



Youth Partnership

Partnership between the European Commission
and the Council of Europe in the field of youth



Provincia di Siena

Symposium on youth participation in a digitalized world

14-16 September 2015

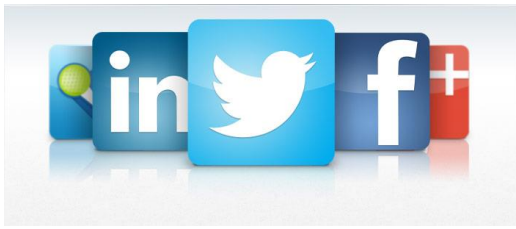
European Youth Centre
Budapest



Job Tribu Project

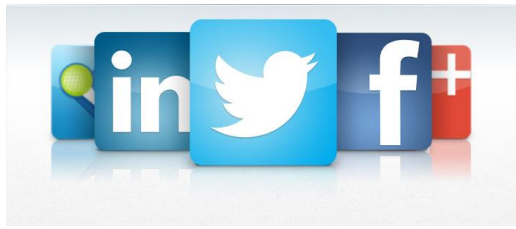
New Technologies for career guidance and mobility

This project is supported by the European Union's Programme for Employment and Social Solidarity - PROGRESS (2007- 2013)



Within the context of the European Employment Strategy, Public Employment Services (PESs) play a crucial role in promoting people's active participation in the job market and in favoring investments in human capital on the part of businesses and institutions





Career Guidance and Public Employment Services

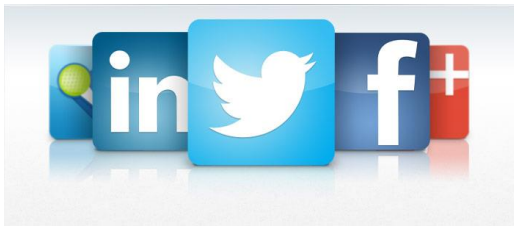
Career guidance is an essential component of modern
Public Employment Services (PES)



Due to the increasing social complexity and guidance needs of
young people some relevant questions and challenges on quality
standards of guidance provision need specific answers

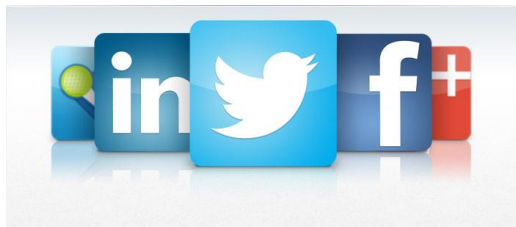
Resolutions of the Education Council (in 2004 and 2008)
highlighted the need for strong **guidance services** throughout
the lifespan to equip citizens with **the skills to manage their
learning and careers and the transitions between and within
education/training and work.**





“Career Management Skills”: what does it mean?

- Building a professional identity
- Defining own priorities and preferences
- Enhancing experiences and improve knowledge and skills
- Exploring new horizons and build professional networks



SELF

These competencies enable individuals to develop their sense of self within society

HORIZONS

These competencies enable individuals to visualise, plan and realise their career aspirations throughout life

STRENGTHS

These competencies enable individuals to acquire and build on their strengths and to pursue rewarding learning, and work opportunities

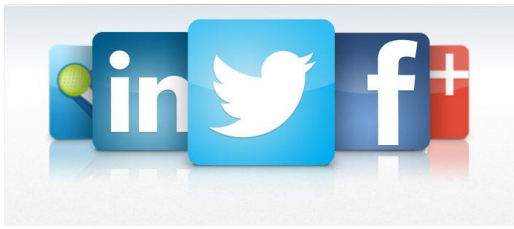
NETWORKS

These competencies enable individuals to work and live effectively with others in society

National CMS Framework - Scotland



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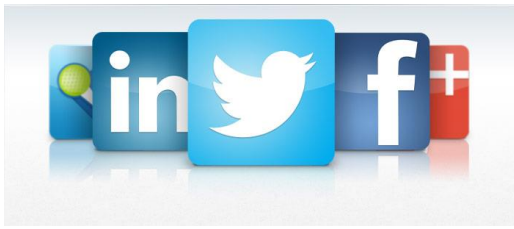
The great challenge of employment services lies in offering career guidance to the younger generations



Young people, although on average the most highly-educated sector of the population and also the readiest to deal with the new digital knowledge society, are also those who are suffering the most from the current economic and employment crisis

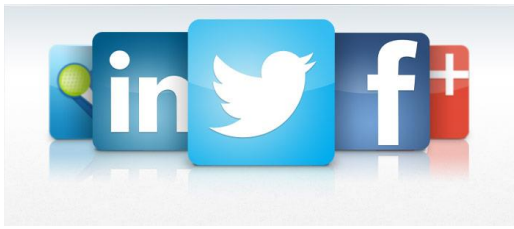
In this terrain, a process of intensive renewal of employment services must begin with the means and tools that can effectively benefit and aid young people on the path to professional growth and their active job search





