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6th European Conference in e-guidance.
widening access to lifelong guidance
Riga, 16th september 2009

**Use of service desk in strengthening
cross-sectoral cooperation in e-guidance**

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Guidance and counselling system in Finland



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There are two official guidance and counselling systems, the functions and goals of which are mutually complementary;

* guidance and counselling in education and training institutes (Ministry of Education) and

* vocational development services such as

- educational and vocational information service and
- vocational guidance and career planning service
- vocational rehabilitation service

provided by the employment and economic development offices (Ministry of Employment and the Economy).

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Working group established by the Ministry of Education and Ministry of Labour (2005–2006) Proposals:

- Providing easy-to-use information services suitable for adults
- Improving the accessibility of advisory and guidance services
- Developing new instruments and operating methods for recognising the skills of the working age adult population to support guidance
- Reinforcing the strategic position of guidance and research and providing more training for those giving guidance
- The development policy will require co-operation and networking

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Targeted and need-based information, advice and counselling services for adults. The National Development Programme 2007–2013.



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ESF projects:

The Development Programme consists of four nation wide projects:

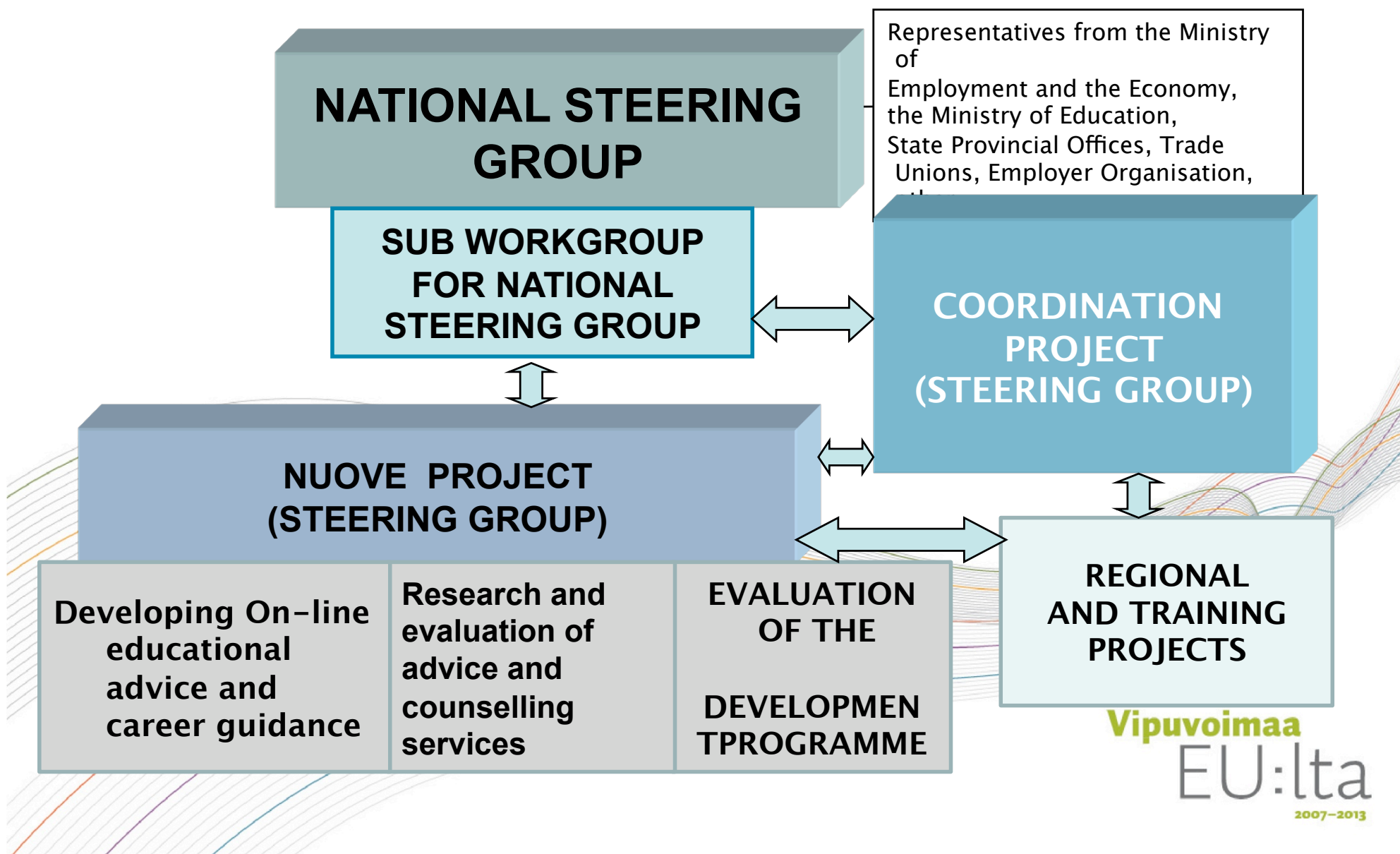
- the coordination project
- two training projects: to develop teachers' competences in adult education (STUDIO) and to develop competences of advice and guidance professionals in educational and employment sector and in working life (ERKKERI)
- NUOVE-project to develop e-services for guidance and counselling and
- about 30 regional projects.

