

Inspiring encounters with professionals

As part of a collaborative project piloting multi-stakeholder career guidance in Spain

- 1 Contextualization of the problem
- 2 The pilot project Xcelence – Inspiring Schools
- 3 Inspiring encounters with professionals



Juan José Juárez

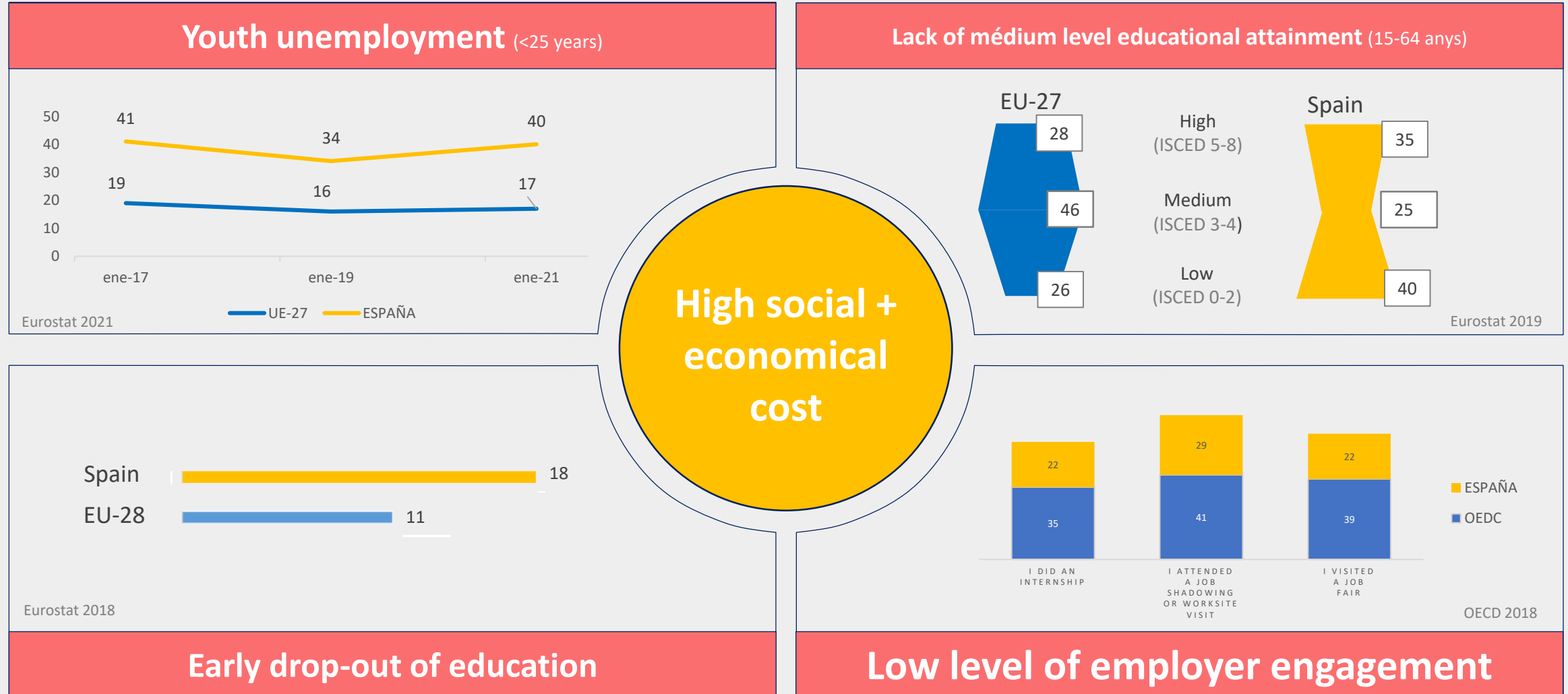
Hannes Brandt



Teenagers are lacking information about the world of work

According to the OECD's "Dream jobs" report based on PISA data, **50% of students surveyed in 41 countries narrow their career expectations to only the 10 jobs most familiar to them**, many of which are quite traditional and poorly aligned with the disruption of technologies and skills required in the world today.

