

# euro | guidance

## Stakeholder Survey Research report

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2023

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### Aim

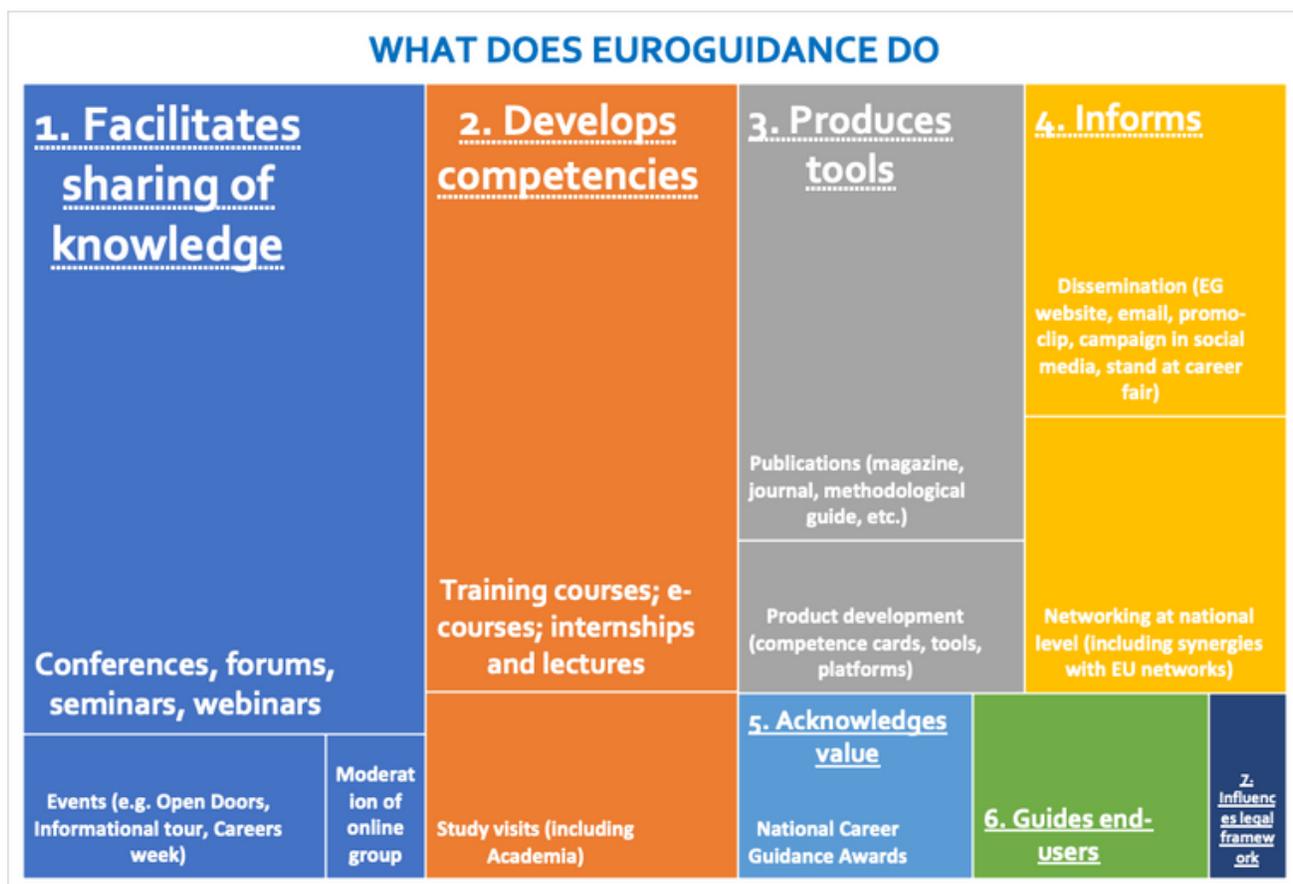
The 2022-2023 Stakeholder Survey on the competence development of guidance practitioners was an extensive evaluation project coordinated by the Euroguidance Network (EG network). It adopted a three-phased approach, namely: Desk Research, Interviews, and Questionnaire, followed by a workshop for the exploitation of the results. The study aimed to understand EG network's strengths, identify areas for improvement, reflect on necessary changes, and gather suggestions for future actions.

