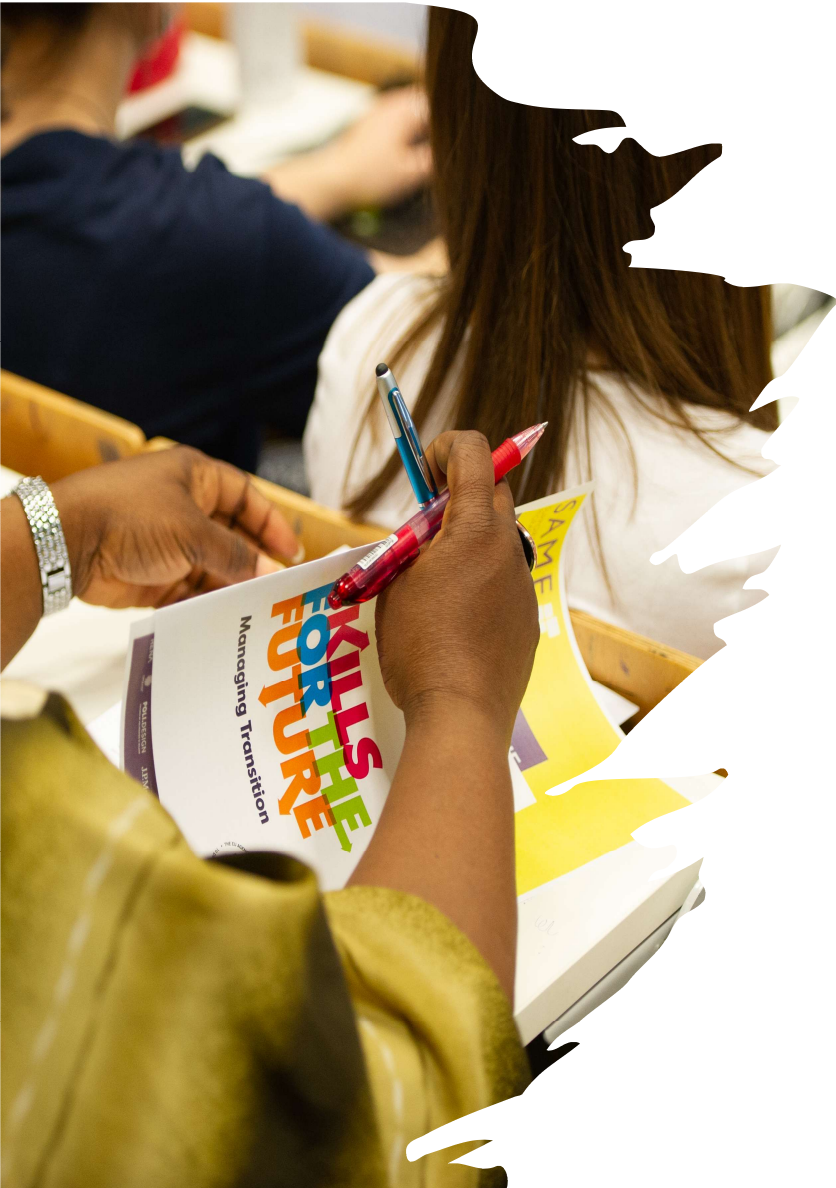


EFFECTIVE CAREER GUIDANCE EMPOWERS INDIVIDUALS, MAKES ECONOMIES EFFICIENT AND SOCIETIES FAIRER

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THE CASE FOR INVESTING IN CAREER GUIDANCE

- Career-related decision-making has become more challenging
- not enough to provide information at transition points BUT need to empower people to manage manifold transitions throughout their lives

EFFECTIVE CAREER GUIDANCE

- helps individuals, and economies to become more efficient and societies to become fairer
- has an essential part to play in economic recovery plans
- can provide positive economic, educational and social returns to both individuals and society

Career management skills (CMS)

DOTS Model – focus on practical skills

- how to make decisions
- awareness of opportunities (in terms of further education, training, internship, and/or work)
- transition skills (e.g. how to write a CV or covering letter, how to respond during an interview)
- self-awareness (i.e., knowledge about one's preferences and abilities)

