

*Development of Career Guidance Aimed at
Improving Higher Education in Serbia – CAREERS*

**Serbian Career Guidance and Counseling System:
Why National Career Guidance and Counseling
Programme and Methodology for age group 19 - 30**

Belgrade, 11 June 2012

SERBIA – STRATEGIC AND LEGAL DOCUMENTS

**National Youth Strategy
(NYS) - 2008**

**Action Plan for
implementation of National
Youth Strategy 2010-2014**

MoYS

**Strategy of Career Guidance and
Counseling in the Republic of
Serbia with Action Plan for
implementation of strategy 2010-
2014**

**Law on Youth -
2011**

CAREER GUIDANCE AND COUNSELING IN NYS AND LoY

National Youth Strategy

Within Action Plan of the NYS for the period 2009-2014 there are activities which would lead us to establishment of comprehensive system of career guidance and counseling : *development of career guidance and occupational counseling centers, development of professional staff in order to provide support to young people to actively and efficiently manage and control their own career, assessment of requirements of young people and development of work standards...*

Law on Youth

In the budget of the Republic of Serbia the funds are provided for financing programs and projects of public interest in the youth sector in order *to stimulate career guidance and counselling for young people, and organizing trainings, seminars and events of importance for the employment, self-employment and entrepreneurship of young people.*



CAREER GUIDANCE AND COUNSELING

Career guidance and counseling are one of the very basic instruments of human resources development, by which both **educational goals** (improving the efficiency of the educational system), and **economic development goals** and **goals of social equality and inclusion** are achieved.

Career guidance and counseling contribute to:

- realization of the elementary right to work;
- more efficient investment in education and training;
- greater efficiency in the labour market, which is reflected by a greater employability and mobility of the labour force;
- human capital and labour development;
- social inclusion of each individual;
- social equality of each individual;
- active citizenship.

CENTRAL STRATEGIC DOCUMENTS FROM WHICH STRATEGY OF CAREER GUIDANCE AND COUNSELING DERIVED

NATIONAL LEVEL:

- ❑ National employment strategy
- ❑ Strategy for the Development of Vocational Education in the Republic of Serbia
- ❑ Strategy for the Development of Adult Education in the Republic of Serbia
- ❑ National Youth Strategy and AP for its implementation for the period 2009 – 2014
- ❑ National millennium goals (*until 2015 rate of unemployment should be reduced for at least 50% ;reduce the rate of unemployment of young people for 1/3; earning of profession, promotion of lifelong learning concept and availability of higher education*)

INTERNATIONAL LEVEL :

- ❑ Council Resolution on strengthening policies, systems and practices in the field of guidance throughout life in Europe , 2004
- ❑ EU Council Resolution on better integrating lifelong guidance into lifelong learning strategies 2008 (*Encourage the lifelong acquisition of career management skills; Facilitate access by all citizens to guidance services;Develop the quality assurance of guidance provision;Encourage coordination and cooperation among the various national, regional and local stakeholders*)

