



SAME, SAME BUT DIFFERENT — THE ADVANTAGES OF COLLABORATIVE GUIDANCE AND COUNSELLING

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WHAT TO EXPECT?

- Cooperation, collaboration, networks: definition of terms, elements and key features of networks
- examples of collaborative guidance and counselling in Wegweiser Bildung in Freiburg, Germany
- draw your own network analysis
- learn from each other

PRESUMPTIONS — YES, NO, NO, YES?!

- You arrived really late yesterday, that's why you are quite tired right now
- You are from Northern Europe
- You are working mainly in scientific jobs in university or researching institutions
- You can think of a good example for collaboration between guidance institutions

Services

- public information and counselling centre in the middle of the city with open access for everybody

Services

- counselling in city districts, e.g. in daycare centres, schools and neighbourhood offices
- Training of volunteers as a tool to reach out to different target groups

Wegweiser Bildung

Database und Digital Tools

- Overview of counselling and training opportunities in Freiburg
- digital tool for the overview of educational pathways in Freiburg
- feedback to municipal government

Coordination und Networking

- network of educational guidance institutions
- collaborative counselling for citizens
- conferences and events
- training opportunities for professionals

CO-OPERATION VS. NETWORKING

co-operation

- at least two partners
- certain tasks per partner
- focused on a specific purpose
- sometimes only for a certain time or a certain task
- the partners control themselves

networking

- Co-operative relations between a few, min. three legally autonomous actors
- to reach a
- surplus for the participating actors
- relations are rather loose, less binding, multilateral
- targets are usually more open
- the collaboration is mostly based on self-commitment - few to no sanctions
- sometimes there is a formal network management

INFORMAL AND FORMAL NETWORKS

natural networks			Professional networks	
grassroot networks	Informal networks – personal relations		formal networks – Institutional relations	
<i>not organised</i>	<i>little organised</i>	<i>strongly organised</i>	<i>Non-profit sector</i>	<i>markets</i>
close relationships	Loose relationships	Bigger nets focused on interests	Institutional networks	Market-related networks
e.g. family, relatives, close friends,	e.g. neighbourhood, sports groups, Intermediaries such as neighbourhood managers	e.g. associations, pol. parties, organisation, womens networks, communities, alumni networks	e.g. information-, support-, migrant- and research networks	e.g. merchant associations, company networks

ELEMENTS OF FORMAL NETWORKS

Partners

interests, roles, tasks, responsibilities

Relations

Communication and public relations internally and externally

Network management

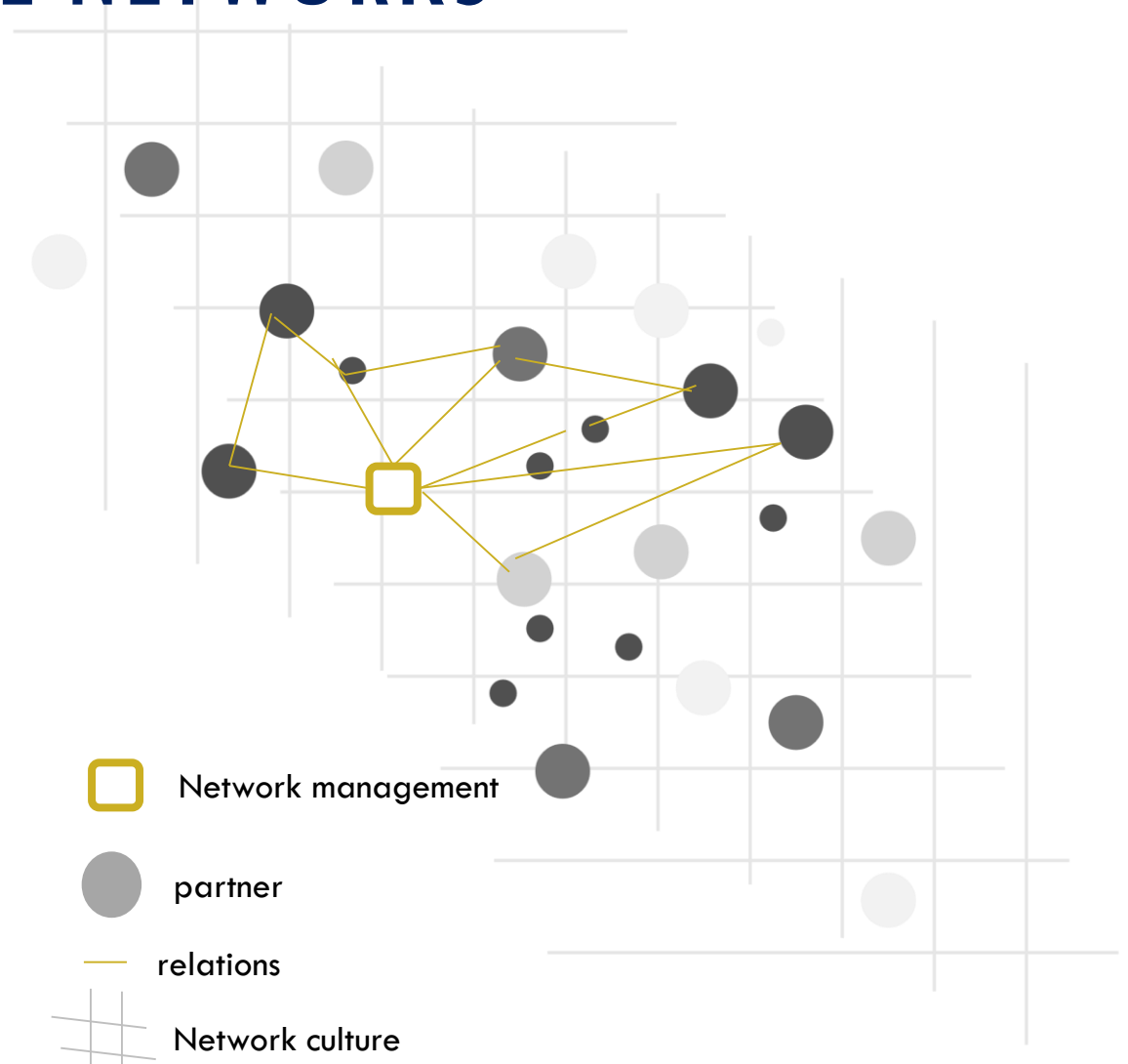
actor recognised by all participants, maintaining contacts, defining the rules of cooperation, distribution of tasks, project management, conflict management