New technologies can play a crucial role in the needed process of reflection and reorganization of PESs that must now support increasingly dynamic and complex individual transitions amid multiple instances of lack of work and “different” forms of training, work experience and professional activity



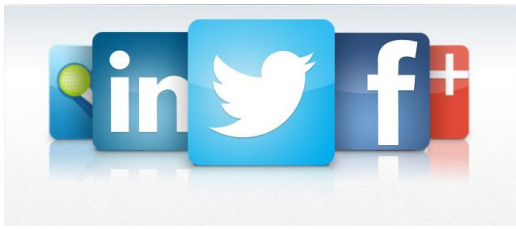


Many of the activities offered by public employment services can be updated and rendered more efficient with today's technological tools:

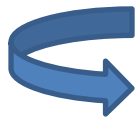


the need to support this renewal process and to learn about the best international experiences in this area have led the Province of Siena to promote this project and obtain financing from the European Commission within the sphere of the PROGRESS 2007-2013 Program.

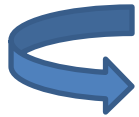




JOBTRIBU project idea



The development of ICT offers new ways and styles of interaction to open new dimensions of participation for young people in the European labour market



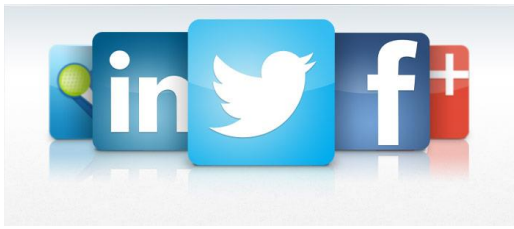
The PES system should be involved in this change to create and promote efficient tools and cooperative networks at local and European level

funding

- **Progress Programme 2007-2013**
- Innovative Projects supporting labour mobility in the EU



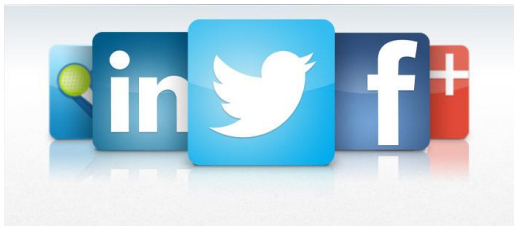
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The **JOBTRIBU** project: our challenges ...

- Improving the career guidance provision within PES
- Supporting young people in **learning** CMS, to facilitate the transition from school to work, and to open up and create new opportunities for knowledge-building, networking and international mobility
- Selecting, developing and testing **ICT resources**
- **Training the PES practitioners** for improving ICT skills
- Promoting international mobility and **networking**



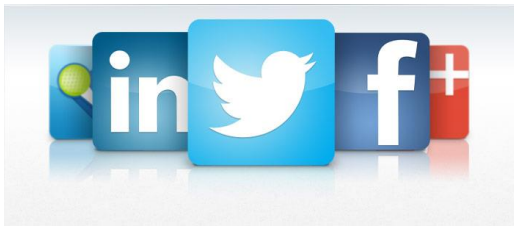


the use of new technologies is now widespread, but applying these tools to Public Employment Services requires the acquisition of adequate means and specific technological knowledge

- **First phase:** dedicated to an **Europe-wide research on best practices for the use of ICT** in employment and guidance services,
- **Second phase:** **international training workshop for guidance practitioners from the 5 countries involved** (held in Vienna in 2012),
- **Third phase:** **research, selection and implementation of applied tools and methodologies,**
- **Final phase:** **testing by service providers.**

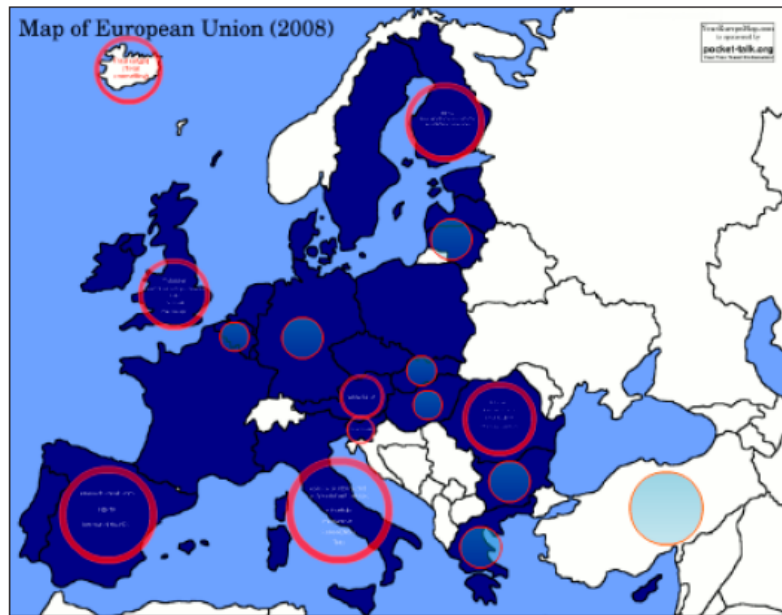
The results of the research which involved more than 30 structures throughout Europe, are gathered in the publication **JOBTRIBU - Good practices in the use of ICT in providing guidance and counselling**, available on the project website www.jobtribu.eu.



