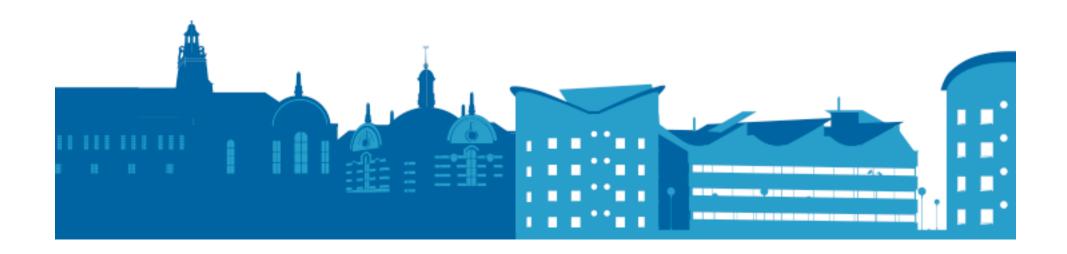




NICEC annual debate 2009

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:

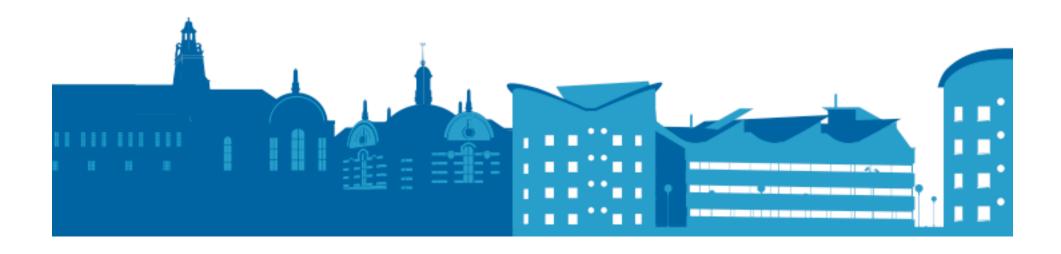


- Under-representation in the professions
- Vertical segregation in the labour market
- Undergraduate non-completion
- Low take-up of STEM subjects
- Dampening client aspirations

\*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

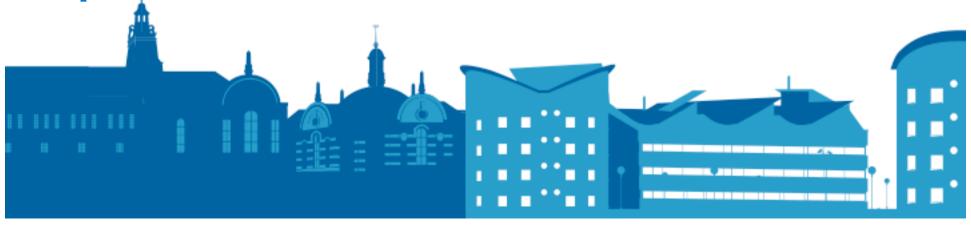


# Why bother?



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

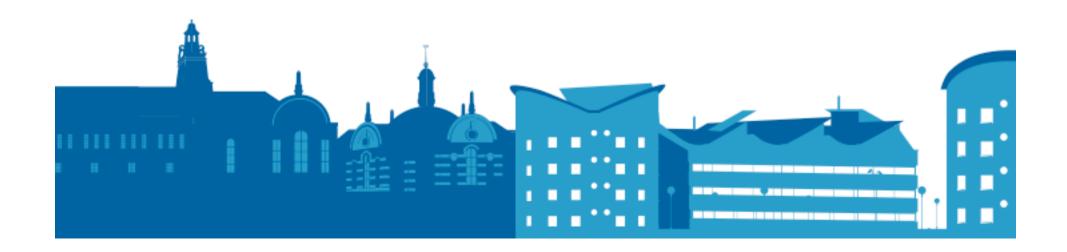
'the majority of participants indicated that they would seek guidance from a professional in the future' (Bimrose et al, 2008)



## 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