# Desk Research

In the Desk Research phase, the focus was on **identifying stakeholders** associated with the EG network and gaining an **understanding of its main activities**. This phase involved participation from 29 out of 35 EG centres.

The insights derived from this phase revealed a diverse group of stakeholders, including *guidance practitioners, policy makers, trainers of guidance counsellors, researchers, teachers, EU outreach networks, local and regional authorities, schools, and end-users*.

The desk research also delineated the key functions of the Euroguidance centres, thus helping shape the development of the subsequent interview phase.



# In-depth interviews



The second phase, Interviews, was conducted with the objective of deeply understanding the needs, perspectives, and recommendations of the guidance community.

A total of **12 international stakeholders were interviewed**, encompassing a diverse range of roles within the field, from guidance and counselling practitioners to teachers and career guidance experts. The insights from these interviews were centred around three key areas: competence development, communication and collaboration, and policy.



## Competence development

Stakeholders highlighted the need for training on relevant topics, including new methods and technologies, and foreign language skills to enhance mobility.

They underscored the value of professional exchanges, community-building through shared best practices, collaboration in projects between events, and the importance of reflection on their work and experiences.

## Communication

Euroguidance communicates well with stakeholders through email, Facebook, and its website. Both stakeholders and Euroguidance centers agree on these preferred channels.

While other communication methods are used by different countries, there's potential to broaden Euroguidance's reach by increasing visibility among decision-makers, guidance practitioners, and the public, as stakeholders suggested.

## Policy

Stakeholders underscored the need for enhanced recognition and professionalization of career guidance, advocating for standardization and formal training. They urged for more robust resources and integrated services which address both adult and younger demographics. Additionally, they emphasized the necessity for specialized decision-making roles in guidance bodies.



## Thoughts from the interviewed stakeholders on competence development

*"And the big topic right now for us is sustainability, green."*

*"For example, pandemic, health issues, war, migrants, working with disadvantaged people."*



*"I noticed that we are all in that community very eager and anxious to learn more and more about new methodologies."*

*"I noticed that we are all in that community very eager and anxious to learn more and more about new methodologies."*

*"I think that Euroguidance has been very good here on Corona to develop the area of online guidance. There have been a lot of conferences for counsellors online."*

*"The two times when I went on Academia, what I learned from that, not only from the country, but because the group was international, so you had the exchange within the group."*

*"Euroguidance also helped to promote our national good practice to other European networks and European professionals. So it's not only about taking good practice from Europe and spreading them out, but also helping to spread the best national practice to other countries."*

*"Euroguidance, through the years, has been very supportive of our community, offering all kinds of workshops and toolboxes, etc."*





## Thoughts from the interviewed stakeholders on communication

*"I think the most important is to build the network of the practitioners and adapt the channel to them."*



*"Yes, social media is important. But Euroguidance is related to counsellors and I think the direct news mails and newsletters are more effective."*

*"Definitely LinkedIn. Because those more mature, they are already there. Those professionals from other countries, they are very vocal on LinkedIn."*

*"I would say, like going back to basics, I would like to see more key messages regarding why career guidance and counselling is important actually."*

*"I would appreciate more promoting good case example."*

*"I will go to Strasbourg for a school dropout event, so currently the only information I have, if the only channel in the world would be Euroguidance, is that there will be an event. OK. But till that event? And after that event you can have the communication with people who are talking about this."*





## Thoughts from the interviewed stakeholders on policy

*"I think some more general agreed standards for counselling would be very nice, both in [national level], but also in the whole Europe."* ::::

*"I think the most pressing need we have on a national level is a lack of professional career guidance counsellors."*

*"There's a lot of things going on at governmental level and there are three ministries that have career guidance on their agendas and they are not talking together. And that is the problem in my perspective."*

*"It could be much more sharing of experiences, sharing of good examples. What new laws are coming up, what new strategies are coming up in other countries, because this is also a way for our politicians, our decision makers to learn from others."*

*"Because the career guidance is so vague in every country like, is it a profession, it is not a profession? [...] it should be taken into consideration, and it should be treated as an equal position in school and also in university, that this is [...] a serious profession. It should be reinstated and maybe reinforced [...] across the whole European Union, the same impact in every region, it is a profession."*



# Questionnaire



The final phase, the Questionnaire, aimed to validate the insights from the interview phase with a wider group. It garnered a robust **1170 responses from 32 centres across 31 countries, with 1063 of them being valid.**



Analysis of the questionnaire responses revealed that the **EG network plays an important role in competence development for practitioners.** The network's activities, including seminars, webinars, and conferences, were seen as relevant and participated in widely.

