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V.I.D.E.O.

(Using Video-CV To Increase And Develop Employment Opportunities)

FOLLOW-UP NATIONAL REPORT FROM ITALY

Leonardo Da Vinci Programme

**Lifelong Learning Programme
V.I.D.E.O. PROJECT**

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PREMISE ON THE DEVELOPMENT OF THE PROJECT IN ITALY

This follow-up report will analyse the state of the art of the VIDEO Project in Italy as well as its development and outcomes in the Country.

The evaluation has concerned the following subjects:

- Users having participated into the project as protagonists of the Video-CV shootings
- Counselors of the COLs having been involved in the Project
- Entrepreneurs and experts from Agencies for the Employment and other similar Institutions having taken part into a focus group organized by the City of Rome.

Development and state of the art of the Project in Italy

In Italy, the Project was carried out with the involvement of the Centres for Vocational Guidance of the City of Rome (COL).

In particular, five Centres have been involved in the Project:

- COL "Simonetta Tosi";
- COL Carceri
- COL Cenci
- COL Mozart
- COL Pasolini

The personnel of the Centres have been involved since the beginning in the Project, from phase 2 of the Project work-plan (interviews aimed at pointing out the Model for the Video-CVs to be realised) to the phase 7 (completion of 23 Video-CV).

From the above mentioned Centres, **10 operators have been selected** to participate into the Project and have been trained in order to learn the key-points of the VIDEO Project methodology.

The front training has been realised mostly "in itinere", and has concerned , more in detail, the following topics:

- General introduction to the theory of the Video-CV creation: 2 hours; Venue: COL "S. Tosi".
- Theoretical session: Choosing applicants for the Video-CV recording; preparing a script: 3 hours. Venue: COL "S. Tosi".
- Practical session: How to record a Video-CV. Preparing the set; illuminating the set; use of the camcorder: 3 hours; venue: COL "S. Tosi".

- Front training lessons on *How to edit a Video-CV by using Windows Movie Maker*: 4 hours;
Venue: CPI “Corviale”; COL “S. Tosi”.

Project target groups

Concerning the users, up to now 21 Video-CVs have been realised in Italy.

The protagonists of the Video-CVs were, in some cases, 40 years old people, both men and women, always with problems in finding a job due to the economic crisis and due to their provenance from disadvantaged areas of the country (Southern Italy).

In many cases, selected users were disadvantaged people, in particular immigrants (6 people) and detained people (3 people).

Users involved in the Project showed a great enthusiasm in being part of this innovative initiative and had only little difficulties during the shootings.

It is important to stress that the users that had the possibility to receive the Video-CV on a CD-ROM and to exploit it, **had enthusiastic feedbacks from the entrepreneurs to which they have shown their Videos.**

Another point that needs to be stressed is that several users having participated in the Project have found in short time a job, also the ones that did not receive soon their Video-CV on a CD. This could be due also to the fact that realising the Video-CV has been an important step in their lives and in their guidance path, that has strongly motivated and helped them in increasing their self-esteem, allowing them to become really aware about their value, their skills and competences.

PART I - USERS' EVALUATION

The evaluation was carried out by personal interviews to 5 users.

Users having **taken part into the Video-CV shootings evaluated positively the Video-CV tool as well as the entire experience.** More in detail, in the following lines we will analyse the most common answers to the proposed questions:

Q.1 How do you evaluate your experience with the Video-CV?

The evaluation is always positive.

All the users interviewed stressed that recording the Video-CV has been a nice, in some case also funny, experience.

The positive relationship with the Tutor has been strongly stressed by all the users and it seems to have been of capital importance for the good evaluation of the entire experience.

Users stressed, in some cases, the fact that the Video-CV has been a useful tool in **preparing a job interview.**

Q.2 Did the Video-CV created satisfied your expectations?

All the answers to this question were positive.

Q.3 Did the Video-Cvs realised within the V.I.D.E.O. Project have been useful for you?

The most common answers to this question stressed that, above all, the Video-CV tool can be useful particularly in **enhancing applicants' self-esteem** and as a guidance tool.

Q.4 Could you describe what you appreciated of the Video-CV tool?

The most common answers to this question highlighted that the Video-CV can help:

- In better expressing applicants' personality;
- As a tool to better evaluate and recognise applicants' competences and skills;
- As a way to become more aware about what we are and what we can do.

Q 5. In your opinion and thinking to the structure and process for creating the Video-CV (from the interview to the building of the script of the Video, and to the shootings of the Video) , was the methodology pointed out to create the Video-CV appropriate?

The answers were positive. Some applicants evaluated positively, in particular, the possibility provided by the Video-CV structure, to express their personality and their professional aims.

Q. 6. Did you encounter any problem or difficulty while realising the Video-CV (from the writing of script/text to the shootings)?

For all the participants, the experience of the Video-CV shootings has been positive and there have been no particular problems or difficulties.

It has been stressed by 2 people the initial difficulty caused by shyness or need to take confidence with the camcorder.

A very important point on which focus on is that almost all the interviewed users stressed that the **relationship with the Tutor** has been the key factor having helped them to overcome any initial difficulty.

Q. 7. According to your opinion, which are the points of strength and weakness of the Video-CV tool?

One of the most common point of strength according to users' opinion is that the Video-CV gives the chance to **express people's personality**. Very important is also the possibility, offered by this tool, to raise awareness of "what I am and can do" and can help in increasing ones' self-esteem.

