

UddannelsesGuiden | eVejledning

eGuidance and ug.dk

Elsebeth Nygaard, Deputy manager, elsebeth.nygaard@stil.dk, 41741603



**UNDERVISNINGS
MINISTERIET**
UNI•C – STYRELSEN
FOR IT OG LÆRING

The digital Denmark

- eGovernment strategy 2011-2015: The central government, regions and municipalities are proposing a new eGovernment strategy in order to accelerate the adoption of digital solutions in the public sector.
- More than 2 million smartphones
- More than 2 million tablets
- 92 % internet at home
- 3 million Danes on Facebook

UddannelsesGuiden | eVejledning

Guidance Services in Denmark

Pupils in lower secondary schools

Young people up to 25 years of age, without an upper secondary education or vocational education

People in the transition from Youth education to higher education

People with a youth education or higher education aiming towards adult learning

Unemployed people and people in transition from job to job

Ungdommens
Uddannelsesvejledning
Youth guidance Centres

Guidance in Higher
Education

Studievalg
Regional Guidance Centres

Jobcenters

eVejledning

eGuidance
- Available for
all groups



Political background of ug.dk and eGuidance

- 2004: The Danish Parliament adopts the 'Guidance Law' and establish ug.dk and two new guidance services
 - Ug.dk is operated by a private company
- 2010: The Danish Parliament adopts the "Ungepakke 2":
 - 95 % of all young people will have an education after leaving the lower secondary school
 - eGuidance is a part of this
- 2011: The opening of eGuidance
- 2014: ug.dk and eGuidance in a close cooperation in the Ministry of Children and Education



UddannelsesGuiden



FORSIDEN / eVejledning

[UDDANNELSER TIL UNGE](#)
[VIDEREGÅENDE UDDANNELSER](#)
[VOKSEN- OG EFTERUDDANNELSER](#)
[JOB](#)
[FÅ INSPIRATION](#)



Uddannelser til unge
10. klasse, erhvervsuddannelse, gymnasial uddannelse eller anden aktivitet.



Videregående uddannelser
Bachelor-, kandidat-, professionsbachelor-, erhvervsakademi-, kunstneriske eller maritime uddannelser.



Voksen- og efteruddannelser
Kurser, masteruddannelser, diplomuddannelser og enkeltfag.



Job
Der findes et uaf af job på det danske arbejdsmarked. Her beskrives de mest almindelige af dem.



Velkommen til den nye UG
Nyt design og ny struktur, men samme oplysninger og værktøjer.



Ny som studerende
Læs om nogle af de ting, der har betydning for dig, når du begynder på en uddannelse.



Spørg en vejleder
eVejledning vejleder om uddannelsesvalg via chat, mail, sms og telefon.

Inspiration Få inspiration Til lærere og vejledere Interview	Om UddannelsesGuiden Om ug.dk Udbyder.ug.dk Nyheder og RSS Teknisk information Cookies	Vejledning eVejledning Studievalg Voksenvejledning Ungdommens Uddannelsesvejledning	Indhold Uddannelser Job og arbejdsmarked Uddannelsessteder Videncenter for vejledning	English About UG.dk Programmes in English
--	--	---	--	--

Fotografier: Shutterstock / Undervisningsministeriet



eVejledning

om eVejledning

Læs om eVejlednings tilbud, baggrund mm

Åbningstider

Mandag - torsdag: kl. 9 - 21
Fredag kl. 9 - 16
Lørdag: kl. 12 - 16
Søndag: kl. 12 - 21



Chat
Start en chat med eVejledning.



Chat på mobil og tablet
Chat med eVejledning uanset, hvor du er.



Ring og sms på 70 2222 07
Ring og få vejledning om dine uddannelsesplaner.



Mail
Send en mail, du får svar i løbet af 24 timer.



eVejledning på Facebook
Følg os og giv dit bidrag på vores Facebookside.



Digitale møder
Deltag i en fælleschat eller et digitalt møde med en eVejleder.



