



## Conference:

Quality of youth career guidance and nowadays media literacy

# Measuring quality with respect to nowadays media literacy

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## WHAT IS QUALITY?

- a) **the SUM of all properties** of an object, system or process
- b) **the RATING of all properties** of an object, system or process

*(Wikipedia (translation from German))*



# WHAT IS QUALITY?



**Something different for everybody!**



## WHAT IS QUALITY?

Whatever you define for yourself or within your organisation with respect to the performance of your service.

Whatever your clients expect from your service.

Whatever your sponsor defines what performance he expects from your service.



# QUALITY IN THE QYCGUIDANCE PROJECT



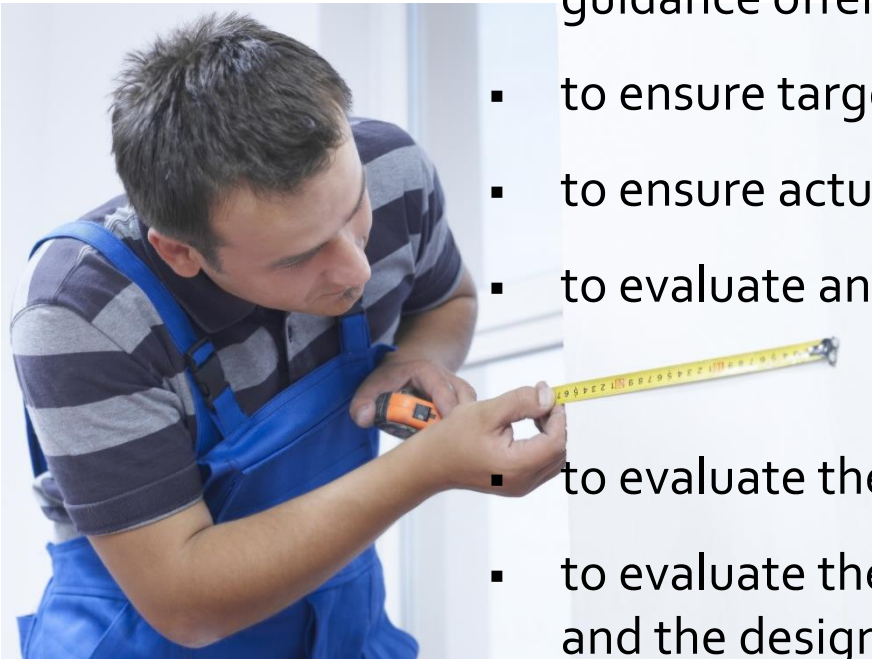
Quality means the characteristics of a system (career guidance services) and its processes, based on standards.

These standards describe when a system or a process is working in a required way.



# WHY MEASURING QUALITY IN YOUTH CARRER GUIDANCE? – Some aspects:

- to guarantee and secure the reliability and seriousness of the guidance offers
- to ensure target group orientation
- to ensure actuality and relevance of the information offered
- to evaluate and secure the competence of the staff
- to evaluate the effectiveness of career guidance offers
- to evaluate the clearness and efficiency of the organisation and the design of the career guidance offers
- to get starting points for further development of career guidance offers and staff competences





