

Career Guidance South Rotterdam

6th European conference on lifelong
guidance policy

Frank Schutte – projectmanager

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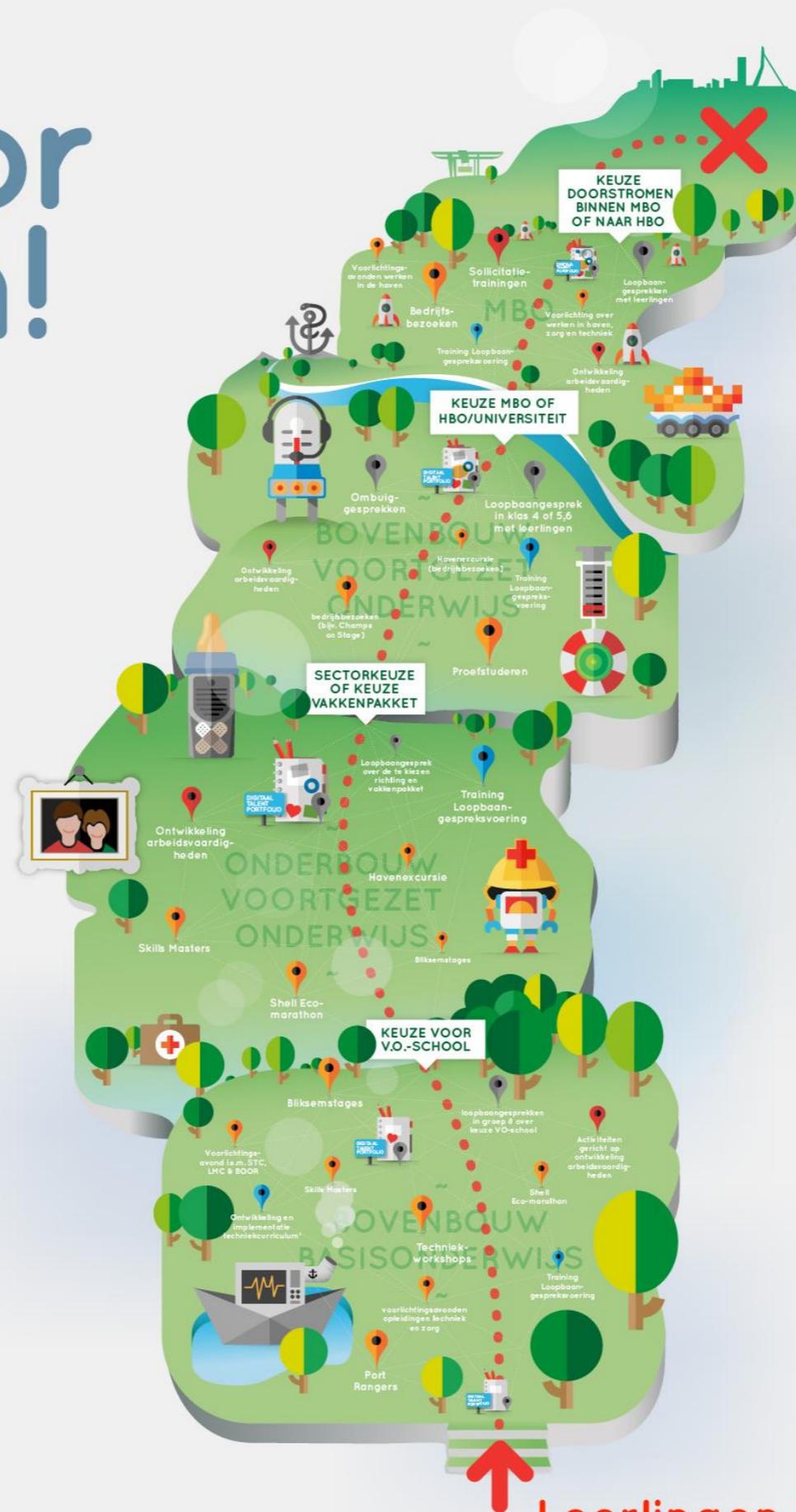
Nationaal Programma

ROTTERDAM ZUID

Gaan voor een baan!