Organization

- A part of the Ministry of Children and Education
- 6 editors
- 37 skilled counselors:
 - 13 full time online counselors in Copenhagen
 - 24 part time counselors, also employed in other guidance services nationwide



ug.dk

- Contents information on all public educations in Denmark
- Integrates guidance tools for different audiences



Purpose ug.dk

- A careers information and guidance portal that contains precise and updated information about:
 - All officially approved educations in Denmark – at all levels
 - Occupations/professions as classified by Statistics Denmark's Disco classification
- Information to act on – articles and tools to facilitate the process of choice
 - Next step
- Knowledge centre for guidance counselling
- Information for parents

Numbers

- Approx. 4.000 articles maintained by the editors
- Another 3.700 articles imported and monitored
- Between 30 and 40.000 courses – gathered and shown in the frame of ug.dk
- First quarter of 2015:

	Total	Per week
Number of users	1.120.238	86.172
Number of visits	2.052.382	157.876
Pages shown	12.637.560	972.120

eGuidance

- Availability:
 - Open hours from 9 am to 9 pm on weekdays
 - Open hours from 12 am to 4 pm Saturdays, from 12 am to 9 pm Sundays
 - Short latency
- The users can expect useful answers to get on with their plans for education and career



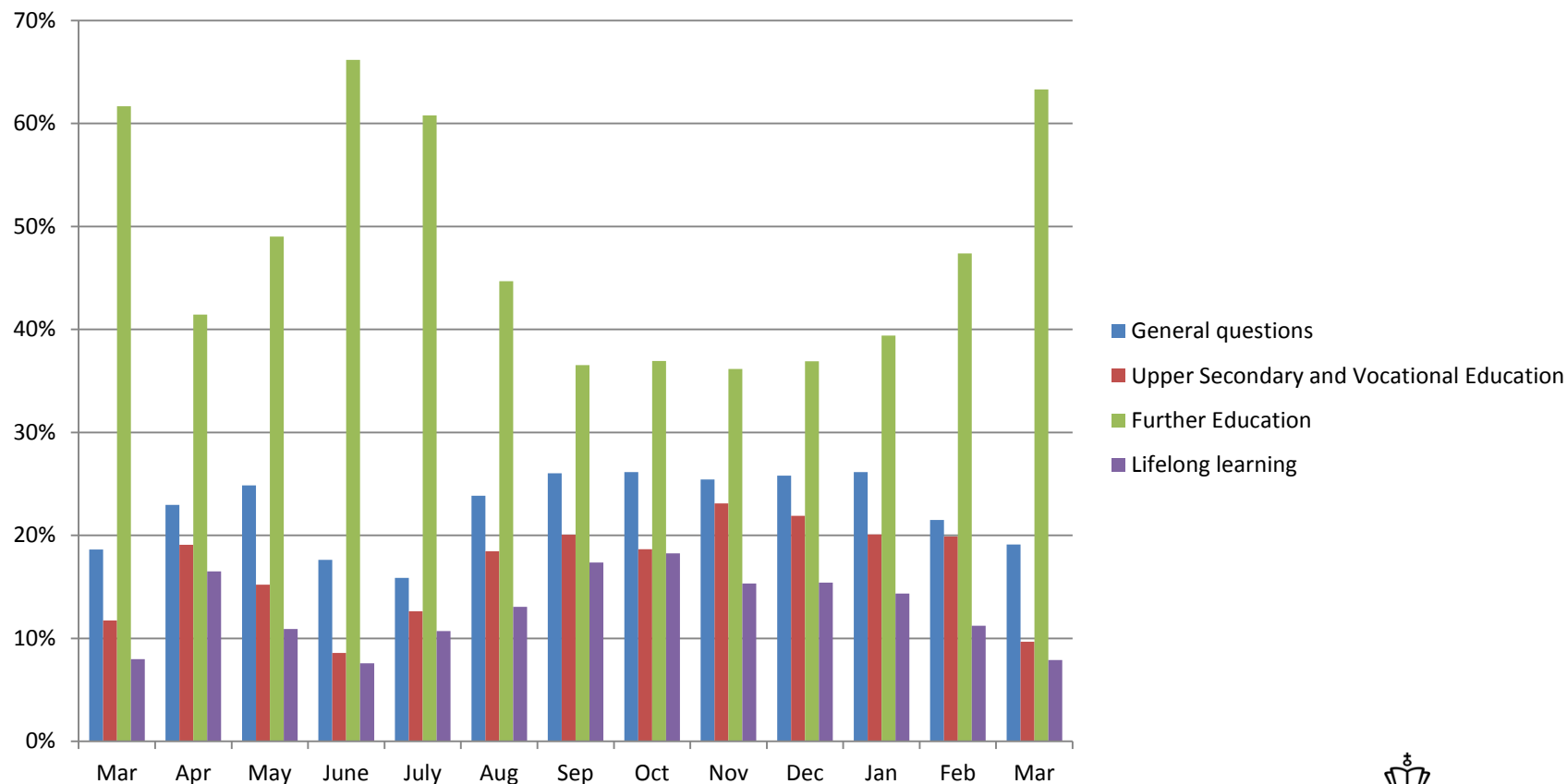
Purpose eGuidance

- To release resources in other guidance services to concentrate on young people with special needs
