

# CAREER SERVICES IN GERMANY

(June, 27th 2017)

Contemporary trends and challenges



# CSND CAREER SERVICE

Career Service Network Germany

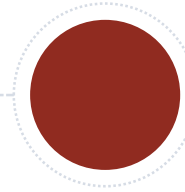


## CAREERS ADVISORY SERVICE

Careers Advisory Services are typically organisations that offer advice, guidance and counselling on careers within universities.

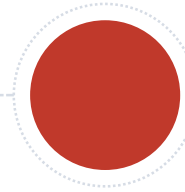
# CSND CAREER SERVICE

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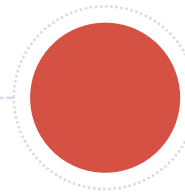
## Headquarter

Located in Berlin and acting as an umbrella organization for the Career Services at the local universities.



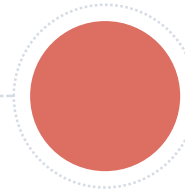
## Over 170 members

Institutional and individual memberships available. Usually only members of the German Rectors' Conference are eligible.



## Universities

Universities. Institutions of higher (or tertiary) education and research in various. Undergraduate education and postgraduate education.



## Universities of Applied Science

Tertiary education institution, specializing in topical areas (e.g. engineering, technology or business)

# CSND CAREER SERVICE

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## Network

The csnd acts as a network and thus connects the widespread Career Services with each other.



## Education

The csnd offers a highly specialized professional staff development program which covers the needs of its members.



## Expert Service

The csnd connects members with expert knowledge on different topics with external partners.



## Events

The csnd maintains annual meetings which take place at different places and focuses on various topics.



## Information

The csnd informs its members on important news regarding the fields of Career Services.



## Lobby

The csnd takes its role in consulting decisions made by officials in government.





Career Service facilities exist at nearly every university in Germany. Most of them were founded between 2007 and 2009 as an impulse set by the European Union and the aims stated in the **Bologna Process**.

# ESTABLISHMENT IN YEARS

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**Before 2000**  
12,9% universities already had a Career Service.



**2007 till 2009**  
The majority (37,5%) of Career Services were founded.



**2007**  
Universities made the start.



**2009**  
Universities of Applied Science started later.



# NETWORK CAREER SERVICE

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Network

National and international

## Networking and relationship management

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The csnd acts as a type of **business social network** which is developed to help Career Advisors to connect with other entrepreneurs to further the Career Service interests by forming mutually beneficial relationships.

The csnd creates networking activity that allow the individual members to build new relationships and generate opportunities at the same time. Chambers of Commerce and other business-oriented groups are also part of these networking activities.

# STAFF TRAINING

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Education

Standards and guidelines

## Career Advisor Qualification

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The csnd offers a wide spectrum of trainings which are built around the core competencies identified by career counseling experts. A given number of successfully obtained workshop is required prior to certification.

The competency areas addressed in csnd training are widespread and usually take around 3 days per module



# STAFF TRAININGS

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## Guidelines of Career Service Relations

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### Interview Trainings

- Behavioral Interviews
- Case Interviews or Group Interview

### Coaching Skills

- Assessment and CV building
- Training Clients and Peers
- Implementation, and interactive tools like webinars

### Communication

- Social media, Ethical and Legal Issues
- Promotion and Public Relations
- Program Management

### Information

- Labor Market Information and Resources
- Career Development Models and Employability Skills



# LABOUR MARKET TRENDS

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## Employment trends and labour market information