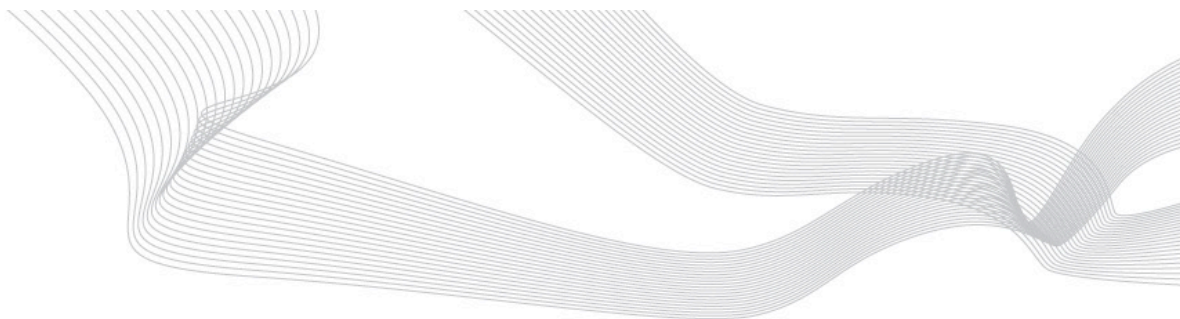
All have the same goal; offer more and better advisory services and career guidance and counselling for adults.

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ORGANIZATION OF THE DEVELOPMENT PROGRAMME





NUOVE project

PARTNERS

- Ministry of Education,
- The Finnish National Board of Education,
- Helsinki University/ Palmenia Center for Continuing Education (On-line educational advice service, portal www.opintoluotsi.fi)
- CIMO, The Centre for International Mobility
- Regional professionals of educational advice and career counselling

THE MAIN OBJECTIVE

- Develop easy-to-use on-line information, advice and counselling services for adult people utilising multiple channels.

IMMEDIATE TARGET GROUP

- Professionals from employment and economic development offices (educational advice and career guidance)

SECOND TARGET GROUPS

- Educational advice and career counselling professionals in different organizations
- Citizens

Activities of the project

- Working in networks
- Development groups for educational advisers and career guidance psychologists and partners
- Planning and piloting new on–line services
- Communicative actions
- Seminars and workshops
- Research

Outcomes of the project

- The availability of information, advice and counselling on-line services have improved
- Employment and economic development offices have utilised concept in educational advice and career guidance on-line services
- Permanent national network for advice and career counselling services

Products of the project

- Educational advice and career counselling on–line services for citizens
- National career counselling call-line services
- Educational advice and career counselling website for citizen
- New platform for supporting on–line working in educational advisers and career guidance in their daily work – with partners!
- Clients appointment system for career guidance

TARGET: MULTI-CHANNEL EDUCATIONAL ADVICE AND COUNSELLING WORK TO BE ORGANISED

Educational & vocational information

Evaluation tools

Possibility to ask an advice or/and career counselling

Educational advice and career counselling **website for citizens**

CONTACT CENTER SERVICES

- Educational advice – on line services
- Career counselling - on line services
- Possibility to make an appointment

