

## An example of a CPD submission by an independent statistical consultant

### Commentary

The attached submission was made by a CSci registrant who was selected for audit as part of the CSci revalidation process in 2011. The submission consists of:

- a. A 12 month summary (October 2010 to September 2011 inclusive) of the CPD programme taken from the RSS online CPD system.
  
- b. A completed *Chartered Scientist CPD Revalidation Form*. This form contains the relevant context and reflection information necessary to assess the CPD activity against the Science Council's standards.

The panel of assessors concluded that this submission fully met the Science Council CPD standards, including the requirements of the RSS CPD Policy.

As specific feedback on the material submitted for audit, the assessor panel thanked the registrant for providing clear information in a form that made the assessment against the Science Council standards straightforward. As an area of improvement, the panel noted that in the CPD summary the categorisation of activities (Learning, Doing, Managing, Other) that had been used was from the Society's CPD Policy prior to the update in October 2009. The new categorization in the current CPD Policy (Work based learning, Professional activity, Formal/educational, Self-directed learning, Other) is the one to be used in the future. The CPD Policy document on the RSS website has been updated to make this clearer and provide templates using the new categorization.

The submission has been (partially) anonymised for the purpose of providing this exemplar of good CPD practice.

## Statement Of CPD Activities for [REDACTED] - Oct 2010 to Sept 2011

Overall Comment About Year	This was a year of huge changes for my business. I signed long term contracts with 2 clients which gave me the funds to recruit a permanent employee to assist me. To get to this point I invested considerable time in developing the statistical product for [REDACTED] (my main client). As a result my CPD learning activities were lower than normal.				
Description	Hours	Worth	Notional Hrs	Stats/Non	Benefits derived
<b>Doing</b>					
Developed a formal monthly quality control process for monitoring & improving the accuracy of on-line job advert data collated by [REDACTED]	300	0.5	150	S	First time I have developed a quality control process from scratch. Required an understanding of [REDACTED] process capabilities & client's expectations and also training of personnel to administer parts of the process. I also specified a plan for the continuous improvement projects which fed into [REDACTED] strategic planning.
Developed an initial imputation model to compensate for coverage gaps in the data collected by [REDACTED] so that meaningful trend analysis can be performed.	60	1	60	S	Required me to improve my understanding of the Labour Market Statistics provided by the ONS, specifically those relating to vacancies and to understand where potential biases in the [REDACTED] may be and how they can be mitigated.
Designed a survey of businesses to identify the number of businesses & employees working in land-based roles (such as gardeners, park rangers, etc)	60	1	60	S	First time I have designed a phone based survey thus forcing me to understand how to handle non-response issues. First time I have provided survey results which were a suitably weighted average of actual survey responses and a fitted model to the responses in cells with low response rate.
Wrote a market intelligence report for public sale entitled "[REDACTED]" which analysed latest trends in the on-line job board marketplace	50	0.5	25	S	First time I have written a report intended for public sale. Extended my understanding on how present data rich datasets in a format that can be understood by non-statisticians and how to market analytical reports to such an audience.

## Learning

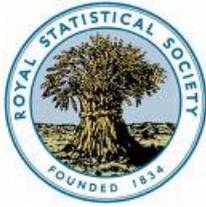
Attended "Florence Nightingale" seminar at Royal Statistical Society	8	1	8	S	Extended my knowledge of the history of statistics and the impact Florence Nightingale had on statistics.
Attended "Elicitation" course at Warwick University	8	1	8	S	Gave me a number of new ideas for eliciting & quantifying beliefs from non-statistical audiences.
Attended "Code on the Road" seminar by Market Research Society in Bristol	2	0.5	1	S	Introduced me to the key concepts of the Data Protection Act and how this impacts researchers.

## Managing

Running my business [REDACTED]	300	0.1	30	S	Continuous improvement of my business management skills as applied to a statistical services consultancy
Recruiting my first ever permanent employee for a Graduate Statistician role	60	0.75	45	S	Required me to clearly specify the job description for a statistical role with an unusual way of working. Gained an understanding of what where the best channels for recruiting such people. Processed 49 applications and undertook 10 interviews. Insight gained into the kind of employee my business needs and I successfully completed the recruitment process in Sept 11.
Recruiting a Market Analyst for [REDACTED]	12	0.25	3	N	Undertook the screening of CVs and first interviews for a new role at my main client. Required me to understand [REDACTED] analytical needs and to develop ways of objectively screening candidates numerical skills and experience to arrive at a short list of suitable candidates for second interview.
Negotiating & Agreeing a long term revenue share contract with [REDACTED]	50	0.1	5	N	Gained an understanding of what constitutes Statistical Intellectual Property and how to ensure a contract does not restrict the scope of my business. Learnt how to assess the commercial risk & reward of a revenue share contract.
Selling & marketing statistical consultancy, training & data management services to clients	400	0.3	120	S	Continuous improvement of my ability to sell the benefits of statistical thinking to non-statisticians and to understand what type of services my prospective clients really want