Kiezen voor vakmanschap in de zorg en de techniek

Werk met toekomstperspectief



Leerlingen in groep zes R'dam Zuid

GOALS

To choose for technical or healthcare studies	20 14	Target 20 20
Percentage of pupils that choose for a vocational study in health care	14 %	15 %
Percentage of pupils that choose for a vocational study in technical branches	19 %	35 %
In total:	33 %	50 %

Rotterdam South lacks behind: two indicators

Subject	Rotterdam South	Four biggest cities	Netherlands
Percentage of families on unemployment benefits (2014)	19%	13%	8%
Percentage new school drop-outs (2014)	4,2%	3,6%	2,1%

Problem

Mismatch education and labour market

- Many people are dependent from social welfare
- Wrong study choices: too less youngsters choose for a vocational study with a good perspective on getting a job after graduating.
- This means: unemployment when leaving school or starting with another study
- Drop-outs as a result of wrong choices

Employment Rotterdam South one year after graduating vocational education

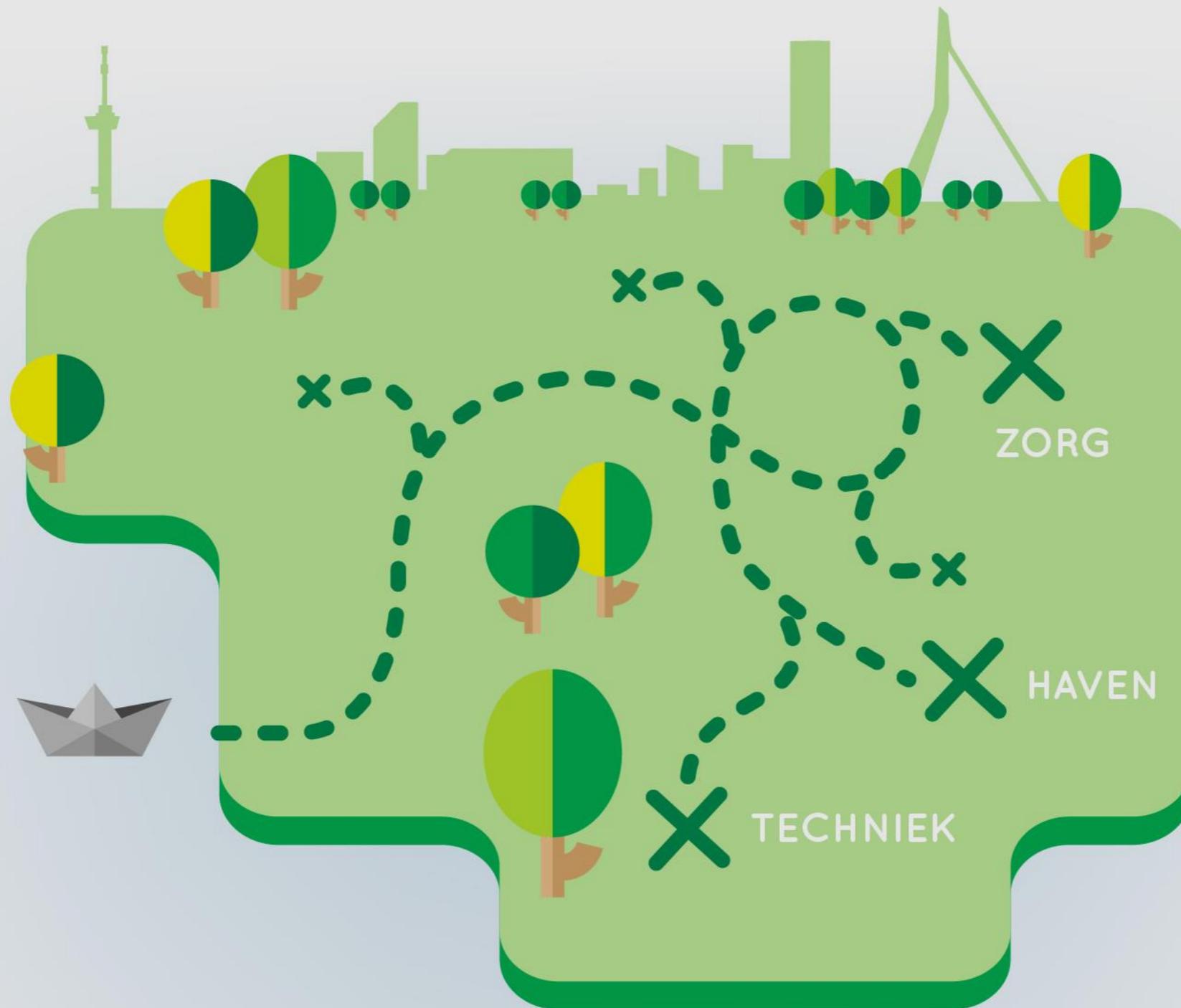
Branche	Higher levels	Lower levels
Healthcare branches	53%	33%
Technical branches	64%	48%
Other branches	39%	27%

