

Investing in Career Guidance

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Investing in career guidance -An advocacy leaflet (2021) (Inter-Agency Working Group on Career Guidance WGCG)

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'New scenes for career guidance' - Stockholm, Sweden (Piperska Muren) 31 May - 1 June 2023





















Contribution of the WGCG organisations

- Common vision of the collaborating WGCG organisations; with contributions by some external experts (CareersNet, ICCDPP)
- Raise awareness, underline importance for policy inside, outside field, to invest in career guidance
- Accessible language, relatable terms and examples
- Show of cooperation, pulling resources and work done
- Diverse regional constituencies, publics, stakeholders, with shared challenges
- Gives visibility to important community players worldwide, large networks, professional career associations, civil society actors
- Aims to capture key elements, aims and actors, though not exhaustive



Contents: Investing in Career Guidance!

- 1. A user-friendly definition for career guidance
- 2. Organisation of systems, key quality signs
- Timing reasons career guidance is needed more than ever
- 4. Empowerment of individuals, communities, families + those furthest from the labour market
- 5. Many ways to connect with the world of work
- 6. Brief facts and information; **collective knowledge and evidence**: effectiveness, quality, system and service gaps, funding for training
- 7. Links and further reading from international and regional sources
- 8. Boxes with interesting practices from around the world

..... New scenes for career guidance conference – topics visible!



Defining career guidance for all - worldwide

What?...

For what purposes?...

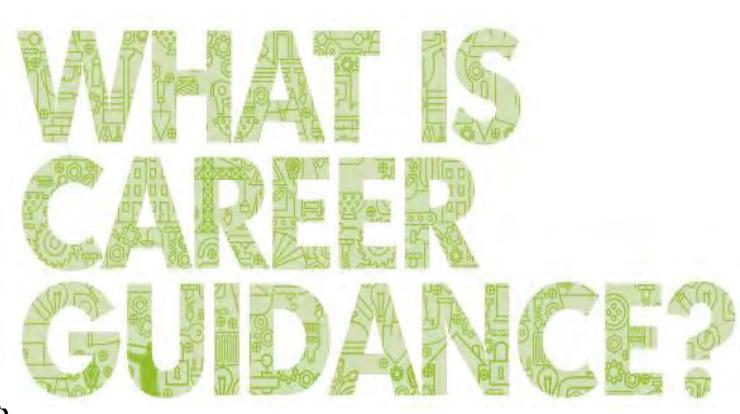
How?...

Where?...

In which policy field and services?...

Which benefits and who benefits?...

Overall aims?...Capacity to manage careers - CMS

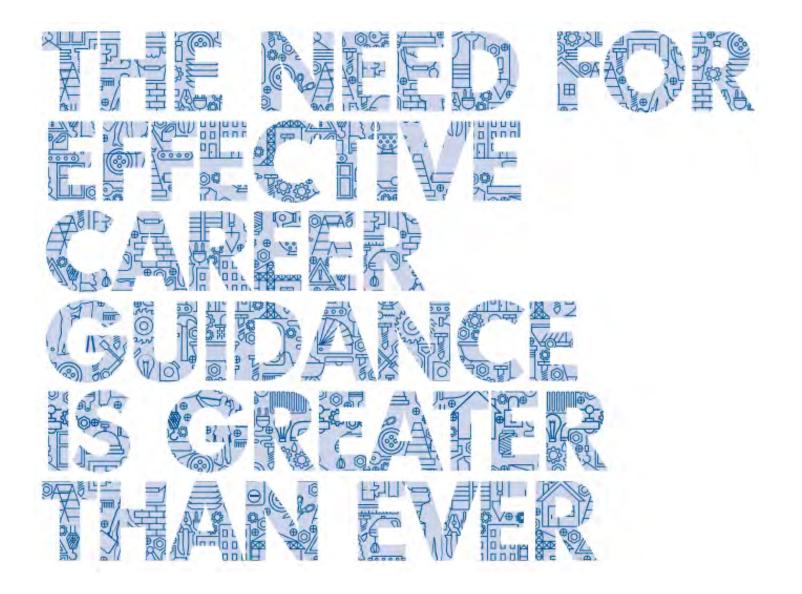


Organising career guidance

- Coordinated, seamless, lifelong provision
- Right and ability to access
- Stable and suitable funding
- Quality assured, professionalised, timely LMI, standards & evidence-based improvements from M&E, user feedback
- Technology, for innovation and access, catering to user needs



→No ideal one model; context, national and local differences



Effective career guidance

- Responding to diverse needs of people families, communities
- Embedded in E&T systems
- About and for personal and wider societal aims
- Well-trained professionals, timely, impartial information, provisions and counselling
- Needs of vulnerable in focus; facing barriers, support in visualising careers
- Is accessible to all, compensatory for weaker access to social networks





Collaborative national vision and strategy

To achieve these generic hallmarks of an effective and efficient career guidance system, a national vision and strategy should be developed collaboratively between responsible government bodies, in areas such as education, training, social protection and employment, together with social partners and other civil society organisations.

....skills development



The world of work

Recruitment skills development - career talks - jobs fairs - workplace visits school volunteers - career talks - job shadowing practice - outreach to world of work - career exploration -CV workshops - mock interviews - performance evaluation - raising awareness of skill gaps, training available, internal opportunities.



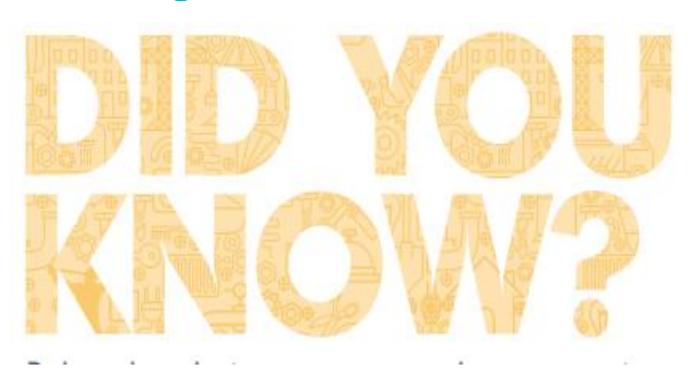
The world of work

- Employer engagement is frequent, authentic, personalised in career education
- Primary school start
- Challenging gendered assumptions and stereotyping
- Actors: trade unions role models, mentors, sectoral councils, raise profile in training and HRD



Sharing collected facts and findings

- Pandemic responses in policy and funding
- Youth and adult career outcomes
- Assumptions and misconceptions, lack of service awareness
- Tools of the trade plans and surveys
- Challenges in QA
- Financial and non-financial measures





- WGCG international and EU agencies/organisations and their products, networks
- CareersNet
- ELGPN
- Euroguidance
- IAEVG
- ICCDPP



WGCG – Global careers month (November-December 2022)

- Cedefop
- EuropeanCommission
- ETF
- ILO
- OECD
- UNESCO
- World Bank (2022)



Thank you



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