

Measure concept for vocational orientation



In the health and nursing vocational field with a focus on digitization

Developed by the Spanish partner

“Departamento de Educación- Comunidad Foral de Navarra ”

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Introduction

We are aware that digitization has changed professions. Professions in the health and care sector as they were known until now have changed because of digitization and this has also led to new professions appear.

A professional guidance person aware of this must know and be up to date with the changes that have arisen in the professions of the health and care sector, digitization has led to changes in the professions, they require digital skills, and the appearance of new professions in this sector.

Students choose what to study and what they want to specialize in to work, but the lack of knowledge makes them require information from guidance professionals.

Guidance professionals must know the new professions that are emerging in the health and care sector to carry out guidance work, as well as the necessary digital skills required by new professions because of digitization.

For this reason, a virtual orientation fair is designed where counselors, students, and the public can learn about the new professions in the health and care sector, as well as interact and establish connections between guidance professionals, companies and students; a place where people who need guidance can receive it and make connections between the labor market and the education sector.

Digitization has changed the way of relating and searching for information. For this reason, a Virtual Orientation Fair is proposed in digital format. A Virtual Guidance Fair where you can get to know the new professions in the health and care sector, you can contact professionals in the labor market in this sector and guidance professionals, you can make virtual visits to professions in the health and care sector and learn about entrepreneurship and centers where you can receive training to work in the professions of this sector.

The purpose of this work is to put guidance professionals, companies and the general public in contact with the professions of the health and care sector and the changes that have suffered as a result of digitization and what better way than to use digital media for this by carrying out a Virtual orientation fair.

This work defines the target group to which this fair is directed and the participants who are involved in it. The needs to be able to run the fair are analyzed, as well as the needs, ending with the evaluation of the fairInitial situation and background of the measure

1 Initial situation and background of the measure

The Virtual Orientation Fair consists of professional Orientation, Labor guidance and educational guidance for all those who wish to make decisions throughout their lives both in the workplace and in the educational sphere and for those who wish to meet the agents in the field of guidance. This Fair aims to be an opportunity for those who want to be in contact with the world of professions, specifically health and nursing professions, and a showroom of changes in this professional field and new jobs that have turned up recently within this field due to digitization.

Guidance in the health and nursing vocational field.

2 Objective of the measure

We come across a large number of people who have to make a decision about the pathway to start throughout their educational life, and given the large number of options that exist, they need help. The same thing happens to a large number of people who cannot find work and need help to face the job searching and to be able to enter the world of work. This is where Career Guidance comes to the fore.

Career Guidance should be understood as a set of measures, activities and tools that are at the service of all those who have to make decisions about their way forward in the educational and professional world, so it must be visible and accessible to everyone to whom it is addressed.

Career guidance should be an essential tool for all those who are not sure about what decisions to make about their career path and for those responsible for guidance who are about to help the recipients of guidance to make decisions.

Professional Guidance must be able to help recipients to be aware of the situation in which they find themselves and to be able to make decisions that help them in their professional itinerary and in the management of their educational and professional pathway.

These services are offered by Guidance Professionals in Educational Centers, in Universities, and we can also find them in Public Employment Services, in the workplace itself, in the services offered by the community, in the third sector organizations, and also in the private sector. A large number of guidance professionals ready to help those who request it.

Professional Orientation pays attention to not only students and workers but also to professionals in career guidance and the public sphere, social entities, families and companies in general, and Career Guidance must also inform about the resources and opportunities offered by the educational system to provide people with the necessary qualification to enter the labor market.

We are facing a changing market because of the digitalization of professions not only as a consequence of Covid 19 but also because of technology that advances by leaps and bounds, and these facts have led to a change in work and professions, which leads to orientation as being specially relevant in this regard. Besides, Professional Guidance must give special importance to the health and nursing sector, a very broad sector with many possibilities and therefore it is a very strong bet in the generation of employment. We find ourselves with an increasingly aging community in need of professionals in this sector, a sector in which technology has been a great help, but not enough given the special characteristics of this sector, whose target group are human beings.

We focus on career guidance professionals who work in different fields, taking into account the diversity of career options, jobs, and choices in the different educational pathways.

