

**Harry Liddell**

Report into the

**Under-representation**

of the

**Black and Minority Ethnic**

Community

in the

**Career Guidance Profession**

**May 2004**

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## INTRODUCTION

This is a report on the lack of Career Advisers from a black and minority ethnic (BME) background, both nationally and in particular the West of Scotland. The report considers why this is the case and what can be done to address this issue. Occasional reference is made to UK statistics, for comparison and balance.

The Institute of Career Guidance (ICG) themselves describe the stereotypical career adviser as “white, female, aged 20-40 with a first degree”. (ICG 2001).

The first obstacle in compiling this report was a lack of quality and accurate ethnic monitoring on the part of Careers Scotland and finding figures on how many BME Career Advisers they employed proved a fruitless task. There are some base statistics that certainly indicate an under-representation among Careers Scotland’s **total** staff make-up (figure 1). Even allowing for the fact that many of these are management and support staff, there is still an obvious dearth of staff who declared themselves to be from a BME background. Please note the high percentage of respondents who did not wish to disclose their ethnicity.

(figure 1) Careers Scotland : *Analysis of staff by ethnic origin.* April 2004

<b>ETHNIC ORIGIN</b>	<b>NORTH EAST</b>	<b>SOUTH EAST</b>	<b>WEST</b>	<b>SOUTH WEST</b>	<b>HQ</b>	<b>TOTAL</b>
AFRICAN		1				<b>1</b>
CHINESE	1					<b>1</b>
INDIAN			1			<b>1</b>
PAKISTANI			3			<b>3</b>
MIXED		1	1	1		<b>3</b>
ALL WHITE GROUPS	175	172	214	159	14	<b>734</b>
DID NOT DISCLOSE	97	88	141	108	9	<b>443</b>
<b>GRAND TOTALS</b>	<b>273</b>	<b>262</b>	<b>360</b>	<b>268</b>	<b>23</b>	<b>1186</b>

(source: Scottish Enterprise Network, HR Department)

*Careers Scotland only employs nine members of staff who identified themselves as being from BME background. If the organisation were to reflect the BME population nationally (2%) that figure should be around twenty seven members of staff.*

The universities that run the Qualification in Careers Guidance (QCG) were also approached for figures detailing ethnicity of applicants, once more the figures were not as comprehensive as they might have been. This was mainly due to the fact that ethnic monitoring starts only at later stages of the recruitment

process but the figures show a clear under-representation of BME students applying to the QCG courses. The figures for the two institutions who did reply (three were contacted in Scotland) don't offer any evidence of a rise in applications from prospective BME career advisers. The ICG recently reported the average number of applicants to QCG courses nationally was around 70. Napier University have had three applications in the last three years from BME students, while Paisley's QCG course also report only three applications over the last two years.

The Career guidance profession is clearly not generating the interest it needs to tackle the problem of under-representation.

*Note: A racial group is under-represented if, at any time during the previous twelve months, either there was no-one of that group doing the work in question, or there were disproportionately few in comparison with the group's proportion in the workforce at that establishment, or in the population from which the employer normally recruits for work at that establishment. CRE : Employment Code of Practice.*

## METHODOLOGY

The research for this report was carried out between February 2004-May 2004.

The subject matter of the report made it simpler to identify individuals and organisations that should be approached to contribute to the report. The project involved both primary and secondary research and use was made of both qualitative and quantitative research methods. All contributors were contacted electronically and some were interviewed face to face.

Many publications and websites were examined for material relevant to the report (See references and appendices).

The following is a description of the various contributors and the methods of research used:

- All Careers Scotland Regional Managers were sent an Electronic Mail asking for their opinions and views on various issues relevant to this report (appendix 1).
- The three universities in Scotland who ran the QCG were also contacted by E-mail (as were three in England for balance and comparison) (appendix 2).
- The Institute of Career Guidance also contributed electronically (appendix 3).
- The CRE were contacted by E-mail but replied to say they cannot comment on every individual project (appendix 4).