LEGAL FRAMEWORK FOR CAREER GUIDANCE AND COUNSELING

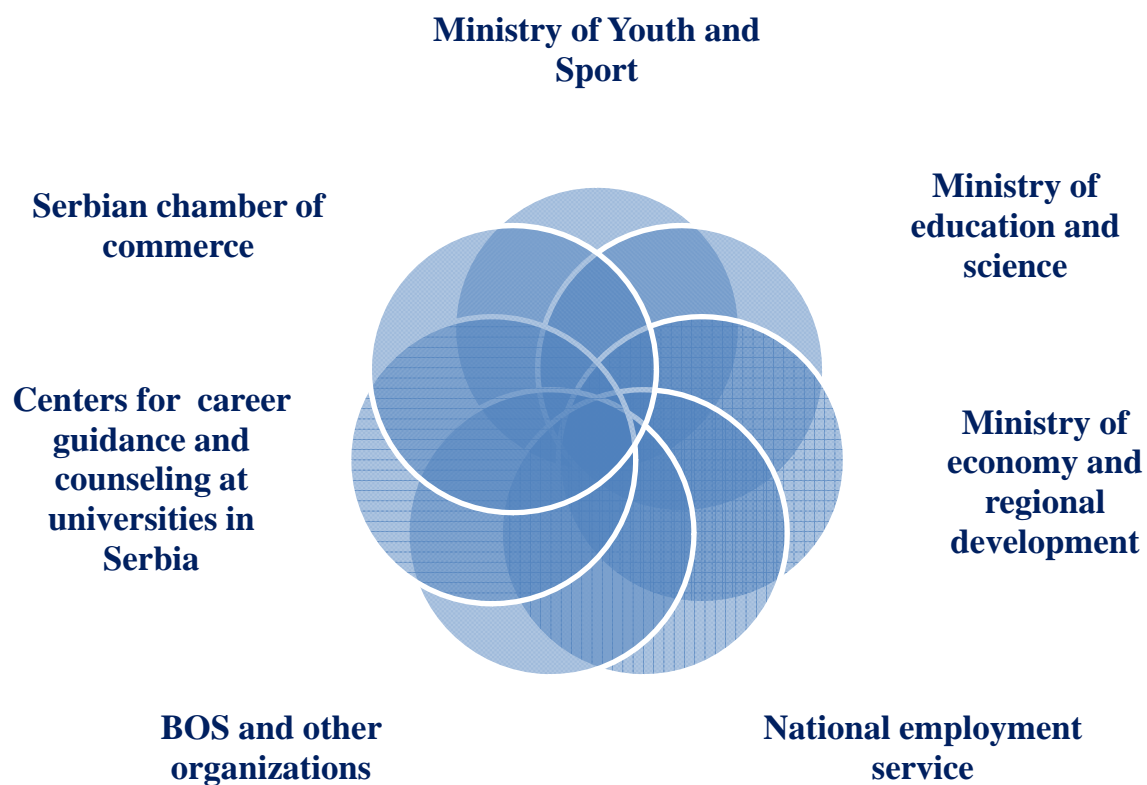
The Labour Law prescribes the realization of rights to education, professional training and development, as well as provision of adequate working conditions. Career guidance and counselling have a significant role in the implementation of this law.

The Law on Employment and Insurance in case of Unemployment specifies the role and the activities of professional orientation and counselling in choosing the profession through employment policy, measures of active employment policy, as well as concrete services provided to clients.

The Law on Secondary Education provides the starting prerequisites for a comprehensive system of career guidance and counselling.

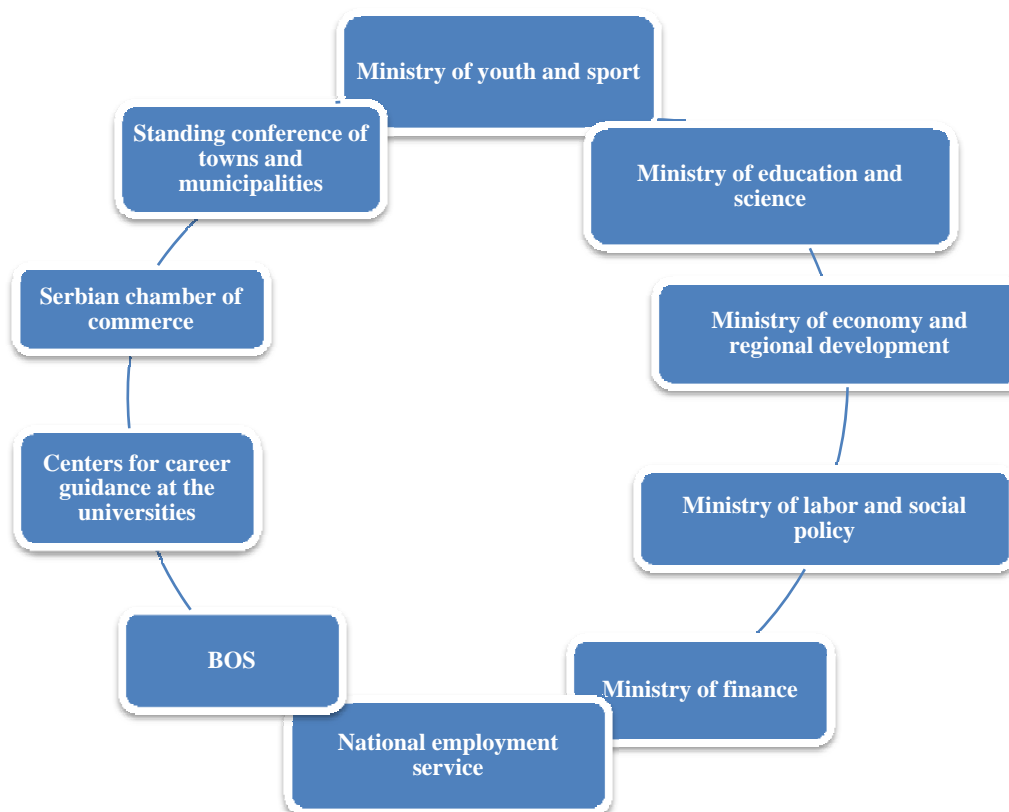
The Law on the Basic Principles of the System of Education and Upbringing prescribes that career guidance and development fall within the competence of the Council for Vocational Education and Adult Education and schools are obliged to provide students with career guidance and counseling (*students have to be well educated to make their own decisions regarding further education, profession, and personal development*).