3 Starting position

3.1 Target group

Aimed at:

1. Students, Young people and adults in job searching
Estudiantes. Jóvenes y adultos en búsqueda de empleo.
2. Professionals in Career Guidance:
 - a. Educational field:
 - Counselors at Education and VET Centres.
 - Labour and Guidance Teachers.
 - Teachers and mentors.
 - Orientators at Universities.
 - b. Public employment services:
 - Orientators in Employment Agencies.
3. Other orientators (3rd sector and others):
 - a. Counselors of socio-labor insertion programs for people at risk of social exclusion.
 - b. Counselors at Unions companies.
4. Companies.
5. General public

3.2 Implementing institutions and responsibilities

This Virtual Orientation Fair can be implemented by any of the organizations involved in Professional Orientation. These bodies are the Department of Education with its guidance professionals, the Employment Services, the Chambers, confederations of businesses and industries, entrepreneurs and companies that provide guidance more focused on the labor market

3.3 Fields of action

The professional orientation is going to be applied in the health and care sector.

It will deal with the changes that occur and the new professions that appear in the health and care sector, nursing professions, personal care, clinical laboratories, radiology, medicine, dentistry etc; But we know that this sector is influenced by other sectors and therefore it is necessary to relate it to them.

- Industrial sector
- Service sector

And within them the professional fields:

- Pharmacy
- Medicine
- Dependency care
- Digitization. Programmers
- Psychology
- Educators

3.4 Regional reach

This Virtual Orientation Fair is designed to take place in Navarra. The reason for this is that Navarra there is a lot of industry that is being affected by all the changes as a result of digitization. In addition, it is an aging community so the health and nursing field increasingly requires greater attention and dedication on the part of the guiding agents.

4 Frame conditions

4.1 Participating actors-internal

There is a large diversity of participants. There are VET students, teachers, youngsters and unemployed adults in job-search, people seeking for job improvement, and orientation agents.

4.2 Involved partners and institutions-external

In this Virtual Orientation Fair, external agents such as the Navarre Employment Service, public and private universities, Trade Unions, private companies in the field of orientation and entrepreneurs take part.



4.3 Description of a required infrastructure

Being a Virtual Orientation Fair, it is required to have internet access and a web page or similar where people interested in the fair can interact.

The format of a web page is designed of what a virtual orientation fair looks like. On this page the participant can access different stands or spaces such as: professional orientation, labor market, workshops, training, entrepreneurship, webinar, chats, interviews, companies in the health and care sector, networking.

In each space, participants can access information, videos, interviews, contacts.

It is detailed in a separate document.

