
Organization of career guidance work in Ukrainian vocational education institutions with the implementation of interactive technologies

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To cite this article:

Zaiats Ruslana. Organization of career guidance work in Ukrainian vocational education institutions with the implementation of interactive technologies. *International Science Journal of Education and Linguistics*. Vol. 3, No. 1, 2024, pp. 1-5. doi: 10.46299/j.isjel.20240301.01.

Received: 11 14, 2023; **Accepted:** 12 27, 2023; **Published:** 02 01, 2024

Abstract: Vocational guidance is one of the key directions in the work of any vocational education institution, as it provides an opportunity to promote the professions offered by the institution. Rational presentation of educational programs allows future applicants to approach the choice of a profession in a well-founded manner, relying not only on general knowledge but also gaining a thorough understanding of all the nuances and requirements of a specific future profession. To achieve this, vocational education institutions hold open days several times a year, where they conduct master classes on professions represented by the institutions, provide general information about the institution, and educational programs. The algorithm of actions is always the same, but the question arises of how to diversify this work, make it more relevant and effective, taking into account the particularly challenging times for our country. This is where modern technologies come to our aid. Therefore, in order to ultimately obtain highly qualified workers and ensure that each learner has their status in society, we need to expand the possibilities of vocational guidance by introducing modern technologies into its implementation.

Keywords: vocational education, career guidance, vocational education institutions, interactive technologies, modernization of the educational process.

1. Introduction

Professional orientation in the practical activities of educational professionals is characterized by a complex system that includes a set of interconnected components. These components encompass the structure of building the career guidance system, educational institutions providing the work of a career guidance or educational-methodical office, or a career development center, the work of educational professionals in vocational education institutions, parents, as a structure without which career guidance activities cannot be effective.

2. The aim of the article

The aim of the article is to highlight the importance of implementing interactive technologies in organizing vocational guidance in vocational education institutions.

3. Materials and Research Methods

The success of vocational education institutions is determined by a combination of factors, including the effectiveness of career guidance work, the quality of education, collaboration with employers, alignment of educational programs with the needs of the job market, and the success of

graduates in acquiring professional competencies and employment. Modern institutions of professional and technical education quickly adapt to changes in society and the labor market, introducing innovative methods and technologies to train competitive specialists in certain fields.

During career guidance events (communication hours/trainings), educators not only acquaint graduates of general education institutions with the professions represented by their vocational education institutions but also cultivate in them professional interests, a creative approach to work, willingness to work in a team, understanding the essence of the work process, and the significance of work in life. Graduates of general educational institutions, under the guidance of teachers, at career orientation events, trainings, socializing hours, etc., familiarize themselves with the technological features of each profession represented by the vocational education institution. In the process of conducting such events, future graduates understand the specifics of certain professions, acquire skills in planning work processes, organizing workspaces, maintaining precision in performing work processes, rationing time and materials, and independently controlling the finished product.

The topics and forms of possible career orientation events during regular classes are as follows:

- Interesting stories about famous people in my future profession (class hour).
- My hobby (students' presentations).
- What I do to achieve my goals (class hour).
- What my parents do for a living (class hour).
- How to choose your dream profession (training).

For example, in this work, I characterize the features of developing career guidance activities using modern technologies. During the work, the career guidance class evolved into a training session to assist high school graduates in choosing their future profession.

As the national development strategy for education in Ukraine for the next decade has set the goal of "ensuring personal development of individuals according to their individual abilities, talents, needs based on lifelong learning," it is evident that the modern development of the education system in this direction requires psychological and pedagogical research, clarification of new conceptual and methodological approaches, and the development of norms for the psychophysical development of a child based on a competency-based approach and pedagogical technologies.