The respondents acknowledged the **positive impact of the EG network's services on their knowledge, competences, and networking capacities.**

They also identified **key areas for future EG network activities such as career guidance theories, mobility opportunities, and digital innovations.**

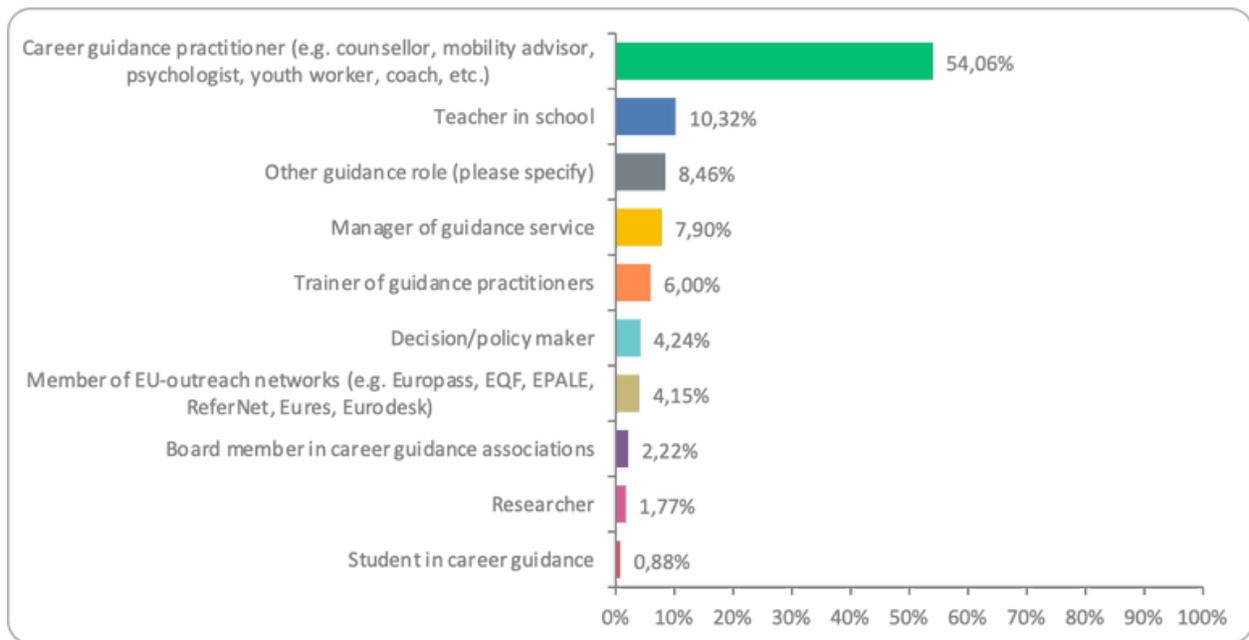
In terms of **communication**, most respondents indicated that they found **access to services and resources easy and preferred email** as the communication channel.

However, they also showed **an interest in using LinkedIn for future updates.**

**High satisfaction rates with EG network activities and a willingness to recommend EG network services to other professionals** further underscored the value and impact of the EG network.

