

# Adult education targeted at needs

**The development programme ‘Adult counselling as a resource for working life. National programme to develop information, counselling and support services for adult education’ aims to provide a comprehensive selection of information, guidance and counselling services to all adults making education and career plans.**

## ‘ADULT COUNSELLING AS A RESOURCE FOR WORKING LIFE.

National program to develop information, counselling and support services for adult education’ has an impact at various levels. It strengthens the counselling competence of teaching and counselling personnel, guidance and counselling activities within the employment and economic development administration, and cooperation between national and regional actors. The goal is to improve information, guidance and counselling services for adults.

These services refer to the service selection produced in cooperation between various administrative sectors, targeted at persons facing choices related to education and career change. Such services are also directed at enterprises, for the purposes of developing their personnel’s competencies.

The target group is experts working in education management, in employment and economic development administration, and in information service, guidance and teaching positions within various working communities. Other actors within cooperation networks are also targeted. The people who benefit from the development of these services most are those studying or planning to begin studying, whether employed or unemployed.

The related information, guidance and counselling services enable longer careers and help increase the employment rate. Guidance services improve the functioning of working life. The development programme promotes the availability of competent labour force. This is achieved by increasing information, guidance and counselling services at local, regional and national level for all clients, including groups which are under-represented in terms of education.

## Opin Ovi opens service points and enhances regional cooperation, NUOVE develops multi-channel services and assessment of counselling

The development programme comprises sub-programmes and sub-projects. The coordination project is responsible for the nationwide coordination, monitoring and dissemination of information for the development programme. On the other hand, the regional Opin Ovi projects lead to the creation of multidisciplinary networks. Various regional co-operational working groups on counselling have been established. Development work results include both mobile (e.g. the Opin Ovi van in Pirkanmaa) and permanent (e.g. URABAARI in the Helsinki metropolitan area) service points, regional telephone services related to educational counselling and brochures on the adult education services available in each region.

For instance, the Opin Ovi Pirkanmaa project aims to strengthen regional network cooperation. Its network of actors includes a total of 40 organisations and communities, which represent, for example, pro-



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**The career change event Ammatinvaihto Keskustorilla – ovi uuteen ammattiin (a doorway to a new profession) was organised at Tampere Central Square in August. At this event, the Opin Ovi theme van demonstrated its career change services.**

viders of education services, the employment and economic development administration, working life, enterprises, labour organisations and the third sector. Multidisciplinary cooperation has also been increased in Northern Finland, resulting in the ‘Successful in Lapland’ regional strategy for information, guidance and counselling services for adults, in force until the year 2020.

The NUOVE project is divided into three sub-projects: the development of on-line services for education guidance and career counselling, the development of assessment instruments for counselling services, and the project for the assessment of the development programme. Research into developing the quality of counselling services produces, for example, quality indicators, instruments for assessing services and feedback systems. The aim is that, at the end of the project period, citizens will have access to, for instance, a public portal for education and career counselling services, and a national telephone service meeting career selection needs.

The STUDIO segment of the project is responsible for developing the competencies of teaching personnel in adult education. The ERKKERI and TE-ERKKERI segments enhance the competencies of counselling, guidance and teaching personnel, as well as the development of their guidance and counselling work practices. Related to working life, the TYÖELÄMÄ-ERKKERI project segment is aimed at the stronger development of competencies in persons responsible for developing employee skills in their workplace.

## The national development programme ‘Adult counselling as a resource for working life. National programme to develop information, counselling and support services for adult education’

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