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The expanding and evolving role of ICT in career guidance practice and policy

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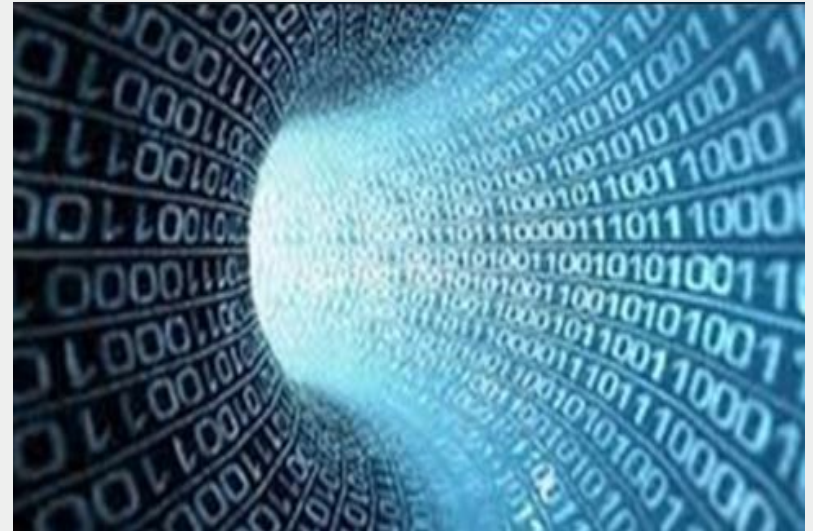
GUIDANCE

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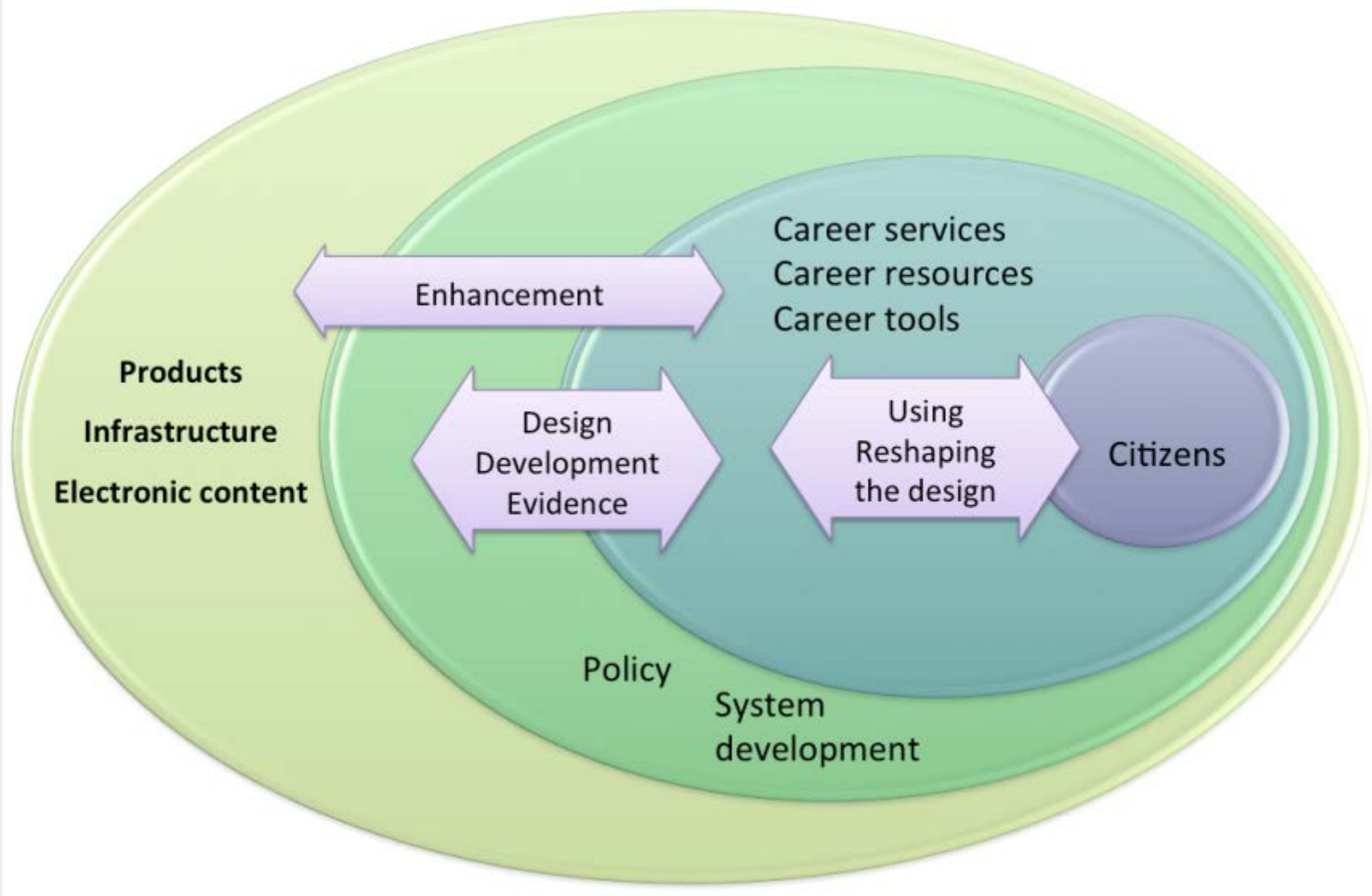
ICT



