



JYVÄSKYLÄN YLIOPISTO
UNIVERSITY OF JYVÄSKYLÄ

Recent trends in lifelong guidance practice and policy development

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National career guidance conference “Bold Jump into the Unknown?”

Tallinn, 8-9 January 2020



Increased interest globally for career guidance by policy makers

- Policy makers are interested in decreasing the skills mismatch and career guidance provides a tool for achieving this
 - / References both in OECD & EU policy documents with regards to unemployment, early school leaving, adult learning, validation, early and school education, higher education, VET, youth, employment and skills policies, entrepreneurship



For example...

- The European Pillar of Social Rights promotes access to career development support as an individual right linked to equal opportunities to learn and to work; some countries have made access to guidance a legal right.



EU Presidency events

- 2016
 - / EU Presidency conference in Haarlem
- 2017
 - / European Guidance Week in Tallinn
- 2019
 - / Guidance events in conjunction with the European Vocation Skills week in Helsinki



Increased interest globally for career guidance by public

- Changes in labour market fluidity has resulted increased interest in career guidance among the public
 - / Need for career information – what competences are needed in the future?
 - / How competences contribute to well-being?
 - / How can people build new skills?
 - Formal, non-formal, informal learning, validation
 - / Need for support in phases of transitions



Most wanted:

(Cedefop, 2019)

- Cedefop's analysis of online job vacancies across the EU highlights **workers' adaptability to change** as the skill most sought after by European employers
 - / “Fostering adaptability is an enormous challenge, both for individuals and organisations, and requires investment in new sets of skills and knowledge usually not addressed by technical training.”



Basis for successful transitions: Career Management Skills (CMS):

- Acquisition of competences that enable citizens at any age or state of development to manage their learning and work life paths.
 - / They include awareness about one's skill needs and potentials, and capacity to lead one's own learning, make decisions, and plan and act upon career opportunities.

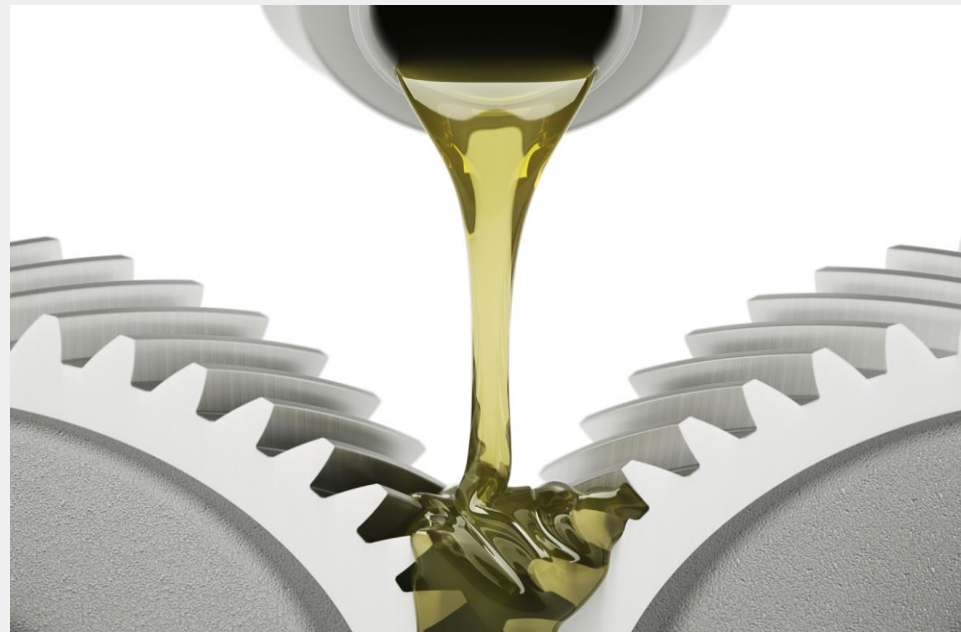
(ELGPN 2015)