The following people and organisation contributed to this report by way of a face to face discussion:

Danny Logue, Careers Scotland (West) Regional Manager.  
Padam Singh, Careers Scotland Equality Executive.  
Graham Allan, QCG Course Leader, University of Paisley.  
Glasgow Anti-Racist Alliance.

All contributors were offered confidentiality and anonymisation of their contributions. Those that chose to accept this are described in the report as "a spokesperson" or similar.

All contributors were offered a copy of the report and, time permitting, a chance to view their own contribution before the final draft was written.

All contributors were given thanks and acknowledgements for their assistance.

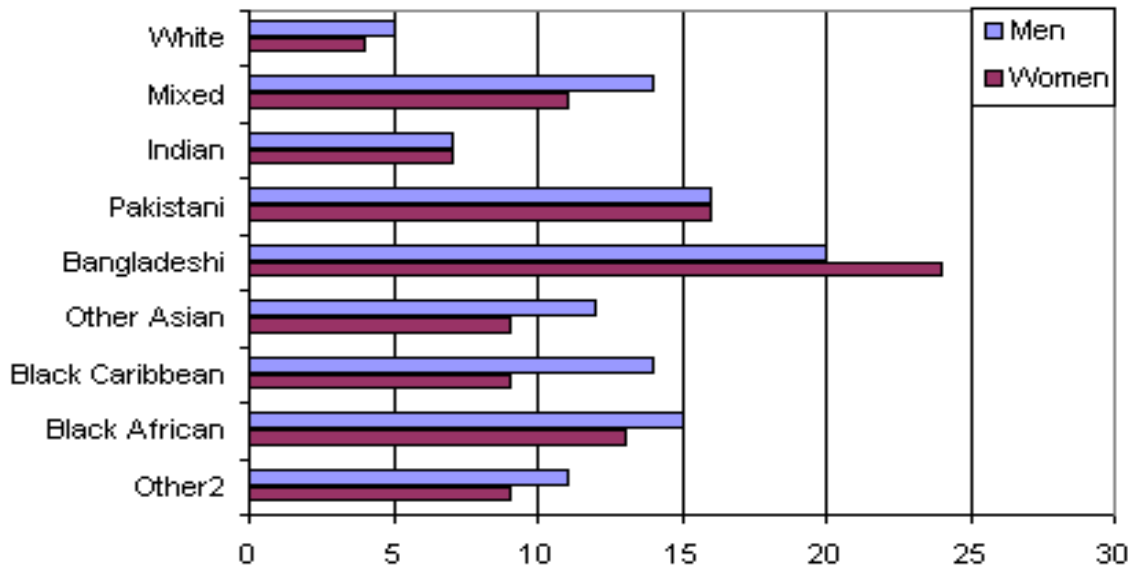
Disappointingly not all who were asked to contribute did so, which was unfortunate as all those asked to comment had a vested interest to some degree or another on the subject.

# CONTEXT

## Economic Activity

In the UK there are marked differences between the economic rate activity rates of different ethnic groups, that is, the proportion of people who either have a job or are looking for a job (figure 2). This information shows that unemployment among the minority ethnic population to be considerably higher than that for white people.

(figure 2) Unemployment rates: by ethnic group and sex, 2001/02



In 2001-02 people from ethnic minority groups had higher unemployment rates than white people. This was the case for men and women e.g. Bangladeshi men had the highest unemployment rate at 20%, four times that for white men. The picture for women was similar to that for men. Bangladeshi women had the highest unemployment rate at 24%, six times greater than that of white women.

In Scotland the story is similar again with Africans (15%) and black Scots (15%) twice as likely to be unemployed as whites (7%). In this situation it would be logical therefore to assume that the minority ethnic community are more likely, proportionately, to utilise the services of Careers companies.

Careers companies, as publicly funded bodies, should reflect the communities they serve i.e. there should be a healthy proportion of advisers from the minority ethnic communities, however my findings, both factually and anecdotally, show

that this is not the case.

