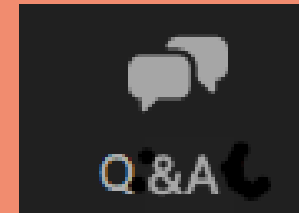
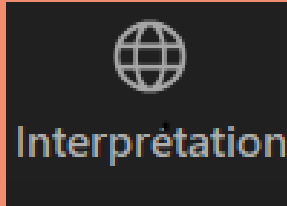


Welcome to our webinar – The future of career guidance in PES!

Bienvenue à notre webinaire - L'avenir de l'orientation professionnelle dans les SPE !

Bienvenido a nuestro seminario en línea - ¡El futuro de la orientación profesional en los SPE!





Please select your language (English, French or Spanish) by clicking on the globe icon below your screen.

Merci de sélectionner votre langue (anglais, français, espagnol) en cliquant sur le globe en bas de votre écran.

Por favor, seleccione su idioma (inglés, francés, español) haciendo clic en el globo situado en la parte inferior de su pantalla.

Questions can be asked via the Q&A chat only. Only a few questions will be answered live, the remaining ones will be attended afterwards, in the follow-up of the event.

Les questions peuvent être posées uniquement via le chat Q&A. Seules quelques questions recevront une réponse en direct, les autres seront traitées ultérieurement, dans le cadre du suivi de l'événement.

Las preguntas sólo podrán formularse a través del chat Q&A. Solo se responderán algunas preguntas en directo, las otras se atenderán después, en el seguimiento del evento.



Career guidance in PES

Tristram Hooley



CAREER GUIDANCE IN PUBLIC EMPLOYMENT SERVICES

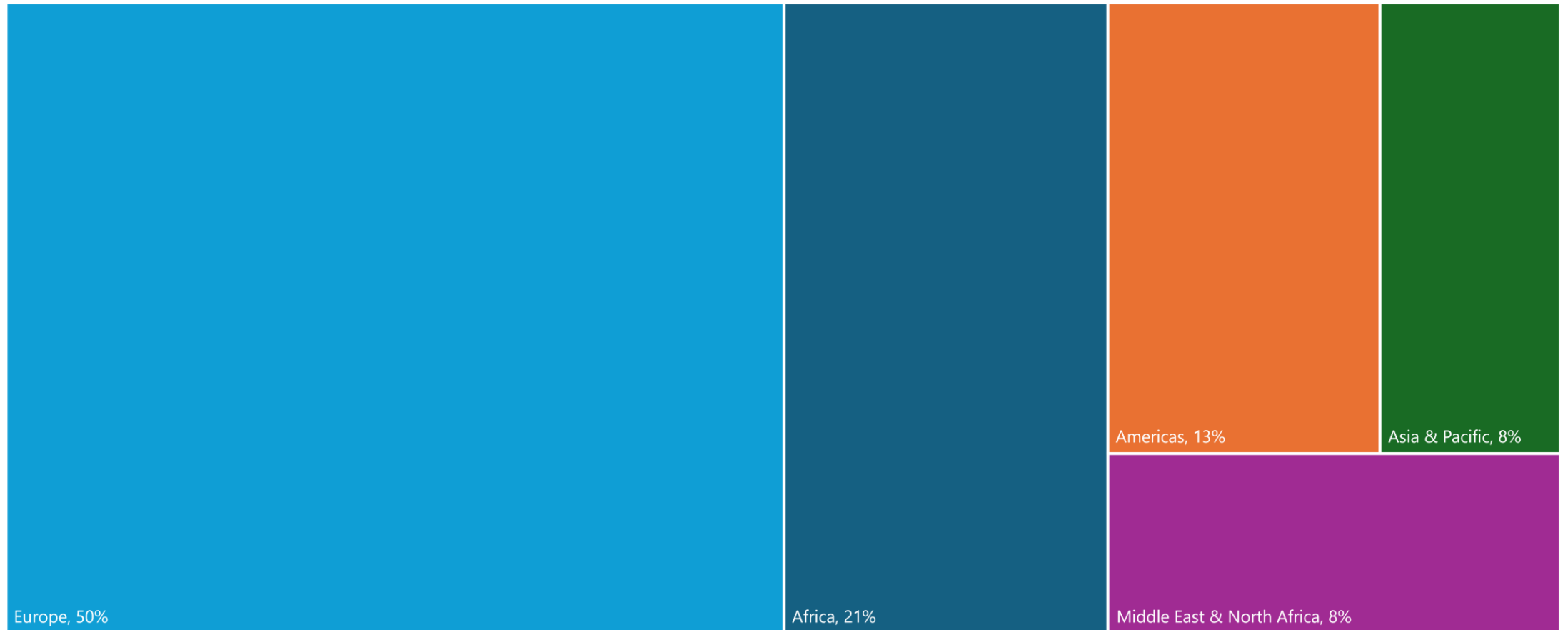
New report

- The survey was conducted from 1st October to 21st November 2024.
- The study is based on a survey of 48 PES worldwide, drawn from the WAPES membership.
- This represents 59% of WAPES membership.

