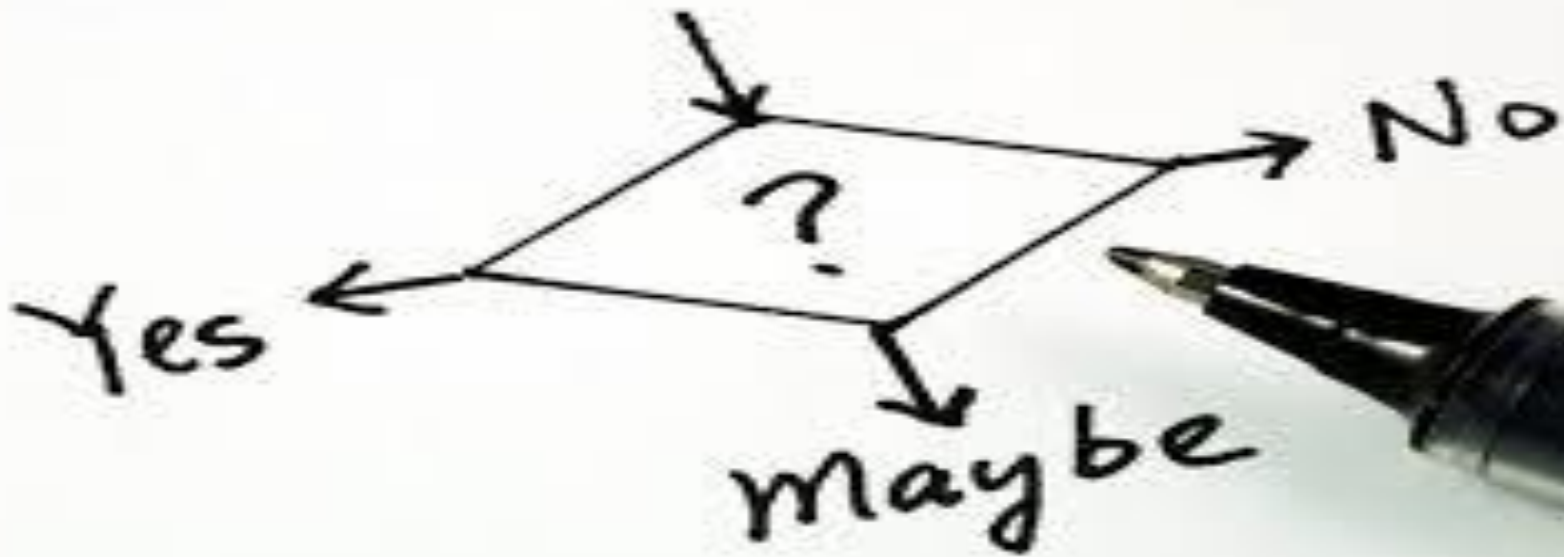


Support Services Provided by Universities and Graduates Employability. Case Study: Career Counseling at Bucharest University of Economic Studies (ASE)

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Do we need counseling?

INTRODUCTION

- Counseling – a type of support services provided by universities
- Helping students to:
 - develop themselves,
 - manage their personal resources and potential,
 - choose educational and professional paths

INTRODUCTION

- In Romania, orientation and counseling services for university students are relative new.
- Since 2005
- Provided by counseling centers
- Mission: to help students to make good decisions regarding their educational paths and professional choices.

INTRODUCTION

- To establish and maintain relationships between employers and universities graduates
- To intermedicate the transition from school to work.
- At least one center in each university
- Professional personnel hired.

INTRODUCTION

In 2011

- Incentives for universities to create counseling centers for students – the accreditation.

STUDENTS AND COUNSELING CENTERS

In Romania, students themselves are requiring counseling services.

The right to be informed and counseled professionally, psychologically and socially by the university is stated in the Students Act (2012).

STUDENTS AND COUNSELING CENTERS

A small number of students are beneficiaries

Why?

- No culture of counseling
- Old-fashion mentality: Counseling implies mental disorders or psychological challenges.
- Lack of visibility and advertising

STUDENTS AND COUNSELING CENTERS

The National Students Association survey (2018)

- Most of the students (80.95%) know that in universities there are counseling centers,
- Not very visible and accessible.
- Counseling services should be properly promoted
- They need qualified human resources.

