



Leonardo da Vinci
Pilotprojekte



**CEDEFOP Conference on Guidance for Workforce
Development
Thessaloniki, 25 – 26th June 2007**

Workshop 2

**Women's careers – The virtual Guidance Community
for women in professional reorientation
www.womens-careers.info**



women's careers
Counselling Community

Feedback to an Online guidance at WCC

„Thanks a lot for the detailed and very qualified guidance. I got a lot of support by that...

Your comments to my plans verified that it is an adequate possibility to contact companies...directly.

Your guidance encouraged me a lot and it supported me during my way of making decisions concerning my future professional direction...”

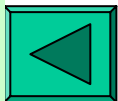
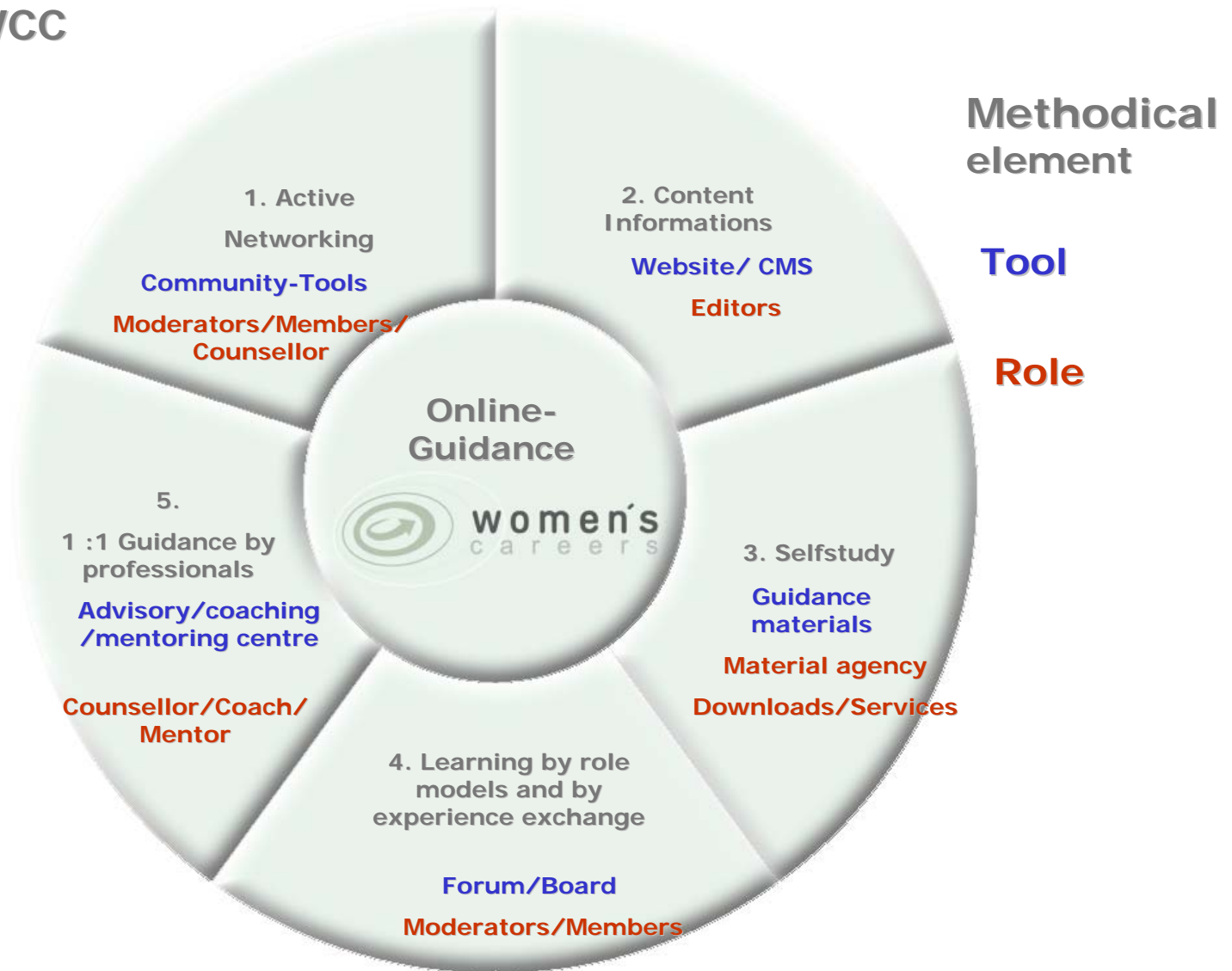
Background of Women's Careers Community in general

- Leonardo da Vinci Pilot project 01.Oct. 2003 – 31.Oct. 2005, German coordinator
- Partnership: 12 partners in 8 countries
- Main goals: Transnational development and testing of Online career guidance via virtual Communities
- Target group: Women in professional reorientation
- Testing in 4 communities: IE, SE, FR, AT/DE
- Actual: Sustained running community in AT/DE
- About 3300 registered members, about 250 finished and running guidance courses in DE/AT
- Clickrates: Forum 74 226, „Job & Career“ 140 291, Counselling Center 91 177