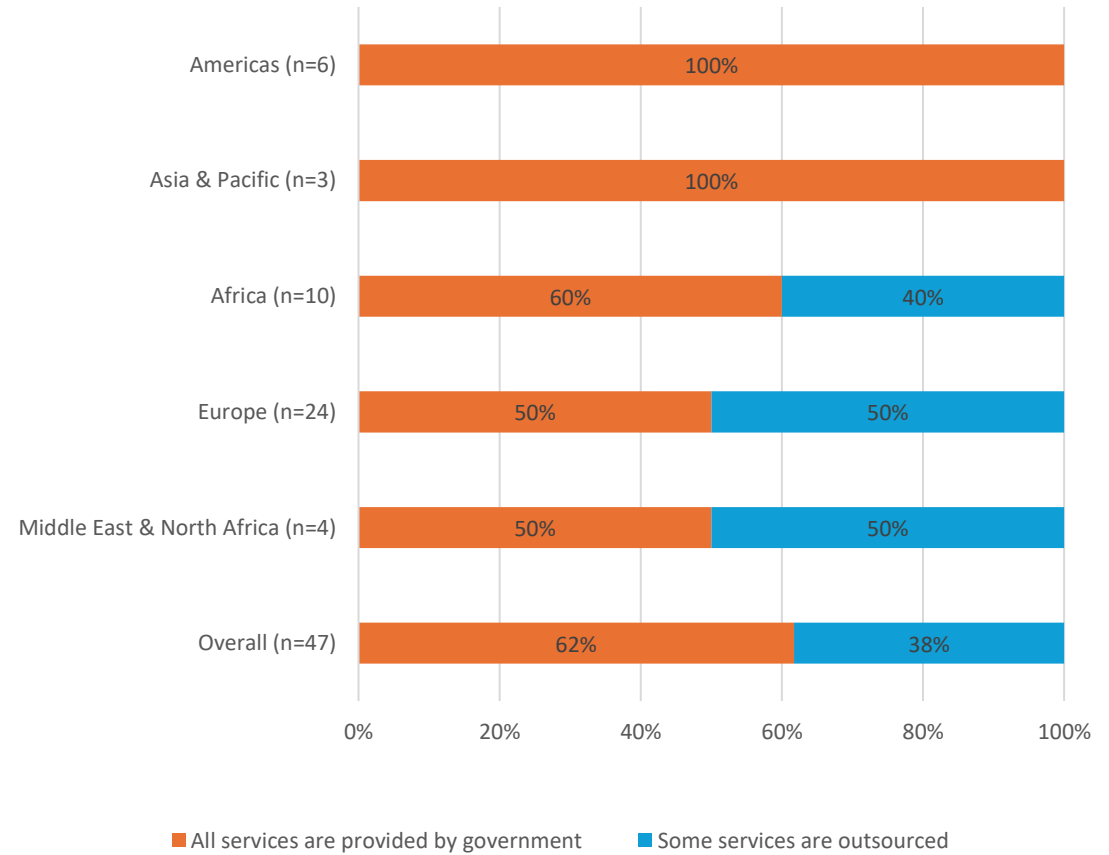
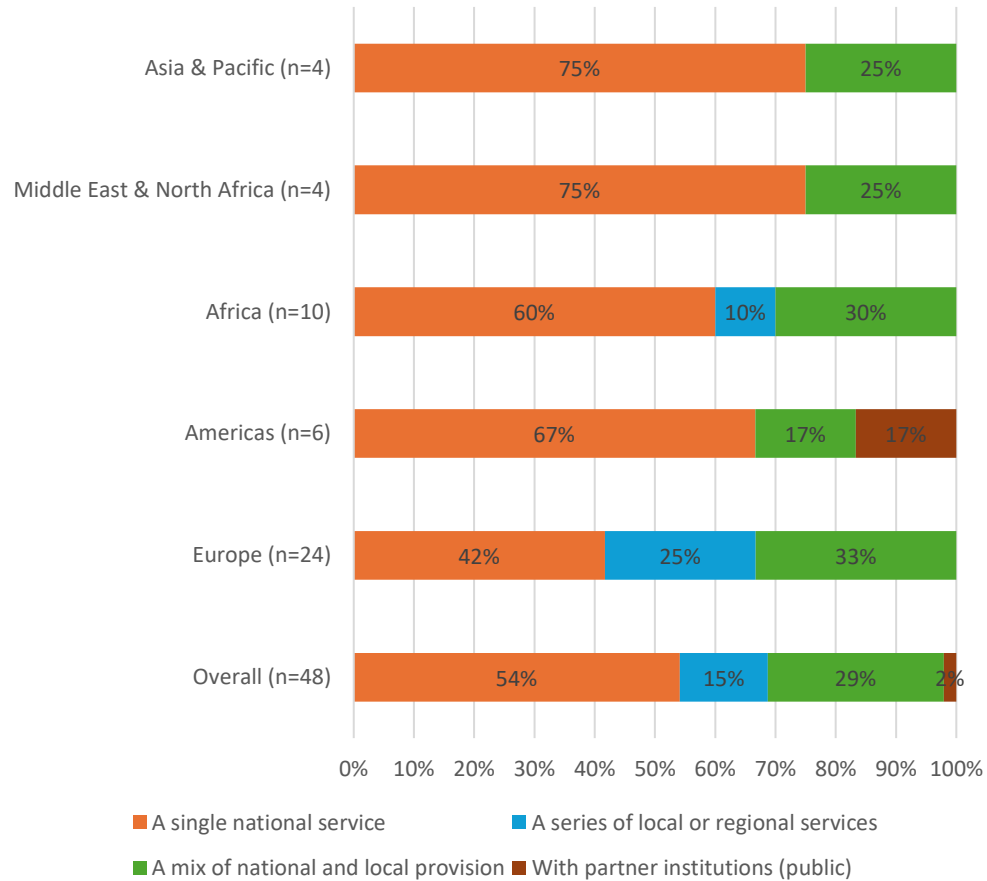
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Breakdown by region