What is the relevance of career guidance in Spain?



Context

“Never in history has career guidance been more important” (OECD 2021)

The project tackles 3 major problems in the Spanish educational context:

There is no common vision of what good career guidance should look like.

Schools do not give career guidance a strategic position.

There is almost no connection between the educational and professional worlds.

The project *Xcelence – Inspiring Schools*

XCELENCE framework

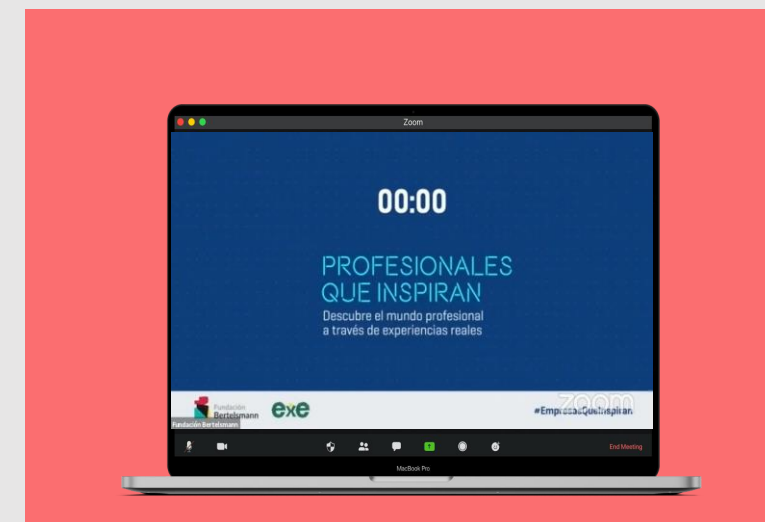
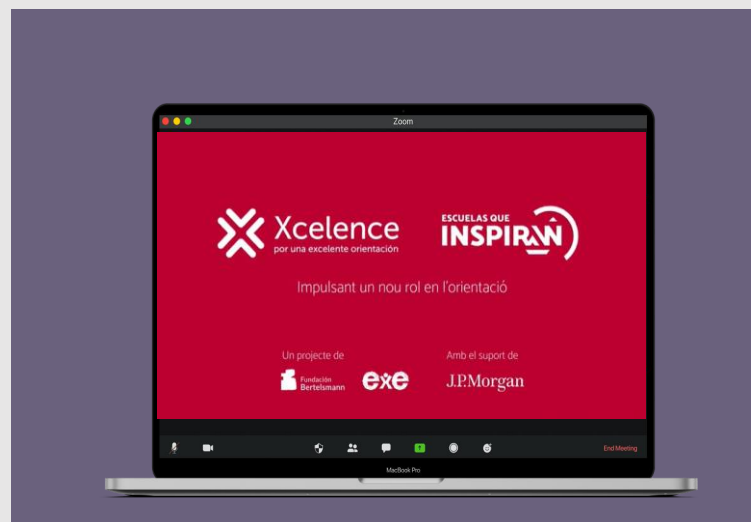
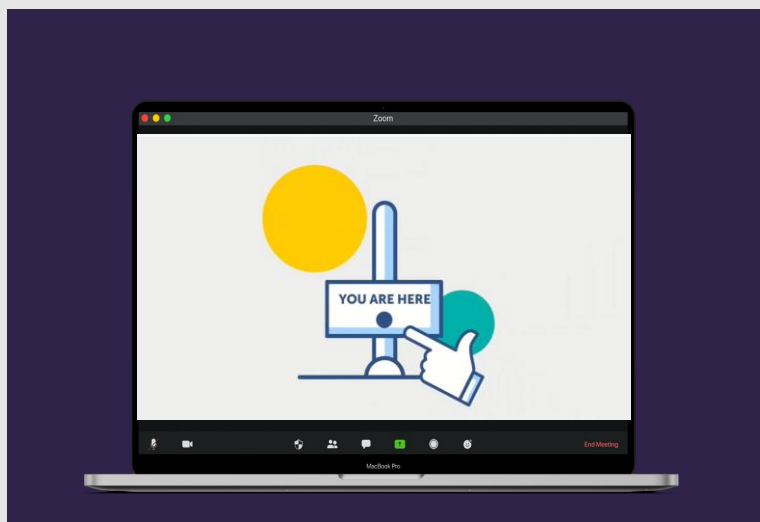
- Defines quality in career guidance
- Shows schools' scores and needs
- Provides resources