EXTENDED CMS LEARNING MODEL - focus on positive human development

1. learn about oneself

- a. “who am I” - social and emotional skills incl. learning to learn skills = identity development to develop durable human or life skills that help in managing lifelong transitions

2. learning about the world of work

3. Learning about the world of learning and education

4. Learning of practical skills, like CV writing

Key elements of career development support systems

key elements

- **must be customized to country contexts**
 - **to guide national deliberation about system development**
 - **are not a blueprint**
1. Step: system review process (conducted by ILO, 2021)
 2. Step: development of a national theory of change and related action plans related to the key elements:

COORDINATION
FUNDING
QUALITY
ACCESS
TECHNOLOGY



COOPERATION AND COORDINATION

Possible outputs: cross-ministerial working group, national and regional guidance fora bringing together all relevant stakeholders across sectors and policy fields

EU member states have established **national lifelong guidance working groups or fora**

Council for the National Qualifications Framework in Serbia is mandated to bring together representatives of education, employment, youth, economy, local self-governments, health, private sector, national employment service, trade unions, secondary schools, higher education institutions and civil society

PANORAMA

**Establishing
and developing
national lifelong
guidance policy
forums**

A manual for policy-makers and stakeholders

<https://www.cedefop.europa.eu/en/publications/5188>

FUNDING

Individual Learning Accounts: individuals have the right to access a personal counselor for professional development at an accredited provider (France) <https://www.cedefop.europa.eu/en/tools/financing-adult-learning-db/search?search=individual+learning+account>

Career Vouchers (Belgium): individual entitlement to career development with up to 550 euros, with self contribution of 40 euros

South African National Skills Fund (NSF) provides funds to support projects that are national priorities in the National Skills Development Strategy, that advance the Human Resource Development Strategy and that support the National Skills Authority in its work. NSF allocated significant amounts to develop the capacity of career development support services.

Possible “funding” outputs:

- national training funds and programmes;
- career vouchers;
- information on service expenditure;
- incentives to career development

QUALITY OF PROVISION

Possible “quality” outputs:

- occupational standards and ethical guidelines for practitioners;
- Labour Market Information System;
- accreditation of service providers;
- tracer studies evaluating medium to long-term impact of education programs;
- M&E strategy for career development support;

Skills Development Scotland (SDS) is the national skills body that maintains key resources for service delivery including the Career Education Standards, Labour Market Information, Career Management Skills framework, web service and materials & M&E

Standards/competence frameworks: International Competencies for Educational and Vocational Guidance Practitioners (IAEVG, <https://iaevg.com/competencies>); NICE Handbook for the Academic Training of Career Guidance and Counselling Professionals (Nice Foundation, <http://www.nice-network.eu/pub/>)



ACCESS

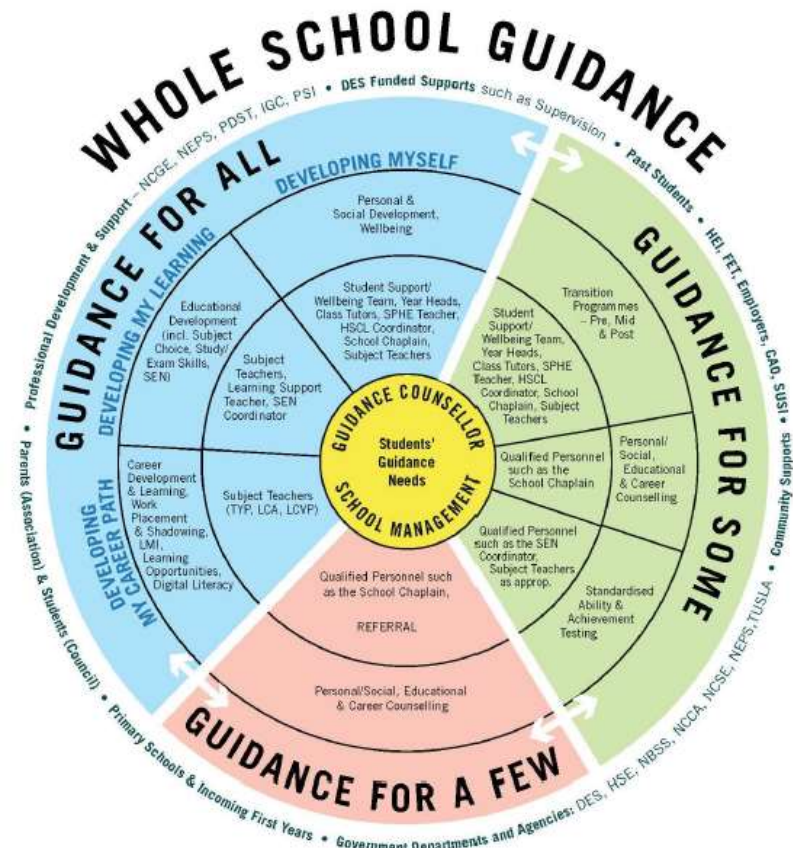
Possible “access” outputs:

- career education curricula in general education, I/CVET, HE and adult education;
- lifelong entitlements to career development support to guarantee full population coverage;
- outreach to long term unemployed, early school leavers or rural populations

Whole school guidance framework (Ireland)

Outreach through community based one-stop-shops (Finland, Netherlands)

Mobile Employment Centres in Kazakhstan



USE OF TECHNOLOGIES

Skills Panorama is an online central access point for data, information and intelligence on skills needs in countries, occupations and sectors across EU

Member States <https://www.etf.europa.eu/en/publications-and-resources/publications/international-trends-and-innovation-career-guidance-volume>

eGuidance Denmark: 40 experienced counsellors (25 full-time and 15 part-time) provide guidance via hotline, chat, email, SMS messaging, webinars and Facebook <https://www.ug.dk/vejledning/eguidance-denmark>

Minukarjäär.ee of Estonian PES: offers tools for self-analysis and career design in three areas: Me today, My opportunities and Me in the future.

<https://www.etf.europa.eu/en/publications-and-resources/publications/international-trends-and-innovation-career-guidance-volume>

Possible “technology” outputs:

- improved **access to information** and career-related content and materials;
- career development support included in national **digital skills strategy**;
- use of **ICT integrated in career education**;
- **practitioner training** in use of ICT;
- **diversified service delivery** to all citizens;

INSIGHTS FROM THE REVIEWS OF NATIONAL CAREER DEVELOPMENT SUPPORT SYSTEMS



A REVIEW OF NATIONAL CAREER DEVELOPMENT SUPPORT SYSTEMS

Armenia, Azerbaijan, Georgia and Ukraine

Reviewed countries in
2021/2022

- Eastern Europe: Armenia, Azerbaijan, Georgia, Moldova (by ILO), Ukraine
- Western Balkans: Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence



REVIEW OF NATIONAL CAREER DEVELOPMENT SUPPORT SYSTEMS IN THE WESTERN BALKANS

COMMON CHALLENGES

- **Fragmented policies and services**, little coordination and cooperation
- **Traditional understanding of CG** as career orientation for young people & as provision of information
- **PES strongly focused on registered unemployed and on employment counselling**
- **Limited capacity** to cater for all – including employed, NEETs and other vulnerable groups
- **Limited quality** of services, limited active outreach to vulnerable groups
- **Many donor interventions** in schools, especially VET
 - limiting focus on ensuring attainment and reducing dropouts
 - leading to many different trainings, manuals, tools and approaches with limited sustainability
- **Limited funding** (only public)
- **Fragmented online and digital services**, not tailored to user needs and not leveraged to overcome resource, efficiency and effectiveness limitations





PRIORITIES FOR SYSTEM DEVELOPMENT

- Strengthening **cooperation and collaboration** – policy and practice level
- **Professionalization** of career guidance practitioners
- **Integration** of career guidance services **into PES** daily work
- **Ensuring access to services** in education incl. through use of ICT
- **Improve career guidance** and counselling **for vulnerable groups**
- **Monitoring and evaluation** of career guidance

ETF activities in 2023 and beyond to support partner countries

Peer learning activities on

- Development of standards for career guidance services, service outcomes, practitioner competences
- Code of ethics for practitioners
- Career guidance and education in VET
- Outreach and support to NEETs
- gender responsive career guidance and counselling
- PES offer of career guidance – from fast to sustainable activation

Joint activity with UNICEF Europe and Central Asia Office on youth demand for career guidance and counselling services; and integration of social and emotional learning and career education

IAG Working Group on Career Guidance: global careers month (8 Nov-13 Dec 2022 online)

