

Miðstöð símenntunar á Suðurnesjum



Founders of MSS:

- Labor Organizations
- Suðurnes Comprehensive Community College
- Federation of Suðurnes municipal, SSS
- Key companies
- Federation of Icelandic industries
- Reykjanesbær



GOALS

- To provide various selection of GOOD vocational and free time education for individuals and companies
- To offer as much as possible locally
- To provide counseling to those who need



Courses for individuals

- Recreation courses
- Languages
- Computers



Occupational courses

Examples:

- Tourism
- Health care
- Social services
- Administrators
- Unskilled employees in kindergarden and schools



Icelandic for immigrants

- Level I – V
- School for immigrants – 120 lessons
- Occupational Icelandic



Adult education for people with disability

- Handycapped
- Mental problems



Distance learning

- University students



Counseling

- Study- and carrier counseling
- Requirement analyses for organisations/companies

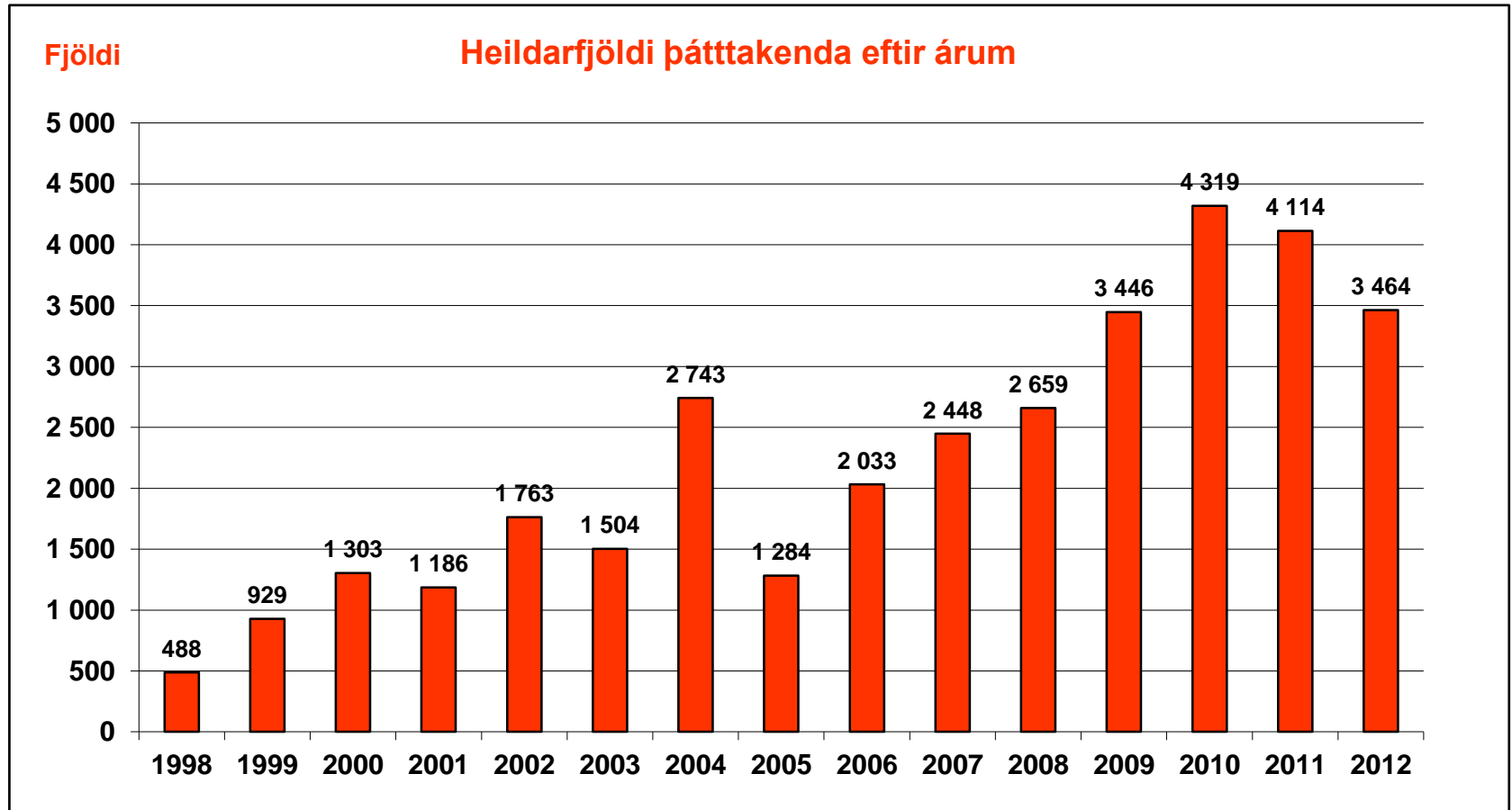


The main target group

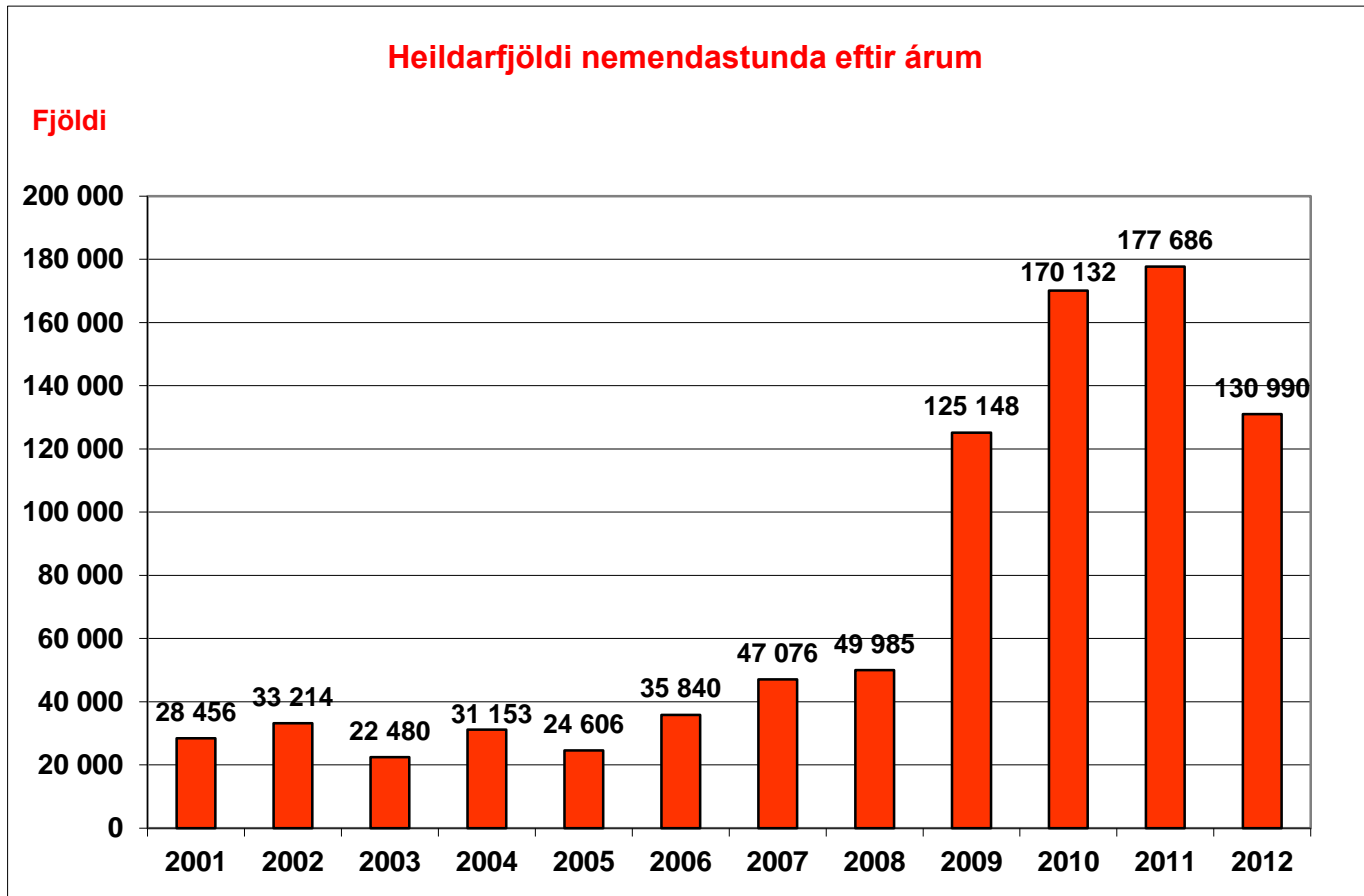
- People with no formal education
- Companies that have employees with no or little formal education
- Companies who want to improve the employees skills or improve job satisfaction and their situation on the market



