



HET BEROEPENHUIS

Initiative in focus: **Het Beroepenhuis**

- Originates from annual occupations fair
 - evolves into permanent and interactive exhibition
 - for young people who need to make study choice
- Created in 2000 as a project supported by a local employment partnership (Gsiw)
- After period of preparation and testing, opened for visitors in 2005

Objectives

- Purpose : to open up career perspectives
 - familiarising students with less known vocational and technical professions
 - dismantling prejudgements
 - introducing in world of work (Why work?)
- Focus on labour market bottlenecks (hard to fill vacancies)
- To support visitors in finding a role by experience-oriented activities

Target groups

- Students between 11 and 14 years of age, including students with special needs and OKAN students.
- Parents of these students
- Teachers and persons working in the centers for student guidance (CLB)
- Future teachers

Stakeholders

Het Beroepenhuis presents occupations (11 different sectors)
→ Active partnership where different educations and socio-economic organisations work together.

Members of the board:

- ✓ 11 sector federations (key partners)
- ✓ Trade unions
- ✓ Centers for student guidance
- ✓ All education networks
- ✓ Public employment service VDAB
- ✓ Syntra (training centre for entrepreneurial competences)
- ✓ City of Ghent
- ✓ Provincie of Oost-Vlaanderen
- ✓ Unizo (SME employer federation)
- ✓ Jes Gent (organisation for youth and city)

Funding

Multiple sources, such as

1. Structural funding from public authorities, contracted project work and sponsoring (**42%**)
2. Sector funds representing the sectors (**28%**)
3. Entrance fees, contracted work, sponsoring (**30%**)

Implementation – core activity = guided visits

→ as much as possible personal interaction with moment of attention for each visitor.

- Starting with short presentation: “the world of work”.
- Second element: guided visit to the occupation exhibition, ending with short group discussion whereby each child is stimulated to talk about his dreams and talents,
- Third element: sector workshop where students can try different occupations within one sector, closed by another group conversation, aimed at listening to students’ experiences and summarising key points of workshop.

→ personal interactive approach, each guide has maximum 15 students under his/her supervision.

<http://www.beroepenhuis.be/fotos-filmpjes#Filmpjes>

https://www.youtube.com/watch?v=qyVloq3_Zos&feature=youtu.be

<https://www.youtube.com/watch?v=RNDnFMeUPbM>

Some pictures

Truck driver



Laboratory worker



Inland shipping captain



Bricklayer



Barber/Hairdresser



Differentiated approach

For groups with **different needs** (students with special needs and OKAN students)

- Guidance methodology has been developed that can easily be adapted in function of ability and needs of visiting groups;
- The materials supporting the visit have been developed in different formats.
- Cards with assignments in 3 formats :
 1. Standard cards
 2. Cards in simple language (easy to understand), simplified questions & assignments
 3. Cards with pictograms and further simplified questions.
 4. Personal use of talent cards & several moments self-reflection
- Exploration corners with a different level of difficulty
- Person guiding the group can adapt the instructions even during visit, not only at group level but also at the level of individual students,

In this way, same information is made accessible for everyone.

Integration of labour market information

- General information on “the world of work” : why work ? value of work ? What different sectors and occupations ?
- Occupational information :
 - ✓ Advantages and disadvantages of a job ?
 - ✓ What talents needed to do this job ?
 - ✓ What type of education ?
- Information on skills and competences. How to discover your talents ?
- Thinking about talents, occupations, career

→ Developed by a media production house, sector federation & team of Het Beroepenhuis, working with occupational profiles provided by sector federations.

Integration in school

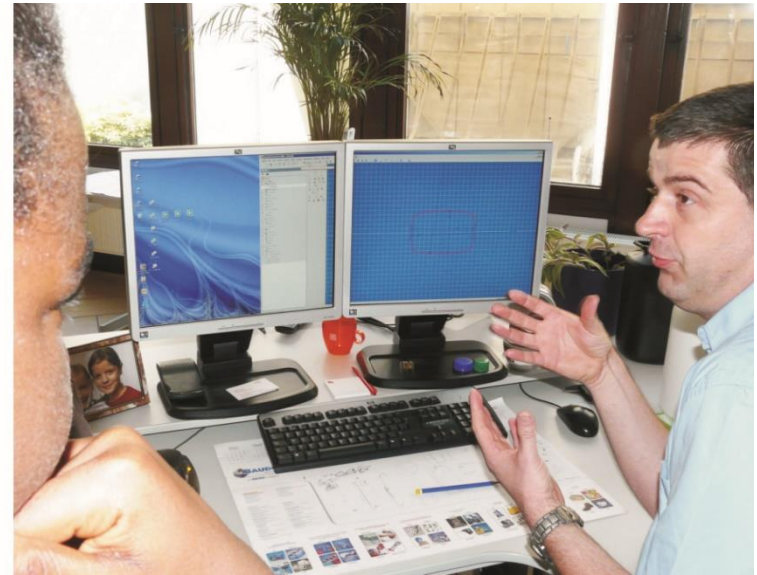
Added value of visit to Het Beroepenhuis :