## Other

Attended GETSTATS launch event on 20th October	3	0.25	0.75	S	Gained an understanding of the goals of GETSTATS and how I can help the campaign
Nominated for Vice President of ██████	6	0.5	3	S	Invited to put my name forward for vice president. Forced me to understand the purpose of ██████, how I could further that purpose and how to put my case in an election statement. Unfortunately I wasn't elected!
Member of Six Sigma, Lean, Process Improvement Study group.	6	0.5	3	S	Extended my understanding of the difficulties in helping the wider world understand the benefits of using statistical thinking to improve quality. Group has now completed its mandate and I have been invited to join the Quality & Improvement Section committee.
Wrote a report for RSS GETSTATS team which analysed on-line job vacancies (supplied by ██████) to identify which sectors employ statisticians & statistical roles and where GETSTATS should focus their efforts. ██████ was the main contact for this.	12	1	12	S	Opportunity to link my main client's data with the needs of an important statistical literacy campaign whose goals I share. Required an understanding of ██████ goals and analysis resulted in insights not seen before.



**Chartered Scientist CPD Revalidation Form**  
[For use by Royal Statistical Society]

*the*  
**SCIENCE**  
*council*

<b>Name:</b>	
<b>RSS Membership No:</b>	
<b>Email address:</b>	

This form is provided for you to assess your CPD activities over the 12 month period October 2010 to September 2011 inclusive and demonstrate that you meet the CPD standards for CSci revalidation.

General guidance on the revalidation process can be found on the CSci website at <http://www.charteredscientist.org/about-csci/cpd-and-revalidation> .

Specific guidance for the revalidation of Chartered Scientists registered through the Royal Statistical Society can be found at [www.rss.org.uk/csci\\_revalidation](http://www.rss.org.uk/csci_revalidation) .

**SECTION 1: Career Status & Job Role**

Provide a brief summary of your career status and job role during the 12 month period (October 2010 to September 2011). Provide sufficient detail to give an understanding of the scope of your role and the skills and knowledge required to fulfil the role. This will enable the relevance of your CPD activities to your current job role and future career progression to be understood.

*It is recommended that your summary is between 100 and 250 words.*

Since 2006, I have been running own statistical consultancy & training business. Until 2010, I had a wide variety of clients from many industries which allowed me to apply many statistical methods and to learn a number of new methods. In 2010, I started to work more closely with [REDACTED] to develop a market intelligence service within the recruitment industry. Over the last 12 months this has culminated in some dramatic changes in the nature of my business, specifically.

1. The signing of two long term contracts, one of which is a revenue share agreement with [REDACTED] regarding their market intelligence product.
2. A change in my client base from many small clients to few larger clients.
3. Sufficient funds to recruit a permanent employee (statistician) and thus become a genuine small statistical business with the intention of recruiting more employees in future.
4. A change in strategy which will see me focus my activities on a smaller range of statistical services but seeking to extend the depth & quality of what I provide in these areas.

## **SECTION 2: Summary of CPD activities & the RSS CPD Policy**

Have you used the RSS online CPD system to record your individual CPD activities over the 12 month period October 2010 to September 2011? **(Yes/No)** .....

If **Yes**, you can leave this section blank and go to Section 3.

If **No**, please complete this Section.

The information that is required in this Section is:

- a) The nature of the system you have used to record your CPD (e.g. employer's system, self-created spreadsheet, etc).
- b) Information to supplement your summary of CPD activities.

Separate to this document you will be required to provide a copy of the summary of CPD activities from the system you have used. This summary may not provide all the information necessary to confirm that you have satisfied the requirements of the RSS CPD Policy (go to [www.rss.org.uk/cpd](http://www.rss.org.uk/cpd) for details). In this section provide any additional information that may be required to supplement your summary. For example, it may be necessary to clarify that you have carried out activities in at least 3 of the 5 categories of activity described in the RSS CPD Policy and/or that you have undertaken at least 60 learning hours.

### **a) CPD system used :**

A spreadsheet based on a format suggested by the RSS when I received my CStat accreditation in 2003.

### **b) Additional information necessary to confirm compliance with RSS CPD Policy :**

Activities in the last 12 months have predominantly been work based, professional & self directed learning with some formal learning. These should be self-evident from my CPD spreadsheet.

### **SECTION 3: Reflection on benefit to professional practice**

Please provide examples of how your CPD activity has contributed to the quality of your professional practice and service delivery.

Those of you who have used the RSS online CPD system to record your activities will have commented on how each individual activity has benefited your practice. The purpose of this Section is for you to reflect on how, in combination, the programme of CPD activities you have undertaken in the 12 month period have maintained or enhanced your professional skills and knowledge in order for you to fulfil the requirements of your job role or progress your career.

*It is recommended that your summary is between 100 and 250 words.*

As a result of the dramatic changes in my business over the last 12 months, my CPD priorities have changed. I am now much more focused on activities that will support the professional capacity of my business as it grows especially in the fields of labour market intelligence, classification models and design & analysis of surveys. Of particular benefit to me professionally has been the recruitment I have done for both [REDACTED] and my company. This has clarified where my strengths & weaknesses are, the kind of personnel I need to complement these and how to attract suitable high quality statistical candidates.