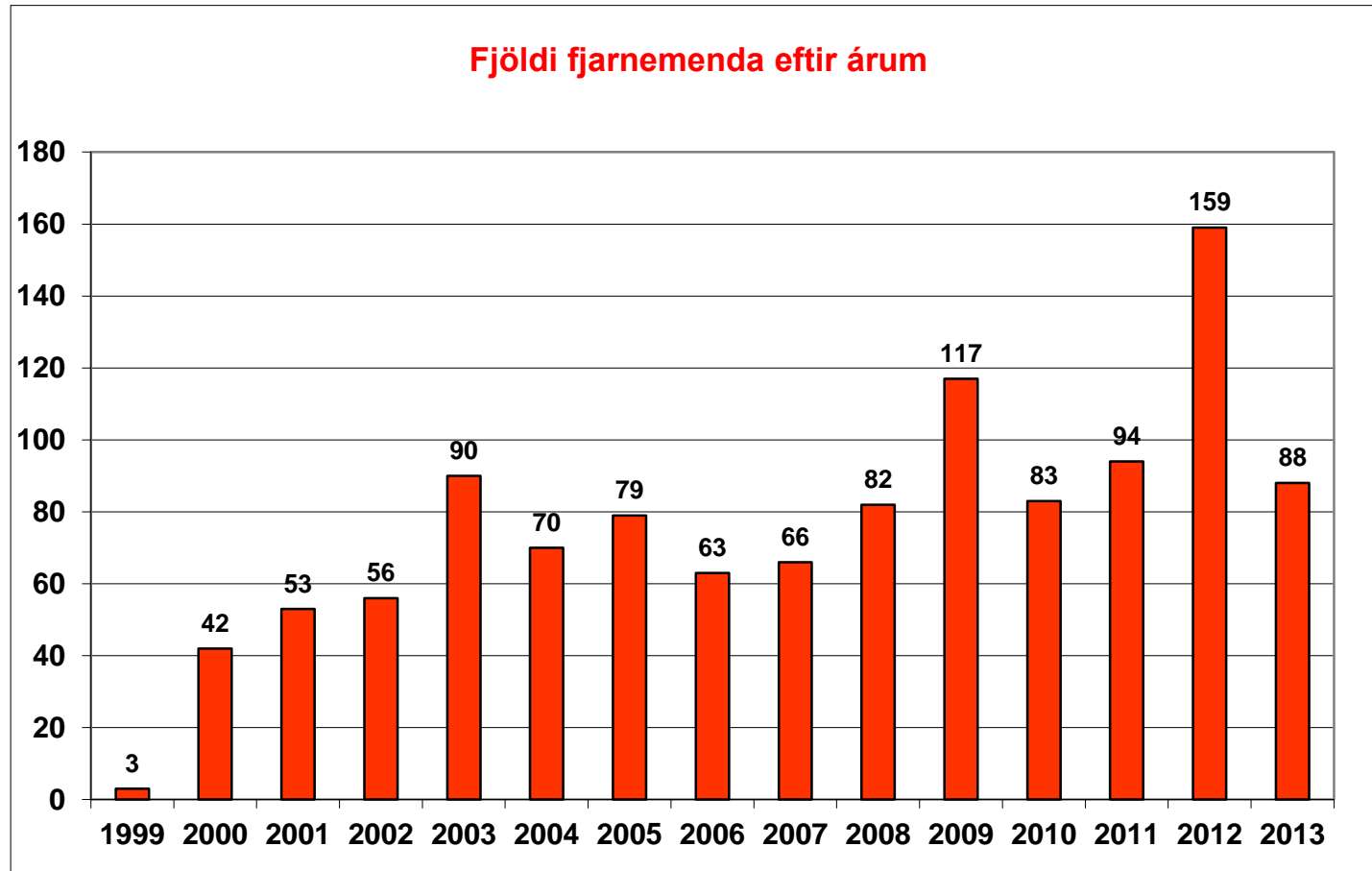
Students



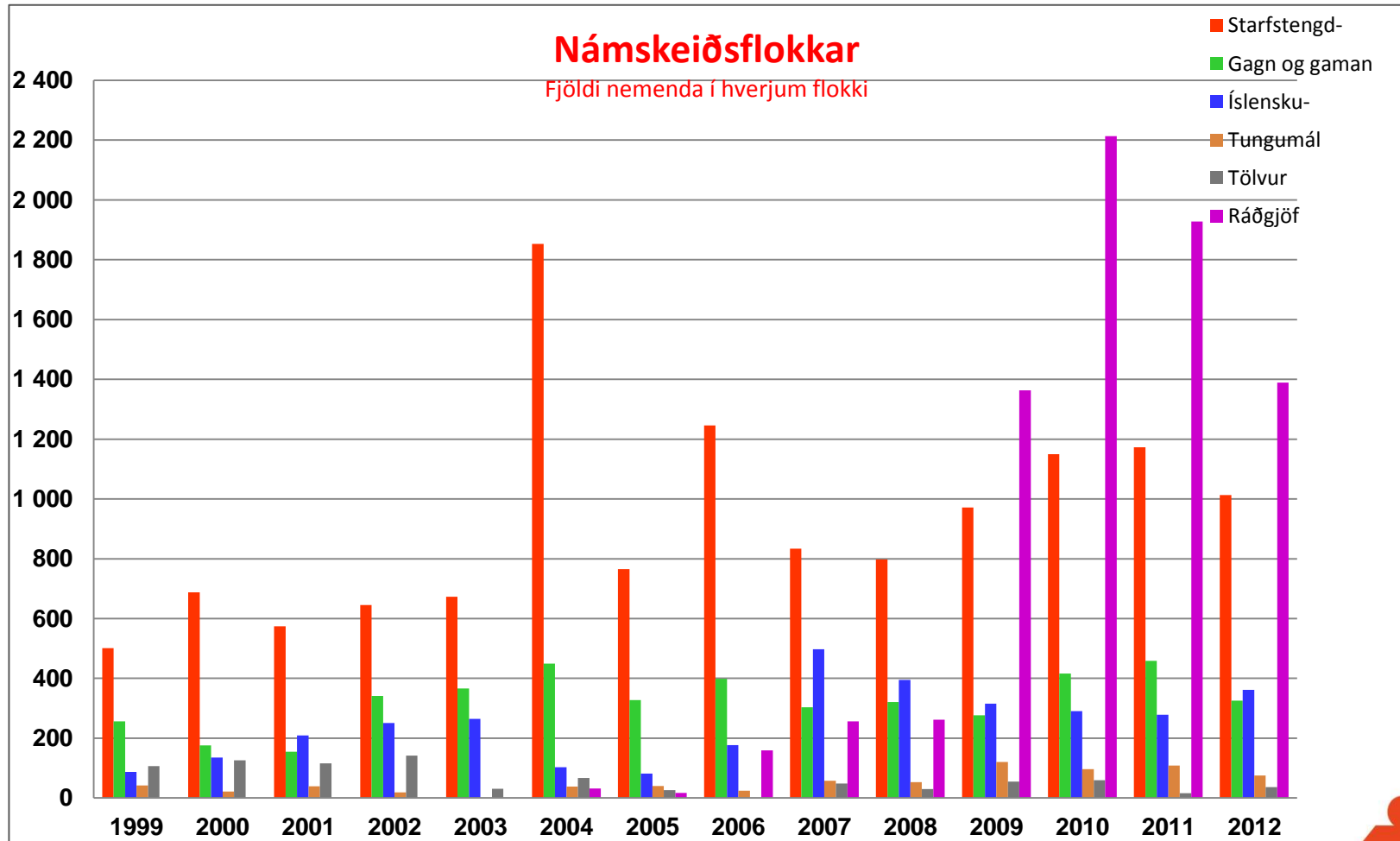
Studentlessons



Distance learning

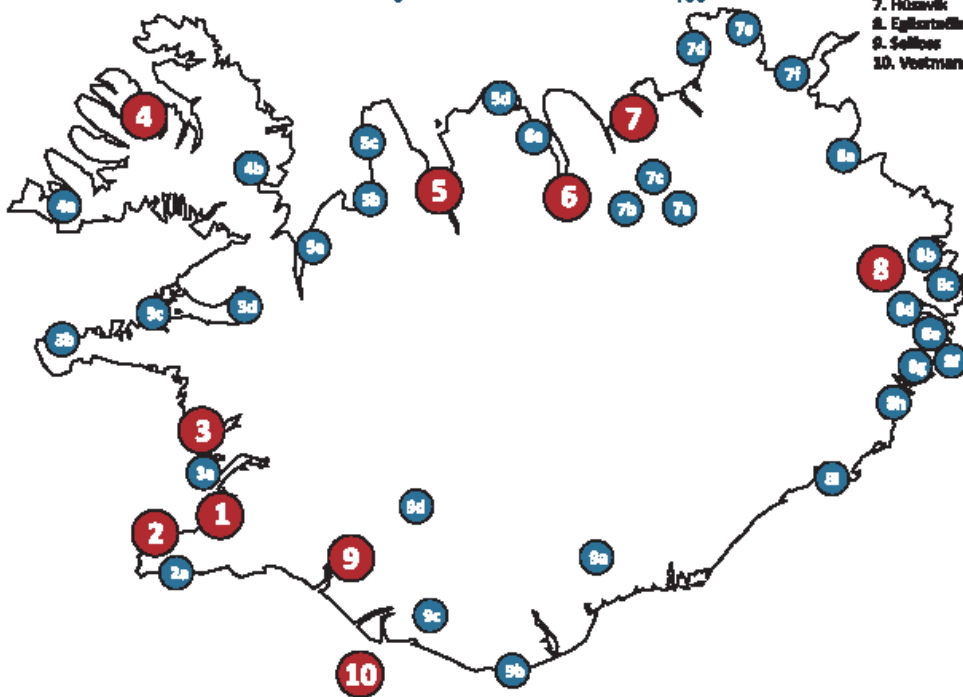


Courses



Kvasir

Samtök fræðslu- og símenntunarmiðstöðva á landsbyggðinni



Fræðslu- og símenntunarmiðstöðvar:

1. Reykjavík
2. Reykjanesbær
3. Borgarnes
4. Eyrjörður
5. Smaðaráróttur
