

# eVejledning



**UNDERVISNINGS  
MINISTERIET**  
STYRELSEN  
FOR IT OG LÆRING

## eVejledning/eGuidance

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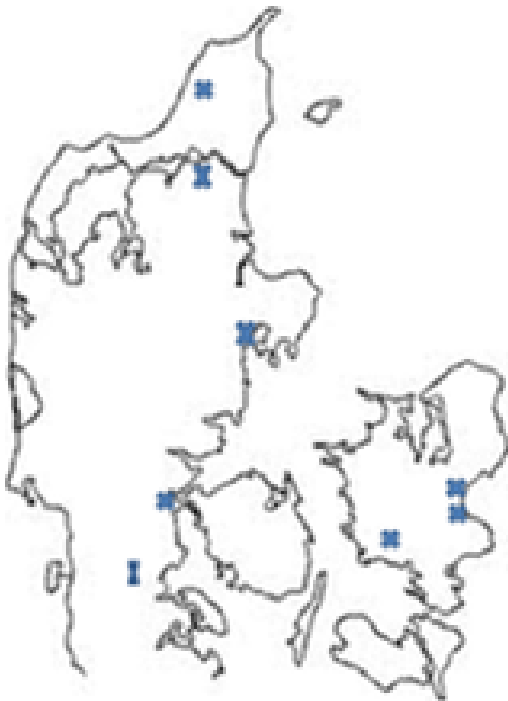
- About eVejledning
- The purpose of eVejledning
- Who are the users?
- How do we meet the users?



# Organization, eGuidance

- eGuidance is a part of the Ministry of Education
- 40 skilled counsellors:
  - 22 full time counsellors in Copenhagen and Aarhus
  - 12 part time counsellors, also working in other guidance services – spread around the country or working with other projects within the organization
- Availability
  - Opening hours from 9 am to 9 pm on weekdays
  - Opening hours from 12 am to 4 pm on Saturdays and Sundays
  - Extended opening hours up to applications deadlines etc.

# eGuidance at work



- A Communication System Platform
- Internal chat during opening hours
- Common guidelines
- Common knowledge bank
- Cooperation with other guidance services
- Cooperation with The Education Guide

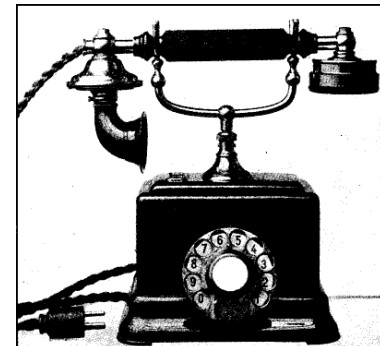
# Channels for counselling

- Telephone
  - Chat
  - e-mail
  - Facebook
  - Webinars and Live Chat
  - Twitter
- (communication channel)



# How many, how and who 😊

- Around 90.- 100.000 contacts per year
  - 50% by chat
  - 35% by telephone
  - 15% by email
  
- 40% receives information
- 60% receives guidance



# Social Media ☺

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- Facebook: 17.251 followers
- Facebook for parents: 13.825 followers
- Facebook for Adults: 28 (new)
- Advertisements, comments, private messages
- Twitter: (institutions and professionals)





# Developing! 😊

- Start in 2011 with a lot of guidance counselling experience
- Very little experience with using digital medias in counselling
- So....



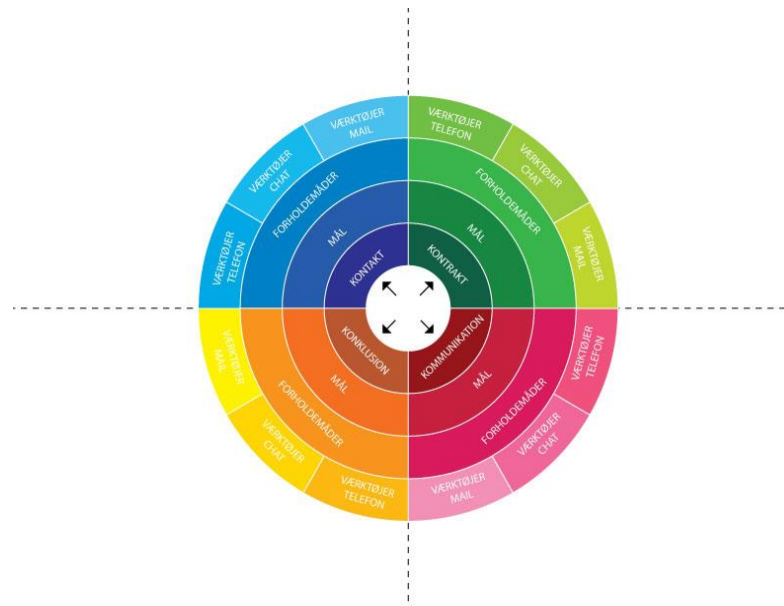


# Developing....

- Supervision and Sparring
- Knowledge of everything concerning education and career
  - Collaboration with schools
  - Collaboration with other guidance services
- Developing relevant information together with UddannelsesGuiden
- Constantly developing new ways to meet the expectations
  - Workshops, live chat, webinars
  - Communion model and career learning model

# The 4K / 4C communication model

- 4K (4C – counselling communication) consists of 4 steps (reversible) to support the session: Contact, Contract, Communication, Conclusion.
- The model has a tool box with suggestions and examples of questions or other relevant formulations
- Not a method but a structure of the counselling session



The career learning model: a structure for gathering, analysing, synthesising and organizing self, educational and occupational information, and skills to make and implement decisions and transitions

### Dimensioner af karrierelæring



# C-model – the communication model in combination with the career learning theory