# Questionnaire

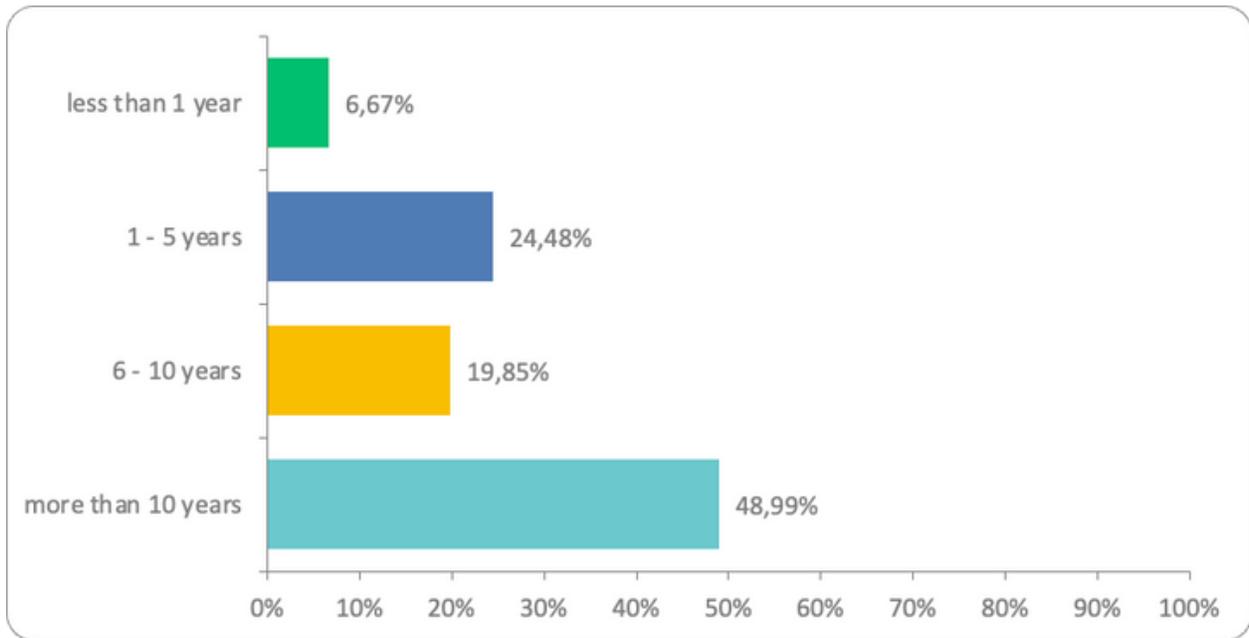
## Guidance role of respondents



The majority of respondents were Career Guidance Practitioners (54.06%).

