

CAREER GUIDANCE – A GLOBAL MOVEMENT

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MY DEFINITION OF CAREER

Career is... the individual's journey through life, learning and work.

It is the place where the individual meets organisations and institutions. It is where individual psychology and aspirations meet social structure.

In this sense everyone has a career.

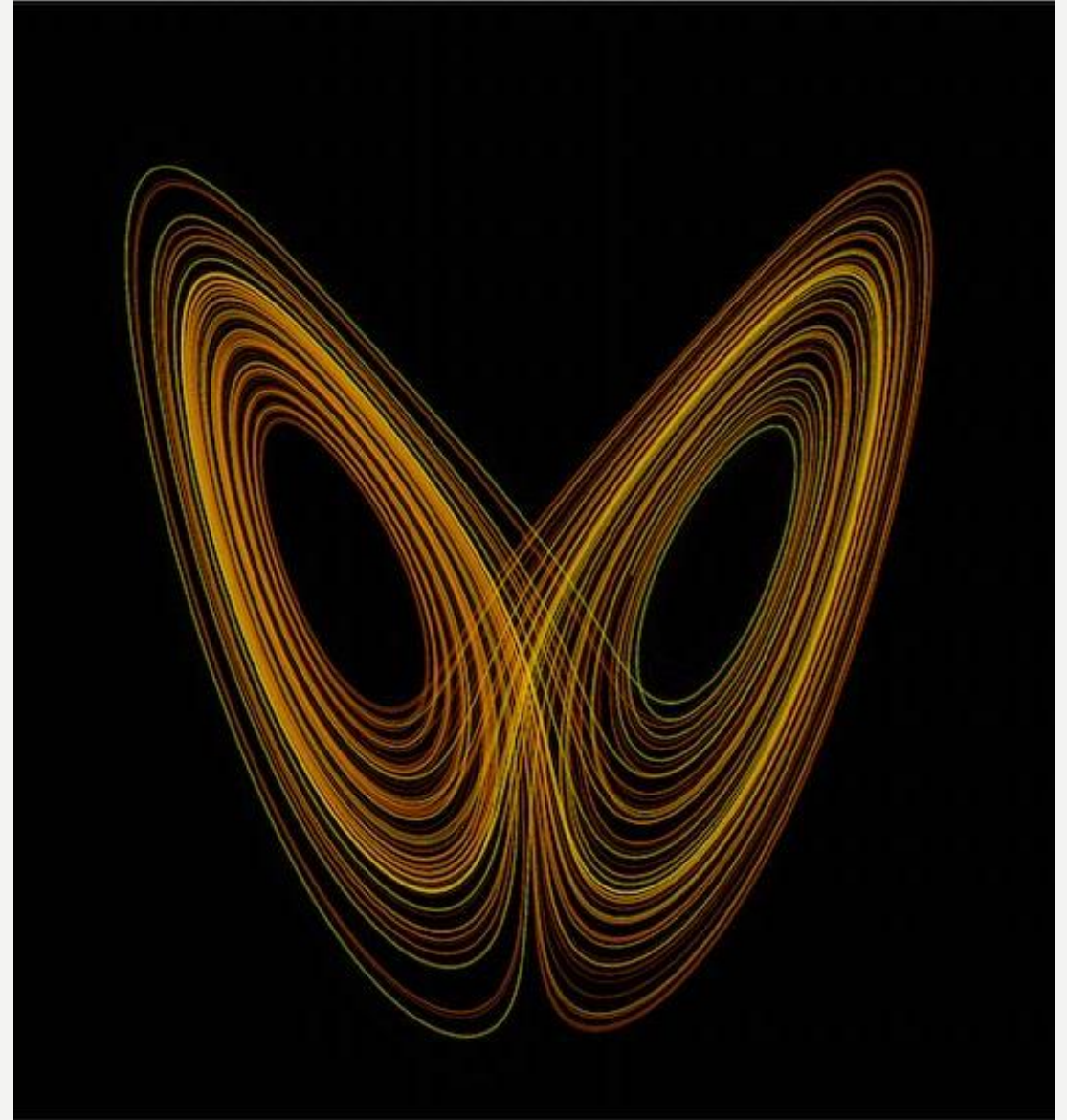


CAREER DEALS WITH CHAOS AND COMPLEXITY

We are always changing.

The world and the labour market
are always changing.

Career guidance deals with the
relationship between the two.



DEFINING CAREER GUIDANCE

“Career guidance supports individuals and groups to discover more about work, leisure and learning and to consider their place in the world and plan for their futures... Career guidance can take a wide range of forms and draws on diverse theoretical traditions. But at its heart it is a purposeful learning opportunity which supports individuals and groups to consider and reconsider work, leisure and learning in the light of new information and experiences and to take both individual and collective action as a result of this.”

