Career Guidance Delivery System in Korea: Career Teachers and CareerNet

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I. Career education system in Korea with background of education and employment structure

II. Career Development support system in Korea

III. KRIVET and Korea Career Development Center

IV. Career education teachers

V. ICT based career development in Korea: CareerNet (Cyber counseling through CareerNet)

VI. Policy and Practical Implication
I. Career education system in Korea with background of education and employment structure
Dynamic and Rapidly Changing Korea

Rapid Growth of Economy

65 US $ in 1961 to US 10,000$ to 19,231
300 times for 35 years
13th largest in GDP, 50th in GDP per capita

Resilient economy

Overcame financial crisis in 1997 and approaching to overcoming global financial crisis in recent years

Highly educated(with scarce natural resources)

50 million people, 24 million working population
Top rank in PISA and TIMMS
95% of literacy and 80% of high school graduates enter to college.
1. Compulsory Education (1st-9th grades, 6-15 age)
2. Almost none selection until high school
3. High school types
   - academic school,
   - specialized school (vocational schools),
   - High schools with specified objectives (Meister school, Foreign Language schools, Science Education, Arts schools, etc.)

Academic high school and specialized schools
(80% vs. 20% by number of students in 2012)
Vocational high school students decreased from 45% in 1980-1990
4. Severe competition for ‘elite’ colleges and universities
Trend of proportion of vocational high school students
Change in structure of education and occupation

Rapid increase of College attendance rate

Increase of Professionals proportion
Change of employment by occupation (1983 & 2010)
Comparison of proportion of professionals and proportion of college graduates in selected countries
• “HR”, “People does matter” in Korea
• Linkage between Education and Work

• How to respond to the gap between supply and demand in career education field?
  
  ➢ Cooling out the college aspiration?
  
  Or

  ➢ Increase the job opportunity?
Ⅱ. Career Development support system in Korea
Korean Career Development System

1. Career education for the youth
   - Curriculum based education
   - Career counseling by career education teachers
   - Work-based learning

2. Web-based career development system
   - Career-NET for the youth
   - Work-net for the adults

3. Career education for adults
   - Public Employment System: Job centers
   - Private consulting enterprises
Ⅲ. KRIVET and Korea Career Development Center
1. KRIVET

Background

- Established in 1997 by the Ministry of Education & the Ministry of Labor. Currently, under the Prime Minister.
- Growing importance of lifelong development of vocational competencies in the knowledge-based economy.

To conduct policy research on VET

- Vocational education is implemented under the formal education system administered by the Ministry of Education.
- Vocational training is carried out as a non-formal learning administered mainly by the Ministry of Employment & Labor.

linking, integrating voc. ed. & voc. training
## 2. KRIVET - History

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 1997</td>
<td>- KRIVET came into operation</td>
</tr>
<tr>
<td></td>
<td>- A legislative change brought KRIVET under the Prime Minister’s Office</td>
</tr>
<tr>
<td>April 1999</td>
<td>- KRIVET was designated as the UNESCO Regional Centre of Excellence in TVET</td>
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<tr>
<td>Oct. 2000</td>
<td>- KRIVET was designated as the National Center for Human Resources Development</td>
</tr>
<tr>
<td>May 2003</td>
<td>- KRIVET co-hosted the 1st Global HR Forum</td>
</tr>
<tr>
<td>Nov. 2006</td>
<td>- KRIVET was designated as “Center for Evaluation of Skills Development Policy”</td>
</tr>
<tr>
<td>Jan. 2010</td>
<td>- KRIVET received the Best Research Institute Award in the “2010 Evaluation of National Policy Research Institutes”</td>
</tr>
</tbody>
</table>
3. KRIVET – Number of staffs

300 staffs (researchers, administrators)
- regular position: 50%
- non-regular(temporary) position: 50%

Areas of specialization of researchers

- Economics: 27.41%
- Education: 22.05%
- Vocational Education: 15.29%
- Sociology: 5.88%
- Engineering: 7.06%
- Biz. Mgt, Law, Admin, Politics: 11.7%
4. KRIVET – Annual Budget

Total budget for 2012: 34.8 billion KRW
(Approx. US$34 million)

- Gov. funding 19m USD (56%)
- Income 15m KRW (44%)

56% from endowment fund of NRCS; Major income comprises of earnings from commissioned projects
5. Korea Career Development Center

- **History:** 1998 opened
  - Supported by Ministry of Education
- **Staffs:** more than 50 (including 10 Ph.Ds)
- **Function**
  - Research on Career Information and Career Education Program
  - Develop multimedia programs
    - Managing Career Net
    - Providing cyber counseling
  - Support career education contents for career teachers and schools

www.career.go.kr
THE CAREER DEVELOPMENT CENTER is a career guidance and an important channel for your career development.

