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NICEC annual debate 2009

Past its sell-by date? *That would be a Yes*  
Career guidance for the 21<sup>st</sup> century. *Just for starters.*



# We\* are blamed for:

- Under-representation in the professions
- Vertical segregation in the labour market
- Undergraduate non-completion
- Low take-up of STEM subjects
- Dampening client aspirations

\*community of practice



**Paradoxically, the  
disappointment in what career  
guidance has *not* delivered  
implies a residual belief in the  
power of ceg to transform lives**



# Why bother?

**‘I am 55 and still remember with appreciation what the Youth Employment Service did to find work for me when I left school’**

**‘the majority of participants indicated that they would seek guidance from a professional in the future’ (Bimrose et al, 2008)**



# We can replenish by:

- **co-constructing with our clients**
- **Using our expertise to sustain their learning**
- **Work with the times: multi-media, flexible**
- **Harnessing user potential: Web2.0 applications**



# We must re-invent by:

- Powering up – bigger, better, brasher
- Using new theories: no, really using them
- Articulating that such approaches work
- Constructing our own meanings
- Proffer solutions to new problems