How are services delivered?



Most important policy goals for PES

1. Support national labour market policy (matching labour market supply and demand)
2. Promote employment opportunities
3. Support the transition of young people from education to employment
4. Support businesses in recruiting workers
5. Support the social and economic inclusion of job seekers
6. Secure and maintain full employment
7. Develop the workforce
8. Promote decent work and freely chosen employment
9. Increase the formalisation of the labour market

Most important programme aims for PES

1. To find employment for people as quickly as possible (work first approach)
2. To place people in a training programme or other active labour market measure (training first approach)
3. To help people to make career, education and employment decisions
4. To collect, analyse, and disseminate information on job vacancies and applicants (skills demand)
5. To provide information on occupations and learning pathways to these
6. To assess an individuals' job/training preferences and attributes
7. To administer unemployment insurance
8. To refer the unemployed to wage subsidy programs
9. To support long term career planning

User groups

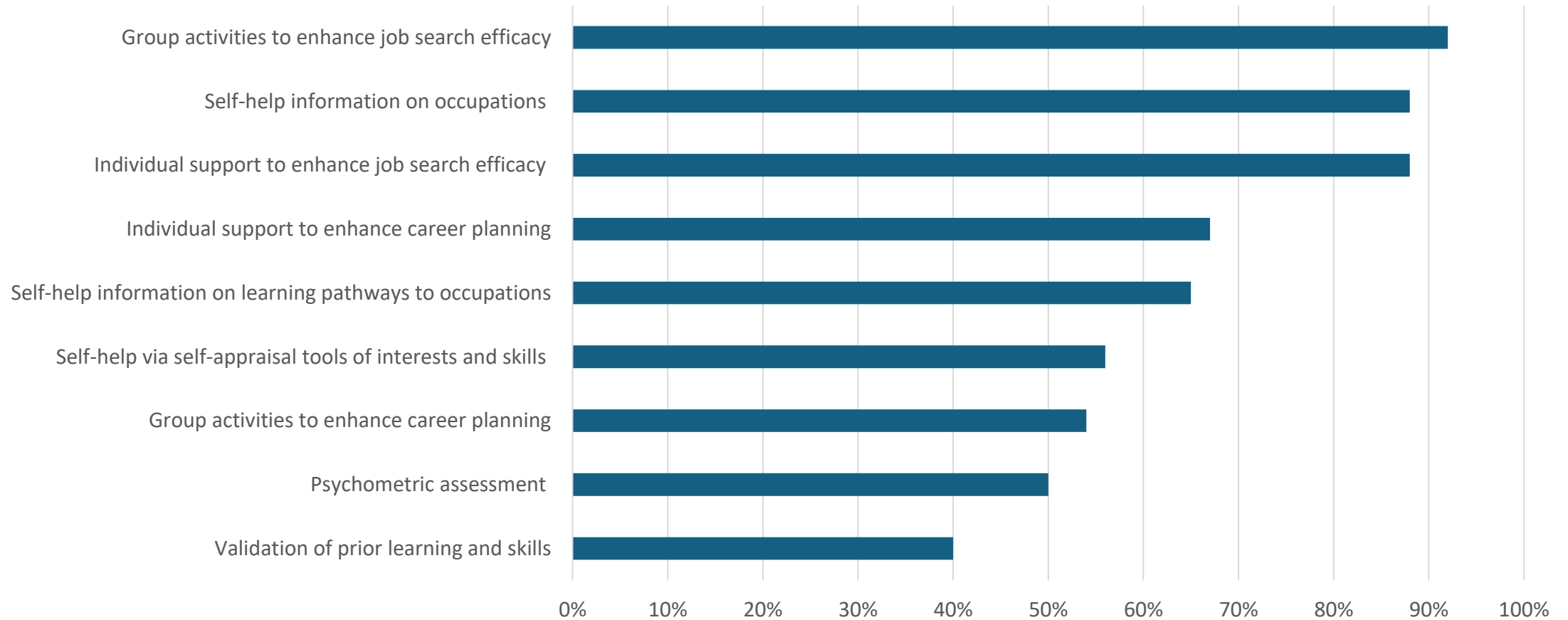
Most commonly supported

1. Youth (under age 25)
2. Employers
3. Long-term unemployed adults
4. Persons with disabilities
5. Older adults (older than 50 years)
6. Short-term unemployed adults
7. Persons of vulnerable groups facing labour market discrimination (e.g. based on race or ethnicity, NEETs etc.)
8. Refugees and migrants
9. Employed adults looking to change job/career
10. Persons at risk of losing their jobs