Transformation of lifelong guidance

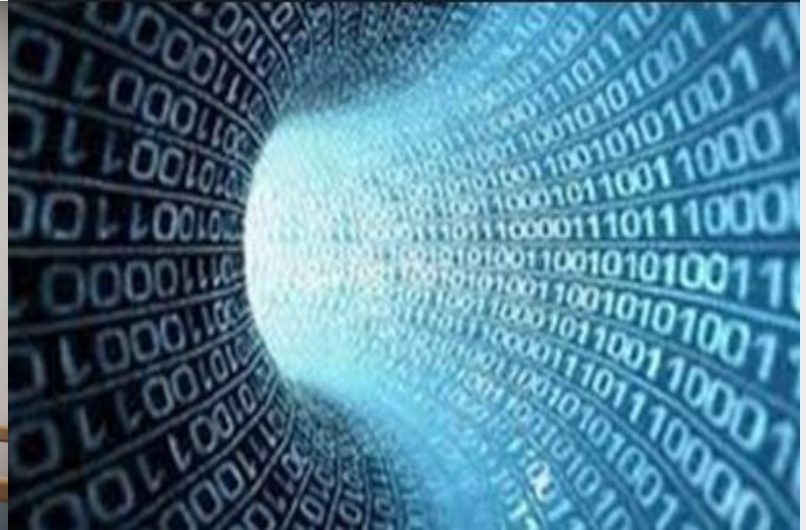
- As careers are becoming increasingly multidirectional individuals need lifelong **career management skills** in identifying their strengths and using their full potential in the labour market.
- The perspective of lifelong guidance has shifted **from an input-oriented perspective** (provision of supporting services, teaching) **to an outcome-oriented view** to equip the individual with career management skills.
- This is connected with a shift in attitude **from helping to enabling** an individuals

Future role of career guidance?