If higher numbers of the minority ethnic community are likely to be using careers services, then these services have to offer an environment where clients feel comfortable and have staff that they can relate to.

**“I relate differently to black people. It seems that black people in authority want to help me, like I think maybe they know how it is being young and black and trying to make it”.** (*Young Black Men and the Connexions Service*. DfES 2002).

A recent Careers Scotland discussion paper noted, in looking at barriers often faced by young people from BME Community, that “Communication overall is often the barrier, this is because services in most cases are demand led rather than needs; the assumption often is that young people from BME communities have the same issues as all other young people therefore they would not need specific consideration” (2003).

### Future Trends

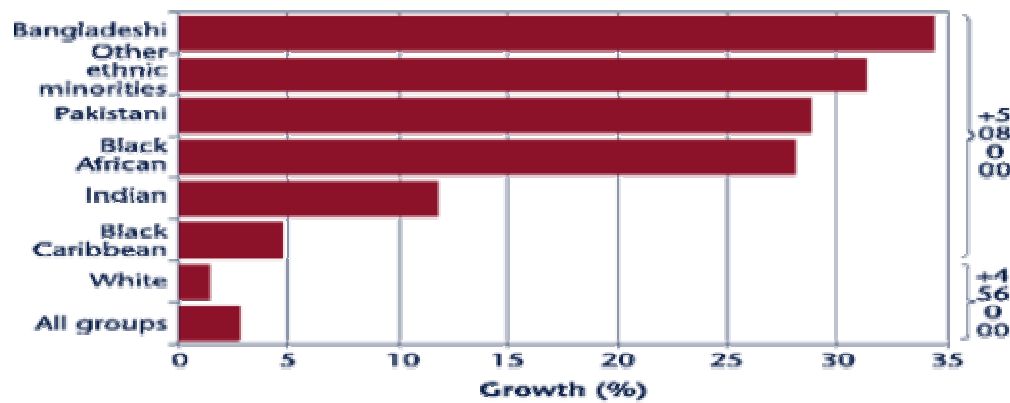
This report examines the need to encourage more BME interest in the profession of Career Adviser.

Any guidance organisation should try to reflect the community it serves. This becomes even more important as an issue when you consider some predicted trends in the make-up of the population, both locally and nationally (figure 3).

A recent report by GARA includes excellent and informative UK labour market information and trends for the period 1999-2009 show:

- A 20% increase in the BME labour force (compared to a 1% increase in the white labour force)
- A rise in the proportion of labour force that is from a BME group from 5.7% to 6.7%
- An enormous increase in the percentage of young people from a BME background from 6.5% to 8.3%
- Nearly half of UKs non-white population are under the age of 15

(figure 3) Projected growth in working age population of Ethnic Groups, 1999-2009



(source: Cabinet Office Strategy Unit. *Ethnic Minorities and the Labour Market. Final Report.* March 2003)

Current Scenario

In looking at this problem and the ways to address it, the current scenario points to the type of problems that need to be tackled if Career Guidance as a profession is to reflect the community it serves.

In Glasgow for instance, recent statistics (2001 Census), suggest there is still an under-representation of Career Advisers in the City given that the BME population in the City stands at 5.5% compared to the Scottish average of 2%. This means that 31% of Scotland’s BME community live in Glasgow.

There has been no specific research done as to why there are not more members of the BME community entering the various QCG programmes after completing their degree. There is however evidence to suggest that potential candidates are there, it’s just a case of attracting them to the profession (figure 4).

