



Career Guidance Delivery System in Korea: Career Teachers and CareerNet

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Contents

- I. Career education system in Korea with background of education and employment structure**
- II. Career Development support system in Korea**
- III. KRIVET and Korea Career Development Center**
- IV. Career education teachers**
- V. ICT based career development in Korea: CareerNet (Cyber counseling through CareerNet)**
- VI. Policy and Practical Implication**



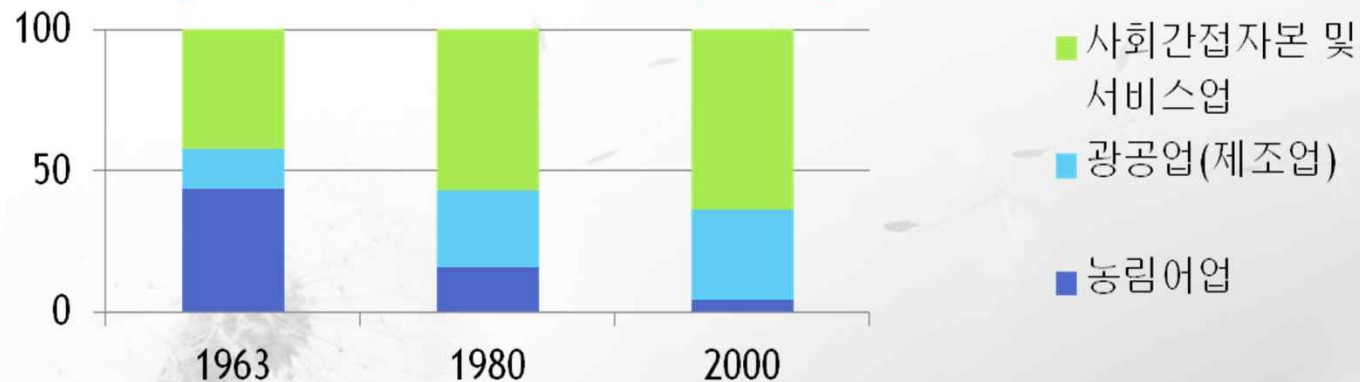
I . Career education system in Korea with background of education and employment structure



Dynamic and Rapidly Changing Korea

Rapid Growth of Economy

65 US \$ in 1961 to US 10,000\$ to 19,231
300 times for 35 years
13th largest in GDP, 50th in GDP per capita



Resilient economy

Overcame financial crisis in 1997 and approaching to overcoming global financial crisis in recent years

Highly educated(with scarce natural resources)

50 million people, 24 million working population
Top rank in PISA and TIMMS
95% of literacy and 80% of high school graduates enter to college.

1. Compulsory Education(1st-9th grades,6-15 age)
2. Almost none selection until high school
3. High school types

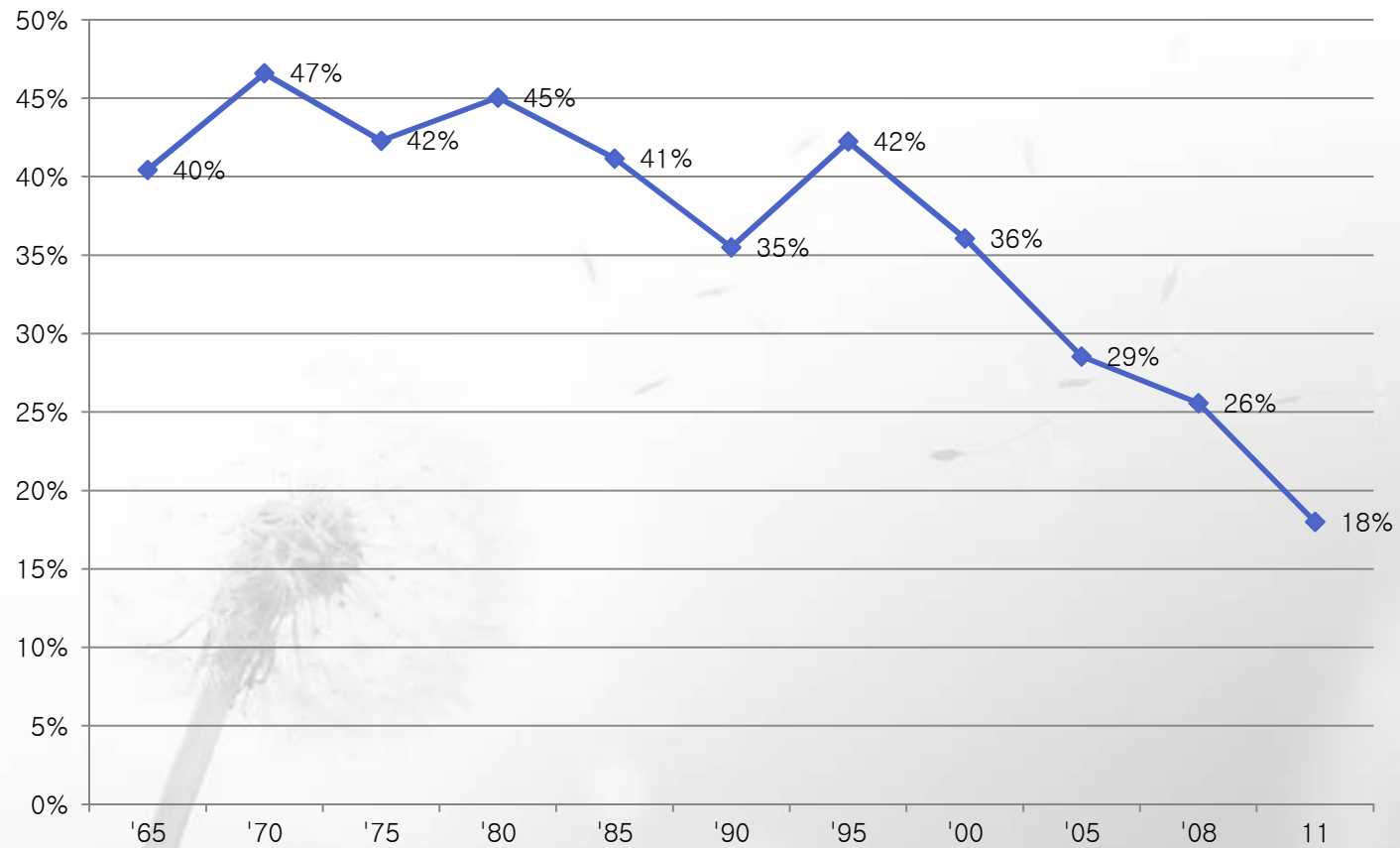
- ✓ academic school,
- ✓ specialized school(vocational schools),
- ✓ High schools with specified objectives(Meister school, Foreign Language schools, Science Education, Arts schools, etc.)