4.4. Time frame (-point)

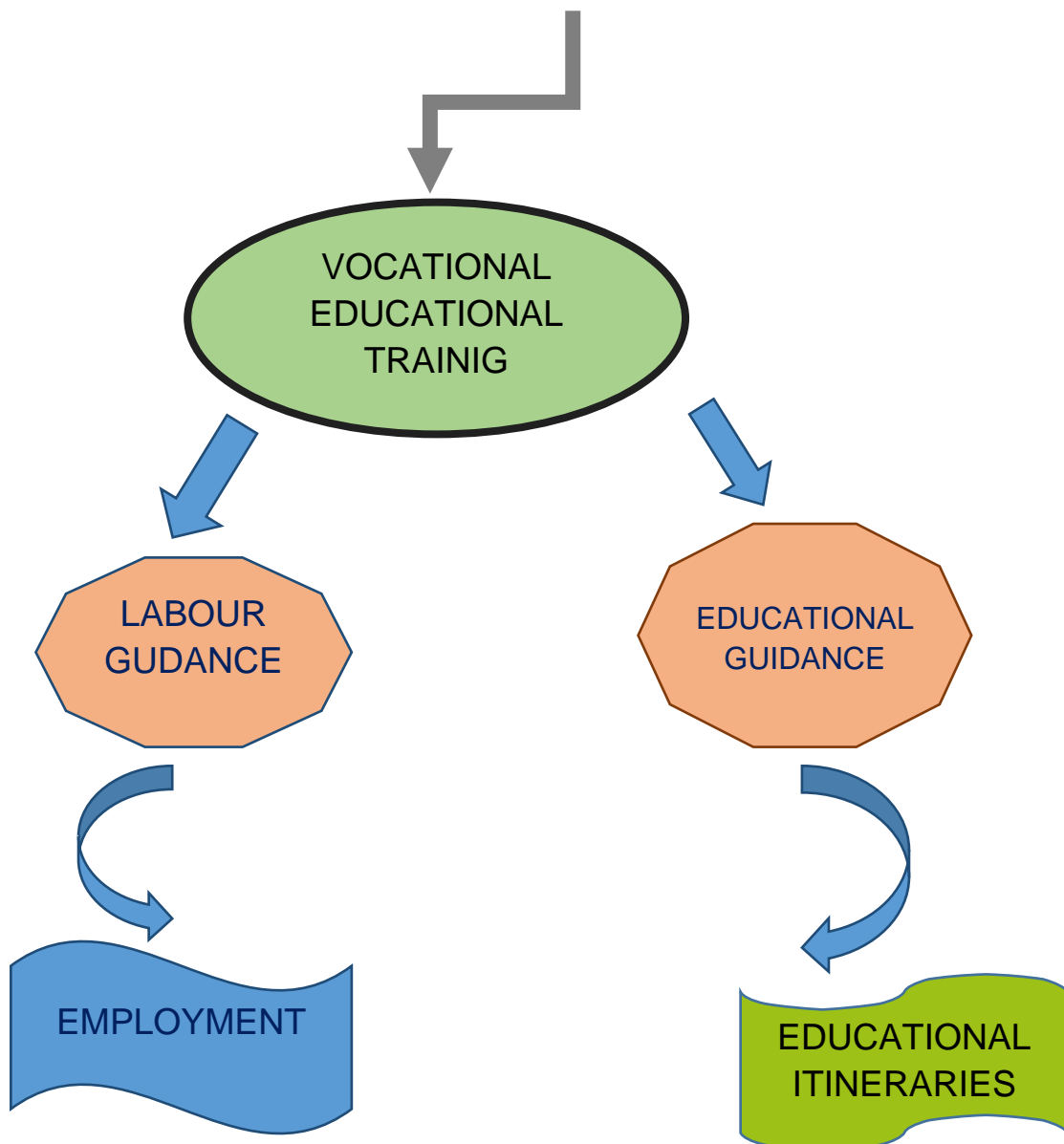
The fair can take place for a limited period of time, such as 3 days. The conferences, contacts, chats depends on the collaborators.

4.5 Structure of the measure

The structure of the fair would be the following.

GUIDANCE

Services that help to make educational, training and occupational decisions and to manage their professional careers for the people to whom it is directed.





Introducción:

The virtual fair for Professional Orientation will be held in an online format.

A link is pushed so that anyone who has a query can contact a counselor.

There are several videos in stream

En la feria virtual de F.P. hay diferentes vídeos.

- Explanatory of the orientation process.

Different guidance agents: Education, Navarre Employment Service, Social Agents

- Sketch-videos of students who have received guidance.

<https://www.youtube.com/channel/UCsXsd7hY9a1c69kQg3Bdag/featured>

- Professional orientation:

One of the first steps to take in Career Guidance is:

Uno de los primeros pasos a realizar en la Orientación Profesional es One of the first steps to take in Career Guidance is:

- Get to know yourself:

Different links are enabled so that the assistant can carry out the first step of professional orientation, which is to get to know himself, identifying his strengths and weaknesses.

<https://orientadorespalencia.wordpress.com/2013/05/31/tests-de-autoevaluacion-de-competencias-laborales-y-preferencias-profesionales/>

https://www.psicotecnicostest.com/testdepersonalidad/testdeorientacionvocacional.asp?TIP_1=Test%20de%20Personalidad&TIP_2=Test%20de%20orientaci%F3n%20vocio

https://siemprendes.com/fortalezas-y-debilidades/#%E2%9C%8D_Test_de_Fortalezas_y_Debilidades

During Professional Orientation it is very important that the recipient knows what type of orientation they want in terms of work, vocational or educational orientation. To achieve this, the agents who are going to carry out the orientation are different and must be coordinated.