Its weakness is that talking in front of a camcorder can be a little bit difficult. Furthermore, it has been stressed (2 people) that the Video-CV could introduce a prejudice so it has to be done for the right people and in the proper way.

Q. 8. How do you evaluate the competences of the entire staff involved in the creation of the Video-CV?

Also in this case the evaluation has been very positive. In particular, again the role and the competence of the Tutors have been stressed by the interviewed users.

Q. 9. In your opinion, what could be done to further improve and develop the Video-CV tool?

Users are, definitely, satisfied about the product realised. They have suggested only a few things to improve the Model pointed out in the frame of the Project:

- Doing some external shootings;
- Strengthening the relationship with the Tutor and focus more and more on his/her role in creating the Video-CVs;
- Having more technical assistance during the shootings (e.g. from a Director).

PART II – COUNSELORS' EVALUATION

As mentioned in the premises, the City of Rome has selected a team of 10 operators from its Centres for Vocational Guidance. About 5-6 people from this team have been more involved in the Project and 5 of them (the ones having been protagonists of the Video-CV shootings) have been interviewed.

Generally speaking the experience has been evaluated very positively by the operators, even if they had some difficulties in managing this tool due to the lack of human resources and to their being involved in many Projects.

The need of a more intensive training, with particular focus on the practical part devoted to the use of a software to edit the Video-CVs has been stressed in some cases.

Details about their evaluation are in the most common answers to the questionnaire submitted to each of the five operators.

Q1. How do you evaluate your participation to the creation of the Video-CVs?

The experience of realising the Video-CVs according to the general opinion of the interviewed operators, has been regarded as a chance for a new reflection by the involved operators, focused on an original methodology, and a new tool supporting in particular the guidance activity.

The Video-CV tool is also regarded as a premises for a comparison and reflection on different interpretative models and as a more effective service offered to the users.

Q.2. Did the Video-CV tool created satisfy your expectations and the ones of the applicants?

The answers are always positive but for an operator that is satisfied not at all because it is not suitable for all the target and because specific targets, like the disabled or disadvantaged people, could have problems in being in front of a camera and speak about themselves.

The Video-CV is regarded by the interviewed operators **as a very effective vocational guidance tool** but it is not suitable for all the types of users or professional sectors.

The tool can be useful for the following targets, according to the outcomes of the interviews:

- Medium and high-skilled people. These kind of users have been very satisfied by the experience;
- Immigrants , even if in this case there could be linguistic difficulties.

Q.3. Do you think that Video-Cvs realised within the V.I.D.E.O. Project has been useful for the applicants?

The answers were positive. In particular, the effectiveness of the Video-CV is huge:

- As a tool for vocational guidance and for self-reflection
- As a tool to valorise users' competences, also if acquired in non-formal and informal learning contexts
- As a tool to express the *hidden skills*
- As a tool able to help the matching between job demand and supply
- As a way to make users aware about their skills and competences

Q. 4. How do you evaluate the methodology pointed out to create the Video-Cvs?

The methodology has been regarded in a positive light, in particular it is common opinion that it will be possible in the future to compare and evaluate its effectiveness.

It has been useful to point out a scheme for the shootings and discussing about diversified approaches (e.g. frontal shootings entirely focused on the person, or alternation of images in which the subject is shown while working).

It is important to stress, nevertheless, that in one case (see interview n. 4, Manuela Gabriele) the methodology, useful in order to save time, has been regarded as too rigid, needing to become more flexible in order to be used with particular target groups like disabled and disadvantaged people that could have more difficulties in standing in front of a camera respecting the rigid sequence of the Video script.

Q. 5. According to your opinion, which are the points of strength and weakness of the Video-CV as a tool?

Among the points of strength, it has been stressed the following:

- The Video-CV can make users more aware about their own communication style, in perspective of a professional interview
- The Video-CV can make them aware of their own competences
- The Video-CV is a less "aseptic" tool if compared to a written CV
- The Video-CV is useful for users taking advantages from showing the image and linguistic and communicational skills
- The Video-CV is a useful tool to present people, effective and innovative; it gives space to the immediacy of a people.

Among the points of weakness:

- The Video-CV can “frozen” a professional state and the experiences, as well as people’s personal skills (relational, organisational and social skills) being of course temporary and more difficultly “updatable”, if compared to a written CV
- Creating a Video-CV is a time consuming procedure
- The Video-CV as a new tool, is still not well known and entrepreneurs often are not aware about it. It is necessary to create a “culture” of this tool diffusing it among the potential entrepreneurs
- The Video-CV can be a too static tool if a user is not completely relaxed in front of the camcorder.

Q. 6. Did you encounter any specific problem/ difficulty in the entire process of Video-CV creation and realization?

In general, the greatest difficulty has regarded the managing of the entire process by a small team of people, linked to the fact that creating a Video-CV is a time consuming procedure.

It has been stressed the difficulty to communicate the potentials of this tool and the preparatory activities for the shootings have requested time (e.g. meetings with users in order to write the text for the Video-CV).

Furthermore, with specific targets - like the immigrants-, a difficulty has been represented by the linguistic problems that requested to memorise the text of the Video-CV script.