Academic high school and specialized schools

(80% vs. 20 % by number of students in 2012)

Vocational high school students decreased from 45% in 1980-1990

4. Severe competition for 'elite' colleges and universities

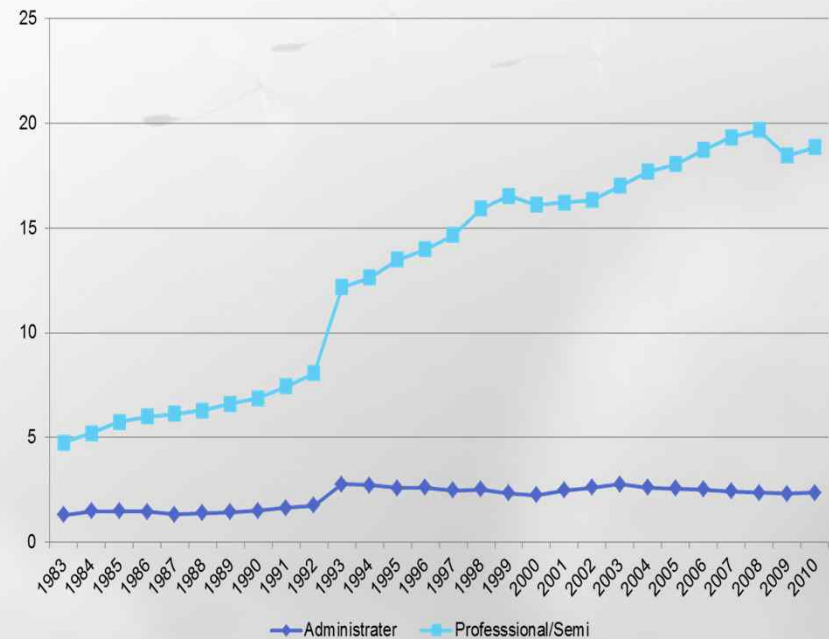
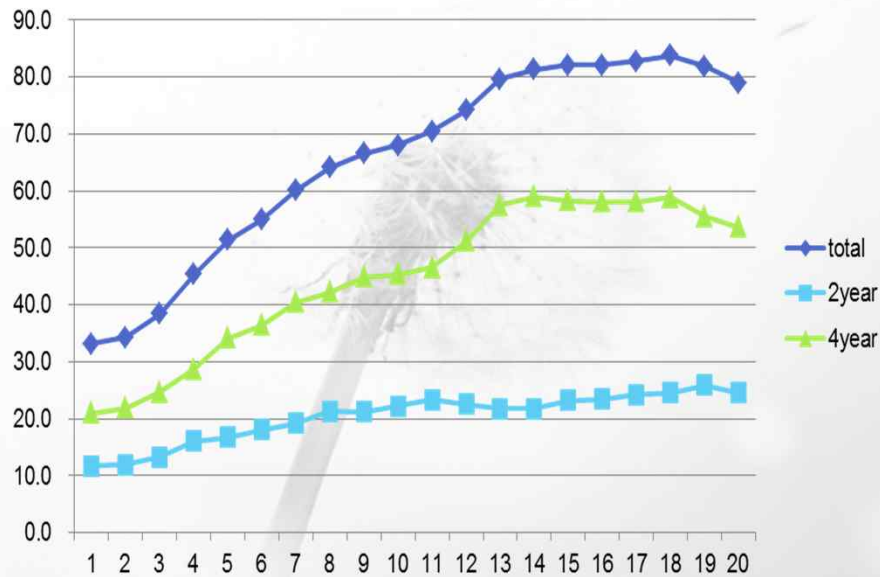