(figure 4) Destinations of Glasgow School Leavers in 2003

<b>DESTINATION</b>	<b>BME LEAVERS</b>	<b>WHITE LEAVERS</b>
<b>EMPLOYMENT</b>	<b>9.8%</b>	<b>22.7%</b>
<b>TRAINING</b>	<b>1.2%</b>	<b>8.4%</b>
<b>FURTHER EDUCATION</b>	<b>30.6%</b>	<b>24.6%</b>
<b>HIGHER EDUCATION</b>	<b>30.6%</b>	<b>19.2%</b>
<b>UNEMPLOYED</b>	<b>12.7%</b>	<b>18.5%</b>
<b>OTHER KNOWN</b>	<b>9.5%</b>	<b>3.7%</b>
<b>NO RESPONSE</b>	<b>5.6%</b>	<b>2.9%</b>

(source: Careers Scotland West Region)



Evidence in figure 4 shows that over 60% of all BME school leavers enter further or higher education and while we know that not many of these people will become Career Advisers, it is worth considering some other evidence relating to where the ethnic community are employed.

The 2001 census shows the occupational areas where the BME workforce is employed. These figures show no obvious or logical explanation why there are not more Career Advisers from BME community as there are fairly healthy percentages from BME groups employed in "Professional Occupations" (figure 5).

## All People aged 16-74 years in Employment

Percentages

	Managers and senior officials	Professional Occupations	Associate Professional and Technical Occupations	Administrative and Secretarial Occupations	Skilled Trades Occupations	Personal Service Occupations	Sales and Customer Service Occupations	Process, Plant and Machine Operatives	Elementary Occupations	Base
White Scottish	11	10	13	13	13	7	9	10	13	1,968,679
Other White British	18	19	19	10	8	6	6	5	9	196,665
White Irish	14	20	19	10	8	6	6	7	10	23,408
Other White	15	25	16	10	7	6	7	4	11	37,472
Indian	20	30	9	8	6	3	12	4	8	6,527
Pakistani	28	10	7	7	7	3	25	4	8	9,379
Bangladeshi	16	16	7	4	19	2	9	3	24	638
Other South Asian	17	23	15	8	7	5	10	5	10	1,923
Chinese	14	15	7	6	28	3	9	2	17	6,436
Caribbean	11	17	23	10	8	6	8	5	12	840
African	8	24	17	9	6	10	9	3	15	2,013
Black Scottish or Other Black	10	10	21	13	9	5	9	8	14	368
Any Mixed Background	11	18	16	10	7	7	12	4	14	3,542
Other ethnic group	14	22	15	7	9	7	8	5	14	3,391
<b>I People in Employment</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>13</b>	<b>2,261,281</b>

## TACKLING UNDER-REPRESENTATION

The post-graduate nature of the professional careers qualification means that careers companies recruitment drives are very much at the mercy of the graduates that the universities turn out from their QCG courses.

In researching this report I contacted Careers Scotland's four Regional Managers and the Chief Executive from the Highland and Island area's equivalent careers company. I also contacted the three universities in Scotland that offer the qualification. Three similar universities in England were also contacted for balance and also the professions main representative body the Institute of Careers Guidance (ICG), as well as the Glasgow Anti-Racist Alliance (GARA).

All respondents in the survey were asked to comment on current scenario, what should be done to address imbalance and about the long-term implications for the profession if these issues are not addressed.

### Careers Scotland

As part of Scottish Enterprise, Careers Scotland supports and encourages equal opportunities throughout all its functions. It currently employs three Equality Executives who aim to ensure that promotion of equal opportunities permeates all of the organisations strands. The Equality Executives help to formulate policies and are currently involved in ensuring that Careers Scotland are active in their response to the Race Relations (Amendment) Act 2000, and in particular on the "specific duty" the act placed upon public authorities.

One of the executives, Padam Singh, was interviewed as part of the research for this report. He was asked for his views on some of the issues raised.

In discussing this report with Padam it becomes clear that, as a member of Scotland's Ethnic Community, he is totally committed to the notion that tackling problems is best done by working in partnership with a diverse range of other agencies who already participate within communities and who have more specialist knowledge and experience of working towards a more equitable society. He would also like to see Careers Scotland work towards raising their profile in general and within the BME community in particular. This would include more participation in community events, perhaps involving Role Models from BME members of staff (assuming there are any!), targeted advertising and more training of Careers Scotland staff on cultural issues to help staff to really understand the ethnic community better. He feels this would also give the opportunity for Careers Scotland to reach the parents of BME young people, who are already a major influence on their children.

