

The National Career Guidance Awards 2018

Compendium of
award-winning contributions

from the

Czech Republic

Hungary

Slovakia



euro | guidance



THE NATIONAL CAREER GUIDANCE AWARDS 2018

Compendium of award-winning contributions from the **Czech Republic, Hungary and Slovakia.**



Euroguidance centres organise various activities throughout the Europe to support development of lifelong career guidance services in the EU Member States and candidate countries.

www.euroguidance.eu

Identifying examples of good guidance practice belongs to those activities, which have the highest potential to inspire others. To this end, Euroguidance centres from the Czech Republic, Hungary and Slovakia decided to prepare a booklet presenting good guidance practices – winning contributions from National Career Guidance Awards organised in abovementioned countries in 2018.



Euroguidance centre in Czech Republic is hosted by the Centre for International Cooperation in Education (DZS).



Euroguidance centre Hungary is hosted by the National Office of Vocational Education and Training and Adult Learning (NSZFH).



Euroguidance centre in Slovak Republic is hosted by the Slovak Academic Association for International Cooperation (SAAIC).



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FOREWORD

Dear readers,

The idea to organise the National Career Guidance Award originated in 2009 in Slovakia and Czech Republic. The year 2018, therefore, marked 10 years anniversary since it was first introduced in these countries. In the course of the 10 years, the initiative has evolved and become widely recognised guidance-related event. Other national centres took interest in hosting career guidance awards of their own, too, and inspirational guidance practices were soon awarded in Lithuania, Bulgaria, Serbia and Hungary.

Although a lot has changed over the years, the idea behind the National Career Guidance Award stays the same, i.e. to disseminate good guidance practices across Europe and encourage career guidance practitioners and professionals to share their experience and know-how with their fellow European colleagues. To this end, centres that host national career guidance awards in their respective countries keep issuing, as of 2012, joint compendia of the award-winning contributions.

In the 2018's edition of the compendium, you will find descriptions of award-winning guidance practices from three countries - Slovakia, Czech Republic and Hungary. As you will read through the publication, you will notice a great diversity in who and to whom is career guidance provided and how it is delivered; and that is what the National Career Guidance Award is all about. About bringing career guidance practitioners and professionals from different sectors and institutions together and showing them that despite these differences they all work towards a common goal – empowerment of their clients so they can make well-informed and responsible decisions with respect to their educational and career paths.

We hope you will find these examples of good guidance practices interesting and inspiring and that you will enjoy reading through the compendium.

Euroguidance centres in the Czech Republic, Hungary and Slovakia,
December 2018

CZECH REPUBLIC

The National Career
Guidance Award
in the Czech Republic,
2018

As the National Career Guidance Awards in the Czech Republic celebrated its 10th anniversary in 2018, the conference was organised in the true European spirit with participation of Euroguidance colleagues from Hungary, Serbia, Slovakia and Romania.

The peer exchange of good practices among countries and individual counsellors proved to be once again very inspirational and important activity in the field of career guidance in the Czech Republic. The National Career Guidance Award, in addition, created a space for dissemination of new guidance projects and activities to the guidance community.

More than 30 projects and activities were submitted to the award from various sectors, such as schools, labour offices, NGOs, regional career centres and private companies. The 2018 award ceremony, which included also presentations of the award-winning organisations, took place in Prague, where representatives of the Ministry of Education, Youth and Sports announced results of the contest. The award ceremony was traditionally

accompanied by an expo of all contributions to the competitions, which provided an opportunity for extensive networking and peer learning.

In addition to the public recognition, the winners of the Czech National Career Guidance Award were granted an opportunity to participate in a study visit co-organised by the Portuguese and Czech Euroguidance centres. The programme of the study visit included a seminar on Educational Psychology in Braga, followed with presentations on guidance provision in the Portuguese schools and public employment services.

Examples of Czech good guidance practices in career counselling are also being disseminated by the Czech edition of the National Career Guidance Award compendium. All award-winning contributions from 2018 are described below in this compendium.

Team of the Euroguidance centre in Czech Republic

AWARDS

AGAPO

Employing the 'Unemployable'

A non-profit organization AGAPO provides consulting services to jobseekers with social and health disadvantages. Scepticism prevails among many disadvantaged, including their legal guardians and social workers, who have doubts concerning both the prospects of finding a suitable job and the actual need for seeking employment in the first place. The organisation applies a solution-focused approach when providing career consulting services. Both the staff and clients work together on trying out new ways and methods. A secure social environment is the essential part of the support, as are activities leading to creating and reinforcing a motivating environment. Consulting services are established as soon as interest in finding a job is expressed. Multidisciplinary staff of the organisation, comprising social workers, psychologists, social and special educators, and a person in charge of getting in touch with employers, ensures a holistic approach to service implementation.