SERVICE DESK -TOOL

- professionals answer to the questions
- virtual working space for the net groups, counsellors and advicers and counselling the clients

LOCAL EMPLOYMENT AND ECONOMIC DEVELOPMENT OFFICES for regional needs

Service desk for professional use

- Information system related to the management of customers' electronic transactions in educational advice and career counselling, jointly used by the Finnish National Board of Education, CIMO, employment and economic administration and Opintoluotsi (Study pilot) and regional actors. The aim is to enhance flexibility and high quality in educational advice and career counselling customer service, and in network cooperation
- Information system facilitating reception of questions, replies, classification, utilisation of former replies, data collection, organisation of replies to queries (the person with the correct competence replies to questions, regional and network perspectives possible)
- Information system includes a so-called toolkit for employees, including advice and counselling procedures for customer service, and the possibility for professionals to exchange information and enhance their competencies
- Also features customer data management
- Different rights and views for different user groups

Service Desk

Username xxx

Exit

> User
information

Frontpage | Answers | Info sources | Discussions | Statistics | Working spaces

Questions

Public questions

- 12.12. [Miehenä aupairiksi?](#)
- 30.11. [Sairaanhoidajaksi englannissa](#)

Questions about examinations

- 12.12. [Miehenä aupairiksi?](#)
- 30.11. [Sairaanhoidajaksi englannissa](#)

Educational possibilities

- 12.12. [Miehenä aupairiksi?](#)
- 30.11. [Sairaanhoidajaksi englannissa](#)

Phone call inquiries »

Notices

- 12.12. [Hirmu hyvä saitti verkkoneuvonnasta](#)
- 30.11. [CIMO muuttaa uusiin tiloihin](#)

User: xxx

New questions

- 12.12. [Olenko sairas?](#)
- 30.11. [Neuvottelu](#)

Answering going on...

My space

Service desk – problems to be resolved

- technology: state administration group has already had a competition for selecting technology for service desk for delivering services; is it also suitable for advisory and career counselling tasks?
 - assessment indicator **questionnaire** for customers (one of evaluation tools): what kind of service do I really need? Could be also used by mobile phone?
- how will the partnership network contribute to the planning and piloting and use of service products? – links on Internet sites, utilisation of Service Desk?
- what kind of concrete cooperation with employers, trade unions, special unions?
- service provision on an anonymous or identified basis or both possibilities?
 - could the customer decide him/herself?
 - if firm identification only -> would this eliminate users, e.g. young people?
 - if firm identification -> connection to the URA system? (Basic principle: information in one location only, customer friendly: the customer is not asked the same things many times)(URA system=nation wide database used in labour exchange in local offices)

Piloting time schedule: during the autumn 2010, what extend...?

Balance between customers and resources: marketing question...?

Two developing groups are working with these questions.

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On-line educational advice and career counselling (ESF) - Contact information

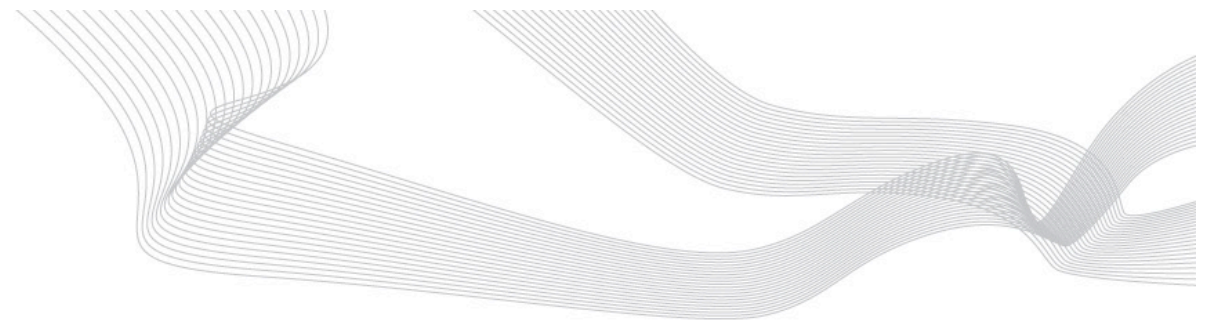
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Thank You!

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