

Performance and plans one year on



Continue or begin supporting the web site set up to promote the professions from the professional body perspective and to improve fair access

Renewals and new directory entries due from September 1st

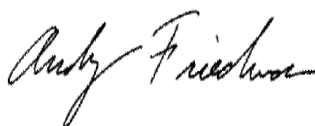
Professional Body Executives

Please take a moment to browse through Total Professions progress and plans. A lot has been achieved but there is a lot more to do. Often year two is the challenging year for any new project. After the considerable support in year one, we have developed plans to kick on with the sites development and impact. In particular we would like to draw your attention to section 11 relating to our new media partnership with the Real World Group.

Please be sure to complete the enclosed order form to confirm your directory order and to book any extras. Your support is vital to maintain and develop this unifying initiative which also contributes to your individual marketing objectives.



Duncan Grant
Director, Ashridge Communications



Andy Friedman
Director, PARN

CONTENTS

- 1 Your opportunity to renew or commence support
- 2 Four Key Aims – when we launched in September 2010
- 3 Target Audiences
- 4 Examples of content development in the last 12 months
- 5 Careers Advisers endorsement
- 6 Increasing links from university careers areas
- 7 Schools highlighting the alternative to university
- 8 Links on professional body web sites
- 9 Site traffic
- 10 2011/12 Promotions
- 11 Exciting new media Partnership
- 12 Promoting the professions from the professional body perspective
- 13 Total Professions directory entries – where you support the site
- 14 Advertising rates
- 15 Real World additional promotion for professional bodies
- 16 Contact us

Appendices

Directory order form and extras order form

1 Your opportunity to renew or commence support

TotalProfessions.com was set up with the aim of bringing professional bodies together to encourage and inspire the career aspirations of all people, whatever their background. It is the first major collective professional body initiative to respond to the lack of awareness of the work of over 300 professional bodies. All with an ethical code and commitment to CPD are provided with a free live link in the profession finder search tool.

- For 2011/12 Rates held at last year's levels. Starting September 1st2011
- £28 to £85 per month for a Standard directory entry dependent on organisations size (bookable in 6 or 12 month trenches - see order form in appendix)
- Sector summaries where you can provide or help enhance the content (subject to editorial control)
- Professional bodies can also provide careers news, information on pathways into your professions and promote fair access

2 Four Key Aims – when we launched in September 2010*

1. Inspire Entry to the Professions – presenting professions from professional body platform
2. Resource for Career Choice
3. Widen Access
4. Clearer Pathways to the Professions

*soft launch April 2010

3 Target Audiences

- **Career Advisers – a key audience and introducer to other audiences. Increased focus planned**
- Students at university and recent graduates
- Children & young adults at school & college
- Employees keen to develop their career
 - career switchers, returning to work, entering professions, CPD
- Employers and organisations supporting professionalism

4 Examples of content development in the last 12 months

- Ongoing updating of the 34 professional sector summaries.
- Link exchanges have been set up with various organisations and we continue to build our resources pages.
- Our articles cover issues around internships and apprenticeships, mentoring, social mobility and fair access, the pay gap, funding for training, routes into sectors and relevant government and professional body projects and news.
- A three part mini-series 'Paying for your career' for those looking to change their career.
- Coverage of the protests against, developments in, and final changes to the revised student fee structures. Also coverage of public sector strikes last and this year and of government Budgets and cuts to funding.
- We continue to tweet our news and network with careers advisors, professional bodies and other relevant organisations.

5 Careers Adviser endorsement

Many careers advisers have been vocal in their support for the site but we do need more advocates.

"Total Professions provides a unifying presence for professional bodies." **'it contributes to the 'ennoblement' of the professions-** a concept which has been sadly lost as students are very transactional'. "Most [students] are not sensitive to the notion of professionalism and trying to reclaim this is key. This is coming across in the site quite well and for the first time acknowledges the concept of a professional identity which students need to move towards when they leave university."

