

## Development of national versions of the picture based guidance tool, Jobpics to different European countries

2010-1-NO1-LEO05-01841

<http://www.adam-europe.eu/adam/project/view.htm?prj=7701>

## Project Information

- Title:** Development of national versions of the picture based guidance tool, Jobpics to different European countries
- Project Number:** 2010-1-NO1-LEO05-01841
- Year:** 2010
- Project Type:** Transfer of Innovation
- Status:** granted
- Country:** NO-Norway
- Marketing Text:** Jobpics is a new picture based vocational interest tool developed for the Vocational Rehabilitation field. It was released 2009. The purpose of Jobpics is to work with vocational interests of persons served in a systematic way to avoid wrong career choices and to prepare for optimal career choices in the rehabilitation process. Jobpics is a methodical contribution which aims to counteract the trends in Norway and in other European countries, where failures in the transition from school to work and the level of disability pensions is on the rise. The main target group of Jobpics is the part of persons in vocational rehabilitation who has an ordinary job as a goal, (Supported employment etc.) , transition from school to working life, transition from prison back to work in society, etc. Jobpics can also be used in cases where employment in more sheltered settings is the goal. The tool has in addition a wide potential in the ordinary career guidance systems, like school systems, as well.
- Summary:** Jobpics consist of 183 pictures printed on durable polypropylene cards with motives from different vocations. Jobpics is based on the internationally well known RIASEC system from the career guidance field. RIASEC is a metodic system for categorizing the vocations in a country as well as exploring and systematize the vocational interests of a person. RIASEC catogorize vocations and interests into the following six categories. Realistic, Investigative, Artistic, Sosial, Enterprising and Conventional.
- By adapting well recognized theories from related fields like career guidance, with stringent theories which have proven their usefulness over decades we believe methods and the results in the field of vocational rehabilitation can take significant steps ahead.
- The idea of the project is to spread The RIASEC system and the innovative product Jobpics to other european countries, by developing and disseminating national versions of Jobpics. The project in each country will include: development and adaption of Jobpics in each country to fit national labour market vocations, production of a prototype, establish a marketing and distribution system an arrange training courses. After this project is completed, the Jobpics may be disseminated into further more european countries.
- We have found cooperating partners which represent a several different european countries that are interested in, and able to adapt Jobpics to the cultural context of their own country. The partners form a good mix of organizations, including vocational rehabilitation enterprises, a vocational college and a university.
- Description:** The big picture and the background of the involvement lies in different developmental trends in the european countries. Many countries faces challenges with dropout from schools - leaving the pupils with few future possibilities. Many countries also have challenges with failures in the transition from school to work, rising in the level of disability pensions and high unemployment rates from time to time. These trends combined with changes in the modern worklife: The life span of a job is shorter than ever, which means that employees have to adapt to higher mobility changing jobs. The number of possible jobs have increased rapidly, with the development of new technology etc. In Norway we have 8950 different vocations including different subtypes under the main vocations. The workforce faces an information problem when trying to get familiar with the vast number of vocations. This situation makes it hard to make a good choice and avoid wrong choices, which in time contributes to some of the developmental trends we are facing.

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In Europe in general the activity rate of people with intellectual disabilities is very low and the unemployment rate is also very high. Some of the main causes of these figures relate to the mismatch between demands of work and skills, preferences and expectations of people.

Since the students' range of special needs is more extensive nowadays, more versatile methods and tools are needed in student guidance. The Jobpics will be useful specially for students who have problems with motivation. The Jobpics pictures can be used widely in different guidance situations.

The methods for seeking and gathering information about possible vocations and for making choices in the educational field and the Vocational Rehabilitation field, have been relatively underdeveloped and the potential for higher mobility in the European workforce in changing jobs can potentially be enhanced by developing better guidance methods. The Jobpics Europe Project could be a small methodical contribution in changing the situation.