In order to carry out a good job orientation it is good to have a script of the steps to follow. As a helping tool, a clarifying power point is attached with all the sections that are convenient to carry out to reach a successful conclusion.



http://www.navarra.es/home_es/Temas/Empleo+y+Economia/Empleo/Empleo/Orientacion+Laboral/riiopn/home/Trabajar/Busqueda+de+Empleo/Guia+Empleo/

<https://ec.europa.eu/eures/public/es/homepage>

If, on the other hand, we want an Educational Orientation, these links can help us

https://es.slideshare.net/cesare_2901/orientacion-vocacional-ppt?next_slideshow=1

<http://www.apoclam.info/materiales-orientacion-apoclam/orientacion-academica>

<https://www.fundacionbertelsmann.org/es/home/orientacion-profesional-de-calidad>

<https://sites.google.com/site/recursosorientacionsecundaria/proyecto-orientacion-vocacional>

In the links below you can find information on the training offer present both in Spain and in Europe.

http://www.navarra.es/home_es/Temas/Empleo/Orientacion+profesional+SNE-NL.htm

<https://www.educaweb.com/>

<https://europa.eu/europass/es>

<https://multiblog.educacion.navarra.es/iibarrog/2020/05/14/nuevas-tecnicas-de-seleccion-de-personal/>

Professional orientation programs of the Navarre Employment Service have to be mentioned

http://www.navarra.es/home_es/Temas/Empleo/Orientacion+profesional+SNE-NL.htm

<https://www.youtube.com/playlist?list=PLtmfly0BWjOWLId-F2uVvG8auRbQukoBm>

- Current Training offer

- Explanatory videos of different professions and downloadable documents of different VET courses

https://www.youtube.com/watch?v=pYANqrobxTo&list=PLo8Vjn0fks3aogqiPYdDyqgga_o4tDYL

<https://www.youtube.com/watch?v=8zty3684WJw&t=4s>

<https://eti-paginaweb.blogspot.com/p/jefatura-de-estudios-oferta-educativa.html>

<https://drive.google.com/file/d/1JPOCFrvakdCUCeLhuJgg63ro-7at8vx/view>

https://drive.google.com/file/d/1_CFA6eMYBG5l8SJwOZRvA2YohrsnysLF/view

https://www.youtube.com/watch?v=eOkZS_PR_zs

<https://eti-paginaweb.blogspot.com/p/jefatura-de-estudios-oferta-educativa.html>



<https://drive.google.com/file/d/1JPOCFrvakdCUCeLhuJgg63ro-7at8vx/view>

https://drive.google.com/file/d/1_CFA6eMYBG5l8SJwOZRvA2YohrsnysLF/view

https://www.youtube.com/watch?v=eOkZS_PR_zs

https://drive.google.com/file/d/1jWljP8Awrhbpq5EXiHog1T-Cq5K_xnE5/view

<https://www.youtube.com/watch?v=eJtOzbkO1Qc>

<https://www.youtube.com/watch?v=9YPh21-5iwY>

<https://www.youtube.com/watch?v=7Lkbvk0IKGU>

https://www.youtube.com/watch?v=pYANqrobxTo&list=PLo8Vjn0fks3ZjxcG-g7eG265KZt_OKGsa

https://cipvirgendelcamino.educacion.navarra.es/web/oferta_educativa/

http://www.navarra.es/home_es/Actualidad/Sala+de+prensa/Noticias/2018/12/28/videos+SNE-NL+certificados+profesionales.htm

- <https://formacion.navarra.es/es/> „Where“ tool –VET Navarra
- <http://nora.educacion.navarra.es/>

Navarra Department of Education Website

Professional Training website of the Ministry of Education and Professional Training.

<https://www.todofp.es/inicio.html>

- Current labour market

Career guidance should not set aside the labour market. Knowledge of the labour market can help make different decisions throughout life that can influence both the academic and work aspects

Links from different business experts:

<https://www.cen.es/>

<https://ajenavarra.com/>

<https://www.camaranavarra.com/>

<https://www.anel.es/>

<https://www.cein.es/>

<https://www.emprendedores.es/oportunidades-de-negocio/lanzadera-2/>

<https://www.educaweb.com/contenidos/laborales/nuevas-profesiones/>

Videos of the Web C.E.N.

5 Implementation of the measure concept

5.1 General principles of the action

The fair is held virtually so that for its execution the fair is presented in a previously prepared format in such a way that it is visible and accessible to all those who will attend the fair.

The virtual orientation fair is designed as follows to facilitate attractive access.

The fair must have, first of all, a stand with advertising of the fair. This stand gives us access to a virtual entrance hall. Once inside we access different stands:

- Autoorientación: links y descargables
- Orientación: orientación laboral y educativa con sus correspondientes links y descargables.
- Mercado laboral: mercado actual, vídeos de empresarios. Links y descargables. Sector sociosanitario. Nuevas profesiones.
- Contacto directo. Acceso a chats.

