

Maximising the world's potential through guidance



# Newsletter

of the International Association for Educational and Vocational Guidance

Number 70, November 2011

## Editorial

Dear IAEVG Member,

Issue number 70 of the Newsletter coincides with IAEVG's 60th birthday. As our outgoing Secretary General, Linda Taylor reminded us during an international panel at the Cape Town Conference, our association was born 60 years ago, due to the effort and will of a small group of Europeans who had a dream, bringing together academics, practitioners and decision makers in the field of guidance around the world. Today we can say that this utopia has become a reality with an association represented by all continents and offering its members more opportunities to communicate, inform and collaborate among each other.

This 70th issue is probably our last Newsletter as editors, thanks to your confidence and support we are undertaking other responsibilities in the association. It has been a real pleasure sharing with all of you this adventure since October 2007. We are very grateful to those who have written to us and sent us articles and to all those of you who have read our newsletter during these 4 years of collaboration. Happy birthday to IAEVG and long live the Newsletter!

*Suzanne Bultheel and Beatriz Malik, General Editors*

## IAEVG President's column

We are now only weeks away from the end of 2011, a very significant year for our Association.



A year that has seen:  
our membership increase to record levels,  
our Association celebrate 60 years of service,  
the election of a new Board and Executive,

very successful international conferences in collaboration with two of our new associations, in Australia and South Africa  
special recognition of our international journal.

As a result of the elections we have a healthy blend of experience and new faces on both the Board and the Executive but sadly farewell our two longest standing Executive members, Bryan Hiebert and Linda Taylor. Bryan and Linda have both served for 12 years on the Executive; Bryan as Vice President and President, and Linda as Secretary General. They have played major roles in reforming IAEVG over this time.

I am grateful for the support shown for my election as President. It is now my responsibility, along with members of the Board and Executive, to repay this support by continuing to ensure that members get value for their membership. This is a significant challenge for an international

association that is almost totally reliant on volunteer effort and a huge diversity of membership. Our membership spans all continents, countries at all stages of maturity in delivery of career guidance services, academics, practitioners, national associations and institutions.....so providing meaningful services for all is something we have to work hard at.

One way of doing this is to provide better links between our members. To do this we have recently created a section within the website that provides contact details for all National Associations that are IAEVG members. This allows members and member associations to



easily contact other member associations that may be at similar stages of development. The link to this service is as follows:

<http://www.iaevg.org/iaevg/nav.cfm?lang=2&menu=3&submenu=11>

Many of you have written to me since the election with your suggestions about areas of focus for our association over the next four years. Thank you for these. They are now being considered as part of our planning as we enter our 61st year of service.

**Lester Oakes**  
**President**

## International Conference, Cape Town, South Africa, 19-21 October 2011

What a conference!! We couldn't have scripted a better way to celebrate IAEVG's 60<sup>th</sup> anniversary than our first ever international conference in Africa, held in Cape Town, South Africa from 19 to 21 October.



IAEVG's conference partner, PACE Career Centre, turned on a stunning event that attracted nearly 550 delegates from 31 countries, including nearly 100 IAEVG members from around the world. In similar vein to recent IAEVG conferences in New Zealand and India, this conference strongly reflected the culture of the host country; from the inspirational musical welcome, through the delightful student facilitators to the memorable closing.

A few of the highlights for me were:  
The rich diversity of keynote speakers, examining career guidance from local (South African) to regional (Nordic and European Training Federation) to policy (International Centre for Career Development and Public Policy) to professional training and thinking (Canada).

The notion that to a greater or lesser extent we are all developing countries with respect to career guidance

The consistent linkages made between the role of career guidance in meeting societal as well as individual needs

The phenomenal progress made in such a short time by our South African colleagues in establishing their national association (SACDA) and the wider moves now being supported by the government to establish a nationwide service.



The ongoing relationship between policy, research and practice and the need to evaluate our services in a way that demonstrates that we are making a difference. "If we don't have data then ours is just another opinion."

Many speakers emphasized the need to find ways to not only reach out to key stakeholders, but also to engage them in planning.

IAEVG members featured prominently throughout the conference. All members of the Executive

were involved in presenting papers/chairing sessions as well as a significant number of our Board members and general membership.



In addition there were two events held specifically for IAEVG members attending the conference; the Members' Forum and the General Assembly. At the General Assembly we formally acknowledged our 60 anniversary with an official cake cutting. There was also the highly successful panel discussion on the last day entitled: "IAEVG; 60 Years of Leadership", chaired by the president and having senior IAEVG members as panel members.