Network culture

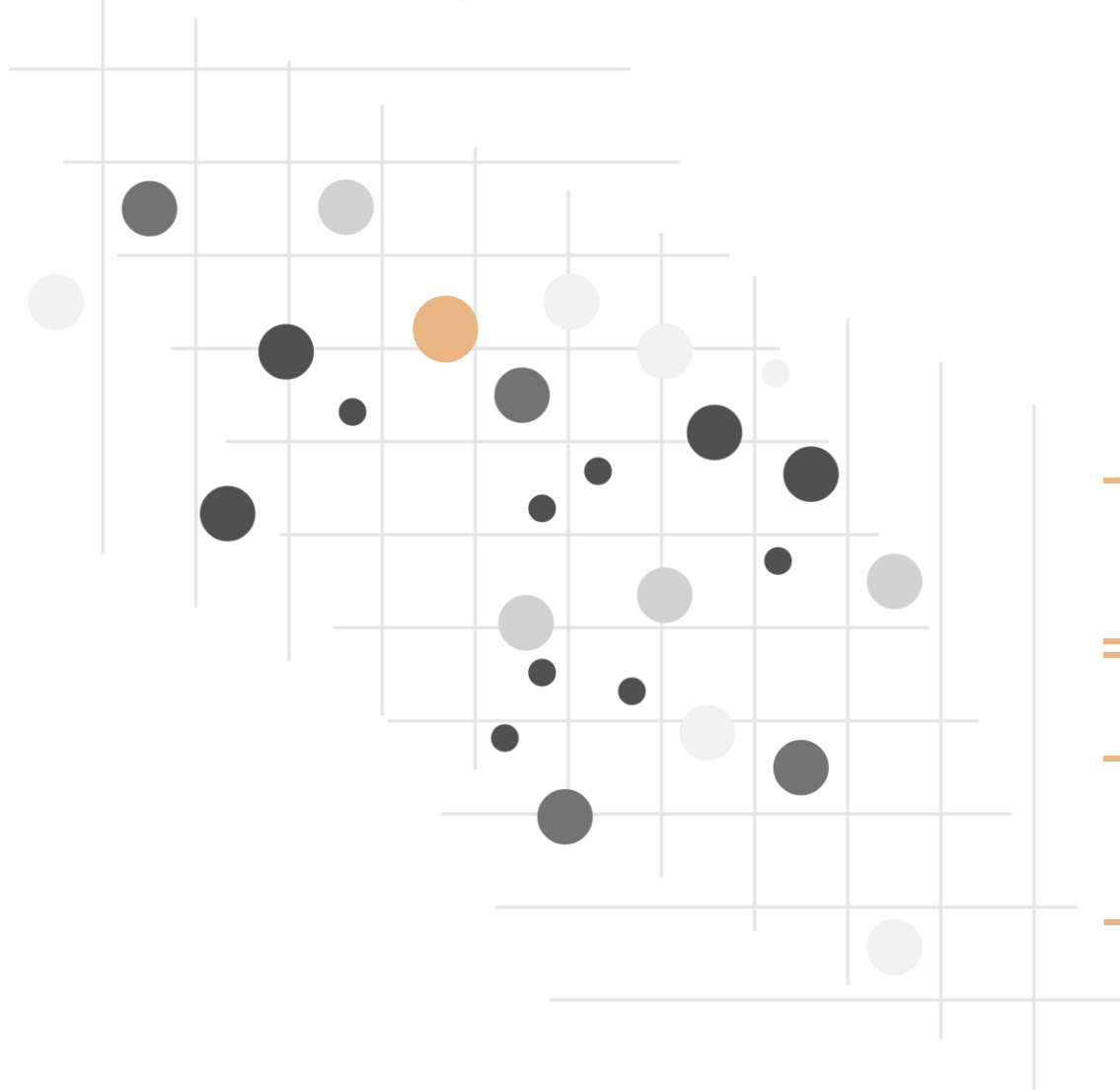
shared basic assumptions, attitudes, trust