**Pauline McDonald, Head of Careers and Employability
Swansea University**

(also circulated colleagues in Welsh Universities)

'The site works as a resource for careers advisers. There is nowhere else that careers departments can link to as a one-stop for professional bodies. They do not have the time or resource to be authoritative in their listings on their internal web sites so this is still valid. Students like the idea of being a professional so even although they are 'just in time' people they will look at the site. We will shortly have a link to Total Professions on www.brookescareerscentre.co.uk.'

Lorna Froud, Head of Careers & Employment, Oxford Brookes

6 Increasing links from university careers areas.

This is key to getting our message out and we have had some good success.
Some examples:



The Russell Group of 20 leading universities

WARNING!

While you may be aware of the subject requirements of a well-known career such as Medicine, other career-related requirements may be less well-known. Did you know, for example, that some of the new graduate occupations such as Computer Games Design can prefer a facilitating subject such as Maths, as well as a Design subject?

If you have some career ideas already, you should check entry requirements both in related degree subjects on the [UCAS website](#) in the [Course Search section](#), and in the [Connexions Jobs4u website](#). See also the [Best Course 4 Me website](#) for advice on careers and university courses.

Professional careers

As explained above, a wide range of graduate occupations are in professional areas.

A profession is a job or an occupation that requires a certain level of specialist training. People working in each profession (called professionals) are required to demonstrate expertise and specialised knowledge, as well as ethical behaviour. Professions are almost always regulated in some way, either by law or through membership of a professional body. Professions offer some of the highest graduate earnings, as well as the opportunity to enjoy a challenging career in an area where you'll become a recognised expert.

Some of the most well-known professionals are doctors, solicitors and accountants but in fact there are several hundred different professions covering a huge range of sectors including building, engineering, business, education, technology, hospitality, sciences, the environment, finance, research, information, health, and culture.

If you already have some idea of the business or industrial sector you want to go into, you are advised to explore the options it offers for a professional career. If you want to enter a profession this may influence your choice of degree course, and possibly also your choice of advanced level qualifications.

For example, if you are interested in engineering, you could learn more about the many different disciplines within engineering, the various routes into the engineering profession, and the academic and professional

46

qualifications you will need to achieve in order to become a practising engineer.

For many professionals, a university degree is a step towards entering their chosen profession. In terms of becoming a professional, there are often advantages to doing a degree which is accredited or certified by the relevant professional body. Accredited programmes provide a recognised fast-track route to professional status, whilst others offer exemptions from certain professional examinations.

ATTENTION!!

Not all degree courses are accredited by the relevant professional body. If you are hoping to enter a profession leading to a professional qualification you are advised to check with the university or with the professional body which courses have the necessary accreditation from that body.

If you are hoping to enter a profession, you should try to ensure that your choices for post-16 education will give you the best possible preparation for the degree and professional qualifications you will need for your chosen career.

More information about professional careers and training can be found on the [Total Professions website](#) and on the [Connexions Jobs4u website](#).

1 Elias, P, and Purcell, K. *Researching Graduate Careers Seven Years On*, Research Paper No. 6, *SOC (HE): A classification of occupations for studying the graduate labour market*, March 2004

Informed Choices | Russell Group 2011 (Revised May 2011)

47

Careers Advisory Service

Services for Employers

Home | News | Services | Features | About | Contact | Site map | Accessibility | Search

→ Job seeking

Networking

How you can identify opportunities before they are advertised

A creative approach to job-hunting

Networking is a useful strategy for finding hidden job opportunities. Many vacancies are never advertised but are filled by individuals who have been recommended, or who are in the network of key decision-makers.

Talking to influential people is a vital part of your job-hunting strategy. Knowledgeable contacts can tell you about the work, its demands, the qualities required to be successful and the employers in the sector. Through them you can keep up to date with developments, strengthen your job applications and possibly even discover opportunities to work-shadow or gain [work experience](#), boosting both your CV and your employment prospects.

