

CAREERS IN TRANSITION – CAREER GUIDANCE AS BEACON OF LIGHT

Improving the implementation of
quality assurance in career guidance

International conference

February 15, 2019

**Verkadefabriek,
's Hertogenbosch,
The Netherlands**



From this place I wish you, our guest, a warm welcome!



Together with inspiring partners from Slovakia, the Czech Republic, Austria, Germany, Norway, and the United Kingdom, we have been working hard in the ErasmusPlus project 'QUAL-IM-G'. The preliminary results of this European project will be presented today, during this international symposium on careers in transition. Being the host of the symposium,

Noloc is proud of presenting you today's program and speakers. I am truly confident you will be both informed and inspired. As partner member of the QUAL-IM-G project, we aimed to work together and come up with ideas and structures that will be improving the implementation of quality assurance in career guidance.

Careers are changing, becoming more flexible. The way we work changes, the way we live too. It is important that we, professionals who work in the field of careers and career guidance, keep up with the challenges that present and future labour market developments bring. It is important that we bring light where others might see darkness, in offering guidance and counseling. To function as a guideline, a compass, to both individuals, organizations and society as a whole, we must not be afraid to do so by setting and meeting professional quality standards. Both on a national level, and an international level.

Today you will listen to the experiences of those who participated in the project, but also to experienced experts in the field: policy makers, researchers, and academics. You will meet fellow professionals, people who are enthusiastic, envisioned and very happy to share their insights with you. If you have any questions, ideas, different thoughts, please share them!

I am convinced today will be a great day of learning from each other, to share knowledge and to feed the mutual love we all carry, love for our profession and the way it shapes the destiny of millions of people.

With regards,

Ester Leibbrand

Chairman of the board
Noloc

Careers in Transition

The European labour market is rapidly changing. Flexicurity, robotization, lifelong learning and mobility of labour across borders (national and sectoral) are the main drivers for change and innovation. This not only challenges where and how we work but also when and why we work. In addition, aging Europe results in a working population that has to work longer, asking for more awareness and guidance towards 'second careers'. Added to this is the trend of personalising the learning needed for staying tuned in to the labour market. In short: our work paradigm is in transition, since the importance of jobs is fading and the importance of

careers emerges. Career guidance and career guidance professionals are important beacons of light in facilitating this transition for both organisations and individuals.

Individual career guidance practitioners, organisations offering guidance services, and educational institutions are trying hard to keep up with these labour market developments, and fill in their role as beacons of light. What is needed is a clear vision from an educational, social and economic point of view of how to assure the quality of those involved in guiding people into the labour market of the future.

This conference offers a platform to discuss the trends across Europe, to present best practices and create more clarity on present dynamics in work, learning and guidance. The objective is to link the need of a changing labour market paradigm with the need that this transition should be guided by competent, qualified career guidance professionals.

PROGRAM

- 09:30 – 10:15 **Welcome**
Coffee and tea
- 10:15 – 10:25 **Start**
Ester Leibbrand,
President of Noloc, NL
- 10:25 – 10:55 **Keynote 1: Martin Soeters MSc**
Ministry of Education, Culture and Science, NL
The life long learning (policy)context of career guidance
- 10:55 – 11:25 **Keynote 2: Prof.dr. Judith Semeijn**
Open University of the Netherlands, NL
Career management: a strategic asset for sustainable organisations
- 11:25 – 11:55 **Keynote 3: Dr. Jos Sanders**
HAN University of Applied Science, NL
Labour market in transition: the importance of innovative guidance instruments for employees
- 11:55 – 12:00 **Invitation for lunch**
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- 12:00 – 13:00 **Lunch and networking**
- 13:00 – 13:05 **Start**
Ester Leibbrand,
President of Noloc, NL
- 13:05 – 13:20 **Tomáš Šprlák,**
President ZKPRK, SK
*Introduction of the Erasmus+ project QUAL-IM-G:
improving the implementation of quality assurance in
career guidance*
- 13:20 – 13:50 **Keynote 4: Dr. Siobhan Neary**
University of Derby, UK
*Quality assurance in career guidance: a European
perspective*

13:50 – 14:20

Keynote 5: Dr. Erik Haug

Inland Norway University of Applied Science, N

Towards a national quality framework on career guidance: the Norwegian approach

14:20 – 14:40

Coffee break

14:40 – 15:10

1st round workshops

Simultaneous workshops (choose 1):

- a) Student oriented career guidance in vocational education: an holistic quality approach
(**Dr. Aniek Draaisma**, Open University of the Netherlands, NL)
- b) quality assurance of career guidance practitioners (project results, QUAL-IM-G)
- c) Best practices: how to effectively implement career vouchers as instrument for labour market transition: a comparison of the Dutch and Belgian approach
(**Dr. Derk-Jan Nijman**, HAN University of Applied Science, NL)

15:10 – 15:20

Switch workshops

15:20 – 15:50

2nd round workshops

Simultaneous workshops (choose 1):

- a) quality and quality labels in education for career guidance practitioners and jobcoaches
(**Jouke Post MSc**, Saxion University of Applied Science, NL)
- b) quality assurance of career guidance providers (project results, QUAL-IM-G)
- c) Best practices: towards a national quality label for career guidance practitioners in NL
(**Jeroen Bregman MSc**, Noloc, NL)

