> How your professional body can get involved

professionsweek
10-16 November 2014
professionsweek.org
A group of 17 leading professional bodies have come together to create Professions Week
A group of leading professional bodies has developed a practical “how to” guide, with a shared aim to encourage both young people and to encourage young people, especially those without family or social links to the professions, to consider a career in the professions, and to support those who advise them to encourage them too.

It is our aspiration to increase awareness of the range and variety of potential employment options the professions have to offer, helping the professions to recruit people from a diverse range of backgrounds.

Together we want to help the professions be viewed as an interesting and fulfilling career option for young people, and it is our hope that this guide will prove an invaluable aid in achieving that goal.

We would be grateful for any feedback you may have. Opinions from dedicated individuals like you will be valuable in helping us shape ideas for the future.
Access to the professions is high on the agenda for most professional bodies and UK society in general. The recent work of the Social Mobility and Child Poverty Commission¹ has highlighted how social mobility into professional careers has slowed in recent decades, and the crucial role of the professions to offer new opportunities for today’s young people.

The education landscape is also changing with:

- New government funding models for further and higher education
- Changing government policy for GCSEs, A levels and vocational qualifications
- Limited information and limited careers advice available on career choices and options such as apprenticeships, following the decision for these services to be devolved to schools
- High levels of youth unemployment and despite signs of recovery, still a sluggish economy

There is a need for professional bodies to collaborate better. This will enable our message to be delivered in a way which transforms the awareness and understanding of their roles, highlighting their contribution to the UK economy, education and the wider society. With the cooperation of more than 17 leading professional bodies, we will be able to help drive a new approach to support the professional career choices of young people.

Building on the success of the first ever National Professions Week in 2013, the second National Week being held 10 to 16 November 2014.

Objectives for the Professions Week

- To increase interest in becoming a professional especially those without family or social links with professionals among young people (14–19) and to demonstrate the routes in to a range of professions.
- To support those offering careers information and advice through targeting teachers, careers advisors and parents.
- To increase visibility of the professional bodies in their role in helping the economy and in widening access to the professions with Government and the public.

We will also look to support teachers and trainers to be up-to-date with the latest developments within professional bodies in order to support them in their teaching, and the role they have in advising young people and adult learners.
Who is involved?

A group of prominent professional bodies has come together to establish the annual Professions Week
We also have the support of the Professional Associations Research Network (PARN), Professions for Good and Total Professions.
Increasing the national profile of professional bodies and the good work you do for access to the professions and for the economy is our goal – please help us and join in the Week!
How you can get involved

We want your professional body to get the most out of the national and media profile being given to the professions and professional bodies during Professions Week. By grouping existing activities and/or creating new ones for 10 to 16 November 2014 you can get additional value by using the Professions Week identity. We really look forward to hearing about creative ideas you have for celebrating the week, and there are some suggestions below.

1. Add the Professions Week branding to your website, membership and careers based communications

2. Issue a media release to publications and other media regularly accessed by your members

3. Communicate to your members within your membership magazine and regular emails about the Professions Week

4. Encourage your members and networks to get involved with local careers events for young people along with members from other professions

5. Ask employers within your sector to take at least one new young person who has not got family or social links to professionals for work experience and placement opportunities, providing them with easy to access resources to help them structure work experience

6. Offer CPD placements or events for teachers and trainers in schools or FE colleges and careers advisors

7. Ask your members to contact their local schools, FE colleges, and universities to see how they can get involved in providing careers advice for young people

8. Link with non-for-profit organisations such as local charities and other groups who work with local schools and FE colleges to explore opportunities for your members to reach out to young people in their area

9. Establish a careers advisor community for your membership and provide them with regular communications about entry routes and training requirements for your profession

10. Encourage your members to get involved in mentoring schemes run by charities and other organisations
1. Add the Professions Week branding to your website, membership and careers based communications

We have produced some brand guidelines which includes the Professions Week logo and a range of photography which you may like to use. For example:

a) endorse Professions Week on letterheads & email banners
b) add the logo to the home page of your website and/or the relevant section which covers entry to your profession for young people
c) send the logo to your partner organisations – including employers – and ask them to add it to their website

You can request a copy of the brand guidelines and logos from the contact form on www.professionsweek.org

2. Press release: Communicate to your members within your membership magazine and regular emails about the Professions Week

Here is an example which you may like to use.

After the success of the first year in 2013, the second National Professions Week being held between 10 to 16 November 2014: A group of the UK’s most prominent professional bodies have today announced the UK’s inaugural Professions Week.

Running from 10–16 November 2014, the week will aim to increase interest and awareness among 14–19 year olds in the professions especially those without family or social links to professionals. It will also support teachers and careers advisors, giving them the relevant materials to help young people make informed decisions with regards to the professions.

A high-profile reception in the House of Commons will take place on 10 November to officially launch the Week. It is anticipated this will be followed by a series of regional and local activities organised by the professional bodies involving schools, colleges and other institutions.