Training Programme

- New careers leader role
- Development of a comprehensive and coordinated career guidance strategy

School-Business Connections


- Creating networks (business associations, municipalities, schools)
- **Opportunities for students to learn from inspiring encounters**



Xcelence helps schools to identify their needs and provides them with tools

- Generates useful information (diagnosis)
- Facilitates continuous improvement processes
- Gives access to helpful tools


Recursos sobre orientación


Testimonios

El Día Antes
Canal interactivo en formato youtuber/twitch en el que se enseñan competencias digitales a los jóvenes. Los...

[Leer más](#)

Perspectiva: Empleabilidad Clave: 9


Testimonios

Profesionales Que Inspiran
35 vídeos de profesionales de bagajes muy diversos que cuentan su itinerario académico-profesional...

[Leer más](#)


Perspectiva: - Clave: 7


Información

Campaña Descubre la FP Dual
Página web con toda la información de la FP y FP Dual en varios formatos: entrevistas, informes, vídeos, enlaces de...


[Leer más](#)

Perspectiva: Empleabilidad Clave: 9 10


Testimonios

Mira, te cuento.
Encuentros organizados de carácter anual entre alumnado de 2º Bachillerato y estudiantes de último año de Grado...

[Leer más](#)


Testimonios

Challenge Industria
Challenge Industria es un conjunto de vídeos con los retos que se les han propuesto a personas famosas: pasar un...

[Leer más](#)

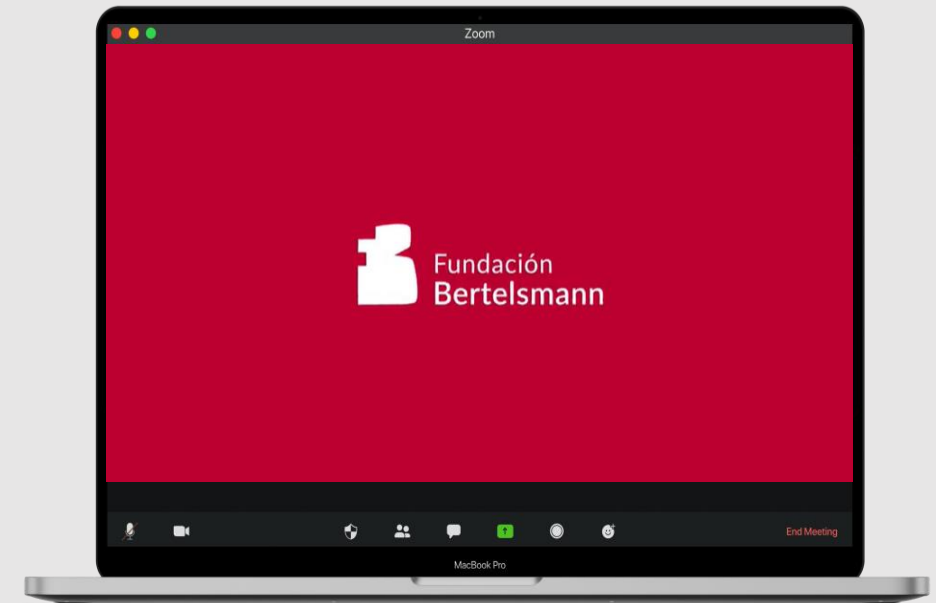

Manuales / Material didáctico

Sensibilización del sector industrial (material didáctico)
Dossier con actividades concretas para dar a conocer el sector industrial entre el alumnado. Además de las...

