

**French policy about the use of ICT in
guidance services**

&

**An overview of french guidance system:
publics ans services**

System evolution

French policy about use of ICT in guidance services

- **I. Brief overview of actual situation:
several tools developed without general
strategy**

1.1 Several web portals giving information, funded by

- ***ministries and regional governments, as
completing edition activities or information
provided by guidance services***

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1.2 Major websites and public portals

- **In education**

A national website is developed by the national agency dedicated to provide detailed and complete information about courses and career, to secondary students, teachers and parents (**ONISEP**).

- **In training and employment**

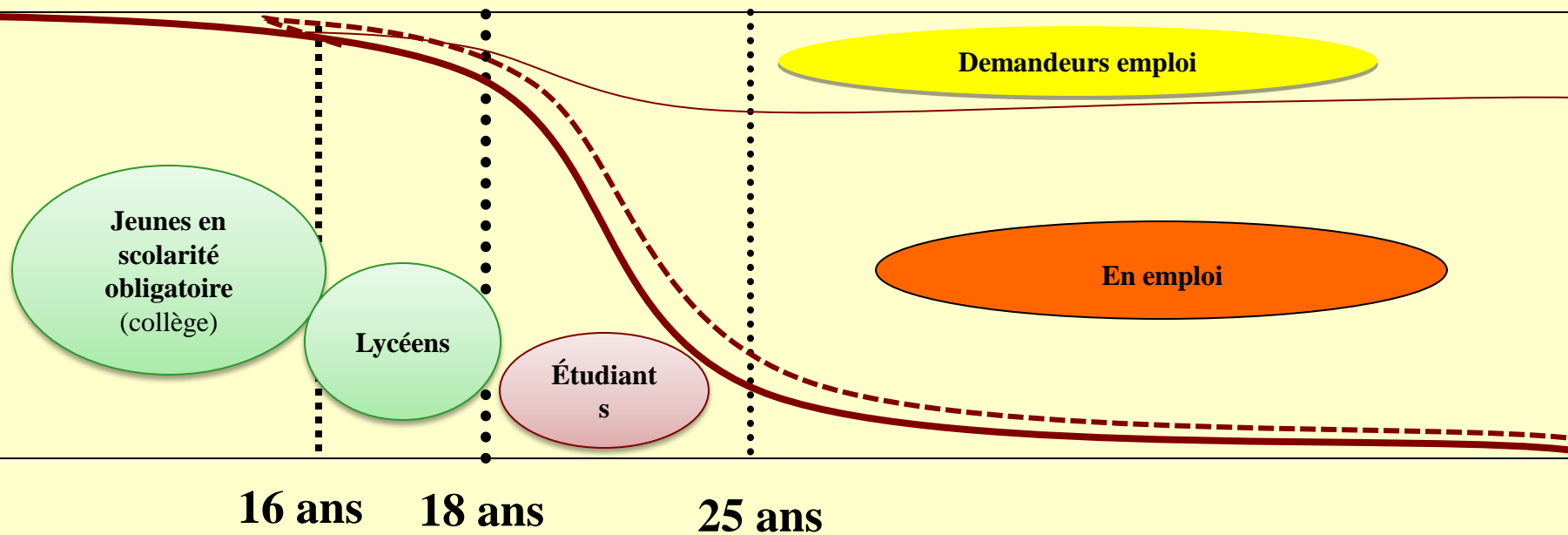
A collaboration between Ministry of employment, regional governments and social partners create a portal “**orientation-formation**” giving information about adults training and continuing education and conditions to chose or change job.

