



MINISTERIET FOR
BØRN, UNDERVISNING
OG LIGESTILLING
STYRELSEN
FOR IT OG LÆRING

UddannelsesGuiden | eVejledning

eGuidance and ug.dk

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The digital Denmark

- eGovernment strategy 2011-2015: a new eGovernment strategy in order to accelerate the adoption of digital solutions in the public sector
- The strategy is divided into three main tracks. Each track covers various areas and targets different groups.
 - No more printed forms or letters
 - New digital welfare
 - Digital solutions for closer collaboration
- More than 2 million smartphones and tablets, 92 % internet at home, 3 Million Danes on Facebook



Independent Guidance Centres

There are three types of centres which are independent from sectoral and institutional interests:

- 52 municipal youth guidance centres (“Ungdommens Uddannelsesvejledning”, UU) provide guidance in relation to the transition from compulsory education to youth education
- 7 regional guidance centres (“Studievalg”) provide guidance in relation to the transition from youth education to higher education
- eGuidance provides guidance to all citizens via various virtual communication channels



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Pupils in lower secondary schools

Young people up to 30 years of age, without an upper secondary education or vocational education

People in the transition from youth education to higher education

People with a youth education or higher education aiming towards adult learning

Unemployed people and people in transition from job to job

Ungdommens
Uddannelsesvejledning
Youth guidance centres

Studievalg
Regional guidance centres

Jobcenters

Ug.dk and
eGuidance

Available for all
groups



Political background of ug.dk and eGuidance

- 2004: The Danish Parliament adopts the 'Guidance Law' and establishes ug.dk and two new guidance services. Ug.dk is operated by a private company
- 2010: The Danish Parliament adopts the "Ungepakke 2". eGuidance is a part of this
- 2011: The opening of eGuidance
- 2014: ug.dk and eGuidance in a close cooperation in the Ministry of Education



The purpose of eGuidance and ug.dk

- The Danish Government's declared goals were that by 2015 95% of all young people should complete a youth education programme and that by 2020 60% should complete a higher educational programme
- Ug.dk and eGuidance will release resources in other guidance services to concentrate on young people with special needs



Organization af ug.dk and eGuidance

- 40 skilled counsellors:
 - 15 full time counsellors in Copenhagen and Aarhus
 - 25 part time counsellors, also working in other guidance services – spread around the country or working with other projects within the organization
- 7-8 editors of ug.dk
- Availability for eGuidance
 - Opening hours from 9 am to 9 pm on weekdays
 - Opening hours from 12 am to 4 pm on Saturdays and from 12 am to 9 pm on Sundays



Ug.dk and eGuidance

The focus for ug.dk and eGuidance is the formal educational system and job possibilities after completing an education

UddannelsesGuiden

UddannelsesGuiden

UNDERSVINGSMINISTERIET

[UDDANNELSER TIL UNGE](#)
[VIDEREGÅENDE UDDANNELSER](#)
[VOKSEN- OG EFTERUDDANNELSER](#)
[JOB](#)
[FA INSPIRATION](#)

Uddannelser til unge
10. klasse, erhvervsuddannelse, gymnasial uddannelse eller anden aktivitet.

Videregående uddannelser
Bachelor-, kandidat-, professionsbachelor-, erhvervsakademi-, kunstneriske eller maritime uddannelser.

Voksen- og efteruddannelser
Kurser, masteruddannelser, diplomuddannelser og enkeltfag.

Job
Der findes et utal af job på det danske arbejdsmarked. Her beskrives de mest almindelige af dem.

Velkommen til den nye UG
Nyt design og ny struktur, men samme oplysninger og værktøjer.

Ny som studerende
Læs om nogle af de ting, der har betydning for dig, når du begynder på en uddannelse.

Spørg en vejleder
eVejledning vejleder om uddannelsesvalg via chat, mail, sms og telefon.

<p>Inspiration Få inspiration Til lærere og vejledere Interview</p>	<p>Om UddannelsesGuiden Om ug.dk Udbydere og RSS Teknisk information Cookies</p>	<p>Vejledning eVejledning Studievalg Voksenvejledning Ungdommens Uddannelsesvejledning</p>	<p>Indhold Uddannelser Job og arbejdsmarked Uddannelsesleder VidensCenter for vejledning</p>	<p>English About UG.dk Programmes in English</p>
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FORSIDSE / evejledning



eVejledning

om eVejledning
Læs om eVejlednings tilbud, baggrund mm

Åbningstider
Mandag - torsdag: kl. 9 - 21
Fredag kl. 9 - 16
Lørdag: kl. 12 - 16
Søndag: kl. 12 - 21



Chat
Start en chat med eVejledning.



Chat på mobil og tablet
Chat med eVejledning usanset, hvor du er.



Ring og sms på 70 2222 07
Ring og få vejledning om dine uddannelsesplaner.



Mail
Send en mail, du får svar i løbet af 24 timer.



eVejledning på Facebook
Følg os og giv dit bidrag på vores Facebookside.



Digitale møder
Deltag i en fælleschat eller et digitalt møde med en eVejleder.



