CAREER GUIDANCE FOR ADULTS

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Why is career guidance for adults important?

• Helps adults make informed decisions in a changing world of work

• Raises awareness about existing programmes (training programmes; financial incentives)

• Limits the impact of socio-economic background on choices
Thematic review

• **Online Survey of Career Guidance for Adults (SCGA)**
  – 6 countries: Chile, France, Germany, Italy, New Zealand, the United States

• **Policy questionnaire “Career Guidance for Adults”**
  – 37 replies from Ministries of Education and Ministries of Labour in OECD countries

Next: Country-specific work
4 in 10 adults have spoken with a career guidance advisor over the past 5 years

% of adults who have spoken with a career guidance advisor over the past 5 years

Source: Survey of Career Guidance for Adults
But some adults do not have access to the guidance they need

% of adults who have spoken with a career guidance advisor over the past 5 years, by groups

Source: Survey of Career Guidance for Adults
What barriers do adults face?

% of adults not used career guidance reporting the reasons

- Did not feel the need, 57%
- Did not know career guidance services existed, 20%
- Too costly, 4%
- No time – family or childcare responsibilities, 4%
- No time – too busy at work, 7%
- Did not find a career guidance advisor, 3%
- Delivered at an inconvenient time or place, 2%
- Poor quality, 2%

Source: Survey of Career Guidance for Adults
Policy options: coverage and inclusiveness

- Raising awareness about the availability and usefulness of career guidance services
  - Media campaign in Flanders (Belgium) - ‘En alles beweegt’ (‘And everything is moving’)

- Reaching out to disadvantaged groups
  - Czech Republic’s JOBHUB platform includes a catalogue of career counsellors
  - UK’s Unionlearn reps reach out to at-risk workers at their workplace
A diverse landscape of providers offers guidance

% of adults who spoke to a career guidance advisor over the past 5 years, by provider, OECD average

- Public Employment Service: 24%
- Private career guidance service: 22%
- Public career guidance service: 12%
- Employer: 13%
- Trade Union: 5%
- Employer group: 6%
- Education or training provider: 13%
- Association: 2%
- Other: 2%

Source: Survey of Career Guidance for Adults
Face-to-face is still the most common delivery method:

% of adults who spoke to a career guidance advisor over the past 5 years

- Face-to-face: 64%
- Telephone: 18%
- Videoconference: 10%
- Online chat: 6%
- Instant messaging: 2%

Source: Survey of Career Guidance for Adults
Probit regression results (marginal effects)

Face-to-face delivery
- Provided by my employer
- Provided by an employer group
- Provided by a private career guidance provider
- Provided by an education or training provider
- Personalised career development roadmap

Source: Survey of Career Guidance for Adults

How career guidance is delivered matters
Use of career guidance increased during the pandemic

% of adults reporting their change of behavior regarding career guidance in the context of COVID-19

- 66% used career guidance more than usual, to navigate ongoing changes
- 16% used career guidance more than usual, had more time
- 14% used career guidance less than usual, digital or in-person services were not available

Source: Survey of Career Guidance for Adults
All career guidance providers had to adapt during COVID-19

- Suspension or reduction of face-to-face services
- Strengthening/establishment of remote services (e.g. telephone, text messaging)
- Support given to career guidance providers on how to deliver services from a distance (e.g. guidelines, webinars, training)
- More focus on online career guidance portals, which became popular sources of information during the crisis
Policy options: providers and services delivery

- Expanding availability of career guidance while ensuring that providers have the capacity to meet the needs of different groups (unemployed, employed, inactive)
- Delivering career guidance through a range of communication channels
- Establishing or strengthening existing online career guidance portals

After a pilot phase, the mandate of the German PES will be extended to workers

Estonia’s PES has made career guidance services available through telephone, e-mail, and Skype during Covid

HRD-net in Korea provides information on training programmes and their quality
Only 1 in 4 say that career guidance was useful in achieving education and career outcomes

% of adults who spoke to a career guidance advisor over the past 5 years, by reported outcome, OECD average

Source: Survey of Career Guidance for Adults
Policy guidelines: Quality and impact

- Establishing quality standards in service delivery and monitoring outcomes
- Professionalising the occupation of guidance advisor
- Using high-quality skill assessment and anticipation information
- Personalising advice with support from profiling tools and personalized career roadmaps

**UK** providers receiving public funds must attain the Matrix Standard

**Canadian** Standards and Guidelines are used to develop professional certifications

**Belgium** Cités des Métiers advisors receive weekly labour market information sessions delivered by a specialist

**Australia’s** Career Transition Assistance program gives mature job seekers a skills assessment which informs the development of a personalised Career Pathway Plan
Policy guidelines: Governance and Funding

- Improving coordination with all actors using career guidance strategies and other mechanisms
  - Ireland’s National Centre for Guidance in Education coordinates the many actors involved

- Ensuring adequate public funding in line with public benefits
  - Netherlands subsidizes career guidance for older workers (Ontwikkeladvies)

- Incentivising employers and adults to contribute in line with private benefits
  - Flanders’ training vouchers can be used for career guidance sessions and subsidize half the cost.
Thank you

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