Thank you for visiting CareerNet.
The Career Development Center, which is operating CareerNet, is a career guidance-related research and development center set up at the Korea Research Institute for Vocational Education & Training by the Ministry of Education, Science and Technology.

CareerNet is an important channel that supports the career development of a greater number of people, without restriction to time or space, it is making strenuous efforts to provide every high-quality career guidance service.
IV. Career education teachers
Adoption of ‘Career and Occupation’ subject in school as an elective course
- High schools in 2008, Middle schools in 2009
- Elementary school (creative-flexible activity not subject) in 2010

Training and Placement of Career Education Counseling Teacher (‘Career Education Teacher’ in abbreviated term)
- In 2009-2010, select 1,500 present teachers across 16 local educational offices for CET in academic high schools
  - 600 hours training during 1 year
  - Place one CET to each public academic high schools
- 1,500 teachers In 2010-2011 were trained for CET
  - placed in vocational high schools and private high schools
- 1,500 teachers selected, trained and placed teachers for vocational high schools and for private high schools
- Additional 1,500 teachers were trained and placed including middle schools
### The Activity of CET defined by MOE

<table>
<thead>
<tr>
<th>Common Work Activity</th>
<th>Special work Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>① Responsible agent for career education</td>
<td>• Counseling for high school selection</td>
</tr>
<tr>
<td>② Planning and implementing career curriculum plan</td>
<td>• Support for high school admission based on self-directed learning plan</td>
</tr>
<tr>
<td>③ Teaching 「Career and Occupation」</td>
<td>• Support for individual learning plan</td>
</tr>
<tr>
<td>④ Career counseling and guidance(at least 8 hours a week)</td>
<td>• Support for college admission based on college admission counselor application</td>
</tr>
<tr>
<td>⑤ Managing E-students’ record related to career activity(Edu-pod)</td>
<td>• Guidance and Counseling for types and majors of college education</td>
</tr>
<tr>
<td>⑥ Guidance for career portfolio</td>
<td>• Support for employment for non-college goers</td>
</tr>
<tr>
<td>⑦ Administering career assessment test and interpretation and consulting</td>
<td>• Support for first –employment -college education later</td>
</tr>
<tr>
<td>⑧ Planning and managing work based career learning activity</td>
<td>• Networking with industry</td>
</tr>
<tr>
<td>⑨ Career education for colleague teachers and parents</td>
<td></td>
</tr>
<tr>
<td>⑩ Networking with resource people in the community</td>
<td></td>
</tr>
<tr>
<td>⑪ Other activities related career education</td>
<td></td>
</tr>
</tbody>
</table>

The Activity of CET is divided into Middle, Academic, and Specialized education levels.
1. Purpose
   - Provide systematic and seamless learning and experience for career development to students
   - Linkage and differentiation of career education among school levels (elementary-middle-high school)
   - Develop foundation skills and creative career planning

2. Process
   - Analyzing previous research and other countries’ national standards (UK, US, Denmark, Canada etc.)
   - Advisory group composed of experts, teachers, etc.
   - Making the first version by Career Development Center in KRIVET
   - Review and examine the feasibility and relevance of the standards by career education teacher by school levels
Establishing National Standard and Indicators for Career Education (2)

Structure of National Guideline for Career Education

Goals of Career Education

- Objectives of Elementary level (E)
- Objectives of Middle level (M)
- General High (GH) Specialized High (SH)

I. Self Understanding and Social Development (E, M)
II. Understanding World of Work
III. Career Exploration
IV. Career Design and Preparation
Structure of National Guideline for Career Education

Area I: Self Understanding and Social Development

- Elementary: Developing Foundation skills
- Middle: Foundation skills
- High: Improving Foundation skills

- Foundation of positive Self-concept, self understanding, social competency
V. ICT based career development in Korea:
CareerNet
Cyber career counseling by CareerNet

Number of cyber career counseling (112,000 accumulated cases)

