

Developing the new National Guidance Portal of Hungary 2008-2010 SROP 2.2.2 project

I. Basics

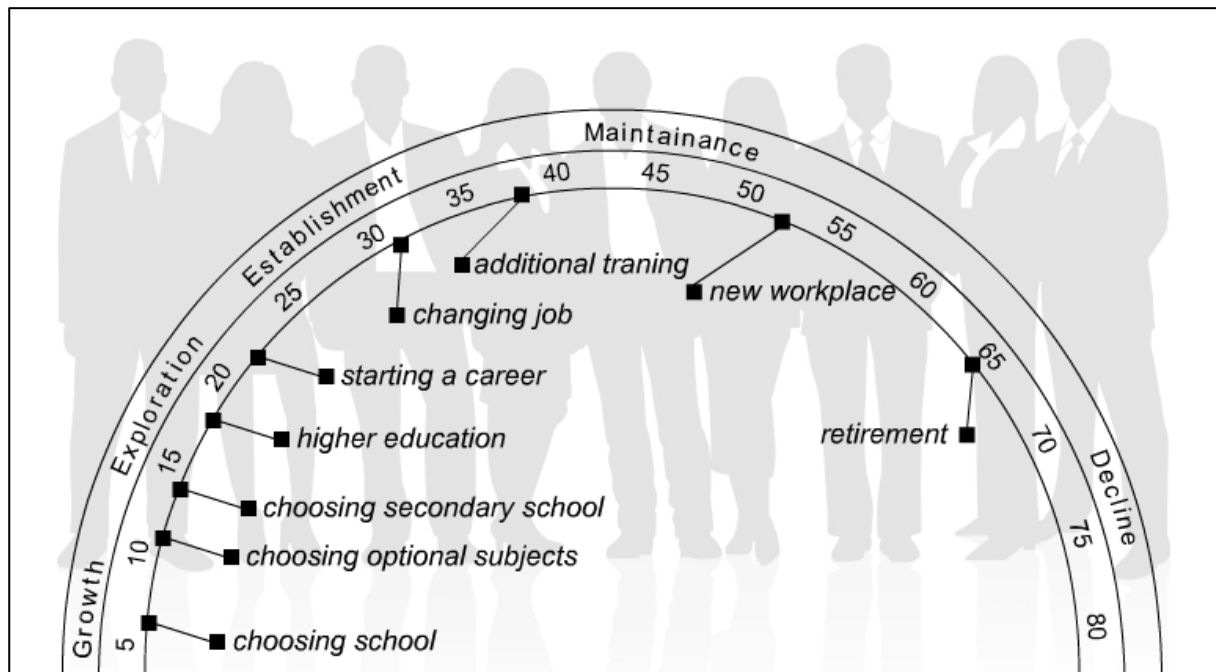
The new National Guidance Portal is to be developed in the “SROP 2.2.2 - Developing a National Lifelong Guidance Network” project (September 2008-September 2010). In this first two year period the new portal will be published (in September 2009), but additional new functions and contents are to be developed and integrated in the possible follow up development phases (till 2013).

In 2008 several preliminary actions had been carried out by National Employment and Social Office, these provide the most important fundaments for the portal-development:

- Detailed survey of the existing national and international internet guidance systems
- Detailed survey of the (official) databases and contents that can and shall be integrated to the new portal
- Concept of the common data-pool that is capable of providing data, attached documents, video files for several guidance-related portals
- Minor modifications and update of www.epalya.hu databases and functions

II. Aims, vision

The most important aim of the new portal is to facilitate lifelong and lifewide learning (LLL and LWL) by helping individuals making decisions throughout their career and life - providing help for youngsters to choose and plan their careers, providing help for adults to modify their careers, facilitating lifelong learning by publishing information about adult education opportunities.



