

Maximising the world's potential through guidance



Newsletter

of the International Association for Educational and Vocational Guidance

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Editorial

The IAEVG Conference in Jyväskylä, Finland has recently taken place, with great success. We thank Sakari Saukkonen, Raimo Vuorinen and the rest of their team for a very well organized and high quality conference!! Further information can be found on their website: <http://kti.jyu.fi/kti/iaevg2009fin>. On the occasion of this conference, the IAEVG Executive Committee publishes a press release /statement, on the value of career guidance in times of economic crisis. We have added it at the end of this Newsletter. We encourage you to disseminate it in your context and to the wider community and society in your country.

Suzanne Bultheel and Beatriz Malik General Editors

Featured Article: Lone Lønne Christiansen's Career Story

As we informed you in the last Newsletter, Nr. 63, Lone Lønne Christiansen, from Norway, obtained the Award of the Norwegian Career Counselling Association. She agreed to tell us the story of her career development.

Who is Lone? (Some glimpses)

I was born in Oslo, in 1954, into an architect family as the eldest of five sisters. I grew up and passed my upper secondary education exam. My impression at that time was that I was clever with people, and I thought of becoming an ergo-therapist like a lot of young girls at that stage. But to get accepted into the right school for it, you had to have practical handcraft education. And as I was already aware that I could undertake any traditional women's handcraft at a certain level, I decided to learn something new, and went to the carpentry school, secondary level. There I found myself in the practical work. I loved it, working with my hands, learning the techniques, handling the tools and watching the furniture grow. And I loved the freedom of wearing a carpenter's suit, taking long steps with my hands deep into my pockets. I got a Carpentry Craft Certificate in 1976 and worked as a maintenance carpenter in the Norwegian Railways until 1984. Some of us women in men's occupations created an organisation for women in men's traditional jobs. In addition to struggling for better working environments for women in these occupations, we visited schools, teachers, counsellor training courses and girls

in classrooms as role models throughout the eighties. And as recruiting girls for crafts and industry occupations became very important to me, I was recruited out of my carpentry work, and into different public recruiting- and strengthening projects which ended up in a need for further education for myself.

In my Sociology studies in 1992 I enquired whether meetings with non traditional women role models have an effect on young girls' career choices and if women working at men's working places would make changes in the culture. And in 1996 I delivered my final thesis in Pedagogy on why some girls choose non traditional careers. The name of the thesis was: "Usually, when you think of a carpenter, it is a man isn't it?" So, until then, my main concern was non traditional career choices for women, and I still think it is a challenge for the counselling profession, as there exists a tendency to confirm old prejudices, and to direct youngsters into the same tracks which are already known to guidance practitioners. My focus has been on what can make young people see other possibilities beyond their usual paths and experiences, and how school and school counselling activities can broaden the opportunities for young people. Another theme this work leads to is the importance of taking into account some specific problems in integration of minority

groups in work places or education. In my case, the minority referred to women in men's work places and men in women's work places, but it could as well be any minority group. The risk of feeling alone, or being too visible, or getting tired of the fuss and then quitting is always there and has to be taken seriously by schools and employers.

By the time the Ministry of Education started thinking about how to recruit more pupils for non traditional occupations to do something with the extremely gender divided labour market in Norway, I had just finished my Master's degree and was ready for the job as Project coordinator for the project "Conscious educational choice". This led me to the project "Separate counselling services" and further to my work with dropout-problems, and building a sustainable system for career guidance in the school in Norway. So gender, career counselling and dropout-problems have been my main fields in my work as civil servant in the ministry of Education and later in the Norwegian directorate of Education and training. This was until one year ago, when I changed field of work in the directorate. Now I work as a project coordinator and leader of a national school development project, and my learning path has been steeper than ever through the last year, both on leadership and on school development.