Joint ITCILO/ILO/ETF course on building national career development support systems



PRIORITIES FOR SYSTEM DEVELOPMENT

Albania

- Develop a strategic (policy) document such as a career guidance strategy
- Ensure national level cooperation and coordination
- Develop a consistent approach to career education from primary school onwards

Bosnia and Herzegovina

- Improve cooperation between relevant actors on issues of lifelong career guidance
- Standards for CG services, special priority given to schools, and training of practitioners
- Strengthen PES CGC services, with special focus on NEETs

Kosovo*

This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

- Establish an inter-ministerial working group for cooperation and coordination
- Creating a unified model of career education (as a preventive measure)
- Enhancing career counselling for jobseekers and inactive people (priority for PES)

PRIORITIES FOR SYSTEM DEVELOPMENT

Montenegro

- Enhancing career education and career guidance in education
- Strengthening coordination and cooperation
- Improve career guidance and counselling for vulnerable groups, especially NEETs

North Macedonia

- Engage in a broad debate on the outcomes and definition of career guidance (relates to coordination and standards)
- Enhancing career education and career guidance in education
- Large-scale training of practitioners across sectors

Serbia

- Enhance coordination and cooperation
- Widen access to all learners in education as well as to more unemployed and inactive
- Review existing online and digital services for CGC and especially career information & develop a plan for integrating digital and online services into a one-stop entry platform

Career Development Support System Review in Serbia - 1

COORDINATION

Stakeholders cooperate occasionally, no permanent coordination mechanism.

Mandate interministerial body to coordinate career development support policies and practices.

Focus on standards.

SERVICES EDUCATION

Various services. No precise data. Available evidence shows that the extent and quality of the services vary significantly.

Collect the data, review existing models, update accordingly - towards developing career management skills.

Strengthen career management component of the curricula.

Introduce minimum amount of class hours devoted to career conversations.

SERVICES EMPLOYMENT

Limited resources. Low ICT usage. High rate of NEETs.

The dominant career guidance mindset: prevent wrong occupational choices, match skills supply - demand.

Increase NES capacity. Introduce more preventive services for all citizens for CMS development.

Increase partnerships for outreaching to vulnerable groups and NEETs.

Enable CSOs to obtain the status of employment service providers.

Career Development Support System Review in Serbia - 2

SERVICES EMPLOYEES

Professional development and training but limited / no support in career guidance foreseen.

SMEs, self-employed, freelancers

Identify how social partners and sectorial organisations can support SMEs in career development support of workers.

Enhancing skills needs assessments and forecasting

Create special services to workers in non-standards forms of employment.

FUNDING

Ensure funding for professional staff aimed primarily at reaching vulnerable groups like NEETs

Identify funding sources to support SMEs and their staff in accessing career development support services

Make funds allocated for career guidance explicit to be able to monitor input against output and outcomes.

Build on innovative ideas like the client participation in the financing of the service, vouchers.

ACCESS

Only one-third of young unemployed is registered with the NES. Above 50% of young people have not participated in any CGC activity. People with disabilities, older and employees preparing for retirement, migrants, less likely to be recognized by practitioners.

Build capacities of career guidance practitioners to increase access.

Offer career education and career counselling at least once per year to all students.

Career Development Support System Review in Serbia - 3

TECHNOLOGY

Evident need among young people to seek online career development support. Numerous web-based materials, neither comprehensive nor integrated. Another challenge: usability.

Review existing online and digital services for CGC and develop a plan for integrating services one-stop entry platform catering for the needs of different actors.

Involve user groups to ensure the user-friendliness of services

Introduce eGuidance services building on the digitalisation efforts.

QUALITY INFORMATION

Standards for the production and delivery of quality careers related information are stipulated within the Standards for career guidance and counselling services.

Shift from the mindset of career information provision to empowering clients, especially young and inactive, to search for relevant information, critically assess information sources, compare and collect information to be able to reach well informed career relevant decisions.

QUALITY

The qualifications of CGC practitioners vary as there are no degrees or short studies programmes and no licencing.

Introduce legal objectives related to the initial and continuous professional development of career guidance practitioners' competence

Accredit private and civil society organisations offering trainings in line with the CGC standards

Introduce short programme studies for CGC in line with career management skills framework at the university level education.

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