

# Integrating ICT in Careers Practice

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## Melbourne

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# Session Structure

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## Research initiatives:

- ❑ Skills & competencies for internet-based careers guidance (2009 – 2010)
  
- ❑ Supporting practitioners:
  - ❖ National Guidance Research Forum: website development (2002 – ongoing)
  
  - ❖ MATURE: developing systems to support practitioners (2008 - 2010)

# Skills & competencies for internet-based guidance

Web 1.0

- Access to information

Web 2.0

- User-generated content

Web 3.0

- Portable, personal web

# Skills & competencies for internet-based guidance

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## Web 2.0 technology

- Ability to aggregate user data
- Track & filter content
- Collaborate
- 'Mash-up' data
- Construct a social network

## Comprises:

- Blogs
- Wikis
- Social bookmarking & tagging
- Multimedia sharing
- Audio blogging & podcasting
- RSS & syndication

# Skills & competencies for internet-based guidance

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## Research: 2009 – 2010

- Literature review
- Fieldwork [mixed methods; 6 careers organisations]
- Data analysis & write-up

Ref: Bimrose, J. , Barnes, S-A. and Attwell, G. (2010) 'An investigation into the skills needed by Connexions Personal Advisers to develop internet-based guidance.', Reading: CfBT Education Trust, Report of an empirical investigation into the demand from young people for internet-based guidance, together with the readiness of Connexions services to deliver. (Full & Executive Reports are available online.)

# Skills & competencies for internet-based guidance

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## **YP: key findings**

- High level of engagement with ICT
- ICT exploited to communicate and gather information (though limited understanding of 'quality')
- Preference for face-to-face interventions
- Need for service provision based on age
- Some concerns over safety

# Skills & competencies for internet-based guidance

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## Practitioners & managers current use of ICT in service delivery

- Currently limited
- Potential to develop this part of practice embraced enthusiastically (generally!)
- Brakes:
  - ~ technological infrastructure
  - ~ confidence

# Skills & competencies for internet-based guidance

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## ICT competencies

- *ICT user skills:*
  - Awareness (i.e. Potential of ICT & terminology)
  - Practical skills (i.e. operative skills)
- *Digital skills:*
  - Social/ personal
  - Cognitive/ physical
  - Technical





# Skills & competencies for internet-based guidance

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## Digital skills profiles

- Majority 'high' or 'medium' for most essential digital skills
- Most support required for skills in web design and content creation

Overall: workforce well positioned to develop confidence and additional skills to engage effectively in internet-based guidance delivery

# Skills & competencies for internet-based guidance

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## Prospective use of ICT

- Inevitability of increased usage
  - preference to exploit communication features
  - develop more internet-based resources
- Barriers to implementation
  - cost of upgrades
  - Workforce capability (practitioners & managers)
  - safety and privacy issues

# Language: lack of consistency

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Use of the internet		
E-Guidance	Web-based guidance	Internet-based guidance

# Training support?

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*'ICT-based training which is specifically tailored to the context of Career Guidance is lacking.'*

Ref: Cobbett, D., Dodd, F., Miller, S. and Shearer, L. (2009). *Skills needs and training supply for career guidance – a gap analysis*. Newcastle upon Tyne: Trends Business Research Ltd.

# Skills & competencies for internet-based guidance

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## **Big issues for guidance:**

- Identity, privacy and safety for young people
- Role of 'the expert'?
- Collaboration – intellectual property?
- Workforce capacity
- Commitment from top down
- Infrastructure support
- Monitoring & evaluation

# Skills & competencies for internet-based guidance

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## Internet in careers practice:

- *As a resource:*
  - most exploited
- *For communication:*
  - embryonic
- *Developing materials:*
  - most under-developed

# Supporting practitioners

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## **ICT Research & Development**

- Website development (NGRF)
- MATURE:
  - ~ Supporting the effective use of labour market information (LMI) in practice
  - ~ Facilitating CPD