

On-line learning programme (based on a MOOC platform) in support of CPD for PES staff

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- **The use of closed private on-line learning programmes (using a MOOC learning platform)**
- **to support the continuing professional development and identity transformation of staff in public employment agencies**
- **using user engagement as the key driver.**

European (FP7) project: supporting identity transformation of PES practitioners

- Challenges for European Public Employment Services (PES): youth unemployment, demographic change, etc.
- Promoting career adaptability, coaching and greater use of Labour Market Information (LMI) as a promising approach
- But this requires transformation of the individual & collective professional identity, both for the PES practitioners and their clients
... which is a complex and continuous learning process
- FP7 project supporting identity development of those offering guidance support in PES across Europe.
- 28 PES linked, but working intensively with 3: UK, Slovenia, Croatia
- **UK twin foci: LMI app (links to next presentation on LMI for All) and MOOC development (this presentation)**

Challenges for Public Employment Services (PES) staff

- World of work, labour market, economies, demographics, careers all changing
- development of career adaptability for clients a goal, not just employability
- PES practitioners need to enhance own career adaptability by:
- **transforming their own individual and collective professional identity.**
- **Transformational process is a complex and continuous learning process**
- **needs a holistic, technology-enhanced approach to facilitation and support of PES providers and their staff.**
- **So our project involves supporting identity development of those offering guidance support in PES across Europe.**

Working with UK PES: Department for Work and Pensions (DWP)

- DWP administers the State Pension and a range of working age, disability and ill health benefits to over 22 million claimants and customers; includes advice for job seekers and those in work
- Agreement to use platform and pedagogy associated with a MOOC, even though
 - small pilot (15) not MASSIVE
 - closed (DWP employer advisers only) not OPEN
 - but it was an **ON-LINE COURSE**
- **The Changing World of Work: Working with Employers in a Dynamic Labour Market MOOC**
- **would have similar content as might be covered in 3 days of face to face Continuing Professional Development (CPD).**

MOOC Development: gaining agreement

- Initially Employ ID ideas and concepts promoted at Senior DWP level to gain commitment
- Ideas developed for scalable cost effective learning done in small chunks first and MOOC option agreed
- Opportunity arose to test on line learning with National Employer Services Team.
- **Critical gap identified in lack of Labour Market Information (LMI) in Employer Engagement learning**
- Pilot area sought and agreed to test MOOC (South West)
- **Several meetings to agree key topic area of importance within LMI with key stakeholders**

- Key gap agreed in hospitality sector by DWP stakeholders
- Warwick University partners/NEST experts/DWP L & D design and IT experts agreed high level learning design content
- High level learning design drafted in conjunction with end users and signed off
- Timeline agreed and weekly checkpoints arranged
- **Investment in People Preparation identified as crucial part**
- **MOOC content developed with several key stakeholders incorporating new and existing ideas and tools.**

- DWP IT restrictions highlighted with several meetings to discuss best platform for initial MOOC
- **Agreement to host first MOOC on Future Learn platform through Warwick University**
- Content shared for quality assurance with key stakeholders
- All learning content signed off by relevant stakeholders
- **People Preparation event successfully run with line managers and volunteers of MOOC**
- On-going improvements to learning identified and actioned
- Evaluation agreed at several stages of proof of concept with close collaboration with Employ ID project.

- Technical issues: not able to download DVD, problems with accessing videos, poor access to video content at work,
- Time restrictions
- a lot to do (read) in week 1;
- limited time for reflection with others;
- **Participants appreciate reflection; peer reflections, finding them very useful and individual reflection**
- **Content of the MOOC was considered very important and relevant for their work**
- **Like working at own pace**
- **Mix of content (especially videos) appreciated**
- **Overall people feel very comfortable with this type of learning, except certain time pressure**

- I like the interaction in the course; Being able to make comments and receive them.
- **As it is interactive and chance to join discussions etc. feel less isolated and enjoying this so much more.**
- The course has really moved me on to consider the labour market within a much wider aspect and to see the 'bigger picture' not just nationally but internationally and how movement of workers impacts.
- **I should be on leave today but sat on here and learning loads. Impressive from someone who will normally run a mile when e-learning is mentioned.**
- I don't like e-learning normally - you'll be glad to know I am keen to get on and do the modules.
- I love it!

Next steps

- Post course people event highly successful – three group presentations
- Evidence of changes in work processes
- Enjoyed collaborative learning
- **Current plans to extend pilot to Work Coaches**
- DWP: capitalise on the opportunity for online coaching, MOOC discussion groups and distance learning
- **DWP: explore future opportunities for online learning, coaching & reflection as an integral part of our future learning design strategy**

Thank you!

EmployID: project objectives (background information and key contacts)

- to deliver comprehensive, sustainable, and cost-effective support for the facilitation of professional identity transformation as a complex and continuous learning process, on an individual, organisational and European network level
- using a holistic tool suite combining and linking eCoaching, reflection, MOOCs, networking, analytical and learning support tools, leading to improved individual and organisational performance on employment counselling.
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