Digital Innovations
CareerChatLive@Lockdown No 3.

Chair: Dr Deirdre Hughes OBE
Presenters:
Gareth Phillips, Head of Communications, Careers Wales
Rhys Herriott, Programme Manager, CareerTech Challenge

Joined by the CareerChat (bot) team including:
George Bekiardis, Prof. Graham Attwell,
Dr Deirdre Hughes & Chris Percy

6th May 2020
Context

A digital journey

A digital challenge

Career Chat (bot)

Where next?
Which face best represents your experience of virtual meetings.... .....be honest?
Every city has at least one in five jobs classified as either vulnerable or very vulnerable.
Our digital journey
About Careers Wales

We provide the all age, independent and impartial careers information, advice and guidance service for Wales

632 staff at 30+ locations around Wales

Our Changing Lives strategy defined our digital transformation journey as a customer-centred blend of face to face and digital services

Evaluating and developing a new five year vision - *how will the past five weeks impact the next five years?*
Developing a future-ready career service for Wales

The role of AI and chatbot technology in the delivery of careers guidance

A more personalised digital service underpinned by the robust, tailored Labour Market Information and opportunities

Supporting the development of future skills (Skills 4.0)

A relentless focus on meeting user needs

Developing our approach to e-learning and digital preventative interventions

Develop the skills of our staff, including our data analytical skills and modelling capacity

Continue to move towards cloud and a flexible system architecture
Innovation with purpose

Using Minecraft to engage young people in careers education

Developing careers education resources with additional learning needs - a new version of Buzz Quiz and Jobs Information

Video content, interactive webinars, social media engagement

Buzz Quiz, Job Matching Quiz, Support Finder tools

Modular system architecture - build once, deploy everywhere
Careers Craft

Six iconic landmarks
Challenges and activities
Develop career management skills
Linked to new Curriculum for Wales
Launch in September
Impact of Covid-19 on Careers Wales

Accelerator of planned transformation programmes - remote working, digital services offer

Innovation with purpose - video conferencing, e-learning, virtual events, home school resources, furlough support

Cultural shift - staff adaptability, resilience, appetite for change

Business value of IT and digital transformation

Staff see digital as key to the way to solve the delivery challenges we face in our business recovery

Proactive approach - reaching out to our customers with a strong 'here to help' message

Social media, web chat channels performing strongly, incoming telephone contact down
Impact of Covid-19 on the economy in Wales

Wales will be one of the worst economically impacted regions

OBR figures released last week - local authorities in Wales seeing a decline of 29% up to 43% by GVA (gross valued added)

Recovery won’t be linear - some regions are heavily reliant on tourism and hospitality sectors

Impact on the prospects for young people and those in vulnerable employment sectors

What will are the hidden consequences of the furloughed workforce
The challenges for Careers Wales

Managing the bow wave effect of demand for careers guidance services

Maintaining performance and customer satisfaction

Supporting the most vulnerable people - including school leavers

Ensuring we're providing services for the digitally excluded

Building trust and relationships without personal contact

Impact on businesses and other partners

... and many more
The opportunities for Careers Wales

Embracing the new normal and learning fast - upskilling staff and customers

Opportunities for innovation in service delivery - not just digital

To improve productivity, reduce costs and enhance staff wellbeing

To build stronger, better knowledge sharing networks and partnerships

A national need for continuous, updated LMI and professional expertise

A drive to review skills and competencies to build resilience and adaptability

... and more
CareerTech Challenge Prize

Rhys Herriott
Programme Manager
Nesta Challenges
We bring bold ideas to life to change the world for good.

Nesta is an innovation foundation. For us, innovation means turning bold ideas into reality. It also means changing lives for the better. This is what keeps us awake at night and gets us out of bed in the morning.
We are challengers. We are innovators. We are game changers.

Nesta Challenges exists to design and run challenge prizes that help solve pressing problems. We incentivise people to solve these issues.

We are independent supporters of change to help communities thrive and inspire the best placed, most diverse groups of people around the world to take action.
CAREERTECH CHALLENGE

Unlocking employment opportunities for the future

Supported by

nesta Challenges

Department for Education
What we have set out to achieve?

