

Possibilities of and experiences with digital career services; Approaches and developments in Denmark, Finland, Estonia

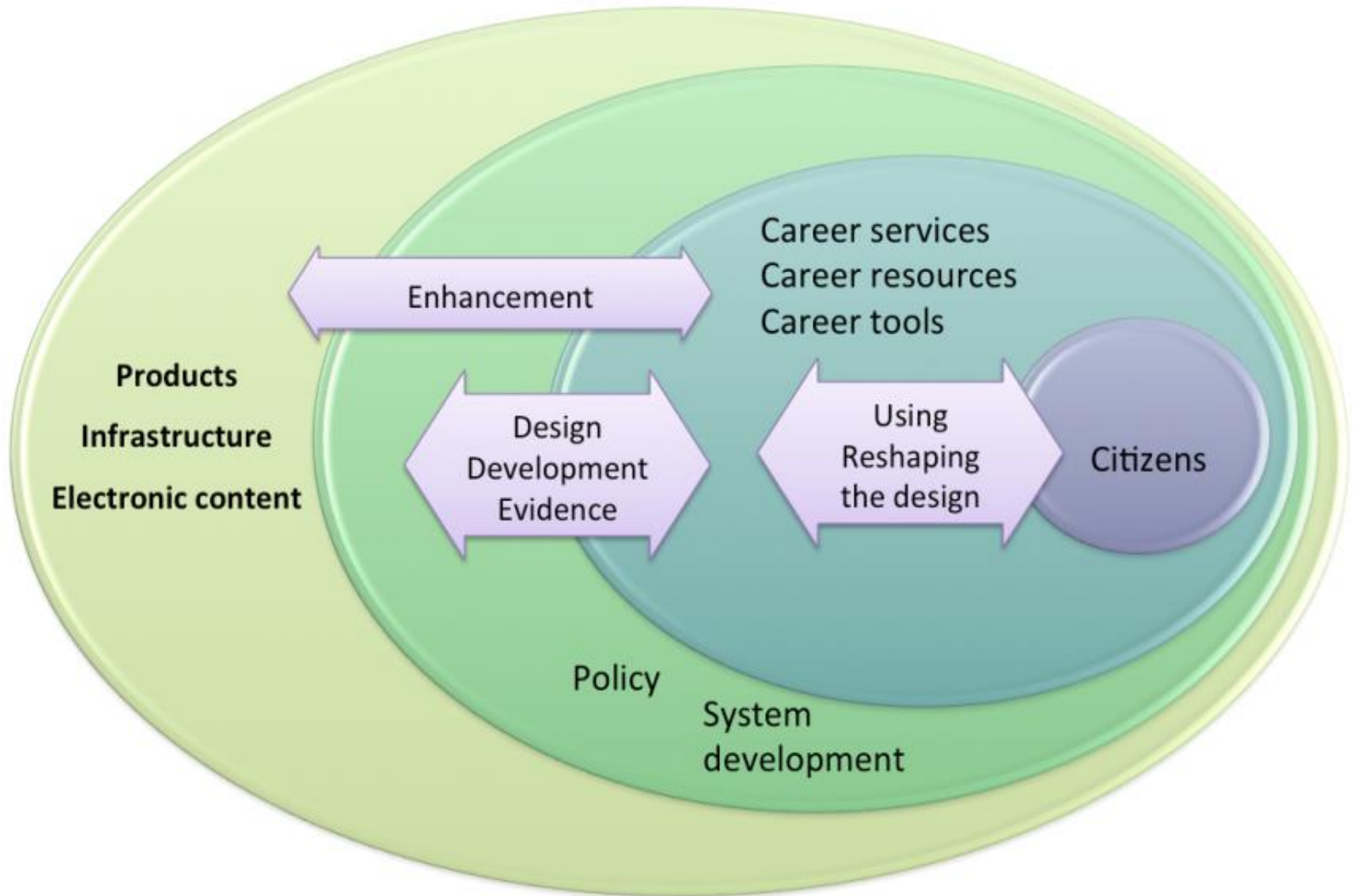
Raimo Vuorinen, Ph.D, Project Manager
Finnish Institute for Educational Research
University of Jyväskylä, Finland

1e Expertmeeting leven lang ontwikkelen

Samenwerking in kwaliteitsborging van loopbaanbegeleiding
Kansen van digitale loopbaandienstverlening
Ministerie van OCW | Den Haag
12 December 2017



ELGPN Guideline 9: ICT in the lifelong guidance systems and policy development



Key elements in the successful use of ICT in guidance (Sampson 2017)

Optimizing capacity of the practitioner & ICT

- How ICT can make practitioners more human

Optimizing access to guidance & counseling

- ICT as a necessity (geography and disability)
- ICT as a convenience (just-in-time guidance)

Evolution of practitioner expertise in using ICT for delivering resources and services

- Evolving expertise of the practitioner – expert in content, process, & managing the social space



Key elements in the successful use of ICT in guidance (Sampson 2017)

Differentiated service delivery

- Meeting the needs of individuals by varying the nature and amount of support provided
- Self-help, Brief, and Intensive Interventions