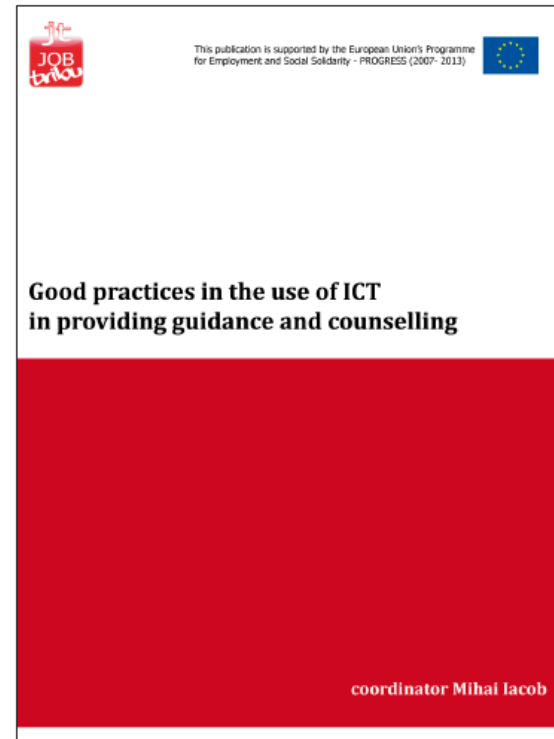


The research

Good practices in use of ICT for guidance and counselling



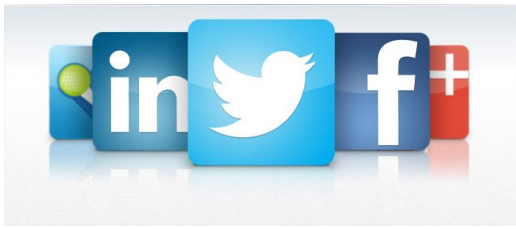
20 Good Practices from all over Europe



Collect ICT resources for supporting PES



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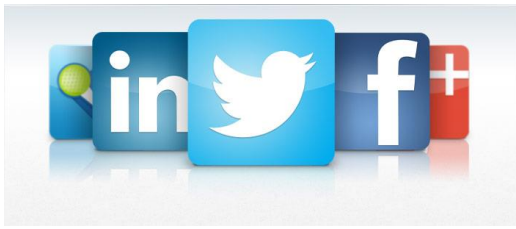
The PILOT ACTIONS PHASE

A few methodologies to use the new technologies were selected and developed through detailed analysis of the tools. Therefore, we developed adequate formats to introduce them into employment service and guidance centre practices,

The pilot actions allowed for the development and monitoring of innovative paths both internationally and locally

Some of the tools, after having been tested with positive results nationally or locally in various types of actions and services, have been integrated and made available to operators through the project's web portal.

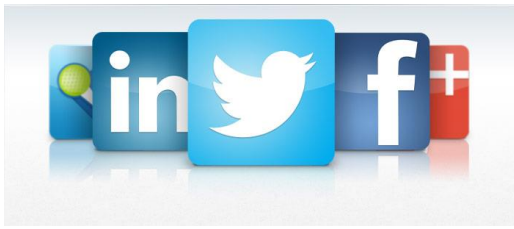




The pilot actions were structured in two phases:

1. **first, a phase in which tools were studied and guidance practitioners trained**, in order to lay the methodological and operational groundwork to plan new services and bring the professionals into active participation
2. **second, a phase of testing of the services** among intended users in the sphere PESs and educational and training institutions involved in guidance counselling

This working model, itself supported by new technologies with the creation of a Moodle-based e-learning platform, allowed for the production of a series of distance training modules aimed at presenting and making known to professionals the technological resources utilized, and at the same time promoting self-teaching and sharing processes, as the training modules and resources were made available online on the project's platform.



