

## Sell more digital training with CPD Accreditation

Our research has shown there is an ever-increasing demand for CPD accredited activities online.

Many professionals now prefer to do their CPD hours at home, online, rather than travel – and take time off work – for live courses.

By accrediting your digital course you will:

- Attract more delegates looking for online CPD courses
- Be able to enter new markets
- Be part of our recommended providers
- Have access to a network of top providers who share best practice
- Be given findings from our research on what delegates really want from online courses
- Stand out from your competition

Digital learning formats that could achieve accreditation through the CPD Standards Office include, but are not limited to:

- E-learning courses
- Webinars
- Podcasts
- Gamified resources
- Structured reading through Ebooks, PDFs or other downloaded material

These activities can be delivered to any type of community, group or individual. They will always be focused on a well-defined theme or topic. Each different digital learning format is always accredited separately.

**ISO-50001 certified persons are required to provide evidence of 45 hours of CPD in the areas of management systems, auditing and/or energy. A minimum of 10 hours in each of the three areas and 15 hours in any area of your choice.**

## The CPD Institute

The CPD Institute serves public interest by helping to raise the effectiveness of professionals through the promotion of CPD as an important and integral element of lifelong learning. The Institute offers membership to individual professionals who are keen to undertake formal CPD to aid their career.

We partner with the CPD Institute to offer accreditation to their training and learning providers.

Our formal relationship was born out of our aligned values – that CPD should be better, easier and more affordable.

By having a workforce that is committed to, and is passionate about continuous improvement, can benefit all of society.

We are the only provider of CPD accreditation to work with and be recommended by the CPD Institute, who recognise us as the UK's most prestigious, and a leading, global provider of CPD accreditation.

### Why choose CPD Standards Office?

If you choose to become accredited by the CPD Standards Office, you will be taking a significant step towards developing your business.

We provide credibility in a way that other accreditations and qualifications can't, because ours is evidence-based. We have done all the research, we know the field of CPD inside out, and we are working with our community of providers to improve it on an on-going basis.

The accreditation process will help you benchmark your services, and will help you get one step ahead of your competitors.

As an accredited provider you will become part of our CPD Standards Community. This will let you network with hundreds of other providers, and share best practice with them. So not only will you have access to our extensive expertise in the provision of CPD training, you will also get input from the broader community.

It will also help you gain access to new markets, through our network of several thousand HR and learning and development professionals, letting you grow your business further.

We are continuing our research into how to improve CPD on a national scale. This includes considering what the current weaknesses are, what could be done differently, and most importantly: what organisations actually want.

We share all our expertise on CPD, client needs, and industry requirements with our accredited members, and this expertise is continuing to grow.

“The CPD Standards Office provided expert support during the assessment process, helping us to achieve authoritative CPD accreditation quickly and successfully. As well as enhancing the service we deliver to our customers, we are delighted that our CPD accreditation has also produced new sales opportunities, alongside a mark that displays our commitment to professional development.”

Ben Waldman, Product Manager, Reed Learning

“We took the early decision to undertake accreditation with the CPD Standards Office to provide employers and their staff with a reassuring value of the quality of our language programmes which translates into both commercial and personal value.”

### What are the benefits of CPD?

The benefits of CPD can be seen from two perspectives – that of the employee, and that of the employer.

For employees, CPD helps them keep their knowledge and skills up-to-date. It also ensures that the professional standard of their qualifications and registrations is maintained. Furthermore, it contributes to their professional sense of direction. Completing CPD helps build their confidence and credibility, allows them to showcase their achievements and equips them with tools to cope positively with change.

CPD is beneficial for employees' career progression and advancement. Our CPD research project confirmed that for anyone hoping to get promoted, or wanting to specialise in a different area, demonstrating their learning agility and dedication to CPD can make a substantive difference. In real terms, this means that CPD contributes to achieving higher salaries.

For employers, the primary benefit of CPD is ensuring that standards across the company are high and consistent. CPD also promotes greater work engagement from the workforce and general commitment to job roles. Having a number of employees undertake CPD, whether concurrently or over a period of time, allows for the sharing of best practice and support. CPD also contributes to maximising staff potential, improves staff moral and provides a useful benchmark for annual appraisals.

## **CRITERIA 1: INTERNAL CPD COMMITTEE**

This chapter contains:

Overview

- **How your committee can co-ordinate CPD**
- **Evidence Required for Accreditation**
- **Adding Value: The Range of Good Practices**

Overview

No one individual in an organisation can be responsible for the Continuing Professional Development of its engineers. Like any important project, when it comes to achieving results, and sustaining results, teamwork is key. A CPD committee made up solely of engineering professionals can lack expertise on matters to do with HR, Training & Learning.

Likewise, if HR or Training are the main drivers for CPD, the particular requirements and specialisms of engineering may not be properly taken into account.

Given that CPD involves a crucial investment of resources for any organisation or institution (UIPM), a suitably high-level, cross-functional team, with top management support, is the most effective way to bring about good CPD systems and practices in your organisation and to link your implementation plan to clear business benefits.

### **Quality Management linked to CPD**

It is important that your organisation has a process for ensuring that CPD systems and practices are adhered to and evaluated from time to time.

For companies that have ISO Quality System accreditation, responsibility for the implementation of various procedures is clearly defined. The ISO 9000 procedures can be extended to include relevant aspects of a company's CPD systems to ensure that responsibility is defined and that effective auditing of CPD takes place.