Access to ICT and support as a Social justice issue

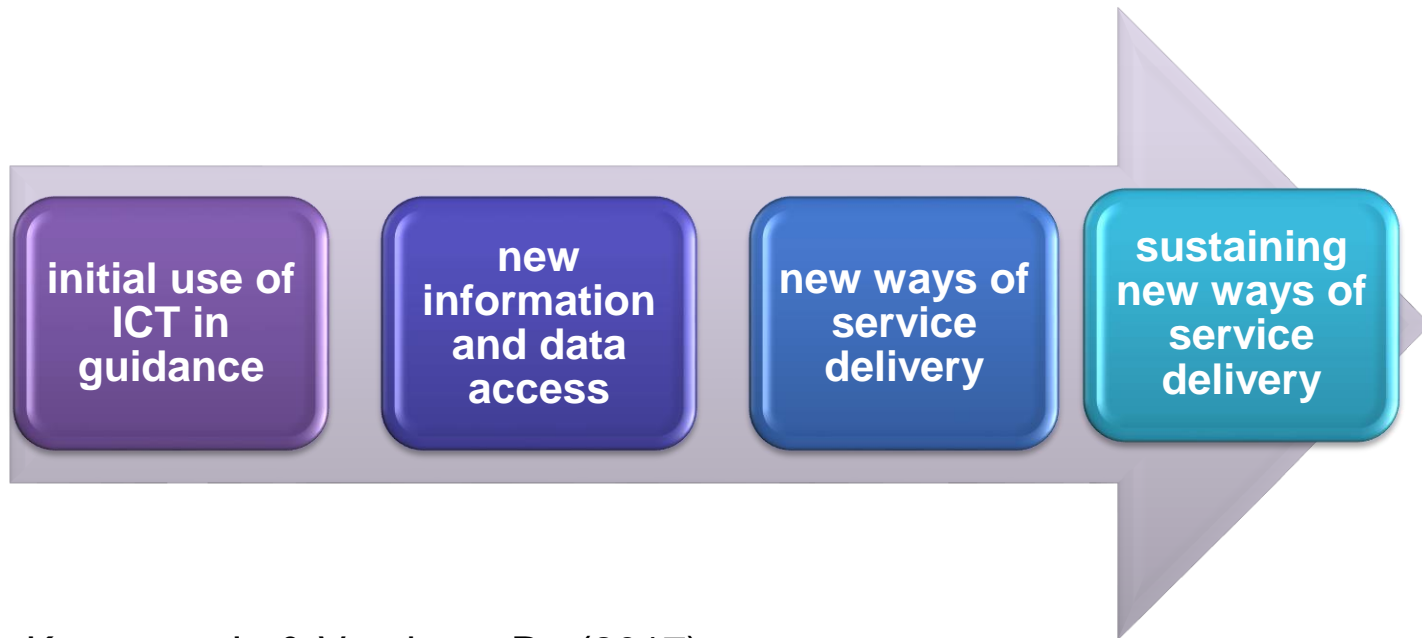
- Traditional guidance limits access while ICT with differential service delivery expands access
- Digital divide (Poverty and Digital Literacy)

Ethical issues

- Digital Divide
- Validity of assessments and information
- Availability of practitioner Intervention
- Confidentiality and user privacy
- Lack of information on local context for distance services
- Specialized skills in distance service delivery
- Managing boundaries in social media



Perceived developments in the use of ICT in Lifelong Guidance in 2017 - preliminary results



Kettunen, J., & Vuorinen, R. (2017)
European Guidance week
28th of September, 2017 - Tallinn, Estonia



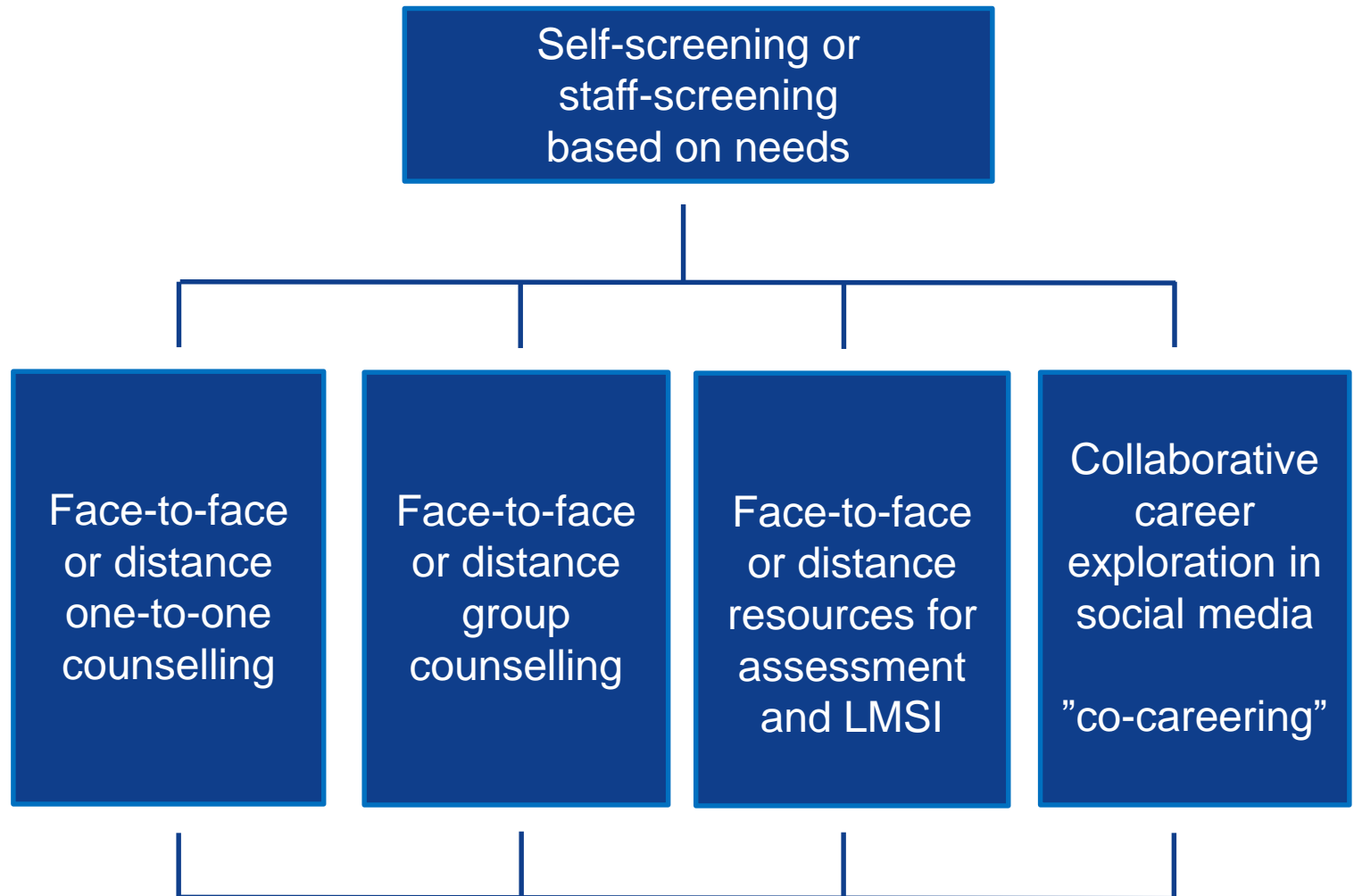
Perceived developments in the of use of ICT in Lifelong Guidance (Kettunen & Vuorinen 2017)

