



Hungarian Presidency 2013-2014 of the
VISEGRAD GROUP



"Making the change!"

*Implementing new European strategies in Central Europe and the
Balkan region through the Public Employment Services*

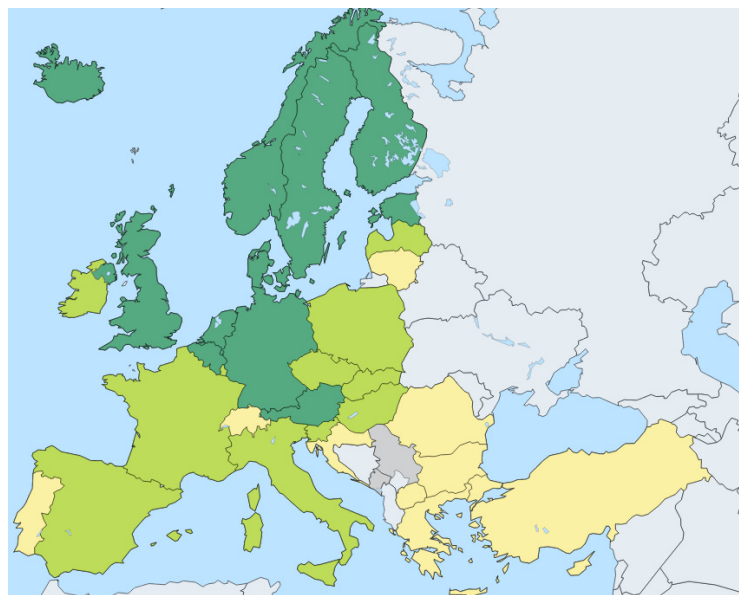
**Joint seminar of the Public Employment Services of the Visegrad Group (V4) and
the Centre of Public Employment Services of Southeast European Countries
(CPESSEC) expert level meeting**

Background paper for Workshop No. 2 on

Experiences on self-information (online) systems, best practices (especially with relation to
self-service internet systems for career guidance)

Pre-requisite 1: Internet penetration and broadband access

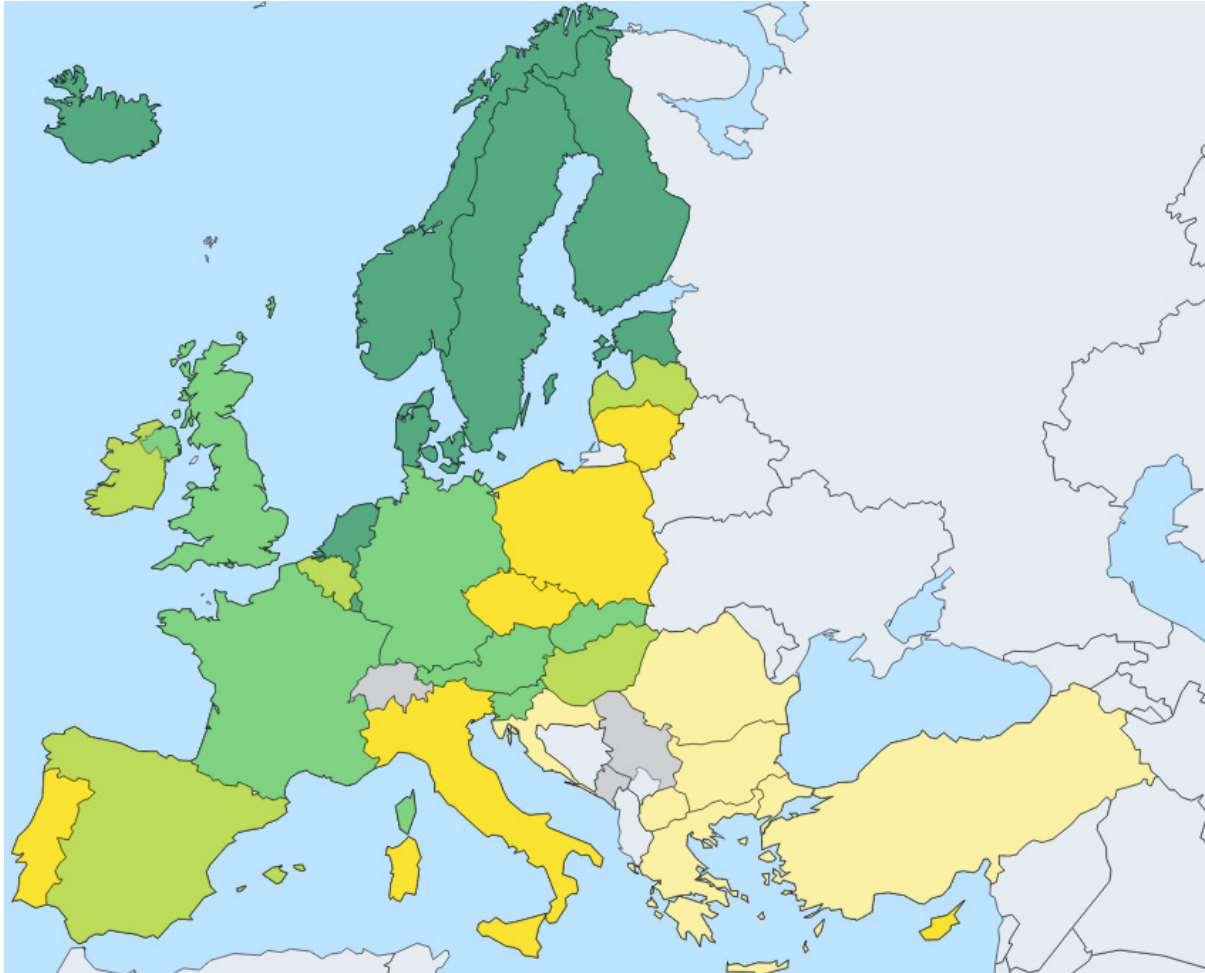
Czech Republic	75.0
Hungary	72.0
Slovakia	80.0
Poland	65.0
Bosnia and Herzegovina	65.4
Bulgaria	55.1
Croatia	63.0
Macedonia	63.1
Montenegro	56.8
Romania	50.0
Serbia	48.1
Slovenia	70.0
Turkey	45.1



