

# Information, Advice & Online Employment Services @ Jobline

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#### Why, what, how?

#### Act on public employment and business service

- the functioning of the labour market
- the availability of skilled labour force
- employment services
- information and advisory services
- competence development services
- services for launching and developing business activities
- expert assessments related to the service process of individual clients
- subsidies and compensations
- Free of charge





### Multichannel services by Jobline



- since 1994
- established to ease the increasing demand of telephone contacts by jobseekers and employers
- pioneers of email & text-TV



- Educational advice & counselling (2005)
- EURES (2009)
- Career guidance (2010)
- Online groups for jobseekers (2011)









- General counselling and advice for the unemployed
- Counselling and advice on unemployment benefits
- Telephone service for other authorities
- General advice on non-military service



#### Educational advisors available

on telephone (18 000 calls)



by email (4 500 messages)



at social media (Facebook > 3500 likes)



- 6 experts
- in Finnish, but services available also in Swedish, English & Russian



#### Typical questions

How can I fund my studies?

What to study and where?

How does the application system work?

What should I study if I definitely want to be employed?

Which service is suitable for me?



#### National career guidance









- using telephone, video, blog, email
- with or without an appointment
- 6 psychologist
- counselling discussions (annually > 2 000, clients > 1 000)
- to support individual clients in making career choices, in vocational development, placement in working life and lifelong learning
- with the client's consent, appropriate psychological assessment methods may be used in order to assess an individual client's vocational and career options, competence and suitability

# Guidance via telephone or video for those who

- struggle with distances or have other difficulties approaching services provided by the local TE-office
- are not jobseekers and do not need other employment services
- want to use the channel for other reasons



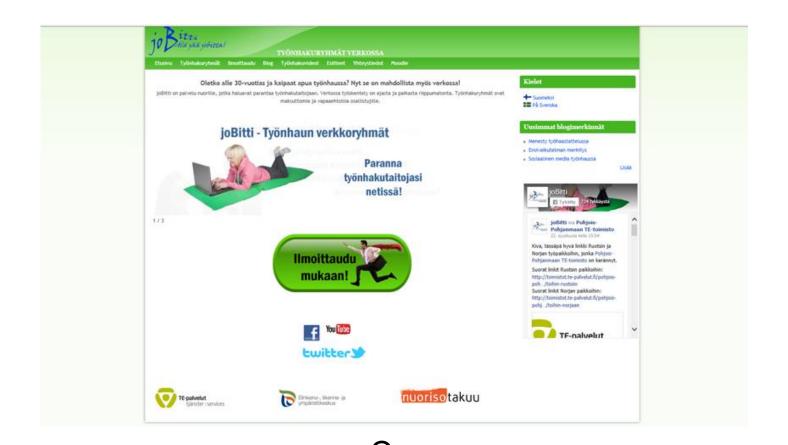


#### Online groups for jobseekers

- guidance and support during different phases of job seeking
- implemented entirely online in Finnish or Swedish 24/7
- in year 2015 30 groups (200 clients)
- using Moodle platform, telephone, chat, video, blog
- 4 tutors, available at office hours







- where to find vacant jobs
- how to contact employers

ONTETS

- how to apply for a job
- how to prepare to an interview



#### EURES = European Employment Services



- a cooperation network formed by public employment services
- the objective is to facilitate the free movement of workers within the European Economic Area (EEA) (the 27 members of the European Union + Norway, Liechtenstein and Iceland) and Switzerland
- targets both jobseekers interested in moving to another country to work or to study and employers wishing to recruit from abroad



## Next steps...?





### Major challenges in the near future



- changes at the whole educational structure
  - reform of the labour market training and upper secondary level
  - plans to cut down the adult education allowance and offer a study loan instead
  - study grant cutbacks: raise a loan to eat?
  - risk factors at the service provision
    - are the guidance services equally accessible when one is unemployed, employed, young, adult, poor, rich, educated, uneducated, living at the urban or rural area...
    - do the services remain free of charge





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