# Questionnaire

## Experience in the field of career guidance

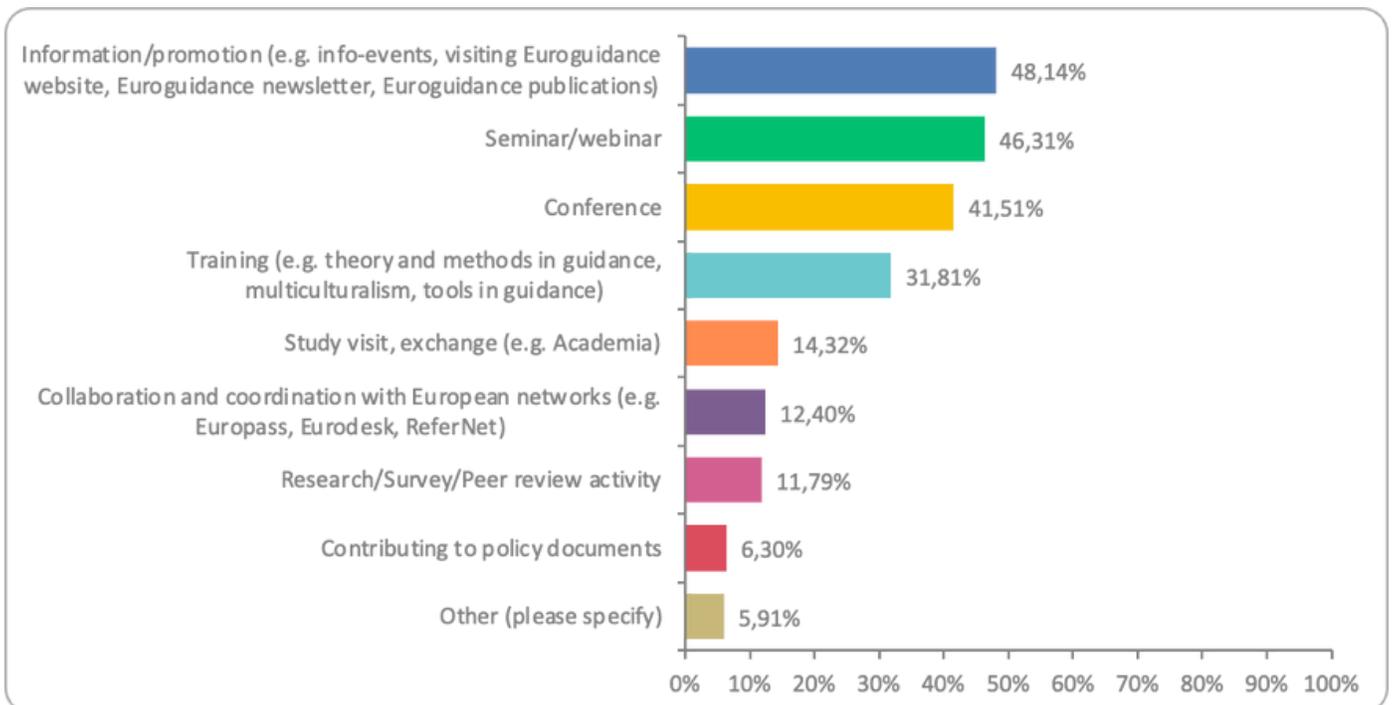


The respondents had a wide range of experience levels.

# Questionnaire



## Types of Euroguidance services/activities



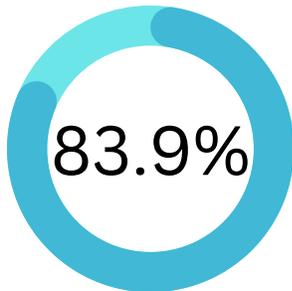
Participants engaged in a variety of Euroguidance services/activities from 2021 to 2022.

The most popular was Information/promotion activities, participated in by 48.14% of respondents. This was followed by Seminars/webinars (46.31%), Conferences (41.51%), and Training (31.81%).

# Questionnaire



## Impact of Euroguidance activities/services



of respondents found the Euroguidance services/activities they were involved in to be 'Relevant' or 'Very Relevant'

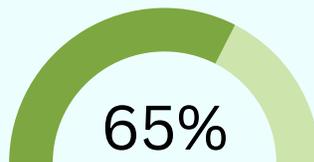
Analysis of the questionnaire responses revealed that the EG network plays an important role in competence development for practitioners. The network's activities, including seminars, webinars, and conferences, were seen as relevant and participated in widely.



The respondents acknowledged the positive impact of the EG network's services on their **knowledge, competences, and networking capacities.**



of respondents confirmed that Euroguidance helped them develop or enhance their **knowledge** of the subject matter they were targeting



stated that Euroguidance helped them develop additional **competences or capacities** for the delivery of career guidance services



indicated that Euroguidance helped them extend their capacity for **networking and collaboration** in the field of career guidance

