

Crosssectoral co-operation within guidance in Finland

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Outline of the presentation

1. Career Guidance Services contexts in Finland
 - * Strategies and policies
 - * Guidance Services - division of duties; crosssectoral co-operation
 - * Public Employment Services contexts
2. Vocational development / Career Guidance practises at PES
 - * Principles, modes of services
3. Crosssectoral cooperation
 - * Keys to success
 - * Challenges
 - * Joint guidance development programme

1. Contexts...

Strategies of Education and Labour Policies

Education policy goals

The main goal of the education policy is to

- guarantee a high level of education to all citizens,
- promote their wellbeing and
- ensure that the skills required for learning, working life and life in general are available.

Labour policy goals:

- to ensure availability of skilled labour
- to reduce structural unemployment
- to enhance labour productivity
- to promote entrepreneurship and self-employment

Context.....: Career Guidance Services

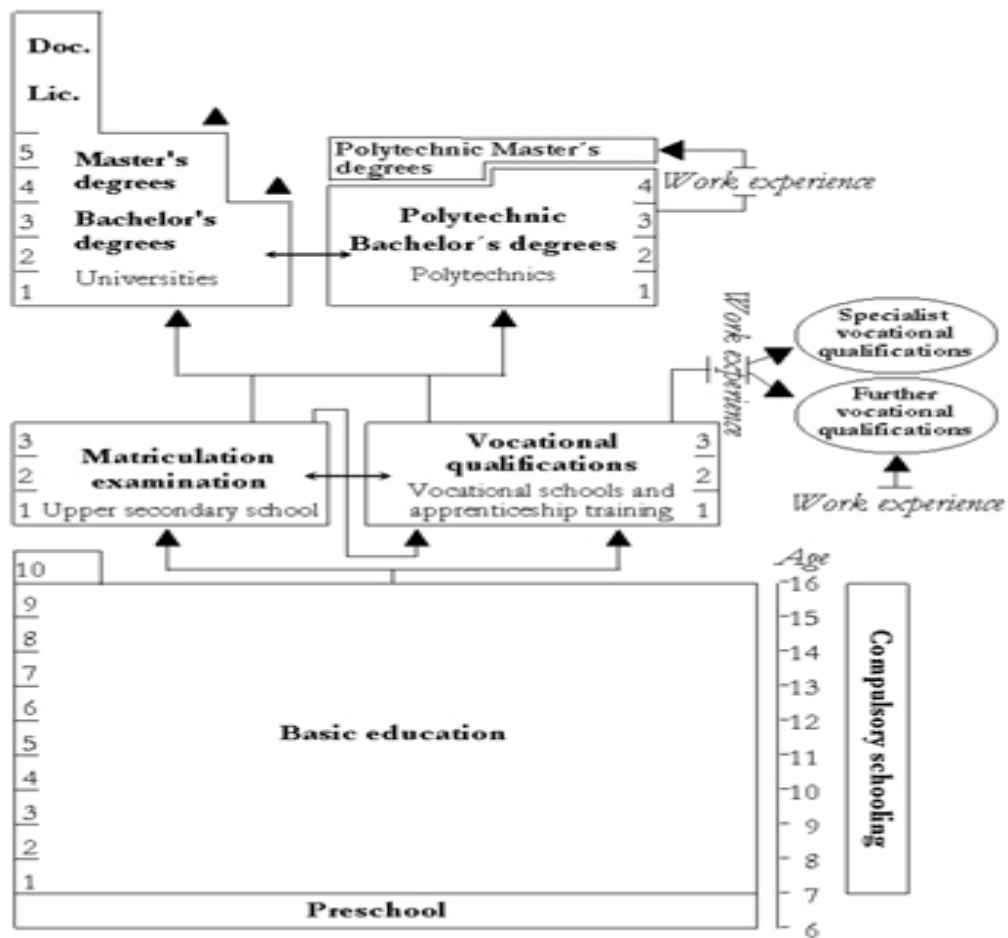
Two established guidance and counselling systems:

- 1) guidance and counselling within education and training institutions (managed by Ministry of Education), and
- 2) vocational guidance and career planning services in PES (managed by Ministry of Labour)

The purpose of all guidance services is to support individuals during their studies, in making educational and vocational career plans and in finding employment.

- Everybody in Finland is entitled to guidance services whether studying, working, unemployed or outside the labour market.
- Division of duties between the guidance service systems:
 - * Education and training institutions bear the main responsibility for guidance of pupils and students.
 - * The vocational guidance and career planning services at PES are primarily intended for clients outside education or training.
- **Co-operation between services focus on transition stages**

Education System Chart



Contexts...

