

Baden-Württemberg, Germany



Landesnetzwerk Weiterbildungsberatung – Regional Network Educational Guidance



Keyword(s):

Career Guidance

Introduction

The large selection of offers for general and professional training is a challenge for many citizens: Which further education is suitable for me? What financing options do I have? And how can I continue learning after a qualification?

Within the Landesnetzwerk Weiterbildungsberatung Baden-Württemberg (Regional Network for Educational Guidance – LN WBB) qualified consultants support individuals in all questions regarding further education and training. Together with the client, the guidance counsellors look for the right training offer. Guidance within the network is free of charge, professional and neutral. Educational offers from various further training providers are taken into account.

The LN WBB counselling offices are based at more than 180 organisations all over the region of Baden-Württemberg. All network members that are hosting a guidance service are established entities of adult education. Among the members, there are Volkshochschulen (adult education centres), church-based education providers, chambers of industry, commerce, crafts and other business, Universities, private education and training providers etc.

Main challenge

The main challenge of the network was to offer a guidance service based on common quality standards. Since career and educational guidance are not well-established and widely known as a service in Germany, it is also a big challenge to inform about the counselling offer and reach clients, especially those in need of education and training.

Timing

The LN WBB was established in the framework of the Alliance for Lifelong Learning Baden-Württemberg (BLLL). Within the alliance, the state government of Baden-Württemberg and around 40 partners from the adult education and vocational training sector closely link and coordinate their educational strategies and offers in the region of Baden-Württemberg. The regionwide guidance network was established in a pilot project from 2012 to 2014. Since 2015, guidance is offered as a permanent service to all citizens.

Objective

The objective of the network is to offer high-quality educational and career guidance to all citizens. Guidance within the network is free of charge and shall be professional and neutral. Every citizen in the region shall have access to guidance offers close to her or his place of living. Through outreach activities, different target groups shall be reached, also groups with disadvantaged backgrounds.

Target group

Target groups are all adults of all ages with all kinds of backgrounds. Among the clients, there are young adults as well as senior citizens which are retired, immigrants, employed and unemployed persons etc.

Geographical range

The service is offered in the German Bundesland Baden-Württemberg. Baden-Württemberg has around 11 million inhabitants.

Stakeholders and partners

The regionwide guidance service is implemented with the help of more than 180 stakeholders from the field of adult education, vocational training and other educational services. Among the members of the network, there are Volkshochschulen (adult education centres), church-based education providers, chambers of industry, commerce, crafts and other business, Universities, private education and training providers etc. The Baden-Württemberg ministry of education promotes and finances the network, other ministries such as the ministry of economics support the network, too. The network is coordinated by the Volkshochschulverband Baden-Württemberg (regional association of adult education). A board of trustees (Kuratorium) steers the network activities.

Strategy / materials

The LN WBB bundles competencies of more than 180 member institutions throughout Baden-Württemberg and pursues an overarching goal: to offer guidance services that are free of charge, neutral, individual and regionwide. Advice seekers shall have access to independent and individual advice so that they find the best pathway for their personal career.

The guidance service addresses the following issues:

- options for professional development
- professional (re)orientation
- professional re-entry
- second-chance education and basic education
- individual competence balancing
- search for suitable training opportunities
- funding Opportunities
- basic education
- integration for immigrants
- post-employment phase
- volunteering
- and much more

The guidance network's coordination office defines the network services and sets common quality standards. I offers training for staff of the guidance services and establishes a framework for quality management. It also coordinates communication activities including a common branding and corporate design, a common website, common leaflets and brochures, common communication campaigns with films and professional social media activities etc.

Resources

The network is financed via public funding of the region of Baden-Württemberg. The region's ministry of education provides funding for the network's coordination office and central activities. The guidance offices receive funding per guidance session.

Compliance with Sustainable Development Goals (SDG)

The project is in line with SDG 4 and others.

Innovation(s)

The approach is innovative with view to the involvement of different stakeholders and their competencies, the establishment of common quality standards, the offer of tailored staff training and the common communication strategy.

Evaluation

Quantitative evaluation is based on figures like the number of services, the number of clients and the number of guidance sessions.

During the pilot phase, the establishment of the network and its quality standards was accompanied by the University of Heidelberg that guaranteed that the network services are based on findings of latest research.

The guidance services report on a yearly basis, both quantitative data as well as information on the quality of their services.

Success parameters

- number of guidance services, staff, clients and guidance sessions.
- compliance with the quality standards of the network

Impact

The guidance network guarantees that citizens in the region can take tailored decisions with view to their personal educational and career pathways. Like this, the network contributes to the establishment of a rich lifelong learning culture, the increase of the participation of adults in education and training and the tailored access to qualification and upskilling. It is also a good strategy to fight skills gaps.

Impediments

Main challenges are to maintain and further develop quality standards, to ensure visibility of the guidance service as well as financing and to constantly develop the services, e. g. concerning virtual guidance.

Replicability

The idea of networking and cooperation of different stakeholders in the field of career guidance is replicable and bigger and in small regions. The level of professionalisation of the cooperation and the question whether funding is available may differ, but general ideas such as common communication strategies, common knowledge management and staff training, the transfer of methods etc. might be implemented.

Concluding remarks

The LN WBB is nowadays a well established offer in the field of adult education in Baden-Württemberg.

Website/Social Media profile(s) of the initiative

<https://www.lnwbb.de>

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