The aims of the Jobpics Europe project is to enhance the methods of making vocational choices in the vocational rehabilitation field and thereby give a small contribution to counteract the trends mentioned above. By adapting well recognized theories from related fields like career guidance, with stringent theories which have proven their usefulness academic and practical impact over decades we believe methods and the results in the field of vocational rehabilitation can take steps ahead.

The idea of the project is to disseminate the Jobpics which is based on the RIASEC system, as a way of systematically thinking, organizing, guide and explore vocational interests and possibilities. RIASEC is a methodic system for categorizing the vocations in a country as well as exploring and systematize the vocational interests of a person. RIASEC categorize vocations and a person's vocational interests into the following six categories. Realistic, Investigative, Artistic, Social, Enterprising and Conventional.

The project will enhance the methods by disseminating the innovative product Jobpics (RIASEC based) to other European countries, by making national versions of Jobpics. The project in each country will include: development and adaptation of Jobpics in each country to fit national labour market vocations, production of a prototype, establish a marketing and distribution system, develop and arrange training courses. After the project is completed, the Jobpics will be disseminated into further more European countries. These methods can in turn be disseminated to the education system after the end of the project period.

The above mentioned description shows how the project is linked to the European priorities of the call selected and "Developing the skills and competences of VET teachers, trainers and tutors (LEO-Trainno-3)". The Jobpics system is also especially designed to meet the priority: "Making provision for learners with special needs, and in particular by helping to promote their integration into mainstream education and training" This is done by choosing vocations in the Jobpics to be highly representative of vocations in the vocational rehabilitation population.

Jobpics is a new picture based vocational interest tool developed for the Vocational Rehabilitation field. It was released by the Association of Vocational Rehabilitation Enterprises, Norway (AVRE) last spring 2009. About 100 sets of the first edition of Jobpics have been sold in Norway since the release, and the feedback from the users are very good. Education and training in the use of Jobpics is arranged as 1 day courses and integrated into different other courses at university level in Norway.

Jobpics is an innovative product in the way it is constructed. There are some examples of picture based interest tools in other European countries and in the USA. But none of them has taken out the potential of the picture based format in the way Jobpics do: 183 pictures, covering the broad spectrum of vocations in a systematic

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way, the pictures are showing persons in vocational activities, 3 pictures illustrating each vocation - showing different aspects of the vocations, the level of education required is mentioned. Each vocation is coded as a combination of the different RIASEC categories. On the reverse side of the cards you have a list of related vocations. there is about 800 vocations to explore included the reverse side vocations. The Jobpics Manual also includes a carefully developed guidance procedure to get the best potential out of the tool in practical guidance.

The project will exploit the above mentioned results, develop it further and disseminate it into other european countries

Themes: \*\*\* Labor market  
\*\*\* Vocational guidance  
\*\*\* Initial training  
\*\* Quality  
\*\* Lifelong learning  
\* Higher education

Sectors: \*\*\* Education  
\*\* Human Health and Social Work Activities  
\* Information and Communication

Product Types: description of new occupation profiles  
others  
website

Product information: The international state of the art in the area of interest tools is traditionally text based interest tools which have origins back to the original interest test from the 1920`s. The development in the field has been somewhat limited. Text based material has some serious limitations when it come to the ability to discover new interests. When used in the field of vocational rehabilitation, dropouts etc, you often see that text based interest tools confirm existing interests but seldom bring up new ideas. Pictures (and video) is a much stronger medium and is proven to be more effective ways to get new ideas of vocations when they are hard to find. In spite of this there has not been any systematic attempts to build a picture based interest tool in such a systematic way that has been done with the Jobpics. Jobpics is an attempt to take out much of the potential in picture based interest material

The methodological approach in the construction of the product will be RIASEC based career guidance systematics. The RIASEC system is used as a framework for systematizing the vocations. The guidance approach to the use (guidance principles) of Jobpics will be modern constructivistic and narrative guidance approaches which emphasizes the use of tools as a means of constructing potential self beliefs / self confidence according to a vocational role rather than using the system in old fashioned ways as "testing" interests.

Projecthomepage: <http://www.attforingsbedriftene.no/information-in-english/jobpics-europe.aspx>

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