PARTICIPANTS IN THE CONSTRUCTION PROCESS OF STRATEGY OF CAREER GUIDANCE AND COUNSELING



STRATEGY OF CAREER GUIDANCE AND COUNSELING IN THE REPUBLIC OF SERBIA

The government of the Republic of Serbia established Working Group for the implementation of the Strategy of career guidance and counseling.



IMPORTANCE OF CAREER GUIDANCE AND COUNSELING (1)

Career guidance and counseling affirm and promote their role in achieving three main social goals:

- 1) **lifelong learning goal** – by fighting against young people leaving school early, and especially those from vulnerable social groups as defined by the National Youth Strategy, and by providing an adequate base of knowledge and skills needed for facing the challenges of creating a knowledge-based society in the context of economic globalization, and by promoting the adequate connection between education, training, and the world of work;
- 2) **labour market goal** – by reducing the gap between offer and demand, by actively dealing with the unemployment issue, and improving the quality of labour force, its competitiveness and mobility in the field of work;
- 3) **social equality and inclusion goal** – by promoting reintegration of young people and adults from vulnerable social groups into education, training and employment, by including the excluded groups into general programmes of training and employment services.

IMPORTANCE OF CAREER GUIDANCE AND COUNSELING (2)

Career guidance and counselling development includes several basic elements and those are:

- ☐ including career counselling as a comprehensive educational goal at each level of education;
- ☐ providing the young as well as adults with the access to career information;
- ☐ connecting the career guidance and counselling system for adults and career system for the young and their close cooperation;
- ☐ providing high quality of individual career counselling services by introducing unique services standards;
- ☐ providing continual improvement of methods of career counselling and guidance and informational materials for individuals;
- ☐ creating a system of professional development for pedagogues, psychologists and counsellors for career guidance and counselling in schools, career centres and services;
- ☐ raising social awareness of the importance of continuing individual career planning, which would help the employability of each individual in conditions of continual changes in the labour market.

