Integrated assistance service for career development: Online Career Coaching Service with e-learning

Presenter: Dr. Jung Ah Cho
Sun Young Kim
GWDC’s HRD Strategy

- **Gender Mainstreaming Supports**
  - Interpret the woman’s life from a gender perspective and recognize its value
  - Positive re-conceptualization of women’s experiences

- **Women-friendly Circumstances**
- **Online Infrastructure**

- **Environmental support**
  - Job training as the tool for women’s economical empowerment
  - Women-friendly operation of education and training programs

- **Technical support**

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Source: Jung Ah Cho (2007), Study on the Strategies of feminist implementation for feminist Policies, Ewha Women University, Korea
GWDC’s HRD Strategy

On-Line Career Development Service
(e-Learning & On-Line Career Coaching Service)

Lifelong Education
e-learning Service
“Home-Learn”

GWDC

IT/CT Education
Service for women

Women’s Job Placement Service

Women’s Business Development Service

Women’s Information Network Service
(Webzine, On-line Communities)
GWDC is...

- Career development oriented program
- Comprehensive service to women
On-line Career Coaching Service - System
Economically Active Female Population

Iceland 82.4%
Canada 82%
Japan 64%
Korea 53.7%

by Age
Contents 376 subject (157 IT area, 88 Biz area, 131 job-related)
38 Free Service from Private Partner based on MOUs (Samsung SDS, Credue, Ewha W. U. etc)
Distance learning!

Aptitude? Experience? Competency?

In need of long-term support!

An on-line career mentor provides one on one customized service!
Background 2 : Why National Service?

- Widespreading of offline women’s centers
- Re-employment Support Centers
- Similar problems with GWDC
Service for Women’s Reemployment

* women: Jobless women including who once worked
* Phases: Counseling → Job-seeking → Employment → Post management

- Counseling
  - professional counseling, group counseling
  - provide employment info

- Vocational education & training
  - vocational capability development program, etc.

- Post management
  - supports for coexistence of work & home
  - maintain & manage employ

- Employment linkage
  - Re-employment Support Center women intern
  - on-the-scene service
Re-employment Support Center

- 112 centers operated in 16 provinces

What about women living in the city or province without any centers?

What about women who can’t easily move?
The goal of online career coaching service is to systematically and continuously support “career development” of women by expanding the center’s existing competency assessment, IT training and business incubation service combined with latest topic, “employment” support.

### Service Concept

1. **Employability assessment**
   - Employment basic assessment
   - Job awareness assessment
   - Aptitude test & competency assessment

2. **Employment support**
   - Online career coach provides various long-term career development services besides short-term employment

3. **Link with e-learning**
   - Provides education and training programs according to individual competency level for long-term career development and supports systematic learning.

Understand self level through assessment

1:1 customized service support

Long-term career development support
Employability assessment is developed in steps of environment analysis, assessment design, and validity verification. Experts in recruitment, employability, and IT research have joined every step.

**Employability assessment development process**

1. **Environment analysis**
   - Employability record research
   - IT job market research
   - Career suspended research
   - Women nature research

2. **Assessment design**
   - Needs analysis & Workshop
   - Index drawing
   - Assessment design through categorization & specification
   - Weight drawing survey

3. **Validity verification**
   - Employed/jobseekers survey
   - Weight application
   - Secure validity

- Company size
- Types of employment
- Job group (IT job group)
- Career experience
- Basic assessment
- Job consciousness assessment
- Job competency assessment
- Using AHP method
- HR manager
- To 1,000 people
Employability assessment

