

The National  
Career Counselling  
Awards 2012

Bulgaria  
Czech Republic  
Slovakia



**Euroguidance centres** throughout Europe organise various activities to support development of lifelong career guidance and counselling services in EU Member States and candidate countries. Identifying examples of good practice belongs to those activities, which have the highest potential to inspire others. With this aim Euroguidance centres from Bulgaria, the Czech Republic and Slovakia decided to prepare a booklet presenting **examples of good practice** – winning contributions in **National Career Counselling Awards** contests organised in above mentioned countries in 2012.



Lifelong  
Learning  
Programme

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# 1



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The National Career  
Counselling Awards  
Competition in **Bulgaria**



The National Career Counselling Awards Competition in Bulgaria was carried out for the first time in 2012 in cooperation between two organizations – The National Euroguidance Centre ([www.euroguidance.hrdc.bg](http://www.euroguidance.hrdc.bg)) and the Business for Education Foundation ([www.fbo.bg](http://www.fbo.bg)). The main aim of the competition is to identify good practices in career counselling on 3 levels – school, university and the labour market.

Information about awarded practices is published on the website of the organizing institutions and in a special bilingual book in English and Bulgarian. The awarded professionals are promoted during national and European events. The prize for each winner is a study visit to another country within the European Union for exchange of knowledge and experience on peer learning basis.

Possibility for participation is granted to individual participants (career specialists) and teams (organizations) who are providing specific services in different categories. The three main categories in which good practices were awarded are: career services for school education level; career services for universities; career services for the labour market including unemployed and employed persons. The established categories intend to cover all career counselling target groups.

The assessment criteria applied consists of four main groups: applicability and impact, sustainability, possibility of dissemination of the results and innovation. At first place the applicability and impact criterion is assessed in order to justify if the practice meets the needs of the target group and has proven impact. The sustainability criterion requires that the practice must have been implemented for at least 6 months and its effects must have been tested with positive results. The possibility of dissemination of the results criterion points to the need that the practice itself must be useful and applicable to other career counsellors in the respective field. The last assessment criterion assesses the introduction of innovative practices that have not been used to this point in the specified region, context or with the respective target group.

Five good practices have been awarded in career services for school education level category and one good practice has been awarded in career services for higher education level.



Name of the practice:

## “Empatia” – Psychologists and career counselling office, Varna Municipality

### Short description:

Our practice has created a methodology and a set of general methods for career counselling thanks to a team of psychologists and career counsellors. Every client’s counselling finishes with the creation of “Individual profile of resources.” Furthermore, our practice offers psychological counselling to the young people. In order to increase the efficiency of our activities we create a guide book in career development. It is a model for a portfolio and the preparation of an individual career plan. As a result of the practice an interactive training course in career management skills has been designed. In a team of career counsellors and young people, several projects have been designed and carried out.

In addition, the practice is a successful partnership between local government, non-school groups, non-governmental organizations and information centres for applying in domestic and foreign universities.

Five years ago the methodology was adapted for young adults and has since then been applied at the Youth Information Centre in Varna, run by the Mayday Foundation and Varna Municipality. Through this methodology, mentors help young people in their personal and career development when they need to change jobs, find a new job or get a new qualification. The practice also gives psychological consultations in case of difficulty when balancing between career, personal life and parenthood.

### Applicability:

The practice has been applied for 10 years so far and is designed for secondary school students, candidate students and parents.

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[www.obrazovanie-varna.com](http://www.obrazovanie-varna.com)

[www.empatia-varna.com](http://www.empatia-varna.com)



Name of the practice:

## Program "Career counselling and personal development"

### Short Description:

One of the main responsibilities of the program is the elaboration of a workbook called „Career counselling and personal development“.

The workbook contains information and exercises that are useful for students concerning their own career orientation in the future. The participants could assess the materials used in the workbook regarding their comprehensibility, usefulness, actuality and approachability for years.

The workbook has three chapters:

#### 1. Career counselling

- The definition of career, types of careers
- Skills that are necessary to manage one owns career
- Job skills
- Myths and reality about the career
- Plan your career
- The job application

#### 2. Personal development

- Personality, self, self-confidence
- Personal characteristics
- Communication
- Mental health
- Time management

#### 3. Exercises

Several appendixes are placed at the end of the workbook:

- Dictionary
- Inspiring thoughts of famous people (collected by former participants)
- Books about psychology and communication
- Internet resources (web pages etc.)

