

***New horizons of counselling and
guidance in the German PES
Current projects and study programs***

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Rethinking professionalism of career practitioners in the digital context



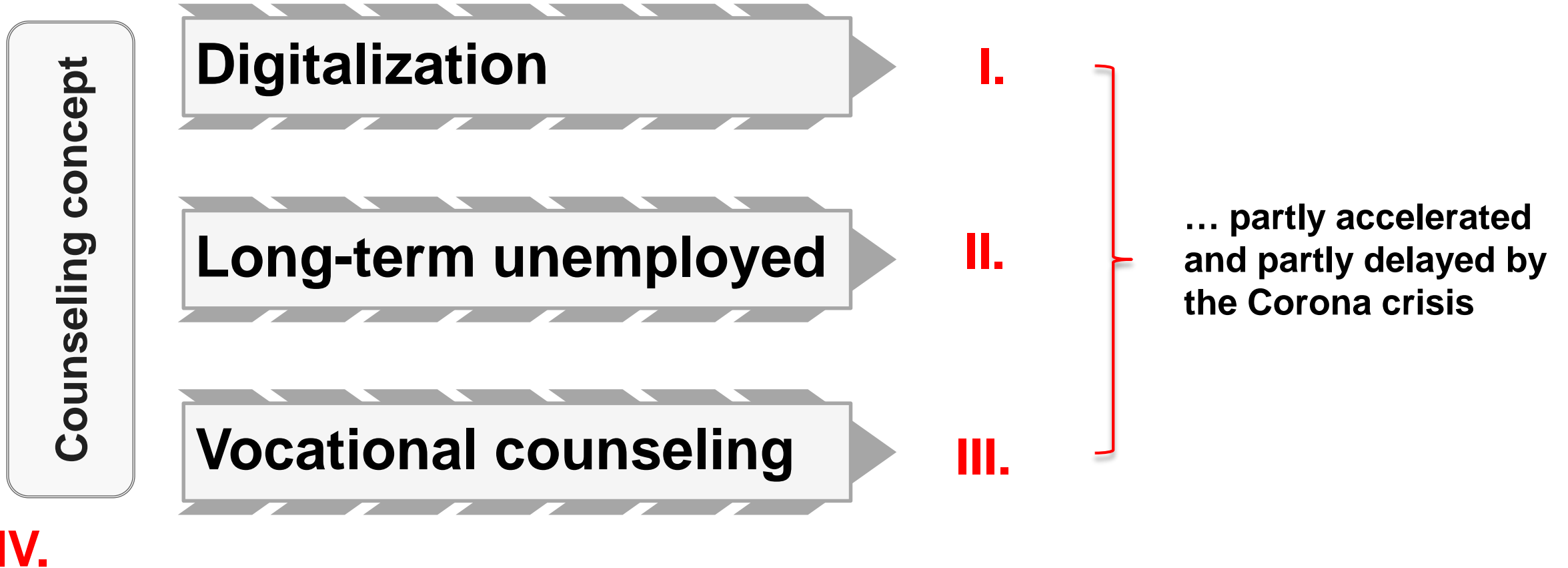
The German Public Employment Service (PES)

- The German PES has a broad responsibility for **different social code books** and therefore for **several target groups** of the labour market
 - Unemployment insurance (Code Book III)
 - Basic security for jobseeker (together with the municipal level) (Code Book II)
 - Vocational rehabilitation (Code Book IX)

Target groups (selection)

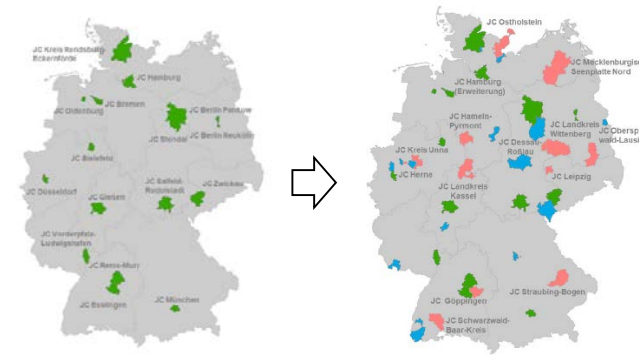
- Job seekers and (long-term) unemployed
- Young people and adults before and during their working life
- Recipients of basic income support
- Disabled people

Currently the PES is expanding its guidance services in three directions ...