More info:

www.agapo.cz



SPIRALIS

Career consultancy helps develop the world

The Developing my World programme is primarily aimed at mothers of children up to 15 years of age. It was designed for those who would like to start their own socially beneficial entrepreneurship or non-profit activities. Their approach is based on the competency mapping methodology, social entrepreneurship and self-presentation techniques. The goal of this six-month-long programme is for the participants to map their competencies and their potential in general, and then think about how it can be utilised in socially beneficial activities in their local community. The education programme consists of group career consultancy (based on the CH-Q approach), acquisition of social entrepreneurship skills, as well as professional self-presentation skills. The outcome of the programme is a career portfolio for each participant, a business plan and their newly acquired style of self-presentation.

More info:

www.spiralis-os.cz

THE ASSOCIATION FOR THE DEVELOPMENT OF LIBEREC REGION

Methodical coordination of career consultancy in the Liberec Region

The study provides an overview of Liberec Region projects completed to date. It resulted from a unique regional collaboration based on joint efforts to methodically coordinate career consultancy across all groups in the region (primary schools, secondary schools, job centres). The Association has created a document that became a base for its further work in the field of career guidance and counselling. Each party was able to comment on the document, amend its content and suggest ways of future collaboration. In addition to its general section, the document sums up and evaluates past projects implemented in the Liberec Region and the Statutory City of Liberec in terms of their usefulness and success, and it sets out specific recommendations on areas which should be addressed in the future.

More info:

www.sdruzenilk.cz

TIŠNOV GRAMMAR SCHOOL

Secondary school's career advice activities

The career guidance activities are divided into respective years of study. Some of them are held in the format of workshops or lectures, whereas others give pupils the opportunity to join in individually. The aim of the activity framework is to address topics of self-awareness, self-presentation and career information resources. Cooperation with the Gymore (meaning 'more than a grammar school') has brought a special value to the project. Students invite interesting people with work experience to their school, who then give lectures and lead workshops for the pupils, school staff and the public. The events are funded through donations granted by local entrepreneurs. New items have been added to the activity plan in 2018: Career Consultancy for 3rd grade students and a lecture for parents entitled 'Career Consultancy – the Role of Parents and Human Resources Exchange' (presentation given by some of the school's graduates).

More info:

www.gym-tisnov.cz

SPOLU DĚTEM

Training for adulthood – the JOBS section

Training for adulthood is an educational project aimed at strengthening knowledge, capabilities and skills, as well as enhancing personal development of adolescents before they leave care institutions. The goal of the project is to strengthen young people's independence and prepare them for real-life situations with which they will have to deal after they leave children's homes. The project is divided into the following thematic sections: JOBS – where to look for them, how to get them, preparing for job interviews; FINANCES – how to manage one's finances effectively; HOUSING – types of housing after leaving a children's home, the pros and cons, what to be wary of; RELATIONSHIPS – me and my environment; and COMMUNICATION – communication skills training. The learning activities are conducted using experiential education methods, techniques employed during the training include work group, workshops, experiential games, role play, practical training, model situations and discussions.

More info:

www.spoludetem.cz

HUNGARY

The National Career
Guidance Award
in Hungary,
2018

Operating within the framework of the National Office of Vocational Education and Training and Adult Learning, the Euroguidance Centre Hungary announced its call for applications for the 2018 Euroguidance Career Counselling Award to identify and disseminate good guidance practices, after first such awards were granted in 2016. In 2018, the objective of the competition was to collect Hungarian career guidance practices and provide an opportunity for career guidance and counselling organisations to showcase their activities and share their good practices.

A total of 36 applications were submitted in response to the call for applications published by the Euroguidance Hungary in the summer of 2018, which exceeded the number of applications from 2016. Almost all organizations or institutions involved in career guidance in Hungary were represented this time again. Most of the applications were submitted by individuals, chambers of commerce and industry and vocational

education and training centres, but there were also higher education institutions, government offices and secondary vocational schools among the applicants.

The official award ceremony of the Euroguidance Career Counselling Award of 2018 and the good practice sharing seminar with close to 100 attendees took place in Budapest on 8 October 2018. At the event, the first three award recipients with the highest scores were presented as part of the plenary lecture, and during the workshops participants were introduced to 15 more entries.