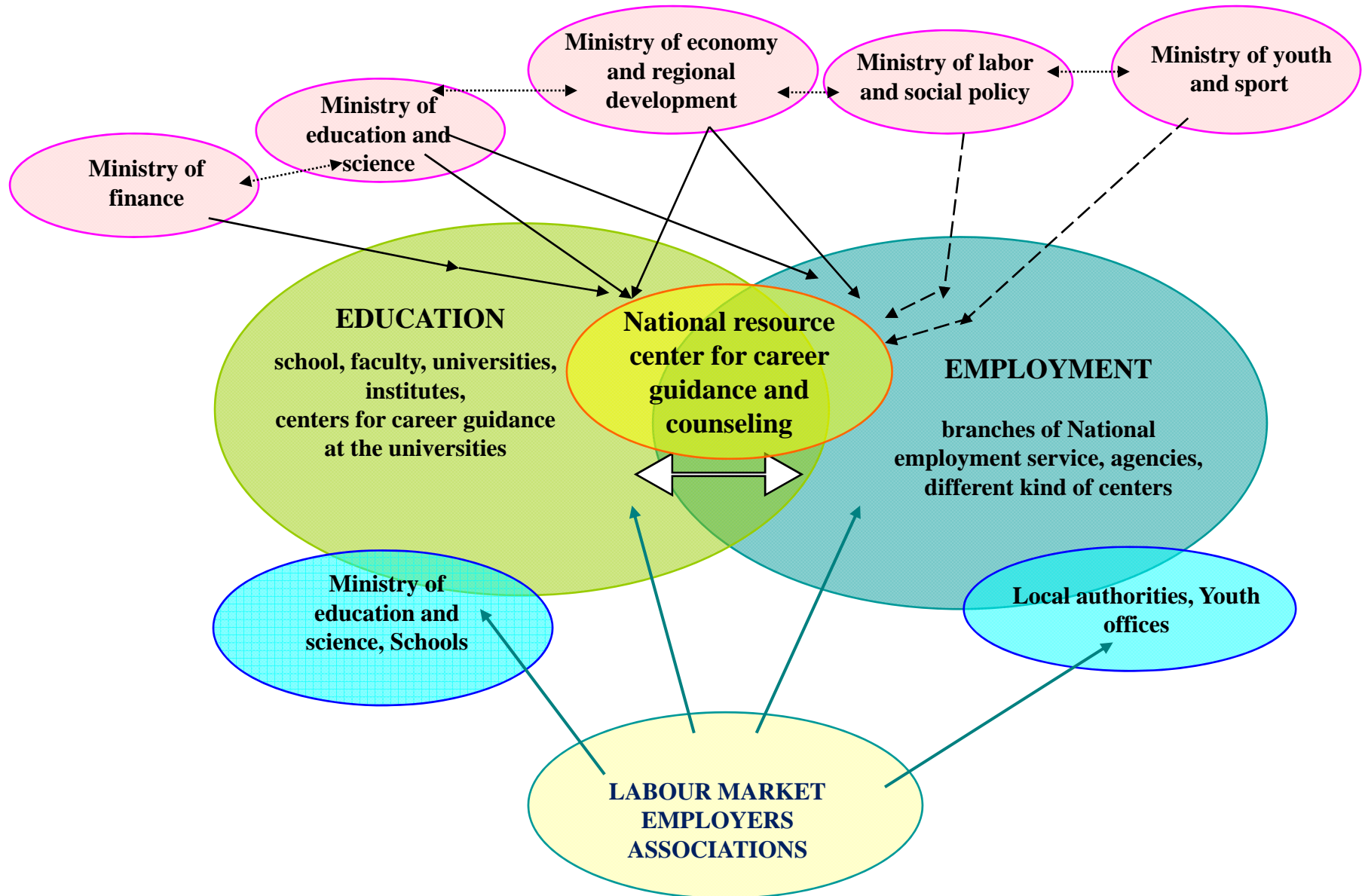


GOALS OF SCGC (2010-2014)

1. Establishment of the system of career guidance and counseling.
2. Development of the system of career guidance and counseling in education.
3. Development of the system of career guidance and counseling in employment.
4. Continuing promotion of career guidance and counseling.



SERBIAN CAREER GUIDANCE AND COUNSELING SYSTEM



IMPLEMENTATION OF THE STRATEGY

The basic elements of CGC system were established, but it is necessary to network them and to build comprehensive system of CGC (National programme of CGC, methodology, National resource center...)

- The government established *Working group for the implementation process of SCGC*.
- *Council of partners for lifelong entrepreneurial learning* was established.
- The Protocol on cooperation in the development of lifelong entrepreneurship education was signed between the 11 institutions.
- Today exist 10 university/college Centres for guidance and career development in Serbia. The most of them were established after adoption of the Strategy.
- Realization of numerous national and international career guidance projects (for example: TEMPUS project “Development of career guidance aimed at improving higher education in Serbia – CAREERS”).
- In 2011 at the National employment service was opened new center for informing and professional counseling in Niš, and it is in preparing the establishment of such a center in Novi Sad.
- During this period begin the establishment of new services (eg.center at YO, Center for talents...).
- There are a variety of activities in elementary and secondary schools aimed at informing and career counseling.
- There are activities aimed at career information and counseling for young people in youth offices.
- There are NGOs that deal with career information and advice mainly on a project basis as well as centers for the CGC at NGOs.