Professions Week follows the release of a Sterling White Paper in August 2012, titled “Access to the Professions”. The week will not only focus on giving support to educational advisors and raising awareness of the professions, but will also help increase the visibility of professional bodies and their role in helping the economy.
More than 17 leading professional bodies are involved, including:

- AAT (Association of Accounting Technicians)
- Association of Chartered Certified Accountants
- Association of Taxation Technicians
- The Chartered Insurance Institute
- Chartered Institute of Legal Executives
- The Chartered Institute of Purchasing & Supply
- Chartered Institute for Securities & Investment
- Chartered Institute of Taxation
- Chartered Institute of Management Accountants
- Chartered Institute of Patent Attorneys
- Chartered Institute of Payroll Professionals
- Chartered Institute of Personnel and Development
- Chartered Management Institute
- Institute of Chartered Accountants in England & Wales
- Institute of Leadership and Management
- Institute for Learning
- International Association of Book-keepers
- Professional Associations Research Network
- Recruitment & Employment Confederation

For further updates please visit: www.professionsweek.org

3. Communicate to your members within your membership magazine and regular emails about the Professions Week

We encourage you to communicate to your members using as many channels as possible. For example:

a) a news article within your member magazine
b) a stand alone email or an article within an existing e-newsletter
c) content added to your social media channels – LinkedIn, Twitter, Facebook, YouTube etc

Please use the press release template

4. Encourage your members and networks to get involved with local careers events for young people along with members from other professions

Your members will have a wide variety of links with other professionals within their local business communities. By keeping abreast of careers events run by local authorities, schools and
colleges, your members can identify opportunities to contribute to these events in the following ways:

- Giving a presentation to young people about a career in their profession and what a ‘day in the life’ entails;
- Attending a careers or jobs fair to answer questions about how young people can pursue a career in their profession; and
- Team up with other professionals to provide a rounded view of the different professions which are open to young people.

You can support your members in doing this by:

- Providing literature and promotional materials relating to your profession and organisation;
- Providing templates and PowerPoint presentations; and
- Loan of exhibition stands for careers fairs.

5. Ask employers within your sector to take on a young person for work experience and placement opportunities, providing them with easy to access resources to help them structure work experience

Many employers would like to offer work experience placements and opportunities, but do not have experience of doing so or the resources to spend a significant amount of time in planning a placement. To help address this problem for employers in the accountancy sector, ICAEW has developed a work experience toolkit, which provides employers with the following information and guidance:

- the benefits of offering work experience, both to young people and the organisation;
- factors to consider such as relevant legislation and health and safety;
- information on local authorities and how to begin offering work experience to local schools and FE colleges; and
- a structured, yet flexible, training and study programme which allows employers to choose which elements a young person would complete within a week or fortnight of work experience. This ensures that the work experience is beneficial without the employer needing to ‘find’ tasks for the young person to complete.

Your organisation could produce a similar ‘how to guide’ for your profession.
A high-profile reception in the House of Commons will take place on 10 November to officially launch the Professions Week.
6. Offer CPD placements or events for teachers, trainers and careers advisors

Professional bodies can demonstrate a commitment to keeping teachers and careers advisors up to date on career pathways to the professions and for teachers to be up to date in their teaching and case studies used with students and trainees.

By offering CPD placements and events to teachers, trainers and careers advisors, professional bodies can help to ensure that relevant and correct advice is being provided to young people about their future career choices and professional career pathways. Examples include:

- offering networking events, presentations, webinars and conferences which provide resources and explain how a career in a particular profession can be accessed by young people;
- encouraging members to offer work placement days in their workplaces for teachers via local education networks and by offering this to the local FE college; and
- using your own education networks or working with non-for-profit organisations to communicate CPD opportunities to wider networks of schools, FE colleges and universities.

The Institute for Learning (IfL) is the professional body for individual teachers and trainers across further education and skills. In support of Professions Week, IfL is developing a programme of placements and Continuing Professional Development (CPD) opportunities, which will be piloted ahead of Professions Week and launched during the week itself.

This will involve working with other professional bodies to offer joint CPD opportunities for teachers and trainers. The further education and skills sector includes further education colleges, sixth form colleges, work based learning and the training of apprentices and adult learning services. It is always a challenge for teachers and trainers to keep up-to-date with the latest practices and issues in the professional field in which they teach. Many of them will have not been practising for some years and it is hard to keep abreast of the current professional environment; yet vital to do so. CPD events and work placements help teachers to illustrate learning with real life and modern case studies, to describe current practices and to offer insights for
their learners on what it is like to work as a professional.

Some of CPD activities proposed include:

- the opportunity for a small group of teachers to visit the professional body for their subject or vocational area to hear about how the organisation works and have an overview of current practices in the profession, career opportunities and any emerging specialisms
- the chance to shadow a professional in their practice for half a day (taking into account confidentiality agreements and CRB checks if necessary)
- the opportunity for a small group of teachers to visit a leading edge employer for their subject or vocational area
- a seminar for a group of professionals and a group of professional FE teachers, hosted by IfL at its Old Street offices or elsewhere

If you are interested in being involved or would like to make an additional suggestion, or offer of a CPD opportunity, please email communications@ifl.ac.uk, for further details.