Systematically and continuously support “career development” of women

Development Process of Assessment tool

<table>
<thead>
<tr>
<th>Stage</th>
<th>Factor</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>basic employment assessment</td>
<td>Document</td>
<td>age, major, undergraduate, degree</td>
</tr>
<tr>
<td></td>
<td></td>
<td>language test score, training oversea</td>
</tr>
<tr>
<td></td>
<td></td>
<td>job-related certification, coursework, internship experience</td>
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<tr>
<td></td>
<td></td>
<td>handicapped etc.</td>
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<tr>
<td></td>
<td></td>
<td>unemployment period</td>
</tr>
<tr>
<td>Attitude</td>
<td></td>
<td>personality, health, image etc.</td>
</tr>
<tr>
<td>Career</td>
<td></td>
<td>employment period</td>
</tr>
<tr>
<td></td>
<td></td>
<td>performance job / working condition</td>
</tr>
<tr>
<td>Personal Circumstances</td>
<td></td>
<td>marriage, housework responsibility (take care of children)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>job flexibility(working hours etc.)</td>
</tr>
<tr>
<td>assessment on work ethic</td>
<td></td>
<td>business oriented mindset</td>
</tr>
<tr>
<td>Job Competency</td>
<td></td>
<td>(option : An aptitude test), business applicable skills</td>
</tr>
</tbody>
</table>
Online Career Coaching Service...
Online Career Coaching Service...

Coaching is provided after employability assessment
Jobseekers who use the service can continually receive coaching about career development planning and execution in the job through online career coach even after they get employed. The service is possible through Gyeonggi Women’s Development Center which provides free online and offline training.
Major Service of online career coach

To help women get a job, job-related assistance and consultation services are provided through the online system based on the individual employability index. (Telephone/e-mail/on-line board consulting)

Major services

- Job and career development consulting
  - Analysis of the results of employability assessment and consulting
  - Employable market and requirements guide
  - Guidance in the necessary skills to be developed for employment
  - Educational courses, books and licenses for skill development

- Career realization planning and management
  - Mid-long term planning to get a targeted job
  - Continuous planning and encouragement to complete the planned training and achieving certification

- Membership
  - Continuous supply and management of the information of service users
  - Periodic job support activities
  - Analysis of needs from service users
  - Encourage the women to participate in economic activity

- Collection and supply of job information
  - Collection of job information
  - Supply of useful job information to service users

- Job support
  - Supply of resources that are necessary for employment and guidance
  - Instructions for resume preparation, interview tips, image creation
Details: 1. Employment Assessment

• It determines the individual's competency according to the objective assessment index.
• Questionnaire constitution: It consists of 20 questions.

- Education background
- Certificates
- Training
- Internship
- Language Skills
- and so on
Details: 1. Employment Assessment

- **Step 1**: Basic employment assessment
- **Step 2**: Work ethic assessment
- **Step 3**: Aptitude test (optional)
- **Step 4**: Job competency

**Details:**

1. Employment Assessment

   - 1. Work ethic assessment
     - ① 智能、② 教育
     - ③ 能力、④ 品行
     - ⑤ 友善

   - 2. Work ethic assessment
     - ① 智能
     - ② 教育
     - ③ 能力
     - ④ 品行

   - 3. Aptitude test (optional)
     - ① IT 관련 영역
     - ② 영어

   - 4. Job competency
     - ① 영어

   - 5. Basic employment assessment
     - ① IT 전문 기사 자격증(영화배우기사 등)
     - ② IT 관련 기사 자격증(영화배우기사 등)
     - ③ IT 관련 기사 자격증(SCP, MCP 등)
     - ④ 시험지역, MOS 등 자격증

   - 6. 입사기준
     - ① IT 전문 기사 자격증(영화배우기사 등)
     - ② IT 관련 기사 자격증(영화배우기사 등)
     - ③ IT 관련 기사 자격증(SCP, MCP 등)
     - ④ MOS 등 자격증

   - 7. 入職 betrachtung
     - ① 10 일 미만
     - ② 10일 이상

   - 8. 入職 betrachtung
     - ① 10 일 미만
     - ② 10일 이상

   - 9. 入職 betrachtung
     - ① 10 일 미만
     - ② 10일 이상

   - 10. 入職 betrachtung
     - ① 10 일 미만
     - ② 10일 이상

   - 11. 入職 betrachtung
     - ① 10 일 미만
     - ② 10일 이상
Details: 1. Employment Assessment