### Applicability:

The target group, are students in the 10 and 11 grades. The aim of the program is to support them finding their suitable career domain. This is achieved through analyzing the participants' personal characteristics, abilities and interests, through the use of a set of psychological tests (10 personality and 10 ability tests), through exercises, meetings and the workbook.

### For more information:

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Name of the practice:

## “Career Role Model”

### Short description:

The initiative “Career Role Model” aims to provide professional orientation and career advice to graduating students in order to join the labour market with more facility and help them create vision for their future development.

The practice is based on the need of create relations between students and business in order to facilitate them to join the labour market in the future. Students have the opportunity to meet with employers who explain the characteristics of the industries and different company positions. Each student goes through at least two meetings for individual professional orientation and career advising with C-level manager from the real sector. Participants are also given the chance to complete a personality test. During the five months period of the implementation of the initiative, the participants receive by e-mail an electronic guidance on how to improve their CVs and motivation letters. Each CV and motivation letter is tailored according to the domain they want to choose. The initiative ends with the publication of an electronic CV Book with the CVs and motivation questionnaires of the participating students.

### Applicability:

Career Role Model project addresses the needs of bachelor and master students, as well as employers’ needs in their search for a closer contact with the young generation.

### For more information:

*milka.semova@febalumni.org*

Name of the practice:

## Center for Career counselling to Special school “P. R. Slaveikov” Pleven

### Short description:

The career counseling center is the first and the only one in Bulgaria that provides career counselling for children and youth in with special needs.

In our practice we use different innovative methods for career counselling:

- Moderation
- Presentation
- Draw an idea
- Five steps
- Imitation

We combine different game methods:

- Simulating game “The profession of... ”
- Simulative and situational game called “My favourite profession”
- In career counselling we include different discussion methods:
  - Aquarium
  - Ball bearing

In order to generate and combine ideas and methods we use:

- Brain attack
- Snow ball
- Mind mapping
- Brain storming

We collect and resume information with the following methods:

- Research methods
- Three important things
- Dissonance
- Posters
- Lights
- SWOT analysis





In our career counseling practice we use examinations adapted for children with special needs: a professional interest's test of Rothwell-Miller, a test of interests of "Strong", a genogram of the career, a test of the career choice, a test called Mapp. The application of all these tests gives a whole picture of the personality of the child.

**Applicability:**

Work in small groups or in plenum.

**For more information:**

E-mail: [slaveikov\\_pl@abv.bg](mailto:slaveikov_pl@abv.bg)

Phone: (+359) 64 680154

Web site: <http://pu-pleven.hit.bg/centar.html>

Name of the practice:

**"Banks in action"**

**Short description:**

The practice consists of career orientation and counselling through entrepreneurship club.

Through the simulation game "Banks in action" students are developing skills in order to make decisions in competitive and complicated environment. In addition, they are acquiring financial literacy while playing, which is important for their future professional development.

The simulation game "Banks in action" is organized in teams. Each team is managing a different bank. The game is adversarial and competitive. Students work in an environment that can jointly solve specific problems, analyze a situation, seek alternatives and make decisions. On the basis of the knowledge acquired they develop abilities to build a plan for career development.

**Applicability:**

Career services for students.

**For more information:**

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Name of the practice:

## “Journey through Indian lands”

### Short Description:

The educational game is a model of a group career counselling and development of career management skills. The training program consists out of two parts:

The first part is presented as a game. The scenario of the game or the so called “challenge” is an adventure, which the participants need to survive.

The travellers are involved in a long-planned expedition following the footsteps of Indiana Jones and the aim of the expedition is to pave the way to the cave with the treasures of the ancient kings and gain the maximum amount of wealth. The bigger the amount of the treasure gained, the best the opportunity to survive. During the journey, they must go through different exotic places in order to obtain the necessary supplies and materials. Going through different tests, they learn to survive in difficult situations. In this way they go through different trials and learn how to find the right way to get the treasure of ancient rulers.

The second part of the program consists of the main part of the learning process. It includes an analysis and discussion of the experiences gained, as well as a debate of the possible career solutions and development.

### Applicability:

Target groups:

- Students in the High School 15–18 years old;
- Students in the University;
- Young people, who are in the start of their career.

Practical details:

- Minimum number of participants – 6;
- Teams of 2 to 6 people;
- Program duration – 4 to 5 hours;
- Suitable for use in school and outside school environment, seminars, and workshops.

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# National Career Counselling Awards in the **Czech Republic**





The National Career Counselling Award Contest (NCCA) in the Czech Republic was launched in 2009. The main aim of the Contest is to chart and award examples of good practice in career counselling in the Czech Republic and to connect providers of career counselling services across different sectors. Moreover, thanks to the Award we are opening a wider discussion about career counselling and spreading awareness about it in the Czech context.

