

# POLICY POINTS

The Newsletter of the International Centre for Career Development and Public Policy

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## WHY CAREER DEVELOPMENT AND PUBLIC POLICY

Who benefits from career development services other than those who get paid to deliver and those who use them? Institutions of education and training? Employers? Trade Unions? Workforce? Unemployed? Society? Economy? Families? Communities? Taxpayers? Career development services do not exist in a vacuum. They exist to support the achievement of public policy goals as well as supporting a private good. The links between career development and public policy are now being acknowledged nationally and internationally. The Canadian International Symposia of 1999 and 2001 initiated the international recognition. The OECD review 2001–2003, extended by the European Commission and the World Bank, significantly advanced this agenda. One of ICCDPP's main roles is to promote and sustain these links.

## WHO SUPPORTS ICCDPP?

The OECD, World Bank, International Association for Educational and Vocational Guidance, European Commission, Canadian Career Development Foundation, European Centre for the Development of Vocational Training, European Training Foundation, and the education ministries of Australia, Finland, Ireland, New Zealand, and the UK. This support comes in a variety of forms: formal expressions, staff time and expertise, secondment, direct funding. The ICCDPP would welcome additional support in any of these forms from other international institutions, foundations and organisations, country ministries (both education and labour), organisations and associations.

## ABOUT THIS ISSUE

This issue is intended to give a brief overview of the International Centre's services and future directions, of upcoming international events, and of recent publications of policy relevance. It also explains how the Centre can assist countries and how countries can participate in international policy development work co-ordinated by the Centre.

## ACKNOWLEDGEMENTS

My thanks to Lynne Bezanson and CCDF staff for keeping the ICCDPP flame alive over the past two years through the regular newsletters it compiled and circulated internationally. Feedback from readers on its content and format would be much appreciated.

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## Australia Tops Triple Decker

Australia will lead the way in the first of three international symposia/conferences on career development and public policy issues planned over the next two years. The Australian Symposium will be held in Sydney on 21-23 April 2006. Its format will include preparatory country papers, a resultant issues paper that will feed into the conference, and the participation of country teams. The outcomes will include mini action plans for national development. The Careers Industry Council of Australia (CICA) is organising the conference on behalf of the Department of Education, Science and Technology (DEST). ICCDPP is part of the international steering committee.

Finland will host a European Union Presidency Conference on 6-7 November 2006 in Jyväskylä. Its aim is to review progress in the reform of guidance policies and systems in Europe. Scotland will host a career development and public policy international symposium in the Highlands in the second half of 2007.

Connecting Career  
Development with  
Public Policy



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## INTERNATIONAL RESEARCH COLLABORATION: EXPRESSIONS OF INTEREST?

Are you interested in undertaking research on a public policy issue? Are you interested in doing so in collaboration with an international partner (s)? If so please contact us. Where possible, ICCDPP will provide a match-making service, linking you to persons/institutions with a similar research interest. Write to [research@iccdpp.org](mailto:research@iccdpp.org)

## WHO SHOULD READ THIS NEWSLETTER?

You, guidance providers, and persons with responsibility for policy development in education, training, employment, social inclusion, and active citizenship spheres such as:

- government ministries
- civil society organisations
- social partners (employers, enterprises, trade unions, worker representatives)
- international institutions and associations
- national institutions and associations
- policy developers and researchers

## POLICY ISSUES REQUIRING RESEARCH

Arising from the international reviews of policies for career guidance and the international symposia for career development and public policy, the following is a list of areas, common to many countries, where research is required:

- expenditure and resource data, including means to estimate the relative costs of providing different types of services and/or providing services to different types of clients
- public and private funding effects
- cost-benefit ratios; impact measurement
- methodologies for gathering data to measure outcomes: inputs, processes, outcomes
- effects of specific interventions for specific target groups
- common approaches to collecting administrative data in central and devolved systems
- extent and nature of private-sector provision
- market research on citizens' needs and how they are currently being met
- client monitoring and satisfaction surveys/procedures
- outcome-focused quality standards
- the role of the consumer/user in service evaluation
- common indicators and benchmarks for career development provision

## ICCDPP = 2XC and 2XP + I + D

What is the relevance of this mathematical formula? Just a reminder in case you wander to another site with an almost identical acronym to ours. [ICCDPP.org](http://ICCDPP.org) is now our registered domain.

## HOW CAN COUNTRIES PARTICIPATE IN ICCDPP?

Through participation in any/all of the following:

- international symposia for career development and public policy: involvement in preparation reports; participation through country teams at symposia; follow-up at national and international levels post-symposia
- the ICCDPP Global Learning Network "GLEN": providing international access, courtesy of the ICCDPP portal, to national policy developments, providing good examples of policies, services and research results. The network will consist of the ICCDPP web site and national centres that will work together according to agreed upon norms and procedures
- international task groups: involvement in international collaborative projects on policy issues of mutual interest
- contributions in kind: making expertise available, e.g. marketing, to ICCDPP on an occasional needs basis
- contributions in cash: making funds available to ICCDPP for specific activities

## HOW CAN ICCDPP CONTRIBUTE TO COUNTRIES?

Through any/all of the following:

- facilitating and promoting worldwide exchange of knowledge, experience and expertise in the field of policy and systems development
- providing an international network structure including common guidelines, frameworks, and templates to facilitate such exchange
- co-ordinating/facilitating/brokering international collaborative project work on specific themes/issues
- assisting countries and regions to develop policies, systems and practices for career development within and across sectors



# What is GLEN?

GLEN is the acronym for the global learning network that ICCDPP is establishing. The purpose of the network is to provide a permanent and accessible international resource of policy relevant materials for career development. The network will comprise national collection points/portals for policy-relevant materials, co-ordinated by ICCDPP, that use a common approach to the selection and presentation of such materials. GLEN will be searchable by TOPIC and by COUNTRY through the ICCDPP web-site. It is planned to have the network operable by mid-2006 with initial pilot testing before that date. More details? Contact [glen@iccdpp.org](mailto:glen@iccdpp.org)

## What does it mean?

### CCDF:

Canadian Career Development Foundation

### CEDEFOP:

European Centre for the Development of Vocational Training

### EC:

European Commission

### GLEN:

ICCDPP's global learning network

### IAEVG:

International Association for Educational and Vocational Guidance

### IAG:

information, advice and guidance

### ICCDPP:

International Centre for Career Development and Public Policy

### MORI:

Market and Opinion Research International

### NIACE:

National Institute for Adult and Continuing Education, UK

### OECD:

Organisation for Economic Co-operation and Development

### UK:

United Kingdom

## Just published • Studies

Advice and guidance produce better client outcomes than career information only. The Institute of Employment Studies, UK, has just published a study entitled *Intermediate Impacts of Advice and Guidance*.

It compared the effects of an advice and guidance approach with an information only approach for a large sample aged 20 years or more. The results showed significant comparative gains in work and learning outcomes, in levels of confidence, motivation and opportunity awareness for those who benefited from advice and guidance interventions. For more details see [www.dfepublications.gov.uk](http://www.dfepublications.gov.uk)

For a related expert paper: "Who am I? The inadequacy of career information in an information age", see [www.oecd.org/edu/careerguidance](http://www.oecd.org/edu/careerguidance)

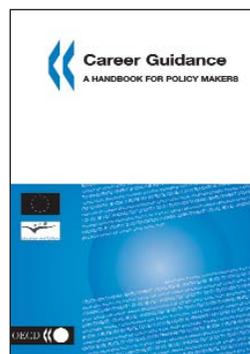
*Demand for and Perceptions of Information, Advice and Guidance Spring 2005*. This comprehensive follow-up to the first MORI study assesses how the public's perceptions of IAG in England have changed since 2000. It analyses the relevance and perceived benefits of IAG, and suggests how provisions can be improved to meet the changing needs of adults. It proposes strategies to promote wider access and take-up of IAG services. A Summary Report is also available.

Order via the NIACE online book shop

See also *Demand for Information, Advice and Guidance*, the first MORI study (2000) available from NIACE online book shop.



## Just published • Books



### *Career Guidance: a Handbook for Policy Makers*

Originally published in English and French jointly by the EC and OECD in December 2004, this handbook is shortly to be published in Spanish, German, Turkish, Czech, Portuguese. The book charts key policy issues, questions for reflection, policy options and good examples of practice for improving guidance provision for young people and adults, access to career guidance services, systems that support career guidance provision. A 'must have'. Accessible by internet [www.SourceOECD.org](http://www.SourceOECD.org) and [http://europa.eu.int/comm/dgs/education\\_culture/publ/educ-form\\_en.html#Guidance](http://europa.eu.int/comm/dgs/education_culture/publ/educ-form_en.html#Guidance)

### *Investing in Career: Prosperity for Citizens, Windfalls for Government. October 2004*

This report examines the potential benefits and savings to individuals, local communities and the UK national economy through proper investment in career guidance, and the development of career management skills by people all ages.

Order via the NIACE online book shop

### *Impact Analysis: Literature Review and Theoretical models*

To see a literature review and theoretical models on the related topic of impact analysis go to the UK National Guidance Research Forum (home page: <http://www.guidance-research.org/>) and look at section: <http://www.guidance-research.org/EG/impact/measuring/>

<http://www.niace.org.uk/Default.htm>

# HAVE YOU GOT NEWS FOR US?

## LET US KNOW OF:

- research of public policy interest on the effectiveness of career guidance interventions and services
- tools for the collection of data on usage of services, customer satisfaction, and measurement of outcomes
- marketing strategies
- tools for reviewing the provision of services
- national/regional policy developments
- national/regional policy co-ordination mechanisms

Please send a one-paragraph description in English including how to access the full text to [news@iccdpp.org](mailto:news@iccdpp.org). The description, duly acknowledged, will be edited for insertion in the ICCDPP Newsletter and also for GLEN.

If you are aware of studies and publications on guidance policy issues in your country, could you please send a brief description in English as above plus details of how it can be accessed: [publications@iccdpp.org](mailto:publications@iccdpp.org)

## ICCDPP ROAD MAP FOR THE SECOND HALF OF 2005

- Development of ICCDPP web site
- Expansion of international partnerships
- Presentation of ICCDPP at IAEVG conference in Lisbon
- Developing the global learning network
- Supporting the preparation of the Australia Symposium and Finland conference
- Seeking funding and other support for activities
- Facilitating partner matching for international research
- Information gathering and analysis
- Establishing a legal entity and a Management Board
- Newsletter