Pre-requisite 2: Digital skills, digital literacy

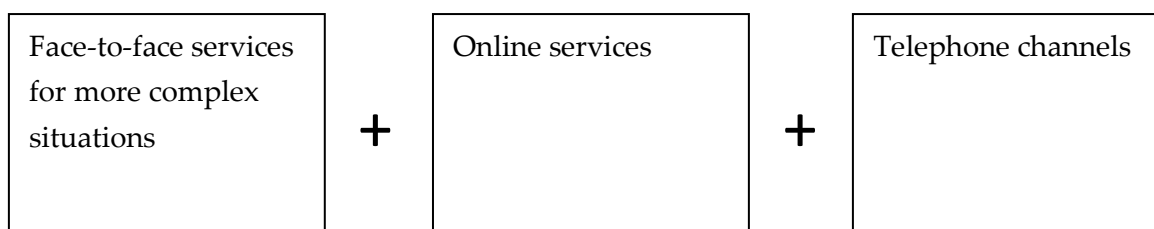
- Operational skills (being able to use a computer)
- Tactical skills (understanding online structures, such as menus)
- Informational skills (being able to find relevant information)
- Strategic skills (being able to use information and service to gain benefits)

Percentage of individuals aged 16 to 74 who have used the Internet, in the last 3 months, for interaction with public authorities (i.e. having used the Internet for one or more of the following activities: obtaining information from public authorities web sites, downloading official forms, sending filled in forms):



Online services – Part of the multichannel approach

In the context of increased demands coupled with greater budgetary stringency, finding the most effective and efficient ways to deliver services to job seekers is among the core priorities of many Public Employment Services. At the same time as striving for a greater personalisation of services, PES in the EU-27 have been working towards a more ‘targeted’ approach, designed to enable those job seekers who are likely to be reintegrated quickly into employment to help themselves while concentrating more in-depth services on those individuals with the greatest distance to travel towards labour market integration. Multi-channel management (MCM) is one of the important ways in which PES have been seeking to deliver these goals.



The effective application of different online tools: exploiting the full potential of technology

- Job vacancy portals (with automatic vacancy matching tools)
- Lifelong Guidance Portals
- E-workbooks
- Social media
- Connectivity

The Hungarian Package

- National Guidance Portal – <http://eletpalya.munka.hu>
 - An extended range of databases, covering all sectors of education, training and employment opportunities. This has been based on establishing, for the first time in this context, close co-operation between a number of public organisations, including the National Institute of Vocational and Adult Education and the National Educational Authority. The databases include a new occupational classification, based on the International Standard Classification of Occupations (ISCO-08).
 - A wide range of self-assessment questionnaires (on skills, interests, values, work preferences, and the like). Some 40 short questionnaires addressed to different target-groups, alongside 8 longer ones designed to be used in future in interrogating the courses and occupations databases.

