The IoIC Continuous Professional Development

Programme Handbook

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About IoIC CPD

The IoIC Continuous Professional Development (CPD) portal is a free member benefit designed to support members in identifying their development needs and opportunities; create their personal development plan and set their objectives; record the activities they have completed in order to achieve those objectives; reflect on their learning; and demonstrate their professional commitment and competence through the completion of a CPD cycle or achievement of Accredited Practitioner Status.

The IoIC passionately believes that the credibility of the internal communication profession is driven by the individuals who commit to continuously improving their skills and knowledge through continuous professional development.

The benefits of CPD include:

- Strengthen your professional credibility
- Identify your professional development needs
- Embed reflective thinking into your everyday working life
- Boost your confidence
- Showcase your achievements and knowledge
- Plan your future career goals

CPD is an investment you make into yourself, linking practice into learning. It can help ensure your knowledge and skills are up to date, prepare you to take on fresh challenges and be easily embedded in to the routine of your professional life. It helps you stand out from the crowd.

IoIC Accredited Practitioner Status

By achieving Accredited Practitioner Status, you are demonstrating your ability and commitment to the profession of internal communication. Reaching this level of professionalism proves that you are continually learning about the area in which your expertise lies and developing your own skills and competencies. It is also the opportunity to increase the recognition of IC as a valued asset to your organisation.

To achieve Accredited Practitioner Status, users must be a minimum of Member (MIIC) status and:

- Initially complete 2 years of CPD or the equivalent of 64 CPD hours

Or

- Hold an IoIC Diploma and complete an additional 1 year (32 hours) of CPD

Upon attainment of Accredited Practitioner Status, users can adjust their signature as follows:

Joe Bloggs, MIIC, Accredited Practitioner

Accredited Practitioners will also receive a certificate acknowledging their achievements.

In order to maintain Accredited Practitioner Status once it is achieved, users must complete the minimum of 1 year's (32 hours) worth of CPD annually.

FAQs

1. Is CPD compulsory for members?

No, the programme will not be compulsory.

2. Who can register?

All IoIC members are able to register for the CPD online portal.

3. Can non-members sign up?

Access to the online CPD portal is only available to members of the IoIC. If you are not yet a member and would like to join, please visit our website at ioic.org.uk

4. How will CPD benefit me?

Some of the individual benefits of CPD are:

- Strengthen your professional credibility
- Identify your professional development needs
- Embed reflective thinking into your everyday working life
- Boost your confidence
- Showcase your achievements and knowledge
- Plan your future career goals

5. What are the annual requirements?

Those users who wish to reach the Accredited Practitioner Status are required to demonstrate that they have logged a minimum of 64 hours of activities which contribute towards their professional development in one CPD cycle (12 months).

For those who only want to use the CPD portal as a means to organise their learning and development, there is no minimum number of hours required. The IoIC recommends that professionals aim to complete 32 hours of CPD per year in order to stay up-to-date with their knowledge of the profession, however, some individuals may require additional or fewer hours depending on their personal objectives.

If users log and reflect on 32 hours of CPD in one 12 month cycle, they will be issued a certificate of CPD completion.

6. Why is 32 hours the recommended number?

The minimum number of 32 hours is in line with other professional bodies. Over the course of 12 months, this equates to just over 2.5 hours per month. The provision of a minimum number of CPD hours creates a benchmark for gaining Accredited Practitioner Status which professionals can measure themselves and their commitment to professional development against.

7. When does the 12-month period in which I need to complete 32 hours start?

The 12 months within which users need to complete 32 hours of CPD starts from the date when they register for the programme.

8. Which kind of activities count towards my CPD?

The table below provides details of all activities which count as CPD.

10. Can I claim hours from previous CPD activities that I have completed?

Users can claim CPD hours for formal learning which has taken place one month prior to them signing up to the portal. Users must provide the respective evidence and reflection in order to claim these hours.

11. Can I carry hours over from one year to the next?

No, all CPD activities that users claim must be completed in the same 12-month period.

12. What is the difference between formal and informal?

Formal CPD activities can be defined as any activity which has a specific learning outcome which can be linked to a user's PDP. For example, a user who attends a course on Social Media in order to achieve their learning outcome of increasing their knowledge of Facebook at Work has completed formal learning. Similarly, a user who has studied for an exam in order to achieve their learning outcome of passing their Foundation Diploma of Proficiency in Internal Communication has completed formal learning.