The pilot actions - purposes, actions, tools

purposes

Communication
Sharing
Cooperation
Networking
Self-assessment
Self-presentation
Content creation
Learning

actions

job search techniques webinars
video CV
distance counselling
self-advising online
information online
eportfolio
career plan online
personal branding online
computer-assisted matching

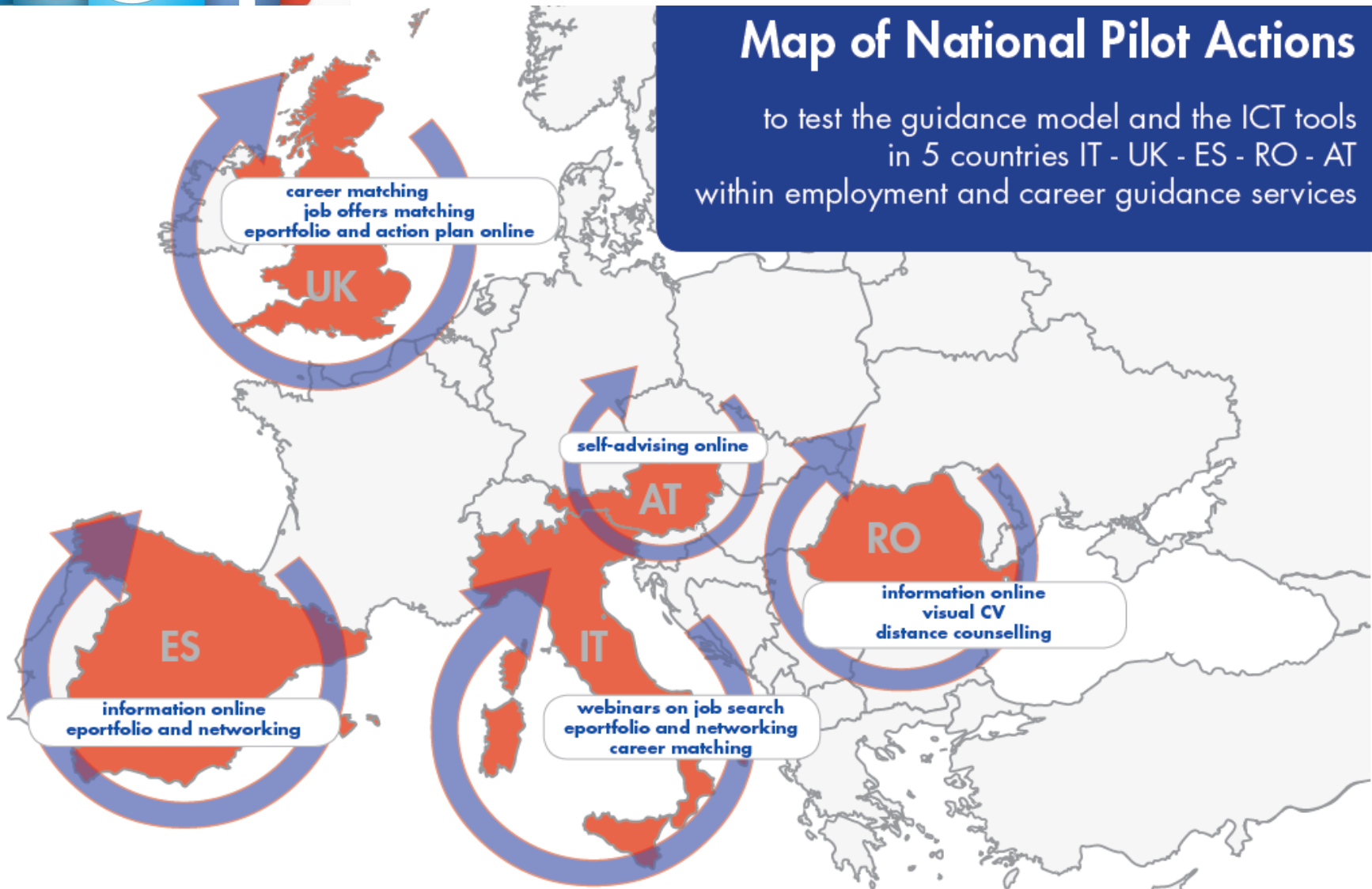
tools

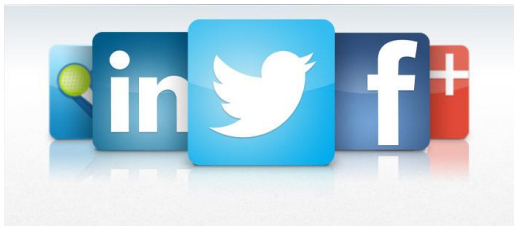
Moodle - OpenMeetings
Online video database
Skype
Facebook
Blogs and wikis
Twitter
Gran Recorrido
Bic.at
Mahara
Adult Directions
Sorprendo



