'Work and Life’ – career guidance for the Y generation in a time of economic slowdown

EAIE – FEDORA Summer University Ioannina,
‘Modern Times: Counselling Students in C21 Greece’, 17 June 2011

Paul Hacking, Head of Career Development Centre,
Nottingham Trent University

Paul Norris, Employability and New Technologies Developer,
Nottingham Trent University
Key to Work and Life:

- Lifelong learning is an economic imperative.
- More people with higher level skills are needed.
- People are learning that to progress, remain employable, or change direction they will need to re-skill.
- This may involve a return to education or engaging in higher education for the first time.
- Providing high quality careers education, information and guidance is vital to support decision-making at key transition points.
Imperative in knowledge economy

Higher level skills → Work organisations → Increase productivity and ability to compete → Growth & wealth creation → Prosperity for all
Figure 8. **Trends in population (15+) by qualification, EU-27+**

Source: Cedefop (IER estimates from StockMOD).
Tertiary students in EU27 (Million)
Graduate with no job unfurls CV on plinth ... and gets work

Unemployed graduate sues US college
Trina Thompson claims a college in New York should refund her tuition because she has been unable to find a job.

Unemployed graduates:
We’ve made the grade so where are our jobs?
Spain's lost generation of graduates join wave of migrants in search of jobs

Rising unemployment has led to an exodus of young Spaniards looking for better opportunities abroad on a scale not seen since the 1960s

Journalism graduate Nacho Luna has decided to emigrate to London. 'I don't want to form part of the lost generation,' he says. Photograph: Ignacio Luna
It took two hundred years to fill the shelves of the Library of Congress with more than 57 million manuscripts, 29 million books and periodicals, 12 million photographs and more.

Now the world generates an equivalent amount of digital information nearly 100 times everyday.
We are currently preparing students for jobs that don't yet exist in order to solve problems we don't even know are problems yet.
Half of what a technical student learns in his/her first year will be out of date by their third year.
On 2 September 2009 an American science student captured images of the curvature of the earth using equipment costing 102 euros.

(NASA’s budget is $17 billion)
Imperative in knowledge economy

- Higher level skills
- Work places
- Increase productivity and ability to compete
- Growth & wealth creation
- Prosperity for all
Generation Y

Want **good** work

- Make a difference
- Shared values
- Flat structures
- Self-development
- Ethical & sustainable operation
- Sharing learning & working in teams
Communicating with Generation Y

• Don’t make assumptions that everyone under 30 is IT savvy
• Don’t drop everything you’ve always done – add new methods
• Online tools (Social media) comes in many forms – you need to understand what each tool does and how to use it appropriately
What is Social Media?

Internet services where online content is generated by the users

User comment and discuss the content
What is a network?

- people you know (and maybe the people who they know)
- people who know you (and maybe the people who know them)
- way of accessing help and advice
- a way of providing help and advice
- based on the idea of reciprocity
Twitter

- 140 character ‘micro blogging’
- Follow and Followers
- @ convention enables you to direct tweets at specific users (but seen by all Followers)
- # tags used to theme tweets
- Retweeting – Accreditation and Amplification
Facebook

The ‘Social’ Network
LinkedIn

Professional Network

- Profile is more like a CV
  - Experience
  - Specialities
- Updates tend to be professional achievements
- Join professional interest groups

Summary

In my current role I am responsible for managing the Destinations of Leavers from Higher Education (DLHE) Survey for Nottingham Trent University, from the initial collection of data to the dissemination of results.

I am also project manager for the implementation of the 'Destinations' career management package within the institution.

Specialties

Away from work, I created and maintain websites for a local amateur dramatic company, and also for the theatre in which they perform.
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Background Accenture's Architecture Innovation group is currently looking for creative Technology Architects. Are you our new colleague? Accenture... more

SOA Design Consultants/Architect - C&HT, Accenture - London
Service Orientated Architecture (SOA) Design Consultants/Architect You will work within consulting engagement teams to design/deliver SOA solutions as... more

Accenture Boot Camp - 21st to 23rd February 2011, Accenture - London
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Annual Company Growth

Jobs you may be interested in:

- Accenture Learning - NVQ
- NVQ Accredited Centre
- Architecture
- Innovation
- SOA Design Consultants/Architects
- Engagement teams to design
- Accenture Boot Camp - 21st Century

LinkedIn Polls

Are you optimistic for the job market in 2019?