Informal CPD activities can be defined as any activity a user has completed which they consider to meet a learning outcome within their PDP. This activity may be reading an article on a topic for which they have a development need.

Formal and informal activities are further defined in the table below.

12. Is there a minimum number required of formal and informal CPD?

No, the IoIC recognises that learning takes place in a multitude of formats and that it is not always possible for users to complete formal learning due to budgetary issues etc.. It is recommended that the minimum requirement of 32 hours consists of a mix of formal and informal learning, however this is simply a guidance.

13. What are the stages of CPD?

For users who wish to complete CPD in order to achieve Accredited Practitioner Status, there is a rigorous process which they must complete. This is described below:
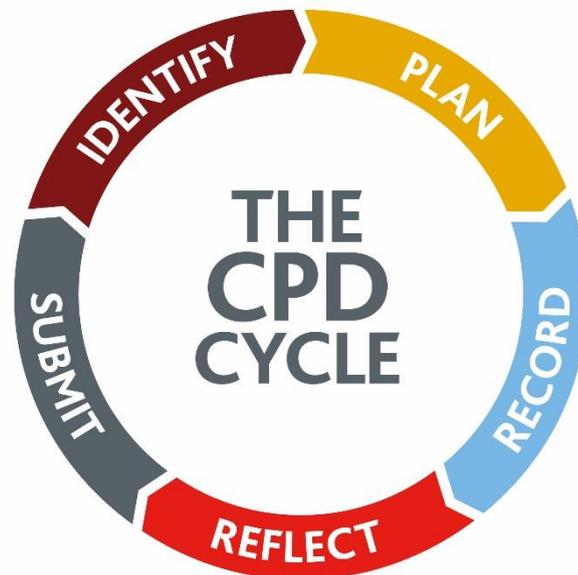
Identify – Users are encouraged to review the IoIC's profession map and competency framework in order to identify the areas in which they need to develop their skills and knowledge

Plan – Create and submit your PDP

Record – Make a record of all CPD activities completed using the online system

Reflect – In order to claim CPD hours, users must reflect upon the learning that they have undergone

Submit – Once users have completed the minimum 32 hours (or above) they must inform the IoIC by emailing prodev@ioic.org.uk. If users have signed up to the CPD programme in order to achieve Accredited Practitioner Status, their portfolio will be audited and moderated by at least two IoIC assessors.

If the IoIC is satisfied that the user's portfolio is of a high standard and meets the necessary requirements, the user will be awarded with Accredited Practitioner Status and their certificate will be issued. If a user does not meet the other necessary requirements to achieve Accredited Practitioner Status, they will be awarded a certificate to say that they have complete 1 year of IoIC CPD.

14. Is there a limit on the number of hours I can claim for a certain type of activity?

Yes, detail on the number of hours that users can claim for each type of activity can be seen in the table below.

15. How do I know how many hours my activity is worth?

Please refer to the table below.

16. What is a PDP?

Your PDP should be an honest analysis of your strengths and weaknesses which enables you to consider where your development needs are. Creating your PDP is a process of reflecting on achievement, learning to capitalise on strengths, identifying and addressing areas for development and setting goals.

The online CPD tool allows you to create as many PDPs as you need to. PDPs can be created to help you achieve either a long or short term objective. Further information on creating your PDPs can be found in the Guide to Creating your PDP.

17. Does the IoIC recognise training provided by my employer?

Yes. The IoIC recognises training provided by employers as long as it meets a specific objective which is relevant to internal communication.

18. Does the IoIC recognise training provided by a third party?

Yes. Similarly to employer training, the IoIC does recognise third party training, as long as it can be shown to meet a specific objective and be relevant to internal communication.

19. How do I register for CPD?

To register for CPD, please complete the online application form on the CPD section of the IoIC website (ioic.org.uk). A member of the IoIC will provide you with login details for the online CPD system and guidance to getting started.

20. Do I have to register by a certain time?

No, registration for CPD will be open all year round. Your CPD cycle will begin when you first register for the programme.

21. Do I have to use the online tool?

Yes, the online CPD system is the connection between you and the IoIC throughout the process and allows us to support you as much as possible.

22. Does the online tool keep track of the amount of hours that I have completed and am yet to complete?

Yes, there is a handy bar on the home page which will show you how many hours you have already completed and, if you are using CPD as a means to achieve Accredited Practitioner Status, how many more you need to complete.

