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# **“Ohjaamo” One-Stop Guidance Centres: Developing Policy and Practice for Co-careering**

**Jaana Kettunen and Raimo Vuorinen  
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# One-stop guidance centers – design principles:

- Universal access
  - *easy access to needed services*
- Customer choice
  - *ability to decide which services are most appropriate for meeting their needs*
- Integrated services
  - *collaboration in establishing common service functions and sharing infrastructure*
- Accountability
  - *empasising performance-driven/outcome-based services*

- Sampson & Reardon 1997 -



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## Defining Co-careering

*Co-careering = "shared expertise and meaningful co-construction on career issues that emerge and take place with and among community members"*

*- Kettunen, Sampsonen & Vuorinen, 2015 -*



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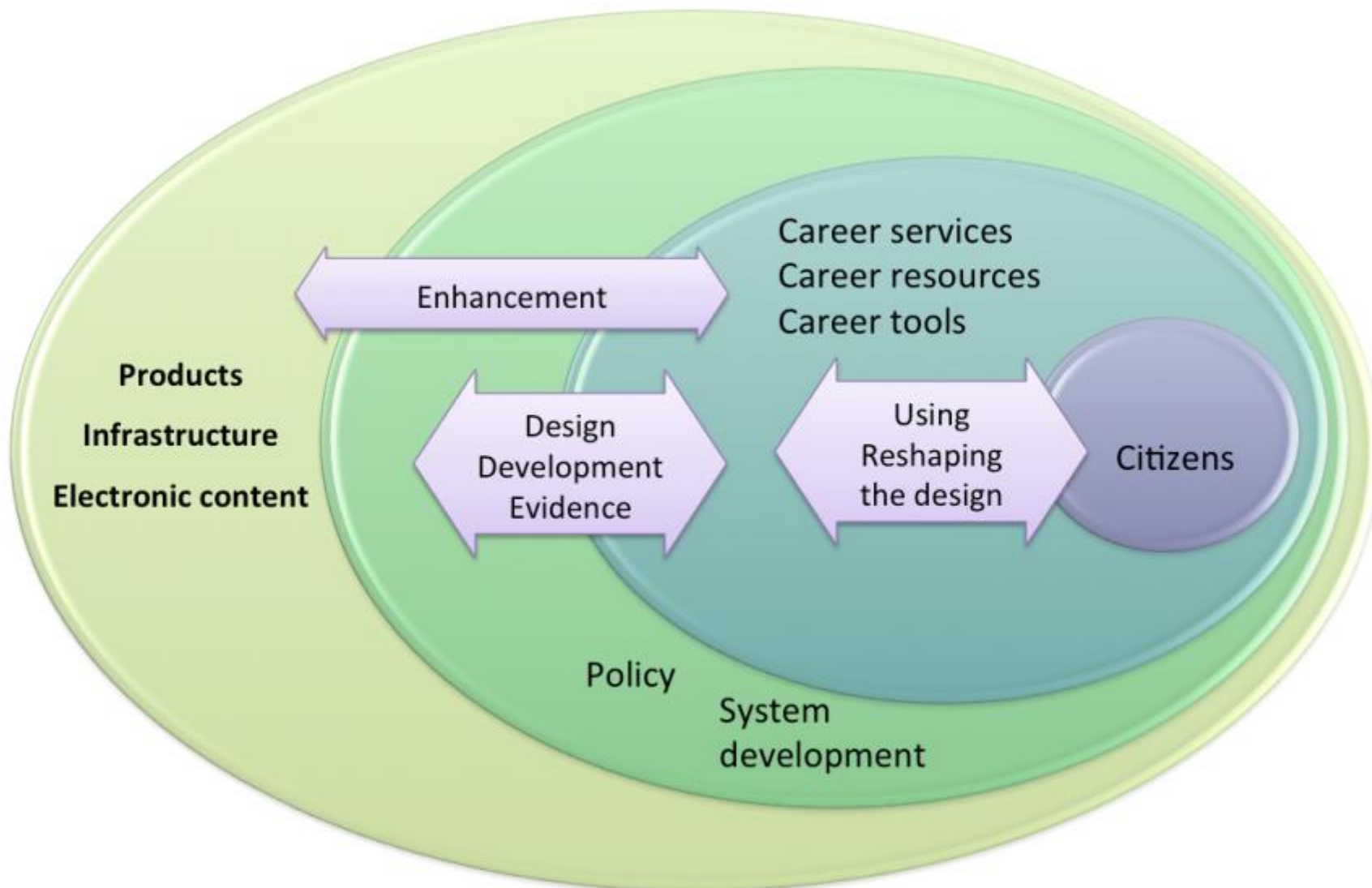


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## ICT in the lifelong guidance systems and policy development





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## Conceptual frameworks for integrated guidance services

<b>One-stop guidance centers</b>	non-existent	local	regional	national
<b>Services</b>	n/a	specific user groups	variety of user groups	all user groups and support for the services providers
<b>Policy for one-stop centers</b>	absence	emerging	sectorial	cross-sectoral
<b>Funding</b>	project	private/programme	co-funding	state coordinated



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# Use of Information and Communication Technology

<b>Rational for ICT use</b>	widening access	consistency	effectiveness	efficiency
<b>Approach to ICT</b>	technology focused	content focused	methodologically focused	systemically focused
<b>Function of ICT</b>	means for delivering information	medium for one-to-one communication	space for collaborative career exploration	space for co-careering
<b>Distance career services</b>	non-existent	asynchronous	synchronous	multi-synchronous
<b>Training for use of ICT in Guidance</b>	no specific training	ad hoc courses	part of the initial training programmes	continuing process



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# Developing policies for integrated guidance services

**Interface  
between  
One-stop  
centers and  
LLG policies**

non-existent	emerging	acknowledged but fragmented	strategic initiatives
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**Identified  
system  
feature for  
improvement**

resources	services	structures	coordination
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**Monitoring/e  
valuation  
focus**

volume	usability	impact	accountability
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## Thank you!

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