Map of National Pilot Actions

to test the guidance model and the ICT tools
in 5 countries IT - UK - ES - RO - AT
within employment and career guidance services





The pilot actions - Training model for practitioners

Project ICTSkills2 - Map of ICT competences
Workshop in Vienna - Results and matrices → Analysis of potential skills/learning outcomes

Breakdown of contents/levels by practitioners functions by type of action

facetoface - webinars

Module 1 Objectives and actions

Module 2 Methodologies

Module 3 Tools and technical topics

Module 4 Procedures for the services

moodle self-training

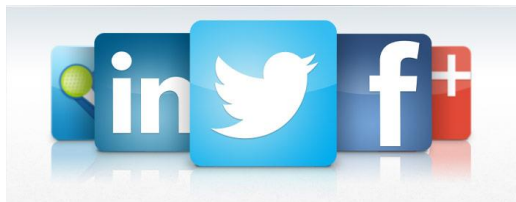
Module 1 How to...apply the methodologies

Module 2 How to...use the tools

Embedded reference materials
free and available online

webchat tutoring

1/2 hour sessions - 2 hours per week



The pilot actions - The webplatform tools

Moodle elearning



OpenMeetings webconferencing



Mahara eportfolio

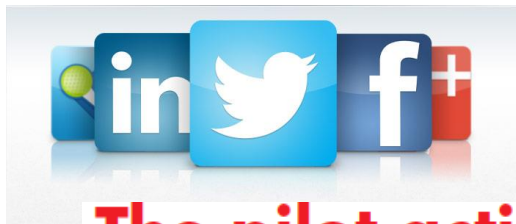


personal profiles
integrated
system

Integrate different ICT resources



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The pilot actions - The webplatform tools

Moodle elearning system

Jobtribu Learning System

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Sei collegato come **Viola Pini** (Esci)

Italiano (It)

Corsi disponibili

- Azioni pilota - Italia
- Acción piloto - España
- Acțiuni pilot - România
- Pilotaktionen - Austria
- Pilot actions - United Kingdom

Welcome to our elearning

If you are participant of the JOBTRIBU project...
If you have an account and keys to access the courses, please log in and start working on your courses.
If you are new here, please, proceed to create your new account and ask your local service for the courses keys.
If you are a guest, please, be welcome to visit our Guest room with samples of lessons and docs (select guest log in).

Network Server

Jobtribu's e-Portfolio

documents, resources and training materials the project created and selected in their English version

National Pilot Actions rooms

Jobtribu Learning System

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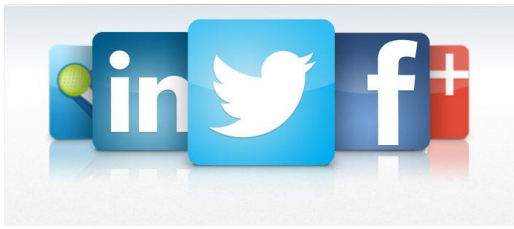
Indice degli argomenti

- Benvenuti nell'aula Moodle italiana!
- Il progetto JOBTRIBU e le sue azioni
- Gli strumenti ICT per le azioni pilota
- Metodologie e servizi
- Moduli di autoformazione
- Risorse utili
- Strumenti di gestione del training

Integrate different ICT resources

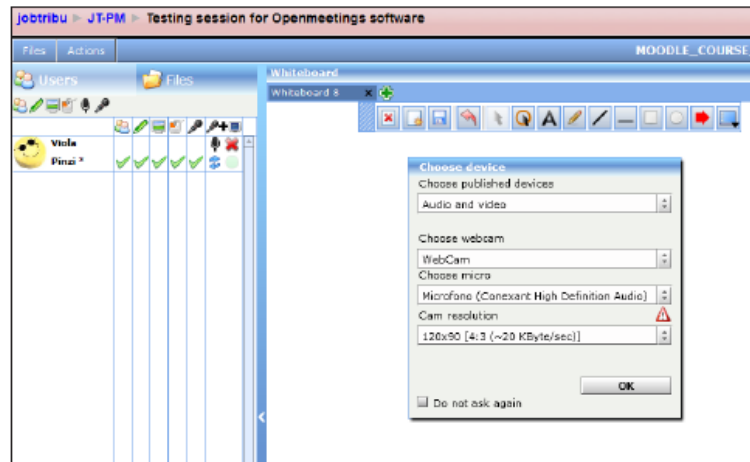


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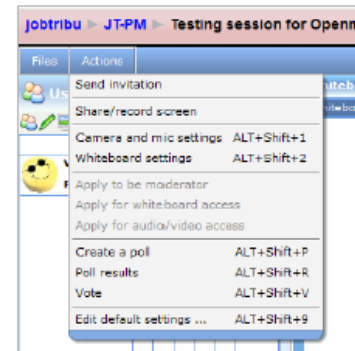


