



**Scalable & cost-effective facilitation
of professional identity transformation in public
employment services**

**Facilitating professional identity transformation through
on-line collaborative learning**

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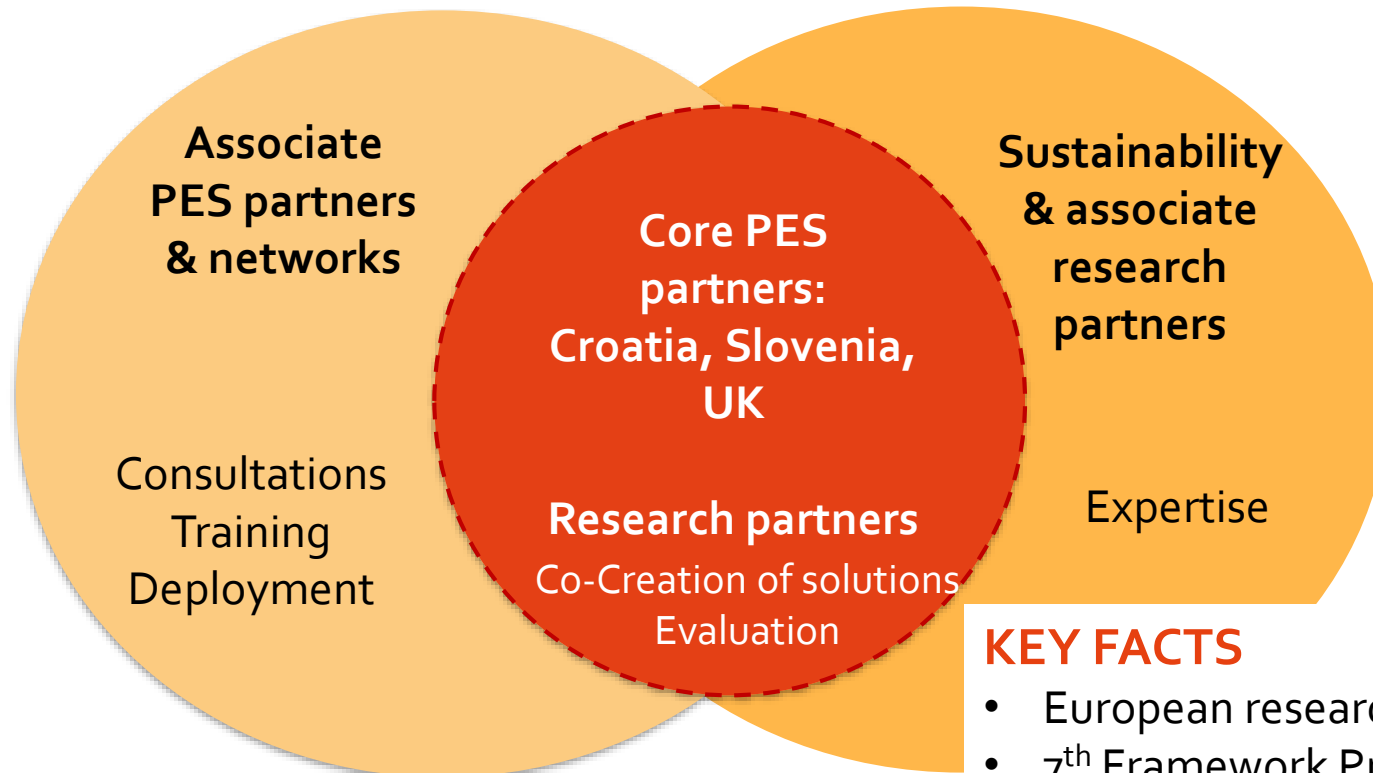
ECP, Amsterdam, 11 – 14 July, 2017

#EmployID

#ECP2017



An Open Project based on principles of co-construction



+ additional consultations

KEY FACTS

- European research project (5.5 M€)
- 7th Framework Programme
- 4 years (Feb 2014 – April 2018)
- 11 partners, amongst them 3 PES (UK, Slovenia, Croatia)
- 32 associate partners (mostly PES)

On-line collaborative learning

- Project supporting the identity transformation of careers and employment counsellors working in European Public Employment Services (PES).
- Two on-line collaborative learning programmes co-constructed to support identity development for employer advisers and work coaches in a PES.
- On-line tool also developed which allowed both groups to access open and linked labour market information, to transform how PES staff interact with, and are perceived by clients and employers.
- An international MOOC primarily designed to support individual careers practitioners across Europe.

Professional identity
transformation

PES: Collaborative Learning Programmes based around organisations

1st MOOC –
Feb 2015 (6 weeks)
15 Employer Advisers

2nd MOOC –
Nov 2015 (6 weeks)
68 Work Coaches

LMI App – Coach Central

- Developed & Piloted within MOOCs
- Piloted within 3 areas Sept – Oct 2016

Rolled out across UK, May 2017, to 16,000 staff.