Finally, we would like to thank all those who have contributed to the success of the Euroguidance Career Counselling Award 2018 with their application, as well as to those who supported the promotion of good practices in Hungary through their presentations at the award ceremony and contributed to this publication.

Team of the Euroguidance centre in Hungary.

AWARDS

ÉVA SZALONTAI

CAREeR — Digital idea box for career counselling

One of the important segments of my pedagogical service is to help career guidance at school. Within the context of group sessions, I regularly meet students of different age groups in primary schools, secondary grammar schools and vocational training institutions. In my experience, the concentration of the digital generation is decreasing, and motivation also varies from person to person. Therefore, I try to make my school counselling activities enjoyable and attractive to students, which is well suited with the ICT-based methodology.

I recommend the online Idea Box of live links as a gap-filling tool based on my many years of professional experience. It includes tasks supporting career guidance with ICT tools broken down to forms of work and adjusted to the needs of the young generation. The method informs and at the same time it makes students think. It keeps their attention, develops students' future labour market competencies (such as digital competence, presentation skills, collaboration, and communication), encourages independent information acquisition, and increases career awareness in a playful way.

The recommendations/ideas in the collection can be easily adapted even by beginner ICT users. The websites used for tasks can also be opened with smartphones, so students can work even with their own devices. The software is free and available either in Hungarian or require minimum English language skills. With some creativity, they can be used independently for career guidance on a non-teaching working day or a theme week, as a project task, or even as part of a classroom lesson. The tools and methods differ by task type. The know-how, i.e. the recommendation for solving each task, is always based on personal experience.

The interactive tasks are tailored to the needs and expectations of the digital generation and combine the two important aspirations of our time: digitalisation and career guidance.

More info:

<https://en.calameo.com/read/0052741639ed9fe86aa43>

SZoSZSZC Trade and Catering Vocational Grammar School, Secondary Vocational School and Boarding School, Szombathely

“Hungaricums in the World” — a career guidance team contest

Entitled “Hungaricums in the World”, our school organised an English language career guidance team contest for students of 7th and 8th grades. The unique feature of this three-round contest is that it encompasses all three fields of expertise of our school, from trade to hospitality and tourism. Its aim is to emphasize to students that professional English is not more difficult than the general language, and at the same time we want to bring bilingual vocational trainings closer to the students. In addition, we have the opportunity to add a bit more knowledge to the professional classes at our open days to help students learn more about different crafts. The activity comprises three rounds: Round 1 — creative teaser in which students were asked to choose a hungaricum to be promoted abroad through an advertising material. So, in the first year we highlighted the marketing subject, as it is one of our most popular professional subjects. In the second round, students receive traditional language examination as well as more playful creative tasks, for which we have selected texts that can all be linked to our school’s trades. In the third round, we combined the programs that has been offered for several years as part of the Night of Trades with an English competition, thereby ensuring a higher visibility for the top career guidance event.

In the live round, students were given creative and logical tasks, combining the themes of all the trade groups with classic English and exam-like elements. Thus, from role play to video comprehension, primary school students had a cheerful evening in our school. Every school year, we refine the program based on the experience from previous years.

More info:

www.keri-szhely.sulinet.hu

LÁSZLÓ QUITT, The Budapest Chamber of Commerce and Industry *With and Without Tools*

The Budapest Chamber of Commerce and Industry (BKIK) is a leading organization in the coordination of actors in the Vocational Education and Training sector.

According to our experience, the capital's economic actors are struggling with a serious lack of professionals, especially in the so-called 'shortage occupations'. The program, therefore, tries to offer an attractive career model to indecisive group of primary school students and graduating secondary school students before making a career choice. Its key elements are self-awareness and occupational orientation, with approaches, methods and contents adjusted to their respective age group.

In the course of its career guidance mission, the Budapest Chamber of Commerce and Industry employs a number of traditional and innovative methods to address young people as its primary target group. Events, workshops and training workshop visits actively involve children by creating a truly unique experience.

Our fundamental experience is that children of today, being active in the digital world, receive lots of information, but only visually. Thus, they are left out of real, hands-on experiences that are key to their tactile senses. In the absence of these, however, no 'real' experience can be gained.