Trend of proportion of vocational high school students

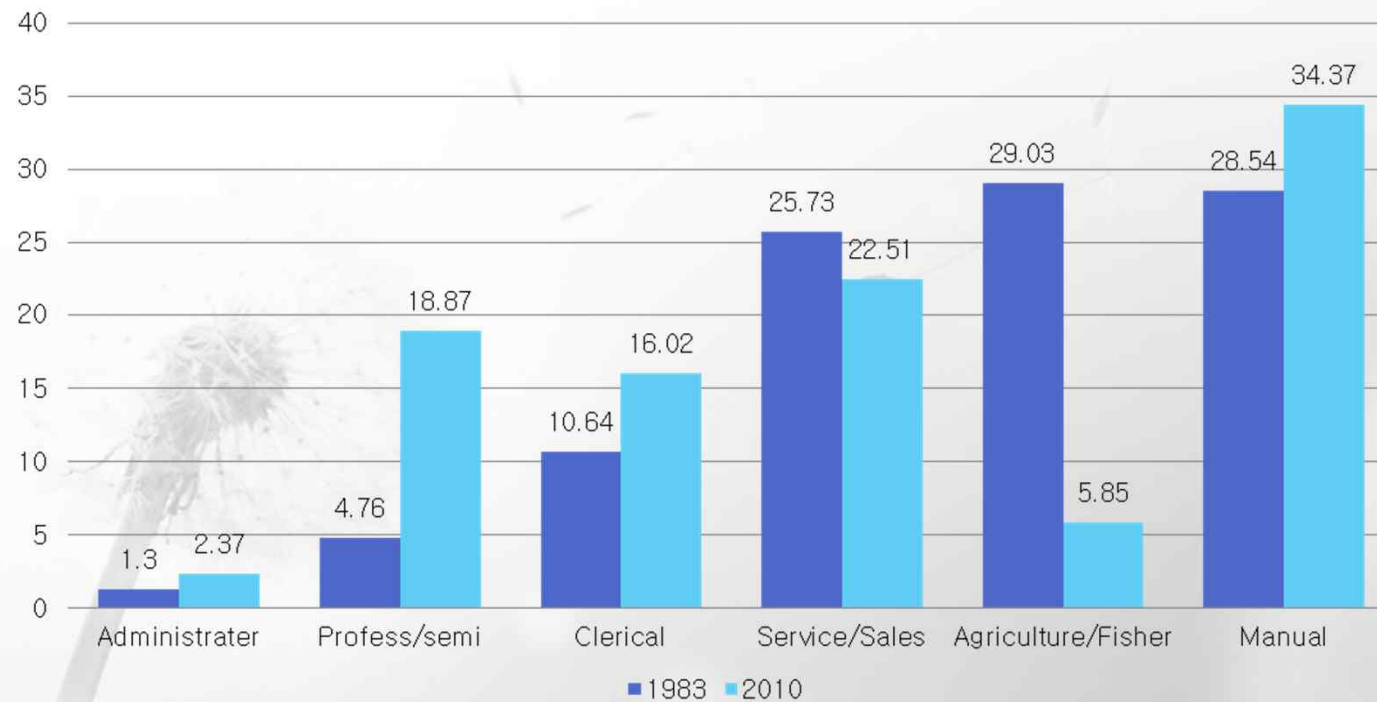
Change in structure of education and occupation

Rapid increase of College attendance rate

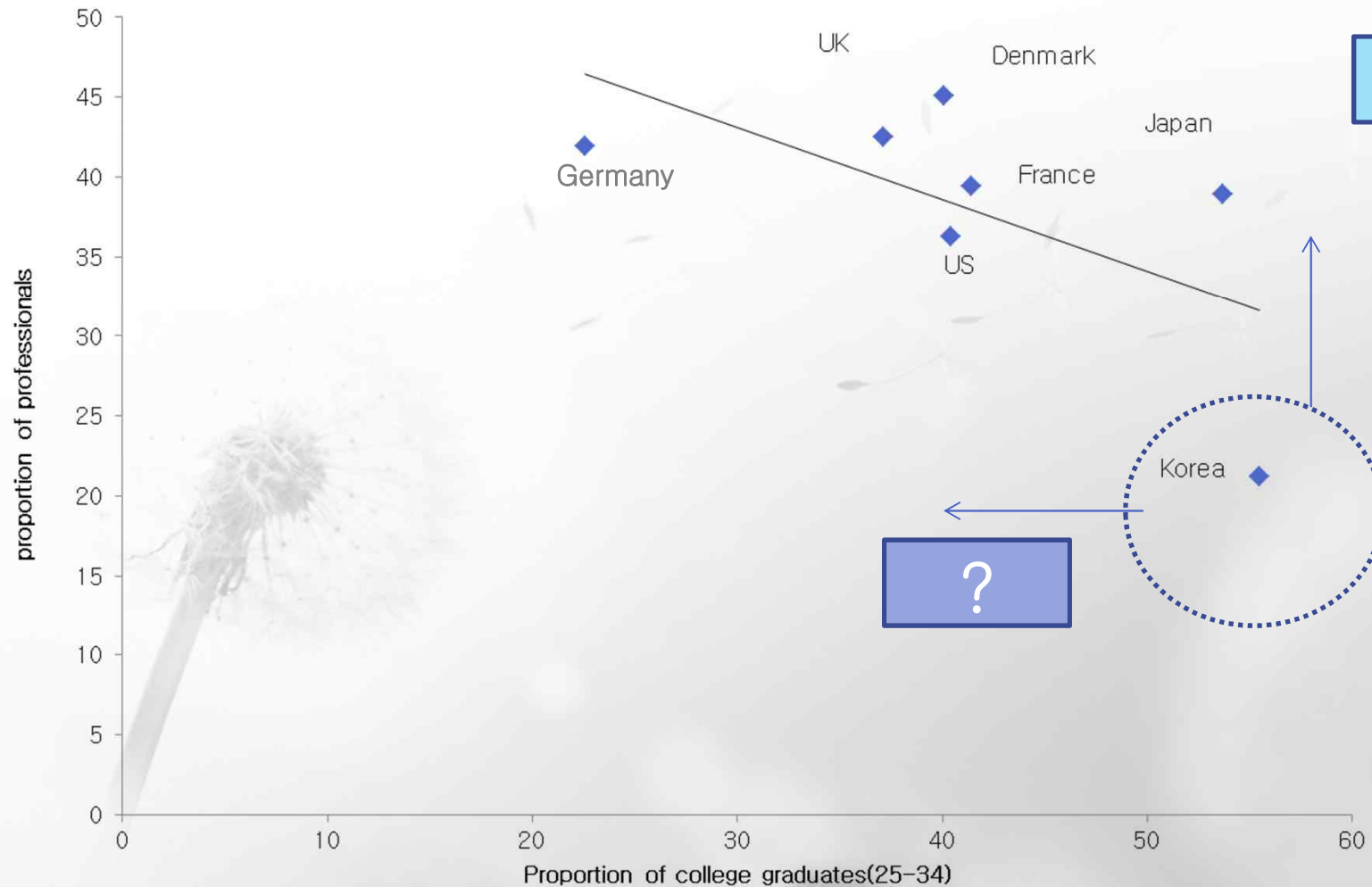
Increase of Professionals proportion



Change of employment by occupation(1983&2010)



Comparison of proportion of professionals and proportion of college graduates in selected countries



- “HR”, “People does matter” in Korea
- Linkage between Education and Work
- How to respond to the gap between supply and demand in career education field?
 - Cooling out the college aspiration?
 - Or
 - Increase the job opportunity?