DIMENSIONS OF VARIATION	CATEGORIES			
	initial use of ICT in guidance	new information and data access	new ways of service delivery	sustaining new ways of service delivery
Policy/strategy focus	gathering and publishing information	developing the use of ICT	Maximising/expanding/widening the use of ICT	systematising the use of ICT
Rationale for ICT use	widening access to technology	widening access to information	effectiveness	efficiency
Approach to ICT use	technology focused	content focused	pedagogically focused	systemically focused
Emphasis	infrastructure	consistency	digital skills	commitment
Conceptual framework	lacking	acknowledged need	sectorally agreed	cross-sectorally agreed
Identified system feature for improvement	resources	tools and services	structural cooperation	coordination of sustainable development
Funding	project	programme	co-funding	state coordinated



Transformation of guidance services and the use of ICT

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



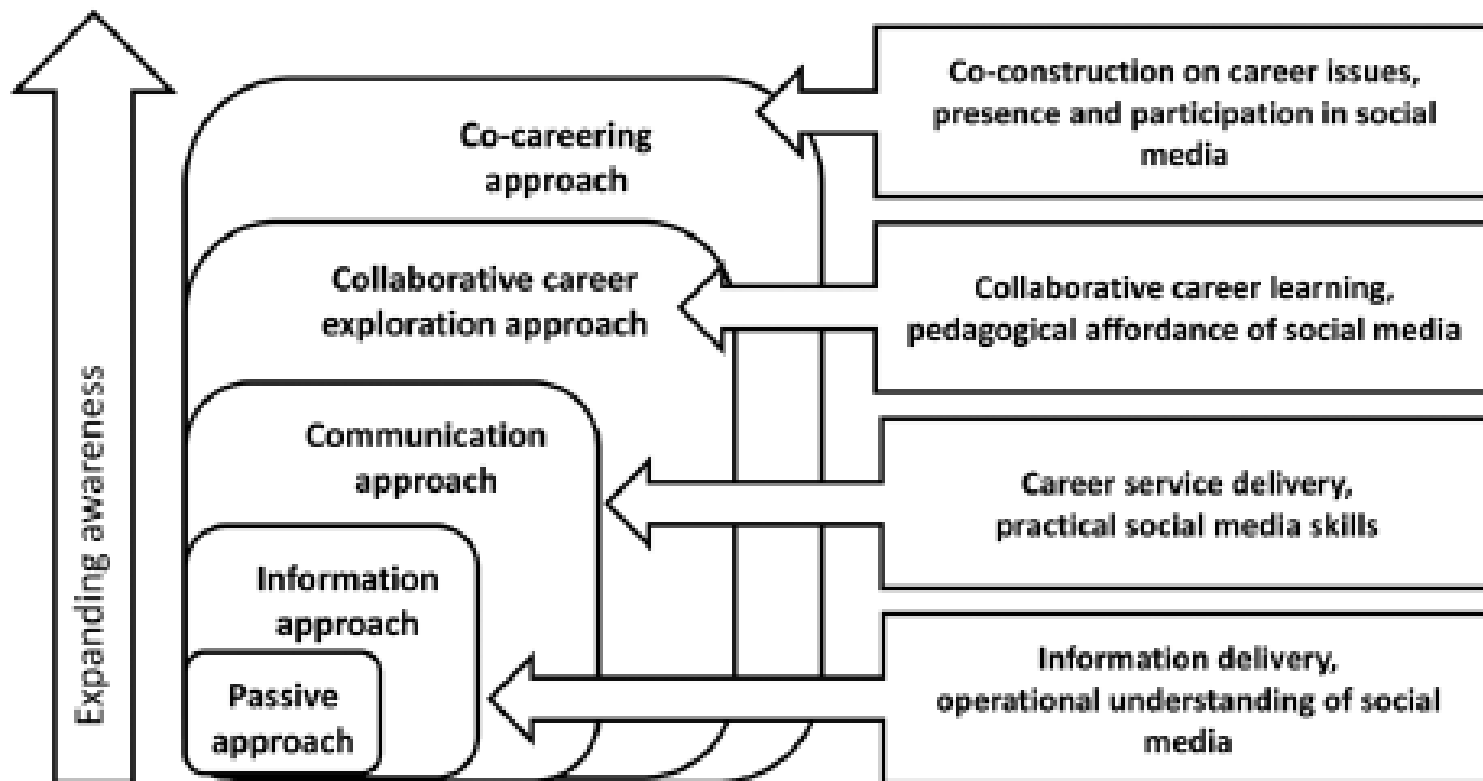


Figure 3. Consolidated conceptions; five general approaches to social media and competency for social media

Kettunen, J. (2017). *Career practitioners' conceptions of social media and competency for social media in career services.*

Jyväskylä, Finland: University of Jyväskylä, Finnish Institute for Educational Research. Studies, 32. Dissertation. <http://urn.fi/URN:ISBN:978-951-39-7160-1>



National case studies:

Denmark

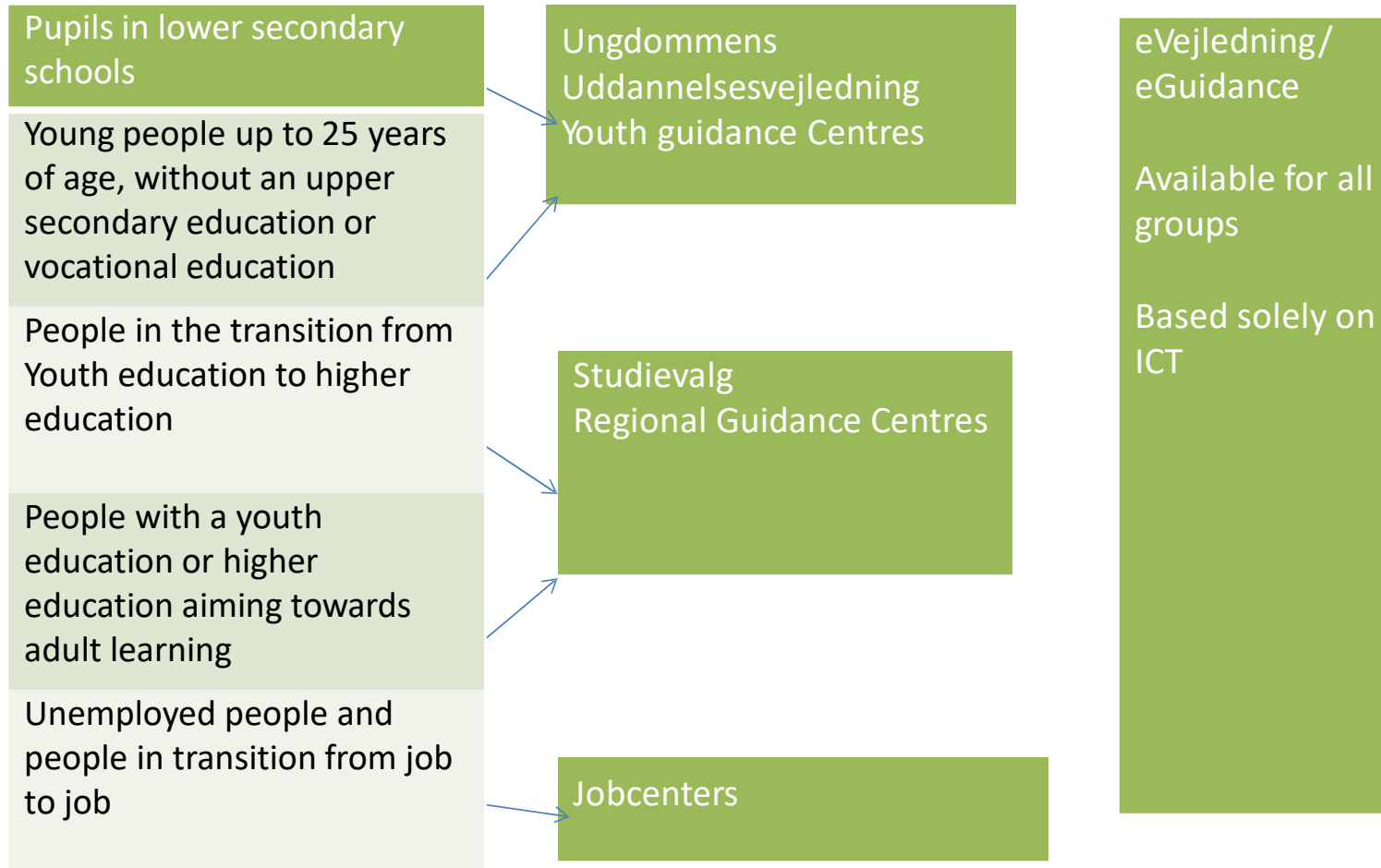
Estonia

Finland





Guidance Services



eVejledning

The chat provides a direct dialogue with a counsellor and offers the possibility of getting links during the conversation

On the phone the user can get a quick answer or have a longer conversation about your possibilities

The email gives the users time to write their questions and answers at their own pace

The digital information meetings give the users the option of listening to the counsellor, asking question and see, what others are asking