- **In general youth information**

CIDJ: portal of association supported by state and regions

1 publics

Population: from school to employment



2 publics et services

National

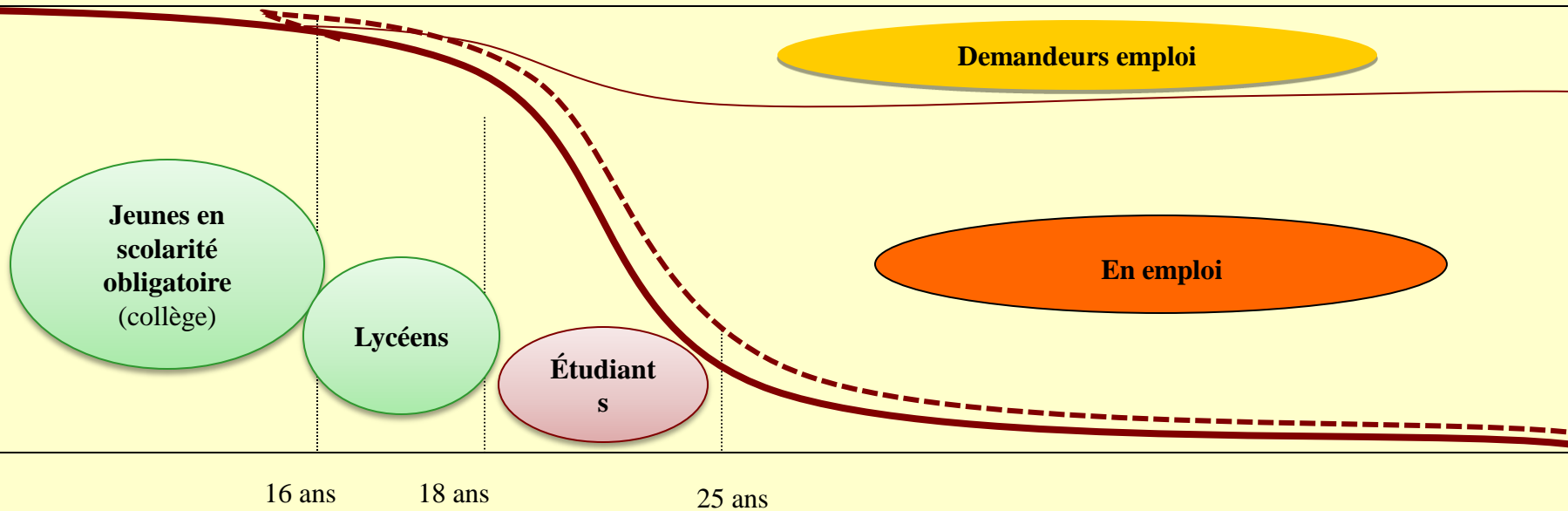
MEN MESR

Régional

Rectorats

Local

600 CIO



3 publics et services

National

MEN MESR

Min emploi

