

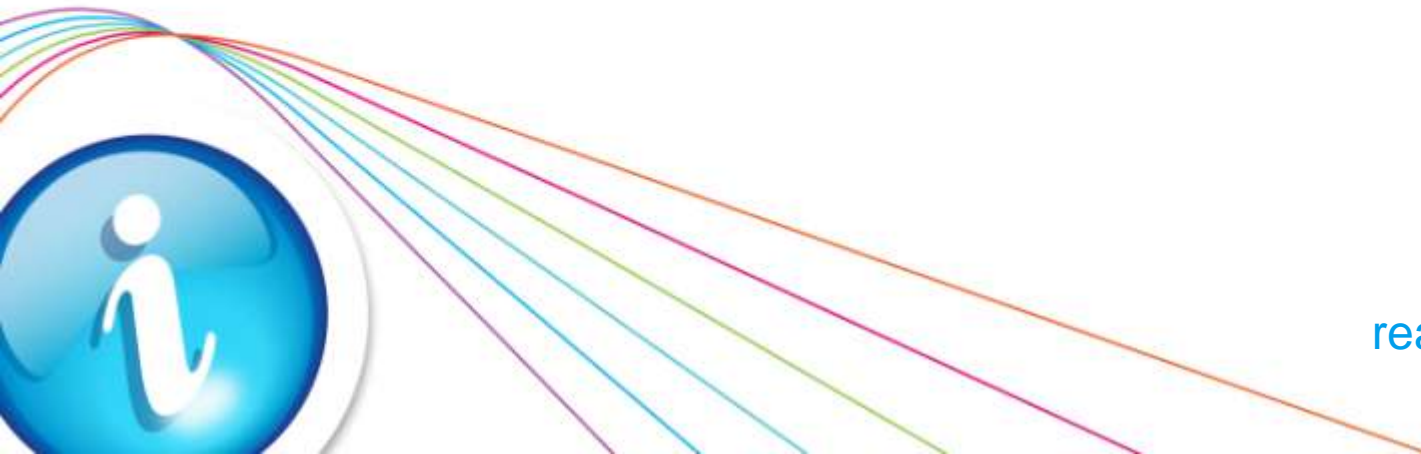


CareerCounsellingWeb



part of the aspire-i group

# Online Careers Guidance in England and the UK



realising potential

# Responsible government departments

- **Government Department for Business Innovation and Skills (DBIS)**
  - Funds adults Careers
  - Brings drivers of the economy together.
  - Policy areas: skills and universities, innovation and science and business and trade.
- **Department for Children, Schools and Families**

≡ (via local regional councils) 13-19 yrs

# The 'Adult Advancement and Careers Service'

- Becomes operational and skills accounts will be rolled out across England in August 2010
- Provide expert and impartial careers and skills advice to adults in England
- Supersedes the current '*Careers Advice Service*' telephone service, local '*nextstep*' face to face service
- By creating a single, national service available online, by telephone, or face to face.