Routledge Studies in Education, Neoliberalism, and Marxism

CAREER GUIDANCE FOR SOCIAL JUSTICE

CONTESTING NEOLIBERALISM

Edited by

Tristram Hooley, Ronald G. Sultana, and Rie Thomsen



CAREER GUIDANCE IS A 'GLOBAL TRAVELLING IDEA'

As it travels it carries with it assumptions about what constitutes a career, how such a career should be built and what would be appropriate and useful career support.

It also encounters new circumstances that require it to be adapted and retheorised.

It is different every where, but there is a community 'community of practice' that provides us all with strength and solidarity.





INTERNATIONAL NETWORKS OF COLLABORATION

International Association of
Educational and Vocational
Guidance (IAEVG)

International Centre for
Career Development and
Public Policy (ICCDPP)

Euroguidance

Erasmus projects and
exchanges

Numerous international
conferences and events

SOCIAL MEDIA!

AN INTERNATIONAL POLICY AREA

- 55 national reviews of career guidance systems. Policy and practice exist in many more countries.
- During the late 1990s and early 2000s there were a number of large scale cross national studies conducted by OECD, EU, World Bank, ILO etc. which drew out key themes in policy and practice.



WORLD BANK

Career guidance is strongest in Europe and the English speaking world.

It is weakest in the developing world and in countries with weak democratic structures and large informal labour markets.

While a small private sector exists in many of these countries – the majority of funding comes from the public sector.

Career guidance is best organised as a lifelong system, but in most places it mainly exists in silos within the education system.

Responsibility for career guidance is typically spread across a range of ministries. This weakens it as a policy area.

KEY THEMES

INTERNATIONAL EXAMPLES

- Career guidance takes different forms in different countries.
- But a wide range of countries are investing in it to achieve a range of policy aims.



CAREER GUIDANCE IS BOTH...

- part of an effectively functioning education and employment system; and
- a safeguard against ineffective and imperfect systems.





CAREER GUIDANCE AS A 'NUDGING' INTERVENTION

Learning aims

Participation in vocational and higher education.
Reducing early school-leaving.
Enabling learning mobility
Efficient investment in education and training.
Lifelong learning

Labour market aims

• **Labour market efficiency**
• **Flexibility/flexicurity.**
• **Supporting employment mobility**
• **Youth employment.**
• **Active labour markets**
• **Effective skills utilisation.**
• **Employee engagement.**

Social aims

Active ageing
Social equity.
Social inclusion

PUBLIC POLICY RATIONALES

EVIDENCE BASE FOR LIFELONG GUIDANCE

1.Focus on the individual

- Lifelong and progressive.
- Connected to wider experience.
- Recognising the diversity of individuals and their needs.



1.Support learning and progression

- Involving employers and working people, and providing active experiences of workplaces.
- Not one intervention, but many.
- Developing career management skills.
- Holistic and well-integrated into other services.



1.Ensure quality

- Ensuring professionalism.
- Making use of career information.
- Assuring quality and evaluating provision.

RECOMMENDATIONS FROM ICCDPP 2017

- The International Centre for Career Development and Public Policy (ICDDPP) is an international forum for sharing policy and practice around career guidance/career development.
- The 2017 meeting was held in Korea with 21 countries in attendance.
- It produced a series of international recommendations for governments across the world.



THE WAY THAT WORK IS ORGANISED IS CHANGING, SO...

Build a national, cross-sectoral, career development strategy.

Recognise that individuals' careers pass through the jurisdictions of a range of government departments.

Involve employers in building career development systems.

Widen access to career development services.

Organise career development on a lifelong basis.



TO MAKE SURE THAT YOUR CAREERS PROGRAMMES ARE RELEVANT AND EFFECTIVE...

Involve key stakeholders (parents, employers, educators and citizens) in the design and delivery of career development programmes and services.

Ensure individuals have access to work experience and work-related learning.

Provide good quality labour market information (LMI).

Make use of technology.

Support employers to provide career development services for their staff.

Base policies and practice in evidence.



CAREER DEVELOPMENT IS DEPENDENT ON PROFESSIONALISM, SO...

Involve stakeholders in the design and delivery of career professional training and development.

Actively support professionalism.

Develop approaches for effective inter-professional working.

Ensure high quality initial training.

Support the development of professional associations.

Recognise the need for ongoing professional development.



BUILD CAREER DEVELOPMENT SKILLS THROUGH ENGAGEMENT WITH CAREER GUIDANCE, SO...

- Clearly define career development skills.
- Create a common conversation around career development skills.
- Integrate career development skills into the education and employment systems.
- Actively support advocacy by career professionals for the use of career development skills.



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SO WHAT?

- Career guidance is everywhere
- Governments of all types, in a vast range of countries, identify reasons to fund support and develop career guidance in their countries.
- There are also people like you all over the world. Reach out to them for mutual learning and exchange.
- By working and learning together across national borders we are all stronger.



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