



Euroguidance Conference 2017

GUIDANCE 4.0

New tools and skills in guidance

7 November 2017

Kardinal König Haus | 3 Kardinal-König-Platz | 1130 Vienna

euro
guidance
österreich

The shift in information and communication technologies (ICT) is having an increasing influence on all parts of society – not only are people increasingly communicating using electronic media, but they also see the internet as their initial source of information at the interface between education and work, they carry out their job searches online, and get information on career paths from websites. Education and careers guidance are also subject to rapid change, accompanied by the pace at which modern media and communication services are developing.

What kind of new tools are being used in guidance? How is the increased use of online guidance influencing the accessibility of guidance services? To what extent is the use of new technologies changing the demands being placed on advisors? And how is access to guidance for people with limited ICT skills being guaranteed?

Jaana Kettunen (University of Jyväskylä, Finland), in her keynote speech entitled "Developments in the use of ICT Lifelong Guidance - Implications for guidance services and related practices", discusses results from recent European data collected, as well as research conducted into the use of social media within guidance services. The keynote explores the opportunities and challenges of ICT in guidance and emphasises the evolving role of guidance counsellors, examining the skills and competencies needed by practitioners to use existing and emerging technologies in practice.

Ali Mahlodji (whatchado) talks about the paradigm shift that accompanies the transformation of the world of work and education: the view of people as the object of expectation is replaced by the focus on the potential of the individual, which is innate to all of us. Ali Mahlodji talks about the experiences gained from over 6,000 interviews, about his work as an EU youth ambassador and his school visits, where he met more than 50,000 pupils. He provides insights into how to approach young people in the digital world and what attitudes it takes to bind them sustainably.

Alongside the plenary discussion, the conference is also holding **five parallel methodology and discussion workshops**. There will also be a chance to get to grips with Erasmus+ projects, methodology and tools, as well as networking opportunities, as part of a 'methods market'.

<https://bildung.erasmusplus.at/de/policy-support/euroguidance/veranstaltungen>

PROGRAMME

09:00 – 09:30	Registration
09:30 – 09:45	Welcome Ernst Gesslbauer, Head of the National Agency Erasmus+ Education
09:45 – 10:30	Key note 1: Developments in the use of ICT in Lifelong Guidance – Implications for guidance services and related practices Jaana Kettunen, University of Jyväskylä, Finland
10:30 – 10:45	E-governance and e-guidance, the example of Estonia and Belgium Kairi Valk, Agency for lifelong guidance, Foundation Innove, Estonia Dries Vandermeersch, CLB / Center for Pupil Guidance Brussels, Belgium
10:45 – 11:15	Journey through the methods market and coffee break
11:15 – 11:30	Lifelong guidance in the digital society (in German) Gerhard Krötzl, BMB (Austrian Federal Ministry of Education)
11:25 – 11:45	New developments in Euroguidance and Erasmus+ Adult Education (in German) Eva Baloch-Kaloianov, Euroguidance Madalena Fontes-Sailler, Erasmus+ Erwachsenenbildung Silvia Flörl, KA 1 Project „Digitalisierung in der Erwachsenenbildung und Steigerung der Medienkompetenz von bildungsbenachteiligten Frauen“, ABZ*AUSTRIA
11:45 – 12:45	Key note 2: Guidance for a new generation. The era of potential development. Ali Mahlodji, Co-Founder and Chief Storyteller at whatchado
13:00 – 14:00	Lunch
14:00 – 16:30	Thematic work in five parallel workshops <ol style="list-style-type: none"> 1. Online education guidance in practice and the implications for the skills of the guidance counsellors 2. My hobbies? Computer games! – A new challenge for providing careers guidance to young people 3. ‘But I can find all that online’ – self-guidance and media competency as a challenge for education and careers guidance 4. New paths in guidance for university students 5. Social media and other digital tools for guidance in the context of migration
16:30 – 16:30	Finale to mark the 25th anniversary the Euroguidance network

Carin Dániel Ramírez-Schiller, National Agency Erasmus+ Education Head of Area Adult Education & Transversal Matters, will be taking attendees through the programme.



WORKSHOPS

Discussion workshop 1

Online education guidance in practice and the implications for the skills of the advisors

(one input in English, one input in German language, no translation provided)

This workshop is an introduction to 'online education guidance in Austria' (Online Bildungsberatung in Österreich), while Jaana Kettunen looks at individual points of her plenary contribution in greater depth. The workshop offers a space in which to discuss current research findings based on practical examples.