Concerning the development of the NCCA, there is brief overview of its development. In **2009**, NCCA was focused on the *extension of services provided by career counsellors*. Experts evaluated organisations offering services in the primary education, adults at the labour market, and for disadvantaged groups.

In comparison to the one of 2009, the contest in **2010** had more specific objectives. Evaluators awarded *specific aspects of the guidance process* such as lifelong guidance, prevention of social exclusion, and support of further professional education of counsellors. In this year, a special award for an organisation providing career counselling at a workplace was granted for the first time.

In **2011** the motto of the National Career Counselling Award was: *“Driving your career – driving your life.”* and reflected the topic of the contest, *Career Management Skills (CMS)*.

The Award is traditionally organized under the umbrella of *the National Guidance Forum and in cooperation of the Association of Adult Education Institutions in the Czech Republic* and other organizations dealing with this topic. Since 2012, we have been cooperating with **Euroguidance Slovakia** where the Contest has four-years tradition as well. As there is no language barrier between Czechs and Slovaks, we can easily share examples of good practice in both countries, and interconnect guidance practitioners, counsellors and all the others from both the Czech Republic and Slovakia.

The best examples of good practice are annually published in the **Compendium** which is available on our website [www.euroguidance.cz](http://www.euroguidance.cz). Awarded counsellors can participate in a study visit to Swedish institutions and organizations active in career guidance and counselling area. These visits are organized in cooperation with **Euroguidance Sweden** and the **University of Stockholm**. Last year, a DVD with presentations of tools and methods of awarded organisations entitled **National Career Counselling Award Contest** was created. It shows a wide range of career counselling activities in the Czech Republic, such as, services for students, parents after paternity leave, disadvantaged groups, or employees. The DVD is also available on our website [www.euroguidance.cz](http://www.euroguidance.cz).



## National Career Counselling Award 2012 in the Czech Republic

In 2012, the fourth year of the National Career Counselling Award was organized in close cooperation with Euroguidance Slovakia. Common history of Czech Republic and Slovakia, similar cultural and social background, and, last but not least, no language barrier enabled us to share examples of good practice within these two countries. The aim of the Compendium issued in 2012 is to spread information about the best practices in the field of career counselling even beyond our borders.

In 2012, seven organisations providing career counselling in the Czech Republic were awarded. A group of external experts who have cooperated with Euroguidance since the beginning of the contest, evaluated services and initiatives **supporting development of career management skills**. Relating to this topic, prizes in following categories were awarded: *career counselling for adults, career counselling for children and youth, university counselling, and achievement in the area of career counselling*. Moreover, three special awards were granted: *Special prize for the development of career counselling services at a school facility, Special prize for contributing to the support of the development of skills required to manage one's own educational and*

*professional path, and Special prize for Czech-Slovak cooperation.*

Altogether 21 organisations applied for the Award contest. Application form examined following aspects: 1. Description of the service/ achievement, 2. Methodology of the service, 3. Supporting the development of career management skills, 4. Evaluation of services, 5. Qualification of providers, 6. Case study. In the category "achievement in the area of career guidance and counselling" only parts No. 1., 3., and 4. were evaluated.

Winning examples of good practice were awarded during a special Ceremony held on 24<sup>th</sup> September 2012. Part of the Ceremony was a roundtable discussion relating to the topics connected to career counselling in the Czech Republic. This was followed by a conference held on 25<sup>th</sup> September 2012 concerning *career management skills*. The conference was organized under the motto of the contest: **"I develop myself, thus I am."** and it served as a great opportunity for presentation of best examples of good practice from both countries: the Czech Republic and Slovakia.



Project name:

## Work is open for everybody (Putting the qualifications of migrants to use on the Czech labour market)

**Category:**

**Career counselling for adults**

**Name of organization:**

**European Contact Group**

**Annotation:**

The “Work is open for everybody” project is a comprehensive program consisting of career counselling and educational activities and is designed for qualified migrants. The program aims to increase the migrants’ probability of ongoing success on the labour market. Career counselling was provided in individual as well as group formats and aimed to support the target group’s (i.e., marginalized foreigners) ability to self-direct their own career. Group meetings and thematic excursions were the means through which all participants were able to share their experiences. The educational courses were interactive, the participants had the opportunity to practice real situations that they will experience on the labour market and to learn how to communicate better in the work environment (among other things also by learning

special terminology). The education also included thematic language preparation. The project places emphasis on self-experiential learning combined with the development of key skills and becoming acquainted with the requirements of selection procedures in the Czech cultural context. This will allow the graduates to better evaluate their strengths and weaknesses and to be successful in their job search, as well as to manage their future career development over a long-term horizon. The project graduates became acquainted with several specific techniques and methods that will support them in the future management of their careers (e.g. action plan, goal-setting techniques, skill portfolio, individual development plans, etc.). The graduates also improved important soft skills and clarified how they see their future development within the context of life values, motivations and priorities.