- Yes
- No

NTU
“In three to five years time I would expect not to be looking at CVs and doing most of my recruiting online using LinkedIn”

Graduate Recruiter – Accenture
6 things a Careers Professional could do with Social Media

1. Create a Personal Brand for themselves and teach clients how
2. Build a professional network
3. Engage clients and market the services they offer (facebook page)
4. Create online career learning opportunities using blogs (recording experiences and thoughts as they happen as a tool for reflection and as a reference for a later date)
5. Manage online information for themselves and for their clients
6. Develop their own and their clients digital literacy

Tristram Hooley
http://adventuresincareerdevelopment.posterous.com/5-things-careers-professionals-could-do-with
Changes in careers guidance?

- Is the concept of ‘career as a fit’ out of date?
- Careers theories of Parsons & Holland.
- Human resource management is about moving individuals from an old to a new structure.
- Do education and employment maps still match?
World of Education Map

DATA
- Business
- Computer & Information Sciences
- Law
- Library & Archival Sciences
- Mathematics
- Physical & Life Sciences
- Public Affairs & Protective Services

PEOPLE
- Business
- Education
- Health
- Home Economics
- Law
- Psychology
- Social Sciences
- Consumer & Personal Services
- Public Affairs & Protective Services
- Theology, Religion & Philosophy

THINGS
- Agriculture & Natural Resources
- Computer & Personal Sciences
- Engineering
- Equipment and Construction

IDEAS
- Architectural & Environmental Design
- Communication
- Computer & Information Services
- Fine Art
- Letters
- Mathematics
- Physical & Life Sciences
- Social Sciences
- Theology, Religion & Philosophy
Failure!

- Unplanned and unpredictable events and experiences are often crucial in determining an individual’s career direction.
- At different stages of our life we also aspire to different goals and our value systems evolve.
- Do we need to find alternatives to career fit?

CHANGING GOALS
Managing change

• Key guidance role today is enabling clients to manage change in their lives.

• Help the client to spot opportunities, recover from setbacks and capitalise on chance.

• Create dissonance by challenging or suggesting alternative courses of action.
Key interventions

- How can we enable the graduate to manage the complexities, uncertainties and dynamic aspects of modern work?
- Influence personal aptitudes e.g. persistence, flexibility, risk taking & curiosity.
- Facilitate movement through different phases in career development.
Mechanisms to manage change

• Projects that encourage multidisciplinary working such as ‘creative’ students working alongside ‘science & technology’ students.

• Mini work based learning projects where graduates are ‘problem solving’ for ‘SME’s which can also grow new jobs.

• Alumni mentoring students/graduates and providing models for managing uncertainty.

• Unexpected changes, Paul Theroux.

WORKING TOGETHER
Discussion

• Have you examples of ways you have experienced or addressed any of the issues we’ve outlined?
• Do you think we need to do anything different to respond to these issues?
• How do students in your university and country use social media as part of their career management?
Find out more


- *Shift Happens* – business slant

- *Shift Happens* – education and technology slant
  http://www.youtube.com/watch?v=4Q75KhAeqJg

- *Shift Happens* – Keynote presentation by Professor Jim Bright, School of Education, Australian Catholic University.

- Generation Y resources
  http://workempowermentfoundation.typepad.com/

- Resources on innovation in 21st century
  http://www.nesta.org.uk/provocations

- *Prosperity without growth? The transition to a sustainable economy*. Professor Tim Jackson, Sustainable Development Commission
  http://www.sd-commission.org.uk/publications.php?id=914

- *Build Your Own Rainbow*, Hopson & Scally 1999

