

eVejledning

eGuidance

Jannie Meedom Nielsen, jannie.meedom.nielsen@uni-c.dk; 4174 1604



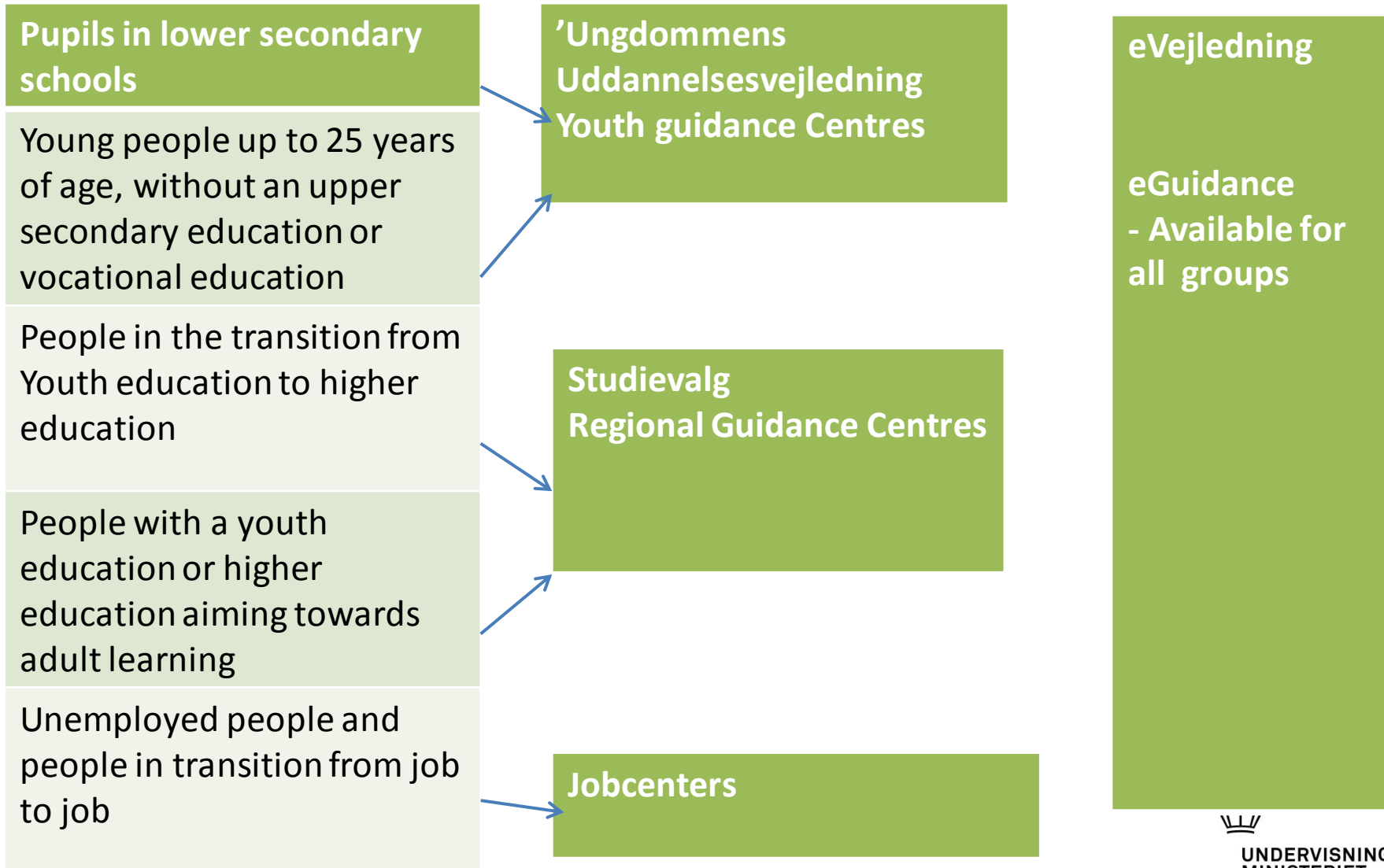
**UNDERVISNINGS
MINISTERIET**
STYRELSEN
FOR IT OG LÆRING

The digital Denmark

- Focus on digital solutions in the public sector in general.
- 81% of the population have a smartphone
- 39% of the population have a tablet
- 92 % internet at home,
- More than 3 million Danes on Facebook