Some tips

- ✓ Remember, networking works both ways, so if you have useful information for others, pass it on; they'll be more likely to keep you in mind.
- ✓ You may not necessarily be helped

Developing your network

However small your initial list of contacts, you can expand it if you

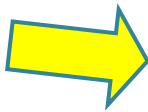
- become a student member of the professional association for your sector of interest and attend events. [TotalProfessions](#) lists more than 270 UK professional associations
- embark on relevant training or study
- try [voluntary work](#), work shadowing or [work experience](#)
- identify contacts from the [Newspaper Society](#) website, or [explore types of job](#) on the Prospects website
- contact organisations of interest and explore the possibility of [information interviewing](#) a relevant individual
- attend careers events or fairs, conferences, trade events and exhibitions
- participate in [careers forums](#) such as those provided by the OU Careers Advisory Service
- join a social networking site such [Facebook](#), [Myspace](#) or [LinkedIn](#). You can also visit the [OU Facebook](#) page.

As your career or business develops, networking can become a powerful tool, helping you track recent developments within your profession and seize opportunities as they arise.

[Home](#) → [Features](#) → [Job seeking](#) →

Creative job seeking

- Speculative applications



The screenshot shows the 'Career Choices' page on the Liverpool University website. The page is titled 'CENTRE FOR LIFELONG LEARNING' and 'Careers and Employment Service'. It features a navigation menu with options like 'Home', 'Career Choices', 'Find Work', 'Volunteer', 'Further Study', 'CVs and Applications', 'Get Advice', and 'Events'. The main content area is divided into sections: 'Explore your options: about occupations', 'Career Choices', and 'Professional Bodies'. The 'Professional Bodies' section includes a search bar and a list of professional bodies. A yellow arrow points to the 'Professional Bodies' section.

The screenshot shows the 'Careers Menu' page on the Liverpool Hope University website. The page features a navigation menu with options like 'Home', 'Business & Finance', 'Careers', and 'What job would suit you?'. The main content area is titled 'Exploring types of jobs' and includes a search bar and a list of job types. A yellow arrow points to the 'Careers Menu' section.

The screenshot shows the 'Top Websites' page on the Liverpool Hope University website. The page features a navigation menu with options like 'Home', 'Business & Finance', 'Careers', and 'What job would suit you?'. The main content area is titled 'Top Websites' and includes a list of websites. A yellow arrow points to the 'Top Websites' section.

7 Schools highlighting the alternative to university

Schools too are becoming more aware and our media link with Push.co.uk will significantly improve the profile.

A current example:

The screenshot shows the website for Beverley Grammar School. The header includes the school's crest, the text 'Welcome to the website of Beverley Grammar School Founded 700 AD', and the tagline '...an outstanding school Ofsted 2003, 2006 & 2008'. A search bar is located on the right. Below the header, a news banner mentions the Summer 2011 issue of the Beverlonian. The main content area is titled 'Alternatives to University' and features a sub-section 'Not Going to University' with a brief description and links to apprenticeships. A screenshot of the TotalProfessions.com website is displayed, showing various career options and a search bar. The page also includes a 'Main Site INDEX' on the left and a 'Gallery' section with a 'Request a PROSPECTUS' button.

Other Links:

Wikipedia link - [List of Professional Bodies in the UK](#)

The screenshot shows the BIS Department for Business Innovation & Skills website. The header includes the BIS logo and navigation links. The main content area is titled 'Professional and Supporting Bodies' and features a search bar, a list of navigation tabs, and a sidebar with links to 'Professional recruitment guide', 'Gateways to the professions', and 'Equality and diversity'. The main text provides information on CPD (Continuing Professional Development) and lists links to professional bodies such as the Architects Registration Board, Association of Chartered Certified Accountants, and Association of Clinical Scientists. A yellow arrow points to the 'Helpful links' section, which includes a link to TotalProfessions.com.