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ELGPN Guideline 9: ICT in the lifelong guidance systems and policy development





The use of ICT in lifelong guidance in the EU member states

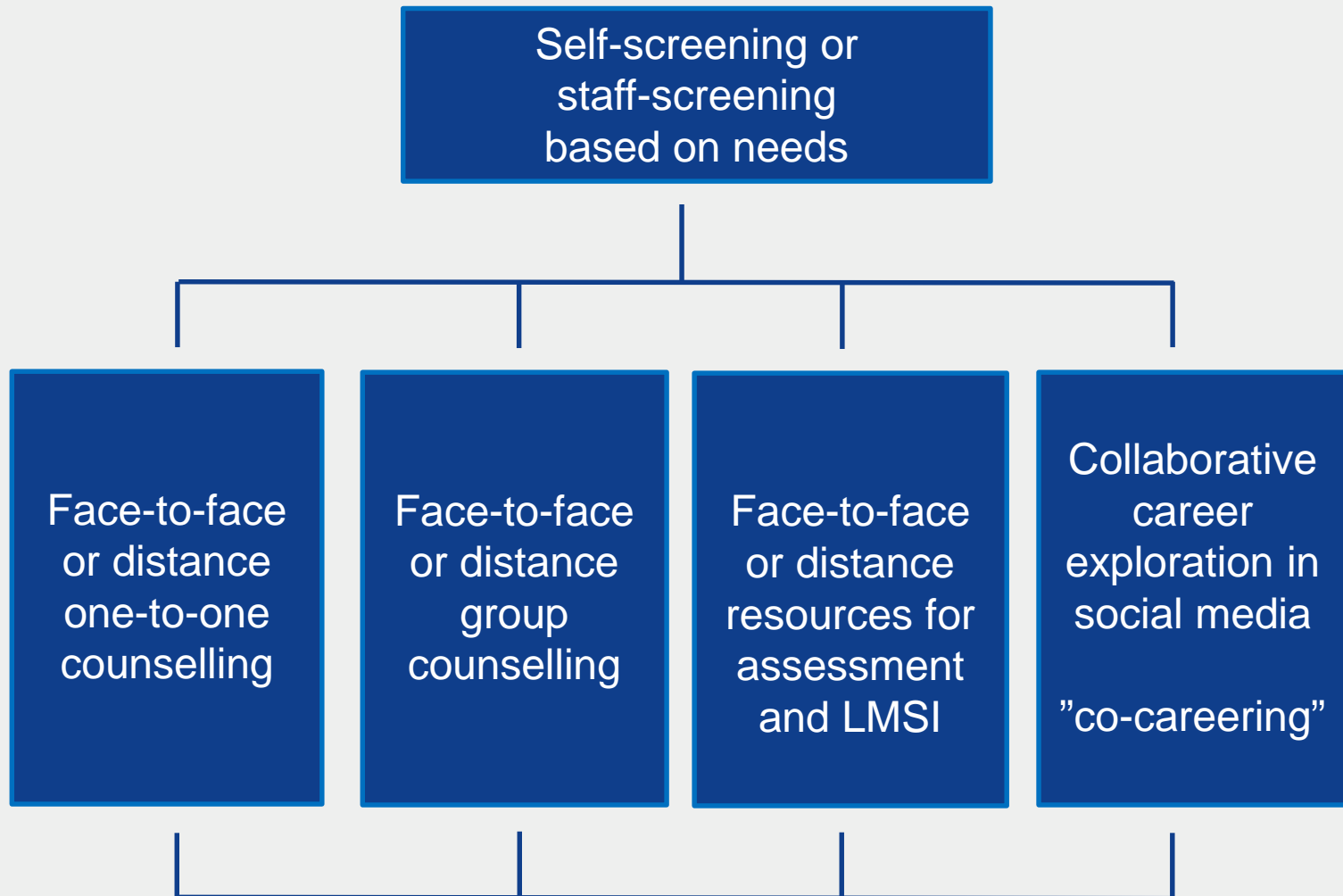
Informative	Communicative	Collaborative	Transformative
ICT tools are used for delivering information	Communication tools are used as a medium for one-to-one communication in career guidance	Collaborative spaces are used as a way to facilitate interactive communication and information sharing	Impetus for transformation in career guidance delivery.