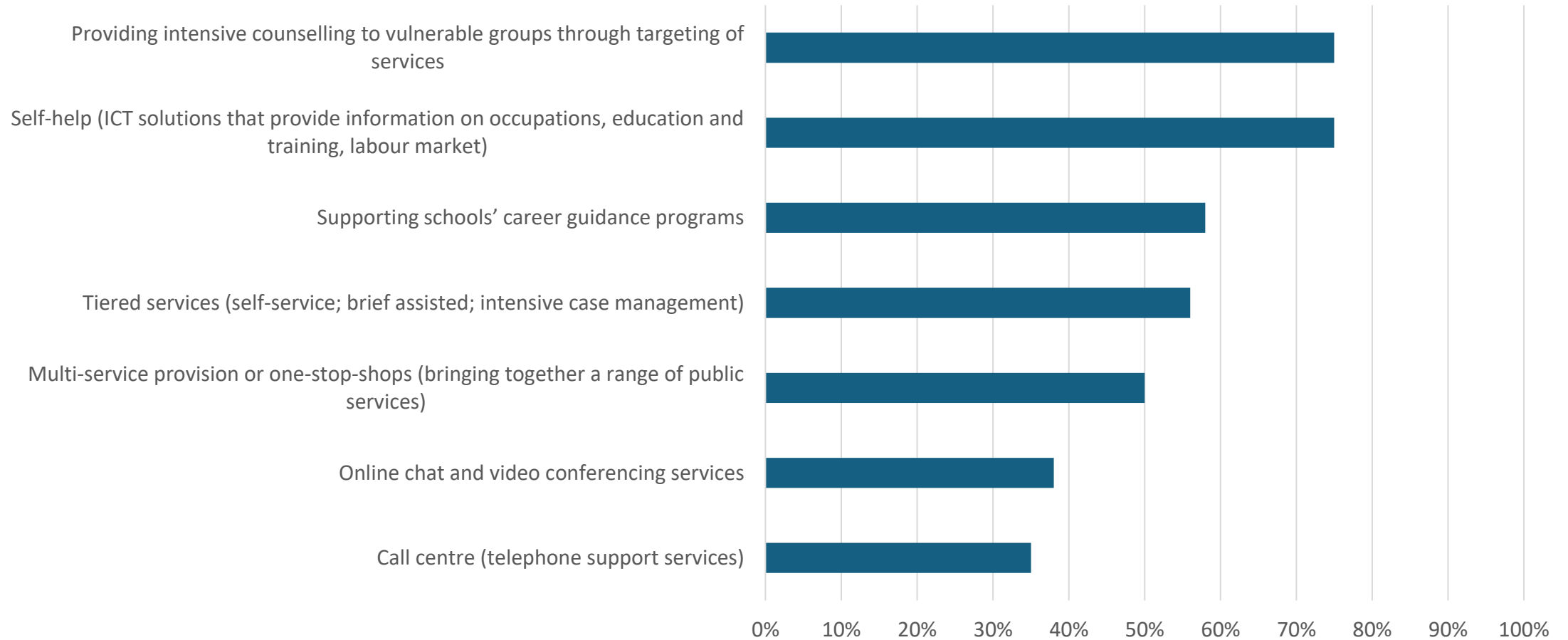
Largest user groups

1. Youth (under age 25)
2. Long-term unemployed adults
3. Short-term unemployed adults
4. Persons with disabilities
5. Employers
6. Older adults (older than 50 years)
7. Persons of vulnerable groups facing labour market discrimination (e.g. based on race or ethnicity, NEETs etc.)
8. Employed adults looking to change job/career
9. Persons at risk of losing their jobs
10. Refugees and migrants

Most common career guidance activities offered by PES



Trends in service provision



Biggest challenges in delivering career guidance in PES

1. Lack of qualified career guidance staff
2. Lack of career guidance training for staff
3. Lack of job opportunities for job seekers
4. Unrealistic staff to client ratios
5. Lack of engagement from job seekers
6. Lack of broadband to support online career guidance services
7. Job seekers' participation in career guidance is tied to social security benefits.
8. Lack of training opportunities for job seekers
9. Shortage of job seekers
10. Conflicts between PES targets and professional ethics in guidance

Key components of successful implementation of career guidance in PES

- Government labour market policy that references career guidance provision
- Legislation establishing PES that mentions career guidance provision
- PES policy that references career guidance provision
- PES programme that references career guidance provision
- Adequate financial resources for the provision of career guidance
- PES management knowledge of, and interest in, career guidance
