

## Title- issue 3- September 2023- a Massive Open Online Course (MOOC) for career counsellors



### Introduction

Mobility is a key issue in Europe and a main asset in a professional career. The eMoCC project, led by the Universtarted in May 2022, is meant to upskill Career Counsellors to be better equipped to support candidates to mobility (youngsters or adults in the framework of the many opportunities suggested by the Erasmus + programme, professionals sent by their companies) or people who were forced to leave their country (refugees, asylum seekers).

The first part of the eMoCC is dedicated to a qualitative survey-. A second part is meant to design a first Massive Open Online Course (MOOC) addressing career counsellors with a general profile

### An overview on the work achieved so far by the eMoCC team

**The first result** is led by the Italian leader - Università Cattolica del Sacro Cuore (UCSC) in Milan (started in July 2022- still going on)

In the first place a qualitative study “AToM -Attitude Toward Moving” was meant to explore personal attitude and motivation to work mobility by means of individual interviews and focus groups. 80 interviews were conducted in Italy, France, Germany and Spain to identify the qualities & competences to have to succeed a mobility/expatriation but also the main barriers and obstacles to be overcome (September- November 2022).

In a second place, two focus groups were carried out gathering 6 to 10 people in each country to elaborate on the first feedback gathered; the collective approach is important to create a synergy and go one step further in the analysis of the strength /weaknesses/opportunities/threats (SWOT approach).

In a third place, a quantitative study iss carried out - “WoMSA Scale -Work Mobility Skills and Attitude Scale”. This is also a two-step approach with a pre-questionnaire meant to develop and test a questionnaire to provide individuals and career counsellors with a better knowledge of the starting “suitability to move” of their public.

This survey combining a qualitative and quantitative approach is certainly the best added value of the eMoCC as it gathers many updated and relevant information on mobility in Europe in 2023, after the Covid times and troubled geopolitics. They have had a main impact – more people are willing to change and move. Uncertainty is one element even for Europeans who must include mobility in their professional careers as Europe is faced to a social and economic crisis. An expatriation may become an option for many professionals who mean to have a new start in their career.

**The second result** is led by the German partner- University of applied labour studies (HdBA) in Mannheim (started in January 2023- work in process)

The first massive open online course (MOOC) designed is a 30-hour-training on basic career counselling skills for those professionals who, within their broader professional role, provide formal and/or informal career counselling and guidance services. The MOOC addresses professionals working with individuals with migratory or mobility background or aiming to move abroad for work. The course includes five topics of 6 hours each (around sub-themes of 1 hour each).

Topic 1 – Building trust and cooperation.

Topic 2- The career counselling process

Topic 3 - Customer characteristics (motivations, skills, reward)

Topic 4 - Career management by the «client» (the right choice, employability, )

Topic 5 - Maintain and develop employability (burnout, emotional adjustment, personal well-being,)

**The third result** is led by the Spanish partner – Esmovia in Valencia (started in February 2023- to be achieved in 2024)

The second massive open online course (MOOC) designed is also a 30-hour-training meant to equip Career Counsellors Experts with skills and attitudes functional to support people who are considering or could benefit by work mobility at European level. This second course tackles several topics such as social and cross-cultural sensitiveness, biased attitudes that stereotype others by race and culture, understanding the role of educational and vocational guidance in assisting migrants to successfully resettle in their destination countries, European networks and services to move abroad.

## Contributions- designing the first MOOC & spreading the word on the eMoCC



German partner in the EMOCC project and leader of the first MOOC addressing job counsellors, the HdBA (University of Applied Labour Studies from Mannheim/Germany) has designed and implemented a whole series of MOOC learning units. These included topics as diverse as disorders in counselling, mindfulness and burnout prevention, collegial forms of counselling, ethics in counselling, as well as ways to strengthen the employability of counsellors and employees and to create tailor-made and individualised work formats in inclusion companies for people with health restrictions and at the same time reduced performance. The hard work provided– and the passion it implies– has enriched the many lessons suggested by the German team. Their work has been most appreciated by all the European team, impressed by such a knowledge in the field and convinced by the content supported by many references. The EU team had a first and very positive impression when they met in Mannheim for the first and only Learning, Teaching Training Activity (LTTA) organised by the HdBA team in July 2022. This was a meaningful overview of job counselling combining many theories and convincing practical examples.