23. How long does the CPD programme take to complete?

This is very much dependent on the individual user. You might find that you are able to claim CPD hours for activities that you are already doing in your day to day work and are therefore able to log 32 hours in short space of time. Once you begin to identify learning opportunities within your role and current activities, you will just need to spend some time reflecting on what you have learnt from them and how you can apply that learning. It will soon become an automatic part of your professional development planning.

You can keep working on your CPD throughout the 12 month period – the online tool will allow you to save what you have done and keep coming back to your PDPs at any time.

24. What happens if I don't complete 32 hours in a year?

If you are using CPD as a means to gain Accredited Practitioner Status, you must endeavour to complete the minimum of 32 hours of CPD activity. If there are extenuating circumstances such as severe illness, maternity leave, redundancy, which means that users need to take a break from CPD, they should inform the IoIC as soon as possible. A decision will then be made regarding the suspension of the user's CPD cycle.

25. Do I have to pay to do CPD?

No, the IoIC CPD programme is a free member benefit.

26. How does the IoIC verify CPD hours claimed?

All portfolios submitted in order to gain Accredited Practitioner Status (APS) will be audited and moderated by the IoIC plus two independent assessors before APS is granted. Of those portfolios submitted by users who are completing CPD for non-APS purposes, a random sample of 10% will be audited in order to ensure adherence to the programme rules.

All cases of suspected malpractice will be investigated fully by the IoIC.

27. Who will have access to my CPD record?

For administration purposes, a member of the IoIC head office will have access to your CPD system. It is up to the user to ensure safe keeping of their username and password.

Activity	Definition	Evidence Required	Formal or Informal	Allocation	*Max per CPD Year
Knowledge Building					
Achieving a qualification	All Qualifications awarded by IoIC or other related qualifications awarded by Government recognised educational institutions.	A copy of your qualification certificate or a Statement of Achievement.	**FORMAL:** This involves activity which: has stated learning outcomes, activity designed to address these; some form of assessment or reflection; and addresses an identified learning need.	Foundation Diploma – **32 hours** Advanced Diploma – **32 hours** Masters in Internal Communication Management – **32 hours**	32 hours
Attendance at training courses and masterclass	A training course provided by IoIC or by an external approved third party which sets clear objectives and learning outcomes.	A confirmation of attendance from event provider where possible. **Any reflections on the outcome of the course/masterclass.**	**FORMAL:** This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need.	½ half day – **3 hours** 1 day – **6 hours** 2 days - **12 hours** 3 days – **18 hours** 4 days – **24 hours**	24 hours
Webinar	A webinar provided by IoIC or by an external approved third party which sets clear objectives and learning outcomes.	**Any reflections on the outcome of the course/masterclass**	**FORMAL:** This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need	Webinar – **1 hour**	3 hours
Attendance at conferences and seminars	IoIC or other related industry or business conferences and seminars, an informative presentation, or series of presentations, on topics provided by subject experts.	Attendance certificate, delegate list, badge or some other written/email confirmation of attendance from event provider where possible. Agenda or programme which clearly shows what was covered during the session(s) and learning objectives (if applicable).	**FORMAL:** This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need	½ half day – **3 hours** 1 day – **6 hours** 2 days - **12 hours**	21 hours

		Any reflections on the outcome of the conference or seminar.			
Attendance at a members' evening or networking event	IoIC, industry or business evening event. Consisting of an informative presentation, workshop or debate.	Delegate list, email confirmation and any reflection on the learning outcomes of the event.	**FORMAL:** If you have attended the event with a specific purpose in mind e.g. to meet a specified learning and development need. **INFORMAL:** If the purpose is social.	Dependent on length event. **Formal:** Full length of event **Informal:** Half-length of event	10 hours
Discussion facilitation	Facilitating discussions or conversations in-house in order to acquire knowledge or increase understanding	Field notes where appropriate or key takeaways from the discussion.	**FORMAL:** If the discussion has been facilitated with a specific purpose in mind e.g. to glean better understanding of colleagues' feelings regarding how they are communicated with. **INFORMAL:** If the purpose is for team building, for example.	FORMAL: 2 hours INFORMAL: 1 hour	8 hours
In-company training	In-company training	Written confirmation from your employer that the course took place. Any reflections on the outcome of the in-company training course.	**FORMAL:** If you have attended the event with a specific purpose in mind e.g. to meet a specified learning and development need.	½ half day – **3 hours** 1 day – **6 hours** 2 days - **12 hours** 3 days – **18 hours** 4 days – **24 hours**	
In-company projects/development	Course or project work or company specific projects.	Written confirmation from your employer that the project took place. Any reflections on the outcome of the in-company development.	PROJECT WORK **INFORMAL:** This involves activity which does not have stated learning objectives and supporting activity and assessments designed to reinforce these.	Working on all or part of a project – **minimum 1 hr – maximum 7 hrs**	10 hours
Reading	Sector related publications	This category does not require	**FORMAL:** Journal article, book,	**Formal:** 2 hours	7 hours