**Lester Oakes,  
President IAEVG**

### **The first IAEVG conference held in Africa**

Many delegates were making the trip to South Africa for the first time. The conference theme, "career guidance around the world" aimed to showcase practical examples of "what works" in other countries and how this can be relevant to South Africa and Africa in general. Since its inception an IAEVG conference has never been held in Africa.

The conference kicked off with a lively interactive rhythm workshop which set the tone for the rest of the conference. Underlying most of the themes and discussion was an emphasis on the economy with youth unemployment and scarce skills featuring high on the agenda of discussion. As with many developing economies career guidance in South Africa is still finding its feet as a discipline. The conference was hosted by PACE Career Centre together with the South African Qualifications Authority and the manufacturing industry body, merSETA.

The Cape Town conference follows a string of conferences held in Southern Hemisphere countries. This phenomenon is resulting in a greater depth and richness within the broader IAEVG body. For more information visit the website is [www.pace.za.com/conference](http://www.pace.za.com/conference),

**Dennis Stead  
PACE Career Centre**

### **International Panel : IAEVG 60 years of Leadership**

During the Cape Town Conference there was a special session commemorating IAEVG's 60 years of existence, focusing on the growth of educational and career guidance since its formation in 1951, and challenges going forward. It was a very interesting and insightful session, in which the audience participated in the discussion along with the experts in the panel. It started off with a key question on the milestones over the past 60 years, addressed by IAEVG's President, Lester Oakes, to the panelists, followed by their responses and the interaction with the participants in the audience. After a brief summary of how IAEVG was formed, and its great expansion over the years - from a small group of Europeans to a truly international association with members worldwide-, several issues were raised: the evolution in the concept of career guidance from vocational aspects to a life-long approach; the relevance of policy in

relation to both research and practice in guidance; the shift from an emphasis on psychometric testing, based on categorisation and comparison, to more qualitative techniques and systemic frameworks which take into account the person as a whole, complementing those other measures; the influence of relevant world events (such as the launching of the Sputnik satellite by the Soviet Union in 1957, which sparked a concern for promoting sciences in schools in the US and thus the advancement of career guidance) and the tremendous impact of technologies, to which we have become so accustomed that it was not even mentioned at first as a major milestone.

Among the main challenges, some of the following were mentioned: the need to influence and drive guidance policy, rather than be driven by it (an interesting discussion ensued - better be policy-driven than unaware of policy but

certainly much better to influence it); the dilemmas in the delivery of public and private services, whom they benefit, and issues of quality assurance; to promote Green Guidance; the use of technologies and social networks (facebook, twitter, etc.) to enhance communication among the membership; and

finally the urgent need to address and embrace social justice issues in our Association, and in policy, in a non-rhetorical view.

The transcription will be available on the conference website, along with the transcription of the rest of presentations.

## **Important recognition of International Journal of Educational and Vocational Guidance – IAEVG’s Journal- in the academic community**

IJEVG has been accepted for inclusion in the Social Science Citation Index (SSCI). This is an important recognition demonstrating the quality of the Journal in the academic community.

Journals included in the Journal Citation Report are considered as the top journals in their field. Only about 10% of the journals evaluated for inclusion get accepted in the index. The Journal Citation Reports offer a systematic, objective

means to critically evaluate the world’s leading journals by making use of journal performance metrics such as most prominently the Journal Impact Factor. The Journal Impact Factor is widely used within academia to measure the importance and influence of a journal within its field of research. It measures the frequency with which the "average article" in a journal has been cited in a given period of time.

Congratulations to the initial editor of the Journal, Dr Raoul.Van.Esbroeck and his successor Dr Jerome Rossier for this outstanding achievement.

## **International Conference in South America (Cartagena de Indias-Colombia).**

The International Conference on Vocational & Career Guidance held in Colombia took place in Cartagena from 13 to 15 April, 2011, with great success, focusing on Guidance models from theoretical and practical perspectives. Among the key note speakers were Dr. Pamela Brott (USA), who discussed narrative in guidance from a constructivist approach; Dr. Isaura Alvarado (Puerto Rico), who presented the concept of occupation and counselling/guidance profession in context; Dr. Rafael Lozano & Nicolas Huguet (Puerto Rico) focused on academic guidance aimed at student retention (to prevent drop-out); Dr. Amilkar Brunal (Colombia) who addressed vocational and career guidance from a long-life perspective; Anny Trujillo & Beatriz de Viso (Venezuela), presented a vocational guidance programme; Prof Ignacio Aguilar (Puerto Rico) introduced a career indicator instrument (ARCI), based on Holland’s Theory, and aimed at Puerto Rican people; Dr. Alida Malpica (Venezuela) focused on an interactive intervention as strategy for guidance services; and Dr. Julio González (Venezuela), IAEVG Vice-President whose key note speech titled: ‘Towards the Development of a Guidance Model for Latin-America’. His key note addressed the great variety of guidance models and approaches

which have emerged to provide practice with a solid theoretical framework, and the need to develop an indigenous model. There were also other note-worthy contributions from participants from Argentina, Peru, Venezuela, Puerto Rico and Colombia.