Organisation on the labour administration; PES

Central level: **Ministry of Labour**

Regional level: **Regional Labour Market Departments at Employment and Economic Development Centres (15)**

Local level: **Employment service offices (101)**

- employment services
- vocational development services
- labour market measures promoting employment

Job Centres – connected to larger Employment offices

- self-services, information on labour market, jobs, training, job clubs

Employment service centres (39)

- separate services for long-term unemployed, and people with special needs

Contexts..... Structure of Public Employment Service

Self-services, e-services <- - - - -> Personal service, special services

E-services

Phone services

JOB centers

(16):

- mainly self-service
- PES staff assistance

Employment offices

(101):

- * **Employer services**
- * **Job seeking services:**
 - Personal employment services
 - Support for employability + labour market measures

* Vocational development services:

- Labour Market Training
- Vocational and Career Guidance
- Educational and Vocational Information Services
- Vocational Rehabilitation

E-services

Phone services

Employment Service Centers(39)

- Target group: long term unemployed
- PES staff and social workers co-operating

2. Principles of PES-Services

Deepening service levels according to client needs

Self-access services (1-2)

Personal services at the local PES (3-5)

Multiprofessional Services (6)

1) **Self-access services on the Internet**

2) **Supported self-access services at the job centres**

(local employment offices)

- individual advice on job seeking and training, writing of CVs
- Job Clubs, about 300 advisors and employment counsellors

3) **Personal employment counselling**

- interviews
- action plans
- provision of jobs, training, active programmes
- EURES
- educ.advisors, 120
- about 2 000 employment counsellors
- specialised counsellors (young people, immigrants)

4) **Vocational rehabilitation for disabled people**

- about 300 special employment counsellors (and psychologists)

5) **Career guidance,**
- 260 psychologists

6) **Multi-professional, individual counselling**

- about 300 employment counsellors and 20 psychologists co-operating with municipal social and health care specialists (300)

2.... GUIDANCE AND COUNSELLING available at PES

VOCATIONAL GUIDANCE AND CAREER PLANNING

- Available for all young people (mainly over 17) and adults free of charge
- The portion of adult clients is steadily growing
- VOCATIONAL GUIDANCE PSYCHOLOGISTS help clients with career choices, professional development and finding employment
 - > total of 260 vocational guidance psychologists at PES and 20 psychologists at Employment Service Centres
- Results of career guidance:
 - 42% of the clients end up with a training or education plan,
 - 21% with plans for moving into the labour market and seeking job.
 - The rest (37%) decide either to postpone their solutions (15%), interrupt the guidance service process (6%), use other services (5%) or make decisions on retirement (4%) etc.

2. Tools used in Vocational Guidance

- Face-to-face discussion with counsellor (main method)
- Group guidance
- To support individual career planning -Assessment testing:
 - abilities and aptitudes
 - personality
 - interests
- "Home" tasks between counselling sessions
- Work try-outs
- Placements in vocational schools, training centres
- Medical or neurological assessment
- Assessment of learning difficulties
- Co-operation with vocational schools, social services, health care services, Social Insurance Institution etc.
- Average length of counselling process: 2.6 sessions

2. ...EDUCATIONAL AND VOCATIONAL INFORMATION

- **INFORMATION** for everyone about education, training, occupations and working life, how to finance studies, and study and training opportunities abroad
- **INFORMATION SERVICE LIKE A LIBRARY...**
library-like reading room: guides, brochures and videos about educational and training institutions, study programmes and careers
- **...PERSONAL advice with EDUCATIONAL ADVISORS**
110 full time advisors + 130 part time advisors answering clients inquiries face-to-face, by phone/email. “Koulutuslinja”-**national phone-lineservice**.
- **nationwide web-based information systems:** “The Education Website” (set up in cooperation with National Board of Education), “The Vocational Website” and other web-services. Self-access computers connected to internet.

2.... VOCATIONAL REHABILITATION services/ PES

- For disabled clients, job seekers or other individuals
- Many reasons behind disabilities and/or weak working and learning capacity
- Vocational rehabilitation and subsistence security are organized and financed by:
 - 1) Accident and traffic insurance institutions,
 - 2) Social Insurance Institution of Finland ,
 - 3) Employment pension institutions and
 - 4) Labour Administration
- Services free of charge for disabled individual clients
- Larger labour offices are also "selling" chargeable vocational rehabilitation products to employers for their insured workers

2. ...VOCATIONAL REHABILITATION ...