In my work over the last 12 years in the Ministry and the Directorate of Education, my dedication has been to strengthen the counselling services in the school system; to enable it to serve the pupils' needs and adequately help them with their difficult choices. One of the main tasks of

the school is to empower young people so that they can manage their lives in a satisfactory way, one that makes them happy, and to help them become good citizens. As a result, the whole school should share the responsibility for counselling and showing pupils what their options and possibilities are.

They say that it takes a whole village to bring up a child. And it certainly takes many people to create a good guidance system for the pupils and apprentices as well. In my work, counsellors and their organisations have been some of my most important collaborating partners in addition to all the people in the educational administration system, at different levels. Several project teams and coordinators' networks have been important debate partners and developers of good solutions and proposals all along the way. I am convinced that the creative debates and cooperation we have had throughout the process have been important to all partners, as they have been for me.

In this work there are of course many dilemmas, both professional and organisational, and some of those dilemmas have been my focus in innovating strengthened career services for young people in Norway. My energy has always come from developing ideas and practical solutions, always learning more and having the ability to act creatively together with experienced and wise people. I have found those experienced and wise people in the national and international arenas for guidance and counselling. Now I have to find wise people in other arenas, and I am sure I will, but I really miss the old ones, and will always be thankful to them. When I got this award I was really, really proud of it!

Lone Lønne Christiansen, Project coordinator, Norwegian Directorate for Education and Training

National Guidance System in Venezuela: Meeting between Ministry of Education and the Universities



A meeting was held at the Ministry of Higher Education (Venezuela), on March 16th, 2009, in order to finalise the details of a draft Resolution for the Establishment of a National Guidance System, which will be presented to a Council of Ministers, for its consideration and future approval.

It should be highlighted that several Universities, Institutes and Associations involved in the training of guidance practitioners have worked intensively on this document for months. Among others, University of Carabobo, University of Zulia, Pedagogical Experimental University *Libertador*, Central University of Venezuela, University Rómulo Gallegos, National Open University, Valencia Technological University Institute, the Federation of Venezuelan Associations of

Guidance (FAVO), the Latinamerican Network of Guidance Practitioners (<http://www.rlpo.org>) and the International Association of International and Vocational Guidance (IAEVG), represented by Dr. Julio González B.

The first section of this document includes a series of articles from the corresponding laws related to the need for guidance services. The second section describes some contexts, considering that they depict the different situations of the venezuelan population, and which justify the need to establish a National Guidance System. The third part discusses the goals of the system, among which the following are highlighted: a) To facilitate access of all people to the educational system, b) to ensure

the quality of the services and guidance centres, c) to foster coordination and cooperation among the different parties involved in the delivery of the services, and d) to promote the empowerment of each person to become the main actor/actress in his/her self-development, and that of his/her community.

The creation of a National Committee for Guidance is suggested, and it is also established that to become a guidance practitioner it is necessary to hold a Major in Education, with specialisation in Guidance, or a Teaching Degree with specialisation in Guidance as well. Finally, the need for professional development training is established for those guidance practitioners who are currently working as such, but who do not have required undergraduate qualifications.

Educaweb.com, 10 years of the specialised website on Educational and Vocational Guidance in Spain

Recent studies show that the current situation of education in Spain, is at the least, delicate. OECD points out that 50% of people in Spain between 25 and 64 only reached the compulsory education level, and that the number of Vocational Education graduates is the lowest in Europe. In some Autonomous Communities such as Catalonia, there are almost 100,000 youngsters aged 16 to 24, who are not studying nor working at this moment. If we add the increase in the unemployment rate, especially in those economic sectors with the lowest qualified staff, we can see the need for lifelong educational and career guidance.

Guidance should accompany individuals throughout their life and careers, promoting their self-awareness, and facilitating their access to relevant information on training opportunities and the labour market. Thus, guidance is a key element in all stages of life, although its importance is not sufficiently acknowledged.