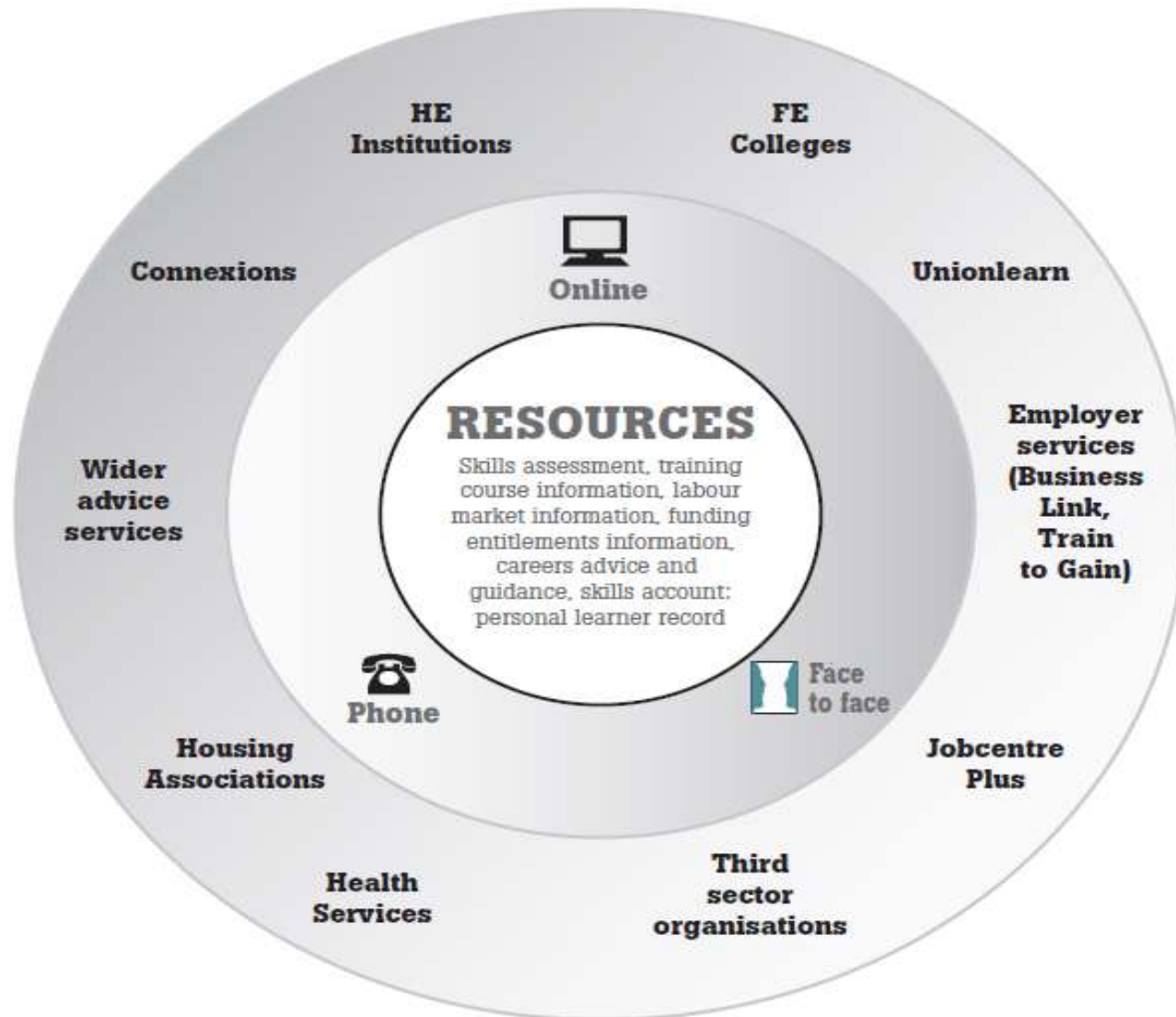
# What the service includes

- Access to the best information, advice and resources to make more effective choices about skills, careers and life.
- Skills diagnostic tools
- CV builder
- Labour market information
- Course information
- Funding information
- Ability to open a skills account

## “The skills account”

- A personalised, verified record of the qualifications an individual has gained
- Personal action plans: stores results of diagnostic tests, careers advice provided, data searches and stores CVs
- Facility to book a session with a careers adviser
- **For most the online channel will be the first point of contact with the careers service.**

# Working in Partnership



## The economic climate

- The government has stated that during these difficult times there is an even greater need for 'efficient' public services – development of online services as part of an expansion of the Careers Service is key.

# Contracting and performance management

- **The Skills Funding Agency**
  - Responsible for commissioning, contracting and performance management.
  - Separate contracts for face to face, telephone and online content delivery
  - All contractors should operate as one service for the benefit of their customers (using shared branding, tools and IT infrastructure).

# The Skills Commission's inquiry into information, advice and guidance (IAG). 1 April 2008.

- Many of the young people and adults surveyed used the internet as their first port of call for IAG.
- The internet is most popular channel for finding out about IAG services and becoming one of most popular sources for delivery of IAG.
- The internet was found to be the 3rd most common source of IAG, with 29% of respondents reporting that they had received IAG over the internet in the past two or three years.
- Among adults, looking for information about education, training or courses is the 6th most common internet-based activity.
- In 2000, equal numbers of people rang the learndirect Careers Advice helpline as accessed the learndirect Careers Advice website, whereas today 10 times as many people access the website as call the helpline.

**Thank you for listening!**