- When integrated in classes at school using didactic materials supporting pre- & post-integration :
 1. Lessons to prepare visit & lessons to develop further career guidance in school after visit
 2. Ideas for career workshops in the classroom
 3. Game to discover talents and professions in gender neutral way
- Database referring to other relevant labour market information or career guidance and career education tools.
- Sharing expertise by developing new products and contributing to other projects

Projects

1. Occupation fairs
2. Labour market education for secondary schools
3. Presenting airport occupations at the airport
4. Adapted company tours for students

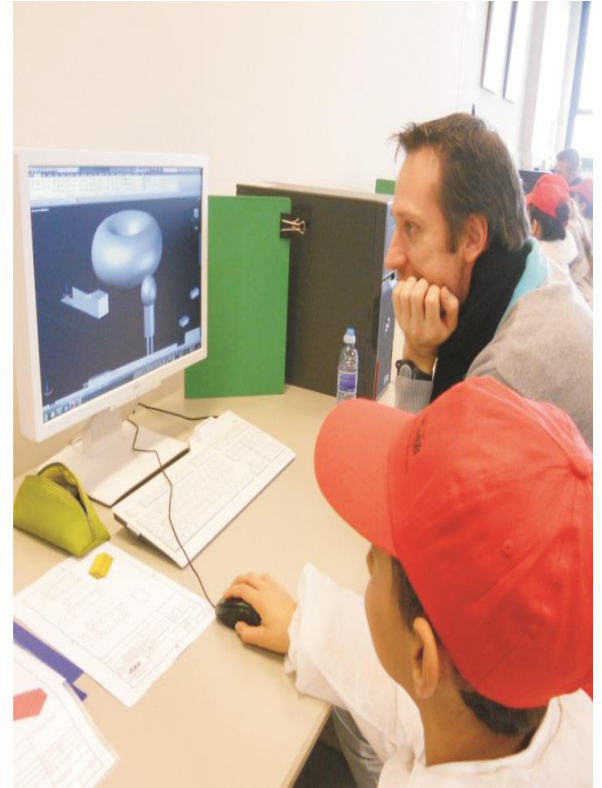
Company tour



Maker's lab



Occupation fair in training center VDAB



Occupation fair in training center VDAB



Occupation fair in training center VDAB



Staff

Team consists of 5,1 full time equivalents :

