

CAREER GUIDANCE: LIVING ON THE EDGE OF PUBLIC POLICY

- JOHN MCCARTHY
- TIBOR BORS BORBELY PEZCE
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Aims of the Chapter

To explain in simple terms the process of public policy **development** and the tools and organisations used for policy **implementation**

To provide **examples** of the process and tools for policy development for career guidance, drawing on country experiences across different continents, and highlighting **incoherencies** between aspirations, tools, and implementation

To examine the **role of international organisations. Networks, and activities** in promoting national developments in policies for career guidance

To draw some **lessons** from this panorama

START BY ADDRESSING SOME BASIC QUESTIONS

What is public policy?

How is government intervention
expressed?

The **policy instruments** used by governments? Regulations, economic incentives, information campaigns

Who implements government policies?
Organisational variables

Policy development cycle

The starting points

- getting on to the policy agenda
- the role of ministry officials, stakeholders, studies, others
- **negotiation, bargaining, compromise**
- regulations, economic incentives, information campaigns

Implementation by the polity (organisations, NGOs, private)

Evaluation: formative, summative

The cycle: often non-sequential and irrational

GOVERNMENT INTERVENTION

Arguments for (OECD, ILO, ELGPN, WB)

Policy instruments: regulations, economic incentives, information campaigns - examples from different countries

Incoherencies:

- (i) Aspirations, regulations, and economic incentives;
- (ii) Aspirations, regulations, economic incentives, and organisation variables ;
- (iii) The non-use of information campaigns.

Policy **implementation evaluation** studies (national) - almost non-existent

Proxy policy evaluation studies: reviews by OECD, CEDEFOP, ETF, ELGPN, international symposia country papers

International public policy interest in career guidance

- International organisations – OECD, World Bank, ILO, UNESCO, European Commission, CEDEFOP, European Training Foundation
- Public policy statements (non-binding): consultation, negotiation, compromise
- Perennial challenges (over 70 years): access, quality, accountability, training, stakeholder cooperation, career information, funding, research

International public policy interest in career guidance

- International policy reviews:

Usage of results

Methodology for benchmarking and review

- International policy networks: ELGPN, development of common reference tools
- Role of international symposia for career development and public policy, and the establishment of the International Centre for Career Development and Public Policy

Policy studies of career guidance

The role of markets and government in career guidance provision (W. Norton Grubb, 2002)

Key variables in the successful devolution of responsibility for career guidance to regional government (France)

Policy content analysis (descriptive and prescriptive that ignore the realities of policy formation and implementation)

CONCLUSIONS

1. While career guidance is recognised in many countries as a '*service of public interest*', it has to compete with other policy interests to stay visible and to attract economic incentives

2. Career guidance, because of its transversal nature, is of marginal public policy interest

3. There is a worldwide poverty of evaluation studies of policy and systems development and implementation for career guidance

4. International organisations, networks, and processes have played a key role in stimulating national developments and reforms for career guidance