

## CHRISTMAS NEWSLETTER

### Merry Christmas 2024 and Happy New Year 2025!

Dr. Deirdre OBE, Dr. Chris Percy, and the CareerChat and dmh associates team would like to extend our heartfelt thanks to everyone who has engaged with our AI innovation, research and development (R&D), evaluation, and continuous professional development (CPD) activities this year. **Wherever you are in the world, we send our warmest wishes for the season—whether you celebrate Christmas, another festive tradition, or simply take time to relax and recharge with loved ones.**



#### COMING UP IN 2025 – SAVE THE DATES FOR THESE WEBINARS!

- **13<sup>th</sup> January 2025 from 12.30 – 13.15: Migration and Wellbeing: Towards a More Inclusive World** with Deirdre Hughes, Emeritus Prof. Fusun Akkök (Middle East Technical University), and global guest panellists discussing all-age career support and effective approaches to working with migrants and refugees in communities, both in person and online.
- **16<sup>th</sup> January 2025 from 15.30 – 16.45: AI and The Art of the Possible** with Deirdre Hughes, Chris Webb and guest panellists with a practical focus on careers and employability work underway in schools, colleges and universities.
- **30<sup>th</sup> January 2025 from 14.00 -15.30: What Do You Want To Be When You Grow Up? Are We Asking Children The Wrong Question? Studies of Early Career-Related Learning in Primary Schools in Ireland** with Deirdre Hughes, Aisling Murray-Fleming (Dublin City University) and Nick Chambers (CEO< Education and Employers, London).
- **17<sup>th</sup> March 2025 from 14.00 – 15.30: Revolutionising Career Pathways: Cutting-Edge AI Innovations for the Future of Work**
- **14<sup>th</sup> May 2025 from 14.00 – 15.30: AI in the Evolving Careers and Employability Ecosystem: Shaping and Transforming Lifelong Learning.**

## CHRISTMAS NEWSLETTER

Here are some other highlights from our key activities in 2024, including the success of our highly regarded international webinar series within dmh associates and CareerChat UK. If you missed any of these sessions, you can access recordings and presentation slides for viewing via our websites.

We are delighted to share that CareerChat (UK) won the prestigious Career Development UK Award (UKCDA) for the Use of Technology in Career Development 🎉. This UK recognition celebrates the last 2.5 years of innovation with “CiCi” —our groundbreaking curated careers chatbot powered by AI, including large language models. Careers innovation and Careers intelligence (CiCi), continues to push the boundaries in hybrid careers support, co-design, and co-developing AI innovations aligned with ethical codes of conduct and best practices. To learn more and BOOK A DEMO, visit - <https://cicichat.co.uk/>



With our digital partner Morrisby, we co-produced this Careers 2035 future foresights report, launched at The Royal Institution, London in December 2024 -

<https://cicichat.co.uk/careerchatuk-and-morrisby-formally-launch-new-think-piece-ai-new-insights-and-the-future-of-career-guidance/>

In 2024, Dr. Deirdre Hughes OBE also co-authored three groundbreaking books published by Routledge, each addressing critical global, European and UK challenges in career development and guidance. These titles—[Decent Work, Inclusion and Sustainability](#), [Art That Tells The Truth: Creative Methods in Guidance and Counselling](#), and [Migration and Wellbeing: Towards a More Inclusive World](#)—offer innovative insights and practical strategies for professionals seeking to create more inclusive, sustainable, and impactful career and counselling practices.

**WEBINARS:** <https://dmhassociates.org/webinars> and <https://cicichat.co.uk/blog/>

### A Few Other Sample Activities

#### EVALUATION OF LONDON'S CAREERS PROGRAMME

The Greater London Authority (GLA) commissioned dmh associates to conduct a mixed-methods evaluation and impact assessment of the London Careers Programme. Led by Dr. Deirdre Hughes OBE, with Dr. Chris Percy and their colleagues, this evaluation began in July 2024 and is expected to be completed by the end of January 2025.

#### CO-DESIGNING AN INNOVATIVE ALL-AGE CAREERS FRAMEWORK IN COUNTY DURHAM

Durham County Council engaged dmh associates to lead a team in developing an innovative all-age Careers Framework for County Durham. This project involved expert researchers and extensive

## CHRISTMAS NEWSLETTER

consultations with key stakeholders in education, careers guidance, employment, and enterprise. The research process included a national and international evidence review, one-to-one and group meetings with stakeholders across County Durham, a formal call for evidence, and online surveys. The project is nearing completion, with the final report scheduled for publication in 2025.

### CAREER DEVELOPMENT AND WELLBEING: A FOCUS ON YOUTH IN SCHOOLS

Work is underway with practitioners from Careers Wales, Skills Development Scotland, careers practitioners in England, the Canadian Career Development Foundation (CCDF), Dr Roberta Borgen (Neault), President of Life Strategies Ltd and Professor William Borgen from the University of British Columbia. Results from the project will be published in 2025. Earlier, dmh associates successfully published research findings and a practical toolkit on adults' [career development and well-being](#) – See also: '[Embedding Wellbeing in Career Development Practice: Trialling a New Structure for Guidance Conversations in Scotland and Wales.](#)'

### FORMAL EVIDENCE ON ALL-AGE CAREERS SUPPORT, STORMONT, NORTHERN IRELAND

The Committee for the Economy and the Committee for Education met in joint concurrent session on Wednesday 29 May 2024. The joint concurrent meeting considered evidence from Deirdre Hughes on the independent review of careers guidance. Evidence was also taken from a panel of Education and Economy officials on careers provision. [Watch here.](#)

### A MISSION TO EGYPT

In June 2024, Dr. Deirdre Hughes OBE was commissioned by the International Labour Organization (ILO) to support Egypt's Ministry of Higher Education and Scientific Research (MoHESR) in enhancing the country's careers and employability ecosystem. During a three-day visit, Deirdre engaged with the MoHESR Minister, Assistant Minister, and senior officials, as well as top-level management at the ILO and Heads of Careers Centres in Egypt to discuss careers, employability and enterprise challenges and opportunities. A one-day workshop with the Assistant Minister and Heads of Careers Centres was held in Cairo, and following the visit, a concept note and stakeholder engagement roadmap was produced.

### INTERNATIONAL ASSOCIATION FOR VOCATIONAL EDUCATIONAL AND GUIDANCE (IAEVG)

Deirdre, as a Vice-President of the IAEVG, warmly invites you to visit our website to learn more the Association's work, membership and content-rich resources - <https://iaevg.com/> Hope you can join us in 2025!

**Thank you so much for your support and incredible work in making a positive difference in people's lives! 😊**