Career guidance and counseling

Career guidance and counseling contributes to greater efficiency in the labor market, which is reflected in a greater employability and mobility of the workforce and the increased percentage of successful schooling (decreases drop out).

Number of European documents / Memorandum of lifelong learning, Resolution on better integration lifelong guidance into lifelong learning, ET2020.../ considers career guidance as key strategic component for implementing lifelong learning and employment strategies at national and regional levels.

Therefore it is important to work on improving the knowledge and skills that enable planning and career development of students, such as:
- self-assessment (awareness of students abilities, interests, values, strengths and weaknesses),
- knowledge about the professional information (monitoring needs and trends in the labour market),
- practical skills,
- setting appropriate objectives, planning, decision making, problem solving etc.
Strategy of career guidance and counselling in RS states

career guidance and counselling as one of the main instruments of human resources used to achieve both educational goals (improving the efficiency of the education system) and economic development objectives and goals of social justice and inclusion.

In short career guidance and counselling contributes to:

- Fundamental rights at work
- More efficient investment in education and training;
- Greater efficiency in the labour market, which is reflected in greater employability and labour mobility;
- The development of human capital and labour;
- Social inclusion of every individual;
- Social equality of every individual;
- Active citizenship.

According to Eurydice report (Modernization of Higher Education in Europe - Access, retention and employability) European commission policy points out role of higher education in providing knowledge through transferable competences for graduates, who need it for success in occupations that require a high level of expertise, as well as the importance of the involvement of employers and labor market institutions in the design and delivery of programs, including practical experience in education.

Furthermore, there is necessity of better monitoring of the career of former students in order to increase the relevance of the programs (European commission, 2011).
Monitoring careers of former students
Where are you? What you are doing?

Example: Researching employability among talented graduated students

Main aim of this research was to examine employability among talented graduated students, as their understanding and expectations about different aspects of employment and work, their needs and activity in further specialization.

This results indicated the importance of cooperation between companies and universities in development of student practice.

Participants in general showed need for further knowledge and specialization, and they emphasized the importance of analytic, solving problems and decision making skills in business world.

Results point at the need for career consultation and empowerment resources which talented had, in order to prevent unemployment.

One of the most important factor for employment is willingness and motivation presented on job interview, or job interview skills.

DEFINING CAREER GUIDANCE

Resolution on Lifelong Learning EU Council of Ministers in 2004, defines career guidance as a series of activities that train individuals of any age, at any stage of their lives, to identify their own abilities, competencies and interests, to make decisions concerning their education for the profession and to manage flows of their lives in learning, work and other areas in which they can acquire and apply skills and competences.
Career guidance and counseling should provide young people make realistic decisions about their future professional paths. The program should provide quality information, advice and guidance to young people in order to overcome any potential barriers that may jeopardize their personal and professional development. Young people need to be prepared and trained to take responsibility for their plans, actions and decisions.

Successful development and career management implies an active role of the individual and taking responsibility for their own career development.

• The “dejobbing” wrought by the global economy has produced the “insecure worker”, including employees who are called temporary contingent, casual contract, freelance part time, external, atypical, consultant and self-employed.

• The transformation of the labour force from core workers with permanent jobs to peripheral workers with temporary assignments has already affected nearly half of workers in Europe.
Activities of career guidance and counseling for students can be divided by groups of activity:

- CAREER INFORMING
- CAREER COUNSELING
- CAREER EDUCATION
- CONNECTING WITH BUSINESS WORLD.

This division is conditional, because in practice, one program has advisory, informational and educational component.

**Career information** includes information on occupations, the necessary competencies, trends in the labor market and opportunities for work experience and training. Information should provide an adequate basis for making decisions about career, directing the individual to independent research and development of critical attitude towards the various sources of information.

Information about job vacancies, practical training, shadowing, volunteering, job fairs...
Career counseling (as in the field of work activity) helps individuals understand their own objectives and aspirations, professional and personal potential, make decisions based on information, dedicate themselves to activities and manage changes in their career whether they are planned or unplanned.

The aim of the activities of career counseling is a better understanding and recognition of their own needs and interests, solving the dilemma of career-related professional development and raising awareness about the skills needed for active career management.

Career counselling

- drop in (15 min) counselling (45 min)
- providing consultive services to students who has dilemma during choosing the career or positioning on the work market after graduation
- Test of professional orientation and interests

- Virtual Job Interview Adviser
Young people during their studies have not gained enough self-presentation skills or work experience in order to be competitive in the labor market. Also, there is no developed system to acquire practical job skills that would assist young people with no working skills or experience to be better recognized in the labor market.

- More than 150 most common questions from employers, answers and advices.
- Interactive - students can record their interview and play it back for improving their self-presentation skills. Furthermore, professional staff can see it and provide suggestions and career guidance.