Why to offer vocational Online Guidance services via virtual Communities

- Increasing use of New Media, esp. Internet
- Virtual Communities are part of peoples life: sharing goals, interests, knowledge, experiences
- New demands in vocational guidance and counselling: Short term, independent of time and place, adequate for individual questions and high quality guidance
- Continuous vocational guidance is attending life long learning
- Online guidance as adequate tool for workforce development
- www.femity.info as prototype: Support of career self-management skills as principle
- Online guidance and counselling services of charity organisations as new trend

How it works: Online Guidance via Communities at WCC



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Logged in as

Margit Althoff

Log out

Ireland

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women's careers



women's careers Counselling Community

women's careers - About us



Welcome to Women's Career Community

The Women's Careers Counselling Community is a platform for women intend to return to their jobs or who reorientate themselves jobwise and need support or help others doing this.



- [more](#)
- [become a member free of charge](#)
- [Counselling center](#)

Getting a Job

CV Preparation

Your CV is the most important document you have for job hunting.

It's your passport to a brighter and wealthier future and can take you places you never imagined! *It's when we are in the valley that we build the strength to climb the mountain - Zig Ziglar.*

- [more](#)

Development Strategy



What is Career Counselling?

"If you think you can or you think you can't, you're right!" - Henry Ford

One of the most important decisions that a person makes in their life is choosing a job or career. In some cases, this can affect the sort of life a person will have (e.g. if joining the Army or the Church). Having a job is a large part of our life and can affect lots of things

around us including our family, where we live and our lifestyle. It is necessary to know what a person is looking for from a job or career.

- [more](#)

Getting a Job

Going to an Interview

Community ticker

Sunday, 19.03.2006

Total members: 2982

Presently online: 1

Guests online: 1

Board ticker

WOMEN'S
ENTREPRENEURShip...

FYI: E-jobguide

→ to the board

Community Agencies

Ballymun Job Centre

Project Partners



MITTELUNDUSÜHING
NAISKOOLITUSE KESKUS

Women's Training
Centre

→ all partners

Newsticker

Strong growth trend
in management
recruitment

Job interviews:
Turning up the heat

Case study: The part-
time balance

Sponsored by

women's
careers
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Log in

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Password:

[Forgot your password?](#)
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Ireland

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Counselling » Counselling center

Counselling center

COUNSELLING TEAM

- [Elizabeth Harrington](#)
- [Jill Colquhoun](#)
- [All advisors](#)

EVENTS

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DOWNLOADS

- [My preferred job roles](#)
(DOC, 42 KB)
- [Career Anchor](#)
(DOC, 107 KB)
- [to the download area](#)





SERVICE

- [to the service area](#)

Counselling requests

 [New counselling request](#)

 [Search the archive](#)  [Support](#)