Pole emploi

Régional

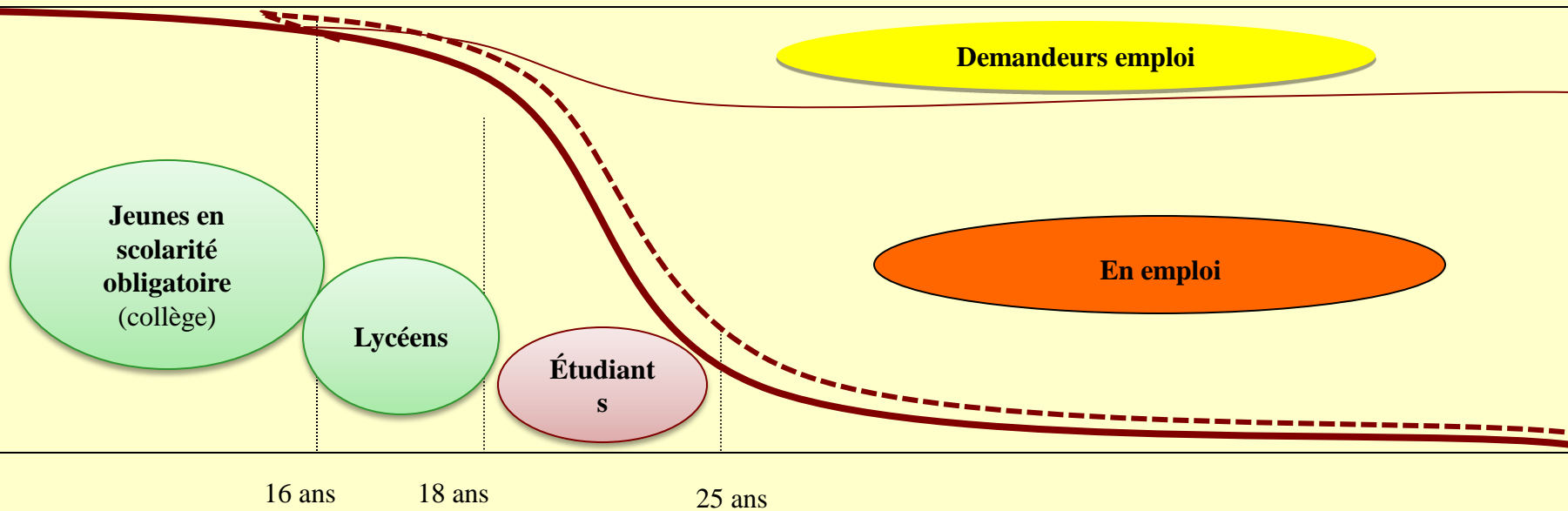
Rectorats

DRTEFP

Local

600 CIO

1000 ALE Pôle emploi



4 publics et services

National

MEN MESR

Min emploi

Pole emploi

Régional

Rectorats

Conseils régionaux

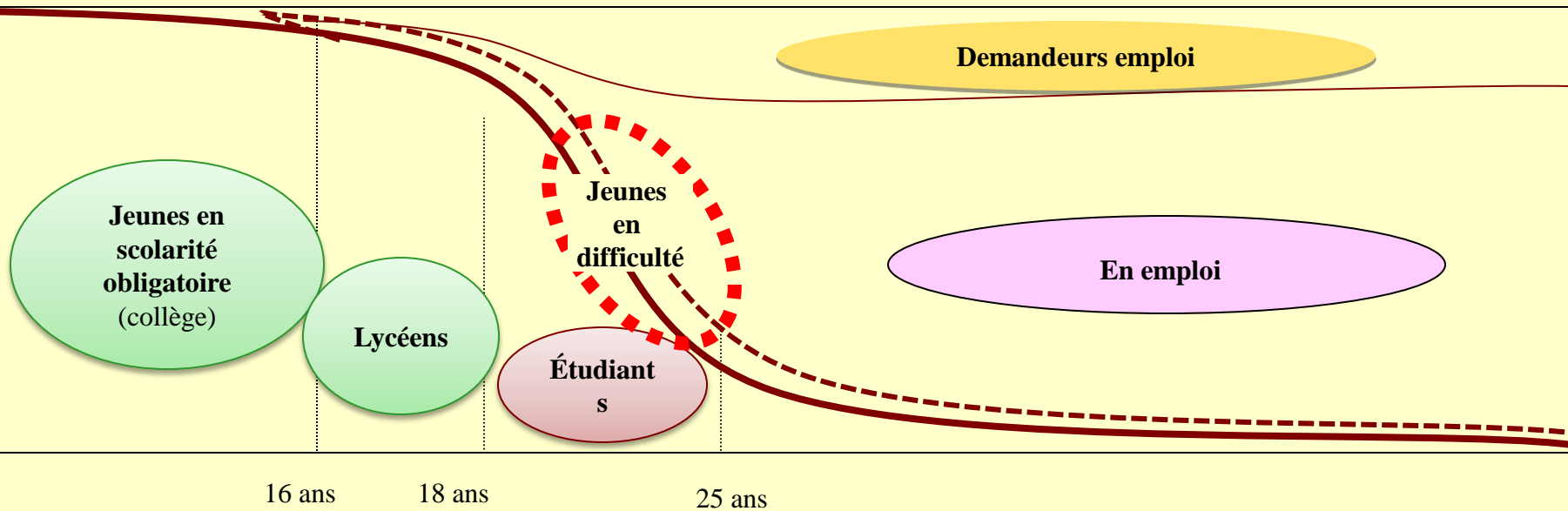
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Local