Webpage: [www.ekscr.cz/en/home-2](http://www.ekscr.cz/en/home-2)



Project name:

By getting to know me I get to know you. Or, the path to growth begins with cooperation

**Category:**

**Career counselling for children and youth**

**Name of organization:**

**IQ Roma servis, o. s.**

**Annotation:**

The entry introduces the service consisting of the IQ Roma servis, o. s., career counselling pedagogical program, which is provided to young people who live in a socially disadvantaged environment. The employees place emphasis on the linkages between the individual counselling, individual education and group counselling, as well as on working together with the clients and their families, schools and other relevant institutions. The client's specific life stages are taken into account in this comprehensive, long-term and intense cooperation with them. The aim of all activities is to discover and open in the clients their own potential, to lead them towards becoming actively interested in their own lives as well as in events around them, to make high-quality education possible for them and to give them space and time for self-development. The relationship between the employee and client thus develops mainly intellectual and social skills. Through the use of active listening, narrative techniques, drama and art methods, the clients develop especially assertive communication, assertiveness, empathy and respect. The clients improve their intellectual skills through individual learning in which the employee uses activating as well as traditional teaching methods.

Webpage: [www.iqrs.cz/verze/en](http://www.iqrs.cz/verze/en)

Project name:

Renewal of the services of the Masaryk University Career Centre for companies, students and graduates

**Category:**

**University counselling**

**Name of organization:**

**Masaryk University**

**Annotation:**

The Masaryk University Career Centre was established already in 2008 in order to serve as a counselling and recruitment agency for students and graduates of Masaryk University. The services were interrupted for roughly one year in 2010 and they were renewed in mid-2011. The aim of the activities conducted by the Career Centre is supporting the creation of student contact with future employers, facilitating the graduates' transition into jobs and developing the students' and graduates' skills that are necessary for a successful job search. The Centre provides individual as well as group forms of counselling that aim to support the development of universal skills that are applicable in most fields; emphasis is placed especially on supporting the clients' independence. Model Assessment Centres are used to develop the clients' self-awareness and self-knowledge. Psychology students are offered the opportunity to complete a traineeship at the Career Centre. The Career Centre offers recruitment agency services to companies and each year also organizes the JobChallenge job opportunity fair.

Webpage: [www.kariera.muni.cz/en/o-nas/home](http://www.kariera.muni.cz/en/o-nas/home)





Project name:

## Career counselling in the Transition Program for the Deaf and Hearing Impaired

**Category:**

**Achievement in the area  
of career counselling**

**Name of organization:**

**APPN, o. s. – Agency for the Deaf  
and Hearing Impaired**

**Annotation:**

The organisation APPN, o. s. – Agency for the Deaf and Hearing Impaired, offers career counselling services to deaf and hearing impaired persons who are in a productive age. The services are offered as a part of work counselling. In the new project – The Transition Program for the Deaf and Hearing Impaired – the career counselling services are designed for deaf and hearing impaired high school students with the aim of providing timely support to the students in the planning of their professional and study careers. The program approaches the graduates' future success on the job market comprehensively. On one hand, it focuses on the students as persons, on their visions, requirements, possibilities, and supports them in their future success on the job market and provides them with the necessary information and materials. On the other hand, it also deals with the labour market situation, the possibilities of internships with employers and their requirements. The career counselling services are provided in group as well as individual formats. The aim of the service is first and foremost to enable the students to recognize their strengths as well as areas that

need development, to realistically place a value on themselves and present themselves, to understand the importance of managing their own lives, both private and work, to create their own future education and career action plans, and to learn how to effectively communicate with others. The program also makes the effort to eliminate the prejudices of the majority, which often create a barrier between potential employers and deaf and hearing impaired job candidates.