Example - Interview Questions

- What kind of personality do you work best with and why?
- Was there a person in your career who really made a difference?
- What are your lifelong dreams?
- What do you ultimately want to become?
- How would you describe your work style?
- What is your personal mission statement?
- What irritates you about other people, and how do you deal with it?
- What is your greatest fear?
- Sell me this pencil.
- Who are your heroes?
Name three things you learned in school that could be used on this job.

COUNSELOR: Think about the primary lessons you learned in school. In addition to specific subject matter, you learned some technical skills and some work behavior skills. Which of these skills could be important to your performance on this job?

STUDENT: “My success in school was directly related to my work habits. I learned how to plan my schoolwork and then work that plan. I feel confident in my ability to successfully meet deadlines, work on group projects, and produce timely reports. All of those skills will be assets in this job.”

If I remember only one thing about you, what should it be?

Relate your answer to the job requirements. If you are seeking a job in customer service, you will want to pick one of your strengths that make you great at communicating with others. If you are looking for a computer programming job, you will highlight your strongest technical skills. If you want a management or supervisory position, then your answer will focus on your ability to lead others. If it is difficult to extract a key skill from the job requirements, answer instead with something about your personality that makes you a valuable employee.

“I want you to remember that I am a terrific team player. I collaborate well with others and appreciate diversity.”

“I want you to remember that I have the ability to listen empathetically, which makes me great at customer service, especially in a call center environment.”
Шта је Виртуелни интервју за позао

Виртуелни интервју за позао је први интерактивни софтвер у Србији за симулатно интервју за позао, са преко 150 реционалних питања постављених у симулатима и вежбаним тестовима поезије за позао, а на тај начин што ње се припрема мањи део активно трајање поезије. Истраживања су показала да се добијање поезије показана спремност и мотивација на самом интервју за позао.

Искustvo sa Vиртуелним интервјуером

Испробајте Виртуелни интервју за позао - кликните на један питање да бисте видели пример за питање, савет и предлог одговора

Питанја - Упознавање - Риццо ми размишт о себи

Пример питања

- Питанја - Едукација и трансформација - Због чега сте аплицирали за позао који је изван претходног поезије?
- Питанја - Редно искуство - Како је било контактирати са претходним поезије као што је име њиховог града?
- Питанја - Вештине и способности - Које су ваше најзначајније вештине?
- Питанја - Линост, вредности, циљеви - Шта ми можете рећи о себи што још некада не знала и што би ми навео да ваше занатство?
- Питанја - Понашање и ситуације - Испитујте неку догађај која је стигла да ћете рећи да превозиш у акцију.
- Питанја - Домаћи задатак - Како сте се дешавали у свој делатности?
- Питанја - Понављање позао - Како бисте описали вашу идеалну радну окнуренију? Како окнуреније вам доноси ума да будете посебно а
Career education in line with the concept of lifelong learning, helps individuals understand their motives, values, and how they can contribute to the society in which they live. It provides them knowledge about the labor market, skills that enable them to carry out elections in the sphere of education, work and life, and also enables them to plan a career and prepare for work. The programs of career education should enable individuals to take an active role in their own professional development, successfully respond to trends and "rules" that govern the modern labor market.

Connecting with the business community aims to complement other activities of career guidance and counseling, where the emphasis is on providing opportunities to gain practical experience, testing and application of knowledge and developing skills through applied learning.
University of Novi Sad
Centre for Career Development and
Student Counselling

www.razvojkarijere.uns.ac.rs

Initiation

- Result of cooperation of
  - the Foundation of Crown Prince Alexander for Culture and Education
  - University of Nottingham
  - University of Novi Sad

- Opened: October 2008

*The first Career Centre in Serbia was opened at the University of Belgrade (2006). UK universities have had Careers Services since the 1960s, and the Association of Graduate Careers Advisory Services www.agcas.org.uk has been in existence since 1967.*
Following the model of one of the most successful centres for career development at the University of Nottingham, in order to provide professional services for supporting students and graduates in developing knowledge and skills relevant for employment and further education, University of Novi Sad founded Centre for Career Development and Student Counselling.

**STRATEGIC CONNECTION OF ACADEMIC AND BUSINESS COMMUNITY**

The primary **mission** is to provide the highest standards in career guidance and counseling and to provide knowledge and skills meeting the needs of users, society and projected regional and national development.

The **vision** is that it tend to become a unit with the highest level of excellence in the providing career services and counseling and in quality of services in the area of raising employability of students. The center is dedicated to the empowerment of individuals to enter into a competitive global labor market with confidence and competence.