Interestingly, Padam reckons that Careers Scotland and career advisers as a profession are almost "invisible" in the BME community and that when they are recognised it's always as a provider of guidance and a helper into work, and **not** as a possible employer or career path. Padam has been working in this field for a number of years and with his experience from both within the community and

Careers Scotland, his views are, I feel, very relevant and pertinent.

Padam refers to the Police as an example of an organisation who are really working to promote themselves both as an organisation and a career to the ethnic community. He feels Careers Scotland could learn from the Police in this area. They are heavily involved in many community events and roadshow type seminars, often as the lead partner or organiser. These events are successful in raising awareness and breaking down some of the barriers and suspicions that prevail within the community. Padam particularly supports the idea of a "mobile careers adviser" who would have the resources to visit various community venues and bring Careers Scotland and its services directly into the community, again raising the 'brand' profile and that of the profession, especially among the members of the community who are the greatest influencers i.e. parents and carers.

Padam, in his role as Equality Executive, will continue to be involved closely in tackling the issue of under-representation within Careers Scotland at all levels and expects matters to improve if the right steps are taken. This would mean, he says, the organisation showing a stronger commitment and drive to raise Careers Scotland's profile within the BME Community and therefore, he continues, there would be more likelihood of members of the BME community considering Careers work as a profession. This of course is easier said than done, but by continuing to make staff aware of the importance of these issues through formal and informal training on issues such as cultural awareness and perhaps new and innovative ways of service delivery. It certainly appears that there is some straightforward and consistent consideration of these issues within Careers Scotland, as Padam's views were consistent with those of Regional Manager Danny Logue.

The Regional Manager for Careers Scotland (West), Danny Logue, was also interviewed for his views on the need to tackle the under-representation of Career Advisers from the minority ethnic community.

His opinion is that a major issue running through this whole subject is the importance of raising the profile of Careers Scotland and the services it delivers in the community. He considers that by doing this well Careers Scotland will become a well known brand with an excellent reputation for professionalism, which in turn will make them an attractive employer to people of all backgrounds. It would automatically follow therefore that the profile of Career Adviser as a profession will be more attractive to applicants from all sectors of society.

Danny also remarked how important it is for people from **all** ethnic groups to have a good experience of Careers Scotland, as that can also help raise the profile and visibility of the 'brand'. He agrees that parents are indeed a significant influence on many young people from the minority ethnic community.

Careers Scotland currently have an "equal opportunities statement" on all their recruitment advertisements and have in the past placed their advertisements in the ethnic minority press, this practice is recommended by the Commission for Racial Equality (CRE).

My research also uncovered remarkably similar examples in a Report on Recruitment of Black and Minority Ethnic staff in Connexions, produced in 2003 by Greater Merseyside Connexions Partnership. (Connexions is the English equivalent of Careers Scotland, except that it is not an all-age service).

The Connexions report suggested that organisations who have few black and ethnic minority staff will want to fully maximise the potential of every recruitment opportunity. These organisations need to ask themselves what image they present to the local black community and what can be done to make themselves more attractive. The report also recommended the use of “targeted advertisements” including BME press, schools and colleges with a high number of learners from BME Community, community venues and community newsletters which are often written in community languages.

### Universities

The universities that run the QCG courses also accept that they should do more to tackle the under-representation of BME students on the courses. Graham Allan, Paisley University’s Career Guidance Course Leader spoke recently about this matter and in particular about Paisley’s attempts to widen participation on the QCG course (appendix 5).

Widening participation in and access to HE is a key policy for DfES. They have recently begun providing funding to some QCG students and they required course centres to allocate these according to specific criteria to encourage non-traditional applicants, this is an initiative the ICG also supports in the interests of the professions image.

