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Full Employment

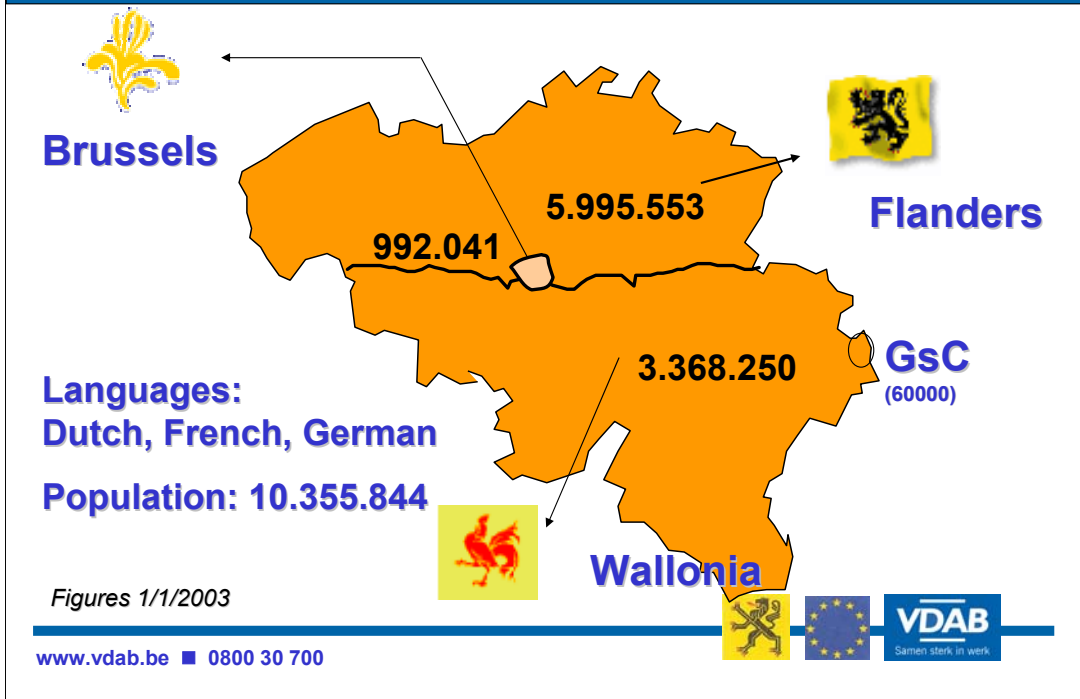
- Decision of the European Union of 22 July 2003
- " Active and preventative policies should be effective and contribute to the goals of full employment and social inclusion by ensuring that unemployed and inactive people, are able to compete in and integrate into the labour market."

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Let us have in mind what the representative of the European Commission said yesterday, while explaining the European policy in this matter.

Full Employment



- Situation in Belgium: Flanders, Brussels, Wallonia
- Population figures

Belgium's Employment Policy

Federal government

Area of competence covers employment legislation
(benefits, rules, etc.).

Regional governments (Flanders, Wallonia, Brussels, German sp.)

Area of competence includes labour market policy,
placement, vocational training.

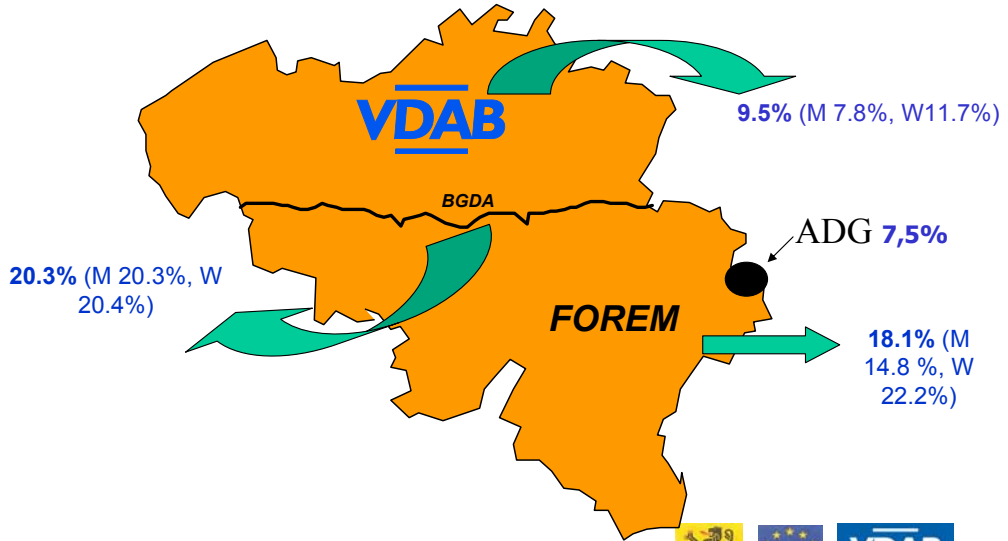
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- federal government covering employment legislation
- Regional governments covering ...
- Different authorities