Webpage: [www.appn.cz/english/about-us](http://www.appn.cz/english/about-us)

Project name:

“It’s not what you came with that’s important,  
it’s what you leave with”

**Category:**

**Special prize for the development of career counselling services at a school facility**

**Name of organization:**

**Gymnázium Jana Palacha Praha 1, s. r. o.**

**Annotation:**

The career and professional counselling service that is provided at the school counselling facility of Gymnázium Jana Palacha (GJP) in Prague is offered to students throughout their entire four years of studies. The career and professional counselling activities at GJP take place in group as well as individual formats. The aim of this service is to provide guidance to the students in their selection of future education and professions. To accomplish this, we help the students to become aware of their abilities and strengths, we support them in their reserves, and we help them to work on their elimination. We also strive to inspire the students to think about their values, roles and how they want to spend their free time in life, we work on improving the skills that lead to the acceptance of responsibility for their future direction and on improving the skills that are important for managing

their own professional and education paths. And last but not least, we also strive to acquaint the students with information resources in the area of future education and professional direction. Emphasis is also put on cooperation with the teachers of specific subjects, on the transfer of experience with the transition to the next level of education from the high schools’ graduates to the existing students, and if necessary or upon request we also do consultations with the students’ parents. The service also focuses on other areas of life, not just on the choice of future education and professions – support of the students’ contemplation of their future life paths is thus viewed as comprehensive work with the students’ personalities. The career and professional counselling service has been developing at GJP already since 2007. The service can act as an example for integrating the topics of career counselling into early education at Czech schools; it also serves as evidence of the usefulness of school counselling centres.

Webpage: [www.gjp1.cz/new/index2.php?!=60](http://www.gjp1.cz/new/index2.php?!=60)



Project name:

## Ladies Club: a support group for adolescent girls from socially excluded environments

**Category:**

**Special prize for contributing to the support of the development of skills required to manage one's own educational and professional path**

**Name of organization:**

**SPOLEČNOST TADY A TEĎ, o. p. s.**

**Annotation:**

Ladies Club is one of the regular leisure time activities organized by the SPOLEČNOST TADY A TEĎ organization in a socially excluded location in downtown Pilsen. It is a regular group activity that strives to support young clients aged 13 to 20 in personal development according to their needs. Ladies Club has proven to be a functional tool for working with young girls from this environment. The club aims to not only offer the opportunity for informal learning and meaningful spending of leisure time, but it is specific especially with its support group function, where the girls motivate and support each other in their study and professional development. It thus offers a safe setting where the girls can share their problems, experiences, and especially new life strategies. Through a number of activities the girls acquire the ability to function in the majority environment without any considerable difficulties, which makes it possible for them to integrate into society to a greater degree.

Webpage: [www.tadyated.org](http://www.tadyated.org)

Project name:

## Don't be afraid of entrepreneurship

**Category:**

**Special prize for Czech-Slovak cooperation**

**Name of organization:**

**Institut EuroSchola, o. s.**

**Annotation:**

"Don't be afraid of entrepreneurship" is the name of a Czech-Slovak project (Reg. No. 22410320020, financing: OP CR-Slovakia), which together with the EuroSchola Institute was implemented by the Science and Technology Park in Žilina. A simulation game for high-school and university students in both countries was created within the project. The game is called Market Hero 2 and its main objective is to offer to the students the opportunity to try the implementation of a business plan in a virtual international environment. The main idea is to support and initiate entrepreneurial activities by young people. By playing the simulation game, the students practiced especially the following skills: independence, decisiveness, entrepreneurship, responsibility, communication and presentation skills, working in a team. This game made it possible for them to become better aware of their professional profiles through their participation in a virtual enterprise, where they were constantly motivated to make new professional decisions. The EuroSchola Institute also works on other activities with the Science and Technology Park in Žilina – another development project, which is called "Together for Innovations," strives to support innovation across both countries.

Webpage: [www.euroschola.cz/aktualni-projekty/17-English-version.aspx](http://www.euroschola.cz/aktualni-projekty/17-English-version.aspx)

# National Career Counselling Awards in **Slovakia**



Euroguidance centre Slovakia, Slovak Academic Association for International Cooperation, has started to organise the **National Career Counselling Award** (NCCA) with the aim to support providers of career guidance and counselling services for various target groups through identification and awarding best practices in this field, when examples of good practice could inspire others.

Since 2009 more than 30 institutions and individuals were participating in the contest in Slovakia – examples of good practices from elementary, secondary schools, universities, guidance and counselling centres, PES, employers, private providers and others could thus be disseminated throughout the country.

### History of the NCCA

History of the Slovak NCCA has started in **2009** when the contest was focusing on *how secondary schools support the transition of their graduates from school to work through guidance and counselling activities and in cooperation with public employment services*.