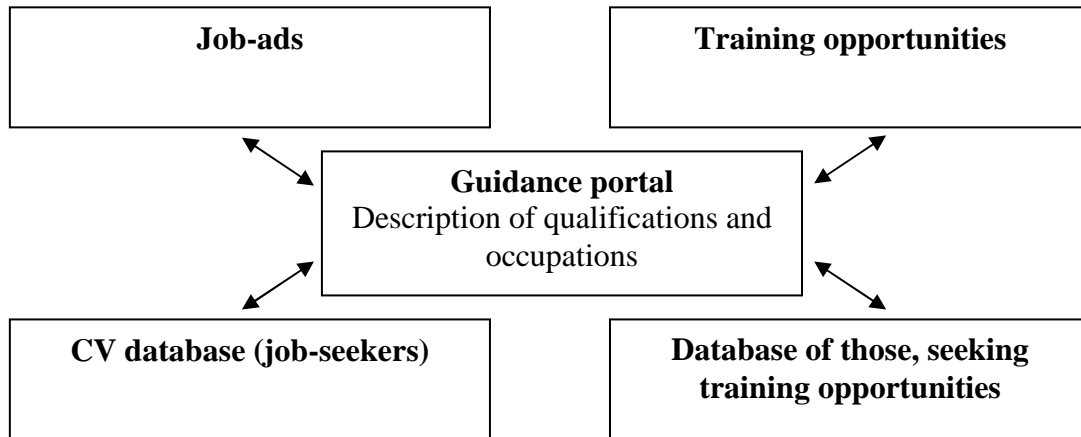
Major decision points in Super's life-career rainbow

Above these, the portal has several additional goals:

- providing help for employees and HR professionals,
- providing help for those working as counsellors, guidance personnel,

- providing help for school guidance personnel.

The new National Guidance Portal plans to follow the best practices of the existing international guidance portals (for example Choices Online), tries to use the new IT-techniques and tries to make the first steps towards using web2 in Hungarian online guidance. The Guidance portal will be in close connection with the other segments of the Virtual Labour Market (VLM) of Hungary, so job-ads, CVs of potential employees etc. can be connected and integrated.



Simplified structure of VLM (Virtual Labour Market)

III. The three channels

The databases and functions of the National Guidance Portal are split into the following channels:

- “The world of learning and education”
- “The world of jobs and work”
- Virtual network of counsellors

IV. Main focus points

One of the main goals of the new Guidance Portal is to be easy to use and to “give the users” life-situations to which they can tie their problems and the functions that can help solving their problems. Super’s Life-Career Rainbow can be regarded as a base for this life-situation approach. The most important focus/decision-points are the followings:

1. The world of learning and education:

- Choosing secondary school
- Choosing vocational education
- Entering higher education (BA, MA, post-gradual courses etc.)
- Choosing other training opportunities
- Detailed description of the official qualifications (OKJ) that can be obtained in Hungary

2. The World of jobs and work:

- Choosing occupations, planning future career
- Employment-data in connection with occupations (typical wages, tendencies etc.)

3. Virtual network of counsellors:

- Up-to-date (and searchable) contact list of the available counsellors nationwide
- Possibility for the counsellors to create/update/share detailed profile of themselves

- Knowledge base: publishing/sharing news, documents, good practice, typical problems, newsletters, etc.
- Administrating counsellor log, storing and processing offline questionnaires

V. Guidance related functions

The majority of the functions can be divided into the following groups/types.

Search functions: most of the databases that are integrated to the portal have their own search function. The user can always decide if he/she wants to use a simple search or a more complex interface in which he/she can define more preferences.