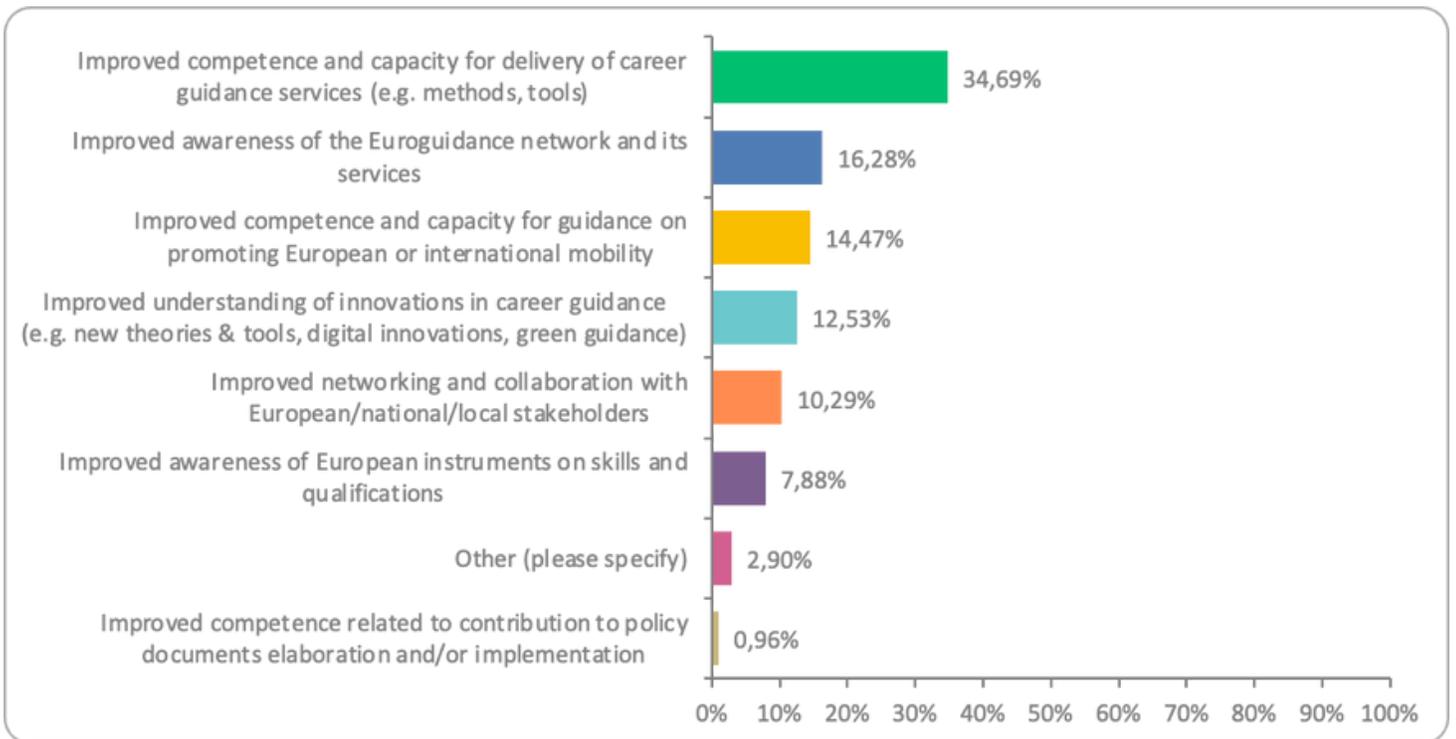




# Questionnaire



## Main benefits of Euroguidance services/activities

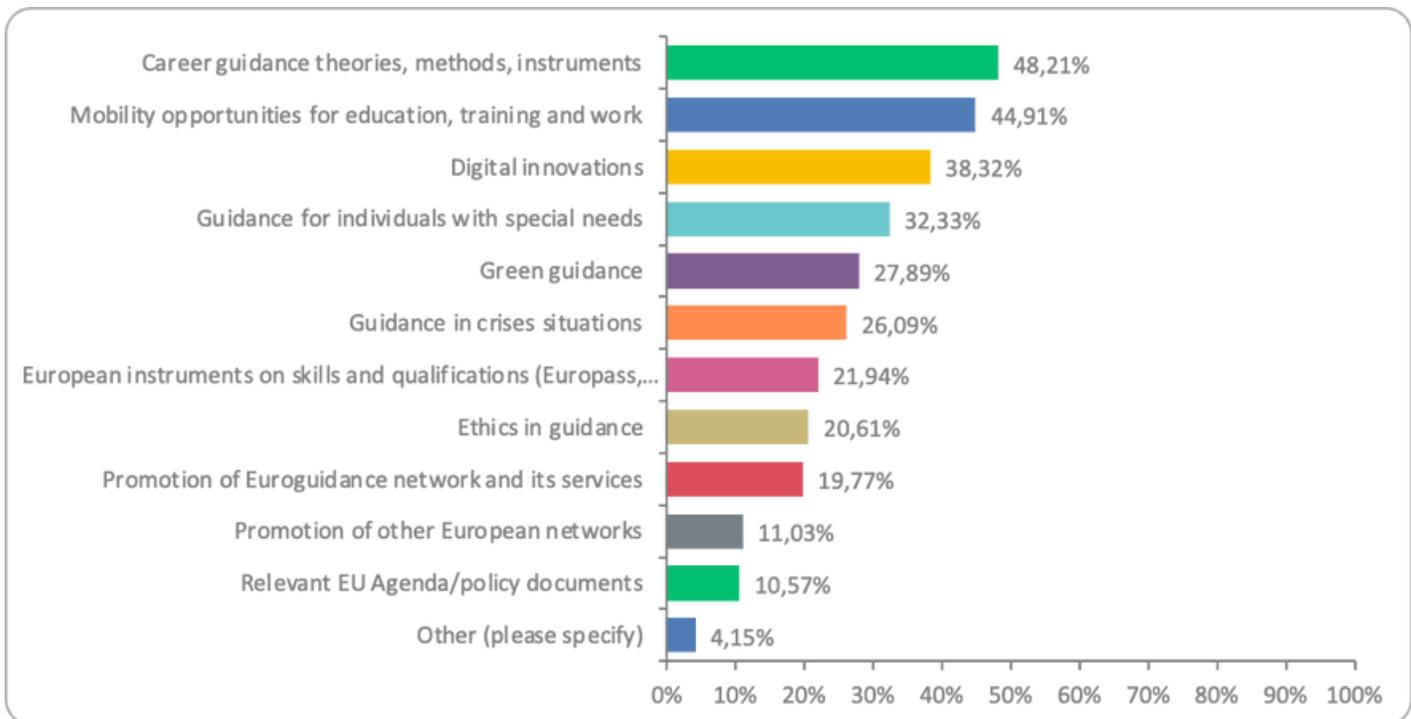
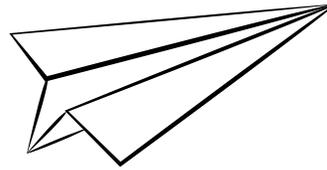