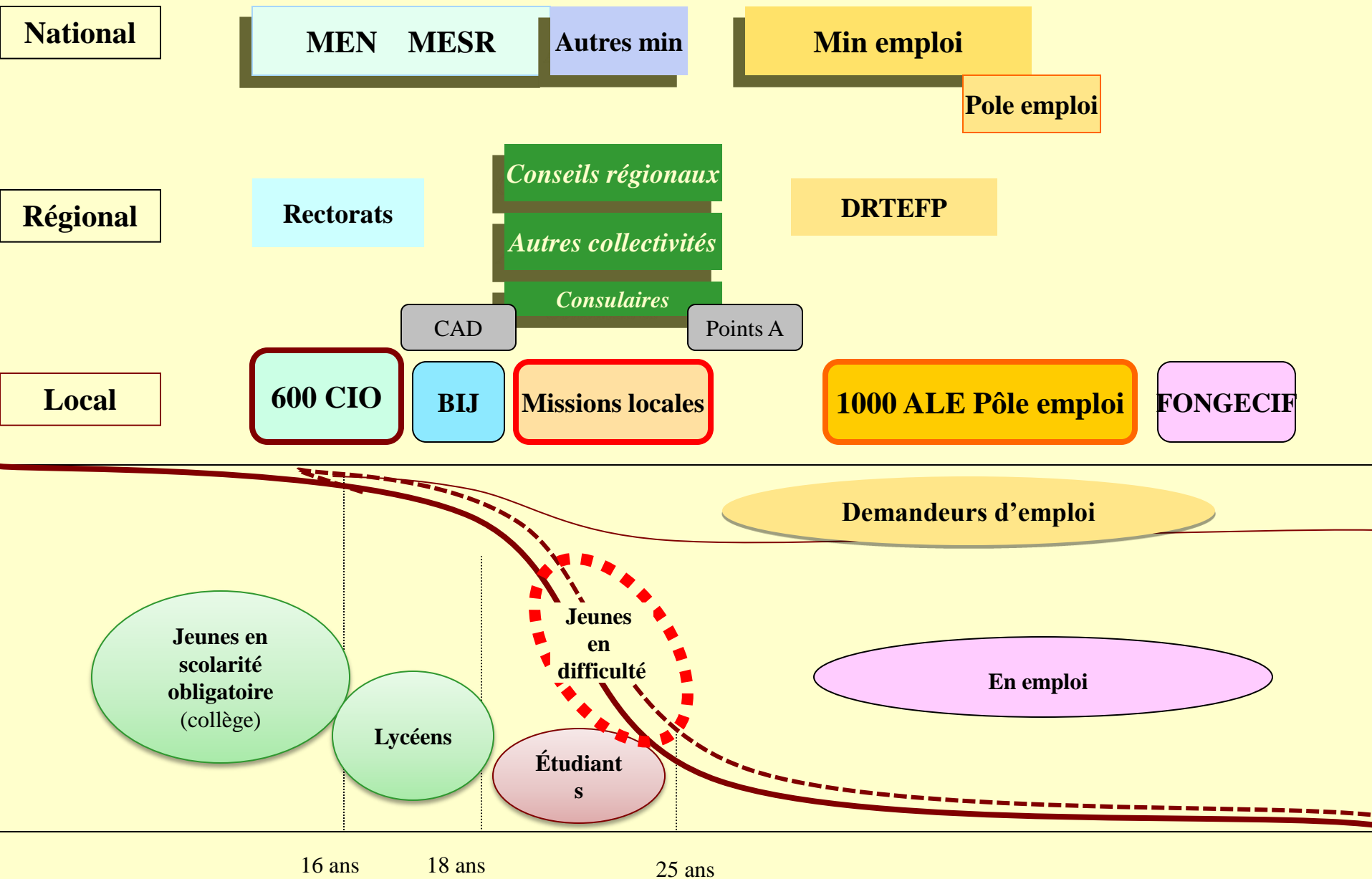
600 CIO

Missions locales

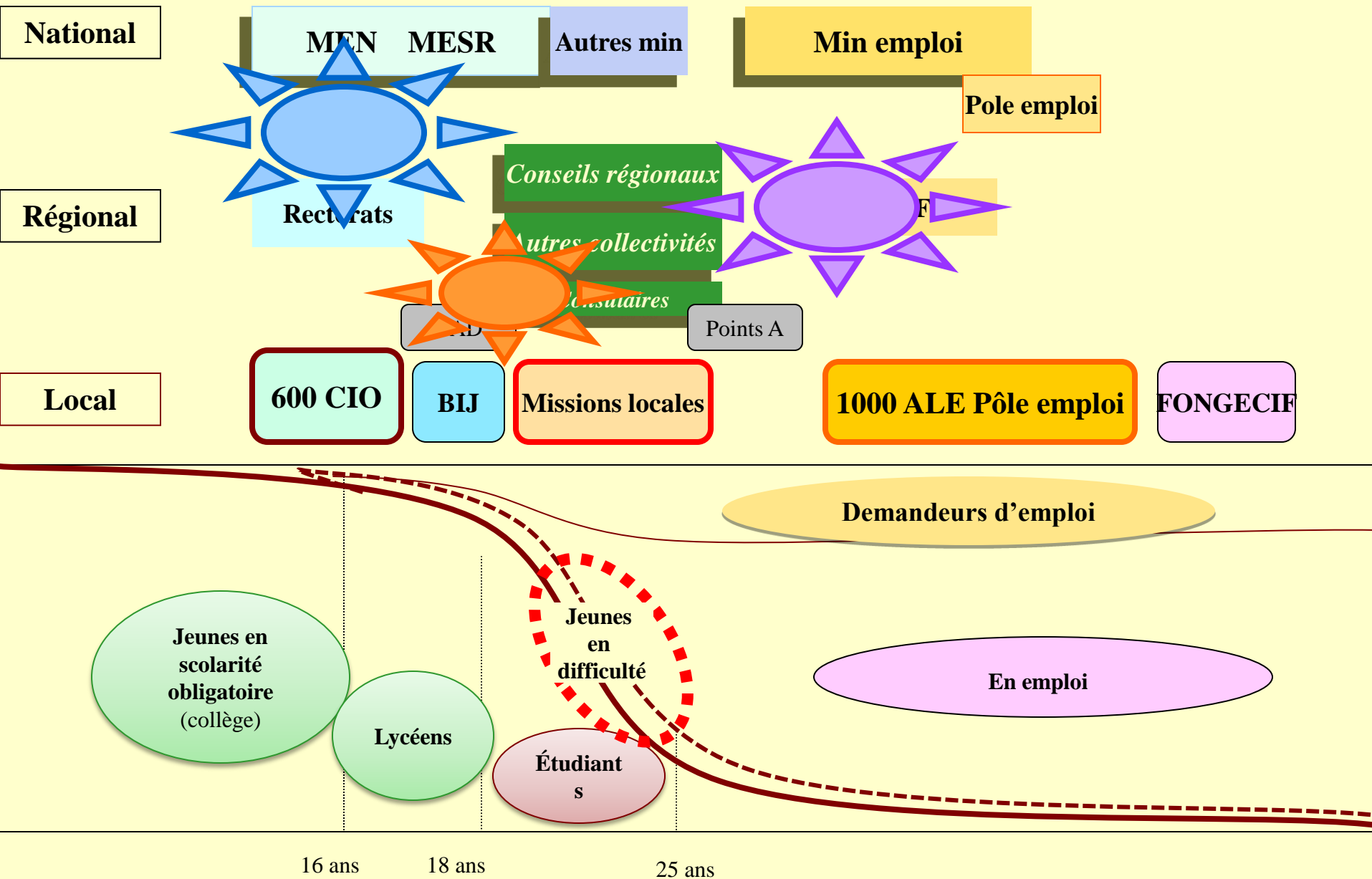
1000 ALE Pôle emploi



5 publics et services



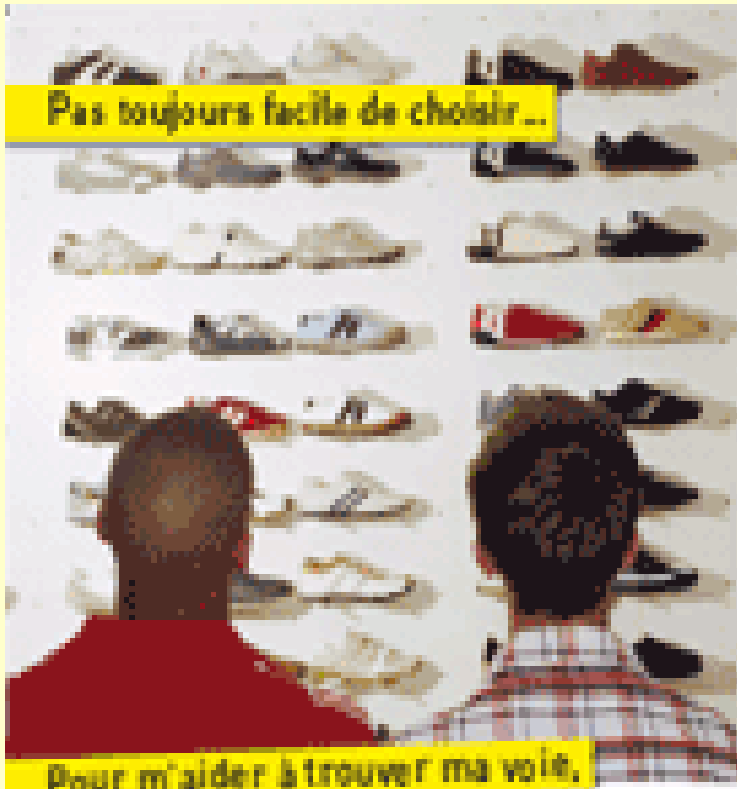
5 publics, services, ICT tools



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1.3 recent development of phone services

- 14 **regions** develop (set up) call centers (whether pay or free services) to inform about possibilities of training, apprenticeship and places to receive people for face to face information