I. Digitalization: Video guidance

- **Rationale:** Attractive & diversified offers, better accessibility (also during Corona crisis)
- **Pilot in three areas** (since Oct. 2020)
 - for young people
 - disabled people
 - for jobseekers in the basic security
- **Qualification**
 - Online one week training module (incl. simulation exercises)
 - Pool of self learning materials
 - Scientific evaluation
 - Planned activities of the HdBA
 - Integration into the study program
 - Development of professional guidelines

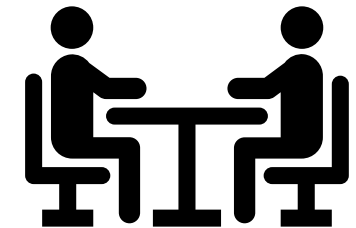


I. Digitalization and youth

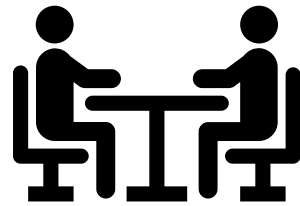
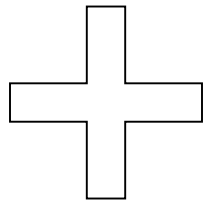
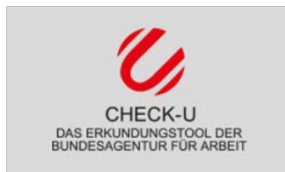
- **Information sources** used by high school students in Germany
 - Internet: 98 %
 - Personal guidance: 50 %
 - The Internet is often used to conduct OSA and to check the feasibility of plans (Tillmann et al., 2014)
- In 2018, the three main **Internet portals of the PES** are visited six times more frequently than **personal guidance** (Rübner, 2020)
- **Internet tools** to improve information research are used in 60% of all PES **counselling sessions** - but only rarely as dedicated counselling tools
- Experiences of young people regarding their **Internet research** are rarely taken up in counselling interviews (Rübner, 2017)



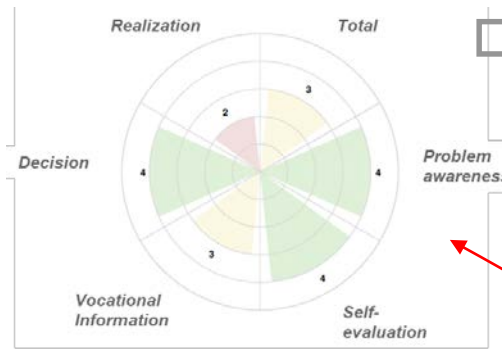
BERUFENET



I. Exploring digital tools as part of the counseling session



My status in career choice



Direct discussion and feedback as an effective element of counseling

Counsellor C₄: "Tablet computers are a modern means of counseling which arouses the young people's interest and with which they are familiar."



Author's photograph

The development of manuals and training units is planned for 2021

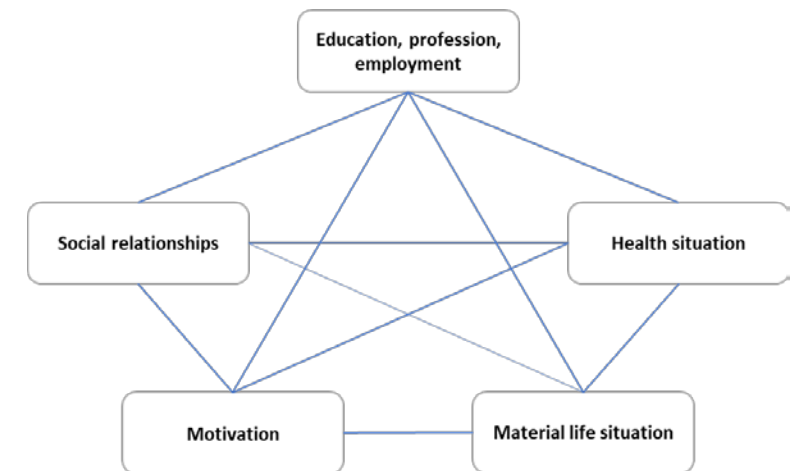
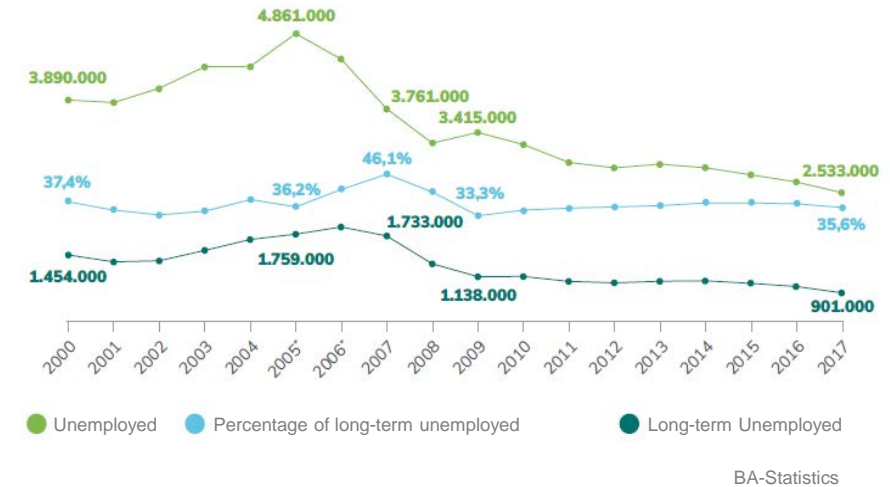
II. Long-term unemployed