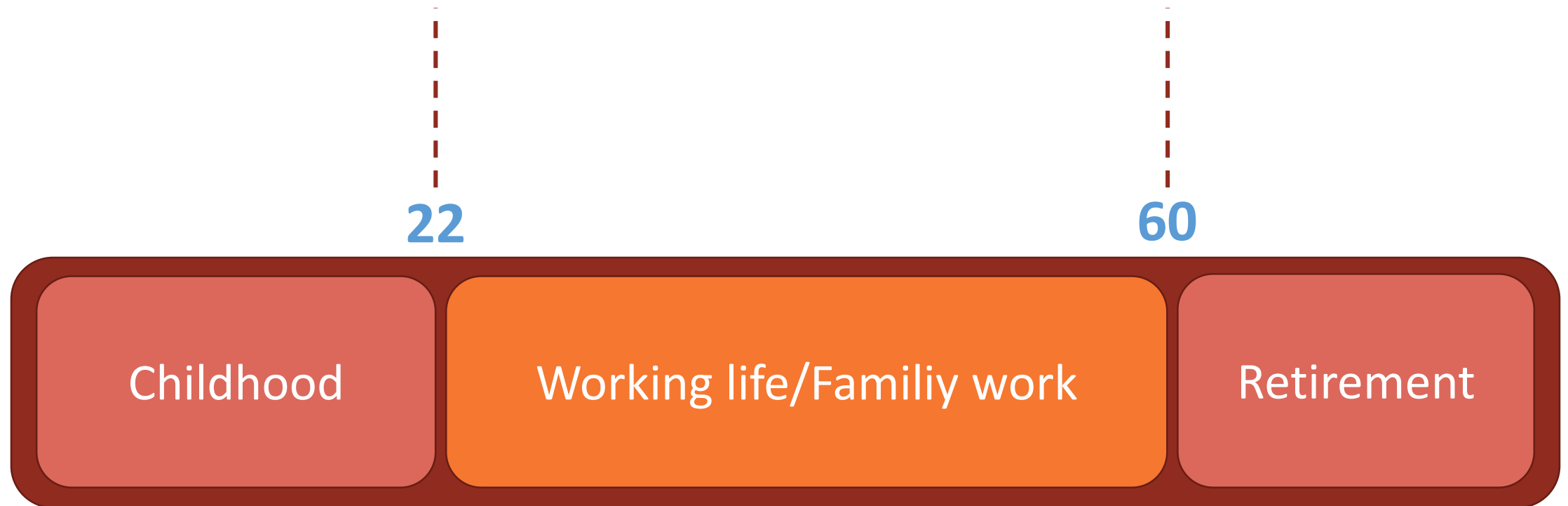
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As economies and societies become more interdependent, the need to enhance our understanding of the world of work becomes increasingly important. Timely and focused information on the world's labour markets is essential;

- Labour Force Survey/Annual Population Survey
- Employer Skills Survey
- Census of Population
- Understanding Society and other longitudinal panel data sets

# BIOGRAPHY INDUSTRIAL AGE

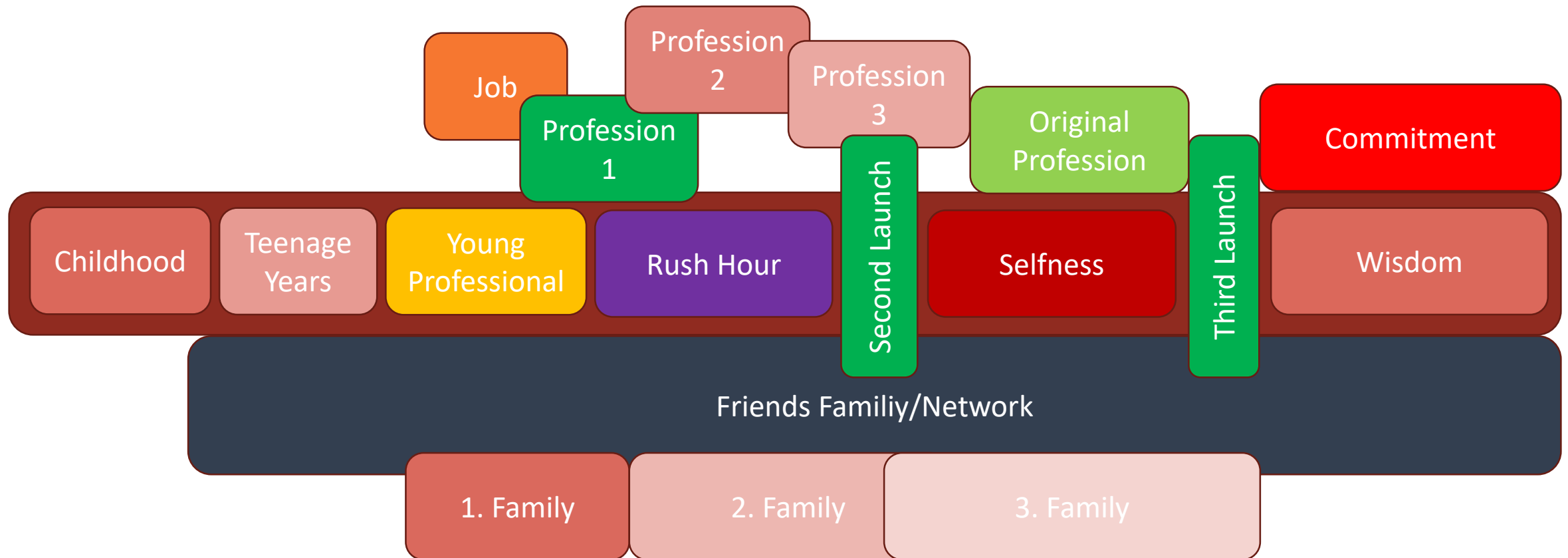
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Source: Lebensstile 2020 - Eine Typologie für Gesellschaft, Konsum und Marketing (Zukunftsinstitut GmbH, 2007)