- Availability of trained staff to provide career guidance
- Availability of career guidance training for staff
- User group demand for career guidance

In summary

- Most PES are organised as national services with most staff being employed directly by government. However, outsourcing of provision and localisation are also widespread.
- PES are focused on labour market policy, but with a strong focus on active labour market approaches.
- These policy priorities are translated into service aims which focus on helping people to find employment as quickly as possible.
- The key service users of PES were young people and unemployed adults.
- Career guidance had a strong footprint in all PES globally. Career guidance activities were strongly focused on increasing job search efficacy and included both group and individual activities.
- Key trends in career guidance provision include the provision of self-help guidance services, the provision of intensive counselling to vulnerable groups, and supporting schools' career guidance provision.
- Finding and training qualified career guidance staff were identified as the biggest challenges in the delivery of career guidance services within PES.
- Effective delivery of career guidance services was reported to be strongly reliant on government support. Career guidance needs to be referenced in policy, and supported and resourced appropriately, if it is going to be successful.



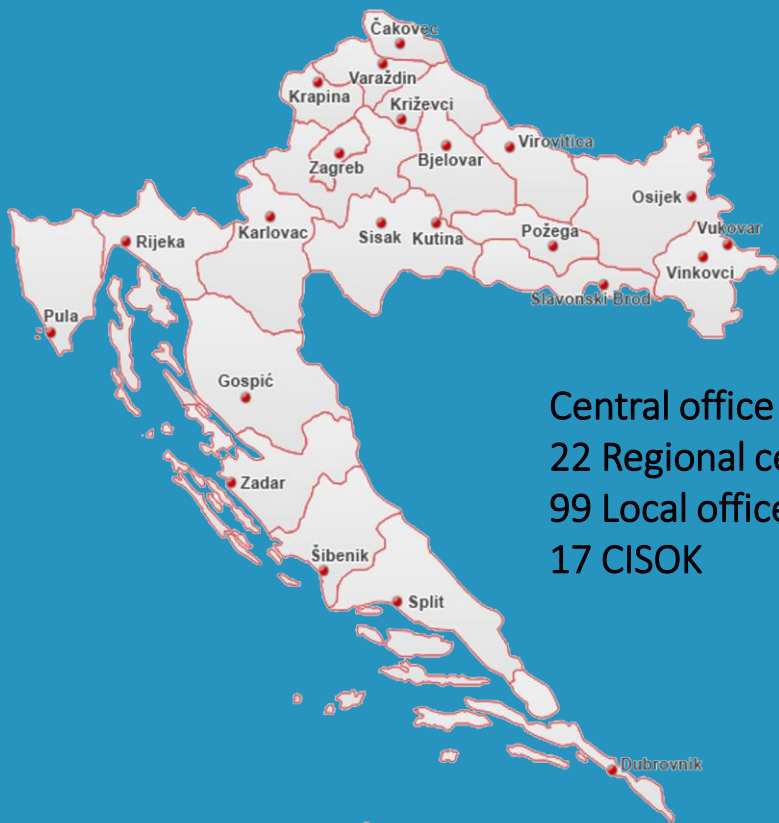
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ZA ZAPOSŁJAVANJE