The organization of career guidance is not left aside in this situation, the purpose of which is to form readiness to independently and consciously plan, adjust, and implement prospects for one's professional, life, and personal development. Even foreign partners emphasize the importance of societal development, relying on the development of each education seeker as an individual. In conclusion, it can be stated that the social order of not only Ukrainian society but the global community requires, above all, a modern toolkit necessary for understanding what is happening in the world. Therefore, one of the most crucial management decisions for modern vocational education institutions and society as a whole is the organization of such career guidance aimed at the targeted harmonious development of the personality of education seekers as future highly professional and competitive qualified workers. This is possible only through the activation of the social position of education seekers during the self-determination stage.

All of this leads us to the main point: professional orientation needs to be rebuilt, just as the entire education system in Ukraine has been undergoing restructuring in recent years. To achieve this, it is important to implement modern technologies, distance learning technologies for career guidance events, and more.

Extracurricular meetings with representatives of vocational education institutions (VEIs), open days at VEIs, workshops, and excursions organized by VEIs in collaboration with employers play a crucial role in career guidance. All these elements are both components of professional orientation and elements of the productive activities of the vocational education institution. Promotional work on social media and the VEI website raises the curtain and deepens the cognitive activity and interest of future applicants in the vocational education institution, provided that effective development of career guidance is ensured by the institution.

When planning and organizing such activities, educators must create all conditions for the creative development of the abilities of education seekers, involve students in activities closely related to the professions represented by the vocational education institution.

4. Results

For effective career guidance, educators must be familiar with the basic theoretical principles of the career guidance system with students and be able to apply the forms and methods of this work.

The main forms and methods include individual tasks, contests like "who is the best in this profession," workshops, professional weeks, open days, etc. Individual tasks and contests serve to deepen knowledge on specific issues to increase interest in the presented profession.

Contests like "who is the best in this profession" aim to identify students who have inclinations and interests in certain presented professions. Workshops and open days serve to deepen the study of a particular profession, contributing to the dissemination of knowledge about professions and vocational education institutions. Future applicants have the opportunity to interact with representatives of VEIs, employers, and education seekers who are already undergoing training in specific professions during these events.

The incorporation of interactive technologies engages participants in career guidance events to actively participate. They cease to be passive listeners and gain a wonderful opportunity to feel a part of various professional directions, even if only virtually. This not only sustains interest in the institution that effectively organizes career guidance events but also enhances the overall ratings of the educational institution.

Therefore, the use and active implementation of modern technologies in career guidance at vocational education institutions (VEIs) align with current trends in the field of education. In this regard, career guidance efforts should not be limited to introducing students to the educational institution; this process continues throughout the year. To enhance effectiveness, it is advisable to involve enrolled students in this work. In doing so, we expand our influence on prospective students and extend the promotion of the educational institution through additional means without financial support. Several additional tips and aspects should be considered by responsible individuals at VEIs in ensuring the organization of professional orientation work:

1. **Individual Career Plans:**

- Encourage educators to work individually with each student to understand their unique interests, strengths, and ambitions.
- Develop personalized career plans that take into account the individual abilities and talents of each student.

2. **Mentorship Programs:**

- Implement mentorship programs where students can interact with professionals in specific fields.
- Foster relationships with graduates who have successfully navigated their career paths, providing practical advice.

3. **Practical Experiences:**

- Emphasize the importance of internships, contract-based learning, or shadowing opportunities.
- Establish partnerships with local businesses to provide practical opportunities for students.

4. **Workshops:**

- Organize workshops that highlight new trends, skills, and technologies in relevant industries.
- Collaborate with stakeholders to conduct these workshops and exchange experiences.

5. Interactive Educational Platforms:

- Utilize online platforms and tools to create interactive educational materials related to different professions.
- Develop virtual simulations or interactive modules that allow students to explore the daily aspects of specific professions.

6. Soft Skills Development:

- Integrate the development of soft skills into career guidance programs, emphasizing the importance of communication, teamwork, and adaptability.
- Conduct workshops on resume writing, interview skills, and effective communication.

