

# HIGH-LEVEL WEBINAR ON EDUCATION POLICY

3<sup>rd</sup> – 4<sup>th</sup> December 2020

*Session 2: Building concrete solutions via institutional innovations*

**CAREER SERVICES' ADAPTATIONS**

**IN FACE OF THE NEW SITUATION GENERATED BY COVID19**



UNIVERSITÀ DI PAVIA

Stefania Mellera

Career Service - University of

Pavia

# EMPLOYABILITY WG VS COVID 19

## Focus of the Working Group

- **change of the labour market**: new professions and new forms of work.
- Universities' response to **meet the challenges in society of today** enhancing students' employability
- **collaboration and exchange of experiences** within the framework of the Coimbra Group

## Ongoing activity

**Future Scenarios** to highlight the **importance of Career Services** in many ways **challenging times** that we are facing. Our idea is to develop visions by **combining Employability WG knowledge and experience from the viewpoints** of career professionals, employers and students.

**Collect answer to COVID-19 related questions**




# University of Pavia vs COVID19: an overview



| Current situation  | University of Pavia input  | Something more about University of Pavia   |
|--|--|--|
| <p data-bbox="142 378 547 539"><b>21<sup>st</sup> February</b><br/>COVID patient 1 in<br/>Codogno</p> <p data-bbox="142 664 547 992">The Rectors of the<br/>University of<br/>Lombardy led to<br/><b>suspend teaching<br/>activities<br/>from 28<sup>th</sup> February</b></p> | <p data-bbox="675 378 1439 592">Since <b>2<sup>nd</sup> March</b><br/><b>teaching class, examinations and<br/>graduation session online.</b><br/>Also administrative delivered online.</p> <p data-bbox="631 664 1482 935"><i>“To you students I confirm that the<br/>University will continue to do everything<br/>in its power to <b>accompany you and be<br/>close to you in these difficult days....</b>”</i><br/>(Rector’s message 14<sup>th</sup> March)</p> | <p data-bbox="1541 492 2458 592">University of Pavia put in place two new<br/>tools to manage better COVID emergency:</p> <ul data-bbox="1592 664 2407 863" style="list-style-type: none"><li data-bbox="1821 664 2178 706">• <b>CRISIS UNIT</b></li><li data-bbox="1592 763 2407 863">• <b>PSYCHOLOGICAL COUNSELING<br/>SERVICE</b></li></ul> |



# Career Service vs COVID19

| Governance input   | Career Service (CS)   | Challenges  |
|--|---|---|
| <p><i>“The technical and administrative staff follows the instructions with great attention and <b>organized themselves</b>, in record time, to contribute to the University activities by <b>working from home with quality and effective results</b>”</i><br/>(Rector’s message 14<sup>th</sup> March)</p> | <p>"plan" of <b>distance activities for placement and career guidance</b></p>  <ul style="list-style-type: none"> <li>➤ <b>new setting</b></li> <li>➤ maintain /develop the <b>link with the job market</b></li> <li>➤ <b>traineeship management following COVID national and regional legislation.</b></li> </ul> | <p><b>Accompany and be close</b> to students and graduates <b>even if through distance activities</b>;</p> <p>Train students for a <b>rapidly changing labour market</b></p> <p>How to <b>replace online activities</b> that took place in presence?</p> <p>Put online/blended tools and services <b>using new and unfamiliar IT, home device, by themselves</b></p> <p>To <b>help companies</b> to identify, project and build <b>new ways, tools and strategies of employer branding</b>;</p> <p>To help host companies to <b>transform traineeship in smart.</b></p> |



# CHANGES and PRACTICES

| Changes   | Relevant considerations   | Practices (examples)   |
|---|---|--|
| <p><b>Online/blended meeting and tools.</b></p>                       | <ul style="list-style-type: none"> <li>• Students have new “free” time</li> <li>• Employers repentantly changed employer branding and recruiting</li> </ul>     | <ul style="list-style-type: none"> <li>• <b>Online vademecum</b></li> <li>• <b>APP</b> to consult job posting by mobile</li> <li>• New online “<b>Companies Showcase</b>”</li> </ul>   |
| <p><b>Less job and internships offers or for targeted classes</b></p> | <p>Integrate all the students from <b>the various disciplinary areas</b></p>  | <ul style="list-style-type: none"> <li>• <b>Spontaneous applications form</b></li> <li>• <b>Transversal topics:</b> <i>webinar soft skills, strategic thinking...</i></li> <li>• Online <b>networking</b> (LM+)</li> </ul>   |
| <p><b>Recruiting and Employer branding online</b></p>                 | <p>NOT just a TRANSFORMATION in online mode<br/> <b>!!! We canceled Career Day 2020</b><br/>           New tools to <b>respond to labour market changes</b></p> | <ul style="list-style-type: none"> <li>• <b>Webinar topics:</b> “<i>How to manage effectively 3 minutes of self-presentation</i>”</li> <li>• Time: <i>Webinar max 90 minutes; Career day becomes Career week</i></li> <li>• Focus on professions and case studies</li> <li>• More interactive: Q&amp;A form</li> </ul> |



# REACTIONS

| Students  | Employers   | CS team   |
|---|---|---|
| <p>Students and new grads <b>respond positively and actively</b></p> <ul style="list-style-type: none"> <li>• <b>participation to online meetings</b></li> <li>• <b>application in one or two day</b> from the inviting</li> <li>• increasing of <b>CV update</b> and of <b>log-in</b> in job posting wall</li> </ul> | <p>Companies were <b>happy to find answers and suggestions</b></p> <ul style="list-style-type: none"> <li>• <b>use of new tools</b></li> <li>• <b>employer branding organization</b></li> </ul> | <ul style="list-style-type: none"> <li>• smart working has not been always agile</li> <li>• we adapt our work to new needs and to digital issues and input</li> <li>• <b>experimenting day by day the best way to reach our work objectives.</b></li> </ul> |

## HIGHLIGHTS

- **Inclusive activities for students and graduated:** alerts, initiatives and "pills" of career guidance about transversal **topics to the various disciplinary areas.**
- **Preserve one to one career counseling and CV review** also if online.
- **Do not translate online** career guidance and placement services but **customize them "digital friendly"**.
- Also companies were not prepared facing COVID19. **Support companies** and answer by **targeted employer branding activities.**



# HOW TO MOVE ON IN AND AFTER COVID CRISIS

- **Career Services** have to move in the reverse direction of the market trends, in order to be **inclusive** for students of disciplinary areas
- COVID crisis hits employers' capacity to plan hiring. **EU policy makers** should support employment to **avoid that “COVID generation graduates” becoming a “lost generation” in the labour market.**
- **Universities** must continue to work for **accountability and engagement of students' profile in the labour market**, for instance *micro credential and open badge process.*





# Thank you for your attention

*For any request you can email me*  
**[stefania.mellera@unipv.it](mailto:stefania.mellera@unipv.it)**



UNIVERSITÀ DI PAVIA

Stefania Mellera

Career Service - University of

Pavia



UNIVERSITÀ  
DI PAVIA