Four Public Employment Services

Belgium: 13.3% (M 11.1%, W 16%)



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- Three PES: in Flanders **VDAB** is responsible for guidance of every jobseeker, VDAB is the Flemish employment and vocational training service
- **Forem** are our colleagues in Wallonia
- In Brussels **BGDA/ORBem** takes care of the employment activities
- The unemployment rate at the end of 2003 is as shown: 13.3 % of the total population in Belgium was unemployed (11 % male and 16 % female)
- There is a big difference between Flanders on the one side and Wallonia and Brussels on the other.

Full Employment

- Labour market situation in Flanders, of all the unemployed, approximately....
 - 60 % is female
 - 60 % are manual workers
 - 60 % is < 1 year unemployed
 - 60 % is low-skilled
 - 60 % is < 40 years of age



Inclusive Approach

- Preliminary remarks
 - Face to face placement services are time-consuming and expensive
 - Not every job seeker needs the same degree of individual guidance

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In order to translate the decision of the European Union in 2003 to our own labour market situation, VDAB developed – for Flanders – the Inclusive approach.

Preliminary remarks: every PES knows that: face to face are time consuming and expensive.

Not every job seeker needs the same degree of guidance or help, not at registration nor later on

Inclusive Approach

- Aim
 - To detect ASAP these jobless who need help
 - VDAB presents an appropriate and continuous "offer" to every job seeker during his or her unemployment, in view of a rapid and direct employment

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What do we want to do? We want to detect those jobless who need help and offer them whatever help they need.

We also want to use our resources as efficiently as possible.

Inclusive Approach

- How
 - Curative approach
 - Preventive approach

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Based on our findings and experience, we decided to work on two levels, at different "speeds".

We see that we have different target groups, who need a different kind of assistance

In order to realise our tailor made guidance, we chose for a curative and a preventive approach

Preventive Approach

1. Starts at registration: match of the data in the personal file of the job-seeker and the data of the vacancies (job offer)
2. Matching on a weekly basis for every job-seeker and send them appropriate job offers
3. Back-up from the call centre: telephonic screening
4. Intake by a VDAB counsellor
5. Counselling, vocational training and/or job application training, only when necessary

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- Automated match of the data in the personal file and the data of the jobseeker at registration and later on on a weekly basis
- Telephonic screening of every +25 years old, low skilled, after 3 months of unemployment
- Telephonic screening of every higher educated after 4 and 6 months of job seeking
- The next step is the intake by a VDAB counsellor
- The project INDICATE fits very well in this preventive approach. We will come to that immediately.**

Curative Approach

- Orientation Centre: compulsory !
- Active counselling towards training and jobexperience
- Active and intensive counselling towards a job

- Remark: outsourcing of a part of the counselling in 2005 (Tendering)

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•Target group during the first and second year: < 25 and at least 15 months unemployed, 25-30 years and at least 21 months unemployed and jobseekers between 30 and 40 years old with 37 months of unemployment.

•The activation centre is compulsory for these unemployed and the first step in guidance. Here we determine what kind of "offer" they need: vocational training? Job application training...