[Leer más](#)

Blended training program for a new professional role: the careers leader

- The careers leader is responsible for a **more effective management and coordination** of the different stakeholders in career guidance.
- The careers leader **works closely with the school's internal staff** (leadership team, teaching and counselling staff) to design a comprehensive career guidance strategy in cross-cutting manner.
- The careers leader also **relates to external agents (professionals, companies and further education institutions)** and involves them in the provision of the school's career guidance system.



Inspiring encounters with professionals

(Due to the pandemic situation activities with companies and professionals needed to be limited to online activities. Most students were being present in the classroom)

March 2021

Online encounters between secondary students (aged 15-16) from 85 schools in Madrid and Catalonia



- 12 live sessions over 4 days
- 36 professionals (3 in each session)
- More than 6.000 secondary students (aged 15-16)
- Preparatory hours in classroom with tutoring staff
- Average of 20 classrooms per session connected.

May 2021

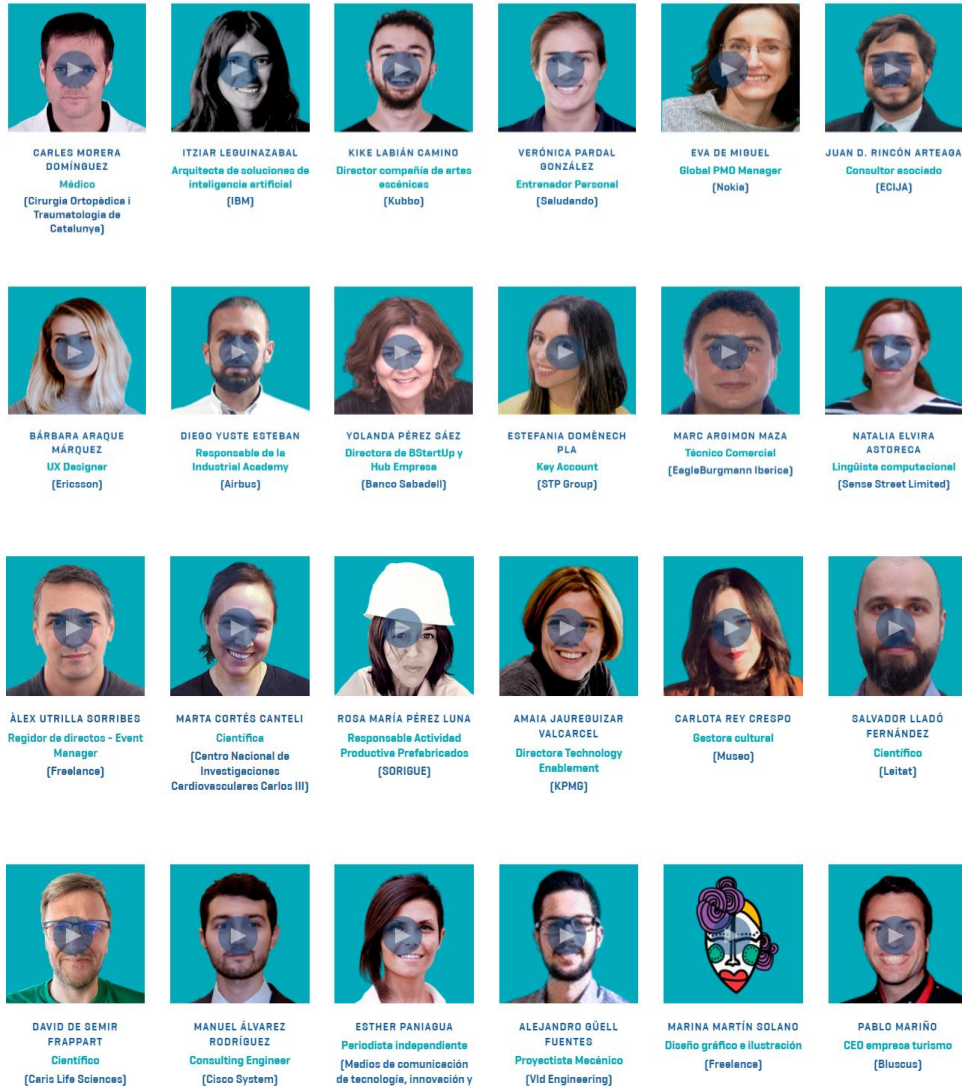
Free of use online guidance repository for schools, young people, families and other organisations