Goals and tasks

Definition of structural and system goals, main and optional goals



DRAW YOUR OWN NETWORK



Your own organisation



Partners: the bigger the more important (ressources, information...); the closer to your organisation the closer are the relations

Relations



Close relation in respect to exchange of information, frequency of contacts, mutual trust



Contractual relation



Loose, informal relation;
maybe the relation is not defined yet



Conflictual relation



Network management

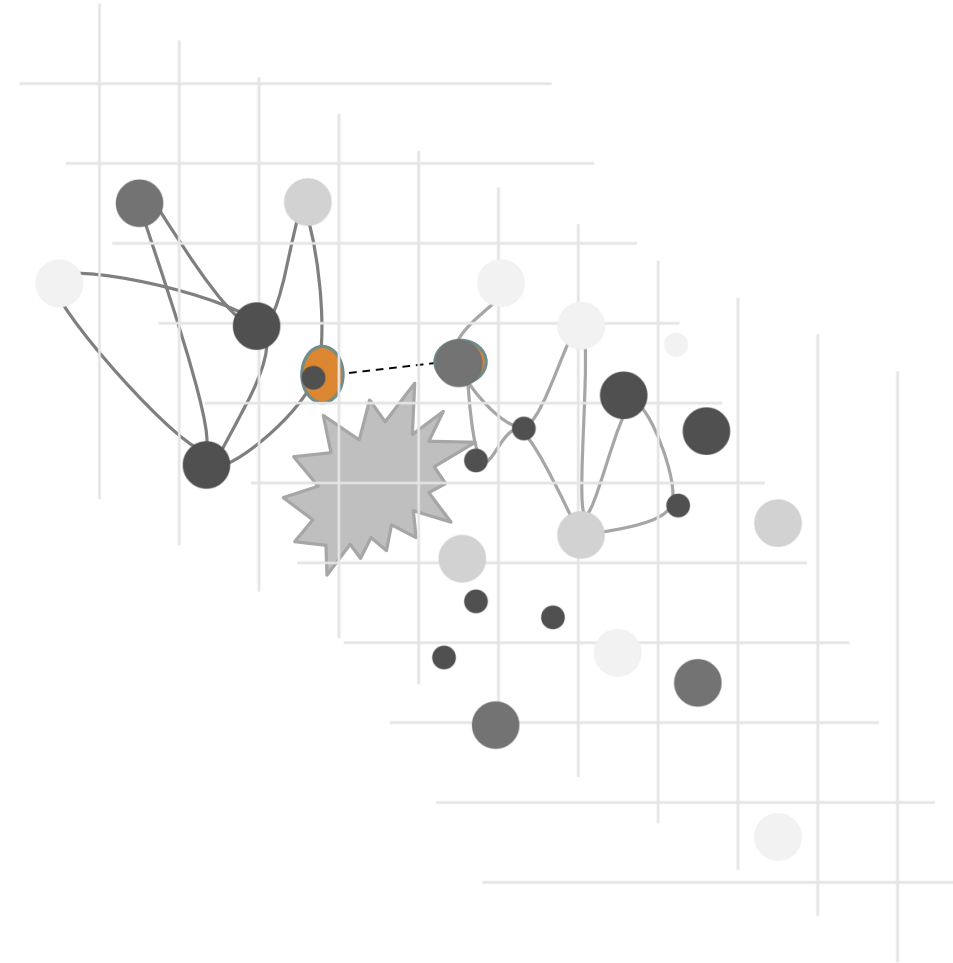
STRENGTH OF WEAK TIES

Strong ties

- frequent contacts
- emotional bonds
- great mutual trust,
- reciprocity of the relationship
- interests and knowledge are similar
- e.g. family/friends