Career guidance and counseling through Fund for Young Talents of the Republic of Serbia



- Fund for Young Talents was established by the Government of Republic of Serbia. Since August 2008 Fund works and operates within Ministry of Youth and Sport.
- So far, Fund has awarded scholarships to **over 8500 students** and high school pupils; in order to provide them with support for their further professional and educational development Fund has signed number of agreements with the most significant companies, institutions and organizations.
- In accordance with the Action Plan for the implementation of Strategy of career guidance and counseling within Fund for Young Talents **Center for career guidance and counseling of young talents** was established.
- Until April 2012 in activities of Centre for Career Guidance and Counseling of Young Talents **over 1700 students**, scholars of Fund for Young Talents, were involved.

ANOTHER FORMS OF IMPLEMENTATION

Career guidance and counseling in local communities

- Local Youth Offices
- Educational institutions
- Local departments of National Employment Service



Implementation of the Strategy through Youth Offices

Youth Offices (established by local government) have the most important role in the implementation process at the local level of government, in providing key information for young people and in realization of different programs and activities for youth. Currently, there are **133 offices**.

- „**Career development of young people**”; partner Manpower;
- „**Support for youth entrepreneurship**” - USAID, MoYS, municipalities; 98 Youth Offices, over 6000 young people, different activities aimed at development of entrepreneurship and employment of young people;
- „**Professional orientation**” - GIZ, Ministry of education and science, MoYS; started in 2011;
- Cooperation with British Council regarding career guidance in local communities;
- In 42 Youth Offices in Serbia **service of career informing** is developed, while in other, it is still in development (support MDG, USAID).

NATIONAL CAREER GUIDANCE AND COUNSELING PROGRAMME

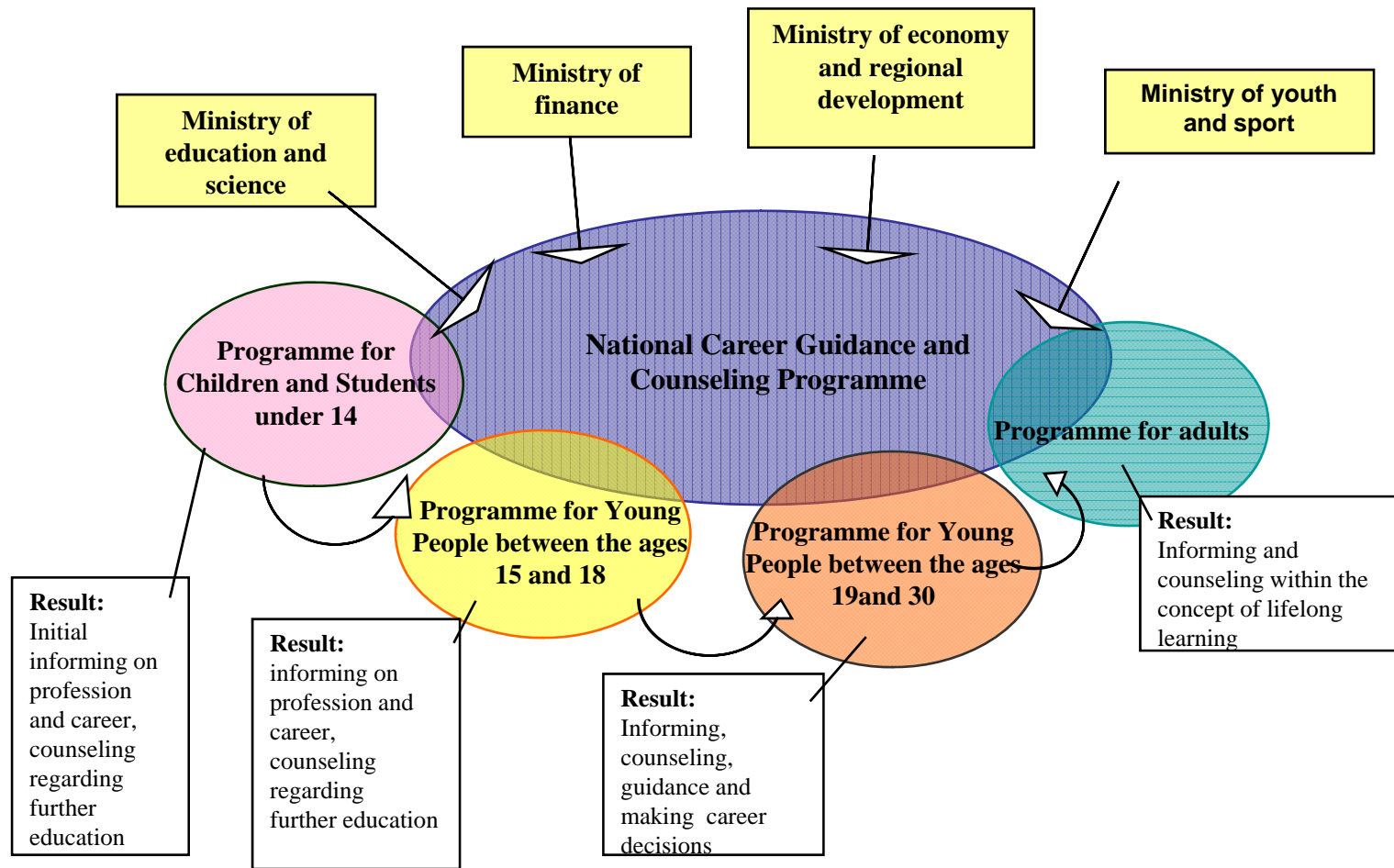
Career guidance should be accessible to every individual, so it is necessary to determine National Career Guidance and Counseling Programme as a framework programme that will define the basic principles and standards for all categories of career guidance and counseling.

