

European Public Employment Services and Lifelong Guidance

Workshop 1: PES and lifelong guidance

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PES and LLG – context

- Demographic changes (silver-age workers, growing dependency ratio)
- High youth unemployment rates
- Global financial challenges
- **Rapidly changing labour market:**
 - Changes between and within the sectors
 - Changes between and within occupations
 - Changes in school curriculum; new learning pathways (e.g. APEL / validation)
 - Changes in labour and social security regulations (e.g. temporary work, project work)
 - Work-life balance (the overworked European?)
 - Migration (LM integration)
 - New types of careers (patchwork career)

European definition of Lifelong Guidance (LLG)

“A range of activities (including information and advice-giving, counselling, competence assessment, mentoring, advocacy, teaching decision-making and career management skills) that enables citizens of any age and at any point in their lives to identify their capacities, competences and interests, to make educational, training and occupational decisions and to manage their individual life paths in learning, work and other settings in which these capacities and competences are learned and/or used.”

Resolution of the Council of the European Union (2004)

Main trends for PES and LLG

- Serve more clients and wider target groups (e.g. inactive, school-aged), from less resources, and under strong time pressures
 - Profiling / customer segmentation
 - Combining self-service with face-to-face services
- Ensuring quality (e.g. ISO, CAF)
 - Link the PES business model with measurable performance indicators (e.g. MbO) and clear definition on LLG and sub-activities
 - Link the job profile and quality of staff with the organisational goals (e.g. competency-based job descriptions)
- Evidence-based policy
 - Measuring impact
 - Targeting
 - Evaluation
- Key role of PES in national and European strategies (wider than national employment strategies / EES)
 - E.g. LLL Strategy, Social Inclusion, Regional Cohesion, Education etc.
 - PES involvement in LLG strategies (National LLG Forums or other co-ordination mechanisms / ELGPN)
- Co-operation and co-ordination within and outside the PES

PES as a 'transition broker agency'

- For citizens, communities: school to work / work to school ... (average of 7 jobs per lifetime in Europe)
- For employers: rapid changes in job profiles and required competencies

Grouping guidance services (I)

- ***Personalised employment services***, and especially career guidance elements within the processes that PES staff use in working with, in particular, unemployed/registered persons (including initial analytic and action-planning processes, and job-search assistance activities). These actions mainly relate to information provision and advice, with a limited focus on guidance.
- ***Specialised career guidance provision*** to unemployed customers and other clients, where the intervention has a stronger counselling component that requires a more highly professionalised staff.
- ***Other career guidance provision*** (including services for students, and support for career guidance through career and labour market information).

Grouping guidance services (II)

- **Employment counselling** (pathway guidance in VDAB; integration counselling in BA), focused mainly on assessment and on developing and implementing an agreed action plan on a pathway to rapid labour market integration.
- **Career counselling**, focused on longer-term career goals and more client-centred in nature. May be offered to some unemployed individuals and job-seekers, but also to students, to employed individuals, and to individuals thinking of returning to the labour market.
- **Rehabilitation counselling**, focused on wider issues related to helping those with special needs or disabilities to gain employment. May be viewed as a specialisation within career counselling.
- **Collecting and disseminating career and labour market information.** May be a service not only to direct clients but also to the public as a whole, either directly or via other lifelong guidance services.

Challenges

1. Multi-channelling and e-services, linked with career information (also a public good)
2. Quality assurance of staff (in and outside the PES) – different guidance activities to be listed in job profiles alongside relevant competencies required of staff (e.g. Canadian standards, 2001; IAEVG, 2003; CEDEFOP, 2009)
3. Glossary on LLG and PES (before develop QA systems!)
4. Impact measurement (learning outcomes, economic outcomes, social outcomes) and evidence-based practice
5. Link different services (e.g. validation and LLG; placement and employment counselling; career information provision and career counselling; EURES and EUROPASS with LLG services; skill portfolio development and LLG; etc.)
6. PES involvement in European and national HRD strategies (e.g. Europe 2020, NS4NJ, ... E+T 2020)

Thank you for your attention!

Questions, comments?