	(offline and online), bulletins/regular updates, guides, journals, books, and relevant discussions via social media.	evidence unless you wish to claim it as Formal CPD activity. In which case, please provide details of the learning outcomes or research reasons for undertaking this reading or use of other media.	textbook with a specific purpose in mind **INFORMAL:** Sector related publications, guides and social media discussions	**Informal:** 1 hour	
Mentoring	Receiving formal instruction, guidance and support from a designated mentor	Written confirmation from an employer (if applicable) or the mentor. Any reflections on the outcomes of your mentoring work in relation to your learning and development needs.	**FORMAL:** This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need	1 hour per session	12 hours
Listening to podcasts	Listening to an internal communication related podcast or podcast content which relates to specific objectives	This category does not require evidence unless you wish to claim it as Formal CPD activity. In which case, please provide details of the learning outcomes or research reasons for listening to the specific podcast.	**FORMAL:** This involves activity which: has stated learning outcomes, activity designed to address these or an identified learning need. **INFORMAL:** This activity does not have stated learning outcomes.	**Formal:** 2 hours **Informal:** 1 hour	8 hours
Imparting Knowledge					
Authorship of books, papers, journals, research reports, articles or blogs	Writing articles, reports, books, guidance and supporting documentation, which are published for use of others.	Copies of the items you've written and details of the publications they appeared in or who they were distributed to.	**FORMAL:** This involves activity which has stated learning outcomes, activity designed to address these; and some form of assessment or reflection.	Articles: Per item – 4 hrs Writing papers or journals (which are peer reviewed) – 16 hrs Writing book – 32 hrs	32 hours
Training of	Speaker/Convenor/chair at a	Copies of the course outline,	**FORMAL:** The preparation for the	**Formal:** 6 hours per course	15 hours

others	sector training course, conference or other learning event	learning objectives or learning outcomes, marketing literature for the event showing you as a speaker. Any reflection on the outcomes of your training work in relation to you own learning and development needs	training would be formal. For example updating your knowledge on the subjects you are delivering training in; attending course on developing training skills **INFORMAL:** Delivery of the course or speaker session to impart knowledge	**Informal:** 3 hours per delivery	
Mentoring	Providing instruction, guidance and support	Written confirmation from an employer (if applicable) or the mentee. Any reflections on the outcomes of your mentoring work in relation to your learning and development needs.	**INFORMAL:** Unless the mentor can identify specific learning they have had to undertake in their role.	Up to 10 hours	10 hours
Awards	Submission of a shortlisted IoIC or Industry Award	Copy of the Awards Entry and accompanying statement of individual contribution to the award.	**INFORMAL**	4 hours	8 hours
Producing a podcast	The end to end production of an internal communication related podcast	A link to the podcast episodes for which hours are being claimed	**FORMAL:** Formal hours can be claimed if the podcast production meets specific learning outcomes or objectives **INFORMAL:** This activity does not have stated learning outcomes.	**FORMAL:** 6 hours per episode **INFORMAL:** 3 hours per episode	24 hours
Participating in a podcast	Taking part in an internal communication podcast i.e. being a podcast interviewee	A link to the podcast episodes for which hours are being claimed	**FORMAL:** Formal hours can be claimed if the podcast participation meets specific learning outcomes or objectives **INFORMAL:** This activity does not have stated learning outcomes.	**FORMAL:** 4 hours per episode **INFORMAL:** 2 hours per episode	16 hours

Sharing findings following discussion facilitation	Completion of the IoIC's #WeMatterAtWork discussion template in order to share key findings and actions, where appropriate	Completed discussion template or blog/article post sharing key findings	**INFORMAL**	1 hour	8 hours
Contribution to the profession					
IoIC Regional Networks, IoIC Board, Committee/ Steering Groups	Participation in meetings, boards or committees. Excludes attendance at social events.	Written confirmation of your participation by the organisers (if not IoIC), copies of meeting minutes	**INFORMAL**	1 hour per meeting	11 hours

How to use the IoIC CPD system

Once you have submitted your application for the CPD programme, you will receive an email from the IoIC which will contain your login details.