*Delegates and Presenters at the Conference*

A major conclusion from this conference was that Latin American countries should engage (or re-engage) in a process of revisiting the theoretical basis, models and approaches underlining their current guidance practices, drawing from the experience and evidence-based research concerning their own reality in order to overcome the eurocentric approach which has prevailed in the training and delivery of guidance. Dr. Gonzalez presented some key criteria which can help to lay the foundations of a potential Guidance Model for Latin America.

## Professor Jean Guichard receives a Doctor Honoris Causa Award from the University of Lisbon (Portugal)

Last May, the University of Lisbon conferred a Doctor Honoris Causa Award to Prof. Dr. Jean Guichard, in a Ceremony in its Alula Magna, in recognition of his significant contributions to guidance research on the models and concepts of guidance and transitions, and construction of a life project. Professor at INETOP, CNAM and Sorbonne university, he has received several awards among them the Chevalier des Palmes Académiques (France), Honoris Causa from Joensuu University (Finland) and the American Psychology Association (ACA) Award. He was Head of the the Institut National d'Etude du Travail et d'Orientation Professionnelle (INETOP, France) for many years, ando of the Revue de l'Orientación Profesional y Scolaire (Journal of School and Career Guidance). He has authored over 170 publications in the field of Career Counselling and is a visiting scholar at the most prestigious universities in Europe and America.

Our congratulations to such a distinguished member of our Association.

## UPCOMING CONFERENCES

### IAEVG International Conference in Mannheim Germany, 3rd-6th October 2012

“Career Guidance for Social Justice, Prosperity, and Sustainable Employment – Challenges for the 21st Century”. Guidance for a prosperous and equal society – The role of career guidance for free development of the individual, for equal chances in education, for social inclusion, and for economic prosperity .

3rd – 6th October 2012, University of Applied Labour Studies of the Federal Employment Agency, Mannheim/Germany

(HdBA) in cooperation with the International Association for Educational and Vocational Guidance (IAEVG/AIOSP)

Call for Proposals October 2011 – January 2012:

Proposals for symposia, workshops presentations and posters

Registration October 15, 2011 – September 15, 2012

Early Bird registration: April 30, 2012

For more information see: <http://www.hdba.de/en/aktuelles/>

### IAEVG International Conference in Montpellier –France- 2013



The 2013 IAEVG conference will be held in Montpellier, South of France at the end of September/ beginning of October and will be supported by ACOP-France, Career guidance psychologists counselors association. More information in future issues.

## RESOURCES

### Professionalisation of Career Guidance in Europe: Training, Guidance Research, Service Organisation and Mobility

Eds. Susanne Kraatz, Bernd-Joachim Ertelt.  
Publisher: Dgvt Verlag, Tübingen ISBN 978-3-87159-712-1, 48 Euro

Given the current and future challenges for European societies, the impact of the recent economic crisis, demographic change and the restructuring of economies, it is more important than ever to develop lifelong guidance provision. Professionalisation can be considered the key to enhancing service quality, thus enabling individuals to manage multiple transitions over the whole life span and to better prepare their learning and professional pathways including increased potential for geographical mobility.

Professionalising career guidance has several dimensions. This volume focuses on four of them from an international perspective: first, national training programmes for career guidance counsellors, second, the implications of recent studies in guidance research, third, the role of service organisation and organisational change, fourth, guidance for geographical employment mobility (EURES).

Renowned researchers, senior managers and experienced practitioners from 13 European countries have contributed to this book in order to promote both a science-based and a practice-oriented international debate.

**Editors : Dr. Susanne Kraatz, and Prof. Dr. Bernd-Joachim Ertelt**

### European Project in Guidance and Counselling in Adult Vocational Education and Training

The EuroPeerGuid – “European Peer Review in Guidance and Counselling in Adult Vocational Education and Training” is a Project (European Commission Lifelong Learning Program, Leonardo da Vinci sub-program) gathering 4 Countries – France, Finland, Portugal and Slovenia - which, like all European Countries nowadays, face the need to adapt their own Vocational Education and Training (VET) system and quality VET assurance and development system to integrate EQARF recommendations, and are dealing with the implementation of Lifelong Learning policies and the corresponding need to address quality assurance and development in a particular field of VET operation - guidance and counselling in Adult VET.

For more information : <http://www.europeerguid.eu/>

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