Other difficulties have been:

- Lack of users available to speak in front of a camcorder
- Organisational difficulties: need prepare and then took down the recording set for any shooting, due to the lack of space in the office of the Centres

Q.7. For which target of new users, in your opinion, would the Video CV tool be useful?

In spite of the above mentioned difficulties, according to the operators the Video-CV can be considered as a tool potentially useful particularly for the immigrants, because it can offer the chance to a not only verbal expression, making visible the immigrants skills and helping in overcoming the prejudices. Furthermore, the Video can emphasise aspects and relational skills that can’t be transferred through a traditional CV.

The tool, furthermore, has been regarded by the interviewed operators as useful for disabled people and for people having skills acquired in not formal learning contexts.

According to 3 operators, the Video-CV can indeed be more useful:

- For all the target (one answer)
- For the professional or the youngsters (one answer)

Q. 8. In your opinion, what could be done to further improve and develop the Video-CV tool?

It is general opinion of all the operators that it is needed, in order to improve and develop the effectiveness of the Video-CV tool, to create a kind of “culture” of the Video-CV by raising awareness and disseminating this tool.

In order to increase the potentials and the visibility of the applicants on the labour market, it is mandatory to create synergies with public Institutions and networks able to archive and make more exploitable for the enterprises such products.

Q. 9. In your opinion and thinking to your Centre, do you feel that the your/your staff's competences have increased, also in terms of offer to your Centre's users?

The answers are, in general, positive.

More in detail, interviewed operators believe that thanks to the Video-CV their existing competences have been focused on a new tool that, anyway, during its realisation has implied a reflection and a relation with the user for vocational guidance. Therefore, it has helped a systematisation of an already consolidated even if tailored for an innovative service.

The operators stressed that in order to be able to offer to users the Video-CV tool as a stable service, they need to further sharpen their technical competences (e.g. how to edit the Video-CV).

PART III – ENTREPRENEURS' EVALUATION

The evaluation of the Video-Cvs realised by entrepreneurs, Agencies for the employments as well as public organization engaged in the field of the matching between job demand and supply was made by collecting feedbacks during a focus group that took place on the occasion of a dissemination event.

The event and the focus were organized by the City of Rome and took place on the 6th of July 2010 at the seat of the Department for Productive Activities – Training Employment. The people participating were:

CITY OF ROME

- Franco Contarini – Responsible Organisational Unit “Planning of Promotion, Support and Vocational Guidance interventions”
- Donatella Mulas – Responsible for the Centres for Vocational Guidance
- Marco Merlini – VIDEO Project Co-ordinator
- Irene Salerno – VIDEO Project manager and researcher
- Gianluca Sabatini – Responsible for the VIDEO Project shootings
- Donata Magnani – City of Rome
- Antonella Barile – COL “Simonetta Tosi”
- Fabrizio Cucculelli – COL “Pasolini”

ALI – Agency for the Employment: Mr. Parroccini

INFORMAGIOVANI¹: Ms. Barbini

During the meeting, 3 Video-Cvs have been shown at the participants, and afterwards, a discussion arose about the following topics:

- 1. Evaluation of the products realised**
- 2. Perspectives for the exploitation of the Video-CV tool by enterprises and agencies for the employment**
- 3. Ideal target groups for the Video-CV tool**

¹ It is a public Institution devoted to the vocational guidance for young people and activities for the matching between job demand and supply)

4. *Strength and weakness of the Video-CV tool*

Summary of the focus group

Concerning the first point, the Video-CVs shown have been evaluated in a very positive way.

It has been stressed that:

- The products realised can help in having the immediate impression about a person. The Video.CV realised succeeded, according to the participants' opinion, in showing the applicants' personality and their most remarkable characteristics. Participants stressed the fact that in the labour market, the age of a candidate can be an obstacle in the research of a job. Indeed, the Video-CV can demonstrate the skills and competences of disadvantaged target groups, as the over 40 years old users and the immigrants, just starting from the comment to a Video-CV showing an immigrant while working.
- It has been recommended not to realise too long Video-CVs : to be effective, it has to be very short. The length of the majority of the Video-CVs shown is good (about 2 minutes).
- Concerning the Model pointed out and used to realise the samples shown, the point of view of the Agencies for the Employment is that it is not so necessary to have a rigid Model: this could be an advantage but also a disadvantage for the users.

Concerning the second topic, the Video-CVs have been regarded as very effective also for the head hunters for many reasons:

- It can help in making visible competences that are hidden or that it is not possible to properly describe on the paper, in a written CV;
- The Video-CV represents an added value because it gives more information to the entrepreneurs and the head hunters, in particular with respect to the possibility offered by the Video to evaluate the verbal expression, the communication skills and eventual language inflexions of the users;
- The Video-CV can be effective is given to a candidate that can present it on a CD-ROM, on low resolution in order to be more easily viewable. It would be ideal to have on a CD-ROM a written CV that runs together with a short video presentation of the applicant.
- Useful could also be a light version of the Video-CV to be sent by email, with link to a more complete Video presentation accessible for the interested entrepreneurs;
- Contrary to what emerged by the Second partnership meeting in Thessaloniki, participants stressed that **it would be interesting to have a Video-CV realised in the "interview style"**,

showing the applicant while answering to question that are generally asked during the first professional interview aimed at selecting the candidates;

- It has been stressed that the enterprises and other institutions that could be interested in the Video-CV tool are: Small and medium-size Enterprises; Agencies for the Employment; Professional Associations. With respect to the **possible exploitation of the Video-CV**, it has been underlined that this tool could also be exploited **in case of human resources redundancy**: in that case, the Video-CV could be used as tool for the bargaining and as a training tool.