Another aspect of my CPD that I have valued is my increasing involvement in professional affairs through the QIS committee, GETSTATS and ENBIS. This has made me more aware of what my peers do and how I can use my experience for their benefit.

### **SECTION 4: Reflection on benefit to users of your service**

Please provide examples of how your CPD activity has benefited the users of your work (e.g. employers, clients, colleagues, students, etc).

Those of you who have used the RSS online CPD system to record your activities will have commented on how each activity has benefited users of your service. The purpose of this Section is for you to reflect on how, in combination, the programme of CPD activities you have undertaken in the 12 month period have enabled you to better deliver to users of your service (e.g. complete projects, give advice to clients, make decisions, manage your group, supervise colleagues, teach students, etc.)

*It is recommended that your summary is between 100 and 250 words.*

The biggest beneficiary of my CPD has been [REDACTED]. When they started 4 years ago, they were merely an aggregator of data collected from on-line job boards who resold this data to clients. There was no attempt to turn this into a market intelligence product that delivered insights into latest recruitment trends. Now, following all the work I have done for them over the last year, they now have data that is fit for the purpose of market intelligence. Specifically, I have introduced a formal data quality management & improvement process, statistically based classification algorithms to standardise different data formats and imputation models to enable analysis of trends. My company is now a trusted partner and engaged in a formal revenue share of the income that is derived from the market intelligence data. Consequently, any CPD that benefits me in the area of market intelligence will also benefit [REDACTED].

**SECTION 5: Summary of supporting evidence that is available, and can be provided on request.**

Only complete this Section if you are included in the Audit.  
Otherwise go to Section 6.

Please provide a list of documents that you hold in your CPD portfolio and that provide evidence of the activities undertaken. It is not expected that you will have documents for all activities (particularly the more 'informal' activities), but it is expected that most of the key activities will have such documentary evidence.

There is no need to provide these documents, unless requested to do so by the panel of assessors undertaking the Audit process.

<b>Activity title or brief description</b>	<b>Evidence of activity i.e. certificates of attendance, course material, reports, research papers</b>
Developed a formal monthly quality control process for monitoring & improving the accuracy of on-line job advert data collated by [REDACTED]	Numerous documents written for [REDACTED]. Also a random sample of 500 job postings is evaluated for accuracy and made available to clients to monitor and challenge. [REDACTED] contracts contain penalty clauses if quality does not meet specified standards.
Developed an initial imputation model to compensate for coverage gaps in the data collected by [REDACTED] so that meaningful trend analysis can be performed.	Spreadsheet model held on [REDACTED] servers. This is not yet documented but the output is available for users and results are included in standard reports written by me.
Designed a survey of businesses to identify the number of businesses & employees working in land-based roles (such as gardeners, park rangers, etc)	An overview of the model is given in a document made available to the client. Model & results are held in spreadsheets. Multiple email correspondence between me and the client.
Wrote a market intelligence report for public sale entitled "[REDACTED]" which analysed latest trends in the on-line job board marketplace	Copy of this report is available.
Attended "Florence Nightingale" seminar at Royal Statistical Society	Should be recorded in RSS attendance records. Invoice for event is also stored in my files.
Attended "Elicitation" course at Warwick University	Course material & invoice is available.
Attended "Code on the Road" seminar by Market Research Society in Bristol	Speaker's notes are available.
Running my business [REDACTED]	Self evident. Standard corporate documents available if required such as accounts, returns, etc.
Recruiting my first ever permanent employee for a Graduate Statistician role	Job advert available on my website and via ALLSTAT. Interview notes are available and employee has now started.
Recruiting a Market Analyst for [REDACTED]	[REDACTED] will vouch for my involvement.
Negotiating & Agreeing a long term revenue share contract with [REDACTED]	Contract available
Selling & marketing statistical consultancy, training & data	Attended numerous networking meetings at Bath Business Club, Jigsaw Consultants, Market Research

management services to clients	Society, etc. Participants will vouch for my involvement.
Attended GETSTATS launch event on 20th October	Attendance records at RSS?
Nominated for Vice President of [REDACTED]	My election statement is included among the list of 6 candidates posted on the [REDACTED] website this summer.
Member of Six Sigma, Lean, Process Improvement Study group.	[REDACTED] (chair of this group) will vouch for me.
Wrote a report for RSS GETSTATS team which analysed on-line job vacancies (supplied by [REDACTED]) to identify which sectors employ statisticians & statistical roles and where GETSTATS should focus their efforts.	Copy sent to [REDACTED] of RSS.

### Section 6: Declaration

**This Section is to be completed by all CSci registrants.**

I hereby agree that the information given is correct and supports my wish to revalidate as a Chartered Scientist (CSci).

Please tick the box below to indicate your agreement to the declaration.

I agree to the declaration XXX

**Print name:** [REDACTED]

**Date:** 30<sup>th</sup> October 2011