**II. Career Development
support system in Korea**

1. Career education for the youth

- Curriculum based education
- Career counseling by career education teachers
- Work-based learning

2. Web-based career development system

- Career-NET for the youth
- Work-net for the adults

3. Career education for adults

- Public Employment System: Job centers
- Private consulting enterprises



**Ⅲ. KRIVET and
Korea Career Development
Center**

Background

- Established in 1997 by the Ministry of Education & the Ministry of Labor. Currently, under the Prime Minister
- Growing importance of lifelong development of vocational competencies in the knowledge-based economy

To conduct policy research on VET

- Vocational education is implemented under the formal education system administered by the Ministry of Education.
- Vocational training is carried out as a non-formal learning administered mainly by the Ministry of Employment & Labor.

👉 linking, integrating voc. ed. & voc. training

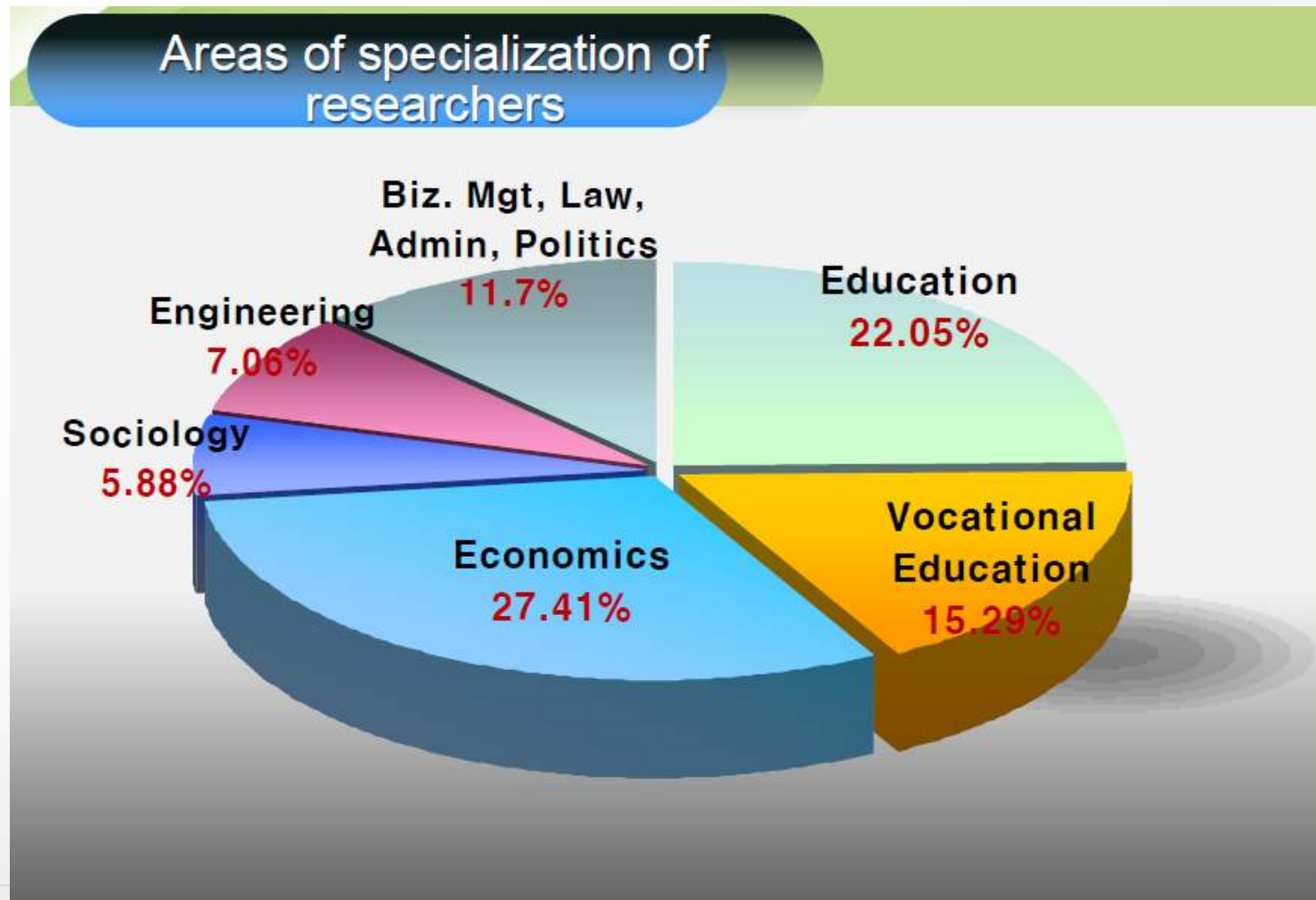
2. KRIVET - History

- Oct. 1997.
 - KRIVET came into operation
 - A legislative change brought KRIVET under the Prime Minister's Office
- Jan. 1999.
- April 1999.
 - UNESCO, The Second International Congress on TVET
- Oct. 2000.
 - KRIVET was designated as the UNESCO Regional Centre of Excellence in TVET
- May 2003.
 - KRIVET was designated as the National Center for Human Resources Development
- Nov. 2006.
 - KRIVET co-hosted the 1st Global HR Forum
- Jan. 2010.
 - KRIVET was designated as "Center for Evaluation of Skills Development Policy"
- May 2011.
 - KRIVET received the Best Research Institute Award in the "2010 Evaluation of National Policy Research Institutes"

