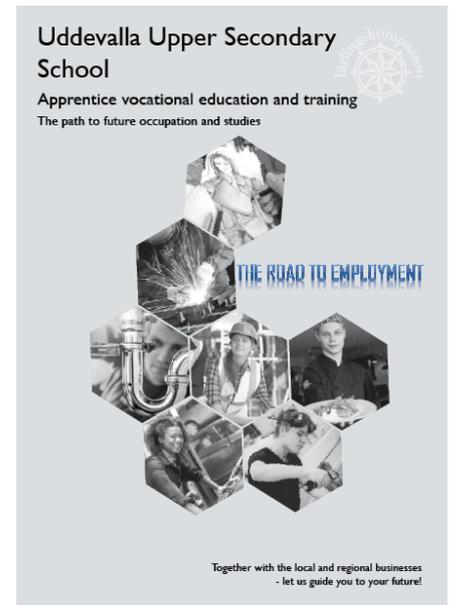


INTERACTIVE DEVELOPMENT AND DISSEMINATION OF AN ORIENTATION FOLDER

“THE ROAD TO EMPLOYMENT”

Main objective	<ul style="list-style-type: none">* To present the apprenticeship programs offered by the VET-center in an attractive way.
Desired outcomes	<ul style="list-style-type: none">* To attract motivated youngsters on the different vocational programs.* To make orientation actors better know the possible occupations targeted by the different programmes and the employment opportunities offered by regional and local companies.* To interest companies for the different programs and for hosting apprentices.* To make vocational teachers better know the activities and occupations of host companies.* To make the branch representative more interested and associated in the development of apprenticeship at the VET-centre.
Target groups	<ul style="list-style-type: none">* Youngsters and their families.* Orientation counsellors.
Persons involved in the action	<ul style="list-style-type: none">* The headmaster of the VET-centre.* The headmaster of apprenticeship programs.* The communication officer.* The head teachers of each apprenticeship program.* Local companies and local program councils.
Targeted improvements	<ul style="list-style-type: none">* Improving the reputation of the VET-unit and the attractiveness of apprenticeship programs* Associating companies in the communication strategy* Focusing on future occupations targeted by the apprenticeship programs
Deliverable	<p>A folder diffused</p> <ul style="list-style-type: none">* by postmail to households in the region, with pupils in the age of 15-16 years of age in 3 000 copies.* to counsellors in the compulsory school, in 500 copies.* to all the companies mentioned in the catalogue with a number of copies to hand out to staff, to customers for promotion, etc. <p>A poster diffused</p> <ul style="list-style-type: none">* to schools to be displayed at relevant places* to companies to show that they are committed to the collaboration with the apprenticeship programmes.



The story

The initiative of the project went from the head of the VET Centre who charged the communication officer to make a model of the information folder, associating the head teachers of the programs. The project group agreed on a ground model i.e. on the categories of information that should figure in the folder for each program. Each VET program is represented on a folder spread with a short presentation. There is also one list of vocations that the apprentice will directly be prepared for, one list with vocations that needs a shorter postgraduating education and also a list of university educations that is possible to apply for.

Regarding the presentation of the different occupations targeted by each program it was decided that each head teacher should contact by phone a dozen companies related to their program. The objective was to make them describe activities and occupations in their own way with their own words. In return, the companies were proposed to have presentation inserts in the folder that they were willing to finance. A list of companies having and/or willing to host apprentices on different occupations was also constituted by the head teachers of each program.

This co-construction process has necessitated a number of going back between the communication officer and the teachers. During this process each teacher had time to take a step back from the representations that use to be transmitted to and are anchored by youngsters, families, counsellors on diverse occupations and programs. For example, the head teacher of the Health Program noticed that presentations of Health programs very often focus pictorially on the "bluelight" occupations to draw young people's attention, while most of work and career opportunities are in the local care sector.

The last step of the co-construction was to make branch representatives sitting in the local program councils of the centre to review the folder.

The dissemination process has been designed to leverage and amplify the involvement of all the categories of concerned actors. The folder was diffused by post mail to all the households in the region, with pupils in the age of 15-16 years i.e. in 3 000 copies. Orientation counsellors in the compulsory school received also copies of the folder representing a diffusion of 500 copies. A number of posters has been produced and sent out to be displayed in schools. This diffusion will be supported by a presentation to counsellors on the occasion of meetings with them. All companies announced in the catalogue got a number of folders to hand out to their staff, their customers for promotion, etc. Companies also got posters inciting them to show that they are committed to the collaboration with the apprenticeship programmes.

In conclusion, by deciding :

- * to shift perspective in communicating to youngsters and their families, i.e. focusing on targeted occupations instead of just learning programs
- * and by associating companies to make this shift,

the VET-centre initiated an process that:

- * strengthened its collaboration with a consequent group of local companies,
- * fostered the collective competence of the centre team and of the orientation actors regarding the company world context and the job market opportunities,
- * found levers to attract and mobilise companies for hosting apprenticeship and engaging themselves for apprenticeship,
- * and found a way to more actively involve branch/company representatives sitting in program council on the orientation issue.