8 Links on professional body web sites – are you linking?



TotalProfessionals.com is an invaluable resource for anyone choosing a professional career. Whether you are a student, career switcher or returning to work after a career break, TotalProfessionals.com offers careers advice and inspiration for becoming a professional. Find out how a Professional Body can improve your career and support your career aspirations. CIH on TotalProfessionals.com

9 Site traffic

Over 80,000 site users since the Autumn 2010 promoted launch
10,000+ have used the career video facility

Ad Traffic

- 25,000 views, 1400 click throughs



- 1800 views, 140 click throughs



10 2011/12 Promotions

Careers advisers – more content and targeting in 2011/12

- 200 registered for e bulletins on Total Professions
- Linking with our media partners to reach their 100 university careers contacts and 450 at schools (visit 200 schools on requested career visits each year)
- Programme of regular emails to careers advisers – with professional body input

Targeting Career Advisers at their event

Annual Conference
13th-15th Sept



- Universities of all types and sizes from all regions of the UK will be represented. 600 delegates
- Stand - representing Total Professions
- Distribute materials for main TP supporters i.e. those with expanded entry

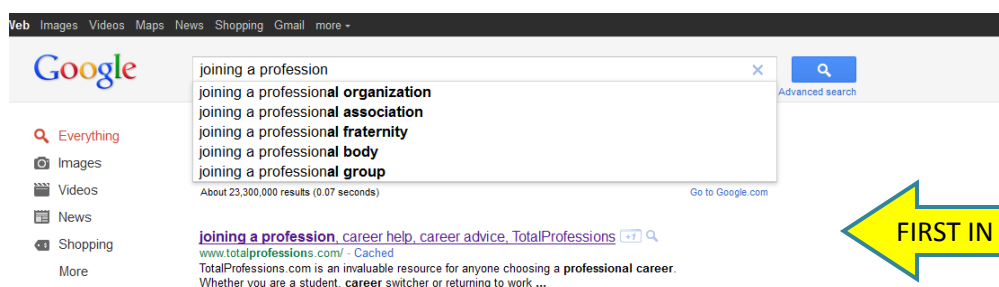
Google ad words campaign continuing

30 million impressions from ads since launch and 0.15% click through



Search engine optimisation

Appearing high on many google searches but still work to do e.g.
First in search ranking for 'joining a profession'. 4th for 'Profession'



11 Exciting new media partnership

Boosting traffic, developing content and surveys through a strategic alliance with the Real World Group

realworld



Promotions

- To school leavers and university students
- Throughout the academic year
- In print, online and by email
- Real World is a leading on-campus and online magazine for graduate recruitment, packed full of news, features and trusted independent advice.
- The focus is on quality information for discerning candidates and on finding a fulfilling and rewarding career, not just a job.
- 25,000 print copies are distributed, by request only, to careers offices, societies, department heads and faculties at 150 universities across the UK
- Digital editions are distributed to a mailing list of over 100,000 named students and recent graduates



**Total Professions will be promoted in every issue
From October to March**

Push

- Since 1993, Push has been the leading independent resource for applicants to UK universities, and is now used by one in three students going to university.
- The PUSH.co.uk website now attracts an average of 50,000 visitors per month, and has a rolling database of 25,000 school leavers



- School Tours – visiting 200 schools each year

www.push.co.uk

Total Professions schedule of promotion in these media – 12 months

- Real World – targeting universities
 - 5 full page ads in Real World magazine
 - 8 emails out to the database (100,000 registered users)
 - Homepage side banner
 - Home page top banner (non-exclusive)
 - Homepage side banner
 - Banner on up to 18 sectors
 - Featured 'employer' for 3 months on home page
 - Sponsorship of the Professional bodies sector for the year

- PUSH.co.uk – Targeting schools
 - Banner ads throughout the year (site has over unique 100,000 visits in August alone when A-levels come out)
 - 4 emails out to the database of over 25,000 registered users
 - Careers Advisers 2 x email to database of over 400

12 Promoting the professions from the professional body perspective

Reflecting how we put the message across from the professional body perspective – one example of non-funded coverage is shown here. (the CII also supported the site launch with an expanded directory entry)

The Chartered Insurance Institute



- In this area : <http://www.totalprofessions.com/career-advisors/working-with-associations>

Chartered Insurance Institute

- Name: Caspar Bartington
- Phone: 020 7417 4788
- Email: caspar.bartington@cii.co.uk

Also have a link on this page for the PFS <http://www.totalprofessions.com/more-about-professions/find-a-professional>

- In the sector summary area this section links directly to the CII web site:-
 - Jobs and Salaries
 - Insurance
- The insurance industry offers a wide range of jobs including actuarial work, sales, surveying, claims handling and investigation, underwriting, risk management, investment management, and pensions management. Find out more about the insurance industry at www.cii.co.uk

13 Total Professions directory entries – where you support the site

This is the area in which you can really help the site and the user by taking a larger entry. The searchable index is very useful and the more so if more professional bodies increase their entries.