## WHAT ELSE?

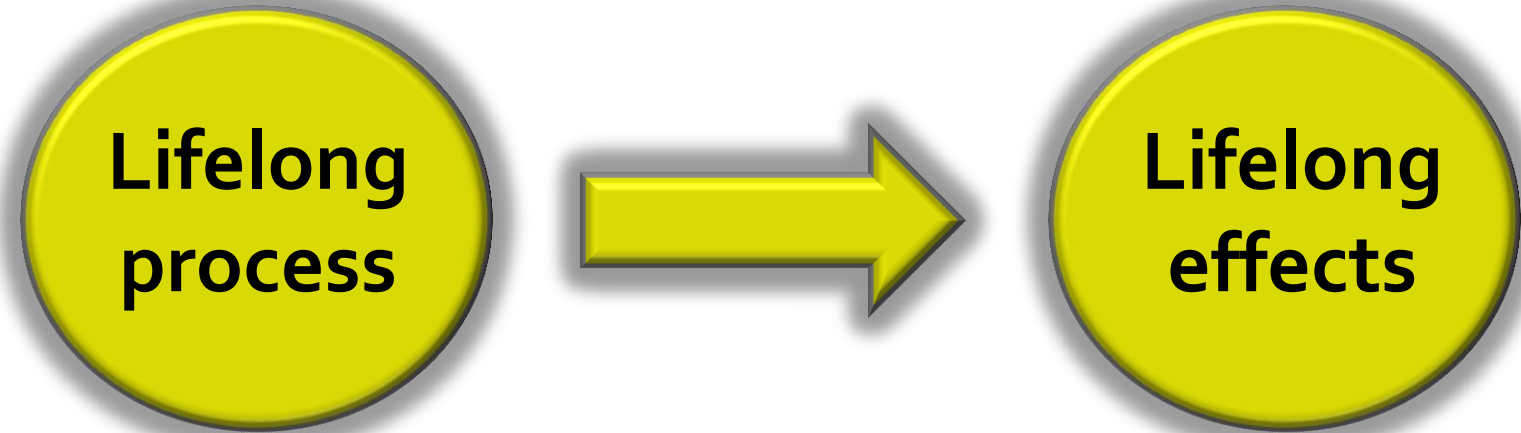
Developing of national quality standards and European quality standards in career guidance.



→ Certification of guidance institutions and guidance counsellors.



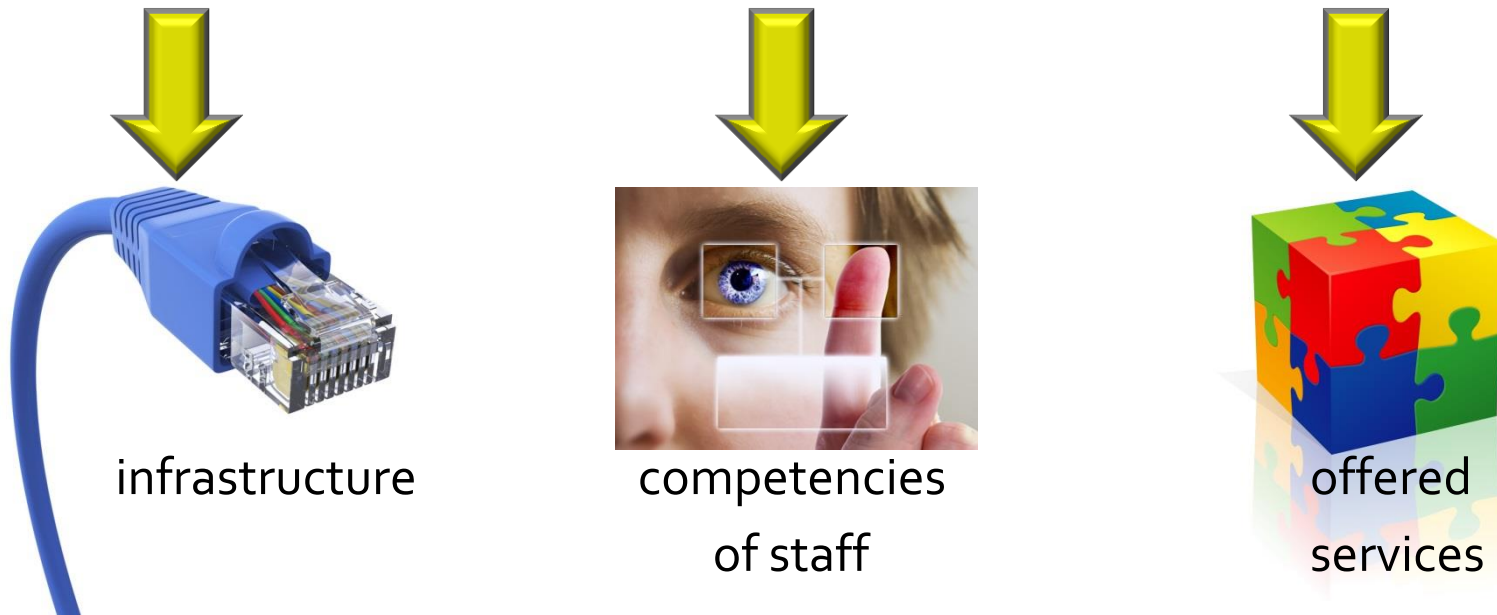
## WHAT'S THE CHALLENGE?