3. KRIVET – Number of staffs

300 staffs (researchers, administrators)

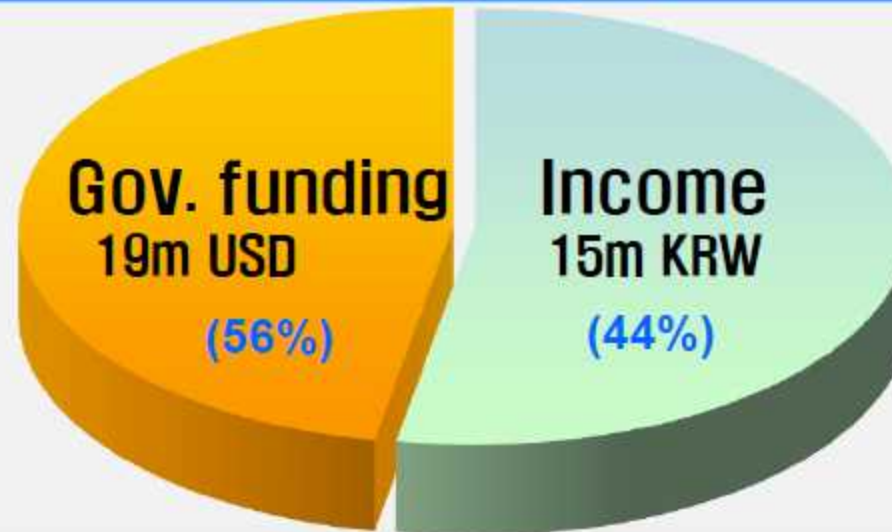
- regular position: 50%
- non-regular(temporary) position: 50%



4. KRIVET – Annual Budget

Total budget for 2012: 34.8 billion KRW

(Approx. US\$34 million)



**56% from endowment fund of NRCS;
Major income comprises of earnings from
commissioned projects**

5. Korea Career Development Center



- **History: 1998 opened**
Supported by Ministry of Education
- **Staffs: more than 50(including 10 Ph.Ds)**
- **Function**
 - **Research on Career Information and Career Education Program**
 - **Develop multimedia programs**
 - **Managing Career Net**
 - **Providing cyber counseling**
 - **Support career education contents for career teachers and schools**

CareerNet
Korea Research Institute for Vocational
Education & Training

www.career.go.kr

THE CAREER DEVELOPMENT CENTER

is a career guidance and an important channel
for your career development.

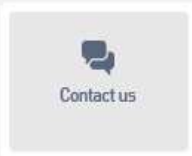
Thank you for visiting CareerNet.

The Career Development Center, which is operating CareerNet,
is a career guidance-related research and development center set up at the Korea Research Institute for Vocational Education & Training by the Ministry of Education, Science and Technology.

CareerNet is an important channel that supports the career development of a greater number of people, without restriction to time or space. It is making strenuous efforts to provide many high-quality career guidance services.



SCROLL





IV. Career education teachers

Training and Placement of Career Education Teacher

- Adoption of 'Career and Occupation' subject in school as an elective course
 - High schools in 2008, Middle schools in 2009
 - Elementary school(creative-flexible activity not subject) in 2010

- Training and Placement of Career Education Counseling Teacher('Career Education Teacher' in abbreviated term)
 - In 2009-2010, select 1, 500 present teachers across 16 local educational offices for CET in academic high schools
 - 600 hours training during 1 year
 - Place one CET to each public academic high schools
 - 1,500 teachers In 2010-2011 were trained for CET
 - placed in vocational high schools and private high schools
 - 1,500 teachers selected, trained and placed teachers for vocational high schools and for private high schools
 - Additional 1,500 teachers were trained and placed including middle schools

The Activity of CET defined by MOE

Common Work Activity	Special work Activity	
<ul style="list-style-type: none"> ① Responsible agent for career education ② Planning and implementing career curriculum plan ③ Teaching 「Career and Occupation」 ④ Career counseling and guidance(at least 8 hours a week) ⑤ Managing E-students' record related to career activity(Edu-pod) 	<ul style="list-style-type: none"> • Counseling for high school selection • Support for high school admission based on self-directed learning plan • Support for individual learning plan 	Middle
<ul style="list-style-type: none"> ⑥ Guidance for career portfolio ⑦ Administrating career assessment test and interpretation and consulting ⑧ Planning and managing work based career learning activity ⑨ Career education for colleague teachers and parents 	<ul style="list-style-type: none"> • Support for college admission based on college admission counselor application • Guidance and Counseling for types and majors of college education • Support for employment for non-college goers 	Academic High
<ul style="list-style-type: none"> ⑩ Networking with resource people in the community ⑪ Other activities related career education 	<ul style="list-style-type: none"> • Support for first –employment -college education later • Networking with industry 	Specialized High

Establishing National Standard and Indicators for Career Education(1)

1. Purpose

- Provide systematic and seamless learning and experience for career development to students
- Linkage and differentiation of career education among school levels(elementary-middle-high school)
- Develop foundation skills and creative career planning

2. Process

- Analyzing previous research and other countries' national standards (UK, US, Denmark, Canada etc.)
- Advisory group composed of experts, teachers, etc.
- Making the first version by Career Development Center in KRIVET
- Review and examine the feasibility and relevance of the standards by career education teacher by school levels

Establishing National Standard and Indicators for Career Education (2)