# MULTIGRAPHY SCIENCE AGE

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Source: Lebensstile 2020 - Eine Typologie für Gesellschaft, Konsum und Marketing (Zukunftsinstitut GmbH, 2007)

# GENERAL UNDERSTANDING

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## Guidelines of Career Service Relations

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### Cooperation at eye level

- Career Services are partners in recruiting but don't act as HR departments. They can act as multipliers but not as a branch of the company. It's also important to keep a good ratio on smaller and bigger companies – they all have their strengths and weaknesses.

### Contact Management

- Employer relationship management is an important key aspect and should be shared among university.

### Equality

- Career services help every student regardless of his or her course of study. It is important to not forget that every student has the right to get the best coaching and information within his or her orientation.



# CAREER INTERESTS

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Analysing Career interests

Coaching strategies



CANDIDATES

## Methods and tools

Enhancing procedures to identify the content of professions in terms of activities involved and attributes or requirements needed to perform the activities.

Careers advisory services use many different techniques and tools to assist their clients. This includes methods as: diagnostic tests and questionnaires, personality assessments, CV writing workshops, mock interviews, questionnaires or visionboards, GROW and solution-focused methodologies.



Small Companies



Medium-sized Enterprises



Global Players



Government, NGO,  
international Organisations



Science/Research



Entrepreneur/Freelancer

# ACCREDITATION EMPLOYABILITY

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## Educational Accreditation

The accreditation of all study programs at German universities started around 2003 as an accessory to the so-called Bologna. The Career Service at the University of Münster runs a special Project on the topic „Employability“.