Solution

Better aligning young people's educational choices with (future) labour market needs.

- Career Orientation Program
- Career Guidance
- Career Start Guarantees

Goals



Target groups

- Children from age 9 in primary education
- Pupils in secondary education
- Youngsters in vocational education till they they enter the labour market

Yearly 1800 children in South Rotterdam starts with primary education.

Career competencies (Marinka Kuijpers)

- Reflection on capacities
- Reflection on motives
- **Work exploration**
- Networking
- Career control

How did we get to this approach?

Starting point:

- Get to know each other
- Some ideas, different projects are started
- Setting the goals
- Not much of a structure in it
- Each one for itself

After that:

- Subsidy opportunities
- Better projects
- Developing an approach to career orientation and guiding

- Better cooperation between schools
- More and more projects are starting
- Projects must be part of the Rotterdam approach for career orientation

- Not just some instruments, but all instruments!
- Not a few schools, but all schools!
- Career orientation more and more as a part of school curriculum

Coordination & Cooperation

Workgroup, led by a chairman

Coordination by a project manager

All schools are represented

The representative is responsible for implementation on 'his' schools

Workgroup is implementing the career orientation program

Special themes are led by the members of the workgroup

The activities have their own managers

Schools are responsible for carrying out the activities

Financing constructions

2013 – 2016: Subsidy Ministry of the Interior

Some instruments are paid by public/private constructions

Schools

2016 – 2019: UIA ???

Working on structures for private investments:

- SROI
- SIB

Results so far

- Career Start Guarantees: 100 to 360
- New employers
- This year 307 youngsters started vocational education with guarantee

Number of schools executing career guidance activities	0	1-3	4-6	7-9	> 10
Primary schools (total 68)	7	28	24	8	1
VO scholen (total 19)		6	7	3	3

- Almost all schools are involved in some way. The challenge is to grow further.
- Percentages choosing for healthcare and technical branches are not significantly changed.
- → takes a lot of time and energy to get everyone involved in the project

The next years

Further Professionalization

Next Economy jobs & skills

New career Starting Guarentees

Better propositions for lower educated youngsters

Impact investment instruments

Goals UIA project:

1. A continuous actualised overview of future orientated relevant skills and jobs
2. Yearly, 1.800 pupils from 9 years up will start an intensive and innovative career orientation program
3. Yearly 600 pupils take up the offer of a Career Start Guarantee
4. 16.000 pupils and their parents are reached by the skills development programme that includes a digital talent portfolio
5. A 30% shift of students towards a study in promising sectors
6. On the long run: Career start Guarantees are expected to decrease unemployment by 20% for recent graduates
7. Over 300 employers committed
8. Decrease in vocational student drop outs by 10%.
9. A sound defined monitoring plan to provide evidence for the economic, financial and social impact for continuation and replication
10. A clear predefined set of criteria and for continuation into the second phase (2020-2025) and continuation until 2032
11. Continuation after 2019 through private-public financial instruments of up to € 3.000.000