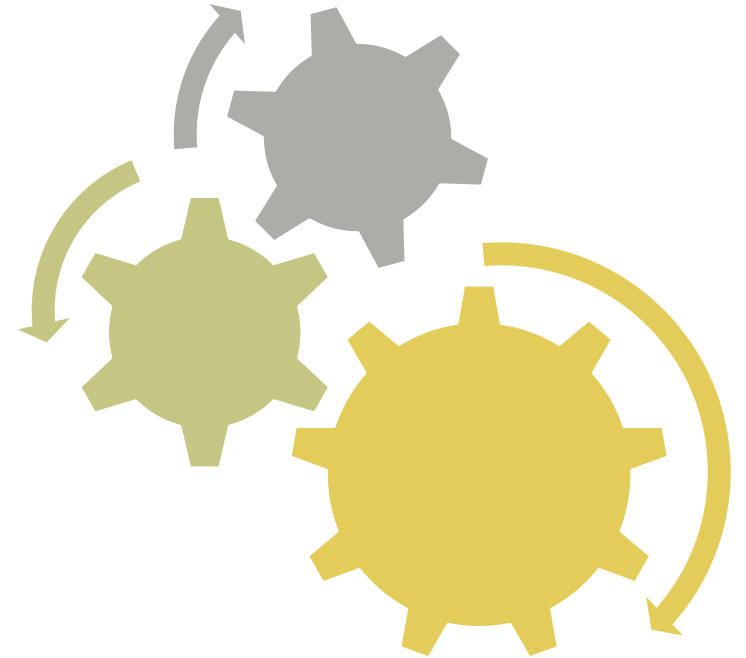
Weak ties

- little time expenditure
- low emotional attachment
- interests and knowledge are very different
- actors are able to take over bridging functions and thus overcome structural gaps (brokers)
- e.g. holiday acquaintances, colleagues, loose acquaintances



SPECIAL FEATURES OF NETWORKS

- cooperation between several actors or organisations
- informal structure between partners
- deliberately loose and above all independent organisational form
- agreement on goals and tasks
- flat hierarchies with a high level of communication
- dynamic, project-based and team-orientated working methods
- ability to adapt flexibly and quick to new situations and challenges
- decisions depend on relations between the partners involved
- oriented towards a longer period of joint work