The German team gathers a numerous team composed of Pr dr Peter Guggemos, teaching Labour Market Politics and Social Politics, his colleague Pr dr Gwenn Hiller, teaching Career Guidance and Counselling, with a focus on intercultural competence and migration, Ms

Veronica-Dana Sana , specialising in counselling, quality management, leadership, and legal matters in Germany. with an expertise in EU project, and Pr dr Michael Scharpf, specialising in Professor of Public Management.

This MOOC 1 has been a teamwork with the meaningful coordination provided by Pr dr Peter Guggemos together with the many impulses of the EU team, especially the Italian team, led by Pr dr Diego Boerchi, most involved both in the content (the UCSC is also expert in career counselling) and in charge of the technical part. The design of the MOOC was enriched by the several meetings held in Milano (Italy), Paris (France) and Valencia (Spain). This patient and collaborative work led to the designing of an impressive work on the content with a dispatching of the learning units among the team.



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(UCSC) was heavily involved in the preparation of MOOC 1, in light of its expertise on vocational guidance and the coordination of the PR1 research. Its approach is predominantly psychological, so it realised several units focused mainly on the counsellor-client relationship and the awareness of one's motivations and competencies. Below are the topics dealt with by the units concerning three different subject areas. The first area concerns the importance of building a relationship to ensure counselling can work. It is critical that the expert, especially at the beginning of counselling, pay special attention to creating a relationship of trust in which there is an agreement regarding the goals to be achieved and how they will be achieved. Because for some people, participating in career counselling can be very challenging regarding their activities and emotional burdens, defensive reactions may occur despite the counsellor's attempts to build trust. Career counsellors must be able to identify and manage Objections to content, Resistance to process, Safety measures, Defence mechanisms and Grieving the loss of job or professional identity. The second area refers to motivations related to interests in specific professions and the idea of going abroad for work. Fundamental is the contribution of Social Cognitive Career Theory that helps explain why particular interests and related career plans may not be suitable for specific people. Career counsellors' role is fundamental in assisting clients to verify the soundness and realism of their interests and possibly develop new ones more consistent with that person's abilities and expectations. This thematic area includes a unit on how to draw up a motivational portfolio and a description of the motivations behind the choice of going to work abroad, as revealed by the research.

The third area refers to competencies, including aptitudes, technical skills and soft skills. A choice based on a good perception of one's real aptitudes and competencies has a great chance of success. The career counsellor can play an essential role in helping people assess the competences the person thinks they possess, in a logic of valuing the aptitudes and competencies actually owned, which are often not adequately recognised. Here again, a unit is dedicated to drafting a skills portfolio and describing the transversal skills essential to turn a work experience abroad into a success.

## Spreading the word on the eMocc



– 1<sup>st</sup> multiplier event held on Friday the 24th of March, in ESMOVIA in Valencia (Spain).

The purpose of the Spanish conference was to present the EMOCC project to the local community. It was attended by 35 participants, reflected here below: 22 local participants coming from European Mobility and Career Counseling sectors in the city and region of Valencia: “Valencia Chamber of commerce”, “LABORA Employment services from Valencia City Council”, “University CEU Cardenal Herrera”, different VET centers, as well as associations working with migrants like “Valencia Acoge” and “Plataforma Intercultural” and employment like “Plena Inclusión Comunidad Valenciana”. Public institutions dealing with refugees like “CAR – Centro de Atención al Refugiado” were also present ; 3 international guests from Italian VET institutions also participated in the meeting ; 8 staff members from ESMOVIA, participated as organizers, speakers, and attendees; and 1 person from University Cattolica Sacro Cuore, Diego Boerchi, participated as a speaker.

The first part of the conference was the presentation of the whole project, and a mention was made as to how the attendees could collaborate with the partners of the project. The second part was dedicated to share with the participants the first results of the project, in particular the scales and protocols produced after AToM (Attitude Towards Moving) research. Diego Boerchi, from Universidad Cattolica del Sacro Cuore was in charge of presenting the results and leading a dynamic discussion with the participants. Lastly, different practical tools of career counseling were presented by Kelsie Ann Kerwin from ESMOVIA and put into practice by participants. A dynamic workshop on mutual empathy was carried out, which led to a very interesting networking session.