7. Ask your members to contact their local schools, FE colleges, and universities to see how they can get involved in providing careers advice for young people

Educational establishments and local authorities will work differently in each region. Your members may also have their own networks extending into local schools, FE colleges and universities. Ask them to consider how they can take advantage of these networks to understand and get involved in opportunities to talk to young people in their region.

8. Link with non-for-profit organisations such as local charities and other groups who work with local schools to explore opportunities for your members to reach out to young people in their area

Many of your members may be keen to get involved in providing careers advice on a voluntary basis at schools, colleges and universities, but will not know how to go about initiating contact. In this case, you can put them in touch with charities and other bodies who are seeking professionals willing to volunteer. For example, The Brokerage Citylink is a charity based in the City of London
which provides employers with the advice and the means to engage with local communities and access local talent. Volunteering opportunities for individuals may entail an ‘interview’ by young people on their job, and what they do.

**For a list of organisations which provide similar opportunities, visit professionsweek.org**

9. Establish a careers advisor community for your membership and provide them with regular communications about entry routes and training requirements for your profession

Your organisation can create a community of your members who are willing to work with young people and act as an ambassador for your profession. You can do this by providing a central point for interested members to contact. Use the contacts you receive to create a regular mailing to update members on opportunities for working with young people and changes to your qualification and requirements for membership. Promote the community regularly to your membership and ensure they are kept engaged and motivated to promote careers in your profession to young people in their region.

10. **Encourage your members to get involved in mentoring schemes run by charities and other organisations**

Mentoring is a tool to develop individuals to help them reach their potential. Mentors work on a one to one basis with young people who would benefit from having someone who will get to know them. Mentors can play a key role contributing to the progress and development of the young person.

**Useful contacts**

- School and colleges
- Connexions and careers services
- University employability and careers services
- EBPs and EBLO – Education, business partnership organisations
- Charities such as:
  - CSV – www.csv.org.uk
  - Youth net – www.do-it.org.uk
  - Prince’s Trust – www.princes-trust.org.uk
  - Mosaic – www.mosaicnetwork.co.uk
- Inspiring the future – www.inspiringthefuture.org
- Social Mobility Foundation’s e-mentoring scheme – www.socialmobility.org.uk/
- Pathways to the Professions Conference 2014 – www.TotalProfessions.com
Ask your members to get involved in an e-mentoring scheme. There are several organisations running such schemes, such as the Social Mobility Foundation’s e-mentoring scheme for young people on its AspiringProfessionals programme.
New dialogue on this topic with professional bodies started in Autumn 2012 following the publication of a Sterling White Paper authored by Lee Davies, CEO of the Chartered Institute of Patent Attorneys. As a qualified teacher and former Deputy Chief Executive of the Institute for Learning (IfL), Lee is passionate about adult learning, particularly working with communities who suffer from educational disadvantage. The paper highlighted a growing concern about the changing educational landscape and the impact this will have on professional bodies.

The White Paper highlighted that a series of separate but interlinked government policies are combining to hinder access to the professions.

Professional bodies are well aware of the entry routes into their respective professions, but there has been insufficient thought leadership on an inter-professional level resulting in a lack of challenge to government in this key policy area. Government listens to the needs of business, industry and commerce but does not have a track record of engaging with professional bodies nationally on education and training policy.

The paper examined three areas of current government education and training policy in terms of their impact on professional bodies and access to the professions:

- The place and value of vocational learning in schools
- Changing funding models for further and higher education
- The status of teachers and trainers in further education

This white paper was the catalyst for a series of meetings starting in September 2012 between a core group of UK professional bodies intent on creating a new vision.

It was at this first meeting that Toni Fazaeli, Chief Executive then the Chief Executive of the Institute for Learning suggested the idea of a Professions Week to galvanise this spirit and enthusiasm. Somewhat surprisingly a Professions Week doesn't already exist given there are so many weeks already well established in the UK.
Some embryonic ideas began to emerge. Jane Scott-Paul, Chief Executive of AAT (Association of Accounting Technicians) articulated her support for organisations providing work experience as a valuable first step on the jobs ladder. And Charles Elvin, Chief Executive of the Institute of Leadership and Management highlighted there would be significant value in professional bodies working together to “mobilise their memberships” to provide the much needed support on the ground.

Overall, a consensus remained that enhanced collaboration among the professional bodies could deliver a powerful unifying force for the sector.

This combined ‘buying power’, delivered under the umbrella of a Professions Week, could help to deliver a significant change in the awareness of the professions among schools, parents, government and ultimately young people.

The inaugural 15 founding professional bodies elected Sarah Hathaway, head of UK at ACCA, to be the Chair and for Toni Fazaeli to be the vice chair.

There is significant value in professional bodies mobilising their membership

For more information about Professions Week please contact:

> Twitter
  twitter.com/professionsweek

> Facebook
  facebook.com/professionsweek

> Professions week website
  professionsweek.org
It is our aspiration to increase awareness for the range and variety of potential employment options the professions have to offer, helping the professions to recruit people from a diverse range of disciplines and backgrounds.

This guide has been produced by Sterling
www.sterlingmembership.co.uk
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