Proportion of career counseling

Elementary, 12722, 11%
Middle, 42309, 36%
High, 50755, 43%
College, 7213, 6%
Adult, 3942, 36%
Teacher, 918, 1%
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Self understanding and Self search</td>
<td>Personal characteristics</td>
<td>2,093</td>
<td>1,469</td>
<td>1,816</td>
<td>(9.5)</td>
<td>(9.6)</td>
<td>(13.1)</td>
</tr>
<tr>
<td></td>
<td>Occupations / College majors</td>
<td>4,645</td>
<td>2,788</td>
<td>1,909</td>
<td>(21.1)</td>
<td>(18.1)</td>
<td>(13.7)</td>
</tr>
<tr>
<td></td>
<td>Psychological test for careers / Interpreting result</td>
<td>99</td>
<td>113</td>
<td>137</td>
<td>(0.5)</td>
<td>(0.7)</td>
<td>(0.1)</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>6,837</td>
<td>4,370</td>
<td>3,862</td>
<td>(31.1)</td>
<td>(28.4)</td>
<td>(26.9)</td>
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<tr>
<td>Career information Exploration</td>
<td>Type of schools/majors</td>
<td>1,713</td>
<td>1,545</td>
<td>1,450</td>
<td>(7.8)</td>
<td>(10.1)</td>
<td>(10.4)</td>
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<tr>
<td></td>
<td>Entrance exams</td>
<td>1,200</td>
<td>891</td>
<td>901</td>
<td>(5.5)</td>
<td>(5.8)</td>
<td>(6.5)</td>
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<tr>
<td></td>
<td>Occupation</td>
<td>6,331</td>
<td>4,267</td>
<td>3,078</td>
<td>(28.8)</td>
<td>(27.8)</td>
<td>(22.1)</td>
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<tr>
<td></td>
<td>Qualification / Training</td>
<td>193</td>
<td>245</td>
<td>271</td>
<td>(0.9)</td>
<td>(1.6)</td>
<td>(1.9)</td>
</tr>
<tr>
<td></td>
<td>finding jobs / Vocational training</td>
<td>168</td>
<td>183</td>
<td>199</td>
<td>(0.8)</td>
<td>(1.2)</td>
<td>(1.5)</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>9,605</td>
<td>7,131</td>
<td>5,899</td>
<td>(43.8)</td>
<td>(46.5)</td>
<td>(42.4)</td>
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<tr>
<td>Career design and Decision-making</td>
<td>College majors and departments</td>
<td>532</td>
<td>564</td>
<td>520</td>
<td>(2.4)</td>
<td>(3.7)</td>
<td>(3.8)</td>
</tr>
<tr>
<td></td>
<td>Entering schools</td>
<td>976</td>
<td>755</td>
<td>831</td>
<td>(4.4)</td>
<td>(4.8)</td>
<td>(5.9)</td>
</tr>
<tr>
<td></td>
<td>Learning / Academic achievement</td>
<td>769</td>
<td>395</td>
<td>337</td>
<td>(3.5)</td>
<td>(2.6)</td>
<td>(2.5)</td>
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<tr>
<td></td>
<td>Finding jobs / Vocational training</td>
<td>65</td>
<td>23</td>
<td>95</td>
<td>(0.3)</td>
<td>(0.1)</td>
<td>(0.8)</td>
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<tr>
<td></td>
<td>Changing career decision-making</td>
<td>432</td>
<td>326</td>
<td>441</td>
<td>(2.0)</td>
<td>(2.1)</td>
<td>(3.2)</td>
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<tr>
<td></td>
<td>Subtotal</td>
<td>2,774</td>
<td>2,063</td>
<td>2,224</td>
<td>(12.6)</td>
<td>(13.3)</td>
<td>(16.2)</td>
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<tr>
<td>psychological support</td>
<td>career adjustment</td>
<td>230</td>
<td>183</td>
<td>252</td>
<td>(1.0)</td>
<td>(1.2)</td>
<td>(1.9)</td>
</tr>
<tr>
<td></td>
<td>Anxiety / Lack of self-confidence</td>
<td>1,489</td>
<td>943</td>
<td>1,138</td>
<td>(6.8)</td>
<td>(6.1)</td>
<td>(8.1)</td>
</tr>
<tr>
<td></td>
<td>Difference of opinions / Conflict</td>
<td>564</td>
<td>473</td>
<td>392</td>
<td>(2.6)</td>
<td>(3.1)</td>
<td>(2.8)</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>2,283</td>
<td>1,599</td>
<td>1,782</td>
<td>(10.4)</td>
<td>(10.4)</td>
<td>(12.8)</td>
</tr>
<tr>
<td>Others</td>
<td>Others</td>
<td>494</td>
<td>208</td>
<td>244</td>
<td>(2.2)</td>
<td>(1.4)</td>
<td>(1.7)</td>
</tr>
<tr>
<td></td>
<td>Subtotal</td>
<td>494</td>
<td>208</td>
<td>244</td>
<td>(2.2)</td>
<td>(1.4)</td>
<td>(1.7)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>21,993</td>
<td>15,371</td>
<td>14,011</td>
<td>(100.0)</td>
<td>(100.0)</td>
<td>(100.0)</td>
</tr>
</tbody>
</table>
1. Background of CareerNet
   - Established in 1999 with financial support from Ministry of Education
   - To Provide career development for the people based from lifelong learning perspective
     - support for self-directed career development
     - Developed by Career Development Center in KRVET