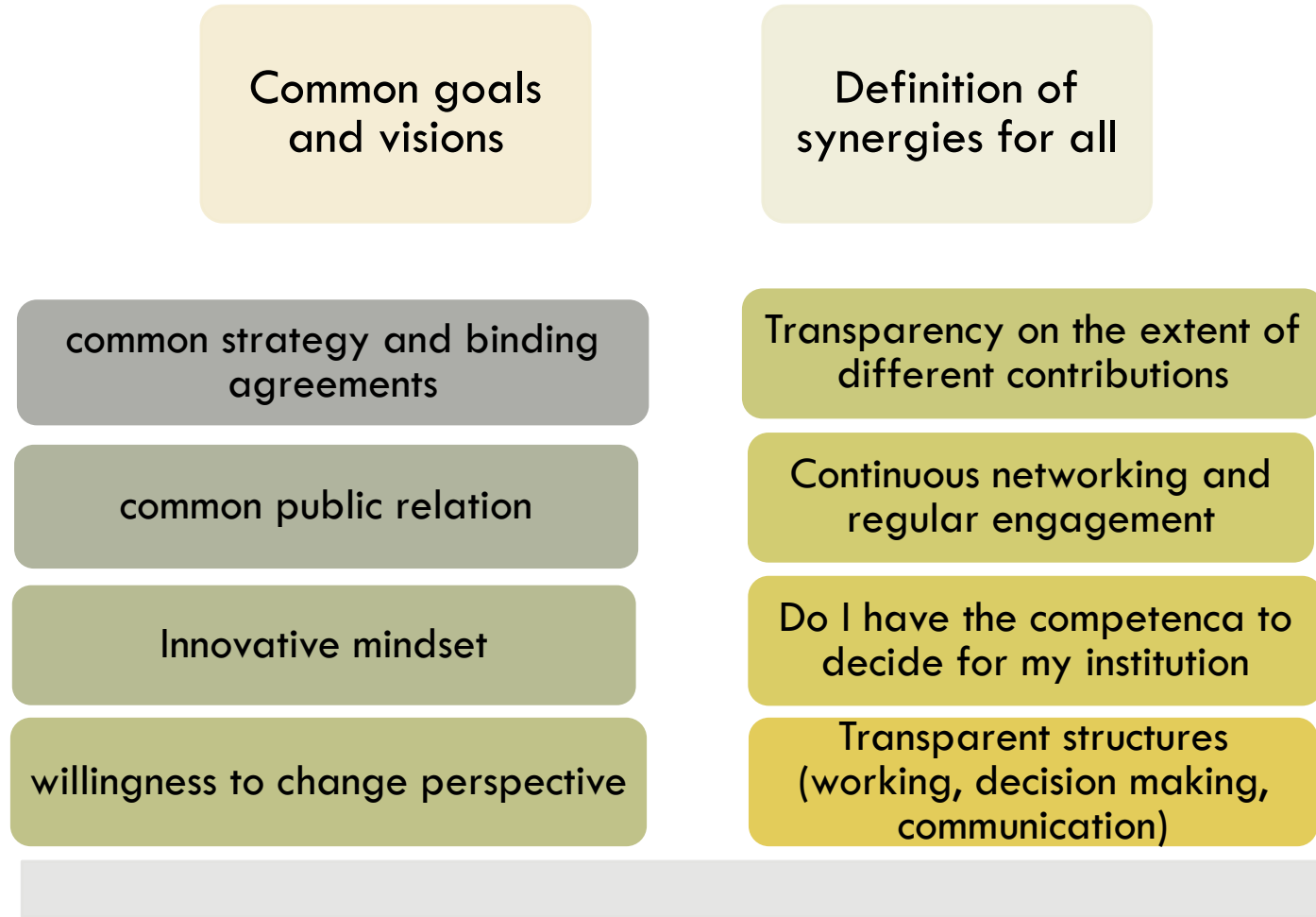


TYPICAL GOALS OF COLLABORATION/NETWORKS IN GUIDANCE

- complementing different counselling services (labour market service, youth
- Marketing reasons - more awareness for guidance and counselling services
- more transparency and better access for individuals
- reaching different target groups
- regular exchange and reflection on counselling practice
- knowledge management
- further and common development of guidance offers
- open up new resources (financial/in terms of content)
- quality development and professionalisation