Graham feels that Paisley’s QCG is in a great position to achieve these objectives and believes he can take advantage of the University of Paisley’s position as an institution that has promoted social inclusion and widened access for non-traditional groups and which offers high levels of ongoing support to its students to enable them to progress.

Among the plans Graham has to achieve the objectives are working closer with organisations working in the BME community e.g. Ethnic Minorities Enterprise Centre, to assist in marketing the qualification and promoting career guidance as a career. He also spoke of plans to revise the marketing strategy after examining previous recruitment (figure 6). This strategy informed the marketing, which was undertaken through a series of articles on the QCG written for professional journals, features in several newspapers, a poster campaign designed to encourage applications from non arts and social science graduates (knowing the gender profile of arts and social science graduates this is also aimed at increasing the number of male applicants - another section of society which is under-represented in the profession) and finally an advert for recruitment to the course. In all of these activities he emphasised his desire for the course to be more representative of the wider community. The policy of the Paisley QCG course is to offer all applicants an interview and these interviews are conducted with representatives of many areas of guidance including Careers Scotland and Further Education, thereby ensuring other interested agencies are involved in the

recruitment process.

(figure 6) Dip C.G. Course at Paisley University

% of applicants who held arts, social science or business degrees	
1998	1999
89%	91%

(source G. Allan, QCG Course Leader, University of Paisley)

Graham also accepts reluctantly that at present time constraints make it difficult to do more in this area or to expand on these activities.

Alan Heavisides, QCG course leader at Napier University, also contributed his thoughts on these issues (appendix 2). He admits to not really knowing the clearest way to tackle this difficult problem. He has in the past asked community organisations to help in promoting the course and the profession but with no obvious success. He hopes that perhaps the small number of previous ethnic minority students will act as role models. All applicants to Napier QCG course who identify themselves as from BME community are offered an interview ***regardless of qualification.***

Importantly though, Alan is not sure if there is an under representation of BME career advisers given that Scotland has quite a small ethnic minority population, compared to England. Alan does however recognise the importance of these issues. "Clearly we should aim not to be under-represented, the profession needs to be seen to be representative of the population". (19/5/04)

Peter Beven, QCG course leader at Northumbria University has some interesting thoughts on these matters (appendix 2). He also reported a lack of impact when attempting targeted advertising. He also considers that course fees are an added barrier in attracting applicants and supports the notion that DfES and other funding providers should provide funded places specifically for applicants from ethnic minority groups and other under-represented groups. Interestingly he speaks of the success his institution had when offering units of study as an undergraduate programme which led to the QCG. He reported that this particular degree attracted a range of applicants from a variety of different backgrounds. This achieved the effect of ensuring the numbers of BME Students on the course were broadly in tune with regional averages for BME population.

### Institute of Career Guidance

The ICG as the professional lead body for Career Advisers, not surprisingly have their own views on this. An ICG spokesperson reflected their views to me on some of the issues discussed in this report (appendix 3).

The ICG are supportive of any attempts to widen participation in and access to the QCG. The ICG spokesperson accepts that this is a difficult and complex issue, but believes that some of the Universities are making significant progress in marketing the QCG to under-represented sections of the community. The ICG are of the opinion that numbers who express interest in the QCG never translates into actual student numbers with funding appearing to be the key problem.

The ICG try to promote the QCG and a career in the sector as widely as possible to encourage non-traditional applicants and try to support this by using non stereotypical images and photos on their materials, publications and website. The ICG has advertised the QCG nationally in The Guardian and also in 'Futures', a newspaper targeted at minority ethnic groups.

### Glasgow Anti-Racist Alliance

The Glasgow Anti-Racist Alliance is a multi-agency partnership which aims to tackle issues surrounding race, equality and inclusion (appendix 6).