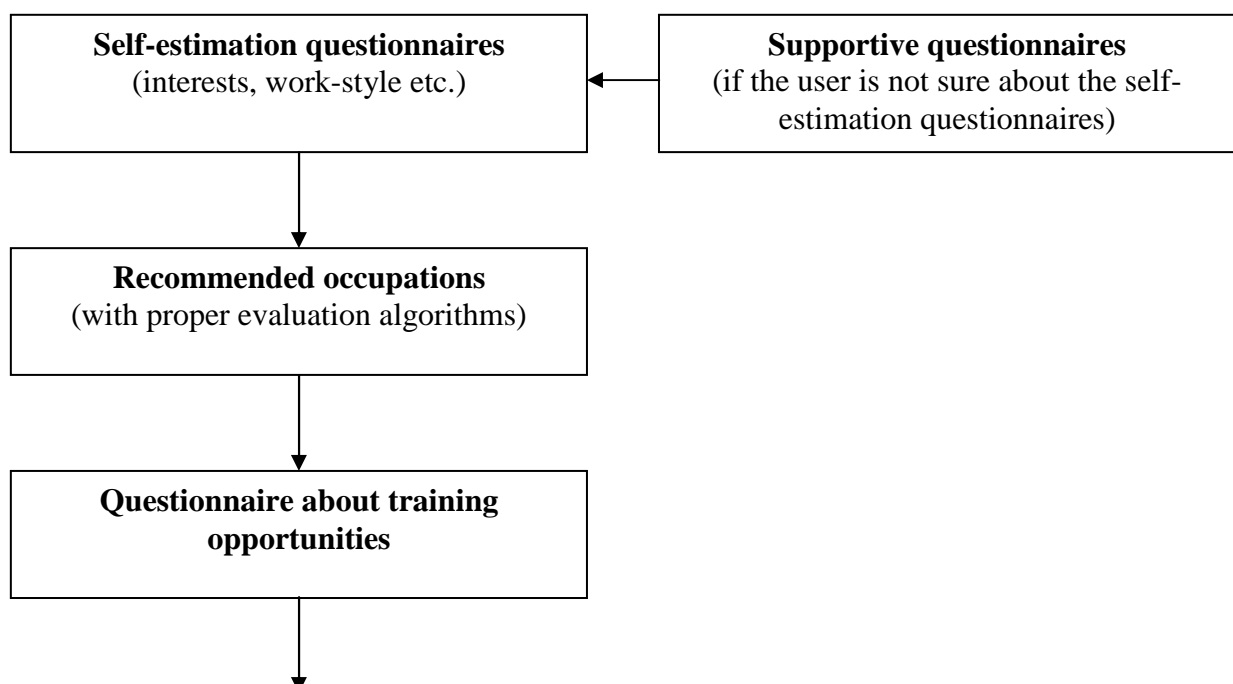
Browse functions: many of the integrated databases can also be browsed (by different methods).

Compare functions: in case of certain databases it makes sense to compare different records (for example to compare two training opportunities or two possible occupations).

Guidance functions (questionnaires): both channels include several guidance functions, such as:

- Am I ready for work?
- Things that make it hard/problematic for me to find a job
- Am I ready to start my own company?
- Work-experience
- Am I able to keep my job?
- Transferable skills

A complex questionnaire system is also included, it shall help users to find the occupations, qualifications and training opportunities that fit their need, capabilities, interests the most. Important goal of the developers is to create questionnaires that are fun to fill and that are not too long for the typical users. For this purpose the developers plan to follow the following method:



<p>Recommended training opportunities (with proper evaluation algorithms)</p>
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VI. Basic portal functions

VI.1 Administrative functions

These functions make it possible to update the major contents of the system without the involving the IT-developers. These updatable contents include the news, articles, documents published on the portal, the newsletters to which the users can subscribe, the discussion boards in which our users and counsellors can share their opinions. A special interface is provided to administer the data of the registered users and counsellors, and the databases that can be used through the search and browse functions of the portal.

VI.2 Quick-search function

Our users do not always have to use the search functions that are connected to certain life-situations, they can quickly look up most of the records by using the quick search function that is available in every section of the portal.

VI.3 Newsletter functions

Our users can subscribe/unsubscribe to different newsletters, through their profile they can define which subjects they are interested in etc. With the related administrative functions these newsletters may be created/edited by our authors.

VI.4 Registration levels, user-classes

Even though most of the functions can be used without registration The National Guidance Portal deals with the following registration levels:

- counsellor level,
- editor/author level,
- administrative level,
- registered user level.

VI.5 Other functions

Above these a lot of other functions are provided to build a community (of users and counsellors). These include a sophisticated discussion-board (forum) system, a constantly updated voting section in which actual questions may be published and answered, a calendar that includes the actual events in which our typical users can be interested. To be able to improve the portal a detailed visitor statistical system is also implemented, with which the developers and editors can decide the main improvement-directions.