

BLENDING LEARNING BEST PRACTICES

Template

Digital tools for the implementation of Upskilling Pathways A new national digital career guidance service	
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Element	Guiding questions
Type of document	Information sheet
Publisher	Fønix AS
Target audience	Adult employees in VET training
Field	Vocational training inside labour market
Objective	<p>Skills Norway is Directorate for Lifelong Learning and belongs to the Norwegian Ministry of Education and Research.</p> <p>Skills Norway has developed a service that gives everyone who needs it access to public, quality-assured and free career guidance online.</p> <p>The service is called Utdanning.no and is developed on behalf of the Ministry of Education and Research, and was launched in the autumn of 2020.</p> <p>The service is online and gives teachers and students the opportunity to receive guidance on chat and phone, and a website with information and self-help tools.</p> <p>Skills Norway in English - Kompetanse Norge</p>
Location /geographical coverage	<p>The national digital career guidance service is free and easy accessible from their own website. Forside Utdanning.no</p> <p>All teachers in Fønix – working with adult students from working life in VET training – can access the website and freely use the career guidance resources available there at any time.</p>

Introduction	<p>Utdanning.no is the official Norwegian national education and career portal.</p> <p>It includes an overview of educations in Norway and about 600 career descriptions.</p> <p>Both education and career information have been developed in close collaboration with relevant institutions, such as study providers and professional bodies.</p> <p>Utdanning.no also contains interviews with professionals and students, study descriptions and articles which have been designed to help prospective students select education and career.</p>
Stakeholders and Partners	<p>Students: Adults (mostly between 25 – 60 years old) in work but without formal competences as trade certificate etc.</p> <p>Institution: Fønix has extensive experience with internal company training on many different levels – both in public- and private sector. Fønix is a pre-qualified provider of basic skills training (Basic Skills in Working Life – BCWL) by Skills Norway and involved in more than 600 ongoing BCWL-projects in Norwegian companies.</p>
Financing Body	<p>Utdanning.no receive public funding from the Ministry of Education and are free for all users.</p>
Context	<p>Utdanning.no is the national web portal for information about education and profession, with an overview of the Norwegian educational offer.</p> <p>The website provides an overview of more than 8000 educations in Norway, from upper secondary education to higher education, including vocational schools, folk high schools and continuing and further education offers.</p> <p><u>Education</u></p> <p>Every year, Utdanning.no collects more than 6,000 educations from all over Norway.</p> <p>The website collaborate with a number of actors in the education sector and receive study information from universities, colleges and vocational colleges.</p> <p>The educations are entered by data imports, among other things from the schools' study administration systems, or via their partner pages. To make it easier to find, utdanning.no have made educational descriptions where they present all studies within the same subject or category based on the Norwegian standard for educational grouping (NUS).</p> <p><u>Occupations</u></p> <p>The editorial staff writes job descriptions and sends them to professional and industry organizations for quality assurance.</p> <p>Each job description has one or more interviews with people in the profession, which provide supplementary information about the profession.</p>

	<p>They also show statistics related to most professions.</p> <p>The statistics show the connection between education and the profession of people, and are obtained from the Norwegian Labour and Welfare Administration (NAV) and Statistics Norway. Salary information is obtained from Statistics Norway and trade unions.</p> <p><u>Articles</u></p> <p>The editors write articles that help and guide those who are to choose education and profession.</p> <p>The articles are quality assured by relevant actors in the education sector.</p> <p><u>Inspiration and tools</u></p> <p>Utdanning.no have launched inspirational tools to help students choose a profession.</p> <p>The job compass provides an overview of occupations in different industries in a visual way.</p> <p>The grade calculator helps to calculate grade points and see which points and subject combinations are required for studies from Coordinated admissions.</p> <p>This can also be used as a planning tool in high school. The education system is a visual representation of the Norwegian education system.</p> <p>The career planner helps you who are in higher education to plan your career. Find apprenticeships shows potential apprenticeships in your area and for your subjects.</p> <p><u>Advice and guidance</u></p> <p>Utdanning.no is also an online resource for teachers and students as a supervisor about education, job and career.</p> <p>The website was launched in October 2020 and in the first three months the website was visited 10,475,000 times.</p> <p>Hundreds of employees from the business community and industry and professional organizations contribute to quality assurance of the content on Utdanning.no.</p>
<p>The main objectives</p>	<p>In the report Skills Strategy Action Report Norway, the OECD points out that access to career guidance is too poor. oecd skills strategy action report norway.pdf (kompetansenorge.no)</p> <p>One of several recommendations the OECD makes to the norwegian authorities to improve this situation is that the population should have better access to personal and online career guidance.</p> <p>„Establish a high-quality lifelong career guidance system to provide youth and adults with personalised advice on labour market opportunities and education and training options. (...) Consider establishing a central national online platform for career guidance and information.”</p>

	<p>Today (January 2021) You will find the following updated content on Utdanning.no:</p> <ul style="list-style-type: none"> • 584 job descriptions • 561 interviews with people in education and professions • 354 educational descriptions • 106 articles with help and guidance • Inspiration tools: The Job Compass and the Grade Calculator • Visual overview: The Norwegian education system • Gender equality: Overview of gender balance in 400 occupations in Norway • Film: Utdanning.no has dozens of films about occupations, educational choices, and the education system. The subject of educational choice, digital online resource. 6872 educations from approximately 52 universities and colleges, 105 vocational schools, 491 upper secondary schools and 83 folk high schools
The description of the practice	<p>Fønix use Utdanning.no as a career consultancy program in our daily work with adult students in VET training.</p> <p>The students can find out what is needed in terms of practise and / or education to pursue a formal vocational education.</p> <p>They can read about different occupational groups. Check salary level and career opportunities.</p> <p>They can receive free online career guidance at any time</p>
Outcomes of the practice	<p>The use of Utdanning.no gives us – as an adult education provider - an unique opportunity to offer close and personalised career guidance to adults in VET training.</p>
Success Factors	<p>The website combines educational opportunities with job descriptions and easily accessible guidance</p> <p>Will be continuously updated</p> <p>It's free to use</p>
Constraints	<p>None</p>
Lessons learned	<p>The website has only been operative for four months, but so far, we are very satisfied with the functionality</p>
Sustainability	<p>The website is guaranteed by the Ministry of Education</p>
Development of the practice	<p>All materiel and links on Utdanning.no is in continuous development, and is updated continuously.</p>

Conclusion	<p>The career guidance service made available by Utdanning.no will give everyone who needs it access to public, quality-assured, and free career guidance online</p> <p>The opportunity to receive free guidance on chat and phone, and a website with information and self-help tools will provide more people with access to good career guidance regardless of age, place of residence, work, and education situation</p>
Related resources that have been developed	<p>The link to Utdanning.no: Forside Utdanning.no</p> <p>The link to the career guidance tool: Karriereveiledning Karriereveiledning.no</p> <p>Other countries like Scotland has some similar resurces: My World of Work </p>
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