Concerning the third point, it is possible to say, according to participants' opinion, that the ideal target groups are:

- The protected classes: there is a great request of people from protected classes by the Enterprises, but it is necessary to evaluate what is the remaining percentage, for these people, of ability to work. In this frame, the Video-CV can really be effective and help in evaluating the disabled applicant. The Video-CV can be useful for everybody, but in particular for those people.
- Immigrants and disadvantaged people, because it is possible to evaluate the abilities and skills of them beyond their possible linguistic difficulties or other possible prejudice.

Concerning the fourth point, the discussion was related to the fact that the Video-CV could introduce a **risk of prejudice for disabled people**, but this has been denied just from what discussed during the focus group (see third point above).

Another possible factor of weakness can be, according to one participant, the rigidity of the Video-CV tool, that could be difficult to be updated in a short time.

In answer to this perplexity, it has been stressed that if the Video-CV tool becomes a usual daily practice inserted in the normal activities of the Centres for Vocational Guidance and Centres for the Employment, there it could be not difficult to update a Video-CV, once created the general script of it for each user.

APPENDIX

INTERVIEWS TO USERS

Interview n. 1

User's name: Domenico Reda

Q1.

How do you evaluate your experience with the Video-CV?

For me, shooting the Video-CV has been a very nice experience. I have been using my Video-CV to search a new job and I have received a lot of compliments for the very innovative initiative!

Q.2

Did the Video-CV created satisfy your expectations?

Yes, completely.

Q.3

Did the Video-Cvs realised within the V.I.D.E.O. Project have been useful for you?

If yes, Could you please explain in which terms?

- *It has enhanced your self-esteem*
- *In has been useful to find a job*
- *Other (please, explain)*

Yes, for all the mentioned reasons but in particular for the first one: I have been working for years and then, suddenly, I lost my work, so I really needed something to stimulate my self-esteem!

Q.4

Could you describe what you appreciated of the Video-CV tool?

- *The possibility to show skills and competences acquired in non-formal or informal learning contexts*
 - *The possibility to describe skills and competences acquired in formal learning contexts (education, training, etc.)*
 - *The possibility to express your professional needs and ambitions*
 - *The possibility to better express your personality*
 - *Other*
- Above all, I appreciated the possibility offered by the Video-CV to express my own personality.*

Q. 5

In your opinion and thinking to the structure and process for creating the Video-CV (from the interview to the building of the script of the Video, and to the shootings of the Video) , was the methodology pointed out to create the Video-CV appropriate?

Yes, it was. In particular, I liked very much the final part because I had the possibility to express my personality, my hopes and professional ambitions.

Q. 6 Did you encounter any problem or difficulty while realising the Video-CV (from the writing of script/text to the shootings)? If yes, please describe the problem/difficulty encountered specifying how it was overcome

No, I had no particular difficulty.

Q. 7

According to your opinion, which are the points of strength and weakness of the Video-CV tool?

In my opinion, a point of strength is that the Video-CV gives the chance to express our own personality; its weakness is that talking in front of a camcorder can be a little bit difficult.

Q. 8

How do you evaluate the competences of the entire staff involved in the creation of the Video-CV?

All the staff has been very professional and I felt very well with all of them. I am very satisfied!

Q. 9

In your opinion, what could be done to further improve and develop the Video-CV tool?

If possible, I would suggest doing some of the shootings in external.

Interview n. 2

User's name: Monica Perozzi

Q1.

How do you evaluate your experience with the Video-CV?

It has been a nice, funny experience for me. I wrote together with Manuela (the counselor) the text for the Video.

Q.2

Did the Video-CV created satisfy your expectations?

Yes.

Q.3

Did the Video-Cvs realised within the V.I.D.E.O. Project have been useful for you?

If yes, Could you please explain in which terms?

- It has enhanced your self-esteem

- In has been useful to find a job

- Other (please, explain)

For me, to most remarkable think has been the collaboration with my tutor, Emanuela, she gave me the possibility to express what I wanted while writing the text for my Video-CV. It has been a funny experience, I thought "Well, finally the Institutions have invented something creative!".

Q.4

Could you describe what you appreciated of the Video-CV tool?

- *The possibility to show skills and competences acquired in non-formal or informal learning contexts*
- *The possibility to describe skills and competences acquired in formal learning contexts (education, training, etc.)*
- *The possibility to express your professional needs and ambitions*
- *The possibility to better express your personality*
- *Other*

Well, today without video you can do anything! In a Video-CV, you have the time to show what you are and it is very useful in the process of selection, I mean that after having received a CV, the entrepreneur needs anyway to see the applicant.

Q. 5

In your opinion and thinking to the structure and process for creating the Video-CV (from the interview to the building of the script of the Video, and to the shootings of the Video) , was the methodology pointed out to create the Video-CV appropriate?

Yes, it was.