- The national agency for employment of jobless people « **Pôle emploi** » has its own call center
- 2009: minister of education made an opening of a call center dedicated to secondary students guidance, organized by the national agency **ONISEP**



Pas toujours facile de choisir...

Pour m'aider à trouver ma voie,
un conseil personnalisé !

A free and customized online call centre service

Par courrier électronique (mail) (cliquez sur l'onglet « posez une question »)
L'Onisep répond à vos questions sur ce site.

Par chat à partir de ce site (cliquez sur l'onglet « t'chat »)

Par téléphone : au n° AZUR 0810 012 025
(coût appel local)

Les experts de l'Onisep et les conseillers d'orientation-psychologues répondent à vos appels du lundi au vendredi, de 8h à 20h.

mon orientation en ligne
Sur internet : www.monorientationenligne.fr
Par téléphone : [0810 012 025](tel:0810012025)



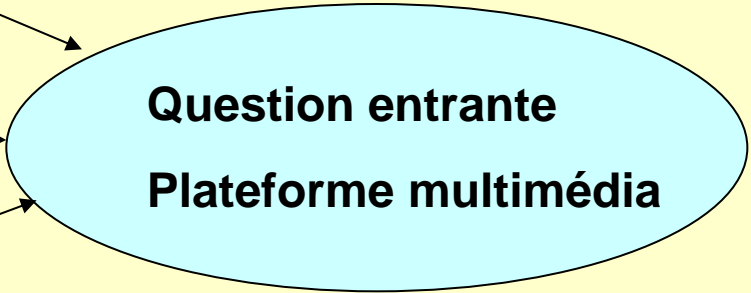
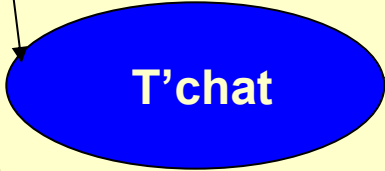
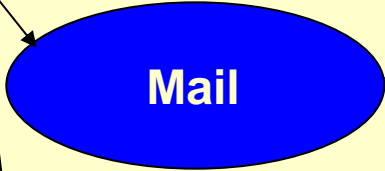
La plate-forme multimédia

Schémas de fonctionnement.