In Facebook the users can ask questions, find current updates, and join debates

<https://www.ug.dk/>



MINISTERIET FOR
BØRN, UNDERVISNING
OG LIGESTILLING
STYRELSEN
FOR IT OG LÆRING



UNDERVISNINGS
MINISTERIET

UddannelsesGuiden

UDDANNELSER TIL UNGE

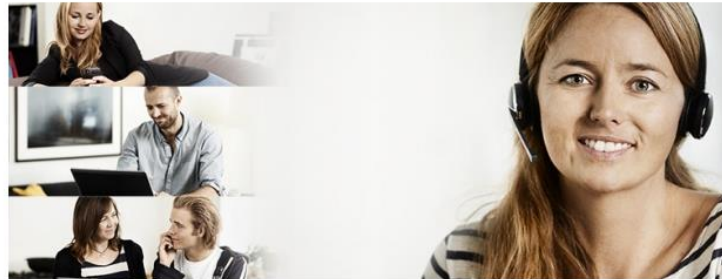
VIDEREGÅENDE UDDANNELSER

VOKSEN- OG EFTERUDDANNELSER

JOB OG KARRIERE

FÅ INSPIRATION

Forside / eVejledning



om eVejledning

eVejlednings tilbud - samlet oversigt

Åbningstider

Mandag - torsdag: kl. 9 - 21

Fredag: kl. 9 - 16

Lørdag og søndag: kl. 12 - 16

eVejledning



Chat med en
eVejleder



Ring 70 22 22 07



Mail



Digitale møder



eVejledning på
Facebook



ForældreGuiden
på Facebook





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 getting ready to choose an youth education – as well as helping their parents
- To contribute to reach the target of 95 % of young people having a youth education



Organization, eGuidance

- eGuidance is a part of the Ministry of Education
 - 26 skilled counsellors:
 - 12 full time counsellors in Copenhagen and Aarhus
 - 14 part time counsellors, also working in other guidance services – spread around the country or working with other projects within the organization
 - Part time counsellors often work from their own home all over the country
 - Availability
 - Opening hours from 9 am to 9 pm on weekdays
 - Opening hours from 12 am to 4 pm on Sundays
-

More information about e-Guidance in Denmark

- eGuidance in Denmark: A new initiative to help more persons into education <http://ufm.dk/publikationer/2011/eguidance-in-denmark-a-new-initiative-to-help-more-persons-into-education?searchterm=e-guidance>
- A spotlight on e-guidance: <http://twelvehorses.ie/ncge/news/summer-2014.html> page 23
- Guidance in Education: <http://ufm.dk/publikationer/2014/guidance-in-education?searchterm=guidance%20in%20education>
- Case study Denmark: <http://www.cedefop.europa.eu/en/publications-and-resources/publications/5555?src=email&freq=weekly>



<https://e-estonia.com/solutions/>



e-identity

Did you know that more digital signatures have been used in Estonia than in the rest of the European Union altogether?

- ID card
- Mobile-ID
- e-Residency
- Smart-ID

[LEARN MORE](#)



interoperability services

Did you know that X-Road saves over 800 years of working time for Estonia every year?

- X-Road
- e-Land Register
- Population Registry
- Sharemind

[LEARN MORE](#)



security and safety

Did you know that scalable blockchain technology called KSI is invented by Estonian cryptographers?

- KSI Blockchain
- e-Law
- e-Court
- e-Police

[LEARN MORE](#)



healthcare

Did you know that Estonia uses blockchain technology to ensure healthcare data security?

- e-Health Records
- e-Prescription

[LEARN MORE](#)



e-governance

Did you know that 99% of public services are available to citizens as e-services?

- i-Voting
- State e-Services Portal
- e-Cabinet



mobility services

Did you know that self-driven vehicles have been allowed to drive on public roads in Estonia since 2017?

- Intelligent Transportation Systems
- Mobile Parking
- Border Queue Management



business and finance

Did you know that you can establish a company in Estonia just in 18 minutes?