# SKILL TRAINING

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Objectives development

Vocational skills

## Key Skills Qualification

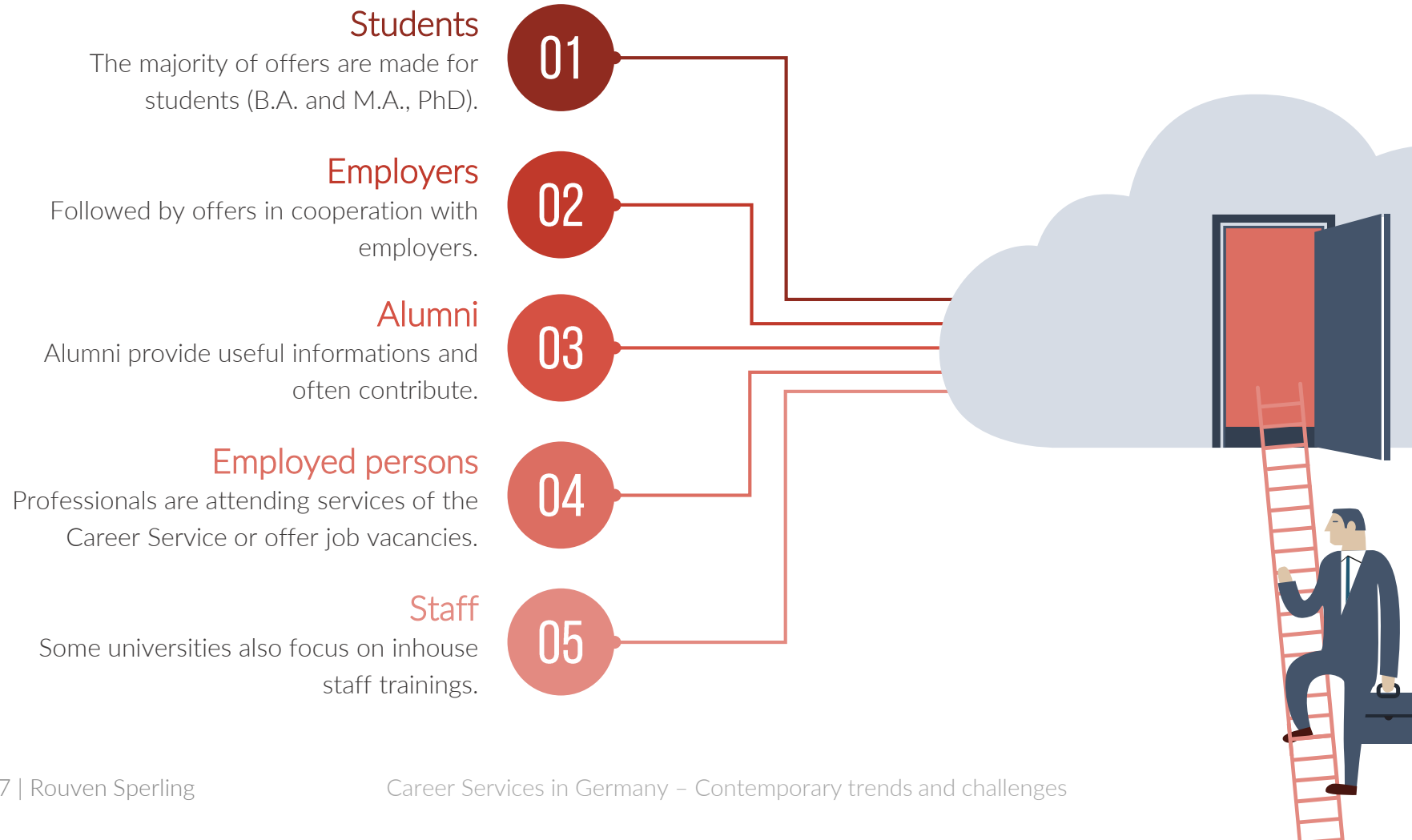
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The development of Key Skills is frequently fostered by the Career Services in Germany. The aim of Key Skills is to encourage learners to develop and demonstrate their skills as well as learn how to select and apply skills in ways that are appropriate to their particular context.

They are offered as a response to concern from employers about lack of essential skills in young recruits. Universities obtained different strategies to focus on these needed skills which are also part of the Bologna process.

# TARGET GROUPS

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# OFFERS AND TRAININGS

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## Offerings

Typically Career Services offer a wide spread portfolio of different trainings. The 2015 survey among German Career Services identified the following as the most often used.



### Application training and 1:1 Counselling

Offered by almost every Career service as workshops or lectures



### Job Information

In-depth information on fields of work and ways to get into.



### Social/Communication Skills

Skill trainings takes a huge part of the career service portfolio.



### Lectures and E-Learning

Mostly used to inform on career opportunities and application tools.



### Career Fairs and Online Job Portal

Provides a direct approach to connect students with companies.



### Special Activities e.g. Mentoring

Some career services offer special programs to focus on different needs.



# GRADUATE SURVEYS

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## Career paths and outcomes

Graduate data provide valuable insights for higher education advisors, researchers, academics and administrators, and, of course, the graduates themselves.

The INCHER Kassel promotes Graduate Surveys since the last 30 years and gather a network of 70 universities performing surveys on a rather regular base.

# GRADUATE SURVEYS

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## Potentials of graduate surveys in terms of employability

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- Analysis of questions about competence **requirement** in current job vs. Learning in study
- Real **qualification** used in current job
- **appropriateness** of the job situation in terms of training and indicators for an unreasonable employment
- Professional development and satisfaction