6. Akureyri
7. Hásvík
8. Egilsstaðir
9. Selfos
10. Vestmannaeyjar

Mámsvar/ starfstöðvar:

- Suðurnes:**
2a. Grindavík
- Vesturland:**
3a. Akranes
3b. Ólafvík
3c. Stykkishólmur
3d. Búðardalur
- Vestfirðir:**
4a. Patreksfjörður
4b. Hólmavík
- Norðurland vestra:**
5a. Hvammstangi
5b. Blönduós
5c. Slagastönd
5d. Siglufjörður
- Eyjafjörður:**
6a. Dalvík
- Þingeyjarsýslur:**
7a. Mývatn (Reykjahlöð)
7b. Kúingli (Birkardalur)
7c. Laugar
7d. Kópavogur
7e. Haukarhöfn
7f. Þórshöfn
- Austurland:**
8a. Vopnafjörður
8b. Seyðisfjörður
8c. Neskaupsstaður
8d. Reyðarfjörður
8e. Fiskrudarfjörður
8f. Stöðvarfjörður
8g. Breiðdalur
8h. Djúphvögur
8i. Höfn í Hornafirði
- Suðurland:**
9a. Kirkjubæjarklaustur
9b. Vík í Mýrdal
9c. Hvalsótkur
9d. Flóör