Kettunen, J. (2017). *Career practitioners' conceptions of social media and competency for social media in career services*. Jyväskylä: University of Jyväskylä, Finnish Institute for Educational Research Studies

Barnes, S.-A., Bimrose, J., Brown, A., Kettunen, J. & Vuorinen, R. (2020). *Lifelong guidance policy and practice in the EU: trends, challenges and opportunities*. Final Report. European Commission. Directorate-General for Employment Social Affairs and Inclusions. Directorate E. Luxembourg, Publications Office of the European Union. doi: 10.2767/91185

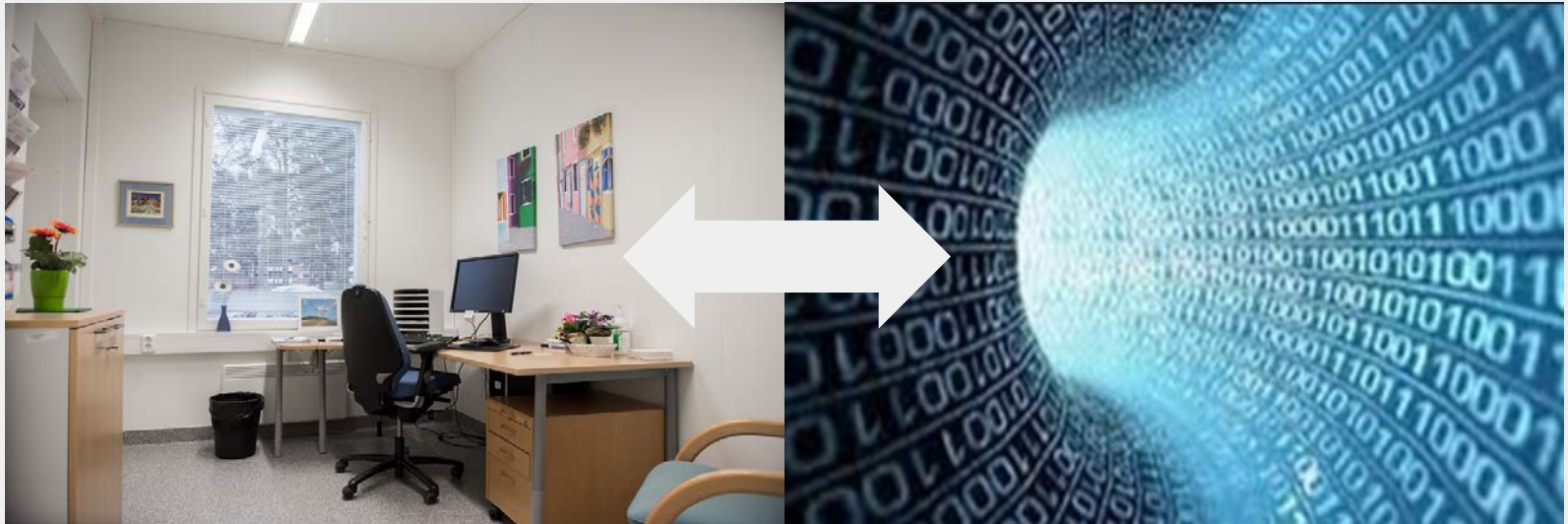
Transformation of guidance services and the use of ICT

Kettunen, J., Sampson, J. P., Jr., & Vuorinen, R. (2015).





ICT & GUIDANCE?





Policy focus & strategies in the use of ICT in career services

Publishing information	Developing the use	Maximising the use	Systematising the use
Providing relevant and updated career information.	Widening access to guidance and information through more developed online services.	Providing quality services to individuals within a digital service environment	Creating a conceptual framework for developing online services

Barnes, S.-A., Bimrose, J., Brown, A., Kettunen, J. & Vuorinen, R. (2020). *Lifelong guidance policy and practice in the EU: trends, challenges and opportunities*. Final Report. European Commission. Directorate-General for Employment Social Affairs and Inclusions. Directorate E. Luxembourg, Publications Office of the European Union. doi: 10.2767/91185

Kettunen, J., Vuorinen, R., & Ruusuvirta, O. (2016). European Lifelong Guidance Policy Network representatives' conceptions of the role of information and communication technologies related to national guidance policies. *International Journal for Educational and Vocational Guidance*, 16 (3), 327-342. doi:10.1007/s10775-015-9313-7



Ways forward

- Integrate ICT use more systemically into all aspects of service delivery.
- Promote wider understanding of the use of ICT among users, service providers and policy makers.
- Facilitate digital interaction between administrations and citizens/businesses for high-quality public services.
- Open access to real time high quality, interoperable and re-usable data to provide new services.
- Include the use of ICT in the guidance service sector in national eGovernance strategies.
- Enhance the synergies among different guidance actors and stakeholders at national, regional and local levels Lifelong guidance policy and practice in the EU.

Thank you!



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