Croatian Employment Service

Lifelong Career Guidance Centres (CISOK)

20 January 2025

Career Guidance and Education in the Croatian Employment Service



Central office
22 Regional centres/offices
99 Local offices
17 CISOK



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FACE-TO-FACE SERVICES

Individual and group informing and counselling, round tables, selection, prevention activities with pupils

ONLINE SERVICES AND TOOLS

web portals, self-help tools („My choice”, Career plan, Interests and competencies questionnaire), vouchers for education

Lifelong Career Guidance Services (CISOK)

CISOK - central places for the provision of comprehensive lifelong career guidance services to all citizens, pupils, students, employed and unemployed persons (up to now 17 centres in Croatia)

Employment Framework:

Act on Labour Market

Act on Vocational Rehabilitation and Employment of Persons with Disabilities

Projects:

- developed through the EU IPA Component IV Project

“CES Services to clients: Improving Lifelong Career Guidance and ICT Support”

- improved through the current project :

National Resilience and Recovery Plan 2021 – 2026 -

“Expansion and reorganization of the existing CISOK network with an emphasis on their role in attracting NEETs”

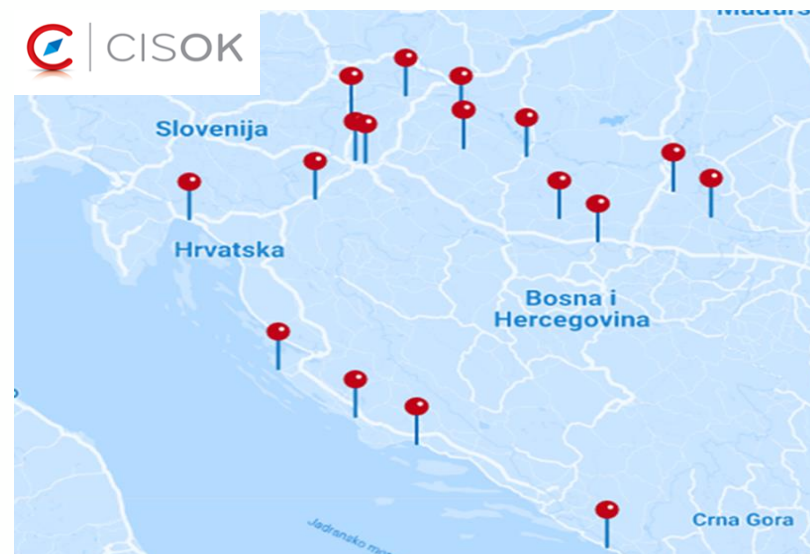
Aims:

- improving employability

- developing career management skills

- decreasing social exclusion and preventing long-term unemployment

- decreasing labour demand and supply mismatch in the labour market



Lifelong Career Guidance Service (CISOK)