Core values are: orientation to the student, client autonomy, excellence, competence, cooperation, respect for diversity, creativity, confidentiality and ensuring equal rights of access to services.
Goal

- Is to meet all the needs of students and graduates who are in process of developing their careers by providing them with information and other services that would help them to position themselves better on the employment market.

Tasks

- to provide information related to employment and career development
- to advise students on the choice of occupation
- to facilitate the process of gaining work experience
- and to develop students’ career skills.

Target group

- all students from the University of Novi Sad or students who graduated three years ago.
- Target group is also business community and companies which can provide students with first work experience.
The services that the Center offers students and graduates are:

- University programs of professional practice;
- Help in preparing the Curriculum Vitae (CV), motivation letters, job applications (individually, via email, drop in consultation);
- Individual counseling to students who have a dilemma when making career decisions or positioning in the labor market after graduation;
- Workshops, training sessions and seminars for career development skills (active job search, writing a CV, preparing for a job interview, etc.);
- Information about job vacancies, training, volunteering, job fairs, and others;
- Company presentations and meetings with employers;
- Brochures with tips for employment and career development;
- Useful literature in the area of career development;
- The ability to create profile and CV on the website of the Centre.
In order to achieve better cooperation between companies and enterprises and connecting with students and graduates, the Center provides services to employers:

- Providing information about companies for students;
- Promoting the advertised vacancies for permanent or part-time job;
- Promoting opportunities for practice;
- The possibility of holding company presentations and lectures by experts from the company for students;

**Services for employers**

- A special section on the site dedicated to employers;
- Consultations on matters of employment and hiring graduates;
- Consultation and assistance in the organization of professional practice;
- The collection of applications, pre-selection;
- Training for mentors;
- Monitoring and evaluation program of professional practice.
Example Swansea University, UK - Key activities relating to employers

- Online Vacancy Service
- Annual Careers and Employability Fair
- **Careers Talks** (example: What Graduate Recruiters look for & surviving assessment centers: an interactive workshop taking students through the job application process, interviews and assessment centers)
- **Employers in the foyer** - Employers have the opportunity to have a presence in the entrance of the Library and Information Centre. They are provided with a table and can display their exhibition stand and leaflets
- **Gradintel** - Students’ Gradintel profiles include highly detailed information about all their skills and experience and also incorporate psychometric tests. These profiles are very finely tuned to ensure good matches with the job profiles that employers enter into the system.

The GO Wales Programme - GO Wales is a multi-strand graduate employability and skills programme - Work experience placements (6 and 12 weeks, full-time). Over 65% of employers offer their graduates a longer contract after the placement ends), Shadowing, Training programme and Graduate Jobs - recruitment site.

Five most important qualities that are crucial for the selection of new candidates are:

1. High motivation
2. Work experience - professional practice
3. Additional training - informal education
4. Volunteer experience
5. Multidisciplinarity.

These qualities can make an advantage of candidate over others in hiring.
Internship - key to mastering new career skills

Interest in internship?

- Proactive approach to management of human resources
- Better cooperation of academic and business world
- Employability of graduates
Three-way contract

Company

- Opportunity for employment - recruiting
- Delivering young, educated and perspective people for placement
- Providing positive social example

Significance for company
Students

- Opportunity for employment
- Introducing with the process of work
- Networking
- Exploring the options, career profiles - impact on career choice
- Practical knowledge and experience, gaining new skills
- Insight into the functioning of enterprises and labor management
- References for CV

Significance for students

Faculties

- Better relationship with economy
- Professional network
- Alignment of theoretical knowledge with the needs of the economy
- Tracking trends on labour market
- Providing positive social example

Significance for faculty
What should companies provide?

- Delegate mentor, supervisor
- Positive environment
- Defined working conditions for students
- Evaluation
- Fulfilling the contract

Experience in the world and in our country has shown that employers often hire graduates with experience

- In Zagreb internship lasts 3 weeks, in Slovenia 4 weeks, in Germany 12 weeks (and in EU most often for 12 weeks)
- Recommendation of EU is that the practical training should not last less than a month.
- The experience in developed European countries show that students are motivated to find and realize their practical training
- The law defines that in most European Union countries employees get tax reliefs if they take students for practical training.
- In developed countries students have opportunity to do internship in virtual companies where working processes are simulated
- Students’ practical training may be obligatory or not.
Universities play an important role in creating a successful system of students’ practical training and providing the quality of education that responds to the market needs.

- To work and study is a completely normal situation in developed countries in Europe and around the world, while in our country, it is not common yet.
- Educational institutions are, among other, valued by how much they have been engaged in organizing and realization of students’ practical training, primarily because their students have adequate practical knowledge besides the theoretical after graduation (Multiranking).
- However, providing students’ practical training is nowadays not only a matter of competitiveness of some university but a real need of the market which constantly changes every few years.

Paid or not?