The fact and the matter is that there are almost no trades, occupations or professions that would not use some kind of measurement. This means that we use measuring instruments in every professional activity. From here came the idea of making the trades tangible through the measuring instruments that they require. This is the reason why we have compiled a so-called 'MEASURING BAG' to play the following game:

Trade knowledge game		
Tools: 'MEASURING BAG', notepad, writing instrument.		
The contents of the measuring bag (which can be expanded at any time)	measuring rod	mechanical scale
	measuring tape	digital kitchen scales
	caliper	measuring cup with container
	water level meter	medical syringe
	taylor's tape	room thermometer
	digital multimeter	blood pressure meter
	4-in-1 occupational health and safety measuring device (light meter, sound pressure meter, core thermometer, humidity meter)	analogue and digital light meter
	Duration: approx. 25 minutes (this should be flexible depending on the options and needs)	

Game play

Each pupil picks up a measuring instrument based on their preferences. Then, they form groups of two or three. Members of the group are: a person in charge of measurement, notetaker and a spokesperson.

Task

Measuring the properties of some object, thing, device, or person in the room, and recording the results obtained. One thing can be measured by several groups, and a group can measure several things. This section of the game lasts 10 minutes, followed by the second part in which a spokesperson presents a device that was used during the experiment and explains how it works. (duration: 10 minutes)

Summary

Together with pupils, we are brainstorming about what occupations use selected instruments in their work, thereby mapping and better understanding these fields of expertise. More tools can be linked to a profession, or more professions to a single device, so the game may continue

More info:

www.bkik.hu/palyaorientacio.



SPECIAL AWARD

SZÉKESFEHÉRVÁR VOCATIONAL EDUCATION AND TRAINING CENTRE

This here is the career

With the “This here is the career” toolkit, we strive to provide a career guidance system that will meet the needs and age peculiarities of those who will be soon confronted with multiple career choices. By finding the trade group and the specific profession, a student should be able to identify with it, have his professional self-image established, and his self-awareness, personality, professional skills and key competencies improved. The elements of the package range from a game play to a custom career counselling software.

Our career orientation toolkit includes our own handbook for career guidance, which contains a collection of games and provides suggestions for each grade as well as useful tips for organising a career guidance day. The handbook also includes our very own board game (PÁLYÁRA FEL!), and its two surfaces enable us to address the age group 10-18.

Moreover, we have developed an additional software for more effective application of internationally recognized career guidance software (CHOICES). The software ensures full consideration of self-awareness and career knowledge elements in the process of preparing for a career decision-making. The tools that we use in our career guidance strategy offer new opportunities alongside already existing good practices. In our practice, the elements of self-awareness and career knowledge are applied in harmony.

Since the effectiveness of vocational training in Hungary is heavily influenced by the extent to which career choices of those entering the training are well-founded, we try to help primary schools and their pupils, secondary school students and adults preparing for career change in a complex way.

More info:

www.szfszc.hu

SLOVAKIA

The National Career
Guidance Award
in Slovak Republic,
2018

For the tenth consecutive year, Euroguidance centre in Slovakia awarded organisations and individuals that work relentlessly on improving quality and accessibility of career guidance services in Slovakia. A total of 21 innovative practices entered the competition, out of which 5, deemed exceptional in quality, innovation, client orientation, and effectiveness, were singled out by the commission of experts to be publicly awarded at the final award ceremony which took place on 18 September 2018 in Bratislava.

As every year, the ceremony concluded months of preparation and created a platform for an extensive networking and peer learning. Given the 10 years anniversary, the conference presented, in addition, an opportunity to recall all the award-winning organisations and individuals throughout the years and to showcase the progress that the guidance community in Slovakia has achieved over the last decade. The 'community' aspect of the National Career Guidance Award was further emphasised by the motto of the 2018 conference – 'We are writing the story of the career guidance in Slovakia together'.

More than 90 participants, including representatives of the

state organisations, NGOs, private companies, career guidance practitioners and professionals attended the conference. The award ceremony was accompanied by a fair of all the practices that entered the competition. Moreover, the Association for Career Guidance and Career Development, as the main partner, revealed during the ceremony that the 2019 IAEVG Conference will be held in Slovakia and Czech Republic.

Other partners of the 2018 National Career Guidance Award included the Ministry of Education, Science, Research and Sport, the Representation of the European Commission in Slovak Republic and the National Agency for Erasmus+ Programme for Education and Training Sectors.

The National Career Guidance Award has, over the years, become a widely recognised and acclaimed initiative among the guidance community in Slovakia and we hope we can keep writing this „endless story of good guidance practices“ together also in the following years.