- e-Tax
- e-Banking
- e-Business Register
- Industry 4.0



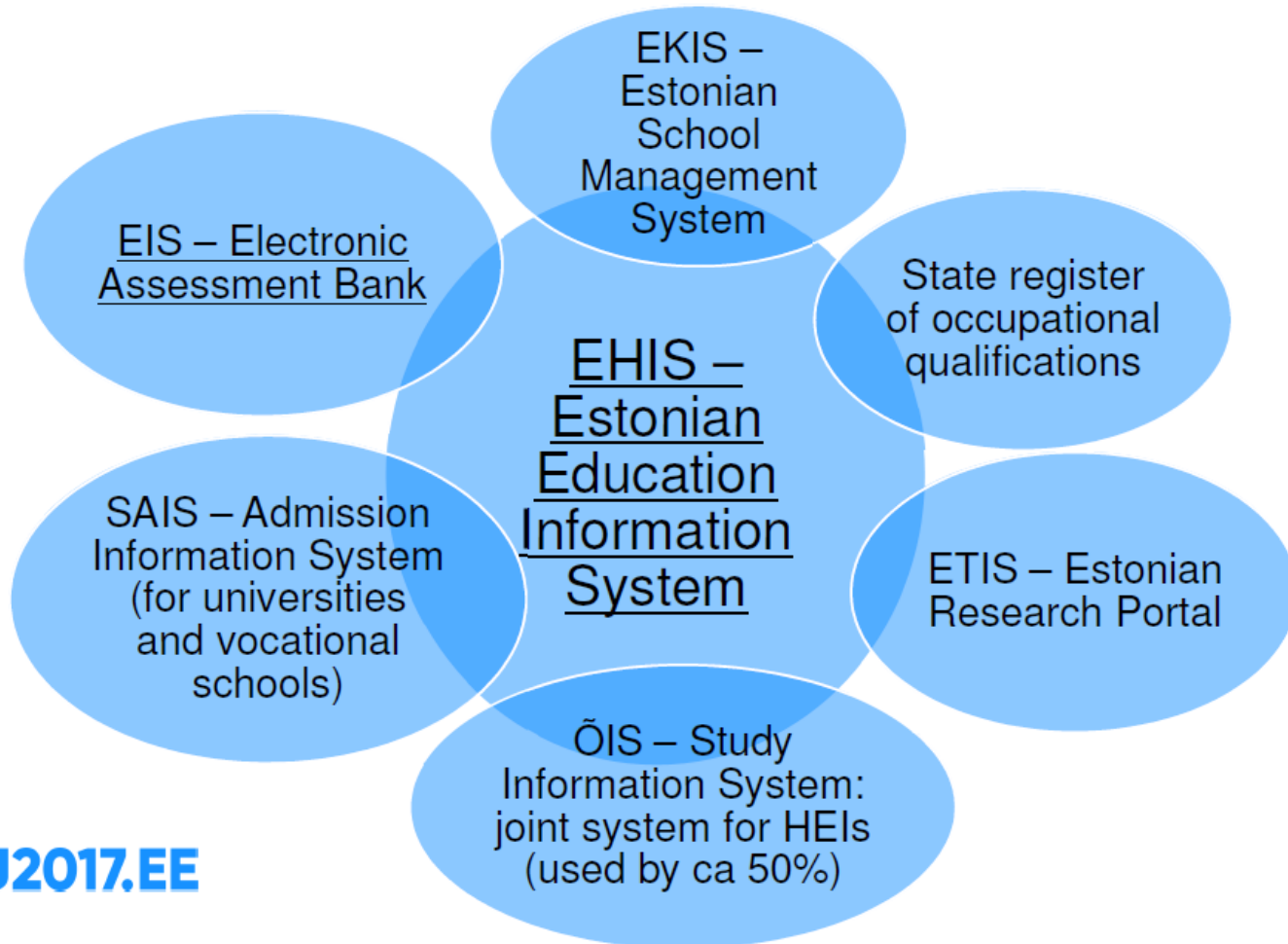
education

Did you know that twice as many students pursue IT careers in Estonia than the average in other OECD countries?

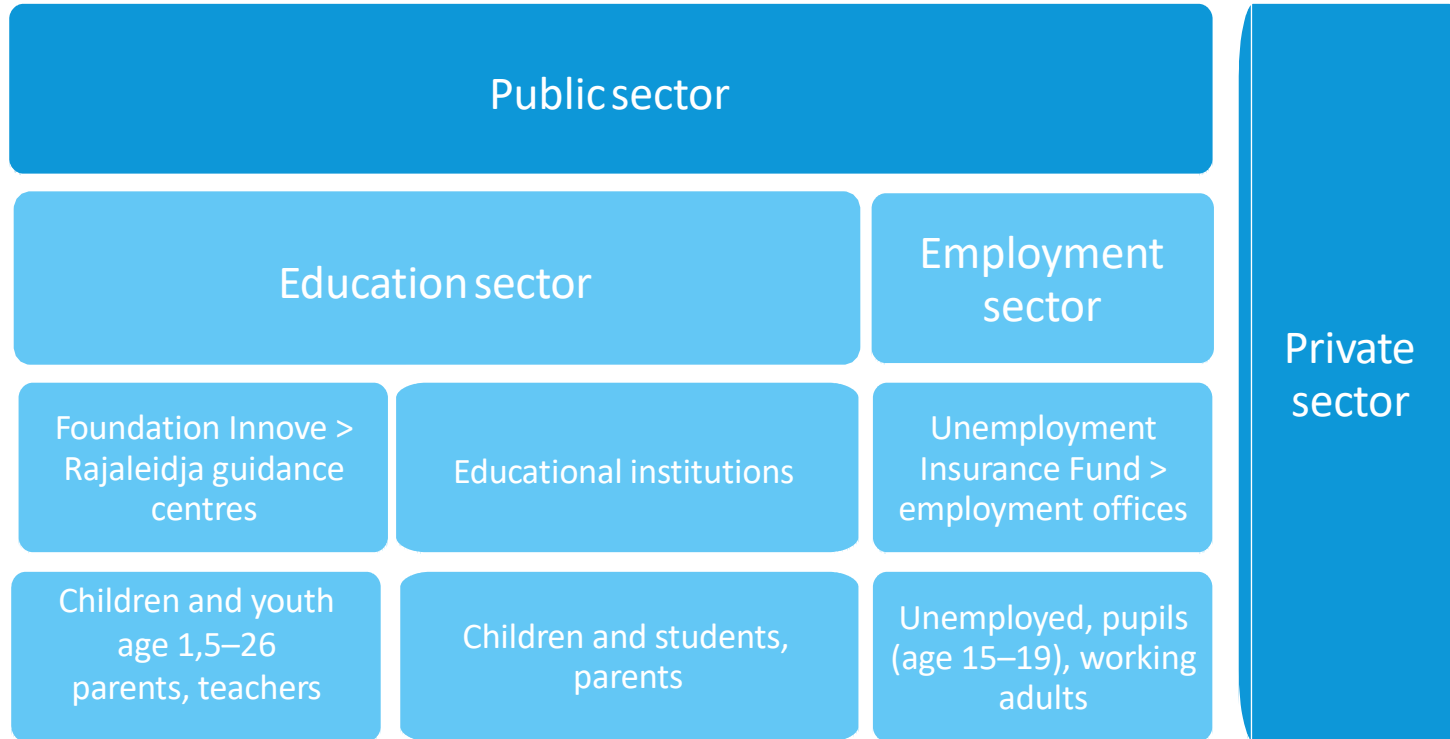
- e-School
- DreamApply
- Estonian Education Information System