7. Parental Involvement:

- Encourage parents to actively participate in career guidance events to better understand and support their children's choices.
- Provide parents with resources to assist their children in the career decision-making process.

8. Continuous Assessment and Feedback:

- Implement a system for continuous assessment of career guidance programs, collecting feedback from students, educators, and parents to refine and improve the process.

9. Collaboration with Industries:

- Strengthen partnerships with industries to ensure the relevance of educational plans and programs to the growing needs of the job market.
- Involve industry representatives in the development and review of programs.

10. Online Presence:

- Enhance the online presence of VEIs through engaging content, success stories, and testimonials on social media platforms.
- Utilize webinars and virtual events to connect students with industry professionals.

The dynamics of the modern job market require a special approach to career development, so implementing the above advice will help prepare future skilled workers for a flexible transition to building their own careers.

Master classes in career guidance have several advantages that contribute to a more effective and profound understanding of professional interests and opportunities by education seekers. For example, the advantages include:

- ⇒ *Interactivity* - master classes allow participants to actively engage in the educational process instead of passively listening. This creates a more engaged process of assimilating information.
- ⇒ *Practical Skills* - participants have the opportunity to experience practical aspects of a specific profession, helping them assess the alignment of their expectations with the reality of their abilities.
- ⇒ *Direct Contact with Stakeholders* - master classes are often conducted by professionals in the relevant field, providing participants with direct access to the experiences and advice of those who are already successful in a specific industry.
- ⇒ *Increased Interest* - interactive master classes can evoke emotions and interest, helping participants understand how exciting a chosen profession can be.
- ⇒ *Broadening Horizons* - participants have the opportunity to explore a specific profession in more detail, discover new aspects, and identify possibilities that may be unknown outside the scope of the master class.
- ⇒ *Networking* - interaction with stakeholders and other participants in the master class, facilitated by the Career Guidance and Counseling Center (if available at the Vocational Education Institution) or the employment center, helps create useful professional connections and a network, assisting in creating resumes, etc.
- ⇒ *Format Flexibility* - master classes can be conducted in-person or virtually, making them flexible and accessible to different groups.

⇒ *Identifying Personal Interests* -participants can identify their specific interests and prerequisites for further career choices by gaining practical experience.

Master classes become an effective tool in the career guidance process, helping education seekers become aware of and define their professional goals and interests.

5. Conclusions

Analyzing the problem of organizing and conducting career guidance work with graduates of general educational institutions, the following conclusions can be drawn:

1. **Career Guidance as an Integral Part of the Educational Process:** Career guidance is an essential component of educational institutions' work, with a continuous nature. It facilitates graduates' familiarization with professions in vocational education, assisting in their self-determination in professional development considering personal abilities and societal needs.

2. **Modern Content of Career Guidance Work:** In the course of the analysis, the content of modern career guidance work was formulated, incorporating the use of contemporary interactive technologies.

3. **Development of Methodical Materials:** Methodical materials were developed for the organization and implementation of career guidance training and events in today's conditions.

4. **Significance of Interactive Technologies in Career Guidance:** The theoretical justification was provided for the significant role of utilizing modern interactive technologies in organizing career guidance work. This is crucial for the professional development and education of today's youth, especially considering the challenges faced by education and the economy in Ukraine.

These conclusions underscore the necessity of continuous improvement in career guidance work and emphasize the importance of integrating interactive technologies into this process.

Given the current conditions, especially challenging times for Ukraine, the work of vocational education institutions becomes a crucial resource for the reconstruction of the country's economic sector and Ukraine as a whole. Professions in all fields represented by vocational education institutions today play a significant practical role in the recovery and sustainability of our state. Qualified workers are the driving force, contributing practically to the restoration and stability of our country.

So, to increase the interest of applicants in professional training, enhance the prestige of vocational education in general, and promote a specific vocational education institution, it is important to give considerable attention to the introduction of modern technologies into career guidance work.

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