The most important benefit, as indicated by 34.69% of respondents, was the **improved competence and capacity for the delivery of career guidance services**. Other benefits included improved awareness of the Euroguidance network, improved competence for guidance on promoting European/international mobility, improved understanding of innovations in career guidance, and improved networking and collaboration with stakeholders.

# Questionnaire



## Topics for the future



The "Topics for the Future" section offers a glimpse into the priority areas the respondents suggest for Euroguidance's future actions:

- **Career Guidance Theories, Methods, Instruments (48.21%):** A clear demand exists for a deeper exploration of theories and methodologies in career guidance, including a focus on emerging tools and techniques.
- **Mobility Opportunities for Education, Training, and Work (44.91%):** Practitioners express a keen interest in expanding their understanding of opportunities in global mobility related to education, training, and work.
- **Digital Innovations (38.32%):** This high interest indicates a growing recognition of the value of technology in the guidance field, underlining the need to stay updated with digital trends and innovations.



# Questionnaire



## Overall rating of Euroguidance Network activities



|   | 1<br>Of no support | 2<br>It offered some support | 3<br>The support was good | 4<br>The support was extremely valuable | WEIGHTED AVERAGE |
|---|--------------------|------------------------------|---------------------------|---|------------------|
|  | 2.74%              | 18.04%                       | 39.97%                    | 40.24%                                  | 3.17             |

The the majority of respondents rated the support as 'good' or 'extremely valuable', giving a weighted average of 3.17 out of 4.

## Willingness to recommend Euroguidance services



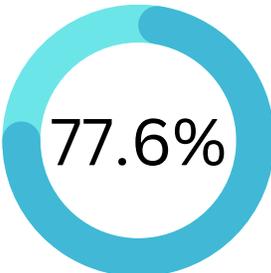
|   | 1<br>Not at all | 2<br>I would somehow recommend | 3<br>I would recommend | 4<br>I would strongly recommend | WEIGHTED AVERAGE |
|---|-----------------|--------------------------------|------------------------|---------------------------------|------------------|
|  | 1.73%           | 10.08%                         | 37.99%                 | 50.20%                          | 3.37             |

Most respondents expressed a willingness to recommend Euroguidance services to other guidance professionals for developing their knowledge and competencies, with a strong recommendation being the most prevalent response.