The pilot actions - The webplatform tools

Webconference with OpenMeetings



setting-up the room



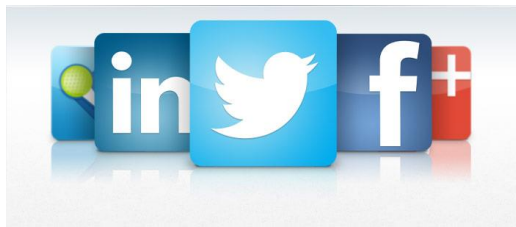
holding a webinar



Integrate different ICT resources



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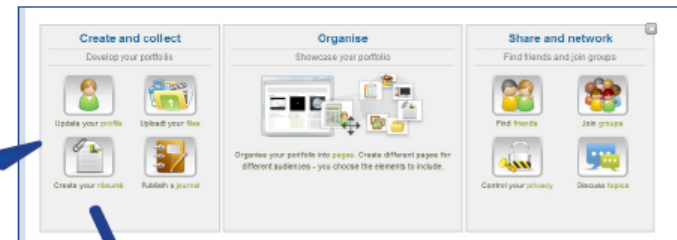


The pilot actions - The webplatform tools

e-portfolio with Mahara



user dashboard



user curriculum



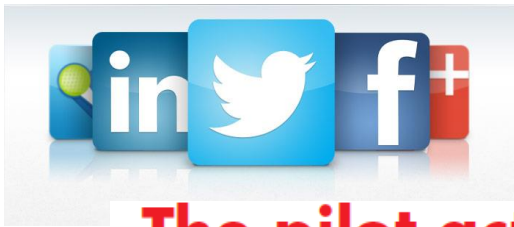
Android app



Integrate different ICT resources



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The pilot actions - The webplatform tools

Survey system with LimeSurvey

LimeSurvey

Amministratore -- Effettuato il Login come: Viola

Indagini: Events and workshops - Customer Satisfaction Survey (ID:16335)

Gruppo domande: Per favore selezionare...

Titolo: Events and workshops - Customer Satisfaction Survey (ID 16335)

URL dell'indagine (Inglese): <http://www.jobtribu.eu/jobtribu-surveys/index.php?sid=16335&lang=en>

Descrizione:

Messaggio di benvenuto: Welcome! We ask you, please, to take a few moments to answer this survey on the event. This form will take just a couple of minutes.

Messaggio di conclusione: Thank you for your time.

Events and workshops - Customer Satisfaction Survey

jt
JOB
tribu

(English)

Welcome!

We ask you, please, to take a few moments to answer this Survey on the event.
This form will take just a couple of minutes.

There are 22 questions in this survey.

Next >>

customized surveys

100% (English)

Events and workshops - Customer Satisfaction Survey

Events and workshops - Customer Satisfaction Survey

Information on the event or training

Title of the event/training

Where

Date/Time

Gender

☐ Male

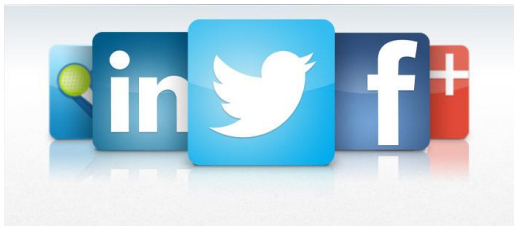
☐ Female

Age



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Integrate different ICT resources