It should include **basic standards** for :

- career informing;
- career education;
- career counseling;
- employment counseling;
- job placement;
- career guidance and counseling of employees.

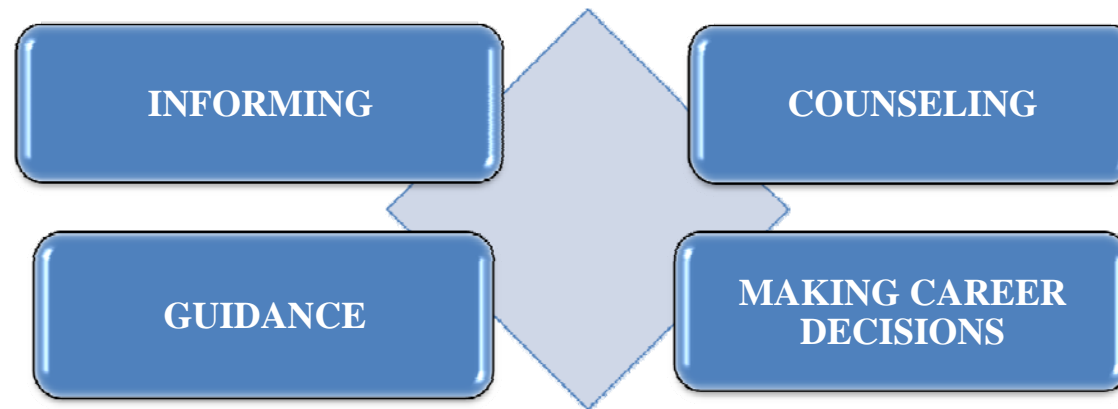


CAREER GUIDANCE AND COUNSELING PROGRAMME MODELS AND ORGANIZATION



CAREER GUIDANCE AND COUNSELING PROGRAMME FOR YOUNG PEOPLE BETWEEN AGES OF 19 AND 30 (1)

Include:



The standards of this program refer to several areas:

- ✓ **personal development of the individual;**
- ✓ **exploring studying and employment options;**
- ✓ **planning and making career decisions.**



CAREER GUIDANCE AND COUNSELING PROGRAMME FOR YOUNG PEOPLE BETWEEN AGES OF 19 AND 30 (2)

- The career guidance and counselling programme should provide young people with the **ability of making realistic decisions** about their future plans, choices, and professional pathways.
- The programme should provide **high quality informing, counselling, and guidance** to young people, in order for them to overcome potential barriers that could endanger their progress, professional development, and future career.
- Main goal of programme is to provide assistance to young people to **understand and process information about the world of labor and about further career**, to understand **some uncertainties regarding professions and jobs**, to understand their **own abilities and potential** and to define their affiliation with given or desired choices.