Rationale

- Long-term unemployed benefit relatively little from the overall positive development of the labor market in Germany and the increasing demand for skilled workers.
- On the contrary, they are particularly at risk of further exclusion
- Often the problems and challenges that affect these people go beyond career-related issues
- In the rapidly changing labour market, there is a need to extend services which combine different approaches for vulnerable groups

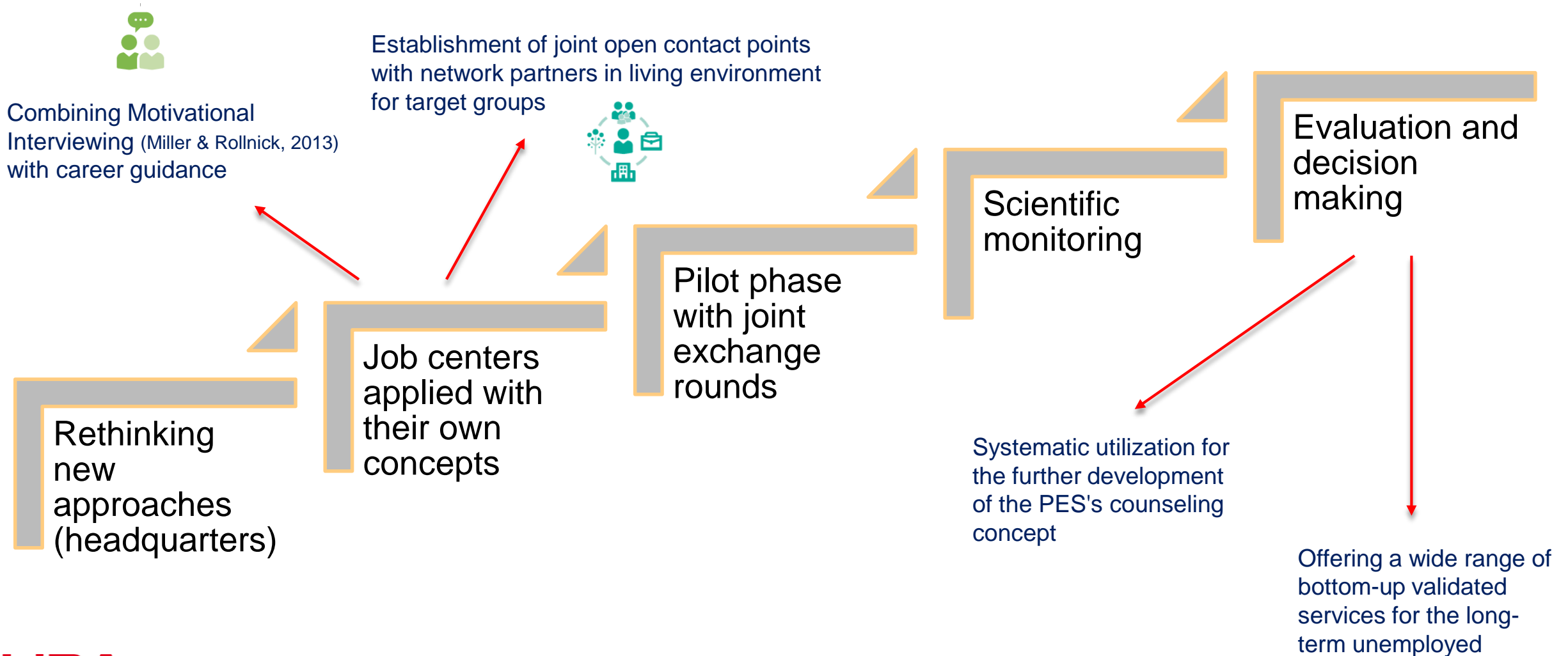
Approach

- Bottom-up strategy to validate new services and approaches



Göckler & Rübner, 2019

III. Bottom-up strategy to validate new approaches



III. Vocational counseling

Rationale

- Rapid change of jobs and required skills, increased importance of CMS
- The German PES has the claim to accompany and support people in coping with the individual effects of the rapidly changing labour market