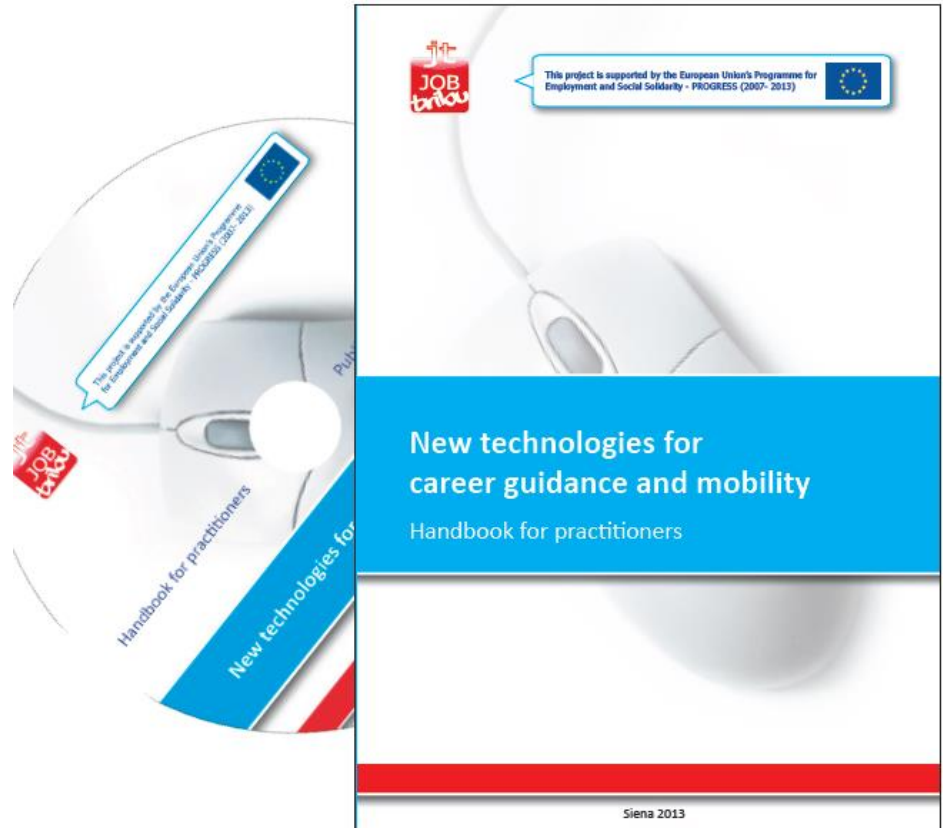


The pages of the “Handbook for practitioners” present

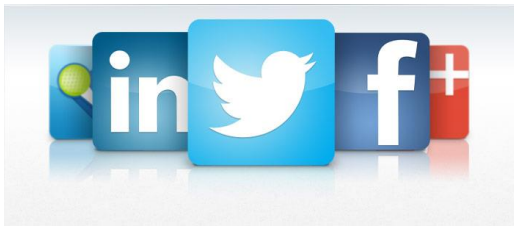
- the methodological aspects underlying the international testing and promotion process for new guidance, networking and mobility technologies,
- testing activities and training courses carried out in various contexts,



to provide readers with a broad overview of the project and a series of suggestions and information useful for launching similar initiatives in other contexts.



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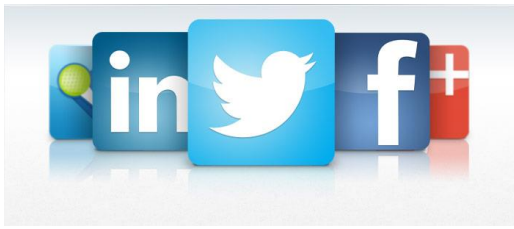
Main findings of the project

A relevant aspect emerging from the project was the **discussion on the most useful actions to enhance the role of PESs with regard to young people**, who in past years have been only a marginal target for PES initiatives, which instead traditionally geared their services toward unemployed adults

The role that modern PESs must play concerning the needs of young people is linked to their **capacity to offer qualified career guidance services adapted to the enormous transformations that have come to pass in the job market** and in the evolution of professional careers.



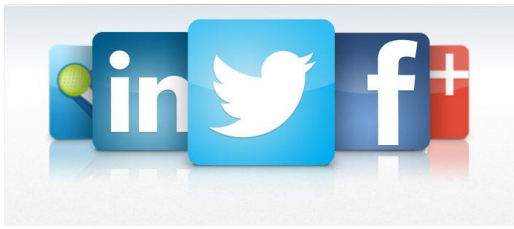
Career guidance is in fact an essential component of modern educational and support systems in the transition between training/education and work, aimed at building understanding of the skills needed to manage one's own career path in the 21st-century economy.



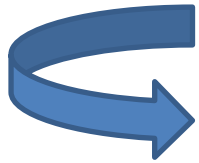
furthermore...

- ➡ JobTribu project led to the identification of new areas for development of services which, thanks to the potential of new technologies, can reach a broader target of users and create points of contact between informational and guidance resources and emerging needs
- ➡ while we have seen the effective potential of tools (like, for example, video production and web seminars with experts), a gap also emerged between the minimum technical skills necessary for the professional management of such ICT resources and the actual ICT skills of guidance practitioners, who require further training, updating and qualification
- ➡ perhaps the best results in the concrete application of technological resources in the sphere of employment services can be found in training activities for guidance practitioners, realized face to face (with the aid of video presentations) or at a distance through e-learning platforms, access to dedicated video channels and the management of web seminars.