Estonian Education Information System (EHIS)

Centrally Managed Information Systems in the Field of the Ministry of Education and Research



Lifelong Guidance Structure in Estonia



(Estonia: Orion 28.9.2017)

<http://www.innove.ee/en/lifelong-guidance/guidance-week-registration/presentations-and-materials>



ESTONIA: <http://rajaleidja.ee>



NOORELE

SUUNAJALE

TÄISKASVANULE

RAJALEIDJA MÄNG

REGISTREERU NÕUSTAMISELE

RAJALEIDJA KESKUSED

RU

KARJÄÄRINÕUSTAMINE

on tasuta teenus kuni 26aastastele noortele, mis pakub tuge tulevikuga seotud küsimuste, valikute ja otsuste langetamisel ning karjääri kujundamisel.

LOE LÄHEMALT

ÕPPENÕUSTAMINE

on tasuta teenus, mille raames pakutakse nõustamist lapsevanemale, õpetajatele ja teistele haridustöötajatele, et toetada lapse ja noore arengut ning toimetulekut.

LOE LÄHEMALT

Rajaleidja e-nõustaja

Triin Saluveer
e-nõustaja

👍 Hea 🗨️ ✉️



Triin Saluveer
Tere! Kuidas saan sind aidata?

Vestle nüüd

Powered by LiveChat

Guidance provision (channels used)

- Face-to-face (individual or group)
- Telephone, e-mail
- Skype, Facebook chat
- Rajaleidja.ee chat (*started march 2017*)
- Video counselling in speech therapy etc (*in development*)

Main problem in video counselling: finding reliable and affordable no-fuss technical solution (video counselling testing in Gruveo, Talkini etc)

(Estonia: Orion 28.9.2017)

<http://www.innove.ee/en/lifelong-guidance/guidance-week-registration/presentations-and-materials>



Lifelong Guidance in Finland

Educational Services

Comprehensive school (9 years)

Upper secondary education (3 years)

General upper
secondary school

Vocational
college

Higher education (3-5 years)
Universities &
Universities of applied sciences

Adult education institutions

Employment Services

TE-services.fi & Enterprise Finland
online service
Service introduction, information, guidance,
tasks, e-services

Self-Service

TE-aspa

TE-Office

TYP Cross-
sectoral joint
service
promoting
employment

Multi-channel

Internal cooperation and consultation

Co-operation in networks

One-Stop
Guidance Centers

Rationale for developing One-Stop Guidance Centres and web based services in Finland (Kilpeläinen 2015)



Lifelong Guidance in Finland – examples of existing web services

Employment Services

- <http://www.te-services.fi>
 - Information for jobseekers and employers
 - Information on TE-Services
 - Local TE-services
 - Guidance and support
 - E-Services
 - Online jobseeker registration
 - Vacancies and vacancy watch service (also available as a mobile app)
 - CV-net
- <http://www.ammattinetti.fi>
 - Labour market information
- <http://foreammatti.fi/index>
 - Service aimed to shorten the time spent on searching for work by providing labour market information
- <https://www.mol.fi/avo/>
 - AVO is a trade selection system designed to help decide on an occupation and education
 - Information on almost 350 occupations
 - Information on education leading to occupations
- <https://asiointi.mol.fi/avo/responsive/front-page.xhtml>
 - New version of AVO

Educational Services

- <https://studyinfo.fi>
 - Information on different qualifications and studies in educational institutions in Finland. The service can be used to find different study options and apply for the studies online.
 - User Groups
 - study programme applicants
 - students
 - educational institutions and higher education institutions
 - companies and other working life organizations
 - public administration and organizations
- <http://maailmalle.net/english>
 - Maailmalle.net-website is targeted to Finnish young people who are looking for international mobility opportunities. The website is maintained by Centre for International Mobility (CIMO) and it is published in Finnish and Swedish.