5.2 Preparation

To prepare the fair so that it has an attractive, agile and easy-to-use format, we contacted a specialist platform in preparing virtual fairs, which is the one that will give the format that the fair will have.

5.3 Implementation

Description of content:

Time schedule:

The fair will take place over 3 days. The links and videos will be available 24 hours a day so that participants can make use of all the services that are made available.

Process planning:

Presentation of the fair on the internet and in the newspapers with the largest circulation prior to the fair.

On the opening day of the fair there will be an official video presentation by the person who has organized it.

Being a virtual fair it is open at any time.

Possible milestones:

Make the fair an annual event, extendable to other Autonomous Communities.

Used methods:

The methods to be used are links to access internet pages and to be able to view videos.

Used materials:

Computers with internet connection and a web page.



5.4 Follow-up

Questionnaires (through google forms or other tool) to keep informed of the impact and usefulness of the Virtual Orientation Fair

5.5. Expected results

With this virtual orientation fair it is expected that it will reach a large number of students from both E.S.O. as Vocational Training, educational counselors and the Employment Service and private companies and the professional sector, entrepreneurs. We would speak of 80% of all those people to whom it is directed.

With this fair it is intended that the participants are well oriented and informed of the new professions and the digital changes that have occurred, the labor market, job offers, job creation in the health and care sector. It is expected that synergies have been created between companies and young people, facilitating access and knowledge of the world of work for young people.

6 Resources and funding

6.1 Personal requirement and their use

In this virtual orientation fair, the following professional advisors will be needed. These counselors must have training in Psychology, Pedagogy, Labor Relations, Business Management and Administration, Law, among others.

The main task of these counselors is to help those who need it to make decisions throughout life in their professional itinerary and in the management of their educational and work trajectory.

These counselors must have the following competencies:

- Knowledge of the training and labor offer
- Communication and interpersonal skills
- Listening ability. Active listening
- Empathy and respect
- Management of individual orientation techniques and group techniques
- Emotional support skills
- Planification and organization
- Analysis capacity
- Flexibility
- Initiative
- Decision making
- Orientation to results
- Ability to adapt to changes
- Creativity
- Digital competence

It is also important to include all those who collaborate in the organization of the fair:

- Computer scientist
- Designers
- administrative
- Businessmen



- Guests at conferences and virtual webinars
- Guidance counsellors
- Teachers
- Concierge

6.2 Room and technical equipment

A virtual venue is needed in which event attendees enter a virtual lobby and choose which area of the fair they will attend. An exhibition area is present with multimedia tools and downloadable folders and documents.

As technical equipment you need computers and an internet connection, and a cloud-server

6.3 Cost and possible financing of the measure

To design a virtual orientation fair, you should contact platforms specialized in it. But this supposes a cost that must be negotiated depending on the days and events that are going to take place.

In addition, if you are going to bring experts, speakers, ... you also have to pay them

All this would entail a cost of approximately €6,000

6.4 Required contacts and contact establishment

In this Virtual Education Fair we are going to need contacts, which are the ones listed below:

Counselors of the Department of Education, Academic Counselors and Professors of Training and Labor Orientation.

Counselors of the Navarrese Employment Service.

Confederation of Entrepreneurs of Navarra.

Navarra Young Entrepreneurs Association.

Trade unions.

Private personnel selection and talent management companies (Talentix, Avansel Selección, Areté Activa, Áctima

7 Evaluation of the measure

Once the virtual orientation fair is over, an analysis will be made of the surveys carried out by the fair attendees and the percentage of attendance will be analyzed. A chat will be enabled so that attendees can share their experience with the fair.

All evaluations will be published at the end of the fair on the same page on which they were made.

8 Appendix

For more information on orientation in Navarra, it can be supplemented with the documents that are added on Orientation on the system.



2218_ANEXOIV.doc



2245_ponencia.pps

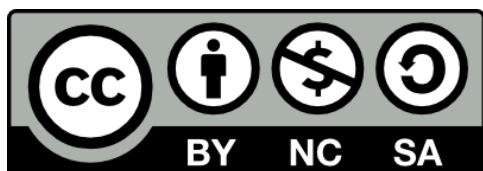
Important to refer to the website <https://www.educacion.navarra.es>

In Vocational Educational Training.

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