- To help young people with readiness for choosing education – as well as their parents
- To contribute to reach the target of maximum to get an education after basic school

Who can use eGuidance?

- Everybody who wants counseling about education and training
 - pupils in the lower secondary school choosing higher secondary school high school or vocational education – and their parents
 - young people choosing further education (diplomas, university i.e.)
 - career guidance for adults
- The focus is the formal educational system
 - and the job possibilities when you have got the education or the diploma
- Counselors

Who contacts eGuidance?



Channels for counselling

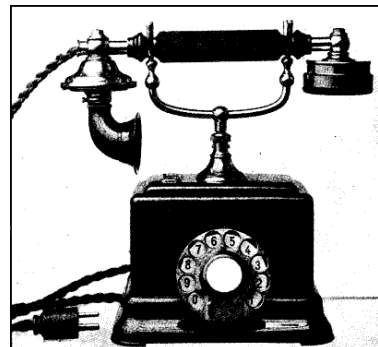
- Telephone
- Chat
- e-mail
- Text message
- Facebook
- Webinar
- Twitter



Numbers

- 96.613 contacted eGuidance in 2014
 - 51% by chat
 - 29% by telephone
 - 18% by email
 - 2% by text message
 - Facebook: 17.000 followers
 - Facebook for parents: 7.500 followers

- 37% received information
- 63% received guidance



Numbers

- 61% female
 - 37% male
 - 2% unknown
-
- 17% are young people up to 16 years
 - 49 % are young people +17 years
 - 4% are parents (seeking information on behalf of their children)
 - 28% are adults



51 % prefer to chat

- Anonymous
- Silence
- Concentration
- Feedback immediately
- Nobody is shy in cyberspace
- Presence through distance, personal counseling
- Using the written word gives reflection, we only chat one to one
- The counselor can use web pages in the dialogue
- The users can print the chat