Challenges in delivery of Blended Learning Programmes in PES

Challenges in Development & Participation of MOOCs
Design = MOOC principles: Mass Open Online Learning
Delivery = Collaboration principles: restricted access

**DWP Platform
Infrastructure**

**Cyber
Security**

IT Restrictions

**Time & Competing
Business Priorities**

**Local Management
Buy In**

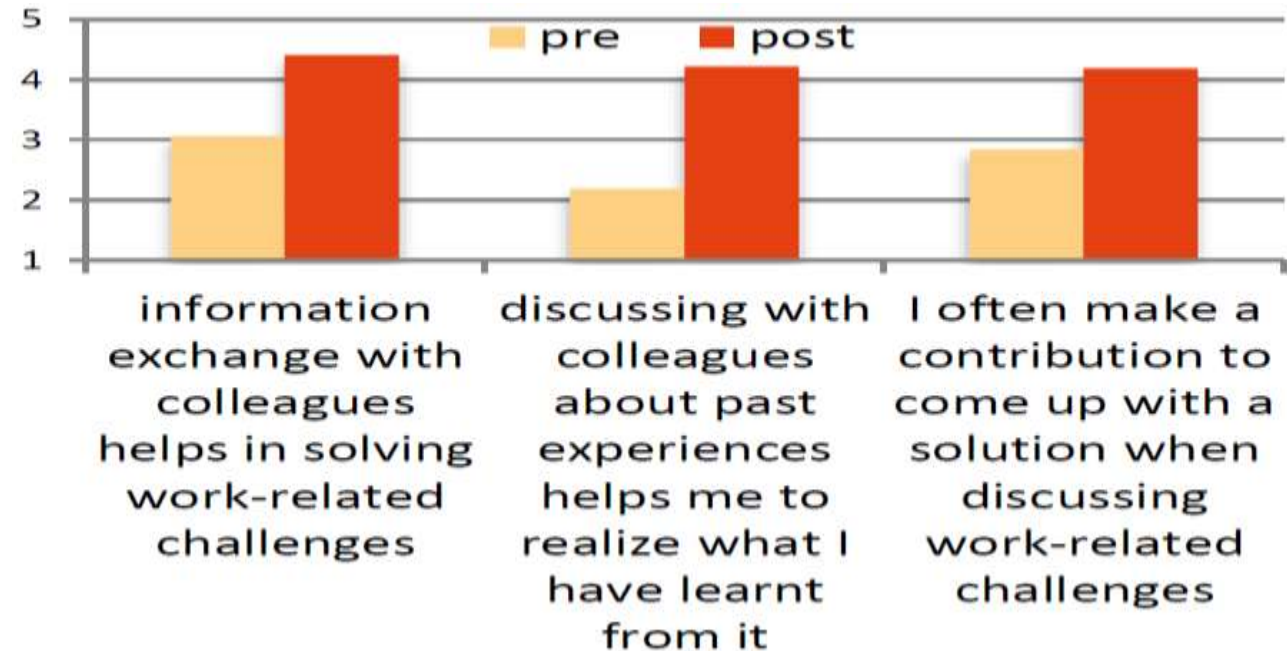
PES Experience of Blended Learning Programmes 2nd MOOC Evaluation – 6 Months later

87% agree gained strategies to reduce or prevent stress

83% agree increased confidence in using digital methods

98% agree gained knowledge on how to enable the customers to assess/improve the quality of work search

93% agree gained knowledge of coaching methods to gain customer commitment to look for work effectively.




Shaping Change in PES

Increase Digital
Capability

Transforming
Learning

Changing
Culture -
Resourceful
Learners


Identity transformation in PES

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Learning and Development Staff:
Professional skill sets with digital capability

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Work Coaches:
resourceful learners; model understanding of labour market with clients

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Employer Advisers:
professional engagement with employers

International MOOC April – June 2017 (5 weeks) Changing World of Work
401 practitioners, very active learner engagement

Initial emerging coding themes (course ended two weeks ago!):

- overcoming feelings of isolation
- dialogue about implications of changing world of work
- identity clash between their organisational roles, past occupational identities and personal aspirations
- fragmented sense of community
- barriers to / triggers for identity transformation
- self-perception of expertise
- shifting responsibility for individual career management.

Massive Open Online Course The Changing World of Work



Accessible from: mooc.employid.eu/the-changing-world-of-work/

EU Major Conference Professional Identity Transformation Tallinn, Estonia



Thursday
September 28, 2017
<https://employid.eu/talinn-2017>

Website for further information:

<https://employid.eu/>

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