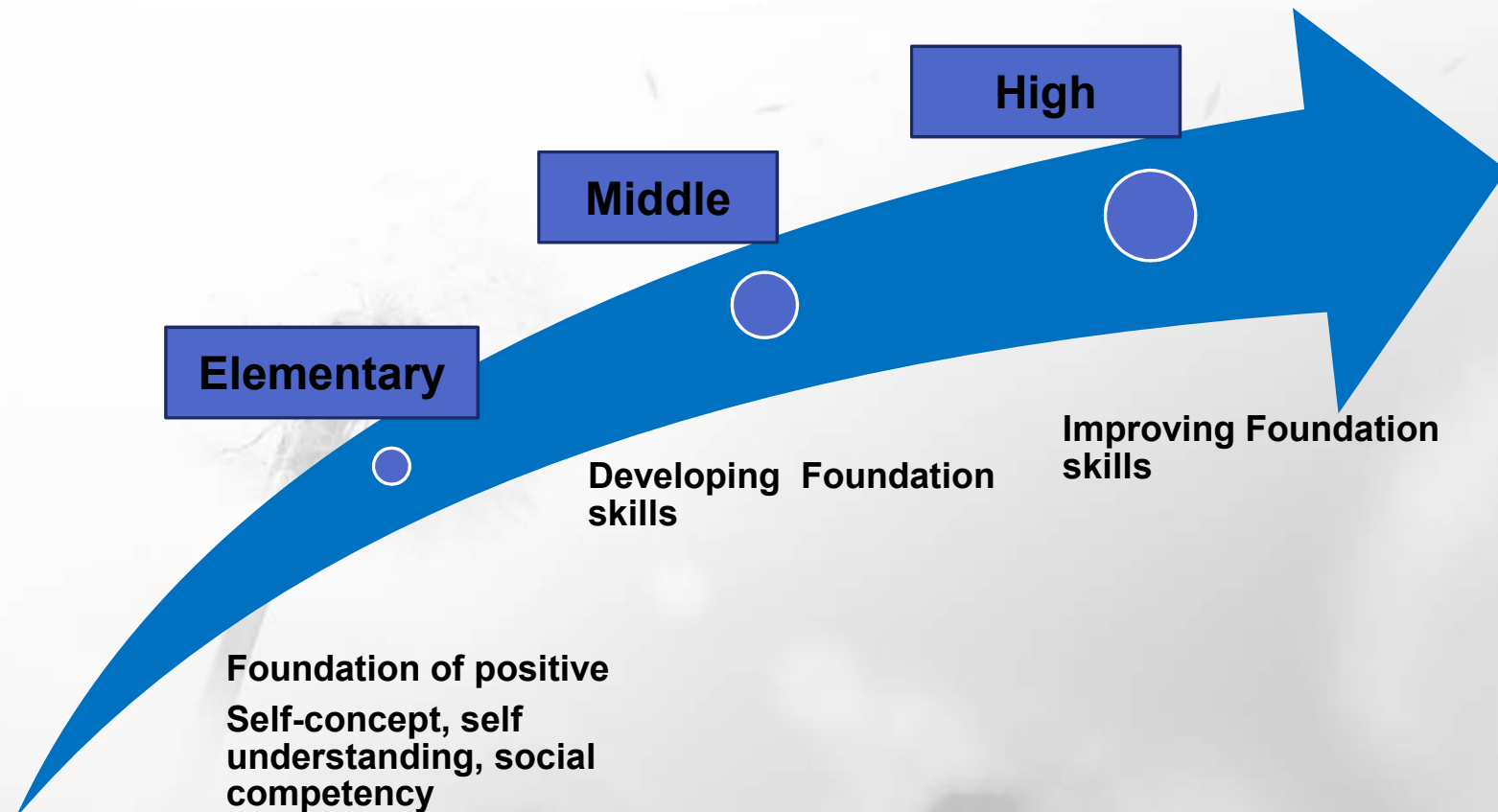
Structure of National Guideline for Career Education



(E)

Structure of National Guideline for Career Education

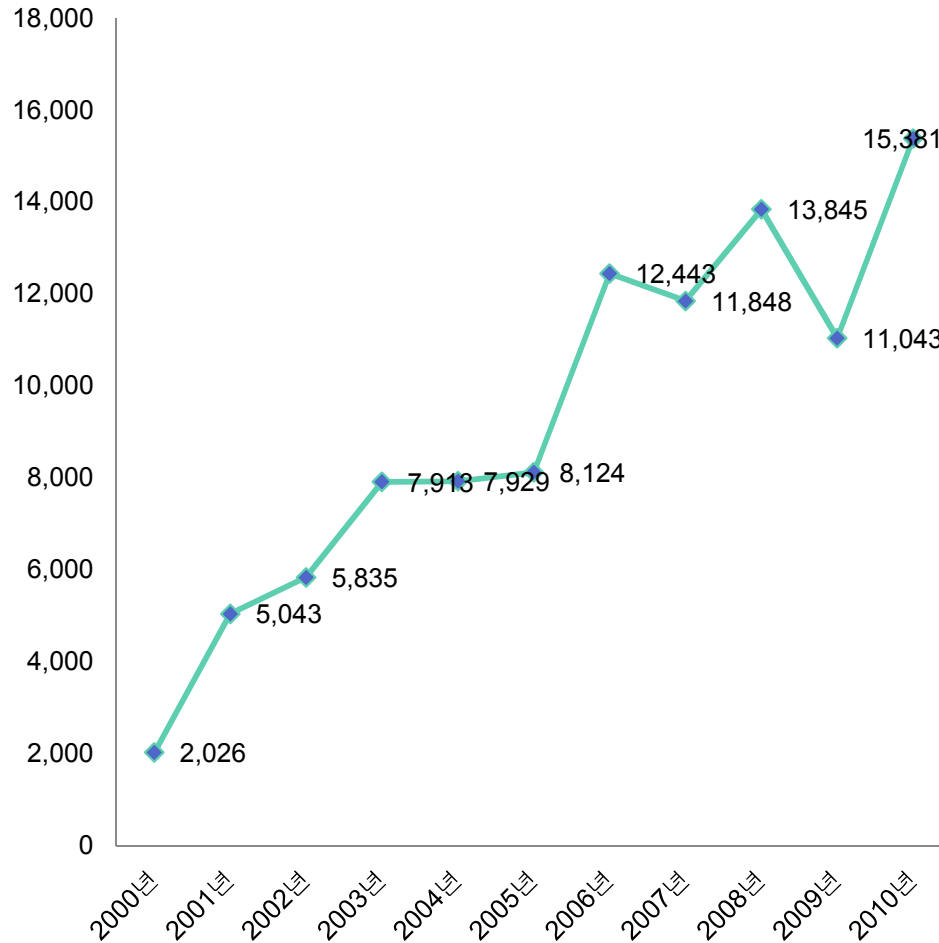
Area I: Self Understanding and Social Development