Shown below is a 'Featured Association' expanded directory entry. The following page illustrates the other three entry levels. All Professional Bodies which take an entry in the directory must have certain policies in place for their membership: a code of conduct (or

moving towards establishing one) and a commitment to CPD. PARN will assist any Professional Body which does not currently have these policies in place. Please contact Sarah Ward via sarahw@parnglobal.com for further information. In addition, no commercial organisations which compete with Professional Bodies (e.g. training companies) will be able to have a directory entry on the portal.

Featured Association:

Logo, name of Professional Body, introduction, three sections of text (80 words in each) under these sub-headings.


Three additional URLs can be included to direct site visitors to relevant areas of the Professional Body website.

The objective is to provide a snapshot comparisons for users. Professional Bodies with expanded entries will also be shown in the live link list and have a standard entry (included within the expanded entry package).

Featured in up to two relevant sectors (no additional cost).

Directory entry costs from £1,190 to £2,550 + VAT (depending on size of Professional Body) for 12 months.

Featured Associations



Chartered Institute of Building

The CIOB represents for the public benefit the most diverse set of professionals in the construction industry. Our members are construction professionals with a commitment to achieving and maintaining the highest possible standards. CIOB membership is for people who are serious about their career, have international ambitions and are committed to developing their skills and expertise.
 Website: <http://www.ciob.org>
[Click here to hide career and qualifications summary](#)

Qualifications and Training

The CIOB's qualifications are the gold standard for professionals in construction management worldwide. Chartered Member status and the designations MCIOB and FCIOB are respected internationally as the mark of true construction professionalism. Through our accreditation of education and training courses, countless individuals have experienced, and continue to experience a rewarding career in the built environment. Our framework of education requirements reflects the needs of a progressive industry, and our inclusive approach recognises and qualifies members from a broad range of backgrounds. This helps to ensure that significant career development opportunities are available for anyone working in the built environment.
<http://www.ciob.org.uk/membership>

Career Resources

Through a partnership that was established in 1994, Hays Construction offers CIOB members a priority service to help you find the right construction job and access to the latest advice to ensure you reach your potential. CIOB members benefit from a national network of over 80 offices across the UK, an international presence in over 27 countries and an unrivalled database of construction jobs with the industry's top employers.
<http://www.ciob.org.uk/careers>