TYPES OF CONSELING SERVICES

- Individual or group therapies,
- Interventions in case of crisis,
- Career counseling,
- Counseling for couples,
- Mental health counseling
- Counseling for facing daily life problems,
- Personal development,
- Self-esteem development,

TYPES OF CONSELING SERVICES

- Personal relationship improvement,
- Stress management,
- Anxiety management, loneliness, depression,
- Eating disorders,
- Alcohol and drugs addiction,
- Psychological evaluation in case of learning difficulties and for academic success,
- Mental health problems,

TYPES OF CONSELING SERVICES

- Well-being counseling,
- Psychological evaluation,
- Medication management,
- Clinical health care

Source: Stăiculescu et.al., 2017

CAREER COUNSELLING IN ASE

At The Bucharest University of Economic Studies (ASE) counseling and orientation services are provided by the Counseling and Career Orientation Center (CCOC)

Since 2014. The Center offers 5 types of services:

CAREER COUNSELLING IN ASE

5 types of services:

1. Informing regarding the career.

Information necessary to plan a career, find and maintain a job: occupations, skills, learning opportunities, trends on labor market, educational programs, educational institutions, governmental and non-governmental programs, work opportunities etc.;

CAREER COUNSELLING IN ASE

5 types of services:

2. Career education

Development of competences and attitudes necessary to plan and develop a career, both from perspectives of personal development and educational and work opportunities;

CAREER COUNSELLING IN ASE

5 types of services:

3. **Career counseling** (professional counseling).

Helping students to clarify their goals and expectations, to understand themselves, to make informed decisions, to be responsible for their own actions, to manage their career and the transition from school to work;

CAREER COUNSELLING IN ASE

5 types of services:

4. **Employment counseling**

Helping students to clarify their short run objectives regarding employability, to understand and search for a job, to develop job searching skills (writing a resume, taking part into an interview, preparing a personal portfolio, etc.);

CAREER COUNSELLING IN ASE

5 types of services:

5. Support to find a job.

Practical stages/work experiences

Internships

Job available for students

CAREER COUNSELLING IN ASE

Objectives:

- Planning the educational and professional path;
- Knowing work opportunities;
- Increase graduates insertion rate
- Developing career management skills

CAREER COUNSELLING IN ASE

Services provided:

- **Psychological counseling:** educational and vocational counseling, psychological evaluation, career counseling
- **Information** (high school students, university students, graduates): presentations (open doors), educational fairs, tours /visits, training sessions (interview simulation, resume writing)

CAREER COUNSELLING IN ASE

Services provided:

- **Meetings with employers/HR recruiters**
- **Companies presentations**
- **Training sessions** to develop transversal competences

CAREER COUNSELLING IN ASE

Year	University students	High school students
2015	230	-
2016	2384	1863
2017	2761	1480
2018	4632	1978

CAREER COUNSELLING IN ASE

The need for counseling:

Students are facing problems in universities

- 18-25 years old
- Changes in personality
- Instability, insecurity
- Adaptation efforts
- Lack of self-knowing
- Lack of learning and work motivation
- Lack/absence of information regarding work environment

Source: Richiteanu - Nastase, 2009, Stăiculescu, Diaconu, 2012).

CAREER COUNSELLING IN ASE

The need for counseling:

Students are facing problems in universities

- More responsibilities
- Economic and social pressure
- Missing family
- New/different learning requirements
- Neutral social relationships

They have to face changes.

Source: Richiteanu - Nastase, 2009, Stăiculescu, Diaconu, 2012).

CAREER COUNSELLING IN ASE

The need for counseling:

Students are facing problems in universities

- Students in a big university
- More than 22,000 students / year
- 24 bachelor programs, 86 master and 10 doctoral programs
- in Romanian, but also in English, German or French languages
- 11 schools of economics and business

Source: Richiteanu - Nastase, 2009, Stăiculescu, Diaconu, 2012).

CAREER COUNSELLING IN ASE

The need for counseling:

Students are facing problems in universities

- Integration and adaptation to university environment – 1st year students
- Learning requirements, partners/couple/ first job – 2nd year students
- Graduation, professional path – 3rd year students
- Job vs. university – master students

THE RESEARCH

The aim/goals:

To identify the students perception regarding counseling services

To identify the employers perception regarding counseling services

The method:

Questionnaire-based survey

- students with counseling
- students without counseling
- employers

THE RESEARCH

The period of time:

January-November 2018

Sampling type:

- *non-probability sampling*
- *a group sampling* too selecting a sampling unit from different heterogeneous groups.

THE RESEARCH

The questions:

- Multiple choice questions and open questions
- Responses codified
- Data collected: factual data regarding respondents such as age, education, year of graduation, type of job, etc.

THE RESEARCH

How was applied:

- The questionnaire was sent by email to all students from ASE data basis. We have used a Google drive format that allowed generation of an electronic data basis and simplified the research.

THE RESEARCH

Respondents:

- 473 de students without counseling (193 from the 1st year, 82 from the 2nd year, 185 from the 3rd year, 13 master students);
- 92 de students with counseling
- 80 employers (out of 435 from ASE data basis); only these had contact data.

THE FINDINGS

- Students without counseling – do not know that they can access counseling services/ask for counseling services to CCOC
- Counseling is helpful and necessary
- Students like workshops (stress management, time management, creativity, self-knowing, communication, team work, career counseling)
- They like meetings with employers, visits, testing sessions, etc.

CONCLUSIONS

- Counseling services should be developed institutionally
- They should be self-promoted
- They should be diverse and adapted to specific groups of students

Thank you