Unpaid practical training is a very convenient ground for misuse if employers are not aware of the significance of engaging young interns (most often ending with training young people who would later become their employees).

In California (USA) employers are required to take interns and pay them at least the country’s minimum salary. Certain countries have recognized that the professional practical training is the vital component in development and improvement of relationship between the academic and business world.
University of Novi Sad has agreements with organizations from public and private sector for internships in their offices

- Units of local government on the territory of APV
- The Provincial Government and the Assembly of APV
- Institutions and companies founded by the City of Novi Sad
- As well as in private company such as NIS

- Internship lasts 6 months, around 20 hours per week so students can manage academic obligations and internship
- Research of employability of interns in Assembly and Government of Autonomous Province of Vojvodina – around 20% of interns get employment at the position where they did internship
- Softer for pre-selection of candidates.

Educational Training - key to mastering new career skills

New economy requires individuals who possess a wide range of high-level skills and abilities, such as critical thinking, problem solving, teamwork and decision-making skills (also known as soft skills) and therefore Universities should include in their activities promotion of its importance and for example organizes career lectures of employers.
Why career workshops?

- Students usually do not get these kind of knowledge during studying
- Soft skills are required by employers
- Career skills increase the level of employability and prepare graduates how to enter and present themselves on a labor market.

Career workshops in Novi Sad in the Center

1. Writing a CV and motivation letter
2. Assertive - Business Communication
3. Creative decisions making
4. Business-bon ton
5. How to interview not be a panic interview?
6. What happens after graduation?
Career workshops in Novi Sad in the Center

Open day at Center for career development and student counseling

- 26 Jun 2013
- Five mini presentations were held:
  1. Active job search - situation and prospects
  2. EXPLORE - Career Planning @ CONTINENTAL
  3. Catch the employer’s attention – resume and cover letter
  4. Selection process
  5. University internship programs - perspective of ex practitioners
Open day at Center for career development and student counseling

EVALUATION OF WORKSHOPS

- Students evaluated the workshops by criteria: fulfillment of expectations, usefulness of the information and work of presenter
- Average grade was calculated from these criteria
Average grade of workshops

- Writing a CV and motivation letter
- Assertive communication
- Business bon ton
- Self presentation skills, career development, virtual interview
- Creative decision making
- Professional orientation
- What happens after graduation
- How to interview not be a panic interview?
- Time management
- Motivation for job search
- Communication in business environment
- Working with difficult people

Brochures with useful career advices

- Completing Application Forms
- Making Career Decisions
- No Idea about a Career?
- Writing a CV
- Job Interviews
- ...

20/05/2015
Edition *Manuals for career development*

Covers topics considering soft career skills and advices in preparing for labor market

**MANUAL FOR CAREER SKILLS**

1. MOTIVATION MANAGEMENT
2. SETTING GOALS
3. STRESS MANAGEMENT
4. ASSERTIVE COMMUNICATION
5. BUSINESS BONTON
6. HOW TO IMPROVE PUBLIC SPEECH
MANUAL FOR ACTIVE JOB SEARCH

1. WRITING CV
2. LETTER OF MOTIVATION
3. LETTERS OF RECOMMENDATION AND COVER LETTERS
4. HOW TO PREPARE FOR JOB INTERVIEW?
5. JOB SEARCH MISTAKES
6. POSSIBLE REASONS WHY YOU DID NOT GET THE JOB
7. HOW INTERNSHIPS AND VOLUNTEERING CAN HELP IN FINDING A JOB?
8. HOW TO USE PART-TIME JOB WORK EXPERIENCE?
9. KEY ELEMENTS OF A JOB SEARCH

MANUAL FOR CAREER RESEARCH AND CAREER PLANNING

STEP 1 KNOW YOURSELF
RESEARCH PROFESSIONAL VALUES
RESEARCH PROFESSIONAL INTERESTS
RESEARCH PROFESSIONAL SKILLS
ANALYSIS OF PERSONAL SKILLS, STRENGTHS, WEAKNESSES, THREATS AND OPPORTUNITIES

STEP 2 THE WORLD OF WORK
FINDING IDEA OF POSSIBLE JOBS AND CAREER DEVELOPMENT
COLLECTING FURTHER INFORMATION
PROS AND CONS

STEP 3 SETTING OF OBJECTIVES, ACTION PLAN AND CAREER DEVELOPMENT STRATEGY
DEFINING THE GOAL AND ACTION PLAN (SWOT AND PEST ANALYSIS)
ANOTHER VIEW - WHEEL OF LIFE
GENERAL STRATEGY OF CAREER

STEP 4 IMPLEMENTATION
International organisations of career centres / advisers

- FEDORA
  http://fedora.plexus.leidenuniv.nl/

- AGCAS
  www.agcas.org.uk

Thank you for attention