In **2010** the contest had no specific topic, various *career guidance and counselling services* providers for school population and adults on the labour market (including employed people and the disadvantaged) were participating.

The contest in **2011** was focused on *how career guidance and counselling services are presented by*

*their providers on the internet*, what is the quality and attractiveness of information on these services for their users.

The winner of the NCCA 2011 competition was the Centre for Educational and Psychological Counselling and Prevention in Čadca with website [www.camip.sk](http://www.camip.sk), presenting interactive model of career guidance and counselling services. This website is intended mainly to help pupils to make career decision in their transition from primary to secondary schools.

### Compendia from Contests

Compendia of best practices gathered in 2009-2012 were published from each contest (and are available in Slovak language on the website [www.saaic.sk/euroguidance](http://www.saaic.sk/euroguidance)). In 2012 a **joint compendium** (in Czech and Slovak language) has been published for the first time with best practices and annotations of all other contributions from both countries – Czech Republic and Slovakia.

## National Career Counselling Award 2012 In Slovakia

Services, activities, methods and tools **supporting the development of career management skills** were the focus of the NCCA in 2012, organised for the first time in close cooperation with the Euroguidance centre of the Czech Republic, where the contest has four years tradition as well. The motto of NCCA 2012 was *"I develop myself, thus I am."*

NCCA was announced in April and until the deadline we received 13 application forms from organizations and individuals (7 career counselling services and 6 achievements in the field of career counselling). The evaluation of application forms took place during the summer.

Together with Euroguidance centre of the Czech Republic we have developed criteria for evaluation of application forms. These are the main areas of the evaluation (also parts of the application form): 1. Description of the service/ achievement, 2. Methodology of the service, 3. Career management, 4. Evaluation of services, 5. Qualification of providers, 6. Case study. In the category "achievement in the area of career guidance and counselling" only the 1., 3., and 4. parts were evaluated.

An expert jury consisting of representatives of Euroguidance centre Slovakia, Research Institute for Child Psychology and Pathopsychology (VÚDPaP), Central Office of Labour, Social Affairs and Family (ÚPSVaR), centres of pedagogical and psychological counselling and prevention (CPPPaP) and the Association of Educational Counsellors (AVP) evaluated all application forms and decided to grant awards:

- In the category "career guidance and counselling services" to: the **Office of Labour, Social Affairs and Family in Dolný Kubín** for their contribution *"Assessment and Development Centre – Utilisation of the AC method in counselling services at the Office of Labour, Social Affairs and Family in Dolný Kubín."*

- In the category "achievement in the area of career guidance and counselling" to: the **Faculty of Social Sciences and Health Care, Constantine the Philosopher University in Nitra** for their contribution *"Innovative undergraduate (Bachelor degree) programme "Career counselling" established within the field of study of Psychology."*

and special awards to:

- **Centre for Educational and Psychological Counselling and Prevention in Čadca** for exceptionally successful activities in the area of career guidance and counselling in the education sector;
- **PhDr. Rudolf Kostolanský, CSC.**, for the lifetime achievement in the area of career guidance and counselling and author's input to the topic of career counselling for older adults.

Evaluation of application forms and announcement of the awarded contributions were realised separately in the Czech Republic and Slovakia. Awarding ceremony of the Slovak competition and presentation of awarded contributions took place during the conference "National Career Counselling Award 2012" with topic "Career management skills" (25. October 2012 in Bratislava). The winning contributions from each of the two countries have been presented mutually at conferences in the Czech Republic (Brno, 25. September 2012) and in Slovakia (Bratislava, 25. October 2012). Partners of the NCCA in Slovakia were the Representation of the European Commission in Slovakia and the Ministry of Education, Science, Research and Sport of the Slovak Republic.



Award in the category

## “career guidance and counselling services”

**Title of the contribution:**

**Assessment and Development Centre – Utilization of the AC method in counselling services at the Office of Labour, Social Affairs and Family in Dolný Kubín**