Q. 6 Did you encounter any problem or difficulty while realising the Video-CV (from the writing of script/text to the shootings)? If yes, please describe the problem/difficulty encountered specifying how it was overcome

No, I had no problem.

Q. 7

According to your opinion, which are the points of strength and weakness of the Video-CV tool?

The Video is a chance for job seekers but it can also introduce cause a prejudice in the process of selection.

Q. 8

How do you evaluate the competences of the entire staff involved in the creation of the Video-CV?

Well, the collaboration with my tutor Emanuela has been great and I would like also to underline that the atmosphere created on the little set during the shootings was nice. I think that the less a person is familiar with showing him/herself or writing about him/herself, the more it becomes important the help and professionalism of the staff involved in a Video-CV creation.

Q. 9

In your opinion, what could be done to further improve and develop the Video-CV tool?

In order to strength this tool, I would say to focus on the counselor, the tutor, and the people who will have to follow the user, and strengthen this relationship.

Interview n. 3

User's name: Marco Bassi

Q1.

How do you evaluate your experience with the Video-CV?

It has been a very nice experience for me, very satisfying and important in order to prepare myself for a job interview. I also have enjoyed myself.

Q.2

Did the Video-CV created satisfy your expectations?

Yes, completely!

Q.3

Did the Video-Cvs realised within the V.I.D.E.O. Project have been useful for you?

If yes, Could you please explain in which terms?

X It has enhanced your self-esteem

- In has been useful to find a job

- Other (please, explain)

Q.4

Could you describe what you appreciated of the Video-CV tool?

- The possibility to show skills and competences acquired in non-formal or informal learning contexts*
- The possibility to describe skills and competences acquired in formal learning contexts (education, training, etc.)*
- The possibility to express your professional needs and ambitions*
- The possibility to better express your personality*
- X Other*

For me, the most important think has been the possibility to express myself. It is very different respect to a written CV so I really appreciated the possibility to show what I am, highlighting the best of me.

Q. 5

In your opinion and thinking to the structure and process for creating the Video-CV (from the interview to the building of the script of the Video, and to the shootings of the Video) , was the methodology pointed out to create the Video-CV appropriate?

Yes, it was.

Q. 6 Did you encounter any problem or difficulty while realising the Video-CV (from the writing of script/text to the shootings)? If yes, please describe the problem/difficulty encountered specifying how it was overcome

No, I had no problem after the first minutes: I am a perfectionist, so I had some difficulty only in the beginning.

Q. 7

According to your opinion, which are the points of strength and weakness of the Video-CV tool?

The strength is that in a time in which everything is viewable, the Video-CV can be a useful tool. The weakness could be if someone thinks to use it as an exclusive tool: in the contrary, I think that the Video-CV has to be regarded as a complementary tool.

Q. 8

How do you evaluate the competences of the entire staff involved in the creation of the Video-CV?

I really appreciated all the staff and the people, in particular my Tutor.

Q. 9

In your opinion, what could be done to further improve and develop the Video-CV tool?

I do not know what to say concerning this point because in my opinion the Video-CV is perfect as it has been featured.

Interview n. 4

User's name: Conchita Montella

Q1.

How do you evaluate your experience with the Video-CV?

I liked the experience, starting since the first phases for the text writing. It has been exciting to summarise and remember all my professional experiences in the field of restoration. I had the possibility to talk about the emotions coming from my work....

Q.2

Did the Video-CV created satisfy your expectations?

Yes.

Q.3

Did the Video-Cvs realized within the V.I.D.E.O. Project have been useful for you?

If yes, Could you please explain in which terms?

X It has enhanced your self-esteem

- In has been useful to find a job

- Other (please, explain)

Q.4

Could you describe what you appreciated of the Video-CV tool?

- The possibility to show skills and competences acquired in non-formal or informal learning contexts*
- The possibility to describe skills and competences acquired in formal learning contexts (education, training, etc.)*
- The possibility to express your professional needs and ambitions*
- X The possibility to better express your personality*

X Other

It has been important for me that this tool has helped in recognizing what I am, that I can do and all the works that I have done for which I felt so proud!

Q. 5

In your opinion and thinking to the structure and process for creating the Video-CV (from the interview to the building of the script of the Video, and to the shootings of the Video) , was the methodology pointed out to create the Video-CV appropriate?

Yes!

Q. 6 Did you encounter any problem or difficulty while realising the Video-CV (from the writing of script/text to the shootings)? If yes, please describe the problem/difficulty encountered specifying how it was overcome

I was a little bit shy, you know, being in front of a camera is a little bit difficult also due to my language.

Q. 7

According to your opinion, which are the points of strength and weakness of the Video-CV tool?

The strength is that the Video-CV can arise awareness of what you are and can help in increasing ones' self-esteem. Concerning the weakness, I do not know it yet! Maybe in a year I will be able to judge if this tool can help in finding a job.

Q. 8

How do you evaluate the competences of the entire staff involved in the creation of the Video-CV?

All the staff has been very professional.

Q. 9

In your opinion, what could be done to further improve and develop the Video-CV tool?

Maybe I can suggest to involve in the shootings a Director that can help and explain, before the shootings, how to stand in front of the camera, how to look into the camcorder, etc.

Interview n. 5

User's name: Alessandra N.

Q1.

How do you evaluate your experience with the Video-CV?

I found the experience very nice and funny! I had the possibility to talk about me at the best, trying again and again while the shootings were perfect and I was able to express myself.