### Interesting **independent variables**:

- Stays abroad, number of completed internships, study motivation



<b>Table K1: additive indices to competence acquisition in the study (arithmetic mean; scale: 1: a very high degree to 5: no)</b>												
		Eng	IT	Log	Masch	Re/Verw	Econ	Total	BerufsA	BA	MA	Dipl
Social competence (Index)	Arithm. mean	2,5	2,2	2,4	2,4	2,4	2,3	2,3	2,3	2,4	2,2	2,3
	Number	55	36	18	42	45	123	319	175	138	67	113
Personal competence (Index)	Arithm. mean	2,1	1,7	2,2	2,1	2,1	1,9	2	2	2,1	1,9	1,9
	Number	55	36	18	42	45	124	320	176	138	67	114
Expertise (Index)	Arithm. mean	2,2	1,9	2,2	2,1	2,5	2,2	2,2	2,2	2,3	2,1	2,2
	Number	55	36	18	42	46	124	321	176	139	67	114
Intercultural competence (Index)	Arithm. mean	3,3	2,8	3,4	3,4	2,9	3	3,1	3,1	3,2	2,6	3,2
	Number	54	34	18	39	44	120	309	168	136	65	107

Question: D8: To what extent do you have the following skills / competencies mediated by the study?

<b>Table K2: additive indices to demands for skills in the professional life (arithmetic mean; scale: 1: a very high degree to 5: no)</b>												
		Eng	IT	Log	Masch	Re/Verw	Econ	Total	BerufsA	BA	MA	Dipl
Social competence (Index)	Arithm. mean	2,1	1,8	2,1	2,3	2,1	1,9	2	2	2,2	2	2
	Number	39	26	9	33	35	104	246	147	72	62	112
Personal competence (Index)	Arithm. mean	1,7	1,6	1,9	1,6	1,8	1,6	1,7	1,7	1,7	1,6	1,6
	Number	39	26	9	33	35	104	246	147	72	62	112
Expertise (Index)	Arithm. mean	2,3	2,2	2,2	2,2	2,3	2,2	2,3	2,2	2,5	2,2	2,2
	Number	39	26	9	33	35	104	246	147	72	62	112
Intercultural competence (Index)	Arithm. mean	3,1	2,9	2,2	2,7	3,5	3,4	3,2	3,2	3,1	2,8	3,4
	Number	39	25	9	30	34	101	238	141	72	61	105

Question: G15: To what extent the following skills / competencies in your current employment are required?

# STUDENT DROP-OUTS

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Student Drop-Outs are an important group

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- Since 2015 more people are attending universities than other forms of professional training
- In the same time we see a rising drop-out rate
- Those drop-outs are highly interesting for the labour market
- Keeping contact and providing consultancy is important in order to help them, finding a career path in or outside university



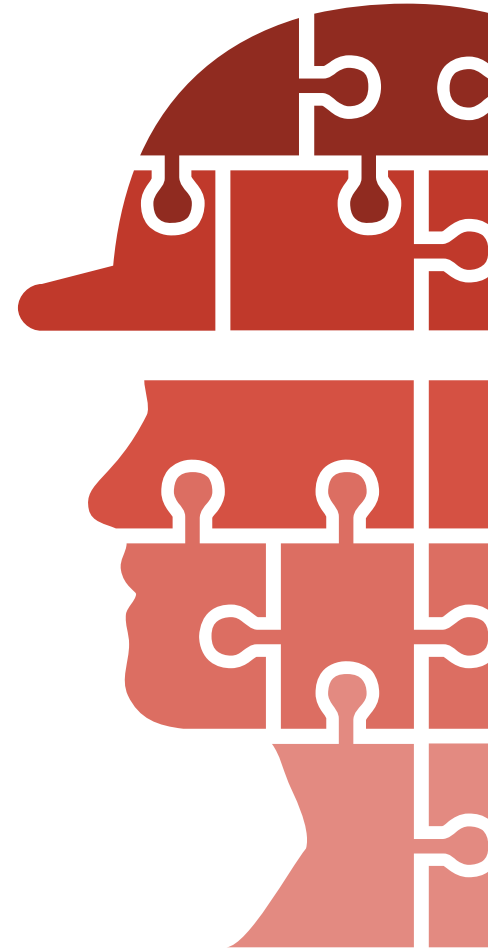
# INTERNATIONAL STUDENTS

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Germany seems to be an attractive country both for studying and working or living

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- Over the course of the past decades Germany has an increasing number of incoming students
- More and more students want to stay in Germany after finishing their study
- Service for international students takes much more effort than for students from Germany