Ug.dk and eGuidance



www.ug.dk is an ICT-based careers information and guidance portal. The portal helps people to find information that enables them to make qualified decisions about education, training and careers

eGuidance can be reached by e-mail, chat or phone seven days a week from morning to evening. eGuidance is for all citizens – young persons and adults



Channels for counselling

- Telephone
- Chat
- e-mail
- Facebook
- Webinars:
 - Webinars with different topics depending on the target group
 - Common chats: one counsellor, multiple participants



How many, how and who

- 113.395 contacted eGuidance in 2015
 - 44 % by chat
 - 35% by telephone
 - 19% by email
 - 4% participated in a webinar
 - Facebook: 17.000 followers on Facebook, Facebook for parents: 10.000 followers
- Information/Guidance:
 - 45 % received information
 - 55 % received guidance:
 - The counselee seeks help regarding transitions – a new path or a different path
 - The counsellor supports and enables the selection process
 - The counsellor identifies the barriers for choosing and help the counselee overcoming them one by one



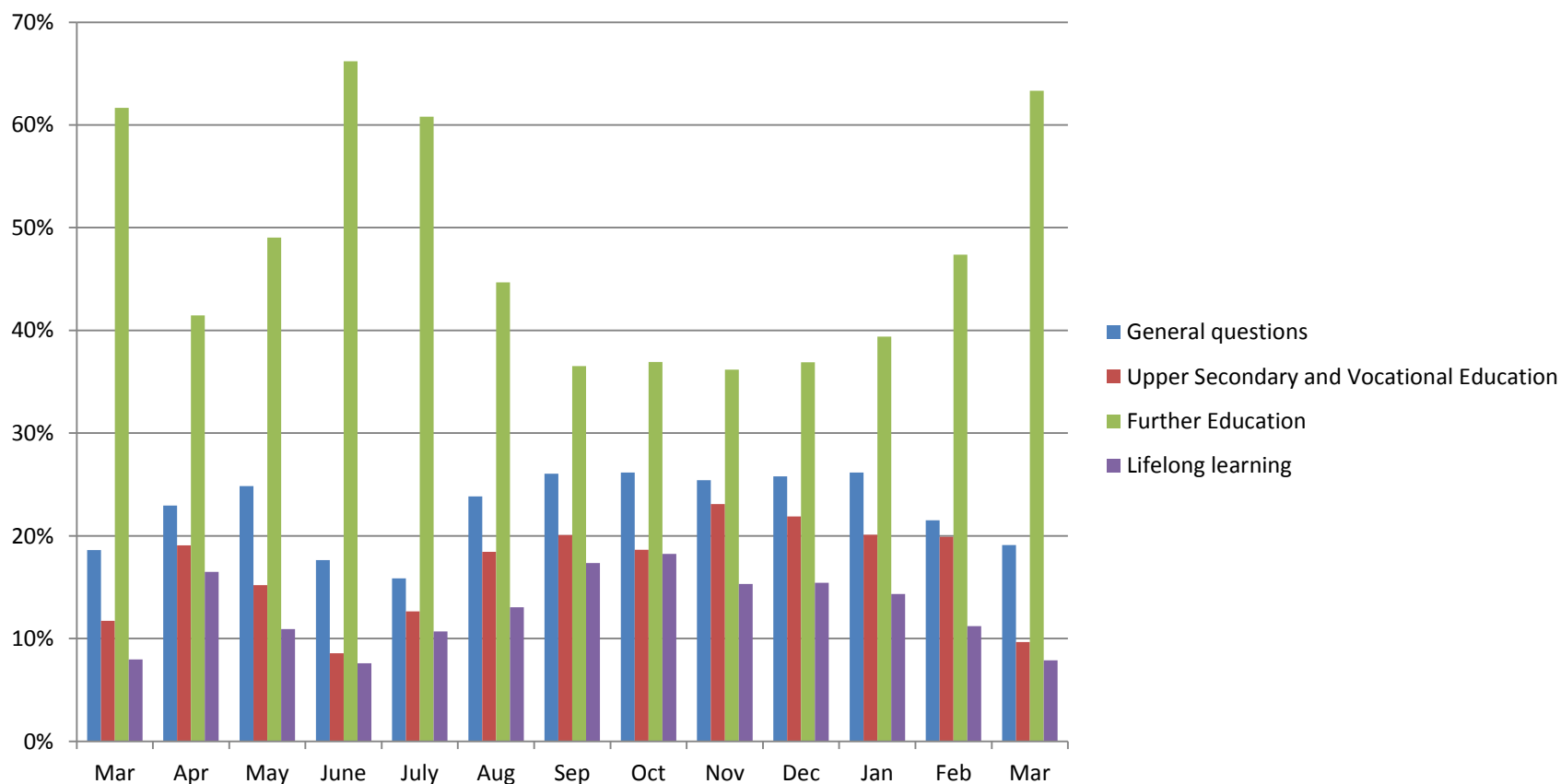
How many, how and who

- 60% female
- 38% male
- 2% unknown

- 24% are young people up to 16 years
- 33 % are young people +17 years
- 5% are parents (seeking information on behalf of their children)
- 34% are adults



What do they seek counselling on?





Framework of digital counselling

- End of the stereotypical counsellor role
- The counselee is contacting eGuidance:
 - when needed and voluntarily
 - from his or her own premises at a suitable time
 - with definite shared responsibility for the communication and its flow
 - With the possibility and the right to turn the dialogue, when needed



More information?

- eGuidance in Denmark: A new initiative to help more persons into education
<http://ufm.dk/publikationer/2011/eguidance-in-denmark-a-new-initiative-to-help-more-persons-into-education?searchterm=e-guidance>
- A spotlight on e-guidance: <http://twelvehorses.ie/ncge/news/summer-2014.html> page 23
- Guidance in Education: <http://ufm.dk/publikationer/2014/guidance-in-education?searchterm=guidance%20in%20education>