- It evaluates the individual’s work ethic.
  - The goal/purpose of seeking a job
  - The individual’s current environmental factors
    (questionnaires that reflect specialized traits of women)
- Questionnaires: 10 questions

• Why would you want to get a job?
• Is there anyone who can help you with the family?
• How much is your household income?
• How many hours a day do you spend on housework?
Details: 1. Employment Assessment

**Step 1**
- Basic employment assessment

**Step 2**
- Work ethic assessment

**Step 3**
- Aptitude test (optional)
- Job competency

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### A. Job Competency

1. General Competencies
   - Technical Knowledge
   - Problem Solving
   - Communication
   - Leadership
   - teamwork

**B. Basic Employment Assessment**

1. Employment assessment

**C. Work Ethics Assessment**

1. Work ethic assessment

**D. Optional Aptitude Test**

1. Aptitude test

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**Details:**

1. Employment Assessment

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Details: 1. Employment Assessment

- Basic employment assessment
- Work ethic assessment
- Aptitude test (optional)
- Job competency

• If the individual has a specific job she’s hoping to get, she can skip the aptitude test and move on to job competency assessment.
• If she does not know what kind of job she wants, she can take the aptitude test to find out what job would suit her.
  - Based on Holland career aptitude test theory
  - Provides job information on five categories including the social type
  - Questionnaire: 36 questions
Details : 1. Employment Assessment

• Based on the test result, a list of jobs are recommended with the most suitable job on top of the list along with detailed information on the job.
• A job is chosen based on the individual’s aptitude and interest.
• Currently 112 jobs in 6 job categories are provided (IT/business/health/education/service/others)
Details: 1. Employment Assessment

- It evaluates the individual’s professional competency in the selected job.
- Questionnaire: 9~27 questions in each job category
- 5 points in each competency area
Details: 1. Employment Assessment

- **Step 1**: Basic employment assessment
- **Step 2**: Work ethic assessment
- **Step 3**: Aptitude test (optional)
- **Step 4**: Job competency

### Competency

<table>
<thead>
<tr>
<th>Question</th>
<th>Very much so</th>
<th>Yes</th>
<th>Some what</th>
<th>No</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurately understands the other’s intention and message and respond appropriately.</td>
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<tr>
<td>Asks clear questions about the assigned task and process the work efficiently.</td>
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<tr>
<td>Has the ability to express oneself and convince others and is a good listener.</td>
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</tr>
</tbody>
</table>
- Comprehensive report on each assessment stage is provided.
Details : 2. Assessment Result Analysis

- Step 2: Assessment Result

- Step 3: Career Development Planning

Career Development Planning

- 역량군: 기술역량
  - 역량명: 최고점수, 요구점수주, 평가비중, 전제조건, 하위역량
  - 역량명: 기술역량
  - 역량명: 기술역량
  - 역량명: 기술역량

Career Development Planning

- 역량군: 기술역량
  - 역량명: 최고점수, 요구점수주, 평가비중, 전제조건, 하위역량
  - 역량명: 기술역량
  - 역량명: 기술역량
  - 역량명: 기술역량
Details : 2. Assessment Result Analysis

- After the assessment, 1:1 customized employment support service is provided from the online career coach through ‘Online Career Coaching’.
Details : 2. Assessment Result Analysis

- Based on the assessment result, a career development plan including education and training to equip oneself with the competency required in the desired job is established.
- Information on education courses of different levels (advanced/intermediate/lower level) and related certificates is provided based on the assessment results.
Details: 3. Career Coaching & Consultation

- Assessment result analysis and career development planning are conducted through 1:1 customized consultation with designated online career coach.
- The online career coach assists and supports one’s employment by providing a wide range of services that job seekers need.
• On-Line Career Coach

On-line Career Coach to Share and Help with the Concerns of Women with Interrupted Career.

“There are about 70 on-line career coaches on service at the present time. They are able to provide the service because they fully understand what women with interrupted careers suffer from and what they need. The fact that the coaches themselves were in the same place in the past adds to the service’s unique competitiveness.