•Personal psychological guidance is not one of VDAB's tasks

•Extra's: an additional 3000 low skilled jobseekers can be trained at VDAB + 400 additional education or employment "places" have been made possible (Flemish government)

INDICATE

Integration of
individual
Development
Indicators
Covering Competencies
And **A**spirations in guidance strategies
Towards
Employment

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Is an Equal project, now in phase 1.

- Remarks

- In order to realise VDAB's inclusive approach, we need to work as efficiently as possible
- Not every job seeker needs the same degree of individual/personal guidance

INDICATE

Aim

To be able to determine quickly and efficiently which type of employment, guidance or job placement service the job seeker needs to find his/her way to the labour market.

To be able to detect – ASAP - the high risk job seekers and offer them appropriate guidance.



INDICATE

- This is anything but a one-time action upon registration in the employment services database: feedback moments must be regularly inserted in order to be able to optimally follow the job seeker



INDICATE

- How?
 - "Quick scan" to be filled in at registration
 - Matching profiles of job seekers with profiles of open jobs, based on competencies (= outcome of a comparison of successful with unsuccessful profiles)

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"Quick Scan":

A list of questions, measuring competencies and meta-competencies, to be filled in at registration.

Between 15 and 20 questions.

Self evaluation by the job seeker

Is being developed by the University of Ghent

INDICATE

- Time schedule
 - Providing every job seeker with fitting job offers (11/2004)
 - Transition from matching on the basis of occupational codes to matching on the basis of competencies (preparations have already been started)
 - Collecting data in the new system
 - Statistical analysis (2005)
 - Implementation of the tool in VDAB operations (2006)

INDICATE

"Quick Scan":

A list of questions, measuring competencies and meta-competencies, to be filled in at registration.

Between 15 and 20 questions.

Self evaluation by the job seeker

Is being developed by the University of Ghent

INDICATE

- Statistical recombination of the data already available in the job seekers' personal files:
 - Objective data
 - Successful vs non-successful profiles
 - Outcome: tailormade guidance of the job seeker

INDICATE

Is an Equal project, now in phase 1.

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INDICATE

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E-JOB GUIDANCE

An automatic tool for those in need of
a vocational guidance in the labour
market

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VOCATIONAL GUIDANCE TOOL

- Basis: a database with professions and their competencies
- Derived table: clustered competencies
- Supplementary table: ticked clusters
- Link with table containing all competencies gives a temporary table with ticked competencies (invisible)

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Approximately 600 professions and 2000 basic competencies.

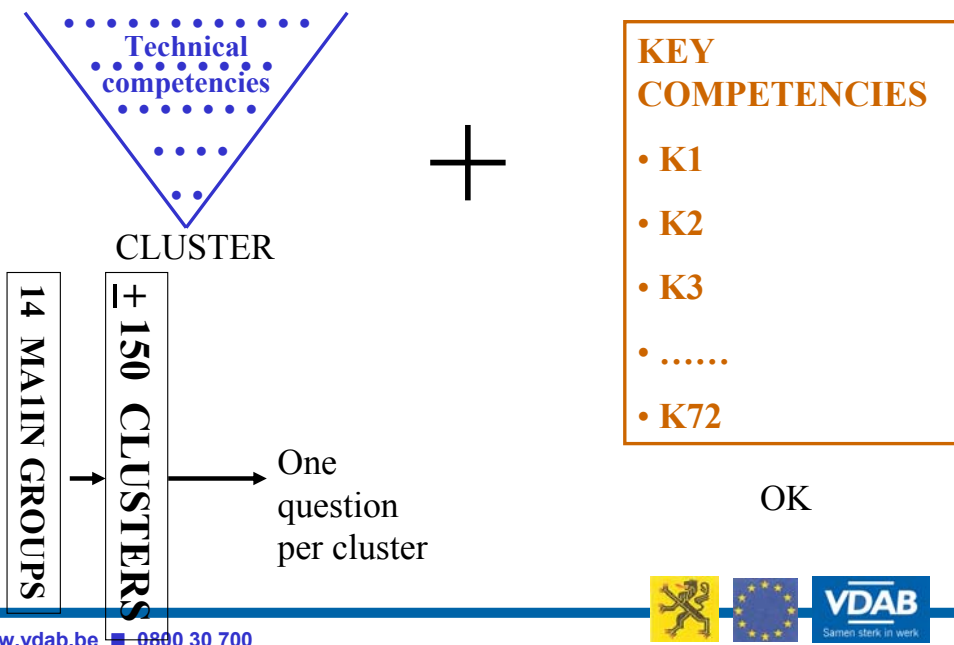
Besides this, the database also contains