Team of the Euroguidance centre in Slovak Republic

AWARDS

CENTRAL OFFICE OF LABOUR, SOCIAL AFFAIRS AND FAMILY

The framework of factors affecting employability and the new concept of guidance services oriented on learning outcomes

In 2017, Central Office of Labour, Social Affairs and Family in Slovakia introduced an integrated concept of career guidance services oriented on development of learning outcomes (CMS) and employability factors of jobseekers. The framework was divided into four main areas:

- *Identity and motivation*: perception of one's own situation, understanding of importance of work, ability to identify own motivations and advantages resulting from a change/transition
- *Strengths / potential*: ability to identify one's own strengths and competencies and to back the selection of career goals, ability to create a CV, fill in a job application and jobseeker's profile at ISTP.sk (an integrated job portal)
- *Horizons and career planning*: ability to follow and understand information related to the labour market, knowledge of active labour market policies and existing support schemes, ability to set career goals, draw up an action plan and identify obstacles
- *Networks and relationships*: ability to communicate and identify resources, willingness to approach a potential employer

These areas were further sub-divided into specific indicators, against which jobseekers can be assessed. The career (development) programme for jobseekers is based on the list of these indicators and consists of different sets of modules (individual and group sessions) oriented thematically on the four main areas.

Practitioners of the public employment services possess a handbook for each individual and groups session activity. The handbook contains expected outcomes of counselling process as well as instruments and resources for achieving them.

The framework is integrated and employed into 3 different phases of guidance process: 1) initial analysis of jobseeker's situation; 2) career planning; 3) evaluation of outcomes of guidance service.

Over 8000 jobseekers went through this programme in 2017, achieving measurable impacts in all the indicators. In 2018, the plan is to reach 25 000 jobseekers (especially NEETs and long-term unemployed).

More info:

<https://www.upsvr.gov.sk>

KARPATSKÁ NADÁCIA

ITrampoline for All

A development and job placement programme 'ITrampoline for All' is the outcome of an international (Erasmus+) project that was developed by a non-governmental organisation *Karpatská nadácia* in cooperation with partners from Slovakia, Hungary and Germany. The goal of the project was to support employability of people with physical disabilities in the IT sector. The project responded to the fact that people with disabilities are often denied opportunities to fulfill their potential due to their handicap.

The mission of the project was twofold: 1) identification of barriers that halts integration of people with disabilities into the labour market; 2) identification and development of tools, practices and measures that would support transition of people with disabilities to the IT sector.

A complex model was developed by the project team with 3 levels of implementation:

- 1) Interactive training 'Trampoline' – focus on supporting integration and development of soft (transferable) skills (Karpatská nadácia has developed and provided this training since 2014);
- 2) Vocational Potential Assessment Centre (VPAC) – an innovative assessment and (IT) job placement tool for people with disabilities. The goal was to adjust existing recruitment and assessment methods to better reflect and address diversity of workforce and to prevent discrimination.
- 3) The Elevator Development Centre (EDC) – the outcome of the last phase was to create a tailor-made guide for training support to jobseekers with disabilities who apply for IT positions. This tool is based on the findings from the Assessment Centre and helps jobseekers to develop their potential through 3 training courses (IT Skills, Soft Skills, Language Skills – English or German)

More info:

<http://karpatskanadacia.sk/itrampolina-pre-vsetkych>

ZUZANA KOŽÁROVÁ,

Centre of Social and Psychological Sciences (Slovak Academy of Sciences)

Podnikni niečo!

The training programme ‘Podnikni niečo!’ (‘Do something!’ or ‘Start your own business!’) was developed in cooperation between the Centre of Social and Psychological Sciences of the Slovak Academy of Sciences and the Counselling Centre of the Pavol Jozef Šafárik University in Košice.

The programme is focused on the development of 2 key competencies: entrepreneurship and career adaptability. In the course of 8 weeks, participants (University students) are led to thinking about their career paths, identifying their strengths and weaknesses and they can assess their entrepreneurial potential. By the end of the development programme, participants should be able to identify both benefits and obstacles of starting own business. As an outcome of the programme, students-participants develop their own business plan which is then presented in front of the class and they receive a feedback on its feasibility.

Various activities are employed during the programme delivery (including presentations, brainstorming sessions, group work, discussions with local businessmen) based on the ‘learning by doing’ method. Different modules (assessment of entrepreneurial potential, identification and development of a business idea, creation of business plan and self-presentation) complement each other to provide participants with a complex overview of what the process of starting own business entails. The training programme runs for 8 weeks (2-hours session per week) and is offered to University students free of charge.