Q.2

Did the Video-CV created satisfy your expectations?

Yes. I would like to have the possibility to better exploit my Video-CV, for example I would like to have it on a DVD...

Q.3

Did the Video-Cvs realized within the V.I.D.E.O. Project have been useful for you?

If yes, Could you please explain in which terms?

X It has enhanced your self-esteem

- In has been useful to find a job

X- Other (please, explain) I think that it has been useful for me to motivate myself in the continuous research of a job.

Q.4

Could you describe what you appreciated of the Video-CV tool?

- The possibility to show skills and competences acquired in non-formal or informal learning contexts*
- The possibility to describe skills and competences acquired in formal learning contexts (education, training, etc.)*
- X The possibility to express your professional needs and ambitions*
- X The possibility to better express your personality*
- Other*

Q. 5

In your opinion and thinking to the structure and process for creating the Video-CV (from the interview to the building of the script of the Video, and to the shootings of the Video) , was the methodology pointed out to create the Video-CV appropriate?

I think yes.

Q. 6 Did you encounter any problem or difficulty while realising the Video-CV (from the writing of script/text to the shootings)? If yes, please describe the problem/difficulty encountered specifying how it was overcome

I needed to try and try and repeat all the scenes, so it took long time (about 2 hours and a half to record the Video-CV!

Q. 7

According to your opinion, which are the points of strength and weakness of the Video-CV tool?

The strength it is useful to better express one's skill and increase one's self-esteem. Concerning the weakness, I do not know what to say....

Q. 8

How do you evaluate the competences of the entire staff involved in the creation of the Video-CV?

Well I really appreciated the patience of all the staff involved in the Video-Cv recordings and a special thanks goes to my tutor that helped and supported me!

Q. 9

In your opinion, what could be done to further improve and develop the Video-CV tool?

Being faster in providing hard copies in order to better exploit it.

INTERVIEWS TO COUNSELORS

Interview n. 1

Counselor's name: Umberto Saita – COL Mozart

Q1.

How do you evaluate your participation to the creation of the Video-CVs?

The experience of realising the Video-CVs, inaugurated for the first time within the Centres for Vocational Guidance of the City of Rome, has given the possibility for a new reflection by the involved operators, focused on an original methodology. Setting the premises for a comparison and reflection on different interpretative models closely related to this new opportunity, to the pointing out of target and to a more ample comparison, at an international level, concerning the potentialities of the tool.

Q.2

Did the Video-CV tool created satisfy your expectations and the ones of the applicants?

Yes.

Q.3

Do you think that Video-Cvs realised within the V.I.D.E.O. Project has been useful for the applicants?

Yes:

- As a tool for vocational guidance and for self-reflection.

- As a tool to valorise users' competences, also if acquired in non-formal and informal learning contexts.

Q. 4

How do you evaluate the methodology pointed out to create the Video-Cvs?

As every "experimental" product, the methodologies pointed out in this phase have been diversified and made available for a comparison and evaluation of their effectiveness. Besides the duration of the Video-CV, also the scheme and the editing of the shooting faced diversified approaches (e.g. frontal shootings entirely focused on the person, or alternation of images in which the subject is shown while working). The evaluation of the effectiveness will obviously be done in a second phase.

Q. 5

According to your opinion, which are the points of strength and weakness of the Video-CV as a tool?

Among the points of strength, I would say the fact that the Video-CV can make users more aware about their own communication style, in perspective of a professional interview, and above all, the Video-CV can make them aware of their own competences.

Among the points of weakness, there is the fact that the Video-CV can "frozen" professional state and experiences, as well as people's personal skills (relational, organisational and social skills) being of course temporary and more difficultly "updatable", if compared to a written CV.

Q. 6

Did you encounter any specific problem/ difficulty in the entire process of Video-CV creation and realization?

Having imagined as users for the Video-CV the immigrants, the greatest difficulty has regarded the managing of the entire process. First of all, the communication about the potentials of this tool (not easy and immediate) and the preparatory activities for the shootings like, for example, the meetings with users in order to write the text for the Video-CV. Also the necessity to memorise the text has been problematic due to the linguistic difficulties of the immigrants.

Q.7

For which target of new users, in your opinion, would the Video CV tool be useful?

In spite of the mentioned difficulties, we have imagined the Video-CV as a tool potentially useful particularly for the immigrants, because this tool offer the chance to a not only verbal expression, making visible the immigrants skills and helping in overcoming the prejudices . Furthermore, the Video can emphasise aspects and relational skills that can't be transferred through a traditional CV.

Q. 8

In your opinion, what could be done to further improve and develop the Video-CV tool?

In my opinion, a way to improve and develop the effectiveness of the Video-CV tool involves the channels used to diffuse the tool. In order to increase the potentials and the visibility of the applicants, it is possible to think to synergies with public Institutions and networks able to archive and make more exploitable for the enterprises such products.

Q. 9

In your opinion and thinking to your Centre, do you feel that the your/your staff's competences have increased, also in terms of offer to your Centre's users?

I think that the staff's competences have neither increased nor enriched. Existing competences have been focused on a new tool that, anyway, during its realisation has implied a reflection and a relation with the user for vocational guidance. Therefore, it has helped a systematisation of an already consolidated even if tailored for an innovative service.