Career counseling in the workplace

- Originated from a LdV project: Workplace Guidance
- Promoted by Starfsafl – educational fund
- Icelandic pilot project 2003-2005
- Results of the project led to funding of the services in 2006



Main goal for workplace guidance

- Reaching out to as many as possible in the target group
- Approach – show interest in the person and base the guidance on a trusting relationship on an equal ground
- no „desk” between the counselors and the employees
- Message – „we are here for you” – not the other way around
- Provide various types of educational settings and solutions



A new method – a challenging task

- Cooperation with various stakeholders
- Marketing the services in companies
- Formal versus informal ways of approaching the user of the service
- Obtaining the attention of workers
- “Selling” the idea of lifelong learning
- Keeping track of data
- Sharing and developing



Career counseling at Suðurnesin



tion



How did we do it!

- We started as soon as it was clear that the base was closing down
- The chief of staff at the AAB said they would do anything to help
- We were both giving counseling and having courses at the base
- We also had courses and counseling in our center. For some people it was better to distance themselves from the base
- Many very angry and scared – what now!



Counseling

- Help them recognize their skills and knowledge
- Find out their interests
- Assist with the obstacles:
 - education
 - age + or ÷
 - lack of self esteem
 - bad self image
 - dyslexia
 - lower wages
 - lack of opportunities



Skill map



Skill map

- good for individuals with lots of skills but little formal education
- better self image, better self esteem

Write down all their skills through:

- Work experience
- Education – both formal and none formal
- hobbies
- courses
- extracurricular activities

Basically everything that the individual has been doing through his live!



Interest tests



- SDS – John Holland
- A good way to make a foundation for conversation between counselor and unemployed
- Many of the unemployed had to start over
- The test gave many some ideas
- Had not chosen their job with their interests in mind
- New opportunities
- Nothing to loose – why not!



Counseling in the work place



- Visited many of the larger companies in the region
- All the kindergartens
- IGS (Icelandair ground service)
- The Duty free store
- Some of the gas stations and smaller shops



Best conditions



- When the employer is positive and encouraging
- Interest from senior employees has positive impact
- Opportunities to talk to employees privately (small office or a corner)
- When you have the change to give people some time at the work place so they really feel they could gain something from that conversation