KEY ASPECTS FOR SUCCESSFUL COLLABORATION



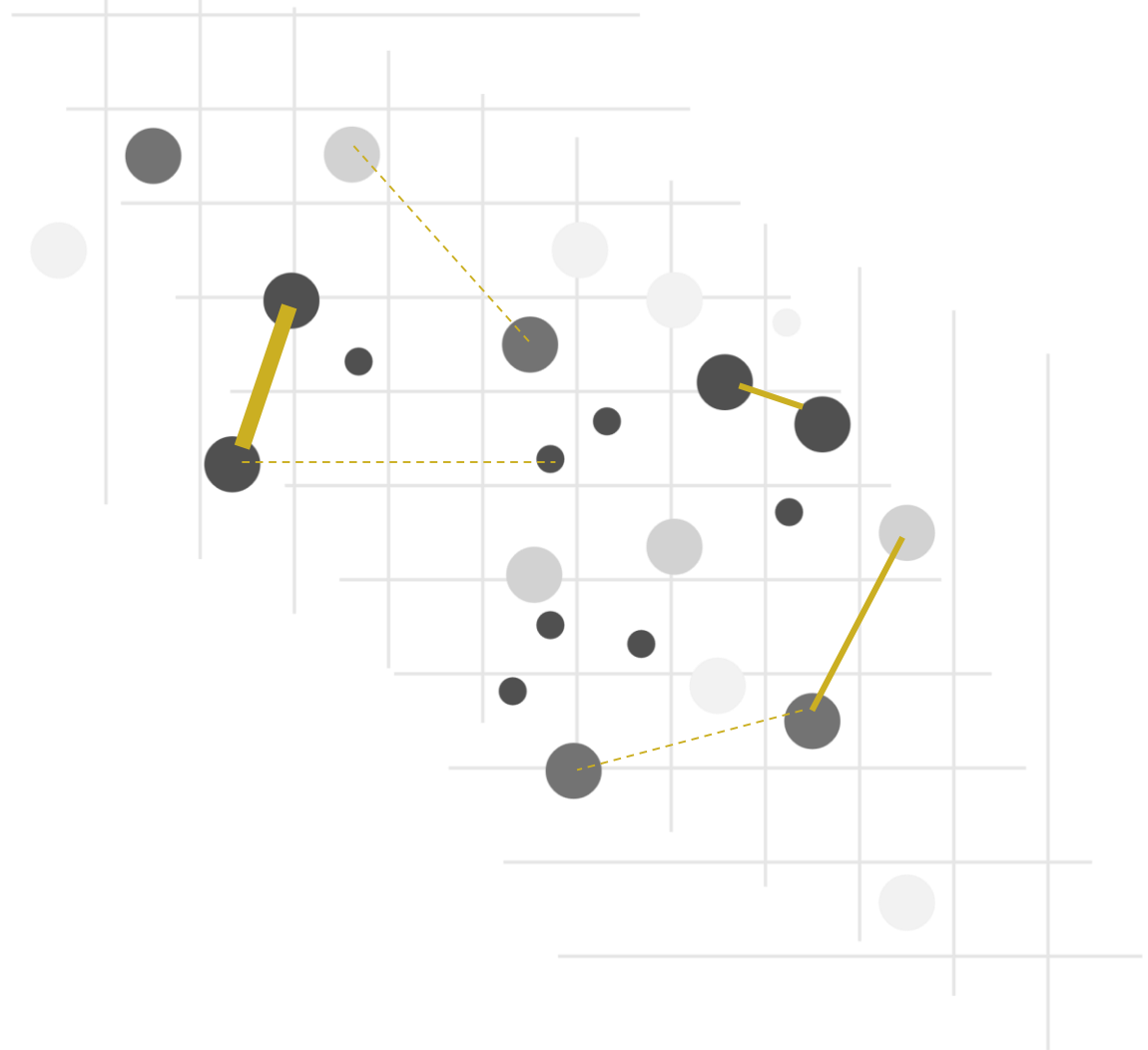
NETWORKS IN EDUCATIONAL GUIDANCE AND COUNSELLING

- networks of counsellors
 - formale (organisational-)networks
 - individual and informal networks
- networks of guidance of counselees
 - basic social und informal networks
 - family, neighbourhood and friends
 - workplace und interested related networks (sports/hobbies/volunteer work)
 - secondary social and societal networks
 - kindergarden, schools etc.