The conference concluded with very good feedback from the participants who wanted to be updated on the next phases of the project. It also resulted in the acknowledgment of the challenges that represent the different types of final users in counselling processes: people who decide autonomously to move abroad will not need the same counselling than those who were forced to do it. Having that in mind, the hard work in the EMOCC project continues.



– 2<sup>nd</sup> multiplier event held on June 27th 2023 together with the World Trade Center in Rennes (Brittany) and the Start up What a job.

The purpose of the French conference was to explain the main objectives and results achieved so far (interviews, focus groups & survey carried out) ; to introduce the first MOOC addressing career counsellors with a general profile and the profile of professionals to involve Britton professionals in the testing (content of the course and its duration) ; presenting the second MOOC addressing career counsellors specializing in mobility.

Brittany is a region gathering a lot of schools, universities, organisations open to mobility with a network "World Trade Center" most interested in the mobility approach, and a French start up "What a job" already involved in the survey (focus groups). The French team means to address services aimed at young people ; the Britton youth information network is a Eurodesk relay ; France has the highest number of ambassadors. In Rennes, in June, attended 14 local participants belonging to the World Trade Center (WTC), What a job, schools (business and engineer- ESUP, ESGV, RSB, University of Rennes 1), organisations tackling mobility ( Business France, the Chamber for apprenticeship, and Bretagne Mobilité conseil).

The presentation consisted in an explanation of the survey - AToM (Attitude Towards Moving- conducted by the Italian team of the UCSC. A focus was made on the four groups of audience addressed (having been abroad freely, sent by a firm, forced to leave their country, failing to go abroad) with the main assets/qualities to succeed an expatriation and the main barriers/reasons for not being successful. The approach is based on skills and competences.

The reception received in France was very positive with concrete feedbacks: WTC and What a job volunteered for the testing; Business France made a bridge with the Club of the VIE (gathering 38 000 members in France, former volunteers abroad) ; WTC introduced their colleague in Marseille who circulated the link for the survey (WoMSA). A new meeting was suggested by the WTC by the end of 2023 to support the testing as a face to face meeting is most fruitful.

On Friday, November 24th, 2023, the German team will also hold its multiplier event at the HdBA in Mannheim, hoping for a positive response to the presentation of the first completed training modules. The feedback from the participants should help to enrich the MOOC 2 training series.

**Networking for the eMoCC-** the other German partner, Anne Güller-Frey is in charge of the European and International networking to support the exploitation strategy.

*Project results will be disseminated amongst the International Metropolis Project, the largest cross sectoral international network of researchers, policy makers and community groups engaged in identifying, understanding and responding to development in migration, integration/inclusion and diversity. Through the efforts of Metropolis International, the production and effective communication of policy-relevant knowledge amongst decision-makers, thought leaders, and practitioners are encouraged. The network includes partners from across the Americas, Europe and Asia-Pacific and is growing in Africa and the Middle East. Metropolis International provides an international platform for critical and constructive dialogue and dissemination of knowledge across the policy, research, civil society and private sectors on matters of migration, integration/inclusion and diversity in order to encourage cross-sectoral collaboration.*

*The International Metropolis Project works to enhance cross-sectoral capacity by: providing a global network for policymakers, researchers, practitioners, and business leaders to connect, engage in an open dialogue, and learn from comparative perspectives and shared experiences on a wide range of migration, integration / inclusion, and diversity issues with local, national, regional and global impact ; ensuring a positive, neutral, open environment for the mobilization of expertise and resources among different international stakeholders*

Follow us on [LinkedIn](#) and do not miss any update on the project by subscribing to the EMoCC newsletter on our website [www.emocc.eu](http://www.emocc.eu)

*This third issue was edited by dr Bénédicte Halba, iriv, Paris, September 2023 together with the contributions of Pr dr Peter Guggemos for HDBA, Pr dr Diego Boerchi for UCSC , Kelsie Ms Ann Kerwin for Esmovia and Mrs Anne Güller-Frey for Germany.*