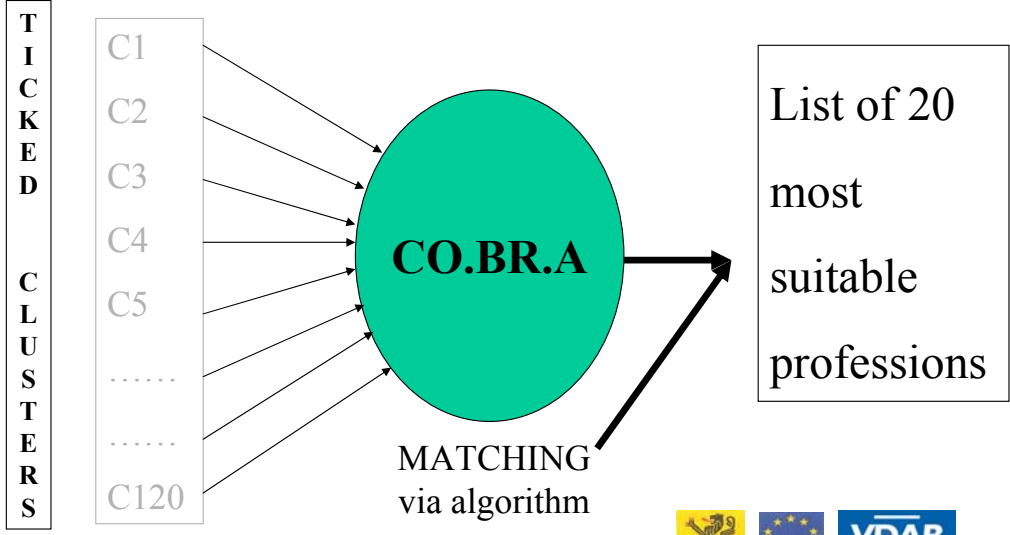
- specific competencies (technical ones)
- General competences (personal competencies, which are non-technical)
- Certificates, attestations
- Physical requirements
- Work domains
- Working circumstances (environmental)
- Management competencies
- Communicative competencies
- Working location
- Specialisations

In a second table are stocked all basic competencies this tool works with. Questioning all these competencies one by one is impossible and would be far from customer friendly. Therefore competencies that belong together are clustered into small groups. Each group can be questioned by one simple question.

The answers to these questions are stored in a supplementary table. A connection between both tables allows to restore the list of competencies a client has ticked. But what is shown to the client is the questions (clusters) he has ticked.

ORIENTATION BASED ON COMPETENCIES





VOCATIONAL GUIDANCE TOOL

- Comparison between basic table and temporary table of ticked competencies (through a matching programme and a self defined algorithm)
- Result: a list of 20 suitable professions
 - Description of the profession, its competencies, workdomains, certificates, main working circumstances...
 - What are the chances of being employed in this profession?
 - What are the actual job offers?

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That second table, containing all the competencies that were generated by ticking clusters/questions is then compared with the table containing all professions and their competencies. This comparison is done by a matching program dictated by a formula (algorithm) that VDAB itself worked out. The goal is to generate those professions that meet this formula. The number of competencies is divided in two: one part are the primary competencies and the other are the secondary competencies.

A likely job or profession is e.g. a profession 75% of the primary competencies match the ones ticked by the customer, or if not, then at least 50% and supplementary 50% of the secondary competencies are ticked as well.. This formula is still to be tested. This is going to happen in February.

Each profession in the list can be pointed at and the description, its competencies, work domains a.s.o. pop up.