- ✓ 1 coordinator
- ✓ 4 pedagogic counsellors (*)
- ✓ 1 support staff member

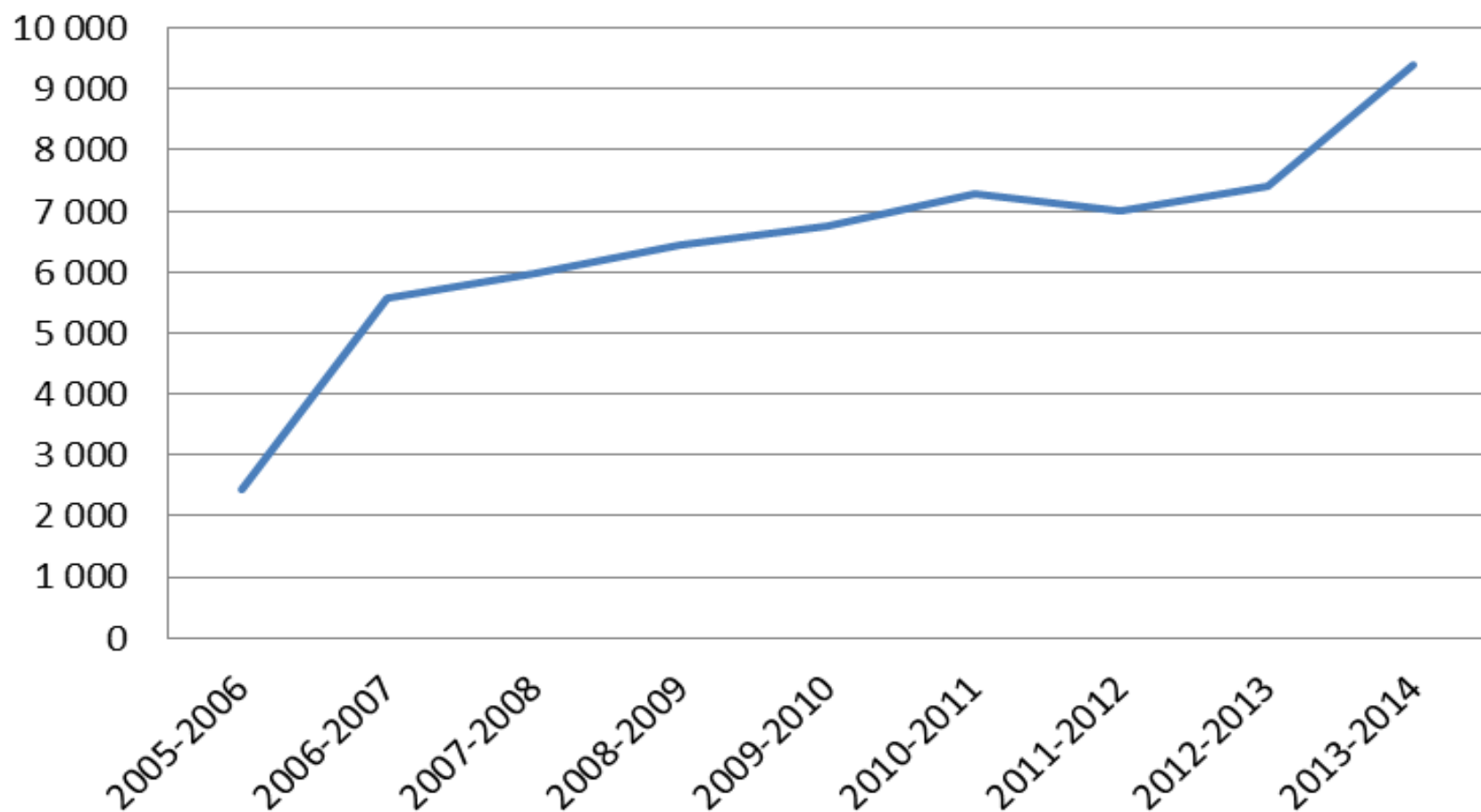
(*) background in social studies, pedagogic studies and/or teacher degree

Wider team of trainees, temporary workers and volunteers.

Training programme students and temporary workers assisting guiding activities.