# DIMENSIONS OF QUALITY WITH RESPECT TO NOWADAYS MEDIA LITERACY

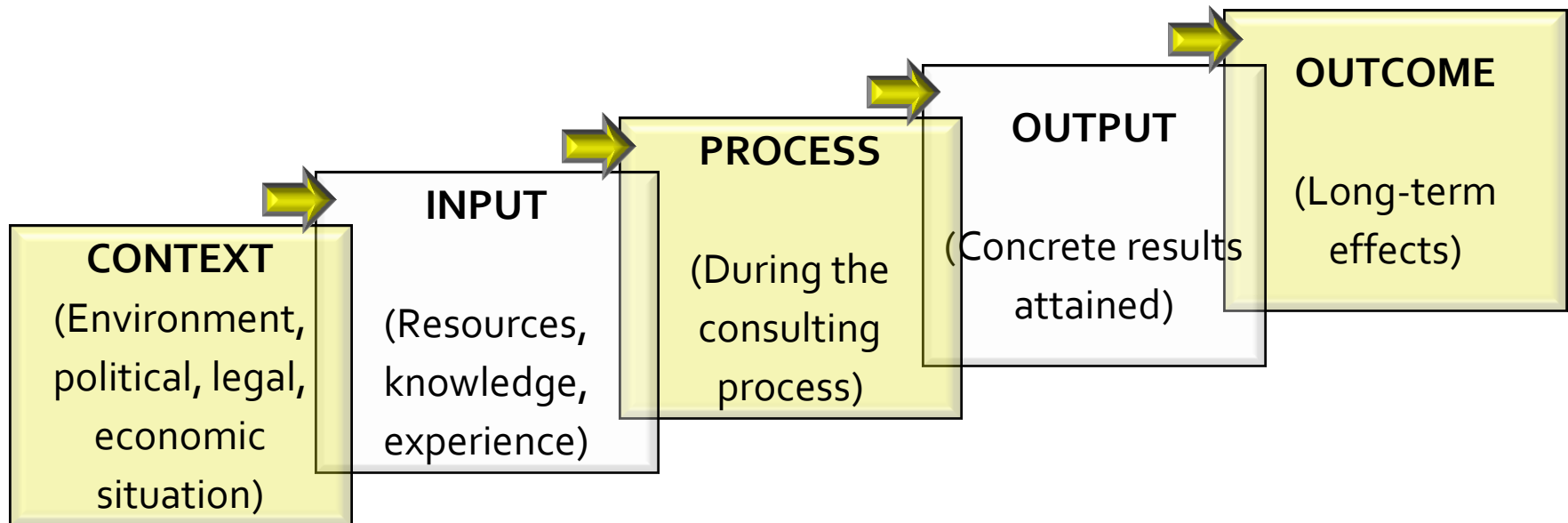


→ identifying Quality Indicators (QI)