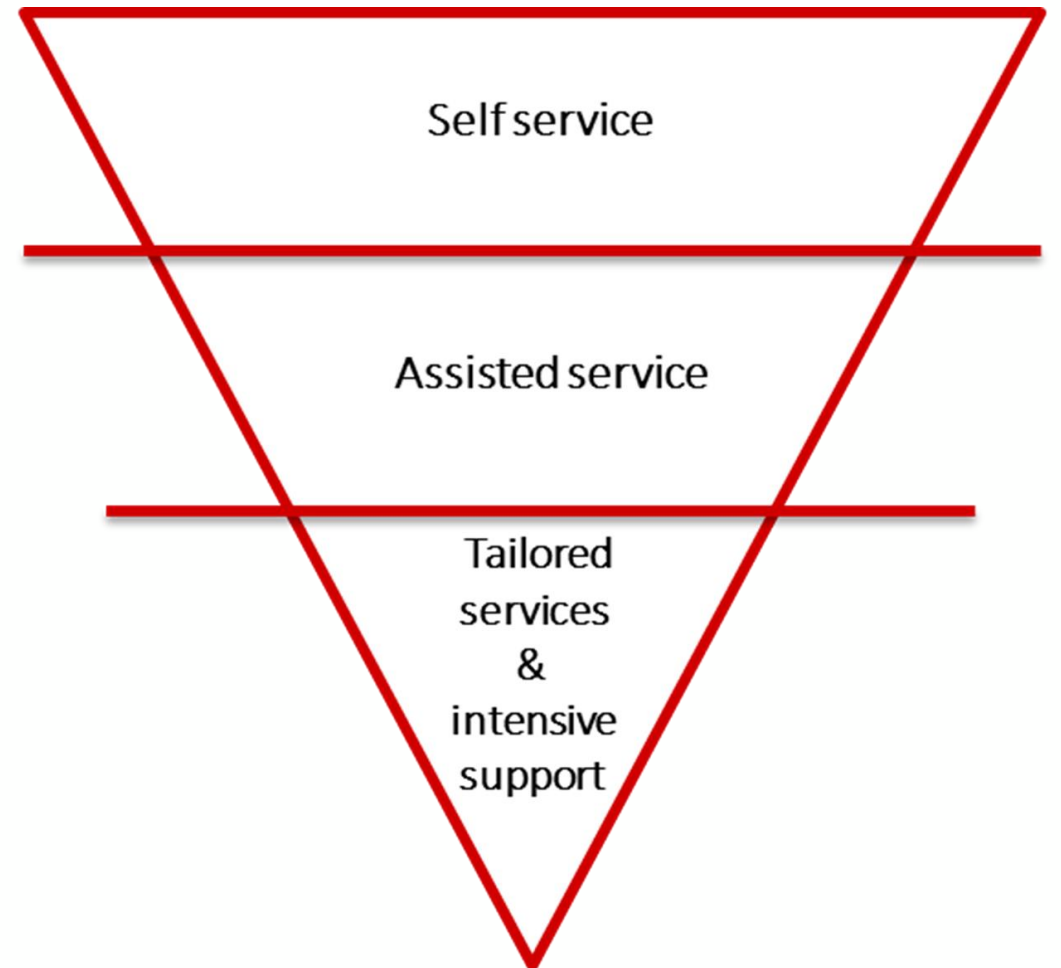
Approx. **45 thousand** of services per year,
60% of customers are young people aged 15-29,
Users' satisfaction rates more than **95%**
Services are free of charge.

Differentiated service delivery model :

- Face- to- face services:
 - career information and counselling, workshops, round tables, presentations, discussions, meetings
- Web based services:
 - CISOK web portal – self-assessment tools, LMI
- Tailored services and intensive support:
 - (students at risk, health and social problems, learning difficulties)



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Main target groups in Lifelong Career Guidance Services (CISOK)

Main target groups

Unemployed persons
(vulnerable groups)

Jobseekers
(employed persons interested in career change)

Inactive persons, young NEETs
(persons not in education, employment or training)

Primary and secondary school pupils
(pupils at risk – students with health and social problems, learning difficulties)

Students and graduates

Employers, public and private sector partners

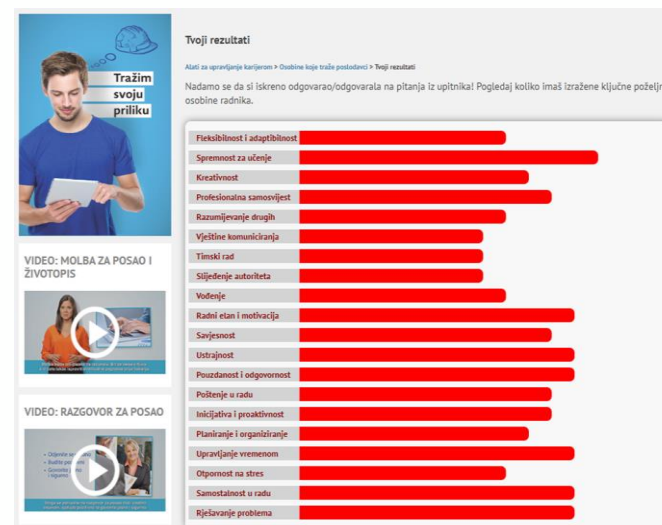
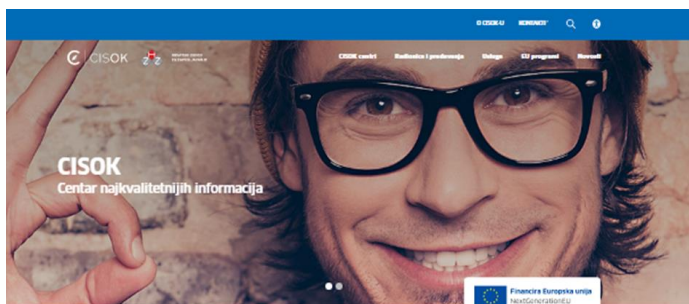
Lifelong Career Guidance Services (CISOK)