The self-confidence that comes with having a job, the passion stemming from the new-found vision at work, and the sense of accomplishment… All this positive energy is automatically delivered to the service users, helping their self-development efforts.

On-line career coaches have given job opportunities for women with interrupted careers, and in the process, “On-line Career Coaching Service” aimed to help them find jobs, and have become the service of women, by women and for women.”

← Interview of On-Line Career Coach
On the website, one can access a variety of information on the job market and employment and also read about people who have successfully entered.
On-line Career Coaching Service
- people
Online Career Coaching Service...

Varied needs of service users

- Is it possible to establish a standard?
- How are we going to satisfy the varied needs of service users?
Collective Intelligence : Coaching

Reproduction and verification of information through experts

Collective Intelligence based on IT system

Answer 1-1
Answer 1-2
Answer 1
Answer 1-2-1
Answer ...

Question

Expert Group
A Field Expert
A Field Expert

Answer
Answer 2
Interview of expert

- Career Advisor: Kim Dae-yeon
- Field of expertise: Web design
- After a period of career interruption, she was able to go back to work through Online Career Development Center Dream Wings. Since then, she has become a professional web designer and is currently Online Career Coaching Service’s job advisor and a lecturer.

My name is Kin Dae-yeon and I’m a web designer and I’m currently in charge of Samsung Electronics family site.
Collective Intelligence Social Learning

(con.)

Output through Social Learning

• Provide information on prospective jobs for women (wages, job description, hiring status etc.), required licenses & certificates, and career path

• Collection of job information
Training for Advanced Career Coach

Collective Intelligence: Social Learning, Coaching, Teaching...

Career Development: Blended Learning, Mentoring

Beginner
- Knowing
  - Understands the concept of competency
  - Qualified as Vocational Counselor
  - Doesn't have career coaching field experience

Applying
- Possess adequate knowledge and expertise on competency
- Has experience of being a career coach for more than 6 months

Junior
- Improving
  - Possess knowledge and expertise on competency
  - Has experience of being a career coach for more than a year

Senior
- Creating
  - Able to maneuver competency and suggest new ideas
  - Has influence on an organization’s decision making

Master
Our Accomplishments/its Meaning and the Future
Strength of the ‘Online Career Coaching Service’

The online career coaching service has differentiated the planning by assessing individual job ability and competency developing by connecting of e-Learning education. All this services provide a free on internet.

- **Employability assessment**
  - Job Competency Assessment

- **Online Coaching**
  - Career Counselor
  - Job Placement
  - Career Development
  - Resume Coaching

- **e-Learning**
  - Contents
  - Education Road-Map

In 24hr Available Internet based Infra-Framework
The National Headquarter of online Competency Assessment for Re-employment support centers

Designated by Ministry of Gender Equality and Family (2013)
Service Achievements

Increase in the numbers of service users, job seekers, and on-line career coaches

Since the service launched in Jan. 18, 2010, the number of on-line career coach has increased to 70 from 44.
Noted Awards

International and Local Awards Received

✔ Obtained certification for e-learning specialized agency in 2006
✔ Won the Grand Prize and Most Popular Award for on-line education at Web Awards Korea 2007
✔ Won the Excellence Award at Korea Public Design Awards 2008
✔ Won the Best Paper Award at International Conference of E-Learning Week 2010
✔ Won the Grand Prize at Web Awards Korea 2010
✔ Presidential Award Winning at Local Government Information Award 2010
✔ Won the UN Public Service Awards 2011
✔ Won the IMS Learning Impact Awards 2012' 1st place
Implications

- Lowering the barrier in career development for women – free, online
- Overcoming the challenge of education in rural areas and islands
- Overcoming the restriction of mobility, time & space through internet
- Progressing from ‘employment rate’ to long-term career development service
Future Plans

✓ Expanding Service Target
✓ Expanding to mobile service
Future Plans

1. ODA project nation / selection criteria: population, GDP, land area, ODA project
2. International cooperation agencies: Women's resources development organizations
3. HRD & e-learning Conference
THANK YOU