In this context, it is important to highlight those initiatives focusing on educational and career guidance, such as **Educaweb.com**, an internet based guidance service specializing in education, training and work. Ten years after its creation, the website stands out as an essential tool in the search for training and information, with more than 45,000 academic resources throughout the country. Furthermore, it is the meeting point of educational and career guidance experts.

There are over 1,000,000 monthly visits and 150,000 registered users. Besides, it offers several electronic publications, such as the

Newsletter and the Thematic Issue, each published twice a month, Qestudio.com (*What do I study?*), the first on-line journal on educational

and career guidance for young people between 16 and 20, and the Guide to Postgraduate studies.

The balance of our experience is very positive. What started out as an internal tool to facilitate access to and exchange of information among Educaweb's guidance practitioners, has become a reference website for the educational community, for the training and labour sectors, and all related stakeholders.

Educaweb.com's main goal is to offer guidance and mentorship to the clients, these being the students as well as education and training practitioners, but also to the center or institution responsible for delivering training. We insist on the need to plan the decisions related to each person's career. Searching for, and finding a course, an institution, or a specialist is not easy, there are many options, but each one must find those which meet their needs.

In 2008, Educaweb.com commemorated its 10th Anniversary celebrating a ceremony at the Palau de la Musica Catalana (Barcelona), with the presence of several authorities from the departments of Education, Labour, Social Action and the Information Society directorate of the Public Administrations Department; as well as educational and career guidance academics and practitioners (Psychology and Pedagogy) who did not want to miss the ceremony. A total of 200 participants attended this significant event in the history of the company. The First Awards to Educational and Career Guidance Projects were held during this event.

Educaweb established these Awards to Educational and Career Guidance Projects, an innovating initiative in this field, the goal of which is to show the projects, materials and experiences existing in Spain or which have been carried out, thus visualizing the actors; and to promote creativity in the development of guidance projects (see IAVEG Newsletter, Number 62). There were two categories: A for institutional projects, and B, for those submitted by individual practitioners. Stimulating creativity and acknowledging existing initiatives has been very satisfying for us, therefore, bearing this in mind and the positive acceptance by guidance experts, we considered it convenient to maintain the Awards in 2009, and to promote them in a permanent way. This year, as a novelty, there will be 3 areas, and 2 prizes, one for each category (institutions or individuals):

- Educational and Career Guidance (transversal)
- ICT and guidance
- Placement (specific projects aimed at insertion or re-insertion into the labour market)

We would like to encourage all guidance practitioners and academics to keep working intensely and enthusiastically. Educaweb.com is committed to keep involved in educational and career guidance, disseminating and making visible all those interesting experiences which are being carried out, and to promote good practices in the field of educational and career guidance. Further information can be found at www.educaweb.com.

Laia Mestres i Salud. Editorial Team. Educaweb.com

Future IAVEG International Conferences:

**IAEVG International Careers Conference:
19-21 November 2009, Wellington, New Zealand
Transforming Careers. Unleashing Potential / He tirohanga ke – he aranga oranga
Programme confirmed!**

The full programme of *Transforming Careers*, the international careers conference to be held in Wellington, NZ, in association with IAVEG, is now available. It features an exciting range of presentations from both New Zealand and international career professionals covering all seven themes of the conference.

Over 350 people have already registered for this conference and we are receiving more registrations daily. Register now for this special event in late spring in Wellington.

Further details on the themes can be found on the conference website (see below).

Registration
Earlybird registrations accepted until **31 July 2009**.
Conference website:
www.careers.govt.nz/conference2009.

We look forward to seeing you in Wellington in November.
Lester Oakes
Chief Executive; New Zealand Career Services

**The IAVEG-Jiva International Conference:
8-10 October 2010, Bangalore, India.**



The Promise Foundation, in association with the IAVEG will host the IAVEG-Jiva International Conference in **Bangalore, India on October 8th, 9th and 10th 2010.**

The last decade has seen tremendous shifts in the world of work and the labour market. What is the contemporary career counsellor's response to these dramatic changes in the world of work?