The services at eGuidance

We provide information

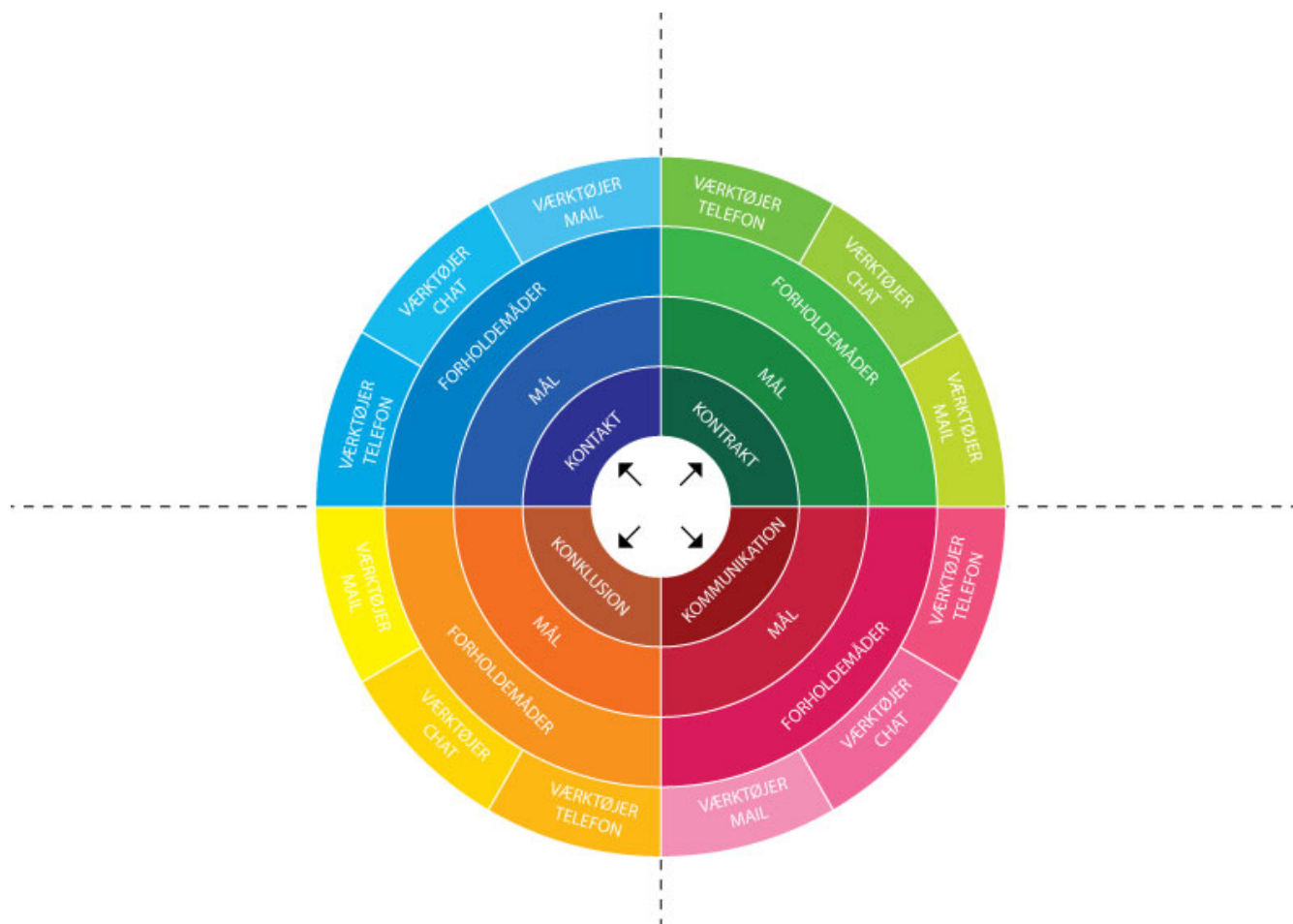
We provide guidance

- the counselee seeks help regarding transitions – a new path or a different path
- the counselor supports and enables the selection process
- the counselor identifies the barriers for choosing and help the counselee overcoming them one by one
- the session is supported by the 4C communication model

The 4K / 4C communication model

- 4K (4C – counselling communication) consists of 4 steps (reversible) that support the session: Contact, Contract, Communication, Conclusion.
- The model of counselling communication has the models of Gerard Egan, Carl Rogers and Gunnel Lindh as a basis
- 4K: 4 steps, each with a certain purpose.
Each step requires a certain way of relating to the counselee
- The model has a tool box with suggestions and examples of questions or other relevant formulations
- Not a method but a structure of the counselling session
- Working on an expansion of the 4K model – a counselling method

The 4K /4C communication model



Framework of digital counseling

- End of the stereotypical counselor role
- The counselee is contacting eGuidance:
 - when needed and voluntarily
 - from his or her own premises at a suitable time
 - with definite shared responsibility for the communication and its flow
 - With the possibility and the right to turn the chat off, when needed



Literature about eGuidance

- eGuidance in Denmark: A new initiative to help more persons into education <http://ufm.dk/publikationer/2011/eguidance-in-denmark-a-new-initiative-to-help-more-persons-into-education?searchterm=e-guidance>
- A spotlight on e-guidance: <http://twelvehorses.ie/ncge/news/summer-2014.html> page 23
- Guidance in Education: <http://ufm.dk/publikationer/2014/guidance-in-education?searchterm=guidance%20in%20education>