For non-ISO Quality System accredited companies, an individual should be identified who has overall responsibility for your CPD auditing i.e. for reviewing the CPD processes, procedures and recording systems, monitoring progress and ultimately reporting progress.

This individual will be required to lead regular internal audits and should be part of your internal CPD committee.

### **CPD Roles and Responsibilities**

We recommend the following CPD responsibilities, as a minimum.

#### ***Senior Management***

- Approve CPD Policy and ensure effective communication
- Allocate resources
- Periodically review CPD systems and practices e.g. at quarterly reviews or senior management meetings

#### ***HR Director/Manager***

- Prepare annual training budget after consultation with respective managers
- Provide general advice to managers on CPD and training matters
- Assist in providing/sourcing/evaluating CPD or training where appropriate
- Document relevant procedures

#### ***HR/Quality Manager***

- Ensure that CPD systems and practices are implemented and reviewed on a regular basis

#### ***Line Manager***

- Identify the CPD requirements for each employee and record on individual CPD Plan
- Ensure the agreed CPD/Training is implemented and evaluated
- Update individual CPD records as soon as training is completed

#### ***Engineering Employee***

- Take personal responsibility for CPD
- Assist in the identification of own training needs and completion of Individual CPD Plan

- Attend CPD provided: provide evaluations/feedback and forward copies of certificates to Manager for retention

### **Standard Good Practice**

- Brings together department heads from Engineering, HR, Training and Quality
- Ensures CPD policies/procedures implemented & responsibilities defined
- Maintains high profile of CPD in the organisation
- Reports to top management on CPD

### **Advanced Good Practices**

- CPD feeds into the employer's business strategy e.g. via a Business Excellence Model or a Balanced Scorecard system
- CPD support systems regularly updated, in line with ongoing improvements
- Employer's CPD systems linked to Quality system e.g. ISO, to allow for internal auditing of CPD systems and practices
- Key personnel responsible for the co-ordination of staff CPD hold appropriate professional qualifications

## **PURPOSE OF INTERNAL CPD COMMITTEE**

- Act as 'the champions' of CPD, before and after an organisation achieves CPD ACCREDITED EMPLOYER status
- Answer questions with regard to the roles and responsibilities of all internal parties in relation to CPD
- Provide a link to Engineers Ireland (and other learned bodies) in relation to CPD benchmarking
- Check to see that the good CPD SYSTEMS and PRACTICES which are put in place are maintained and improved on an ongoing basis

### **Criteria 1: Internal CPD Committee**

#### **EVIDENCE FOR ACCREDITATION**

##### **1.1 Brings together department heads from Engineering, HR, Training, Quality and Finance.**

- Minutes for CPD committee meetings are available
- [At audit] Representatives from each department can discuss how CPD links to their initiatives

## **1.2. Ensures CPD policy and systems are implemented and assessed with ongoing development**

- There are clear guidelines around how the organisation will continue to get better at developing staff.
- **[At audit]** Staff can give examples of relevant and timely improvements that have been made on the CPD front.

## **1.3 Reports to top management on CPD**

- Minutes are available to show that CPD has a place on the agenda at top management meetings

## **Criteria 1: Internal CPD Committee**

### **HOW CAN YOU DO THIS?**

#### **1.1 Brings together department heads from Engineering, HR, Training, Quality and Finance.**

- Select a cross-functional team. If a department head feels CPD has nothing to do with him/her, explain how their function has a role to play in Continuing Professional Development for engineering staff
- It may be helpful to have a CPD team 'Charter' which sets the terms of reference and some basic ground rules for how meetings will be run and committee members will interact
- Invite an Engineers Ireland CPD representative to some of your committee meetings to get external, expert input.
- Talk to organisations which already hold the prestigious CPD Accredited Employer standard. Engineers Ireland is always happy to set up these links.

#### **1.2 Ensures CPD policy and systems are implemented and assessed with ongoing development**

- Get the team to block off time to meet monthly. Appoint someone who will minute the meetings. Agree and record action items.
- Adopting the Quality mantra PLAN-DO-CHECK-ACT when it comes to CPD means corrective or preventative actions can be taken should some part of your CPD systems need bolstering.

#### **1.3 Reports to top management on CPD**

- Ensure your CPD committee has a top management 'sponsor' who undertakes to discuss CPD at the highest level in your organisation.

### **THREE THOUGHTS**

- Checking often means you can take remedial action early. We often check our Financial systems and our Health & Safety systems get high priority. How often does your organisation check to see that your Continuing Professional Development systems are allowing staff to learn and adapt effectively?
- The key to great teamwork is clear communication.
- Talk to Engineers Ireland. Chances are we have a solution to your problem. And if we don't, we'll find someone who does!

## Basic Guidance Checklist for Internal CPD Committees

	In Place	In Progress	Date completed by
Buy in from upper Management			
Strategy linked with organisational objectives			
Establish budget available			
CPD Policy documented and agreed			
Information on scope and accessibility of CPD opportunities freely available to all staff			
Processes to measure effectiveness of development activities established			
Conditions attached to certain activities			
Wide range of activities available - not just sending staff on external training			
Individual staff learning preferences identified			
Career development plans and processes established			
On-job coaching as well as Mentoring for			

Professional Development available for all learners			
CPD Committee charter agreed and regular meeting times fixed in diaries			