- Clients 2006: 91 600 disabled job seekers, 67 000 unemployed and ca 8 000 disabled guidance clients
- Special services for disabled clients provided by psychologists and special employment counsellors
- Activation rate of disabled clients (participation in active programmes) was about 23% in 2006
- Support measures used in connection with services:
 - medical and rehabilitation examinations,
 - work and training try-outs,
 - work coaching,
 - support for arrangement of working conditions and
 - subsidized employment

2. ...Labour Market Training – an important tool of PES

- Education and training for unemployed adults, adults risking unemployment but also employed adults
- Goal: to improve the skills of the participants in order to be able to remain in on or return to the labour market
- Vocational labour market training is focused on fields of work lacking skilled labour
- Labour market training is purchased by PES for their clients
- Besides vocational labour market training also preparatory training, IT-training, Career Guidance courses and immigrant basic training can be purchased according to the needs of the clients. Focus is on vocational training.
- **The change security -model**

3.

Crosssectoral cooperation/ Keys to success

❖ Long tradition

- ❖ Guidance for young people was provided first by labour offices in the beginning of 1940`s , then
- ❖ 1971 Universities began to train school counsellors
- ❖ Gradually (starting 1960`s) labour offices took the responsibility of offering guidance for all citizens
- ❖ Local and regional cooperation between labour offices and training institutions has existed over 50 years
- ❖ National level:
 - ❖ Several crosssectoral development groups of the career guidance for young people
- ❖ Tripartite cooperation tradition at MOL: cooperation with employer and employee organisations

3.

Crosssectoral cooperation/ Keys to success

❖ Latest steps ..examples

- ❖ During the last three years: development plans and groups of adult guidance
- ❖ Establishment of National Crosssectoral Coordination Group in 2006
- ❖ Employment service centres (municipalities, state, multiprofessional work)
- ❖ Noste-programme (state-promoted intervention into the participation of adults in education and training) www.noste-ohjelma.fi
- ❖ EQUAL –project “Chances for the future-Young people and guidance” (to prevent exclusion of young people by crosssectoral and multiprofessional guidance) www.oph.fi -> Kehittämishankkeet -> CHANCES
- ❖ Cross-sectoral policy programmes
www.valtioneuvosto.fi/toiminta/politiikkaohjelmat/

3.

Crosssectoral cooperation/ Keys to success

- ❖ Finding the common ground:
 - ❖ same interests, language
- ❖ Defining common goals
- ❖ Understanding the benefits of co-operation: WIN-WIN principle
- ❖ Respecting new perspectives
- ❖ Trust and Commitment
- ❖ Chemistry between negotiators
- ❖ Common rules
- ❖ **Having enough time: a process of learning**
- ❖ Compromising
- ❖ Influence, take actively part also at EU-level (EU Lifelong Guidance Policy Network)

3. Crossectoral co-operation/ challenges

- ❖ Common language and concepts
- ❖ Different budgets and funding
- ❖ Hierarchic decision making processes, complex administrative structures, laws and regulations
- ❖ Different competencies, expertise
- ❖ Leadership and management

- ❖ Changes in politics, New government - new ministry:
 - ❖ **The Ministry of Work and Industry 1.1.2008:**
Cooperation between PES and employers will become more closer and stronger

3.

Information, Advice and Guidance Services for Adults in connection to adult training (2005-2012) Ministry of Labour & Ministry of Education

Background: Need for skilled labour in the labour market, needs to update skills and competences of adults, need to lengthen the working age and career

Specific aims:

- * Provide **easy-to-use information services**, suitable for adults
- * Develop new **tools for recognizing prior learning and skills**
- * Reinforce **training of guidance providers** (both at adult learning institutions, work places and employment office staff)
- * **Enhance co-operation and networking** (national, regional and local levels)
- * Reinforce the strategic **position and resources of guidance and research**
- * Establish national **Coordination group** (managed by Ministries of Labour and Education, representatives of universities and other stakeholders)

3.

Projects of the Joint Guidance Development Programme

Three main ESF projects:

1. **Construct a new on-web educational advice and career guidance service.**

Ministry of Labour in cooperation with Ministry of Education

2. **Raise the competence level of counsellors: in education and training of adults, work places and at Public employment services. Further develop the regional networking within guidance.**

Ministry of Education in cooperation with Ministry of Labour

3. **Develop research and evaluation methods.**

Purchased by MOL from universities or other providers