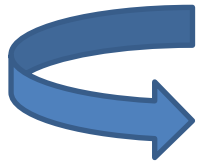




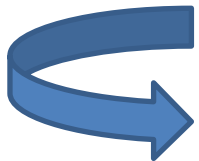
Conclusions



- the possibility of sharing informational, guidance and training resources on-line offers innumerable opportunities to meet young people's career guidance needs



- For PESs, the future scenario calls for reflection on the need to capitalize on innumerable points of contact with young users on the web, within the theoretical and methodological framework of promotion of career management skills, with the possibility to use a multiplicity of technological resources in ways that are coherent and integrated with the educational system

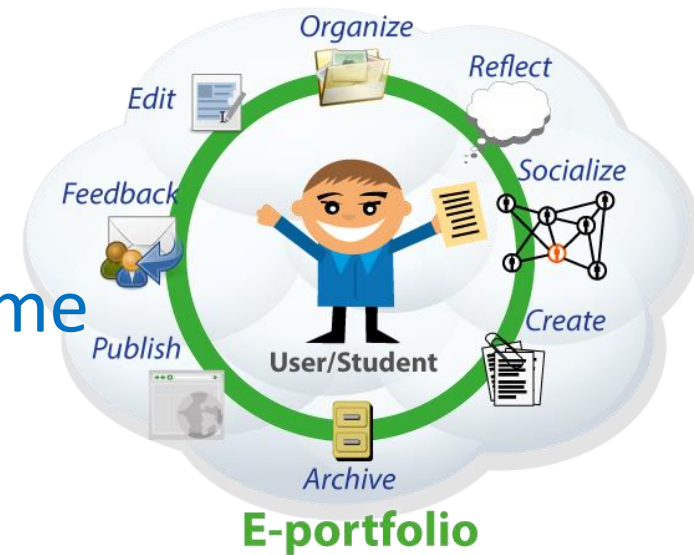


- For PESs, the new technology path has been opened, but the journey of testing and creating a systematic effort to train and update guidance practitioners that lies ahead is long, and must be a collaborative effort



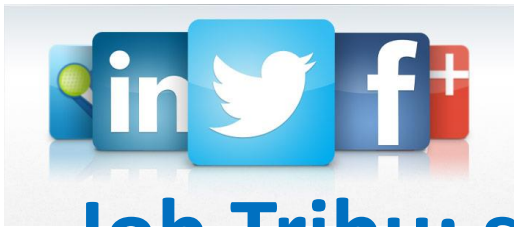
Job Tribu...and after?

- Jobtribu sustainability led to some new experimentations starting from some of its core actions:



- E-portfolio targeted to youngers dropout
- Webinar for training PES practitioners





Job Tribu: sharing lessons learned



OECD Observatory of Public Sector Innovation

The OECD Observatory of Public Sector Innovation (OPSI)

collects and analyses examples and shared experiences of public sector innovation to provide practical advice to countries on how to make innovations work

2014!



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 **OECD** Observatory of
BETTER POLICIES FOR BETTER LIVES **Public Sector Innovation**

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JOB TRIBU - New Technologies for Career Guidance



[Description](#) [Results](#) [Development](#) [Lessons Learned](#)

As part of the EU JOBTRIBU project, a new system for webinars within the Public Employment Centres network of the Province of Siena has been tested and developed. It aims at providing young people (aged 16-30) with short seminars on active job searching techniques structured in four modules: curriculum vitae, job interview, job search online and job offers. A webinar is a seminar on the web, held using a distance conference tool allowing the trainer/speaker /lecturer to be located in a different venue from the participants 'attending' the session (namely another room, building, city or country).

Integrating ICT into activities traditionally based on the relationship with the counsellor/consultant needs a methodological redefinition of the service itself, examining the various processes on which the service is based. This is in order to evaluate which tools might be utilised to render the processes more efficaciously and efficiently in terms of the service's general and specific aims.

Organisation: Province of Siena

Country: Italy

Level of government: Local government

Sector: Social protection

Type: Process innovation

Launched in: 2011

Overall development time: 2 years

[Link to the innovation's website](#)





Jobtribu: *contacts*

www.jobtribu.eu

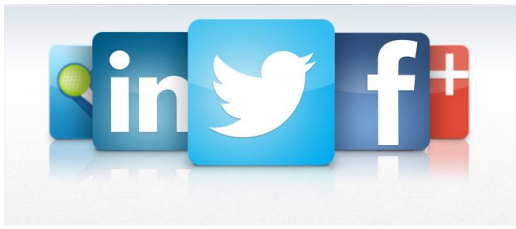
Twitter - @JobTribuProject

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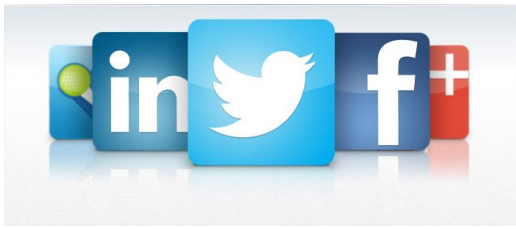




Thank you!



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