



SUPPORTING YOUNG PEOPLE AND ADULTS ONLINE
IN THEIR VOCATIONAL ORIENTATION.



GERMANY

Self-assessment tool for studies and vocational training

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As a component of Lifelong Career Guidance, the self-assessment tool (SET for short) supports young people and adults (with and without university entrance qualification) online in their vocational orientation. The tool is freely accessible and free of charge. It is based on psychologically-based test procedures in four modules (skills, social skills, personal interests, professional preferences). On the results page, users can view suitable vocational training courses and fields of study. The tool is closely linked to the BA's personal career guidance, but can also be used alone.

The user numbers of the SET show that the tool is very well received.

Name of the PES

BA – Bundesagentur für Arbeit.

Scope of measure

The self-assessment tool is one of the three components of the BA's lifelong career guidance.

When was the practice implemented?

In May 2018, SET was rolled out nationwide for the area of studies for people with university entrance qualifications.

In October 2019, SET was expanded and completed to include vocational training for people with and without university entrance qualifications.

What was the driver for introducing the practice?
Was it internal or external?

On the one hand, there is a general need for orientation and guidance among young people entering the labour market, both regarding a realistic assessment of their strengths and competences and general interests. On the other hand, the German vocational and academic system is particularly complex, currently offering over 600 trained occupations and around 10,000 different academic studies.

In order to reduce this individual and institutional complexity, it was decided to provide an easily accessible and methodically sound first orientation and to connect this to additional services of counselling.

With lifelong career guidance, the BA reacts to changing conditions in the labour market and the BA's increasingly important counselling task. In times of digitisation, the BA should also provide an online service for vocational orientation.

Which organisation was involved in its implementation?

Bundesagentur für Arbeit and external service providers for professional science and test psychology.

Which groups were targeted by the practice?

Young people and adults with and without university entrance qualifications (SEK I and II).

What were the practice's main objectives?

- ▶ To support young people and adults online in their orientation.
- ▶ To show them suitable fields of study and vocational training by means of psychologically-based test procedures.

What activities were carried out?

- ▶ Technical conception.
- ▶ Technical implementation.
- ▶ Qualification of employees.
- ▶ Continuous collection, evaluation and implementation of internal and external user feedback throughout the development period.
- ▶ Promotion of the tool via various channels and formats.

What resources and other relevant organisational aspects were involved?	SET was conceived in cooperation with external service providers for occupational science and test psychology and implemented in an interdisciplinary team with the IT department of the BA. SET was continuously further developed by means of internal and external user feedback.
What were the source(s) of funding?	BA budget.
What were the outputs of the practice: people reached and products?	Between January 2018 and October 2019, almost 300,000 people used SET. Of these, 61% are female and 65% are 18 years or younger. To date, about 600,000 test modules have been completed by all users.
What outcomes have been identified?	A possible outcome would be a better general orientation of young people regarding their labour market prospects and interests. Since this is hard to measure and even harder to link to the self-assessment tool, the practice's actual impact regarding desired outcomes cannot be measured in a reliable way.
What are the lessons learnt and success factors?	The number of users of the self-assessment tool shows a clear need for digital self-services. The development with an interdisciplinary team of experts and IT as well as the continuous integration of user feedback were success factors.



Contact details for further information

Email: ZAV.Europavertretung@arbeitsagentur.de