# MEASURING OF QUALITY

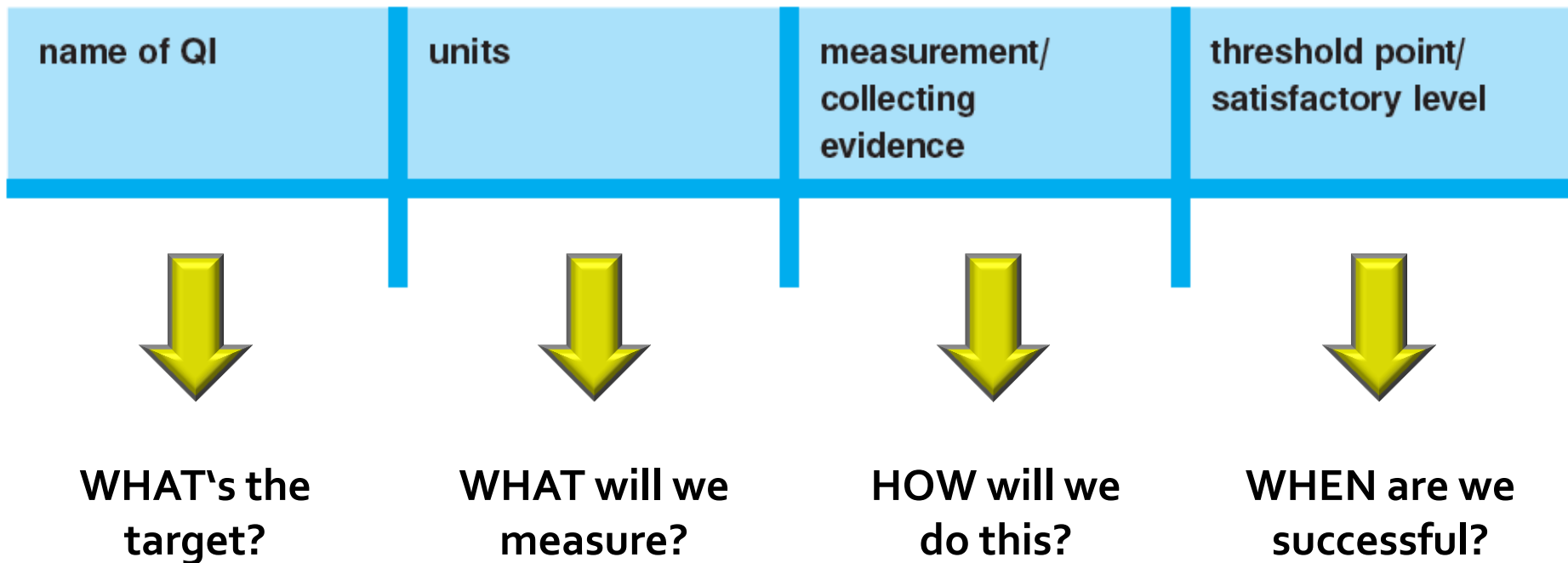
## 5-step-approach



SCAS (2008): QA Manual, 5-step systematic approach to quality



# MEASURING OF QUALITY





## QI: EXAMPLE INPUT

name of QI	units	measurement/ collecting evidence	threshold point/ satisfactory level
The service has the necessary ICT and media equipment in order to allow clients self-guidance activities within the service-center.	Number of computers (not older than 5 years)/number of visitors per hour*100 (%)	Checking the accountancy tables for equipment and the depreciation rates.	At least 80% of visitors per hour can have access to a computer in a self-service area.
	Wireless Internet access	Contract/invoice from an Internet provider	Yes
	Number of mobile devices (tablets) for use by clients/ number of visitors per hour*100 (%).	Checking the accountancy tables for equipment and the depreciation rates.	At least 80% of visitors per hour can have access to mobile devices (tablets).



## QI: EXAMPLE OUTPUT

name of QI	units	measurement/ collecting evidence	threshold point/ satisfactory level
<p>Improved level of performance in self-guidance competences demonstrated by clients.</p>	<p>Number of clients using Boolean logic by searching information.</p> <p>Number of clients using e-Portfolios.</p> <p>Number of clients using social media profiles in professional networks.</p>	<p>Specialized tools or methods proving client progress.</p> <p>Client feedback</p> <p>Counsellors records on client achievements and progress</p> <p>Registration numbers on e-Portfolios and professional networks.</p>	<p>At least every second client should show an improved level of performance in self-guidance.</p> <p>At least every second client should use e-Portfolios or professional social media networks in his self-guidance activities.</p>



## SOME CONSEQUENCES

- awareness: starting a discussion process in the team
- identifying relevant QI (depending on the special situation)
- evaluating the competences of the team
  - developing/identifying of assessing tools
  - further training for staff with respect to modern media and media literacy
- integration into a quality assurance system
- developing/adapting specific programs for clients
- integration of specific questions into clients feedback forms



# WEBSITE & MANUAL

[www.qycguidance.org](http://www.qycguidance.org)