Guidance Services



Political background of ug.dk and eGuidance

- 2004: The Danish Parliament adopts the 'Guidance Law' and establish ug.dk and two new guidance services
 - Ug.dk is operated by a private company
- 2010: The Danish Parliament adopts the "Ungepakke 2":
 - 95 % of all young people will have an education after leaving the lower secondary school
 - eGuidance is a part of this
- 2011: The opening of eGuidance
- 2014: ug.dk and eGuidance are in a close cooperation in the Ministry of Education

The purpose of eGuidance and ug.dk

- To release resources in other guidance services to concentrate on young people with special needs
- To help young people with readiness for choosing education – as well as their parents
- To contribute to reach the target of maximum to get an education after basic school



Channels for counselling

- Telephone
- Chat
- e-mail
- Text message
- Facebook
- Webinars
- Twitter (communication channel)



eVejledning

The screenshot shows the 'UddannelsesGuiden' website from the Ministry of Education (Undervisningsministeriet). The page features a navigation bar with categories like 'UDDANNELSER TIL UNGE', 'VIDEREGÅENDE UDDANNELSER', 'VOKSEN- OG EFTERUDDANNELSER', and 'JOB'. The main content area is titled 'eVejledning' and includes a large image of a smiling woman wearing a headset. Below this, there are several service icons: a chat bubble, a smartphone, an envelope, Facebook, Twitter, and a headset. Each icon is accompanied by a short description of the service. At the bottom, there are three more images: a close-up of a headset, a man working at a laptop, and a circular diagram representing the eVejledning process.

UddannelsesGuiden

UNDERSVINGS MINISTERIET

UDANNELSER TIL UNGE | VIDEREGÅENDE UDDANNELSER | VOKSEN- OG EFTERUDDANNELSER | JOB | FÅ INSPIRATION

Forside / eVejledning

om eVejledning
Læs om eVejlednings tilbud, baggrund mm

Åbningstider
Mandag - torsdag: kl. 9 - 21
Fredag: kl. 9 - 16
Lørdag: kl. 12 - 16
Søndag: kl. 12 - 21

eVejledning

Chat med os
- Virker bedst på computer.

Ring og sms på 70 2222 07
Ring og få vejledning om dine uddannelsesplaner.

Mail
Send en mail, du får svar i løbet af 24 timer.

eVejledning på Facebook
Følg os og giv dit bidrag på vores Facebookside.

eVejledning på Twitter
Følg eVejledning på Twitter.

Digitale møder
Deltag i en fælleschat eller et digitalt møde med en eVejleder.

At chatte med eVejledning

Til lærere og vejledere

Vejledning i eVejledning

Kontakt | Kontrakt | Kommunikation | Konklusion

09:44 10-11-2014

eVejledning on Facebook

The screenshot shows the Facebook page for 'eVejledning - valg af uddannelse'. The page features a cover photo of a water splash with the text 'eVejledning Vi vejleder om valg af uddannelse og erhverv' and 'UNDERSVISINGS MINISTERIET'. Below the cover photo is a profile picture of Bodil, the 'Dagens eVejleder'. The page has a rating of 4.1 stars from 76 reviews and 13,650 likes. The 'ABNINGSTIDER' (opening hours) are listed as follows:

Day	Time
Mandag - Torsdag	kl. 09 - 21
Freddag	kl. 09 - 16
Lørdag	kl. 12 - 16
Søndag	kl. 12 - 21

The page also includes a 'Dags eVejleder' section, a 'Velkommen' button, and a 'Chat med eVejledning' button. The right sidebar shows 'Seneste' posts and 'Se din annonce her'.

Parent's guide on Facebook



Organization, eGuidance

- eGuidance is a part of the Ministry of Education
- 40 skilled counsellors:
 - 15 full time counsellors in Copenhagen and Aarhus
 - 25 part time counsellors, also working in other guidance services – spread around the country or working with other projects within the organization
- Availability
 - Opening hours from 9 am to 9 pm on weekdays
 - Opening hours from 12 am to 4 pm on Saturdays and from 12 am to 9 pm on Sundays