Most existing methods of guidance and counselling emerged in a context wherein the counsellor and counselee belonged to a similar cultural background. Patterns of immigration over decades and the forces of globalisation have led to multicultural societies becoming a reality. Today, there is a high likelihood of counsellor and counselee coming from differing cultural backgrounds, each influenced by their own ways of living.

Jiva means *life* in many Indian and Asian languages. The Jiva conference rests on the understanding that

a healthy career is closely connected to *ways of living*. The West has approached career guidance in an individualistic and objective manner. The East on the other hand approaches the same issues in a collective and intuitive manner.

The key conference objective:

“To draw the wisdom and experiences of different cultures together to consider both universal and particular principles for guidance and counselling that are socially and economically relevant to a happy life in today’s world.”

Conference themes:

We have tried to embed the conference themes into the Jiva Logo.

- *Theme 1:* The Jiva Spiral: A non linear approach to career development
- *Theme 2:* Jiva Tick Mark: Skills to make effective career choices
- *Theme 3:* Green and blue: Career and sustainable development
- *Theme 4:* The Changing and the Unchanged: The person and the context
- *Theme 5:* Give, in order to get: Negotiating the labour market

Submit proposals for:

- *Workshops:* share interventions and programmes you have developed.
- *Papers:* research studies, theories and models presented as academic papers.
- *Thematic Symposia:* teams present seminars and symposia on specific topics.
- *Posters:* Ideas, research and experiences as posters and displays.

Special submissions:

“Yesterday, for today and tomorrow”: An exhibition

The past holds the keys to the present and the future. The conference will mount an exhibition that will explore the history of work to understand how work has interfaced with development, blending tradition with modernity. You are welcome to contribute.

“Telling Tales”: Exploring new techniques for guidance and counselling

An interesting strand in the conference will be the ‘folk tale’! You are invited to submit stories from your culture related to work, livelihood and career. Internationally renowned story tellers and specialists in the ‘narrative approach’ will interpret these folk tales into the contemporary career guidance context.

“Traditional Occupations in the Modern World”: A seminar

This seminar will look at the contemporary relevance of traditional occupations and craft. You are welcome to participate by focusing on a traditional occupation from your region.

Where?

12 degrees North latitude, 77 degrees East longitude, 947 meters above the ocean, the capital of Karnataka, a South Indian state – that’s Bangalore – the location of the Jiva conference! October will see a temperature range of 14 to 25 degrees centigrade in this garden city. This city of 790 square kilometres populated by close to 7 million people (driving close to 4 million vehicles!), can cause some crisis with the traffic – but the people are friendly and the food is to die for! Wild life resorts, fishing villages, ancient temples, mile long beaches, centuries old architectural masterpieces are all just a few hours away from Bangalore.

On the social side:

The conference will bring you the best of Indian dance, music, food and traditional craft.

The silk trail begins with the silk worm and over the course of a day takes you through the wonderful process of silk production culminating in exquisite silk show rooms. *The toy trail* takes you to nearby villages that produce traditional wooden toys from ancient designs.

We’ve *just* started planning! But be assured that the Jiva conference will celebrate life not just in academic terms but with fun and frolic, for you and your partner. We hope you will be there!



Contact:

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Director, The Promise Foundation, India.
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Important date - July 15th 2009: Jiva website launch, call for papers and registrations open.

Other International Conferences:

6th European Conference in e-guidance 16-17 September 2009 in Riga/Latvia

Public bodies and private organizations will have the opportunity to debate educational and vocational guidance issues during plenary sessions and thematic workshops. In addition, a specific exposition area will enable participants to see the most recent products and services in the

field of e-guidance. Jointly organized by the [ELPGN – European Lifelong Guidance Policy Network](#) and by the [eGOS project](#) with the support of the European Commission through the Lifelong Learning and CIP programmes. **More information and registration:** <http://www.masterstudio.com/test/riga/index.php>

Diversity, Inclusion and the Values of Democracy: Building Teachers' Competences for Intercultural Education 28-30 September, 2009, Ljubljana, Slovenia.