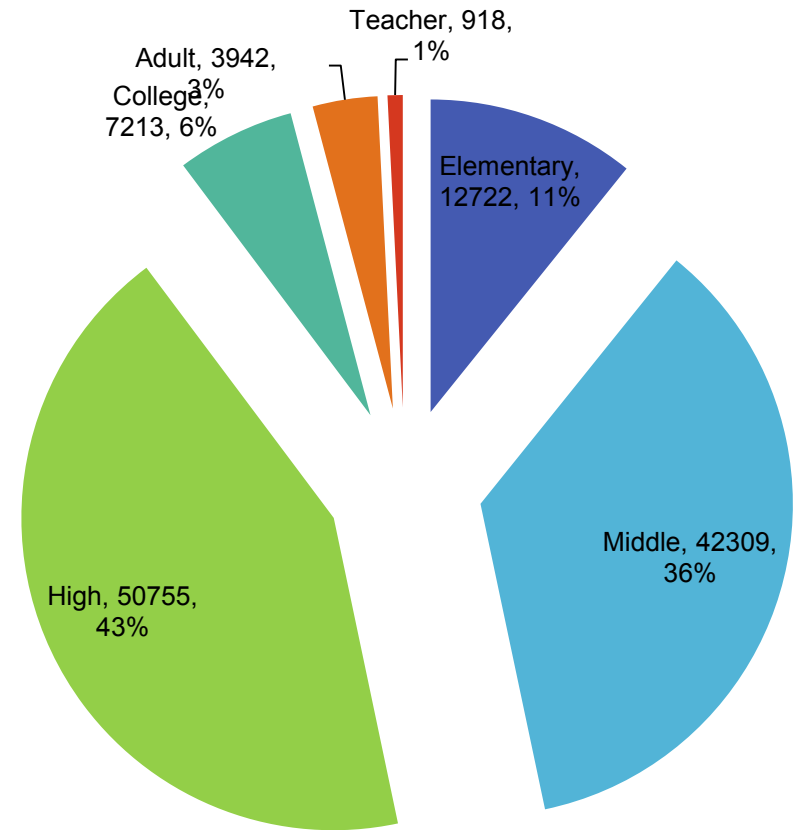


**V. ICT based career
development in Korea:
CareerNet**

Cyber career counseling by CareerNet



**Number of cyber career counseling
(112,000 accumulated cases)**



Proportion of career counseling

Cyber career counseling categories

category	subcategory	year					
		2010		2011		2012	
		case	%	case	%	case	%
Self understanding and Self search	Personal characteristics	2,093	(9.5)	1,469	(9.6)	1816	(13.1)
	Occupations / College majors	4,645	(21.1)	2,788	(18.1)	1909	(13.7)
	Psychological test for careers / Interpreting result	99	(0.5)	113	(0.7)	137	(0.1)
	Subtotal	6,837	(31.1)	4,370	(28.4)	3,862	(26.9)
Career information Exploration	Type of schools/majors	1,713	(7.8)	1,545	(10.1)	1450	(10.4)
	Entrance exams	1,200	(5.5)	891	(5.8)	901	(6.5)
	Occupation	6,331	(28.8)	4,267	(27.8)	3078	(22.1)
	Qualification / Training	193	(0.9)	245	(1.6)	271	(1.9)
	finding jobs / Vocational training	168	(0.8)	183	(1.2)	199	(1.5)
	Subtotal	9,605	(43.8)	7,131	(46.5)	5,899	(42.4)
Career design and Decision-making	College majors and departments	532	(2.4)	564	(3.7)	520	(3.8)
	Entering schools	976	(4.4)	755	(4.8)	831	(5.9)
	Learning / Academic achievement	769	(3.5)	395	(2.6)	337	(2.5)
	Finding jobs / Vocational training	65	(0.3)	23	(0.1)	95	(0.8)
	Changing career decision-making	432	(2.0)	326	(2.1)	441	(3.2)
	Subtotal	2,774	(12.6)	2,063	(13.3)	2,224	(16.2)
psychological support	career adjustment	230	(1.0)	183	(1.2)	252	(1.9)
	Anxiety / a Lack of self-confidence	1,489	(6.8)	943	(6.1)	1138	(8.1)
	Difference of opinions / Conflict	564	(2.6)	473	(3.1)	392	(2.8)
	Subtotal	2,283	(10.4)	1,599	(10.4)	1,782	(12.8)
Others	Others	494	(2.2)	208	(1.4)	244	(1.7)
	Subtotal	494	(2.2)	208	(1.4)	244	(1.7)
Total		21,993	(100.0)	15,371	(100.0)	14,011	(100.0)

1. Background of CareerNet

- Established in 1999 with financial support from Ministry of Education
- To Provide career development for the people based from life-long learning perspective
 - support for self-directed career development
 - Developed by Career Development Center in KRIVET

