Career Development Center
Reformation: Enhancing the employability of UP Students

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Outline

- Background Information
- Problem Statement & Goals
- Methodology
- Main Findings & Analysis
- Strategic Plan
- Recommendations
- Post-intervention results
Background Information

- Career Guidance: A concept of the 20\textsuperscript{th} century
  - Industrial Revolution
  - Demand for specialized skills

- Career development today
  - Globalization
  - Instrument of governments to promote growth
Kosovo

- Unemployment – 35% inactive labor force
  - 60% not qualified for the vacancies

- Career guidance industry in Kosovo
  - ‘Curriculum’ model
  - ‘Center’ model
Career Development Center at the UP

- Founded in 2007 as an OSCE project
- Part of UP, namely the Academic Development Office, since 2009
- Main services:
  - Information sharing
  - Counseling
  - Trainings
  - Intermediation with labor market
Problem Statement

- Only a small number of UP students benefit from guidance, counseling and training services provided by CDC.

- Goals:
  - Thoroughly analyze and spot the issues that CDC faces
  - Analyze the industry
  - Create Strategic Plan
Methodology

- **Secondary Research**
- **Qualitative Research** – Interviews
  - CDC
  - AUK
- Case studies – observation of similar cases
Main findings

‘Number of Internships to Number of students’ ratio for each HEP
Main findings

Number of students served by one Career Center official in each HEP
Main findings cont’d

- Links to the ‘base’
- Co-op system
- Budget
- Access to information
M4P Approach

UP Career Guidance Center

SUPPORT SERVICES

- Media
- PR & Marketing
- ICT
- Staff Capacity Building
- Facilities
- Networking
- Finance: Budget Model, Fundraising

CARE SERVICES

- Coordination
- Trainings (1000 persons) 2%
- Consultation - Individual (898 persons) 1.8%
- Informimi - Email (50k emails), Facebook (10,875 followers)

Goverance

- Financial Regulations
- Internal Job Organization
- Coordination of Stakeholders
- Access to UP Databases

RULES/REGULATIONS

- Perception - Students, PS, Private, Student Organisations

Supply
- UP Career Guidance Center

Demand
- UP Students (50K)

Donors
- BSP

BMO
- UP

Certificate Body
- 30 companies, 60 vacancies
Intervention Strategy

Rules and Regulations

- Defining budgeting process
- Coordination
- Redesign Services
- Job Systematization
- Internship recruitment
- Communication – Mandate on Perception
- Access to data
Intervention Strategy

Supporting Services

- Financial Instruments
- Staff Skills – Capacity Building
- Facilities
- PR/Marketing
- Partnerships
Increase of Usage of Career Guidance Center in UP

RULES AND REGULATIONS
- Sound Legislative Framework for further development of CGC
- 1.1 Financial Regulation
  - Regulation Approved
  - Regulation-drafted
  - Create group to draft regulation
- 1.2 Internal Regulations for Job Organisation
  - Regulation Approved
  - Regulation-drafted
  - Create group to draft regulation
- 1.3 Internal Regulations for coordinating stakeholders
  - Regulation Approved
  - Regulation-drafted
  - Create group to draft regulation
- 1.4 Mandate on Perception
  - Regulation Approved
  - Regulation-drafted
  - Create group to draft regulation
- 1.5 Mandate to access Student Information Databases
  - Regulation Approved
  - Regulation-drafted
  - Create group to draft regulation

SUPPORT SYSTEM
- Effective and Efficient Support System to enable better functioning of CGCC
- 2.1 New Finance Instruments in Place
  - Implementation of Intervention Strategies
  - Intervention Strategies Approved
  - Finalize Intervention Strategies
- 2.2 Strengthened Coordination
  - Draft Intervention Strategies
- 2.3 Advanced ICT Utilization
  - Budget Approved
- 2.4 Staff Skills Improved through Capacity Building
- 2.5 Improved Facilities and Infrastructure
- 2.6 Effective PR & Marketing Strategy implemented
- 2.7 Partnerships signed with relevant stakeholders
- 2.8 Continuous Networking Activities

Drafting and Approval of CGC Strategic Plan

Memorandum of Understanding between CGC and University of Prishtina
## UP intervention strategy

<table>
<thead>
<tr>
<th>Annex</th>
<th>Intervention type</th>
<th>Intervention area</th>
<th>Budget</th>
<th>Timeframe</th>
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### Total Costs

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<th>Total Staff Cost</th>
<th>Total Direct Cost</th>
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<td><strong>TOTAL Donor COSTS</strong></td>
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<td>€ 60,350.00</td>
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Recommendations

- Sign a memorandum of Understanding between CDC and UP.
- Drafting and Approval of CDC Strategic Plan
- Create a sound legislative framework
- Acquire the necessary financial capacities to reform supporting services