Main policy initiatives and outputs EU and YOUTH

- **The role of education and training in the implementation of the Europe 2020 Strategy**, Conclusions of the Council (February 2011)
- **An Agenda for new skills and jobs:** A European contribution towards full employment, Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions (November 2010)
- **Youth on the Move initiative** – an integrated approach in response to the challenges young people face , Conclusions of the Council (November 2010)
- The Council Resolution on a **renewed framework for European cooperation in the youth field** (November 2009)
- **A strategic framework for European cooperation in education and training** ("ET 2020"), Council conclusions (May 2009)

Europe 2020 Strategy

- Agenda for new skills and jobs
- European platform against poverty and social exclusion
- Youth on the move

Young people have been hit especially hard by the economic crisis. A rising number are facing unemployment in Europe, making them feel frustrated, fearful and hopeless.

In response, the European Commission introduced the Youth Opportunities Initiative (YOI) – a set of measures aimed at increasing young people's employability. YOI is part of the Youth on the Move initiative and promotes EU programmes and resources such as Leonardo da Vinci, European Voluntary Service, Erasmus, Erasmus for Entrepreneurs and EURES, that are geared towards developing young people's skills, qualifications and training.

European Youth policy

- Transition period between school and work – (1)

In cooperation with the European Commission, the Danish Presidency of the Council of the EU on April 2012 organized a conference “*Youth: Employment and Inclusion in Times of Crisis*”. Focus of conference was on three key elements essential for European Youth policies:

- ☐ Access to the Labour Market
- ☐ **Developing Skills and Maintaining Readiness**
- ☐ Social Inclusion

The conference addressed three overall questions:

1. What measures need to be taken in order to ensure access to the labour market for young people in times of crisis?
2. How can social inclusion measures enable better transitions into the labour market?
3. **How do we enhance skills among young people without a job in times of crisis?**

European Youth policy

- Transition period between school and work – (2)

The conference questions can be answered in the following way:

1. A flexible education system combined with a decent labour market is key to creating a balanced labour market to improve young people's access to the labour market.
2. Our societies must be better at trusting in the abilities and resources of persons in vulnerable situations. Social inclusion must be viewed as a long term investment rather than a short term investment.
3. Vocational training and education are a pathway to ensuring the right skills. Tailorised programmes and services for young people are also instrumental for success. Hiring young people should be seen as an investment in their future as well as an investment in society – societies that invest in job creation are also the ones who overcome the crisis.

Recommendations of the conference :

- We must prioritize an early intervention
- We must promote equal opportunities for all
- We must all take responsibility
- We must support young people's transition from school to work, for example through dual training systems
- We must prevent a mismatch of skills
- We must ensure an intelligent implementation
- We must all show flexibility and combine efforts
- We must by all means prevent the intergenerational transfer of social exclusion
- We need to increase the employment rate of young people with disabilities

FURTHER ACTIVITIES

- ☐ Implementation of National Youth Strategy and Strategy of Career Guidance and Counseling.
- ☐ Development of **mechanisms of management, cooperation, coordination, evaluation and monitoring process** in realizing the Strategy of Career Guidance and Counseling.
- ☐ Providing **appropriate and comprehensive CGC to young people** (mainly through local youth offices, schools, university centers...)
- ☐ Creation of the **National Career Guidance and Counseling Programme** that would be equally accessible to all individuals and to have equal quality.
- ☐ Establishment of **National Resource Center for Career Guidance and Counseling** which would coordinate development of the career guidance and counseling system, and represent permanent and stable link between educational and employment area.



THANK YOU!

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