A GARA Development Officer was asked for their views on these topics. The spokespersons views were varied and interesting. GARA agree wholeheartedly that there is clearly an under-representation in the career guidance profession. They believe that there is a whole lot more that both Careers Scotland and the HE institutions could do to address this. The GARA spokesperson believes university's should take more seriously the need to "action plan" their commitments and duties, with results that can be tangibly measured and delivered on, rather than having intent statements. GARA also support the notion of universities taking more 'positive action', which would be permitted if it was shown to be facilitating and encouraging progress towards widening participation of under-represented groups in society.

Careers Scotland, GARA feel, could also be more pro-active in promoting themselves and the profession of Career Adviser, however they did commend Careers Scotland and some of its predecessors for some of its previous work in attempting to tackle social inclusion in general and racial equality in particular. GARA commented favourably on the translated publications "Prospect : Parent's Newsletter" and the "Glasgow School Leavers Guide". GARAs executive believes Careers Scotland should consider revisiting the idea of a career education programme for parents thereby reaching the major influencers of BME young people. GARA recognise that for many BME parents there is a great deal of kudos still placed on the merits of further and higher education.

Careers Scotland would benefit also, GARA suggest, by becoming more "community" oriented and involving themselves more in events run in the community and having a closer working relationship with agencies already working in the BME community would be another effective way, GARA maintain, for Careers Scotland to raise its profile and increase BME communities awareness

of what the organisation does.

### Ethnic Monitoring

In light of some of the difficulties mentioned earlier in relation to the availability of information on staff, I feel the issue of ethnic monitoring should be discussed further in the context of this report.

It is generally recognised that equal opportunity statements are worth little by themselves. What matters in any organisation is that there is equality of opportunity.

Ethnic monitoring is the process used to collect, store and analyse data about ethnic backgrounds of staff and Careers Scotland can use this to:

- Highlight possible inequalities
- Investigate their underlying causes and
- Remove any unfairness or disadvantage

In service delivery, monitoring can tell you which groups are using your services and how satisfied they are with them, in turn allowing organisations to consider other ways of reaching under-represented groups and try to ensure their services are designed to meet clients needs and provided fairly.

Without effective ethnic monitoring an organisation will never know whether its race equality scheme or policy is working.

Some staff may be reluctant to self disclose their ethnic group (see figure 1) and Careers Scotland will need to persuade them by demonstrating the positive side of accurate monitoring. Staff will want to see that regular reporting and planning based on the results are implemented otherwise there is a risk that people will just see the policy as paying 'lip service' to race equality. If this happens the policy could lose credibility and commitment among the staff who have to deliver it, as well as the service users who are affected by it.

**"To have an equality policy without ethnic monitoring is like aiming for good financial management without keeping financial records"** *(Commission for Racial Equality : Ethnic Monitoring : A guide for Public Authorities in Scotland (2003)).*

Careers Scotland are bound by the Race Relations (Amendment) Act 2000 to promote race equality throughout all their policies, service delivery and employment practices and has to publish reports on this annually. This is referred to in the Act as 'general' and 'specific' duties. The CRE say, however, that any organisation will find it difficult to show that they have met their duty to eliminate unlawful racial discrimination and promote equal opportunities and good race relations if they do not have accurate and up to date monitoring data. Perhaps it would be an idea if Careers Scotland followed the example of the CRE in relation to the statement on their application form about how they will store and use information provided.



Any data about you will be held in completely secure conditions, with access restricted to those involved in dealing with your application and in the selection process. As indicated elsewhere, the data you provide will also be used to monitor the effectiveness of our equal opportunity policy. We will be unable to process your application unless we can use your personal data in the ways described above. We shall consider that, by signing and submitting the enclosed application form, you are giving your consent to the processing of your data in the ways described above. CRE, 2003.