**Name of the institution or person involved:**

**Office of Labour, Social Affairs and Family, Dolný Kubín**

**Contact person: Mgr. Zuzana Hucíková**

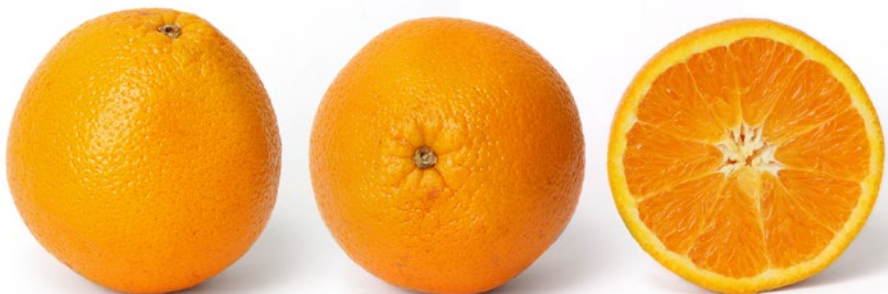
**Annotation:**

The Office of Labour, Social Affairs and Family in Dolný Kubín with the aim to improve the quality of career guidance and counselling services offers to clients services of the Assessment and Development Centre (ADC). The ADC is based on the AC method which is used by employers as a tool helping them to assess the suitability of candidates applying for some defined job and thus decide which candidate is the most suitable. At the same time, it is an activity which can help job seekers to assess their preconditions and strengths. On the basis of a detailed self-knowledge gained through

the ADC clients are able to present themselves more precisely to an employer at the interview and thus increase their chance to get a job. The service might be viewed as a reply to current needs of innovation of services provided for job seekers by public employment services in Slovakia and is a continuous follow-up to the training provided for the PES staff some time ago.

The service also supports clients to take responsibility in their efforts to find solution for their unemployment situation, and it has a positive influence on their motivation, orientation and self-development.

Webpage: [www.upsvardk.sk](http://www.upsvardk.sk)



Award in the category

## “achievement in the area of career guidance and counselling”

**Title of the contribution:**

**Innovative undergraduate (Bachelor degree) programme “Career counselling” established within the field of study of Psychology**

**Name of the institution or person involved:**

**Faculty of Social Sciences and Health Care, Constantine the Philosopher University in Nitra**

**Contact person: PaedDr. Marta Zatková, PhD.**

**Annotation:**

Faculty of Social Sciences and Health Care (Slovak shortcut FSVZ), Constantine the Philosopher University (UKF) in Nitra has opened in the academic year 2012/2013 newly accredited and innovative study programme (first and unique study programme “Career Counselling” in higher education in Slovakia), which is a significant step towards the professionalization of career guidance and counselling, as well as the development and shaping of system of professional career guidance and counselling services. Such a study programme has no tradition or history in Slovakia in the context of academic learning and is the result of a multi-annual enthusiasm and efforts of experts from within the FSVZ UKF

in Nitra. Opening of the undergraduate study is a response to “a hole in the market” and reflects the need of specialised and targeted education and training of career guidance and counselling practitioners. This study programme is approved in the internal (especially for high school graduates) and also in external form (for experts in practice). The concept of the field of study and the basis of the study programme “Career counselling” is compatible with “European qualification standard for psychologists”, approved by the European Federation of Psychologists Associations (EFPA) in 2001 with direct application into the field of career counselling. The study programme is guaranteed by the Department of Psychological Sciences and the Institute of Applied Psychology, FSVZ UKF in Nitra.

Webpage: [www.fsvaz.ukf.sk](http://www.fsvaz.ukf.sk)





## Special award for exceptionally successful activities in the area of career guidance and counselling in the education sector

**Title of the contribution:**

**Interactive model of career counselling in the Čadca district – CAMIP 2012**

**Name of the institution or person involved:**

**Centre of Educational and Psychological Counselling and Prevention in Čadca**

**Contact person: PhDr. Alena Hrašková, MPH**

**Category:**

**Career guidance and counselling services**

**Annotation:**

Centre for Educational and Psychological Counselling and Prevention in Čadca has registered in the competition with an innovative and modified programme of “Comprehensive career counselling services for the school population in the Čadca district” (Slovak shortcut CAMIP). One of the innovative features of the model is that not only educational counsellors, but also other teachers started to be engaged in the activities and thus the matter of career choice as an issue became important for the whole school. Activities are spontaneously outgrowing into the lower grades, thus the significance and priority of choice of profession naturally extends into the awareness

of pupils in younger age. The target group has expanded from pupils in the last, ninth grade to pupils in all grades of lower secondary education. The most important element is the extension of “Days of career choice” (since 2005) to the “Week of career choice”, also with greater involvement of secondary schools, and in particular with the use of made-to-measure web page dedicated to career counselling [www.camip.sk](http://www.camip.sk) (this website won the award in the NCCA competition in 2011). “Week of career choice” offers information about the world of work, about requirements for particular job positions, but offers mainly activities for self-discovery, self-reflection, building a positive self-image, pro-activity, self-reliance, personal responsibility, ability and motivation to learn, critical thinking and effective work with information, decision-making ability and communication skills. Many activities are inspired by good practices of educational counsellors.