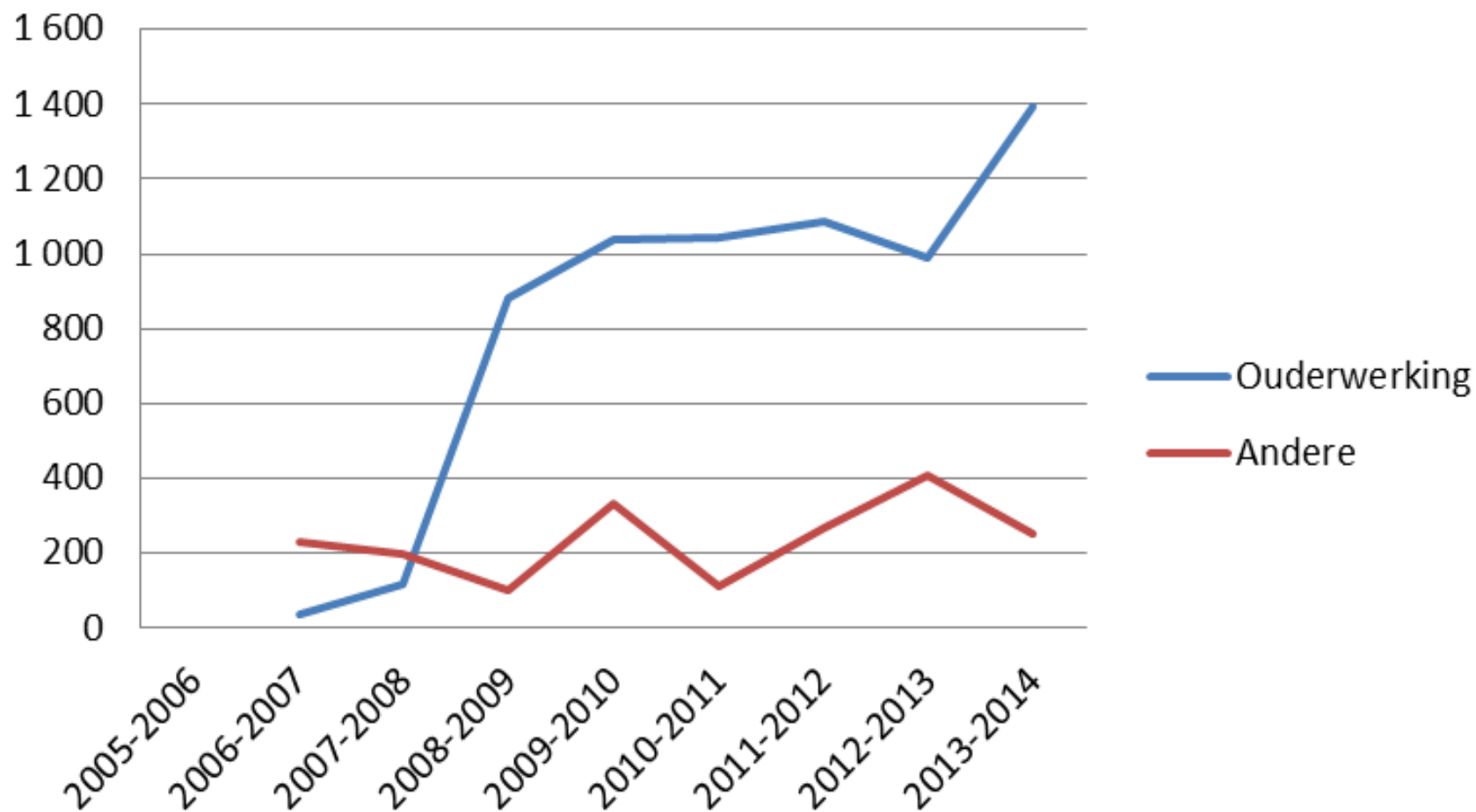
Results : Visiting students

Aantal leerlingen in Het Beroepenhuis

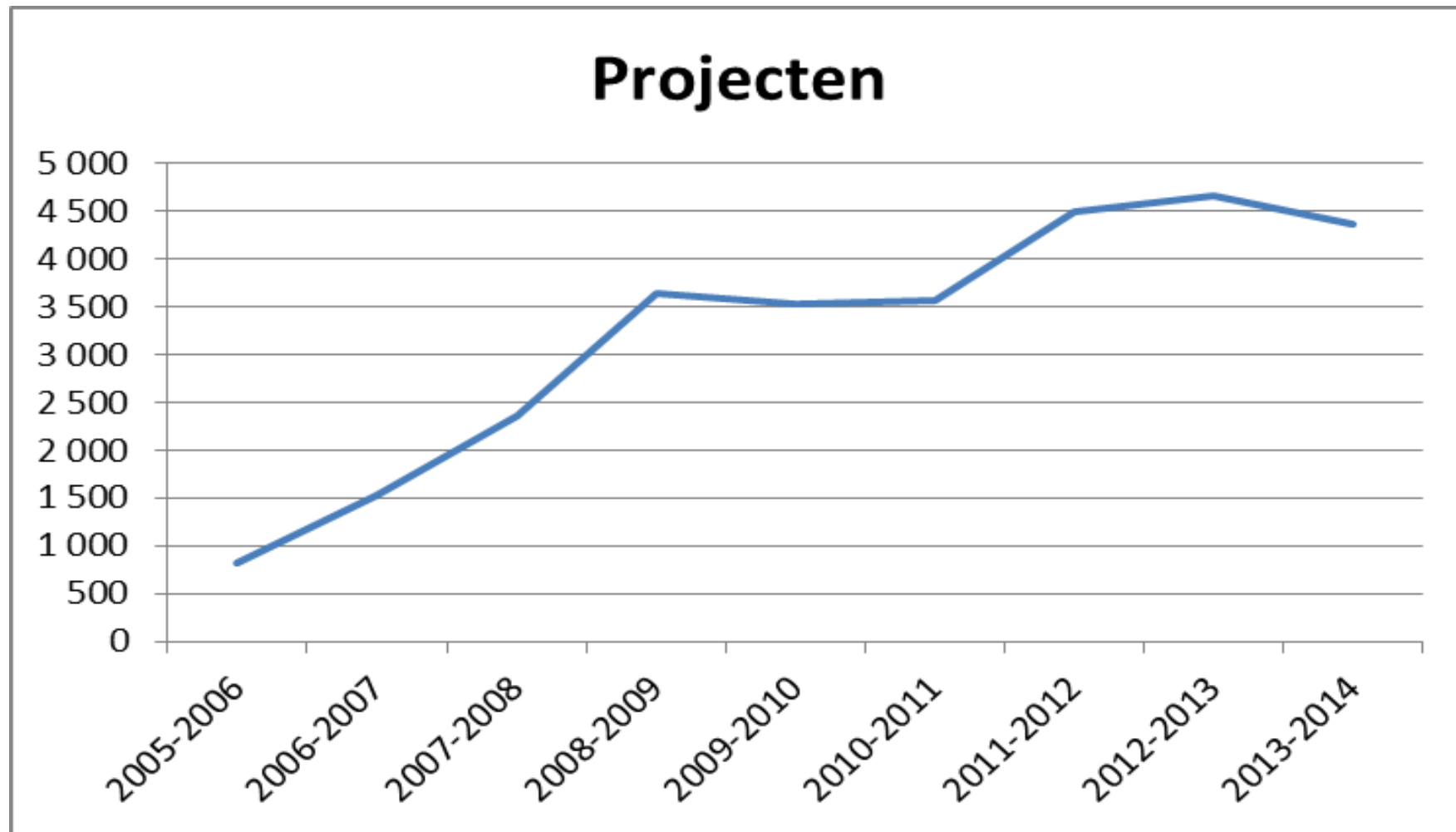


Results : Involving parents

Ouderwerking en andere bezoekers

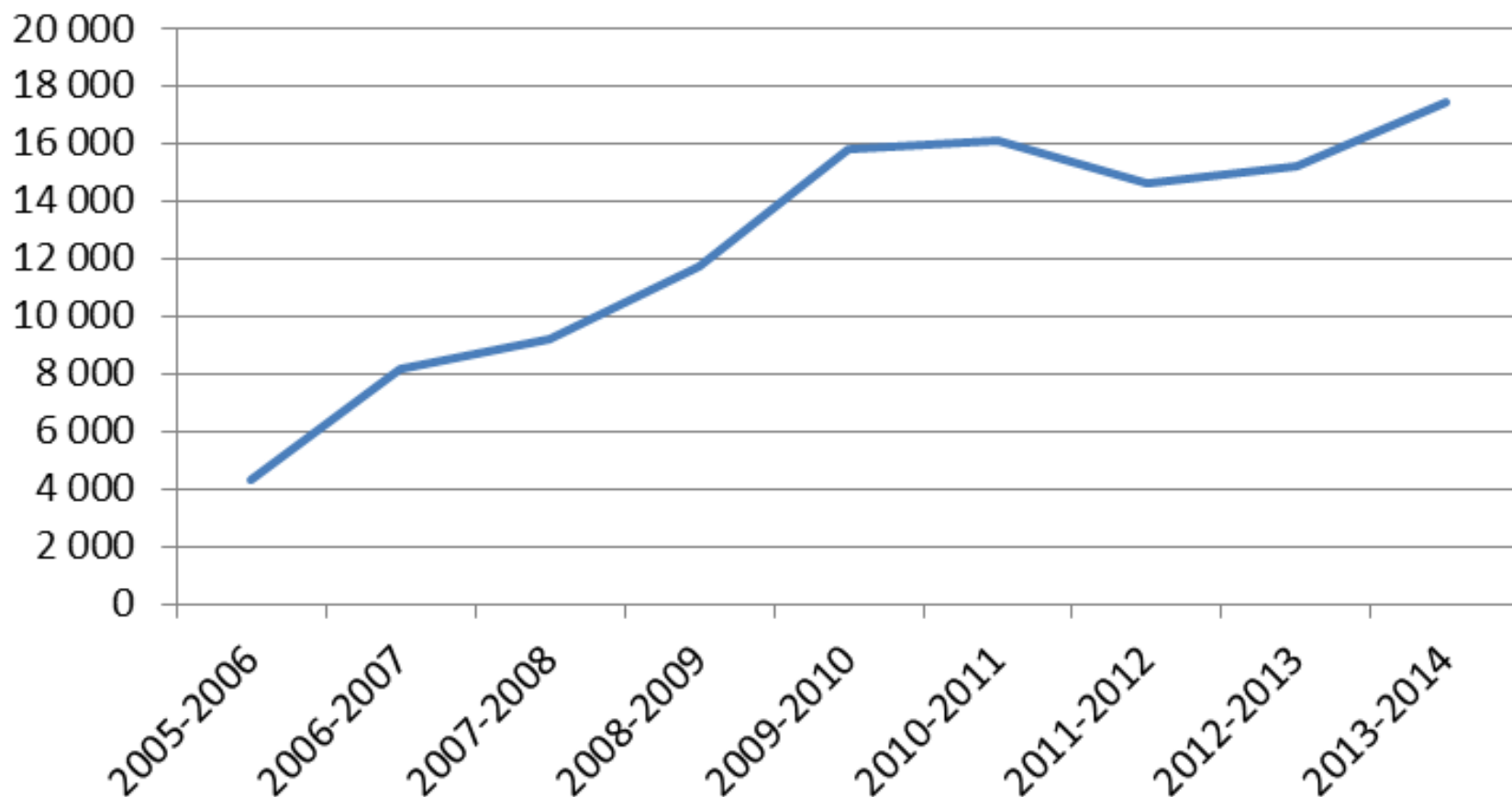


Results:Project work



TOTAL

Totaalbereik



Evaluation system

- Visitor surveys and continuous focus on improvement of guidance methodologies and tools based on results of visitor surveys and other observations.
- Visitors are in general very satisfied. 78% of teachers intends to come back next school year (2013-2014). In 2012-2013 63% of visiting schools also visited the year before.
- In terms of impact, Het Beroepenhuis aims to broaden horizon of possible career options and aims to have positive influence on perception about vocational training, vocational jobs and technology jobs, on gender neutral perception of occupations, on self knowledge, and on study and career choices.
- A more in depth impact study among ex-visitors will hopefully provide us with statistical significant results.

SWOT: Strengths

- Throughout Flanders, acknowledged as center of expertise for the provision of labour market information to young people.
- Methodological approach that determines the way the guidance activities are organised. Regularly evaluated and improved. Personal interaction with visitors is key.
- Broad range of known and less known occupations are presented