NETWORK EDUCATIONAL GUIDANCE AND COUNSELLING FREIBURG

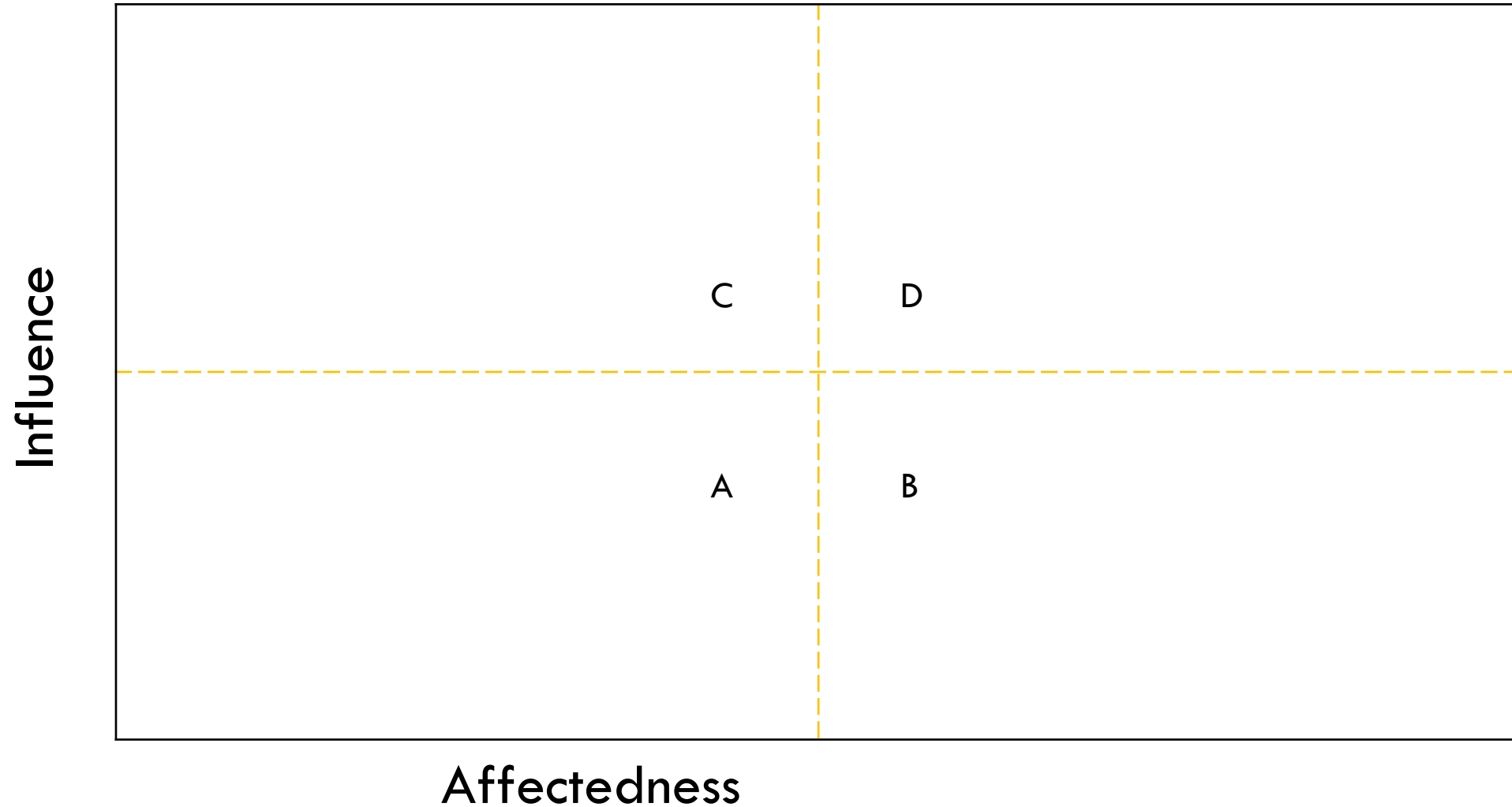
- Labour market agency/Job centres
- Chamber of commerce/crafts
- Student counselling services
- counselling services for migrants
- Counselling services for recognition of qualifications
- Women's counselling centres
- Counselling services for school related issues
- basic education centres
- Training providers
- Schools
- Neighbourhood centres
- Multipliers (e.g. integration managers, school social workers and volunteers)