Webpage:

[www.camip.sk](http://www.camip.sk)

## Special award for the lifetime achievement in the area of career guidance and counselling and author's input to the topic of career counselling for older adults

**Title of the contribution:**

**Years to life, life to years – a handbook for guidance practitioners of older workers**

**Name of the institution or person involved:**

**PhDr. Rudolf Kostolanský, CSc.**

**Category:**

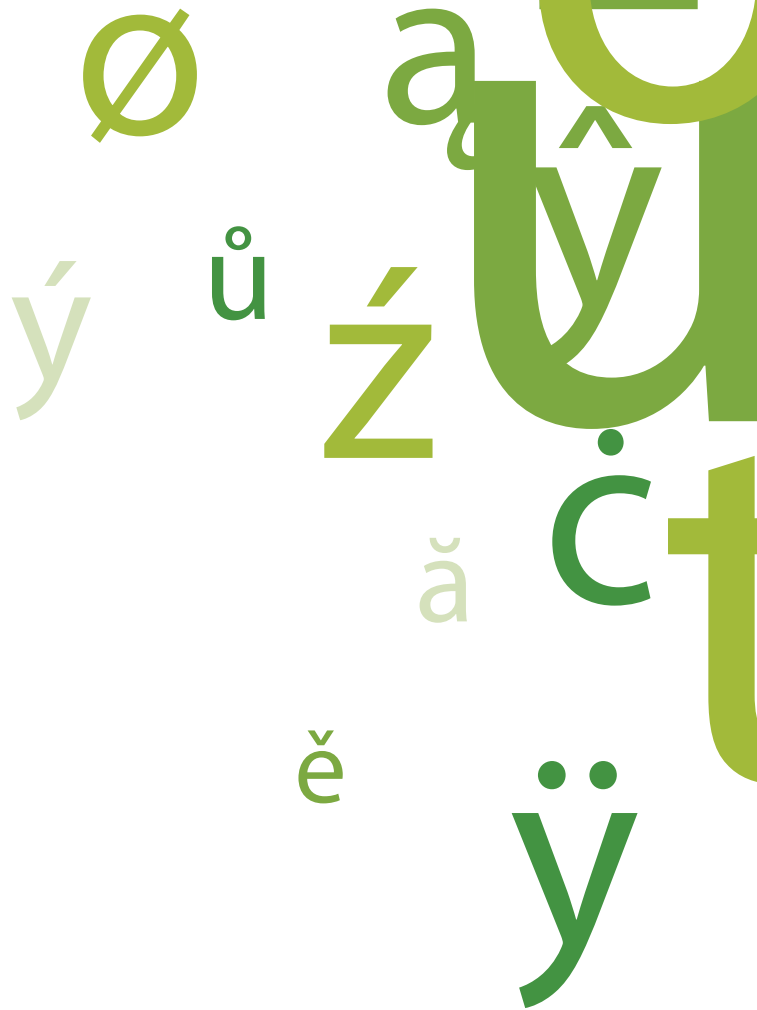
**achievement in the area of career guidance and counselling**

**Annotation:**

The contribution represents a unique attempt to map issues of human ageing generally as well as ageing of human beings as active labour market participants in the context of transformation of economy. PhDr. Rudolf Kostolanský, CSc., in twelve chapters of the monograph (available currently as the author's manuscript) brings a lot of new ideas and views on psychology of human ageing, psychology of career development in later periods of life, he deals also with possible implications for career guidance and counselling for older workers in different transition phases from active working life to inactivity. Major attention is paid also to EU policies and programmes focused on human ageing issues. The contribution is an important asset to the European Year of Active Ageing and Solidarity between Generations declared by the European Commission for the year 2012.

PhDr. Rudolf Kostolanský, CSc., has been active in various areas of applied psychology, the most remarkable are his publications in gerontopsychology, prevention of drug abuse, and mainly in career guidance and counselling for various target groups – in these areas he published nearly one hundred scientific papers, research findings, as well as methodology handbooks for practitioners.





Euroguidance is a European network of national resource and information centres for lifelong guidance and counselling established in 1992.

- All Euroguidance centres share two common goals:
- to promote the European dimension in guidance
  - to provide quality information on lifelong guidance and mobility for learning purposes

The main target group of Euroguidance is guidance practitioners and policy makers from both the educational and employment sectors in all European countries.





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European Network to Support  
Guidance and Counselling