ASSESSMENT PROCEDURES RELATED TO TRAINING:

- Career interest questionnaire; primary school, secondary school and adult versions, short and long versions.
- Capability questionnaire; primary school, secondary school and adult versions, short and long versions.
- Working method questionnaire; primary school, secondary school and adult versions, short and long versions.
- Career maturity questionnaire; primary school version, short version
- Competency inventory; career-starter and adult versions, short version
- Value preference and motivation questionnaire; primary school, career-starter and adult versions, short version.
- Leisure-time interest questionnaire; primary school and second school versions, short version

- Subject interest; primary and secondary school versions, short version
- Learning resources questionnaire; primary, secondary school and adult versions, short version

ASSESSMENT PROCEDURES RELATED TO WORK

- Employability Scale; career-starter and adult versions, long and short versions.
 - Checklist of factors hindering employment; career-starter and adult versions, long and short versions.
 - Unemployment deficit scale; career-starter and adult versions, short version.
 - Job-search and -retention conduct scale; career-starter and adult versions, short version.
 - Starting entrepreneurs' test; career-starter and adult versions, short version.
 - Professional identity questionnaire; career-starter and adult versions, short version.
 - Transferable skills questionnaire; career-starter and adult versions, short version.
 - Mobility questionnaire; career-starter and adult versions, short version.
 - Managerial skills questionnaire; career-starter and adult versions, short version.
- A Virtual Community of Career Guidance Professionals. This is at two levels: trained career guidance professionals (of whom some 300-400 have so far been located through the regional networks, to add to the 50 in the core network); and teachers, social workers, HR professionals and others. It includes a range of professional resources. It also provides a facility for posting professional details (including photographs, services offered, any fees charged, etc.), classified by locality, to enable members of the Virtual Community to contact each other; and also with for a public option for career guidance professionals that makes it possible for end-users to select which one to contact if seeking their services (i.e. acting as an on-line Yellow Pages).
- Online Labour Market – <http://vmp.munka.hu>
 - The Online Labour Market started operation July 15 2013. The first 6 months may be regarded as a success.
 - Two target groups: job-seekers and employers
 - Main functions: publishing CVs, search among the published job-vacancies, publishing job-vacancies, search among published CVs
 - The system is operated by the professionals of the National Employment Service (CVs and job-vacancies only published after being reviewed).
 - Presently: 9-10 000 job vacancies, 38 000 CVs.

- Additional self-information portals
 - <http://dualis.hu> – the new self information portal about the dual vocational education system

Pros and cons

- No contact is required
- Service delivery cost can decline
- Less influence in monitoring and altering clients' behaviour
- Information entered by the client might be less reliable
- Self-help tools typically require help or support functionality

The future? Social media?

PES interest in exploiting the networking and information multiplier potential of online social networking is growing as the use of these tools is expanding. The use of such tools still varies. Some PES are only using them for 'branding' or advertising, while others use them for more sophisticated communication purposes. In a number of countries PES are using tools such as Facebook, LinkedIn and twitter for marketing purposes, to better reach young persons, but also to facilitate networking like e-job clubs above all for higher skilled job seekers. Social networking can make it possible to access many clients without a significant infrastructural investment, with the PES becoming an 'enabler and facilitator' rather than a direct provider. However, in many countries PES remain reluctant to use such tools, partly because of a perceived lack of 'control' over information in this sphere.

Questions

- What is the added value of the cooperation between the self informations systems of different sectors (labour market, education etc.)?
- What PES resources are essential to operate self-information systems?
- Are there any present and evidence based experiences about the real value of the online packages as part of the multi-channel approach?
- How can users (job-seekers and employers) effectively be channelled towards the online functions?
- What are the first experiences of the PES related social media? What is the potential in this aspect?

Sources

- PES2PES Dialogue: Peer Review - 'Integrated multi-channelling: combining e-services with personalised services in a customer oriented and efficient way'
- PES2PES Dialogue: Comperative paper on integrated multi-channelling
- PES2PES Dialogue: Multi-channel management – Recent developments in PES and E-government
- Developing a Lifelong Guidance System in Hungary – An evaluation of the first phase (2008-10) of the Social Renewal (Operational Programme Measure 2.2.2 2007-13)