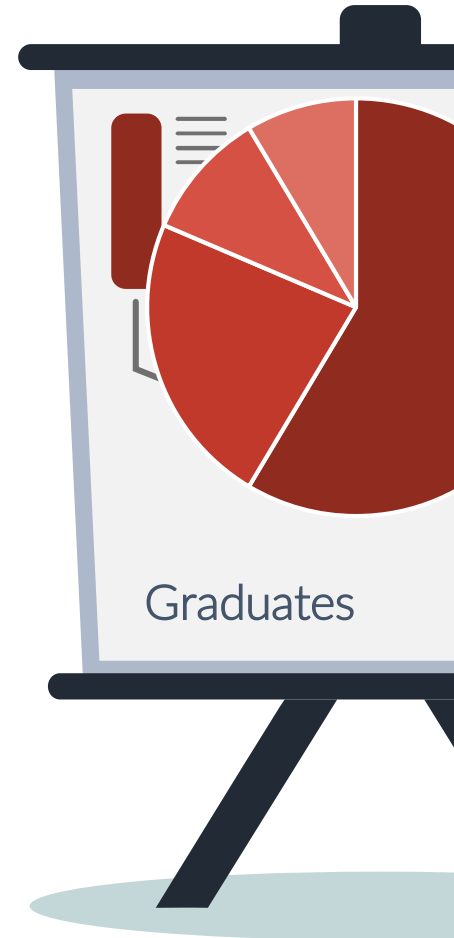
# MONETARISATION TRENDS

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Young Professionals are an utmost attractive target group

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- Coming from a very ideal understanding of university service we are facing new challenges
- A growing number of private enterprises sees the economic potential of highly trained professionals
- Career Services have to find their position between those stakeholders



# CONCLUSION THOUGHTS

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Vision on „employability“



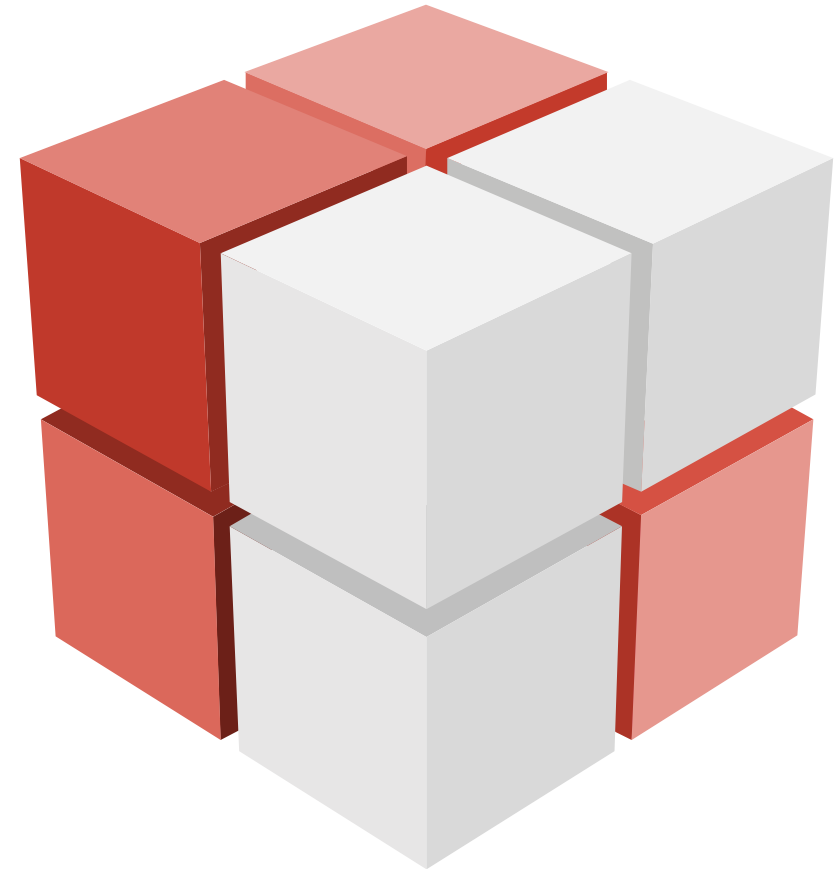
Career Services part of the process



Graduate Surveys and Alumni data provide data



Stakeholder inclusion important



# THANK YOU

For your consideration

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