Workshop chairs:

Barbara Oberwasserlechner, Volkshochschule Floridsdorf, Online Bildungsberatung Österreich (Floridsdorf Adult Education Centre, Online Careers Guidance Austria)

Jaana Kettunen, University of Jyväskylä, Finland

Presented by:

Karin Hirschmüller, Erasmus+ Adult Education

Methodology Workshop 2

My hobbies? Computer games! – A new challenge for providing careers guidance to young people

Computer games are the new defining culture for young people. Many young people spend their free time in front of a screen, playing computer games. This change in how leisure time is spent presents entirely new challenges in education and careers guidance.

This workshop delves into the topic of computer games with the aim of improving our understanding of this world of experiences, in order to utilise it for careers guidance. Many games actually require a whole range of specific skills, which they also help to train. A glimpse into the world of 'digital natives' can often yield astounding insights.

Workshop leaders:

Margit Voglhofer, Academic supervisor and organisation developer, qualified adult educator, life coach and social counsellor

Max Nemeth, trainer for guidance counsellors, youth coach and apprentice trainer, freelance work in projects

Accompanied by the National Agency Erasmus+ Education:

Susanne Krischanitz, Euroguidance Austria

Methodology Workshop 3

'But I can find all that online' – self-guidance and media competency as a challenge for education and careers guidance

New digital applications and an ever-broadening range of information are changing the demands being placed on guidance counsellors. Opportunities for self-guidance among those seeking advice are often limited by a lack of media competency.

Against this backdrop, learning outcomes and quality indicators from the *QYCGuidance* Erasmus+ project will be presented and a discussion will take place on how the role of the guidance counsellor has developed in this area. What competences do guidance counsellors require today in order to make efficient use of these opportunities and, at the same time, encourage those seeking guidance to develop their self-guidance skills and their media competency?

Workshop leader:

Wolfgang Bliem, project leader at the Institute for Research on Qualifications and Training of the Austrian Economy (ibw) in the areas of careers information and qualifications research, educational activities and lecturing at locations including the Federal Institute for Adult Education (bifeb) and Danube University Krems

Accompanied by the National Agency Erasmus+ Education:

Cornelia Meier, Euroguidance Austria

Discussion workshop 4

New paths in guidance for university students

The range of guidance options for students has been offered online for some time now. This workshop will provide insights into current findings of research into guidance via digital approaches: What developments can be observed? What opportunities are expected in the area of guidance? What is needed in order for these to be utilised as effectively as possible? The workshop will also present two practical options in digital student guidance. What opportunities does the use of ICT in guidance open up, both for students and guidance counsellors? How is the role of counsellors changing?

Experts:

Magdalena Hangel, Guidance counsellor for prospective students, Austrian National Union of Students

Irene Krassnitzer, Psychological Student Counselling, Vienna

Karin Steiner, abif, analyse, beratung und interdisziplinäre forschung, Vienna

Presented by:

Alexandra Enzi, Europass Austria

Discussion workshop 5

Social Media and other digital tools for guidance in the context of migration

(in English) - Workshop description to be confirmed with the experts!

Entering a changing and more and more digitalized labour market is challenging for newly arrived migrants and asylum seekers, facing language and other barriers. The workshop will discuss the way in which new digital communication channels (such as social media and e-guidance) complement existing services of guidance in relation to jobs, training opportunities, and vocational orientation and recognition. What is the potential of e-guidance, not only for newly arrived people, but also for young - digitally native - people who face difficulties in transitions?

Besides showing an example for an e-guidance service as well as support provided by a voluntary founded social media channel, the workshop will also offer insight in the integrated approach of CUBEN, Sweden, in facilitating entry into the labour market for immigrants/refugees within 15-20 weeks of training offers, while at the same time learning a new language.

Experts:

Muhammad Kasem, Guidance counsellor at the Centre for Migrants in Tirol (Zentrum für Migranten und Migrantinnen in Tirol, ZeMiT), Founder of the Facebook page 'Austria in Arabic'

Norbert Molnar, guidance counsellor for young refugees at Bildungsberatung Burgenland

Johanna Togelid and Marcus Persson, Teacher and development manager at CUBEN, Sweden

Dries Vandermeersch, CLB / Center for Pupil Guidance Brussels, Belgium

Presented by:

Michaela Marterer, Steirische Volkswirtschaftliche Gesellschaft

Eva Baloch-Kaloianov, Euroguidance Austria



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