- www.empresasqueinspiran.es
- 12 videos of the sessions
- 35 individual videos from professionals
- Didactic materials for free download

About the professionals...

36 professionals



- ✓ Innovative and more traditional professions
- ✓ Big & small companies, startups and freelancers
- ✓ Diversity of sectors and professional fields
- ✓ Disparity of professional and academic itineraries
- ✓ Vocational professions present in 9 o 12 sessions
- ✓ Hybrid professional fields (computational linguistics, psychological AI...)
- ✓ 60% women (technological and industrial profiles, scientific researchers, sports...)
- ✓ 40% men (artistic profiles, health, science, sales...)

PROFESIONALES QUE INSPIRAN

```
32 self.file = None
33 self.fingerprints = set()
34 self.logdupes = True
35 self.debug = debug
36 self.logger = logging.getLogger(__name__)
37 if path:
38     self.file = open(os.path.join(path, "requests.log"),
39                     "a")
40     self.file.seek(0)
41     self.fingerprints.update(is_retried)
42
43 @classmethod
44 def from_settings(cls, settings):
45     debug = settings.getbool("requests_log_debug")
46     return cls(job_dir(settings), debug)
47
48 def request_seen(self, request):
49     fp = self.request_fingerprint(request)
50     if fp in self.fingerprints:
51         return True
52     self.fingerprints.add(fp)
53     if self.file:
54         self.file.write(fp + os.linesep)
```



Some storytelling concepts

- Lifelong learning and reinvention throughout life
- Importance of foreign languages (english + others)
- Experiences abroad or away from the close family context
- Self-knowledge and personal reflection
- Trusted role models
- Practical training and experiences in real work contexts
- “career” as a marathon rather than a sprint

¿Quién soy yo?
presentación breve

¿En qué consiste
mi profesión?
puntos clave
de tu profesión
actual y
curiosidades

¿Cómo llegué hasta
aquí?
puntos de inflexión,
cambios, decisiones,
experiencias críticas

¿Cómo veo el futuro
dentro de mi profesión?
evolución de tu
profesión y del sector

About the schools...

Participation of more than **6.000** students



- ✓ Activity aimed at **85** schools
- ✓ Nº of participating schools: **78**
- ✓ Average nº of attendees on Zoom (per session): **20 classrooms**
- ✓ Average number of attendees on youtube (students at home): **60**
- ✓ Previous didactic activity with **45** schools

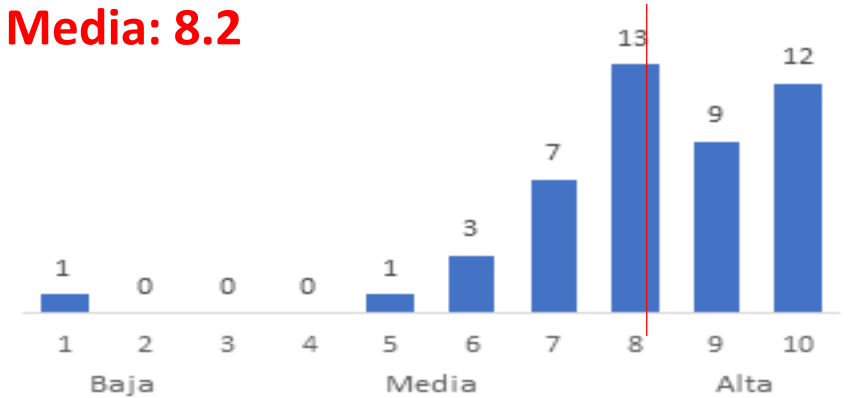
Evaluation of the activity

Rol o cargo (principal) en el centro educativo del/la informante:



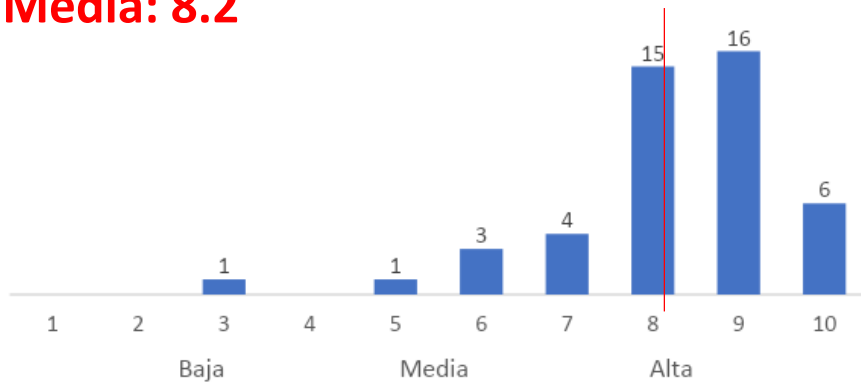
Organization of the encounters:

Media: 8.2



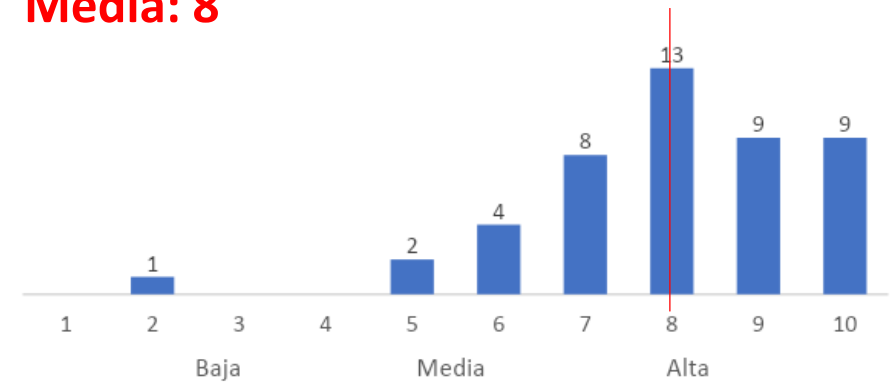
Presentations by the professionals:

Media: 8.2



General evaluation

Media: 8

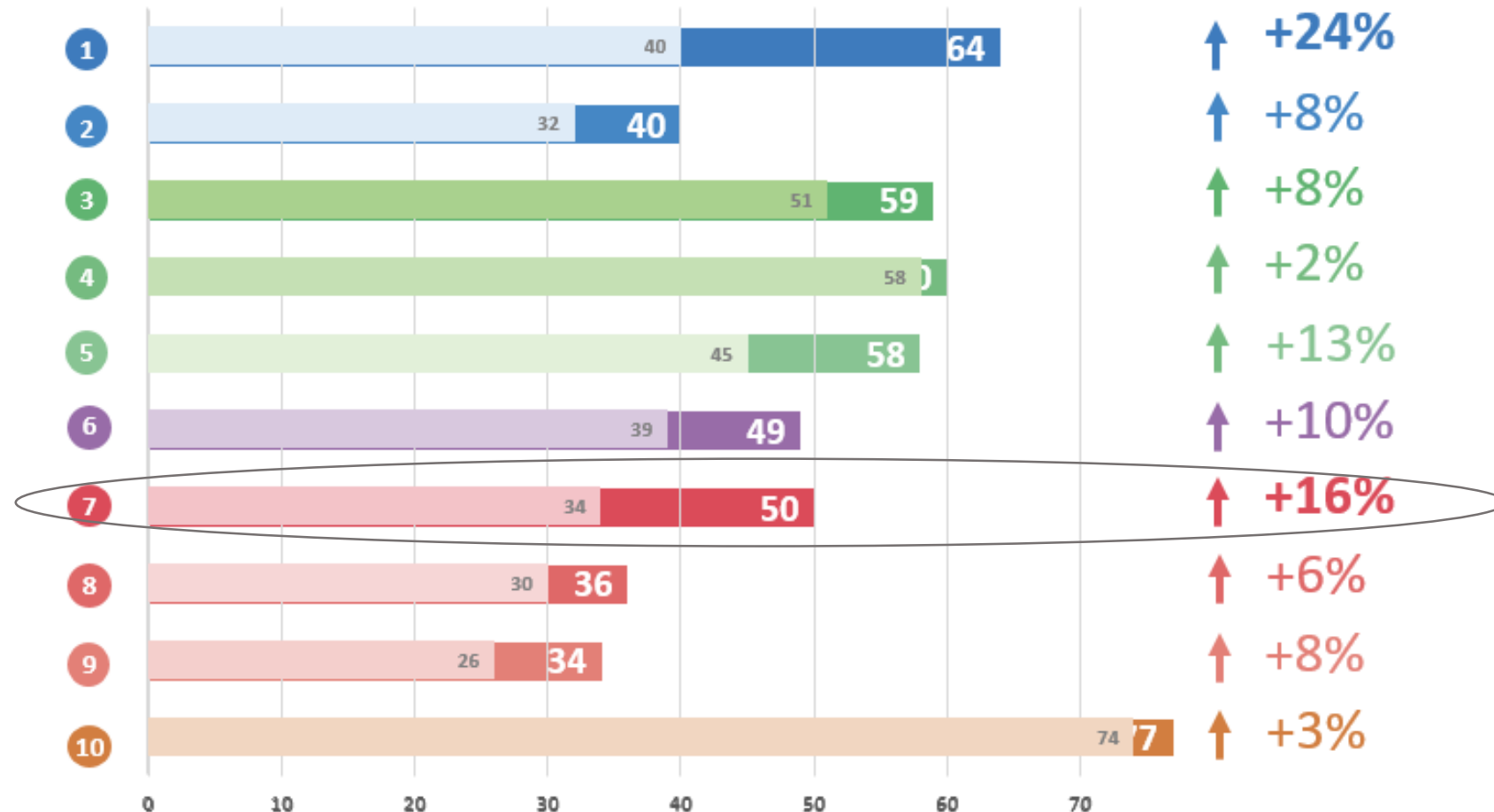


Benchmark improvement of pilot schools in the first year.

(n=34)


Pilot schools auto-audited their career guidance schemes in **October 2020** and again in **June 2021** after having participated in the pilot project.

Encounters with employers and employees

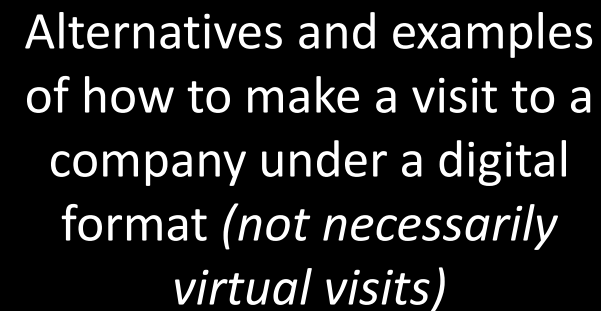


Source: Xcelence tool (34 out of 45 pilot schools finished the second autoevaluation by the deadline of July 23rd 2021)

We would like to receive ideas from you



Online platforms to facilitate the company engagement in career guidance activities



Alternatives and examples of how to make a visit to a company under a digital format (*not necessarily virtual visits*)

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