Programme for Sustainable Growth and Jobs

Leverage from
the EU
2014–2020



Lifelong Guidance in Finland – examples of existing web services

Other Guidance Services

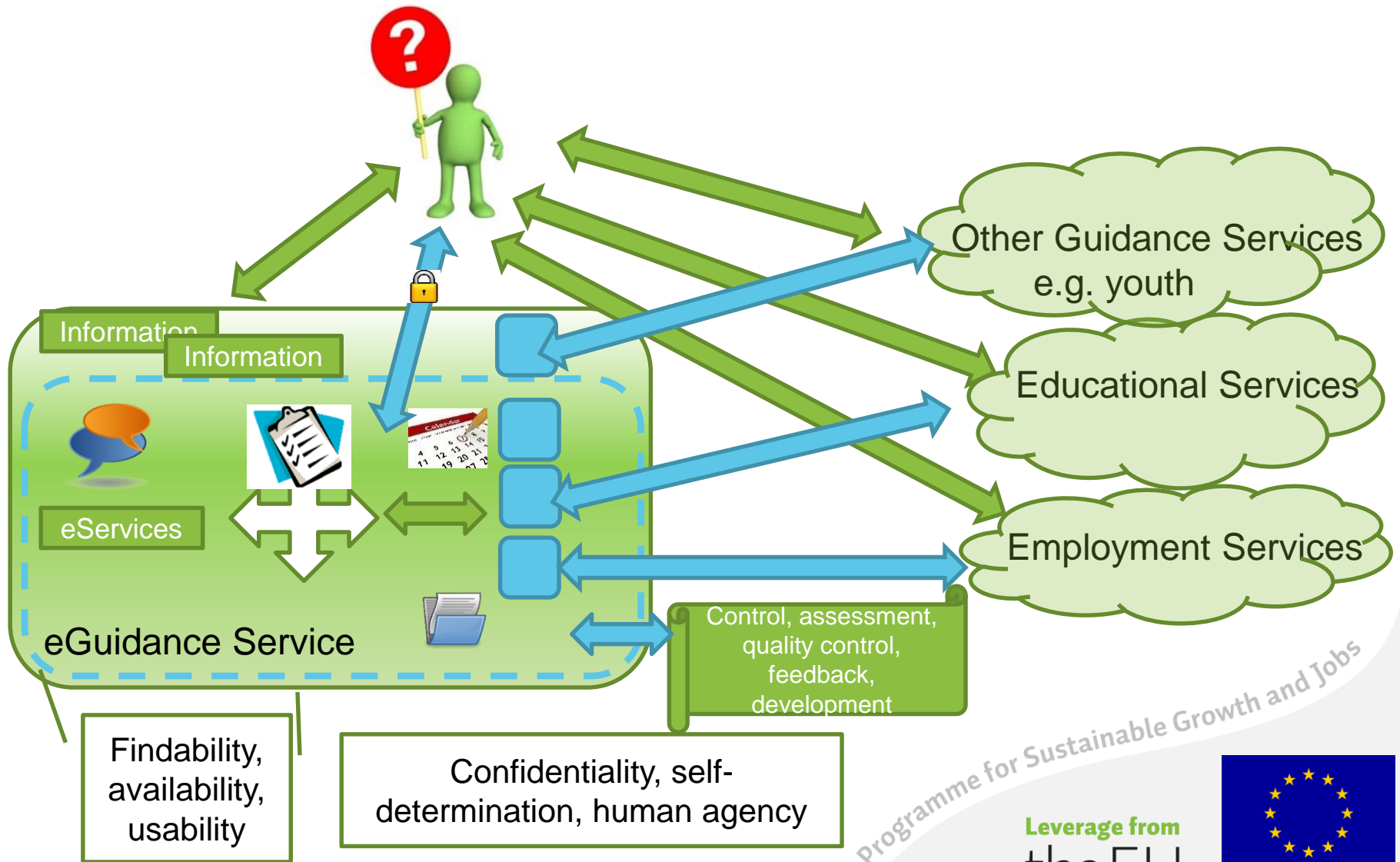
- <http://www.nuortanelama.fi>
 - the service provides guidance and assistance in all kinds of situations. Nuortanelämä.fi directs the user to municipal local services who will be able to provide further guidance in challenging situations.
- <http://www.mll.fi/nuortennetti/>
- <http://kunkoululoppuu.fi/>
- <https://www.naytonpaikka.fi/>
- <http://www.nuortenlinkki.fi/>
- www.mielenterveystalo.fi/nuoret
- www.pelastakaalapset.fi/nuorisotoiminta/teke-mista-ja-tukea-verkossa/suunta
 - web based, anonymous, open for all young people, national and professional low-threshold guidance and advice service.

Programme for Sustainable Growth and Jobs

Leverage from
the EU
2014–2020



New online integrated guidance services 2020



Programme for Sustainable Growth and Jobs

Leverage from
the EU
2014-2020



Integrated, lifelong support

- how can integrated, holistic support to citizens be created?
- Systematically focused and integrative use of ICT
 - joint strategy and standards development between ministries
- Integrative use of ICT in modelling the key elements of the guidance services and systems
 - one-stop-shop concept both virtually and in concrete centres
 - coherence of the services across the providers
- Linking ICT-based career services to other national e-services
 - e-Guidance & e-Governance
 - common vision in the role and use of ICT
- Self-help becomes increasingly important
 - integration ICT literacy and acquisition of CMS in career education
- Updating the training of guidance professionals



Better mobility and labour market functioning

– how can guidance evolve to help improve labour market outcomes?

- Wider access to LMSI for citizens and practitioners
- As citizens improve their skills in using ICT-based LMSI, they can better improve the link between their individual skills and the labour market.
- Use of ICT in collecting and delivering LMI information in partnership among key stakeholders
- Use of big data to inform people about the trends of the Labour Market.
- Promotion of awareness of EU mobility tools for learners
- Enhancement of portfolio strategies and pedagogical approaches
 - Opening the locks in individual career pathways



Thank you!

For further information, please contact:

Raimo Vuorinen, Senior researcher, Ph.D.
Finnish Institute for Educational Research
P.O. Box 35
FI-40014 University of Jyväskylä
tel. +358-50-3611909
Fax +358-14-617418
email: raimo.vuorinen@jyu.fi

LinkedIn: <https://fi.linkedin.com/in/raimovuorinen>

Skype: vuorai