New CISOK portal
My CISOK
(www.cisok.hr)

Labour Market
Information
(www.statistika.hzz.hr)

My Choice – career
guidance software
(Moj izbor)

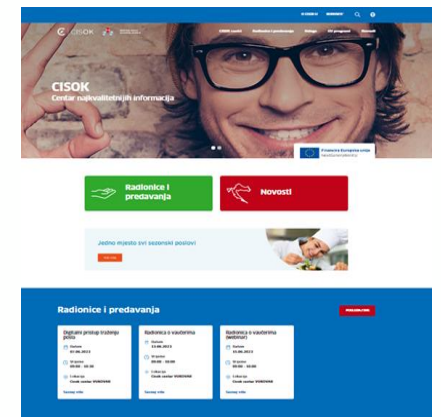
Self-assessment
questionnaire –
personality traits
associated with
work



The role of counselors in CISOK

What do counselors in CISOKs do?

- provide appropriate level of support in career management
- help in career planning and choice making
- design and deliver self-guided information materials – education, vocation, career, labour market
- workshops, presentations and lectures
- help with computer program for career guidance: „My Choice” and self-assessment questionnaires
- qualified career guidance staff require trainings to improve skills



The lessons learnt and future plans:



The lessons learnt and success factors:

- partnerships in delivering/financing services
- recognizable, long-term experience in cooperation with educational sector
- dislocation from the CES premises
- creating and planning services according to the assessed needs of the specific target groups
- comprehensive ICT support – data basis, tools and instruments
- satisfaction rate has been very high, with more than 95% of clients stating they are 'satisfied' or 'very satisfied' with CISOK services

The main challenges and future plans:

- establish new and enhance existing partnerships (especially with employers and youth centres)
- improve the outreach of the inactive
- raising awareness and visibility of CISOK services
- assuring resources needed (human, financial)
- do the monitoring, analysis and report
- further develop and modernise the services, deliver online courses and workshops
- deliver trainings to career guidance counselors to improve their skills

Partnerships

- Cooperation among relevant stakeholders
- Public, private, NGOs (education, employment, social policies)
- from January 2016 up to date, agreements on cooperation between CISOKs and partners (schools, universities, adult education institutions, NGOs, social institutions etc.) → **476 agreements on cooperation**
- Setting up the system of data exchange between education, employment and other relevant institutions





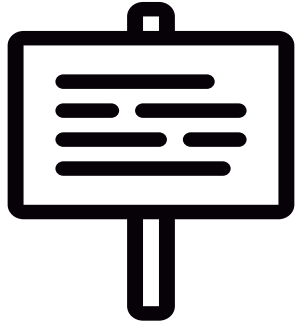
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Hrvatski zavod za zapošljavanje Croatian Employment Service

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www.hzz.hr
cisok.hr

Thank you for your attention!



All documents will be available on the WAPES' members area.

Tous les documents seront disponibles sur la page membres de WAPES.

Todos los documentos estarán disponibles en el área de miembros.

<https://members.wapes.org/groups/world-of-public-employment-services-webinar-series>



All questions will be summarized after the webinar. If you have any additional questions, please contact Nicole Clobes.

Toutes les questions seront traitées à la fin du webinaire. Pour toutes questions additionnelles, merci de contacter Nicole Clobes.

Todas las preguntas serán atendidas después del webinar. Para cualquier otra pregunta, pueden contactar con Nicole Clobes.



nicole.clobes@wapes.org



A short survey will be available at the end of the webinar. We thank you in advance for your feedback.

Une courte enquête sera disponible à la fin du webinaire. Nous vous remercions d'avance pour vos commentaires.

Se compartirá una breve encuesta al final del evento. Les agradecemos de antemano sus comentarios.



Thank you!

Merci!

Gracias!