- Strong focus on quality, fulfilling the expectations of users, feedback mechanisms for quality improvement
- High level of satisfaction among visitors
- Broad and active local partnership supporting The Beroepenhuis
- Information is accessible for students with special needs and non-native speaking students

Weaknesses

- Geographical reach is still mainly province of Oost-Vlaanderen
- Difficulty to reach parents
- Multiple funding demanding many efforts
- No impact on how a visit to Het Beroepenhuis is integrated in classes at school. Tools provided but no knowledge of what happens in practice.
- The quality of the labour market information provided depends on the what the sector provides. No assessment on the quality.
- Information is selective to a certain extent:
 - ✓ The highest end occupations are less present
 - ✓ Entrepreneurship competences are not discussed

Opportunities

- Increasing need of actions contributing to better informed study choices
- Increasing need to work across borders of policy areas. Het Beroepenhuis can be considered as a local laboratory in this respect.
- Increasing demand for expertise of Het Beroepenhuis in other projects and initiatives
- Need to integrate principles of career guidance in curriculum of schools

Threats

- Lack of a strong lifelong guidance framework in Flanders, vision and strategy.
 - ✓ Many adhoc initiatives funded, but what is the strategy behind it?
- Lack of general overview (evidence based)
- Difficult for a local partnership to find a place in Flemish policy plans, to influence highest policy level

Transferability and Developments

- Strongly embedded as local partnership, recognised as platform for dialogue between relevant actors in the field and across sectors. Gradually having a wider geographical impact. Bottom up approach, significant results.
- In terms of management and implementation: General vision and general principles were developed and original approach to guidance is built consistent with this vision. The evaluation and improvement mechanism makes the circle round, gradually expand and increase its impact.

Transferability and Developments

- Full of plans and intentions in order to implement our vision on career guidance for young persons. Long term objective is to become a Flemish center of expertise on the provision of labour market information and receive more structural funding.
- Continuing to develop and improve methods, new projects, assistance to other projects, and to work with its stakeholders.

Examples:

- ✓ Further improvement of guidance method for group of 13-14 years of age group.
- ✓ Het Beroepenhuis can become mobile and go towards the schools as a 'pop up' Beroepenhuis including Information sessions for parents.
- ✓ Exploring the concept of a talent portfolio for students.
- ✓ Investigating how to reach more parents.