More info:

<https://www.upjs.sk/pracoviska/unipoc/aktuality/podnikni-nieco-280218/>

VOLKSWAGEN SLOVAKIA FOUNDATION

Virtual Career Advisor – The Islands of Knowledge

The Islands of Knowledge are interactive kiosks with three touchscreens and the integrated 'Virtual Career Advisor' application. The project was launched in 2017 and offered to more than 100 elementary schools all around the Slovakia.

The main educational part of the tool consists of series of interactive tests, modules and videos in the fields of technology, ecology, physics or German language. The learning content is integrated into a visually appealing user interface - an animated island.

One of the main features of the tool is the 'Virtual Career Advisor' application which can be accessed online. The application content was created by an organisation EDUPLEX (NGO) with a financial and technical support of the Volkswagen Slovakia Foundation. It was designed for pupils of elementary schools with the purpose of helping them to understand their strengths and motivations and inform them on possible future educational paths and possibilities. The Virtual Career Advisor consists of an interactive test and informal games oriented on improving pupils' self-knowledge and career orientation.

In the first part of the application, users fill in an interactive aptitude test called 'Do you know what you want to become?' and receive, based on their entries, recommendations on the most suitable careers. This piece of advice is sent to pupils and their parents also electronically, which allows them to consult the results further with either school counsellors or advisors in specialised counselling centres. The application features also other interactive exercises (e.g. 'Create your own business card'; 'Do you know your strengths and weaknesses?').

More info:

<http://www.vedomostne-ostrovy.sk/ostrov/#/karierne-poradenstvo>

MICHAELA VALICOVÁ,

Podnik medzitru práce - Šanca pre všetkých

Intensive career guidance from A to Z: Chance for young NEETs

Podnik medzitru práce is a non-governmental organisation based in Banská Bystrica that offers supporting counselling programmes to young jobseekers. In 2018, the project 'Support for young jobseekers' was launched to provide 15 unemployed under the age of 29 with an intensive career guidance for the period of 6 months (from April till September 2018).

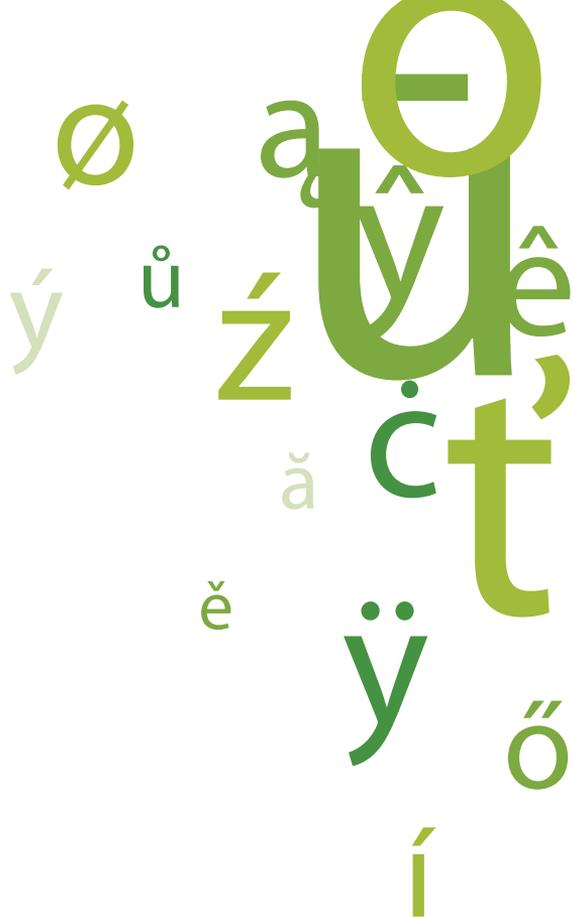
The programme was structured into series of individual and group sessions oriented primarily on career guidance and development of social skills. Socio-dynamic and coaching approaches were employed during the programme while respecting individual needs and intellectual levels of clients. Michaela Valicová, an experienced career advisor, took care of the whole delivery of the programme and worked with clients on a daily basis.

Four career guidance workshops were organised (Who am I?; What do I want?; My journey; How to write a good CV and letter of motivation?) with a focus on improving clients' self-knowledge, career orientation, career planning, and providing them with insights into dynamics of recruitment and job interview processes. Since most of the clients came from socially challenging environments, the programme combined career guidance with elements of social work and tutoring.

More info:

<http://pmpbb.eu>





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European Network to Support
Guidance and Counselling

SAAIC
Slovak Academic Association
for International Cooperation
Euroguidance centre
Bratislava 2018