EMPLOYABILITY CHECK

- Chances of employment?
- Is developed by our divisions "DATA" and "ON LINE"
- Contains all information on all joboffers of the last 12 months (linked to each profession that exists in CO.BR.A)
- Contains links to interesting sites with additional information on wages, working circumstances, number of employed people in that profession, number of companies having such people...

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An inquiry among the job seekers, done on line, has pointed out that job seekers want more information about professions. In order to make a good vocational choice they want to know what the chances for employment are in that particular profession.

We have set up a database containing all that kind of information; the number of jobs for that profession we received and treated over the last 12 months, the number we could fill in, the main characteristics of the jobs, the region the jobs occur....

Within this statistical package additional information is made accessible, by means of direct links to other websites. Links about salary, work circumstances, number of employed people in that profession, number of companies offering such jobs...

ACTUAL JOB OFFERS

- Navigation possible to our database of job offers(**actual vacancies**)
- Linked to a profession **selected** from the list of suitable professions

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Still, the job seeker is not satisfied with this information. He eventually wants to know where there are jobs available now. He might be tempted to apply for a job instantly...

So an extra button leads him to a selection of actual job offers in that profession.

GUIDANCE BY TELEPHONE

- By our Serviceline (call centre)
- Goal: helpdesk-function
- Serviceline emphasizes the simplicity of the instrument (a comprehensive instrument stands for less questions or problems)

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As we all know, technics can fail. People can work themselves into problematic situations. People can have questions on how the tool works, why this or that does not appear, although they were expecting it, how they should interpret something.... Briefly, you can think of lots of situations in which the user could call for help.

This help is available. Calling our unique number will get you in contact with the serviceline.

The sevrimeline helped testing the tool and based on a script, worked out during the tests of the tool and based on the remarks collected during that same period, the serviceline can lead somebody through the use of the tool or help out with a problem.

They have been involved from the start since we considered it as very important that all services concerned, were informed about the project, that all services could give feedback to the project developers.

Therefore we have a steering committee, consisting of staff members who are important within their division.

INTEGRATION

- Should be integrated in actual applications (flow)
- Separate application = separately accessible (so also for non-registered people)
- No registration = data lost
- **Registration** implies accessibility by the counsellors (according to their function/profile) if and when the user wants a personal service from VDAB
- Use of the tool is not compulsory, but may facilitate the job of a counsellor

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The flows show how the tool and its components are closely interwoven in the process, any job seeker may be subjected to.

Although the use of the tool is not compulsory, VDAB is convinced that a great number of people will use it since they may well be in search of a broader scope of professions they liable to exercise.

For the VDAB counsellors it constitutes an instrument that can facilitate their job, when they are facing a job seeker whose competencies do not match the requirements of the jobs or professions he is registered for. A vocational guidance tool is really worth having at hand.

OTHER PROJECTS

- **INDICATE** (presented by my colleague)
Integration of **iN**dividual **D**evelopment **I**ndicators **C**overing competencies and **A**spirations in guidance strategies **T**owards **E**mployment
- **AMBI-SYS**
Arbeids**M**arkt-**B**edrijfs**I**nformatie **S**YStem
- **CO-NAVIGATE**
Competency-**n**avigation with co-pilot
(careerguide)

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Ambi sys is a project that aims at collecting all possible information on companies, especially this kind of information that is now limited to the local borders.

CO-NAVIGATE

- Aims at gathering one's competencies (mostly working people)
 - Proved competencies (experience; by the function one practises)
 - claimed competencies (by quick screen)
 - Intended competencies (aimed at by one's own ambition)
- Completed by possible company requirements in view of moving up within the company
- Can lead to a **CDP** of **PDP**
- Creation of a customer friendly portfolio

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1. Developing an instrument that allows the low skilled worker / job seeker in a quick and efficient way to:
 - a. Map out his own competencies (both those that have evidence as the ones that are not proven),
 - b. check one's aspirations (with the implied competencies), and link these to a personal plan of skill development
2. Creating of a customer friendly portfolio.
3. Integrating a quick automatized screening that shows whether there are enough indications that the pretended competencies are really there
4. To make companies familiar with a competency-management-system and to use this system as to describe e.g. professional requirements (in view of a job offer)