15:50 – 16:20

Plenary discussion and conclusions

Dr. Jos Sanders,

HAN University of Applied Science /

Ester Leibbrand,

President of Noloc

16:20 – 16:45

Appetizer

Guus van Weelden MSc,

Member of the Executive Board UWV, Dutch public employment service

Quality assurance and certification of career guidance

professionals in Dutch public employment services:

the importance of cooperation

16:45 – 17:30

Informal part & drinks



PROFESSIONALISATION

CERTIFICATION

QUALITY ASSURANCE

Speakers



Ester Leibbrand, President of Noloc, NL

Ester Leibbrand is the President of Noloc, the professional organization of career guidance in the Netherlands. She has a diverse background in the guidance sector as a practitioner, strategic director and board member. Ester's work today is mainly focused on the development of the profession and professionals in the field of job coaching and career guidance. She takes part in several institutions and think tanks.



Martin Soeters MSc, Ministry of Education, Culture and Science, NL

Martin Soeters, MSc, is Team leader Adult Learning at the Directorate of Vocational Education of the Ministry of Education, Culture and Science since 2015. Believing in an integral approach towards policy making, he intensively works together with other departments and partners in the field, like Learn for Life, education providers, and supporting organizations for career guidance.



Prof. dr. Judith Semeijn, Open University of the Netherlands, NL

Prof. dr. Judith Semeijn is a professor in sustainable HRM and holder of the Noloc academic chair in career management at the Open University of the Netherlands. She is the coordinator of the master in Career Management, and department leader of the department Organisation. Judith is research fellow of the Research Centre of Education and the Labour Market at the Maastricht University.



Dr. Jos Sanders, HAN University of Applied Science, NL

Prof. Jos Sanders leads the research group lifelong learning at the Nijmegen and Arnhem University of Applied Sciences. This research group studies three main topics: Individual attitude and motivation for learning and development (smart people), learning and professional guidance in the workplace (smart workplaces) and sustainable human capital management in the region (smart regions). Together with researchers at Saxion UAS and HAN he also does research on career checks.



Tomáš Šprlák, President ZKPRK, SK

Tomáš Šprlák is career counsellor by origin and works as service manager for the Slovak public employment services, where he is responsible for guidance and counselling services. He also assures the role of quality auditor for the European Federation of Centres of Bilan de Compétences. Since 2016, he is the president of the Slovak Association for Career Guidance and Career Development.



Dr. Siobhan Neary, University of Derby, UK

Dr. Siobhan Neary is Head of The International Centre for Guidance Studies (iCeGS) at the University of Derby. She has a background in the guidance sector which encompasses over 25 years working as a practitioner, trainer, manager, lecturer, researcher, and developer of accredited programmes. Siobhan's research interests focus on the continuing professional development, workforce development and professional identity of career development practitioners.



Dr. Erik Haug, Inland Norway University of Applied Science, N

Dr. Erik Haug is head of section for guidance studies and research at Inland Norway University of Applied Sciences. He has been member of several national expert groups concerning career guidance in Norway, and act as the national expert for Norway in CEDEFOPs network for lifelong guidance and career development. Currently he is the Project coordinator for developing the Norwegian quality framework for lifelong career guidance.



Dr. Aniek Draaisma, Open University of the Netherlands, NL

Dr. Aniek Draaisma is researcher at both the Open University of the Netherlands and Stichting Consortium Beroepsonderwijs. Her research focuses on the effects of career orientation and career guidance in schools for vocational education. Aniek is interested in guiding schools and teachers in implementing career guidance for students in both curricula, teaching methods and the organisational infrastructure.



Dr. Derk-Jan Nijman, HAN University of Applied Science, NL

Derk-Jan Nijman is a senior HRD researcher at the Nijmegen and Arnhem University of Applied Sciences. His research has a focus on learning for profession and career, from the perspectives of both education and life-long development. Recently, he has worked on projects in the field of workplace learning and of coaching inexperienced teachers. Derk-Jan is currently involved in a research project involving the efficacy of career vouchers.



Jouke Post MSc, Saxion University of Applied Science, NL

Jouke Post, MSc, is lecturer on theory and methods of career development at the School of Human Resources at Saxion University of Applied Sciences in Deventer, the Netherlands. He is a lecturer on career theory at the Dutch Open University for the Master program on Career Management. Next to his teaching roles he is a specialist on career development for James, a career institute of a Dutch trade union, CNV.



Jeroen Bregman MSc, Noloc, NL

Jeroen Bregman, MSc, is member of the Executive board of Noloc, the professional association of career guidance in the Netherlands. He also works as head of operations and vice-director at RHCL, the historic centre of the Dutch province of Limburg. Jeroen has a profound interest in the role of quality assurance as binding element in the sustainable development of both professionals and organisations.



Guus van Weelden MSc, Member of the Executive board, UWV, NL

Guus van Weelden is member of the Executive board of UWV, the Dutch public employment service. He studied business economics at the Erasmus University and obtained his master's degree in business administration at Delft University of Technology. During his career, Guus always played an active role in the field of labour affairs within different branch organisations in the health care sector. From 2008 to 2017 he was a member of the Board of Pensioenfondszorg en Welzijn (PFZW).