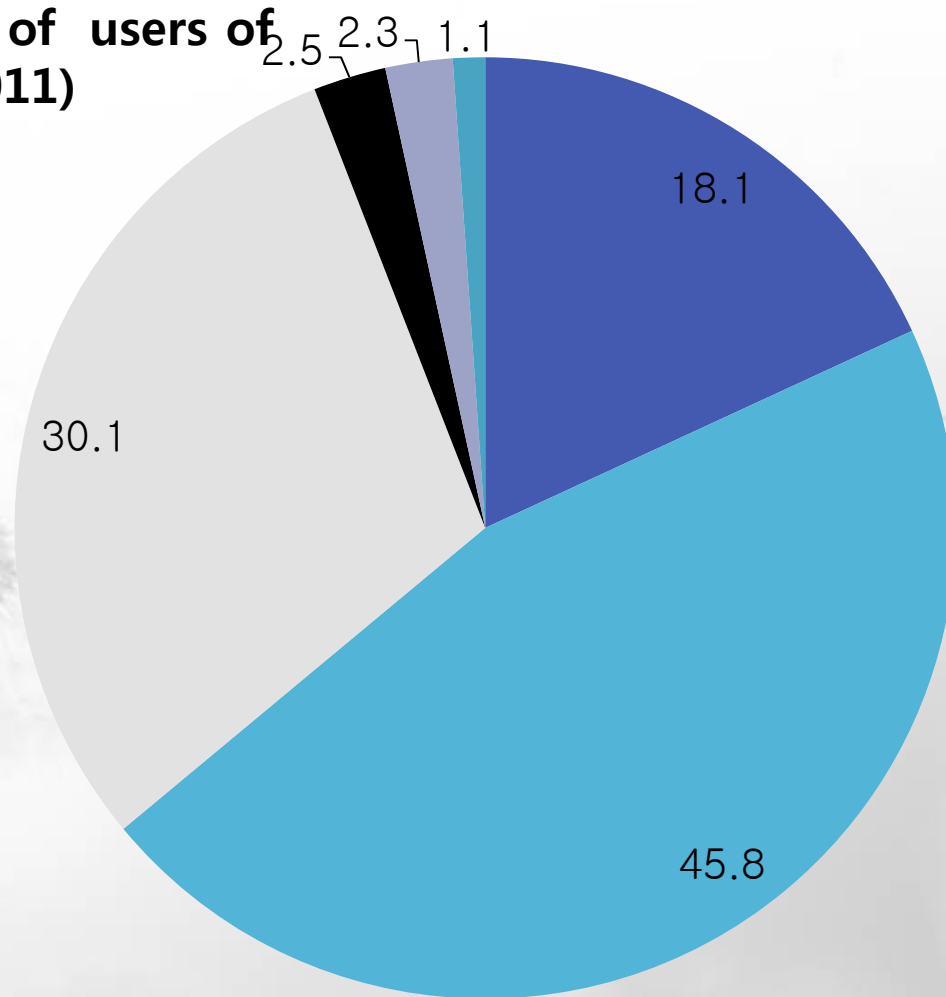
2. Characteristics and Service

- Portal site for youth Career Development
- Providing Career Information
(Education and Occupation in text and multimedia forms)
- Cyber Career Counseling
- Career Assessment(Interest, Aptitude, Maturity, Value etc.)
- Career Education Programs for teachers
- 5.66 million membership /64% of secondary students joined(estimated)

Increase of CareerNet Use

year	No. of New Member-Ship per year	No. of New member per day	No. of accumulated membership	No. of page view per day	Career assessment test
2002	132,931	364	132,957	–	270,191
2003	234,666	643	357,601	–	469,115
2004	271,333	743	627,401	–	611,944
2005	367,863	1,008	998,899	251,659	944,960
2006	504,876	1,383	1,498,117	432,311	1,387,157
2007	606,981	1,663	2,088,748	526,967	1,651,955
2008	784,582	2,149	2,859,662	739,354	1,599,870
2009	861,141	2,359	3,710,871	1,110,773	1,851,459
2010	990,847	2,706	4,696,069	1,135,211	2,443,794
2011	967,040	2,641	5,663,109	1,087,728	2,374,875

Composition of users of CareerNet(2011)



■ Elementary ■ Middle ■ High ■ College ■ Adult ■ Teacher

Improving CareerNet(2)

- Problem increased with the expansion of CareerNet Usage
 - Start with 40,000 US \$ for Career NET in 1999,
 - Around 400,000 each year for Career Net

- Increase budget for CareerNet to 2 million US \$ in 2012
 - Upgrade the hardware and software
 - Strengthen the security
 - Support for Smart Career Education
 - Career Counseling or Career assessment test through smart phone



**VI. Policy and Practical
Implication**

Issues and Challenge for the improvement of Career Education

1. Expanding experts in career education and enhancing the quality of CET

- Special attention to the ethics of career education providers

2. Developing Creative Career development programs

- Provide entrepreneurship education
- Alternative career paths

3. Cooperation from the world of work

- Need national agents for the cooperation of the business
e.g. National Career Guidance Forum

4. Culture sensitive research on career activities of Korean students(and their parents)

- Unique characteristics of Korean people toward education and occupation and career choice behaviors



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<Education Background>

- Seoul National University (BA, MA in Education)
- Harvard University (MA and Ed.D)

<Research>

- Life-long Career Development
- National Human Resources Development Policy
- Linkage between Education and Work

A young girl with long brown hair, wearing a white dress with pink floral patterns and red shoes, is running across a vibrant green field. She is holding a large white cloth aloft with her right arm, and the cloth is blowing in the wind. The background is a clear blue sky. The text "Thank You" is overlaid on the left side of the image.

Thank You