Interview n. 2

Counselor's name: Giosuè Popolizio - Col "Simonetta Tosi"

Q1.

How do you evaluate your participation to the creation of the Video-CVs?

The experience has been very interesting and of course to be repeated. It is difficult anyway to transmit to the users the idea of a Video-CV.

Q.2

Did the Video-CV tool created satisfy your expectations and the ones of the applicants?

Yes, I am more than satisfied!

Q.3

Do you think that Video-Cvs realised within the V.I.D.E.O. Project has been useful for the applicants?

If yes, Could you please explain in which terms?

- In enhancing self-esteem
- As guidance tool
- In helping applicants to find a job
- In helping applicants in matching job demand/supply
- In better showing skills acquired in non-formal, informal learning contexts
- Other (please, explain)

Answer: In each of the cases quoted, in particular in helping applicants in matching job demand/supply

And in better showing skills acquired in non-formal, informal learning contexts.

Q. 4

How do you evaluate the methodology pointed out to create the Video-Cvs?

I don't have anything to say concerning the methodology, or about other aspects; sometime, indie, the duration of the Video-CV seems to be too short, especially for very skilled people that would need more space in order to show their competences.

Q. 5

According to your opinion, which are the points of strength and weakness of the Video-CV as a tool?

A point of strength is its being less "aseptic" if compared to a written CV. A point of weakness is than creating a Video-CV is a time consuming procedure.

Q. 6

Did you encounter any specific problem/ difficulty in the entire process of Video-CV creation and realization?

None!

Q.7

For which target of new users, in your opinion, would the Video CV tool be useful?

I think that this tool can be suitable for everybody!

Q. 8

In your opinion, what could be done to further improve and develop the Video-CV tool?

Increasing the awareness about this tool also in the schools.

Q. 9

In your opinion and thinking to your Centre, do you feel that the your/your staff's competences have increased, also in terms of offer to your Centre's users?

Yes, of course!

Interview n. 3

Counselor's name: Fabrizio Cucculelli - Col "Pasolini"

Q1.

How do you evaluate your participation to the creation of the Video-CVs?

The Project has been interesting for me and I think that the Video-CV tool can be a useful tool for the users. The only point of weakness have been the administrative issues of the City of Rome having caused some delays in the Project development. Due to this fact, the operators of the COLs have had not so much time to realise the needed Video-CVs

Q.2

Did the Video-CV tool created satisfy your expectations and the ones of the applicants?

Yes, both mine and the ones of the users.

Q.3

Do you think that Video-Cvs realised within the V.I.D.E.O. Project has been useful for the applicants?

If yes, Could you please explain in which terms?

X In enhancing self-esteem

X As guidance tool

- In helping applicants to find a job

- In helping applicants in matching job demand/supply

X In better showing skills acquired in non-formal, informal learning contexts

- Other (please, explain)

Q. 4

How do you evaluate the methodology pointed out to create the Video-Cvs?

Very effective.

Q. 5

According to your opinion, which are the points of strength and weakness of the Video-CV as a tool?

Points of strength: it is a useful tool to present people, effective and innovative; the weakness is that being the Video-CV a new tool it is not well known and entrepreneurs often are not aware about it. So, it is necessary to create a "culture" of this tool diffusing it among the potential entrepreneurs.

Q. 6

Did you encounter any specific problem/ difficulty in the entire process of Video-CV creation and realization?

It has been difficult sometimes to find users available for realizing Video-CVs.

Q.7

For which target of new users, in your opinion, would the Video CV tool be useful?

For disabled people and for people having skills acquired in not formal learning contexts.

Q. 8

In your opinion, what could be done to further improve and develop the Video-CV tool?

It could be useful to organise informative meetings with entrepreneurs and employment Agencies so as to make them aware about this tool.

Q. 9

In your opinion and thinking to your Centre, do you feel that the your/your staff's competences have increased, also in terms of offer to your Centre's users?

Yes; my the personal competences have increased, which means that also the vocational guidance skills of my Centre have increased. But no other colleague from my Centre participated into the Project.

Interview n. 4

Counselor's name: Manuela Gabriele - Col "Simonetta Tosi"

Q1.

How do you evaluate your participation to the creation of the Video-CVs?

I have been very involved in several Video-CVs creation. The experience has been professionally fatiguing but interesting and satisfying for the users, also those who shown more difficulties in the relationship with the camcorder.

Q.2

Did the Video-CV tool created satisfy your expectations and the ones of the applicants?

The Video-CV is useful as a vocational guidance tool but it is not suitable for all the types of users or professional sectors. I believe that it is useful above all for medium and high skilled people. These kind of users have been very satisfied by the experience.

It has been difficult to use the tool with users having linguistic or personal difficulties: the shootings of the user while working is not enough to let competences to emerge, sometimes. Furthermore, a user has had, during the shootings, a moment of very hard difficulty, and we have been on the point of not realizing the Video-CV.

I realized that the Video-CV tool has not satisfied at all my expectations, particularly thinking to disadvantaged users.

Q.3

Do you think that Video-Cvs realised within the V.I.D.E.O. Project has been useful for the applicants?

If yes, Could you please explain in which terms?