2. Characteristics and Service
   - Portal site for youth Career Development
   - Providing Career Information
     (Education and Occupation in text and multimedia forms)
   - Cyber Career Counseling
   - Career Assessment (Interest, Aptitude, Maturity, Value etc.)
   - Career Education Programs for teachers
   - 5.66 million membership /64% of secondary students joined (estimated)
<table>
<thead>
<tr>
<th>year</th>
<th>No. of New Member–Ship per year</th>
<th>No. of New member per day</th>
<th>No. of accumulated membership</th>
<th>No. of page view per day</th>
<th>Career assessment test</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>132,931</td>
<td>364</td>
<td>132,957</td>
<td>–</td>
<td>270,191</td>
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<tr>
<td>2003</td>
<td>234,666</td>
<td>643</td>
<td>357,601</td>
<td>–</td>
<td>469,115</td>
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<tr>
<td>2004</td>
<td>271,333</td>
<td>743</td>
<td>627,401</td>
<td>–</td>
<td>611,944</td>
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<tr>
<td>2005</td>
<td>367,863</td>
<td>1,008</td>
<td>998,899</td>
<td>251,659</td>
<td>944,960</td>
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<tr>
<td>2006</td>
<td>504,876</td>
<td>1,383</td>
<td>1,498,117</td>
<td>432,311</td>
<td>1,387,157</td>
</tr>
<tr>
<td>2007</td>
<td>606,981</td>
<td>1,663</td>
<td>2,088,748</td>
<td>526,967</td>
<td>1,651,955</td>
</tr>
<tr>
<td>2008</td>
<td>784,582</td>
<td>2,149</td>
<td>2,859,662</td>
<td>739,354</td>
<td>1,599,870</td>
</tr>
<tr>
<td>2009</td>
<td>861,141</td>
<td>2,359</td>
<td>3,710,871</td>
<td>1,110,773</td>
<td>1,851,459</td>
</tr>
<tr>
<td>2010</td>
<td>990,847</td>
<td>2,706</td>
<td>4,696,069</td>
<td>1,135,211</td>
<td>2,443,794</td>
</tr>
<tr>
<td>2011</td>
<td>967,040</td>
<td>2,641</td>
<td>5,663,109</td>
<td>1,087,728</td>
<td>2,374,875</td>
</tr>
</tbody>
</table>
Composition of users of CareerNet (2011)

- Elementary: 30.1%
- Middle: 45.8%
- High: 2.5%
- College: 2.3%
- Adult: 1.1%
- Teacher: 18.1%
Problem increased with the expansion of CareerNet Usage

- Start with 40,000 US $ for Career NET in 1999,
- Around 400,000 each year for Career Net

Increase budget for CareerNet to 2 million US $ in 2012

- Upgrade the hardware and software
- Strengthen the security
- Support for Smart Career Education
- Career Counseling or Career assessment test through smart phone
VI. Policy and Practical Implication
1. **Expanding experts in career education and enhancing the quality of CET**
   - Special attention to the ethics of career education providers

2. **Developing Creative Career development programs**
   - Provide entrepreneurship education
   - Alternative career paths

3. **Cooperation from the world of work**
   - Need national agents for the cooperation of the business
     e.g. National Career Guidance Forum

4. **Culture sensitive research on career activities of Korean students (and their parents)**
   - Unique characteristics of Korean people toward education and occupation and career choice behaviors
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Contact: 82-10-9281-9300
E-mail: diana@krivet.re.kr

<Education Background>
- Seoul National University (BA, MA in Education)
- Harvard University (MA and Ed.D)

<Research>
- Life-long Career Development
- National Human Resources Development Policy
- Linkage between Education and Work
Thank You