This International Conference, organised by *INTER Network. Intercultural Education: Teacher Training and School Practice* (A Network funded by the European Commission under Comenius 3.1) in cooperation with the *Educational Research Institute of Slovenia*, seeks to share reflections on intercultural education, teacher training and school practice. It will be held in Ljubljana, Slovenia, at the Faculty of Education of the Ljubljana University, from 28 to 30 September, 2009.

The Conference is addressed to any person interested in the subject of intercultural education. Teachers, educators, guidance practitioners, academics research students, are all welcome.

Papers, posters and workshops around the following topics are invited:

- *Diversity, Inclusion and the Values of Democracy: Building Teachers' Competences for Intercultural Education*
- *Intercultural education: teacher training*
- *Intercultural education: school practice*

Deadline for submission of abstracts: **15th July 2009**
Proposals on relevant subjects related to the conference will be considered and evaluated by the Scientific Committee

Further information can be found at the INTER Network website: <http://internetwork.up.pt/>, and at the conference website: <http://internetworkconference.korakzakorakom.si/>

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We really appreciate these contributions to make the Newsletter available in different languages.



Association internationale d'orientation scolaire et professionnelle

International Association for Educational and Vocational Guidance

Internationale Vereinigung für Bildungs- und Berufsberatung

Asociación Internacional para la Orientación Educativa y Profesional

Jyväskylä/Finland, June 5th 2009

Light and Dark Times – The Value of Career Guidance in an Economic Crisis

On the occasion of the International IAEVG-Conference “Coherence, Cooperation and Quality in Career Guidance”, the IAEVG Executive Committee publishes the following press release/statement, on the value of career guidance in times of economic crisis:

The latter part of the 20 century and the beginning of this century produced a prolonged period of economic prosperity in many countries around the world. However, at the end of the first decade of the 21st century the world is unexpectedly experiencing a deep recession, similar to that experienced in the late 1920's. The threat of job loss, unemployment, vocational dequalification, poverty and social exclusion has already affected a growing number of the world's population. The impact of the ongoing crisis on people's lives, their personal, educational and vocational career development, as well as their social inclusion and active participation in society is very serious and will affect the social and political stability in many countries for years to come.

Career Guidance and vocational counselling, based on personal need, interests and abilities, is primarily designed to assist individuals in shaping and managing their careers throughout their lives. However, careers guidance also has a vital role to play in maintaining a highly qualified and economically viable society, as well as playing an important role in supporting sustainable economic growth and social stability.

In recognition of the potential positive effect of guidance, the then European Ministers of Education, signed a resolution in 2008, which highlighted the positive impact of careers guidance on the functioning and efficiency of the educational system, the labour market and on active citizenship and social inclusion.

Since then the challenges faced by practitioners and providers of career guidance have multiplied and they now face an increasing task directly arising from the current economic crisis. Whilst they are not in a position to create new jobs or training opportunities and are powerless to alter the overall economic and financial situation, they can help to address the expanding and changing needs of the growing numbers of clients and customers that approach them for guidance and counselling, at this particularly difficult time in their lives. To provide the support and confidence building that many clients will seek, it will be important for countries to be prepared in terms of having sufficient resources available to meet the need, as well as ensuring that they have enough qualified and competent guidance practitioners available to help unsupported individuals to cope with the problems they face.

AIOSP/IAEVG, as the largest worldwide guidance practitioners association, appeals to providers, practitioners and policy makers, to increase their efforts to provide a service that helps people overcome the impact of the current crisis, adapt to the rapid changes in the labour market and to contribute to the long-term societal and economic outcomes of economically focused guidance.

Maximizing the World's Potential through Guidance