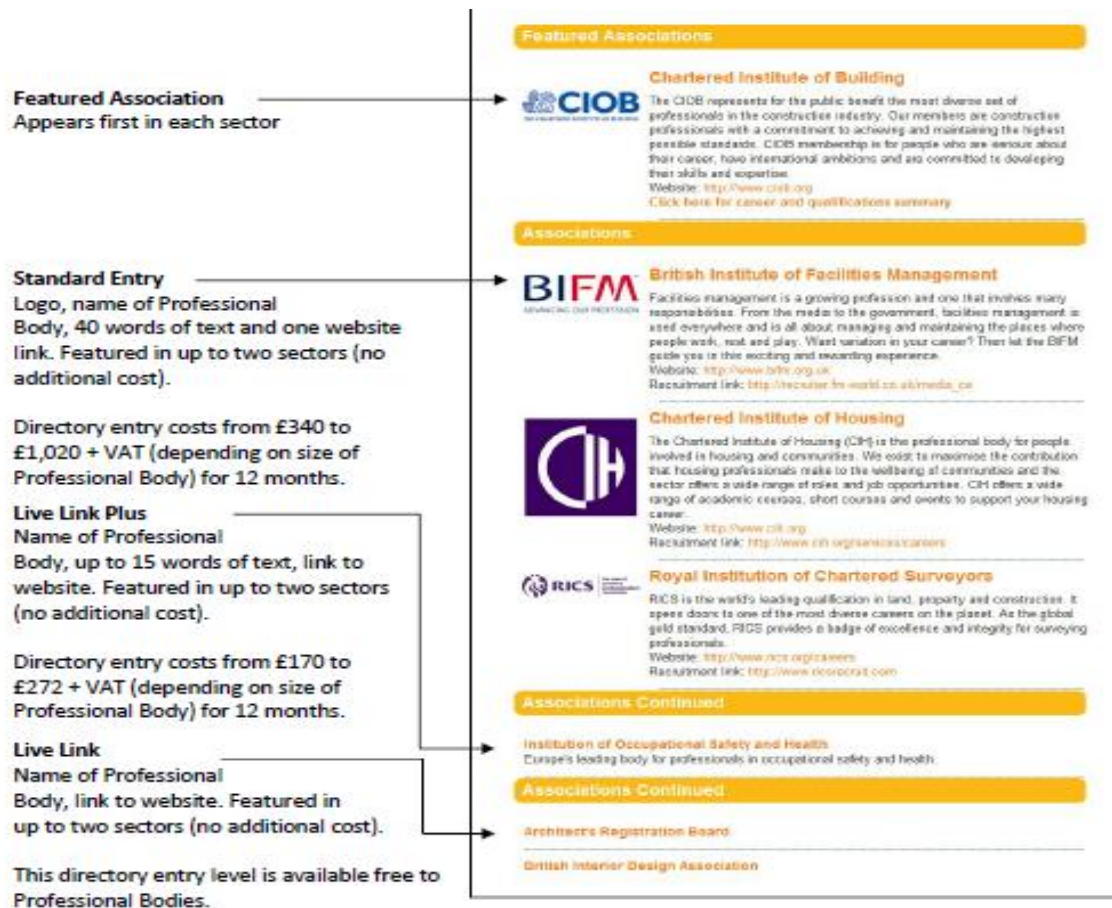
Type of Roles and Salaries

The built environment offers diverse career and work opportunities. These can be from utilising the latest technology to create sustainable buildings; how to preserve historic buildings for future generations; planning and implementing reconstruction projects after natural disasters like earthquakes; to planning new roads to help people get from A to B more efficiently. There are a wide-range of roles within the construction industry including architects, engineers, surveyors, site managers, projects managers and planners.

Advertising

There are opportunities for Professional Bodies, large employers, professional services firms and other organisations supportive of professionalism to advertise on the portal. The advertisements will be available on the home page and the sector summary pages.





14 Advertising rates – subject to availability

Locations of Advertisement (160x70 pixels)	Price per month (Individual booking)	Price per month (6 month booking)
Home Page	£750	£500
At School/College landing page	£450	£300
At School/College all other pages	£600	£400
Sponsor Profession Finder (appearing at top of one sector search e.g. Accountancy)	Appears with logo, URL & 40 words	Full year cost £2000
Other rates by negotiation		

Note: Advertisements are bookable by any professional body paying for a directory entry.

15 Real World additional promotion for professional bodies

EXTEND YOUR MESSAGING

- For professional bodies booking a standard entry or more on Total Professions - for £250 extra they can have the same profile reproduced on realworldmagazine.com for one year. Usual cost circa £1500
- For professional bodies booking a standard entry or larger on Total Professions - £250 will place their logo on one of the seven full page colour advertisements promoting TotalProfessions.com. Each issue goes out to 20- 25,000 students. The logo in many cases can appear in relevant sector targeted issues.

New ad campaign in Real World Magazine

Professional Body logos included based on those who opt in for this activity

Career Resource featuring over 270 Professional Bodies

TotalProfessions.com

Updated Job vacancies, career videos, career ideas and much more

Discover how to become a professional - for professional qualifications, better pay and career prospects

Visit www.TotalProfessions.com

THE CHARTERED INSTITUTE OF PURCHASING & SUPPLY® **aat** **CIOB** THE CHARTERED INSTITUTE OF BUILDING **CIH**

16. Contact us

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