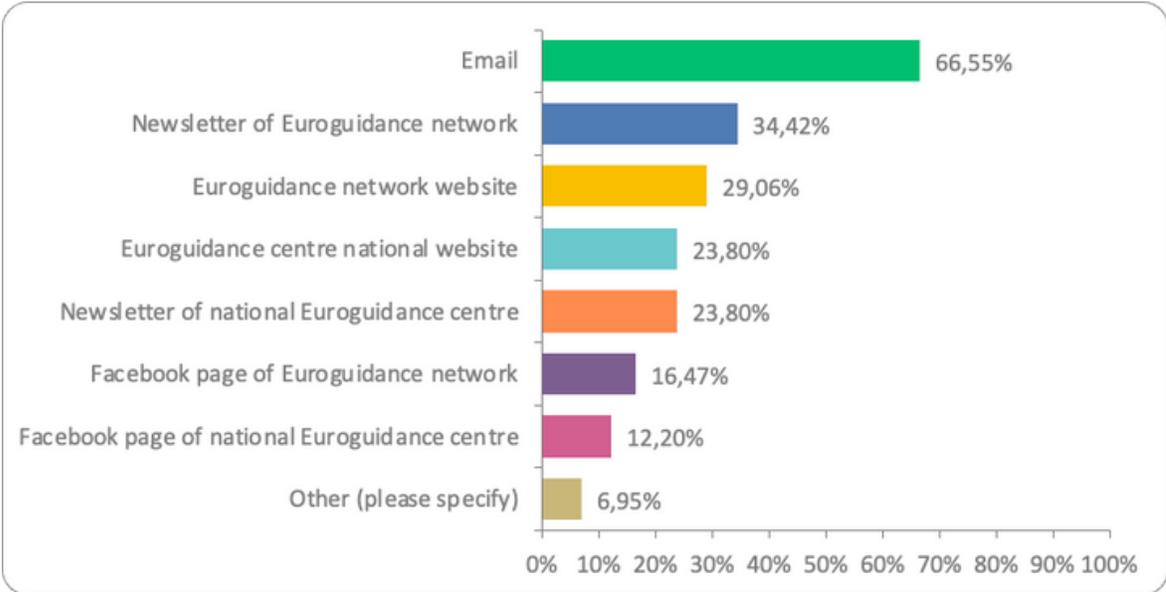
# Questionnaire



## Communication



In terms of the ease of access to services and resources provided by the Euroguidance network, a significant **majority of respondents indicated that they found the access very easy or somewhat easy**, making the ease of access highly rated overall.



The primary communication channel through which respondents receive information from Euroguidance is via email (66.55%), followed by newsletters from the Euroguidance network (34.42%), and visits to the Euroguidance network website (29.06%).



# Questionnaire



## Communication



The primary communication channel through which respondents receive information from Euroguidance is via **email** (66.55%), followed by **newsletters** from the Euroguidance network (34.42%), and visits to the Euroguidance network **website** (29.06%).



**Facebook** was the most preferred social media platform to receive information from Euroguidance (score 2.60 out of 3), followed by **LinkedIn** (score 2.26 out of 3).



### Overall satisfaction with the communication channels used by Euroguidance to disseminate information



The majority of respondents expressed satisfaction, with **32.65% somewhat satisfied and 28.91% very satisfied**, resulting in a weighted average satisfaction score of 3.82 out of 5. This indicates a generally positive perception of Euroguidance's communication strategies among respondents.





# Workshop



Participants reflected on five opportunity areas derived from stakeholder feedback, discussed relevant questions and experiences, and visually compiled their insights.

## Opportunity area 1: Competence development. Training



Emphasis was placed on knowledge sharing, with proposals for mobility ambassadors, an e-course on career guidance, innovation competitions, specialized training, research publications, and fostering international cooperation in career guidance.



## Opportunity area 2: Professional exchange and mobility



To better organize mobilities, strategies include enhancing language skills, publicizing exchange calendars, centralized information campaigns, hosting diverse events, a mobility online platform, reviewing Academia evaluations, and fostering partnerships with guidance associations and policymakers.

## Opportunity area 3: Communication



To increase visibility, Euroguidance should leverage social media, optimize their website, utilize diverse content formats like testimonials and videos, develop practical toolkits, and implement consistent communication strategies at the network level.

## Opportunity area 4: Facilitating sharing of knowledge & innovation



To enhance career guidance, Euroguidance should host webinars, establish a best practices database, prioritize European issues and green guidance, involve local communities in identifying transformative figures, showcase and recognize good practices, and organize events and co-networking activities.

## Opportunity area 5: Policy



Emphasis was placed on fostering cooperation and policy engagement both nationally and in Europe, leveraging Euroguidance's strategic positioning and expertise. Initiatives suggested include dialogues with the European Commission, research sharing, and enhancing collaborations to influence guidance policy development.

# Acknowledgements



We would like to express our gratitude to the Euroguidance Evaluation Group and to the Steering Committee for their valuable assistance in organizing all the phases of the research.



We greatly appreciate their support and commitment, which contributed to the success of the study and the achievement of meaningful outcomes.

We also extend our gratitude to the national Euroguidance centres for their assistance in facilitating the research team's connections and communications with national stakeholders.

Euroguidance 2023  
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