X In enhancing self-esteem

X As guidance tool

X In helping applicants to find a job

- *In helping applicants in matching job demand/supply*
- *In better showing skills acquired in non-formal, informal learning contexts*
- *Other (please, explain)*

Q. 4

How do you evaluate the methodology pointed out to create the Video-Cvs?

I think that it has been useful to standardise a methodology and a model for the Video-CV because this has allowed us to strongly reduce the times for creating the products. I believe, however, that our way for realising the Videos is too rigid, leaving a too little space both to the imagination of the guidance operator and to the possibilities of experimentation, necessary to adapt the tool to disadvantaged people.

Q. 5

According to your opinion, which are the points of strength and weakness of the Video-CV as a tool?

Points of strength: Useful for users taking advantages from showing the image and linguistic and communicational skills.

Points of weakness: difficulty to tailor the tool for people with problems; difficulties related to the Camcorder.

Q. 6

Did you encounter any specific problem/ difficulty in the entire process of Video-CV creation and realization?

The difficulties encountered are:

- *The restricted time to realise the Videos;*
- *Problems in realising the shootings in external;*
- *Difficulties during the shooting (the set had to be prepared and took down each time);*
- *Difficulties related to the technical skills to edit a video, the training has been too short;*
- *Difficulties among the members of the équipe.*

Q.7

For which target of new users, in your opinion, would the Video CV tool be useful?

For students and, in general, for the youngsters that are more open-minded about the new technologies or for the professionals from specific sectors.

Q. 8

In your opinion, what could be done to further improve and develop the Video-CV tool?

It could be useful to experiment different kind of models.

Q. 9

In your opinion and thinking to your Centre, do you feel that the your/your staff's competences have increased, also in terms of offer to your Centre's users?

As in all the experiences, through moments of comparison and training we have learned something useful from this Project. To be able to offer to users the Video-CV tool as a stable service however we need to sharpen our technical competences to edit the Video-CV and to be faster in realizing the Videos. Due to the lack of human resources working in the COLs, the Video-CV cannot be offered to an ample number of people.

Interview n. 5

Counselor's name: Antonella Barile - Col "Simonetta Tosi"

Q1.

How do you evaluate your participation to the creation of the Video-CVs?

My evaluation is of course positive, also taking into consideration some technical difficulties and the necessity of contextualize more precisely the use of the Video-CV tool within the activities of the Centers for Vocational Guidance.

After an initial uncertainty, I believe that our team, also thanks to the support of the project coordinator, has found a more fluid dimension in the various phases of the process for creating the Videos: finding a user, analyzing his/her competences, choosing points of strength to be underlined, pointing out a script for the Video-CV, shooting and editing the Videos. We have little by little improved the process, so as to point out a Model able to exploit it at full speed within the services offered by our centre, being, in the same time, enough flexible in order not 'to flatten' the peculiarities of every single user.

Q.2

Did the Video-CV tool created satisfy your expectations and the ones of the applicants?

I think Yes. Moving on a rather new field, both for us and for the users, we didn't have specific expectations about the Video-CV. The Exchange of opinions and reflections about this tool realised little by little, allowed us to improve the product.

Q.3

Do you think that Video-Cvs realised within the V.I.D.E.O. Project has been useful for the applicants?

Up to now, I can express my opinion only concerning the process for creating the Video-CV; about its exploitation I still don't have relevant feedbacks by the users. The process has been a positive experience for the majority of our users.

The necessity to try and "become protagonists" has, of course, made available some resources in a different way, and strengthened the people participated into the project respect to other methodologies.

After a first moment of difficulty, related to the innovativeness of the tool, to the fear not to be at the height of the experience, the fear of making " a bad figure", the users took care personally about their image, about the impression that they wanted to transmit, about the more useful information aimed at presenting themselves in the best way, also making proposals and suggestions.

I believe that, in the future, it will be useful to comment longer the Video-CV recorded, together with the user in order to have a kind of 'feed- back' that can give rise to an interesting reflection and improvement.

Q. 4

How do you evaluate the methodology pointed out to create the Video-Cvs?

As I already said, I think that the methodology pointed out is appropriate, with respect to the aim of creating a tool that can be fully exploited within the services offered to the users of the Centres for Vocational Guidance. Interesting suggestions came out of the meeting with the entrepreneurs, as the necessity to adapt the duration of a Video-CV for the real expressive needs of a user, rather than establishing a standard duration of it. Another point which it is necessary to focus on is the use of the Video-CV, both as self-managed tool for the users, and as promotion that a service is able to offer to the users, building a network of possible institutions and subjects interested in the advertising of the Video-CV tool.

Q. 5

According to your opinion, which are the points of strength and weakness of the Video-CV as a tool?

Points of strength: immediacy, conciseness

Points of weakness: Static, if the people is not able to appear relaxed

Q. 6

Did you encounter any specific problem/ difficulty in the entire process of Video-CV creation and realization?

None

Q.7

For which target of new users, in your opinion, would the Video CV tool be useful?

For every target of users, maybe in particular for disabled people.

Q. 8

In your opinion, what could be done to further improve and develop the Video-CV tool?

Systematising both the process of Video-CV creation and its diffusion.

Q. 9

In your opinion and thinking to your Centre, do you feel that the your/your staff's competences have increased, also in terms of offer to your Centre's users?

Yes, of course, also from the technical point of view, having experimented also the use of a programme to edit a Video-CV.