Precarious to prepared

A manifesto for supporting the six million most at risk of losing their jobs in the next decade

- Open data on jobs and skills
- Learning that fits individual needs and circumstances
- A broader range of skills
- Better quality local jobs and services

The focus of this work is on “adults”: those age 24+, active in the labour market, at risk of job loss

The CareerTech Challenge
A challenge prize to improve access to accurate, data-driven information, advice and guidance.

A grant fund to support innovative online solutions which build career adaptability and motivation to learn.
The Fund:
Innovation clusters

Motivation
Job
Search
Upskill Reskill

Fund solutions
MyKindaFuture and Nesta

PARTNERSHIP

MyKindaFuture is proud to announce our new project supported by DfE and Nesta through the CareerTech Challenge. We’re exploring how peer mentoring and learning content powered by behavioural science can encourage learner motivation and career adaptability – delivered through technology.

Keep an eye on our updates to be part of our mission and see it come to life!

mykindafuture.com
The Prize: Features of finalists

The Prize is funding 20 finalists to test and develop their approaches to delivering data-driven careers advice and guidance.

Their approaches combine some of the following:

- **50%** Skills assessment
- **26%** Learning recommendations
- **17%** Coaching
- **17%** Localised delivery
- **13%** In-person
- **13%** Chat-bot
- **10%** Job search/apply
Find your ideal course now

Select why you want to do an online course.

- I'm looking for a Career Change
- I'm looking to Progress in My Current Job
- I want University Credits
- I'm just Interested In a Subject

Current Job/Industry: Retail  Desired Job/Industry: Marketing

Find course
The challenge prize finalists will be developed over the next 8 months before a winner and runner up are announced in March 2021.

The grant fund innovators will be developed and continuously evaluated over the next year, with learners using the platforms from Autumn 2020.
Five principles for innovation to prepare for a shifting labour market:

**SMART**
Generate, collect and share useful information.

**HUMAN**
Serve the needs of people, capitalise on their capabilities, and give them agency.

**INCLUSIVE**
Identify the people who are losing out, and tailor services to their needs.

**FUTURE-ORIENTED**
Anticipate change and prepare for the unpredictable.

**TESTED**
Experiment, evaluate, and identify what works.

Adapted from [this blog](#) by Nesta researcher, Jack Orlik.
CareerChat

We are proud to announce our exciting new development project with NESTA supported by DfE.

CareerChat is a chatbot providing a personalised, guided career journey experience for adults aged 24 to 65 in at risk sector and/or low skilled jobs in three major cities: Bristol, Derby and Newcastle.

The bot allows users to reflect, build their confidence, explore and identify pathways and access to new training and work opportunities. We are particularly interested in the inter-relationships between the bot and the user, alongside formal and informal career development support.

Sign up to our Newsletter and come on the journey with us!
George and Graham

Reflections
This is our 4th webinar of 2020 – we hope you found this interesting and informative😊

We’ll be hosting more webinars

Monday 6th July - Youth Transitions: Creating Pathways to Success

Wednesday 9th September – The Careers Landscape: Evidence and Impact
For more details

Sign up to our Newsletter: http://eepurl.com/glOP2f

Visit our website: http://dmhassociates.org
SAVE THE DATE – INTERNATIONAL CONFERENCE

INTERNATIONAL CONFERENCE 2020

Evolving Careers
Share, Learn & Transform

Hosted by dmh associates

8 October 2020
Maple House, Birmingham, England
www.dmhhalliates.org
• UK-wide survey in partnership with Careers England - https://www.surveymonkey.co.uk/r/Covid_19_Career_Development
• Careers Leaders Community of Practice Forum – which is still free to join
• New Community of Practice for Career Development Practitioners (Advisers and Coaches) – a Facebook closed group, moderated by Liz Reece and CDI President Dave Cordle - https://www.facebook.com/groups/CDPCoP/
• New safeguarding position paper – Safe and ethical use of web videoconferencing for personal careers guidance
• Letter sent to 35 politicians and stakeholders – Call for Taskforce on employment and career development as part of the response to Covid-19
Thank you!
If you would like to join us on the CareerChat journey contact us ☺

Email: Admn@dmhassociates.org