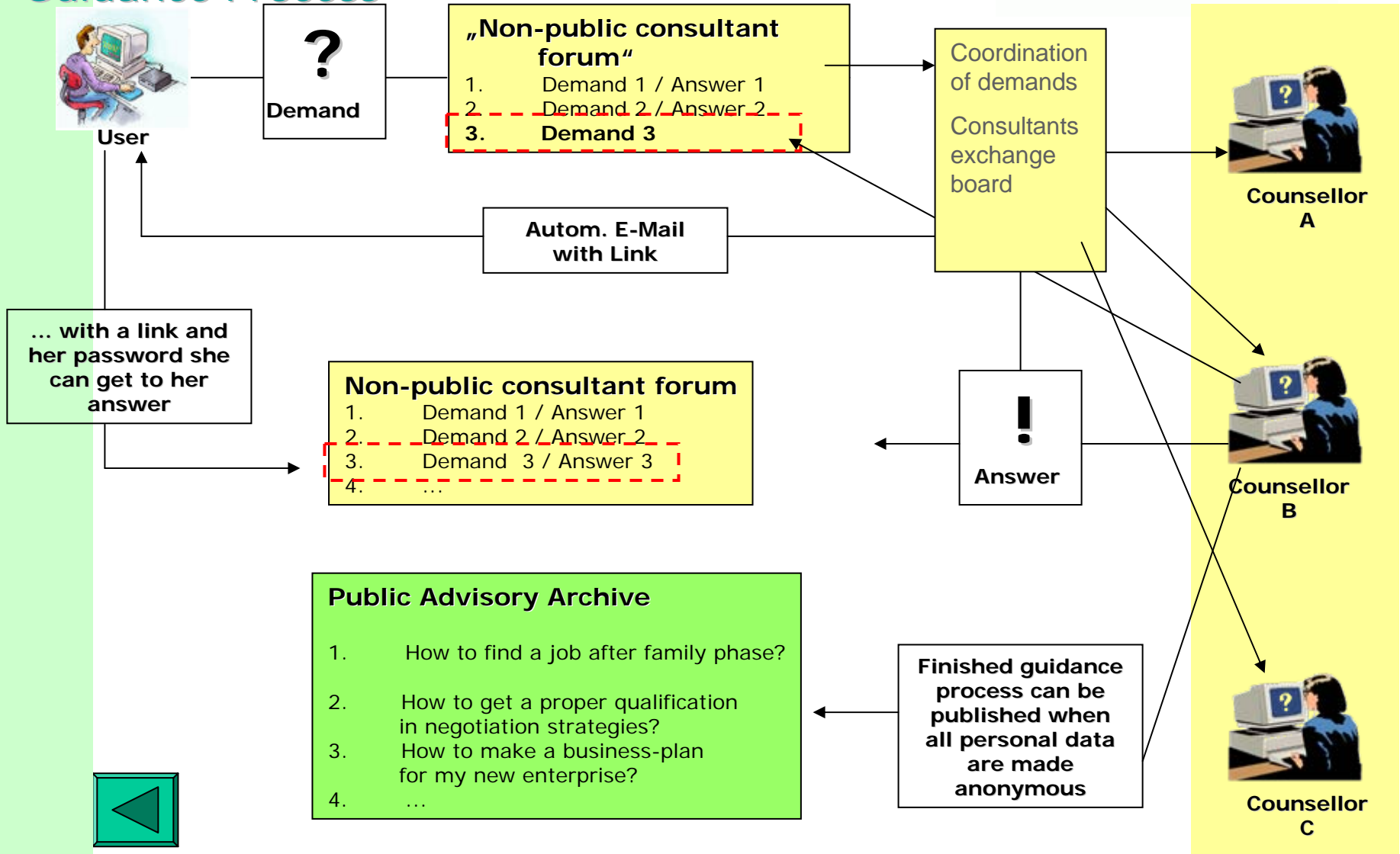
Counselling subject	Views	Date
 After my Leaving Cert.	29	08.02.2005, 22:38
 How can I find out the career for me?	26	08.02.2005, 22:16
 Return to work, low skill level, and low self-confidence	20	01.02.2005, 22:48
 lone parent	19	31.01.2005, 19:02

 [New counselling request](#)

The Counselling Center

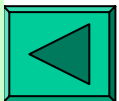


Guidance Process



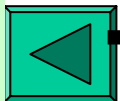
How to integrate clients/users in guidance processes

- Respect users' knowledge and experiences as important competences
- Continuously communication with/feedback from users/members via Community-tools: Members' Board, Community-Mailbox, Contact-mails
- Involvement of recommended guidance materials, articles, members' „success stories“
- Evaluation via users' statistics and „Questionnaire“ (see Manual, Annex No. 8)
- Users' rights and Community rules: Terms and conditions, WCC - „Netiquette“, Service area, Help functions
- Availability of finished guidance courses in the Advisory archive



Quality assurance of the practitioners' competences at WCC

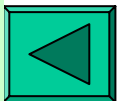
- The team of Online-counsellors/-coaches/-mentors:
Identification of counsellors' profiles, competences and guidance emphases (see Manual, Annex No. 4, 5)
- Training about the specifics of Online-guidance:
Test-guidances, virtual/physical team-meetings, working with the Manual and with specific ethical standards
- Monitoring and assessment of Online-guidance at WCC:
Specific tasks for the moderators (Members' Board) and the coordinator (Advisory Center)
- High level transparency of guidance work:
Running guidance courses are visible for the team, the Counsellors' Board for internal communication



- Forwarding to further guidance associations

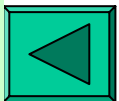
Assurance of continuous service improvement at WCC

- Standards of WCC's guidance services clearly defined on the homepage: Informations about terms and conditions, „Netiquette“, main objectives and topics of the Community
- Online-Guidance at WCC is bounded: e.g. inquiries involving mental crises, with need of face-to-face guidance or long term guidance, with very special topics.
- Women in professional reorientation are a heterogeneous target group: Therefore the WCC users/members can use different services: Content area, Board, Counselling center, selfstudy- and selftesting materials etc.



Guidelines for improvement of Online guidance services, being deducted from practical experiences

- Advancement of internet using competences as one main precondition for peoples' access to Online guidance services
- Online guidance services are usable for different target groups and topics
- Advancement and integration of Online guidance within guidance associations and vocational training organisations
- Anchoring of vocational Online guidance services on national level as precondition: assured financing, marketing and sustainability
- High level transparency of guidance encourages the quality improvement in guidance
- Guidance means a complex and dynamic system of service tools, methods and competences for different demands.



For further informations, please contact:

- **www.womens-careers.info**
- **Ms. Margit Althoff**
Email: althoff@bbs-ahaus.de
Phone: +49 2561 699 575

Thanks you for attention