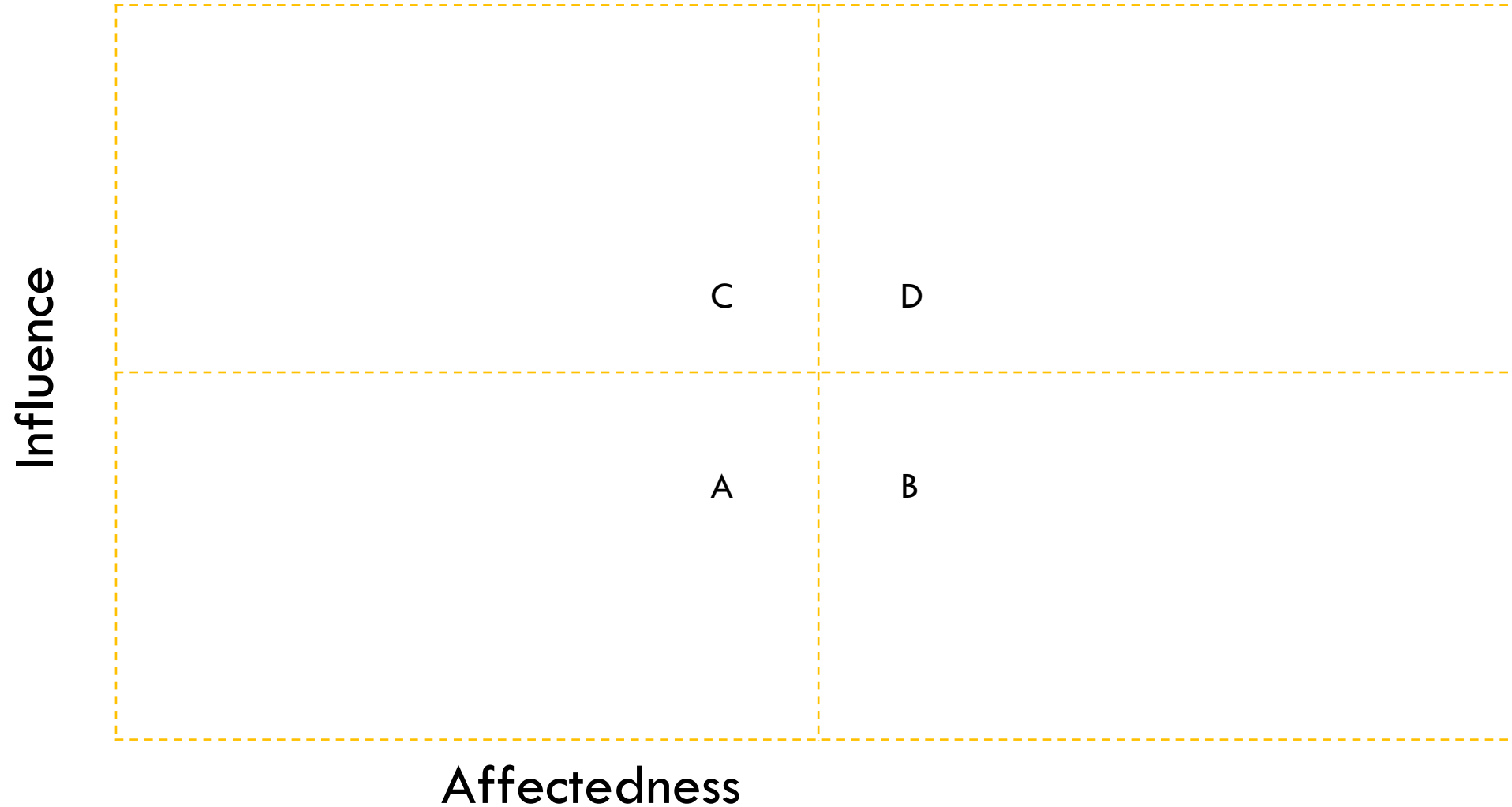
STAKEHOLDER ANALYSIS

	(1) affectedness	(2) influence	(3) pressure for change
Name of the institution/person /group	Degree of affectedness on a scale from 0-5	Degree of the influence on a scale from 0-5	Degree of the pressure for change a scale from 0-5
	Why are they affected?	How do they influence the decision/discussion...?	What are the reasons for the pressure of change?

STAKEHOLDER ANALYSIS



STAKEHOLDER ANALYSIS



NETWORKS AND QUALITY DEVELOPMENT

- shaping educational transitions
- developing solutions together
- new cooperation structures through innovative dialogue formats
- cross-professional, cross-level and cross-institutional
- transition expertise is continuously developed and expanded
- identifying needs and requirements for action
- Co-ordination of services
- quality assurance and development
- communication in existing committees

CO-OPERATIVE COUNSELLING



THEMENABENDE

- „Back to School“ Schulwege in Freiburg leicht erklärt in acht Sprachen (in Kooperation mit dem Migrant_innenbeirat)
- Berufliche Weiterbildung finanzieren
- Kostenlose Bildungsangebote in Freiburg
- (Wieder-)Einstieg in Ausbildung und Beruf für Migrantinnen
- Umschulung – Ist das was für mich?
- Studieren ohne Abitur

BERATUNG IM WEGWEISER BILDUNG

- Agentur für Arbeit
- Beratung zum Fernstudium
- Regionalbüro für berufliche Fortbildung
- Grundbildungszentrum

QUALIFYING THE NETWORK MEMBERS

- yearly meeting for network members with professional inputs and discussion
- B_LABs: workshops and seminars for guidance and counselling professionals on diverse topics
- Walk and Talk: informal meetings for network members; get to know the other institutions in the network
- Grundständige Qualifizierungsreihe für Bildungsberater_innen in Zusammenarbeit mit der Uni Mainz



Thank you!

WWW.WEGWEISER-BILDUNG.DE

WEGWEISER
BILDUNG
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LINKS UND LITERATUR

- <http://www.bildungsberatung-nds.de/>
 - <https://www.bildungsberatung-online.at/startseite>
 - https://erwachsenenbildung.at/themen/bildungsberatung/angebot/initiative_eb.php
 - <https://www.bildungsberatung-salzburg.at/>
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- Granovetter, M. (1973): The strength of weak ties. In: American Journal of Sociology, 78, 1360-1380.
 - Wohlfart, U. (2006): Netzwerkarbeit erfolgreich gestalten. Orientierungsrahmen und Impuls, wbv: Bielefeld.
 - Quilling, E. (2013): Praxiswissen Netzwerkarbeit: Gemeinnützige Netzwerke erfolgreich gestalten, Springer: Wiesbaden.