0810 012 025



www.monorientationenligne.fr





A regional multimedia platform Amiens

Since march 2009, 60 0000 visits on

www.monorientationenligne.fr :

- consultations of « Foire aux questions »
- questions by mail on special form
- T'chat (mostly used communication)

One practitioner one week (August) :

- 144 telephone contacts /week
- + 320 contacts t'chats
- + 160 questions mail

Tools: Eptica: 2000 models of answers; Ireflet: création of key sentences for t'chat; sélection of preferred websites; check-lists of profiled questions with corresponding resources

La plate-forme multimédia Amiens

Types de réponses apportées suite à l'entretien téléphonique

- environ 75% de réponses immédiates à 100%
- environ 15 % de demandes de compléments par envoi d'un mail
- environ 10 % de demandes envoyées vers le SAIO (entretien COP ou infos locales).

T'chat : 99% de réponses immédiates.

Par mail :

72% posent une question pour eux mêmes

25% sont des **parents**

- 3% des professionnels de l'éducation

Par t'chat :

90% étudiants (50% de collégiens 30% de lycéens;10% étudiants

- peu de **parents** (10%)

Par téléphone :

- **75%** de **parents**

➤ 15% de lycéens et d'étudiants

- 10% d'adultes pour eux-mêmes.

La plate-forme multimédia implantée à Amiens

Mise à disposition d'outils d'aide à la réponse

- base d'aide à la réponse (Eptica) - 2000 modèles de réponses
- création de phrases clés (Ireflet) pour le t'chat
- sélection de favoris internet faciles d'accès
- élaboration de check-lists (typologies de questions par profil d'internaute avec les ressources correspondantes et les modalités de réponse).

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II Opportunities for designing a global policy of ICT tools in guidance

- **2009:** the President of Republic spoke about a project of a call center and web portal dedicate to give information to everyone about careers and training and to direct them to the adequate physical service.
- The general access to information and guidance service appear in the new bill about adults training, that become the **bill about “training and lifelong guidance”**.

*The actual bill plans ahead that “everybody has a right to get information and counseling for training”. To make this right to become a reality a “**service dematerialisé**” (we could translate as “paperless service”) is created . This service will be free, quality insured, giving access to everybody”.*

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- ***3 elements appear for a strategy :***
 - *from technical point of view the concept of “service dematerialisé” is now mature and accepted*
 - *the ICT tools are taking place in a general and coherent pattern of “public service for guidance”*
 - *more ambition appear to use/ get benefit facilities of real interactive functions with ICT tools:*

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III Rising questions

3.1 general or specialized tools ?

- *among young and adult people;*
- *among students and working people;*
- *among national and regional tools;*
- *among public educated for use of ICT tools and others;*
- *among “special needs”...*

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3.2. From information to advising and counseling

The development of phone services boosted needs of direct easily accessible services.

So it seems difficult to restrict the delivered service to a single cold information or “first advice” whose limits are difficult to define precisely. Professionals of guidance are not in favor of such developments.

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2.3. New technologies and control : what about collaborative tools and social networks?

- *New technologies and practices on the net are interesting guidance with different functions:*
 - *To find previous friends*
 - *To exchange opinions on courses and careers; on jobs;*
 - *To communicate about his competences or looking for a job;*
- *Updating information in wikipedia processes*
- *These developments will continue with increasing performances of tools adapted to mobile phones or notebooks as “twitter” network demonstrate.*

Conclusion

- *These elements of french policy bring out that different tools are developed for a lifelong guidance process;*
- *Each of these tools are specific but the merging or coordination are necessary to give access to everybody.*
- *Integration of web and phone tools is engaged, but physical and face to face services are still now the essential relays for citizens.*
- *What about countries building new services without this institutional heritage? What management of contradictory values and what funding arbitrations among traditional tools and ICT*

6 Schéma de l'orientation : décroisement publics et services

