associates network, which acts as a community of practice for those who have an interest in policy, research and how this can connect with practice. The Associates Networks brings together a group of researchers, practitioners and other experts who want to have a sustained engagement with iCeGS and to work with us closely.

If you are interested in becoming a part of the Associate network, please contact Tom Staunton on **T.Staunton@derby.ac.uk** 

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# **PROJECTS**

# The Careers & Enterprise Company - Teacher encounters programme

Over the last year researchers at iCeGS have been evaluating The Careers & Enterprise Company's teacher encounter programme. Through pre- and post-encounter surveys and post-encounter focus groups the evaluation has been exploring the distance travelled by teachers in terms of their perceptions of career education, level of confidence in selected areas, and knowledge. The programme has come to the end of its pilot year and whilst the evaluation report has only just been delivered to the CEC there appears to be evidence that teacher encounters are impactful to teachers.

# International Labour Organisation - Developing a framework for career management skills

The International Labour Organisation (ILO) commissioned iCeGS to develop a framework for career management skills for low and middle-income countries. The project has involved deep conceptual thinking about how concepts like 'career' and 'career management' which are associated with high income countries can meaningfully be transferred to very different contexts. We have been working closely with Dr Marcelo Afonso Ribeiro (University of São Paulo) to draw on literature and conducting expert interviews as we have developed the new framework. The ILO is keen to develop career guidance capacity in low- and middle-income countries as part of a broader programme designed to develop skills and improve access to decent work.

# Institute of Student Employers - Understanding employers' practice

iCeGS has been working closely with the Institute of Student Employers (ISE) to conduct its annual surveys looking at student recruitment and development. The ISE is an employer association which works with employers who recruit young people and entry level staff. Understanding these employers' practice is a vital part of understanding the process of school to work transitions.

# WWF - Evaluating the Sustainable Futures programme

WWF-UK and its partners have commissioned iCeGS to undertake an evaluation of their Sustainable Futures (SF) programme. This programme aims to prepare young people with the knowledge, skills and attributes to transition to a green economy. The SF programme is being implemented to support schools and colleges in the UK to integrate sustainable practices into programmes of careers education. The project includes a literature review, a survey, secondary data analysis, school case study visits and interviews with key stakeholders including local and national policy makers.

# The Careers & Enterprise Company - Effective Transitions Project

The Institute for Employment Studies (IES), iCeGS, and the Behavioural Insights Team (BIT) are currently evaluating a project for The Careers & Enterprise Company in partnership with JP Morgan. The evaluation seeks to evidence the impact of long-term career guidance interventions, which include enhanced guidance, peer mentoring, work experiences, and employer encounters, and how these support successful post-16 transitions for young people facing significant life barriers.





Throughout the last 25 years, iCeGS has been at the heart of the career development sector.

University of Derby International Centre for Guidance Studies

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# Visiting professors and fellows

### **Professor Jim Bright,**

Visiting Professor of Career Development

# David Andrews,

Emeritus Visiting Fellow of Career Education and Guidance

# **Professor Wendy Hirsh,**

Visiting Professor of Career Development

# Dr Elnaz Kashefpakdel,

Visiting Research Fellow

# Dr Chris Percy,

Visiting Research Fellow

# Professor Rie Thomsen,

Visiting Professor of Career Guidance

# New members of the team

# **Ghazal Vahidi**

I joined iCeGS in February 2023, as a Lecturer in Careers and Employability. My primary research interest revolves around the intersection of work and social justice. I am keenly focussed on understanding how contemporary work practices influence, and are in turn influenced by, overarching societal values, particularly in the areas of equity, fairness, and representation.

In my capacity at iCeGS, I play an active role in both qualitative and quantitative research initiatives, as well as project management. I've been involved with projects in collaboration with the Gatsby Foundation, the Institute of Student Employers, and WWF-UK.



# Philippa Rose

I joined iCeGS in January this year, after completing my MSc in Social Research at the University of Leicester. Since joining the team, I have been involved in a range of projects, such as the review into the Gatsby Benchmarks and Derby Book Festival's Shared Reading Project.

During my MSc, I conducted research which explored the teaching of diverse histories in secondary school history lessons. I am a qualitative researcher, and my interests are in educational research.



# **Rie Thomsen**

This year, we have been privileged to welcome Professor Rie Thomsen as a visiting professor to iCeGS. Professor Thomsen was Denmark's first Professor in Career Guidance, gave the iCeGS annual lecture in 2017 and is a hugely influential and distinctive voice in European quidance.

Her work focuses on the role of career guidance in communities, social justice, agency and critical theory. She has worked extensively with Professor Hooley, including co-editing three books with him. She also leads the European Doctoral Programme in Career Education and Guidance. We look forward to working more closely with her.



Right: Siobhan Neary, Rie Thomsen and Tristram Hooley University of Derby

International Centre for Guidance Studies

# PUBLICATIONS IN 2023

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# To find out more about our work

Our social media channels continue to bring you news about the Centre and the careers industry. You can find out more about what we do on our website, **derby.ac.uk/icegs**. Our webpage engages with over 10,000 people annually and has a wealth of information about the careers sector, including our publications, project information events and opportunities.

We have the following social media channels that have an annual engagement of over 200,000 people, and we post news regularly about the sector and information on events and research. Why not visit our social media platforms to find out what we are talking about:

X @iCeGS

f @icegsuod

in International Centre for Guidance Studies (iCeGS)

If you want to find out more about what we do and gain exclusive information about our events and future publications, please join our e-mail mailing list.

derby.ac.uk/icegs









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