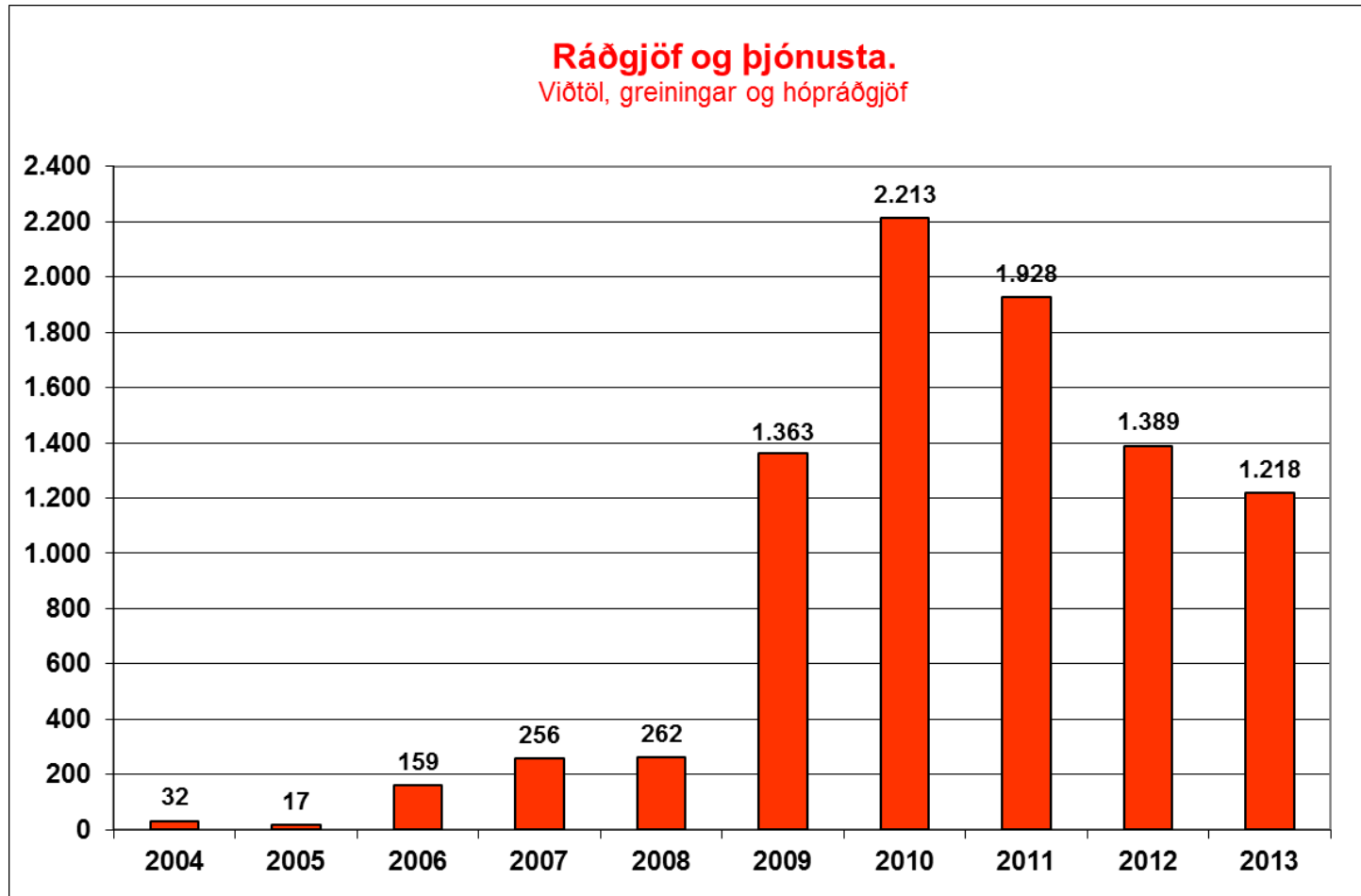
The counseling development



- Unemployment has changed our course (around 7% now – was close to 15%)
- Although we try to meet employees at the workplace most of our counseling is in our office today
- People know where to come when they are about to change jobs or get further education



Counseling and service



New approach

- Difficulty reaching out to workers at sea
- Dvd
- Give it to the captain of the ship or the boat
- If the captain shows some interest it might have a positive impact on the others
- Encourage use of the internet
- Encourage them to contact us if they need information
- Distance learning can be the answer



Real competence

- Good addition to our counseling
- Many of the unemployed worked in the construction industry
- Started school with the aim to finish a specific vocational education
- Lot of job offers available at the time – didn't finish
- Have now been using the opportunity to get validation of competence and go back to school while the industry market is frozen.



Validation for

- Bricklayers
- Carpenters
- Painters
- Plumbers
- Electricians
- Car mechanics
- Office personnel
- Computer skills



Today

- Skólamatur
- Family business
- 93 employees
- 700 lunches made each day
- Located in Reykjanesbær and Reykjavík
- I'm going to give counseling to each employee
- Started on the 28th of January – finish 27th of march



How!

- Made a special interview document which I use as a frame
- I speak to each employee for approximately 10 – 20 minutes
- After our conversation every employee also answer a nameless questionnaire for the company
- Open and good communication
- People appreciate that someone shows interest in their wellbeing



We have to

- adapt
- be flexible
- look in new directions - try new things
- learn from the past
- listen to our people
- step outside our comfort zone
- have the right tools

We have to believe that we are bringing about some changes – otherwise it's hard to sell the idea to others!



GOAL → to prepare our travelers for their journey!



Thank you!