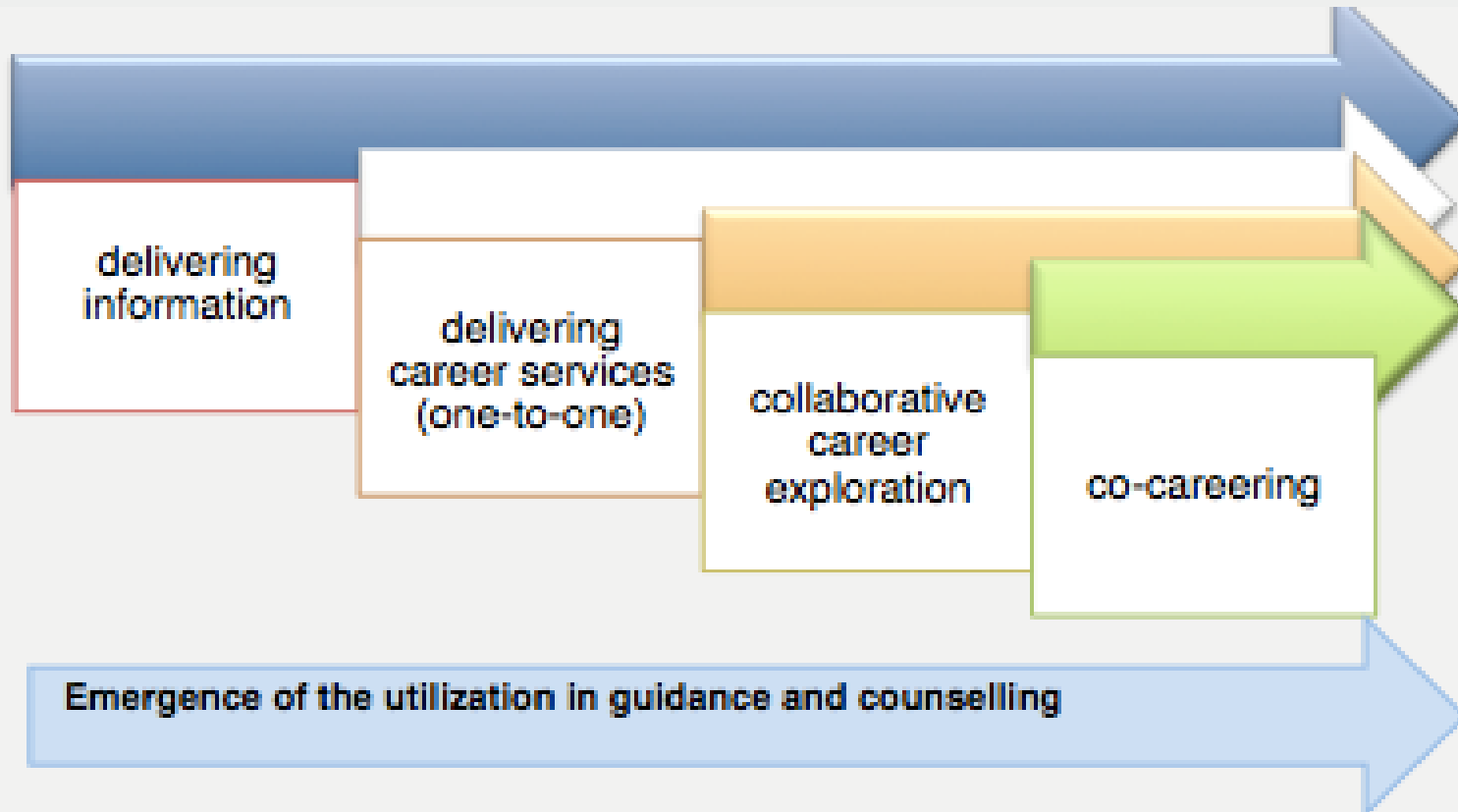


ICT & GUIDANCE?



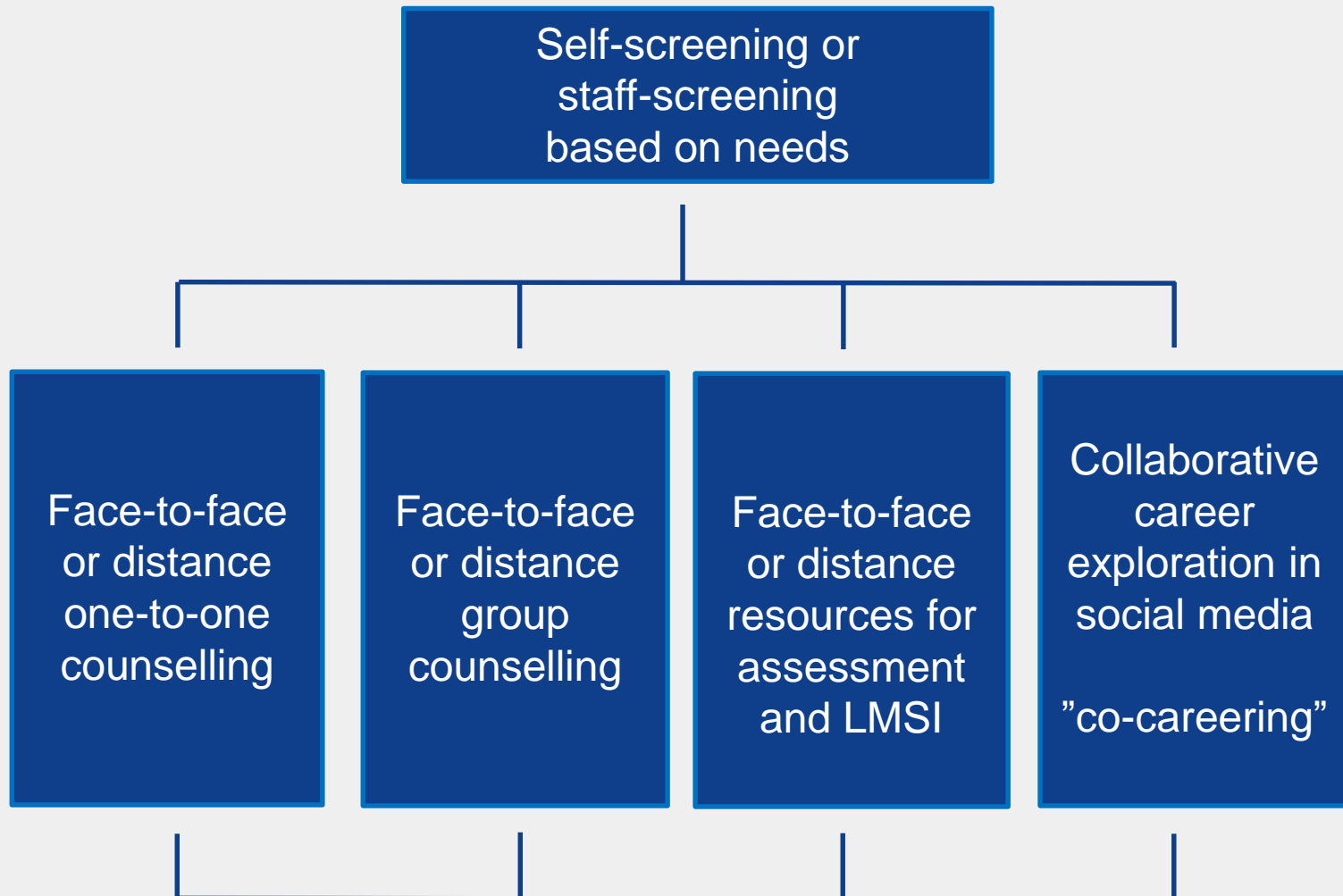
Expanding and evolving role of ICT in career services

(Kettunen 2017)



Transformation of guidance services and the use of ICT

Kettunen, J., Sampson, J. P., Jr., & Vuorinen, R. (2015).