## IMPLICATIONS

There are almost no differences of opinion on the implications for the profession of career adviser if the current under-representation of the BME community continues. Similar views were held by many of the contributors to this report. A selection of the most pertinent views is:

Danny Logue, Regional Manager (West) Careers Scotland

Danny feels that the visibility and profile of Careers Scotland and the good experiences people have with them could play a major part in perhaps attracting more staff, at all levels, from BME community. He does recognise also the possibility of BME community feeling “alienated” if they don’t see any BME staff within Careers Scotland.

Padam Singh, Equality Executive, Careers Scotland

Padam and his colleagues are working constantly to try to address these issues. He feels that a major implication that Careers Scotland could face would be where funding is redirected to agencies that already work successfully in the BME community.

Glasgow Anti-Racist Alliance

GARA are aware that BME young people traditionally do not utilise the services of mainstream agencies and are even less likely to do so if they do not see some black faces i.e. role models. GARA also believe that any negative experience a young person has can result in the young person not using the service again.

Institute of Career Guidance

The ICG are also concerned that the profession doesn’t resemble the client group and wonders if it has an impact in terms of recognition of that profession.

Graham Allan, QCG Course Leader, University of Paisley

Graham’s thoughts on the implications are that, by not having a fair proportion of advisers from a BME background, careers companies miss out on the benefit of feedback from that group on its services (from the inside). These advisers would surely have a greater insight into the issues in BME communities. Graham also has concerns that the lack of Career Advisers from BME society removes a role model and helps perpetuate the belief commonly held that career advisers and similar professions are seen as the preserve of the white middle classes.

## CONCLUSIONS AND RECOMMENDATIONS

The issues raised in this report are challenging and complex, with no easy solutions.

Careers Scotland and the Universities seem to be attempting to be more proactive in their attempts to address the problem of under-representation, but their own statistics clearly show that more needs to be done.

One issue that has been mentioned by many contributors is the repeated use of targeted advertising and the repeated failure of this to achieve its aim. I believe therefore, that more research should be done on this method of attracting recruits as there are occasions when perhaps the adverts were placed in the wrong publication.

There is an example of exactly this type of scenario in a report on recruiting BME staff by Greater Merseyside Connexions Partnership, who advertised a position in a local BME publication and received no applications. Only then was it identified that, although this publication did indeed have a high readership among a particular group, this group was not represented in very high numbers in Merseyside.

Perhaps Careers Scotland and the Universities should also consider promoting themselves more as “anti-racist” organisations rather than just equal opportunities, this is certainly something GARA would encourage, especially in relation to the wording and layout of promotional materials.

The issue of promoting the profession and encouraging more interest and applications from “non-traditional” applicants would perhaps benefit from increased partnership working with organisations that already work with and have an empathy with the BME community. This seems to be a strategy that is working successfully in the police’s efforts to promote themselves in a more positive light within BME communities.

Another innovative and successful way to tackle under-representation is to raise staff awareness in relation to cultural issues, especially staff involved directly in recruitment, selection and management. This could include some consideration to both the working conditions and the environment. It might, for instance, be necessary to introduce a quiet room for prayer or meditation and separate cooking or refrigeration facilities. Occasions where prayer or fasting for religious reasons should also be considered by Careers Scotland when planning staff events or working arrangements (appendix 7).

Finally one recommendation that this report strongly supports is the need for all public authorities and educational establishments to improve and update their policies on ethnic monitoring. It is very difficult to tackle under-representation if you have no evidence that it is occurring.

## APPENDICES

1. E-Mail to/from Careers Scotland Managers.
2. E-Mail to/from Universities offering QCG.
3. E-Mail (anonomised) to from Institute of Career Guidance.
4. E-Mail to/from Commission for Racial Equality.
5. Extract from G. Allan/J Moffett proposal for widening access to the QCG course at Paisley University.
6. Extract from GARA's annual report, 2002-03.
7. Extract from Greater Merseyside report on recruitment of BME in Connexions. (ASDA case study)

## REFERENCES

### PUBLICATIONS

Careers Scotland: *Black and Minority Ethnic Young People Perception and Experiences with Careers Services*. (2002)

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### PEOPLE

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