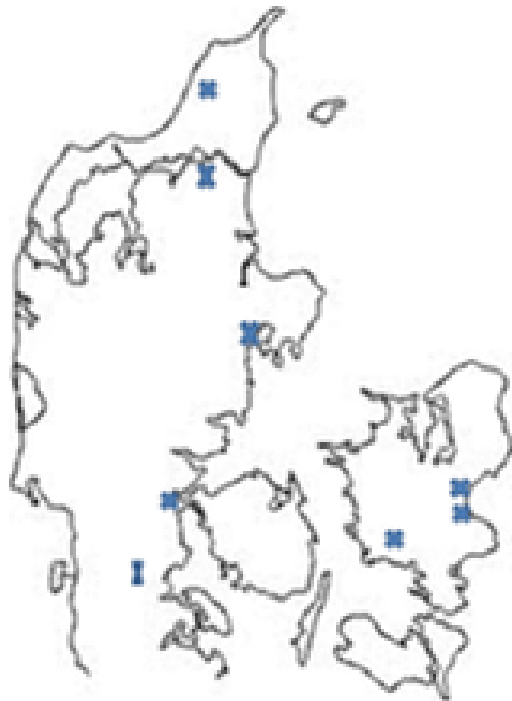
eGuidance at work



eGuidance at work



eGuidance at work

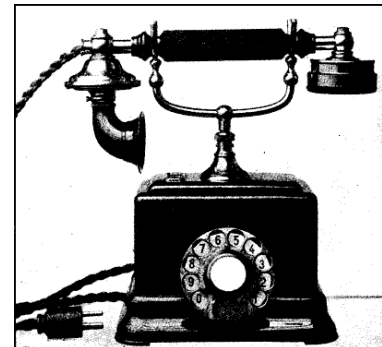


- A Communication System Platform
- Internal chat during opening hours
- Common guidelines
- Common knowledge bank
- Cooperation with other guidance services
- Cooperation with The Education Guide

How many, how and who 😊

- 96.613 contacted eGuidance in 2014
 - 51% by chat
 - 29% by telephone
 - 18% by email
 - 2% by text message

- 37% received information
- 63% received guidance



How many, how and who 😊

- 61% female
 - 37% male
 - 2% unknown
-
- 17% are young people up to 16 years
 - 49 % are young people +17 years
 - 4% are parents (seeking information on behalf of their children)
 - 28% are adults

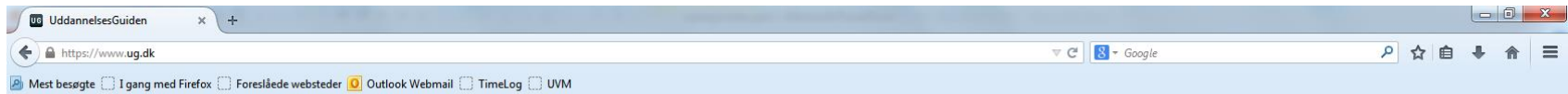


How many, how and who 😊

- Webinars with subjects targeted to different groups
- Common chats: one eGuide, multiple participants
- Facebook: 17.000 followers
- Facebook for parents: 7.500 followers



UddannelsesGuiden



UddannelsesGuiden



- UDDANNELSER TIL UNGE
- VIDEREGÅENDE UDDANNELSER
- VOKSEN- OG EFTERUDDANNELSER
- JOB
- FA INSPIRATION

 <p>Uddannelser til unge 10. klasse, erhvervsuddannelse, gymnasial uddannelse eller anden aktivitet.</p>	 <p>Videregående uddannelser Bachelor-, kandidat-, professionsbachelor-, erhvervsakademi-, kunstneriske eller maritime uddannelser.</p>	 <p>Voksen- og efteruddannelser Kurser, akademiuddannelser, diplomuddannelser, masteruddannelser og enkeltfag.</p>	 <p>Job Der findes et ual af job på det danske arbejdsmarked. Her beskrives de mest almindelige af dem.</p>
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 <p>Nye erhvervsuddannelser fra 2015 Se, hvordan du kommer i gang, og få styr på de nye muligheder.</p>	 <p>Forældreguide Læs, hvordan du kan støtte din datter/søn i valg af uddannelse.</p>	 <p>Spørg en vejleder eVejledning vejleder om uddannelsesvalg via chat, mail, sms og telefon.</p>
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<p>Inspiration Få inspiration Til lærere og vejledere Interview</p>	<p>Om UddannelsesGuiden Om ug.dk Udbyder.ug.dk Nyheder og RSS Teknisk information Cookies</p>	<p>Vejledning eVejledning Studievalg Voksenvejledning Ungdommens Uddannelsesvejledning</p>	<p>Indhold Uddannelser Job og arbejdsmarked Uddannelsessteder VidensCenter for vejledning</p>	<p>English About UG.dk Programmes in English</p>
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Optagelse.dk – digital application