Users can access the CPD system via the CPD section of the IoIC website (ioic.org.uk). When first accessing the system, users may find it useful to bookmark the home page.

Once logged in, users will be taken to the CPD dashboard:

The first step of the CPD process is to create a PDP (for help with this, please refer to the PDP Handbook which was provided along with your login details). To do so, click on the PDP arrow and fill in the details on the form – an example of this can be seen below.

Once you click the Add or Save button at the bottom of the PDP page, you will be taken to a View Personal Development Plan page (you can also get to this page by clicking the PDP button in the top navigation bar and selecting List Personal Development Plans). Here, you can add objectives to your individual PDP by selecting 'Add New PDP Objective'

Trainee Name	Standard Administrator
Title	Social Media Skills
Description	To increase my working knowledge of the various Social Media platforms and how best to use them for different audiences and purposes.
Status	Open
Date Range	16/02/2017 - 16/06/2017
Date Created	15/02/2017 16:58

▸ **PDP Objectives previously agreed**

This personal development plan does not yet contain any PDP objectives.

▤ **PDP Objectives**   ADD NEW PDP OBJECTIVE

This personal development plan does not yet contain any PDP objectives.

✓ **Complete this Personal Development Plan**

In order to complete this personal development plan all of the PDP objectives have to be completed first.

For more information on knowing what to set as your objective, please refer to the Personal Development Plan Handbook.

To create an objective, fill in all the necessary fields and click Save PDP Objective.

ADD PDP OBJECTIVE

Title: Social Media Skills   **Date Range:** 16/02/2017 - 16/06/2017   **Date Created:** 15/02/2017 16:58
Status: Open

Title *	Various platforms
Target Review Date	📅 16/03/2017 In dd/mm/yyyy format
Target Completion Date	📅 13/04/2017 In dd/mm/yyyy format
Objective *	Have a strong understanding of all appropriate social media platforms
Action *	Attend a training course
Resources Required	Social Media training course
Measurement	After attending a course I should be able to discuss various platforms with colleagues and decide which works best for the intended audience and message

Add PDP Objective   Cancel

Your PDPs can also be linked to the IoIC's Competency Framework, enabling you to further utilise this resource to plan your development. To do so, in the View Personal Development Plan screen, click the Associations button.

You will be taken to a list of Skills and Knowledge/Behaviours which are contained in the Competency Framework. Select the relevant Skill/Knowledge/Behaviour that your PDP will help you to achieve and click Save and view Personal Development Plan.
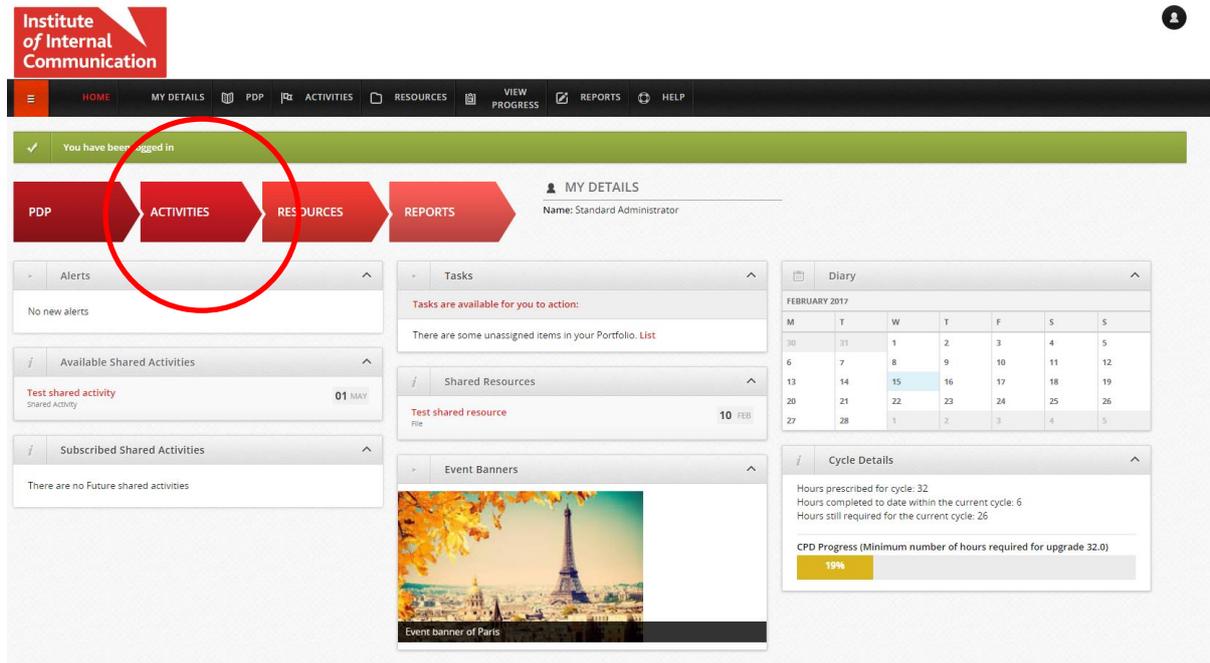
Once you've added objectives to your PDP, the next step is to add any activities which have helped or will help you to achieve those objectives. To do this, click the Activities arrow on the home page.