Roles of ICT in lifelong guidance

- As a **tool** to assist, enhance, and further develop traditional approaches to the provision of career development services, resources and tools;
- As an **alternative** to traditional approaches to such provision;
- As an **agent of change** in transforming, accessing, using and managing career development services, resources, and tools
- As an **administrative tool** to support, among others, evidence collection, evidence based policy development, accountability, quality assurance, and policy and systems co-ordination and coherence within and across sectors;
- **As an integrative agent**, establishing a common conceptual framework for the design and delivery of lifelong guidance services, resources and tools across different sectors (education, training, employment, and social).



Perceived challenges in implementation of ICT in career services



Kettunen, J., & Sampson, J. (2018): *Challenges in implementing ICT in career services: perspectives from career development experts*

European Commission study 2019-20: Lifelong guidance policy and practice in the EU: trends, challenges and opportunities



Lifelong guidance policy and practice in the EU: trends, challenges and opportunities

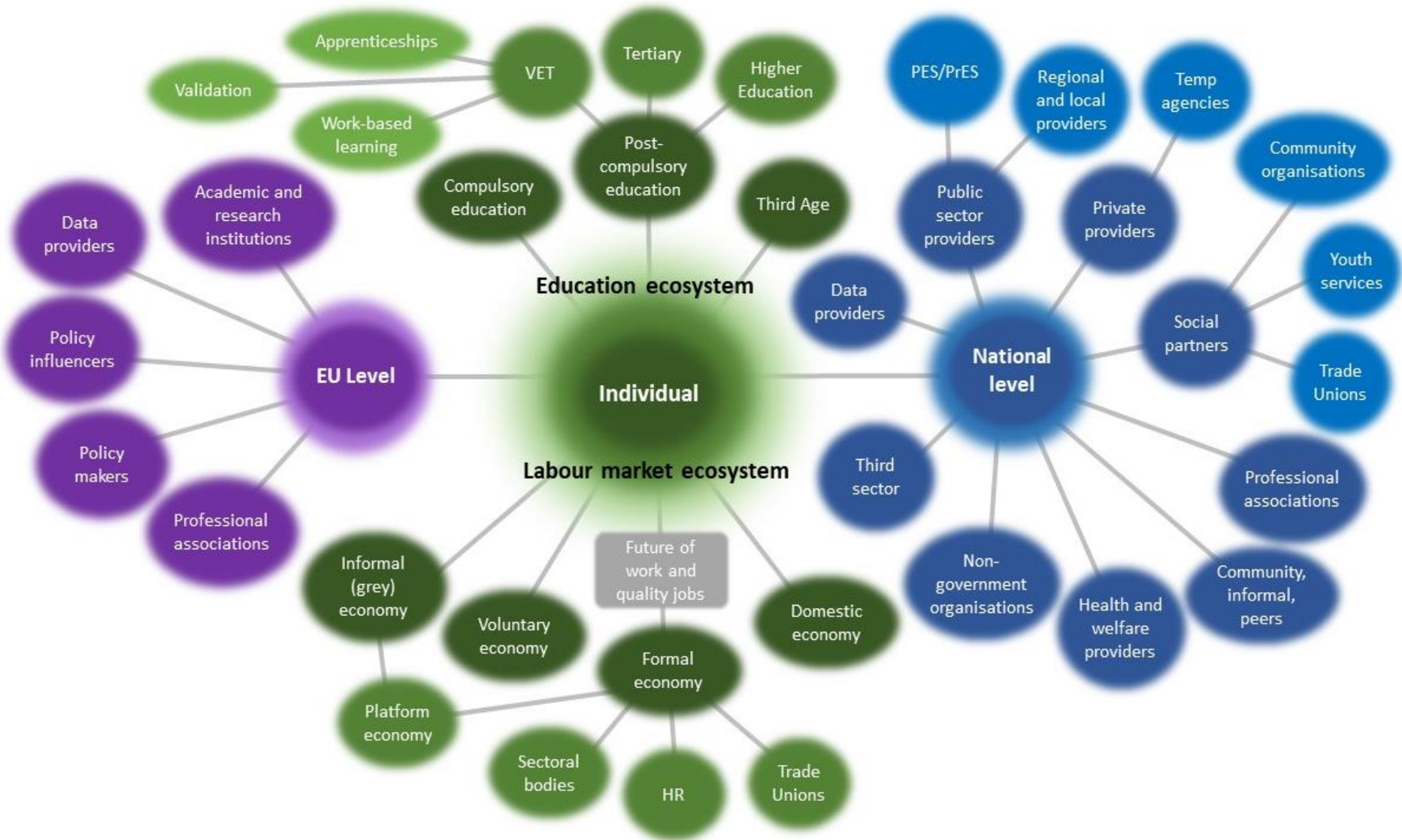
Research questions:

- How should career guidance evolve to support transitions between learning and work and to support lifelong learning?
- What areas of career guidance policy and delivery would benefit from greater co-operation or action at EU level?



EU level representative structures for lifelong guidance policy development, including European Parliament, European Commission and EU agencies

National representative structures and forums, including national agencies, education and labour ministries, government quangos



Key findings

Cooperation and coordination of stakeholders

- Difficulties in implementing mechanisms to support sustainable coordination and cooperation
- Where LLG strategies are embedded in national frameworks for education, learning and employment, there can be greater cooperation.
- Significant stakeholder engagement across MS

Legislation and organisational rules

- Increasingly evident - support the delivery of services, allocation of resources
- Not always guidance specific

Key findings

Service delivery concepts and tools

- Important to integrate different services into a coordinated structure
- Users feel empowered to develop their career adaptability and CMS
- Integration of ICT and LMI

Lifelong and life-wide guidance provision

- LLG needs to be multi-faceted, reflecting life cycle, context and circumstances
- Feature strong legislation, national strategies and policies, shared responsibility, professional standards, LMI systems, quality mechanisms and the implementation of technology



Ways forward...



International Centre for Career Development and Public Policy, ICCDPP (<http://iccdpp.org>)

- Knowledge base
 - / Documents, studies, reports, publications, news
 - / Proceedings from the international symposia

The screenshot shows the ICCDPP website homepage. The browser address bar displays <https://www.iccdpp.org>. The website header includes the ICCDPP logo and the text "THE INTERNATIONAL CENTRE FOR CAREER DEVELOPMENT AND PUBLIC POLICY". The navigation menu contains: Home, Policy and Research, Good Examples, Symposia, Policy Points, Blog, and About. The main content area is divided into two columns. The left column is titled "Latest articles" and features four article cards: "12 propuestas para ayudar a las personas a construir su carrera profesional", "COMMUNIQUE OF THE 9TH SYMPOSIUM ON CAREER DEVELOPMENT AND PUBLIC POLICY, JUNE 2019", "INTERNATIONAL SYMPOSIUM ON CAREER DEVELOPMENT AND PUBLIC POLICY, NORWAY 2019: SYNTHESIS PAPERS", and "INTERNATIONAL SYMPOSIUM FOR CAREER DEVELOPMENT AND PUBLIC POLICY, NORWAY 2019: COUNTRY PAPERS". The right column is titled "International News" and includes a sub-section "Career guidance" with a list of news items, such as "UA Prof. Michael Schaller: A battle of books and ideas in World War II - Arizona Daily Star October 13, 2019".



ICCDPP Communiqué 2019

Leading career development services into an uncertain future: Ensuring access, integration and innovation

Tromsø, Norway

June 17 – 20, 2019



Addressing a changing context

- Develop a cross-sectoral strategy for career development and embed it into wider skills, education, employment and social policies.
- Strengthen quantitative and qualitative evidence on career development to support decisions about policy and practice.
- Create mechanisms for sharing and learning from international policy and practice.
- Ensure that career development programmes and services develop citizens' ability to manage their own careers



Improving access

- Increase awareness of, and access to, career development programmes and services.
- Recognise the diversity of users of career development programmes and services and ensure that provision recognises this diversity.



Integrating career development into society

- Establish mechanisms to support co-ordination and co-operation between government departments and agencies with responsibility for career development and associated fields.
- Empower citizens to shape career development programmes and services.
- Develop and resource a national body to support consultation and co-ordination in career development



Supporting innovation

- Provide resources to support innovation and space for piloting new career development programmes and services.
- Adopt an integrated and transformative multi-channel approach to the delivery of career development programmes and services.
- Ensure that career development professionals are highly trained and supported to continue to innovate and develop their practice

**”Siiloista silloiksi ...”
(= From silos to bridges....)**





Thank you!

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