Approach

- Before working life: Earlier contact and more services at school and university
- During working life: Increased individual counseling and networking for people with low qualifications, in case of professional reorientation and re-entry

Qualification program (developed together with the HdBA)

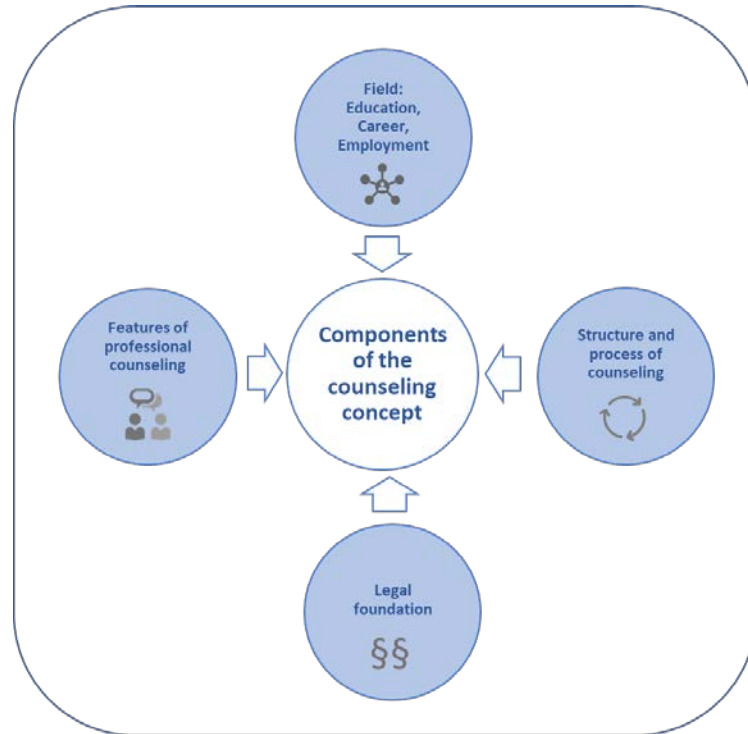
- Compulsory and certificate program: Program contains compulsory and optional modules for all counselors working in this field of the PES
- Didactic approach: classroom and distance learning phases; role workshop, reflection unit and exam preparation; supervision and individual learning support
- More than 3.000 counselors will be qualified the next two years

Central content of the compulsory module

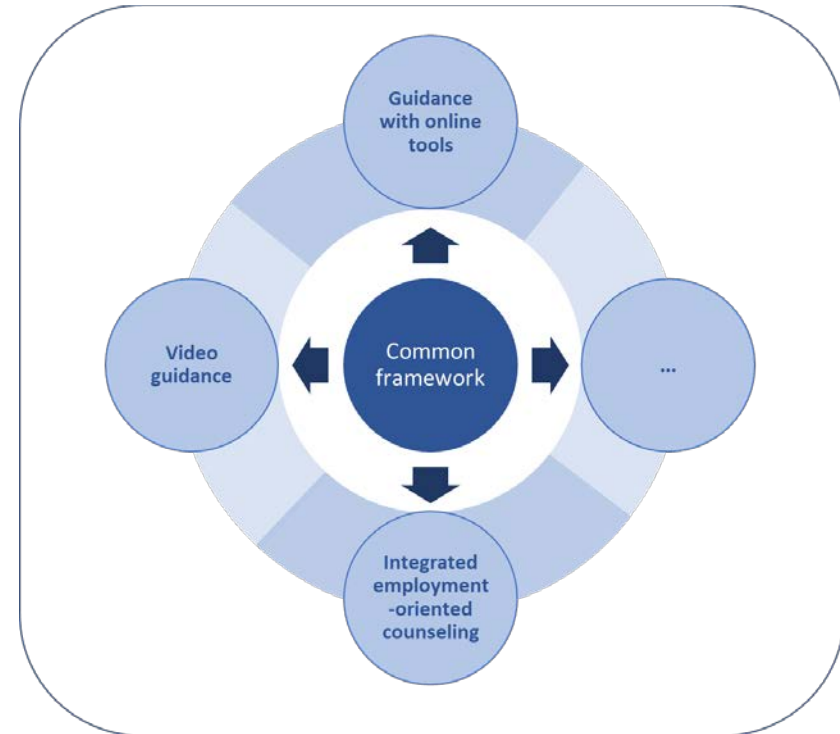


IV. Establishment of a joint counseling concept

Establishment of an updated counseling concept
2019-2020



Development of detailed concepts and training units as required
From 2021



Rethinking the central elements of counseling, which should be included in all formats as core standards