You can now add the details of all activities you have undertaken in order to meet your objectives. The CPD table above will tell you how many hours you can claim for a certain activity. For example, a whole day training course is worth 6 hours.

Once you have filled in the details of your activity, you can link it to the objective which it is helping you to achieve by selecting it from the dropdown box. An activity can be linked to any number of objectives across any number of PDPs.

Before you can claim for any CPD hours from an activity you have completed, you must add your reflection piece. More information on reflection can be found in the PDP Handbook.

The hours that you have claimed will now show in the Cycle details box on the Home Screen.

Malpractice and Appeals Procedure

Malpractice is any irregular conduct, on the part of a Member undertaking CPD, which aims to enhance CPD recognition without having undertaken the necessary learning and development required to gain such recognition.

Examples of irregular conduct which constitutes malpractice include:

• false claiming of hours

• plagiarism of another's work

• copying or collusion, or attempted copying or collusion

• altering or forging any results documents or certificates

All cases of suspected malpractice are investigated thoroughly by the IoIC.

Stage 1 Where a case of suspected malpractice has been identified the evidence is reviewed in the first instance by the IoIC and the nominated moderator(s). All available evidence related to the case will be reviewed. If it is decided that there is no case to answer, it will be recommended that the Member's CPD is confirmed. If it is decided that the matter needs to be investigated further, the Member's CPD record is withheld until a full investigation can take place.

Stage 2 If further investigation is required, the IoIC will contact the candidate to inform them of the decision. The member is then required to provide the IoIC with a written statement and any further information which they have relating to the case. The IoIC and the nominated moderator review all of the information related to the case, including the member's statement and any additional information provided. This review has three possible outcomes:

• The IoIC and the nominated moderator may recommend that the member's original CPD record is released unchanged.

• They may recommend that the CPD record is withheld permanently, with a stipulated period of time before the member can re-register for CPD.

• They may recommend that the CPD record is withheld permanently, and no further future CPD registration permitted. In addition the member may be subject to disciplinary if the malpractice were to breach the Code of Conduct.

The malpractice procedure outlined in this section is designed to ensure that decisions relating to CPD records are fair, consistent and based on full consideration of all of the available information. The IoIC aims to complete the investigation of cases of suspected malpractice within 8 weeks. If members wish to appeal against a malpractice decision which has involved them, they may do so using the appeals procedure outlined below:

In the first instance, members should raise and discuss their concerns with the nominated member of IoIC HQ and every effort should be made to resolve those concerns at this point. This may be by clarifying with the moderator involved the basis for the decision made.

If the issues have not been resolved to the member's satisfaction, they may submit a written appeal to the Chief Executive of the IoIC who will consider all CPD appeals.

Members who wish to appeal a decision must do so in writing via email. These must be addressed to the Chief Executive (jennifer@ioic.org.uk) and submitted within 20 days of the results of the decision being released. It must give a full explanation of the circumstances and the grounds for the appeal.

In the first instance, written evidence from moderator and IoIC members, relating to an appeal, will be considered by the Chief Executive. The aim of this stage is to decide if the evidence provides an appropriate basis for an appeal.

A written response to appeals will be sent to the member. If the Chief Executive determines there is an appropriate basis for an appeal, arrangements will be made for moderation with an alternative moderator, to take place within six weeks of any appeal.

If, after the second moderation, the member is successful, no further action will be taken and the member will be upgraded immediately to Certified Member.

If, after the second moderation with a new moderator, the decision has not been overturned, the Chief Executive will inform the candidate. The result of any complaint or appeal addressed under these procedures is regarded as final by the IoIC. Members may not re-apply for a subsequent CPD until six months has elapsed.