



University of Copenhagen Strategy for Student Counselling and Career Guidance 2016

30 DECEMBER 2014

UNIVERSITY EDUCATION SERVICES

Introduction

Strategy 2016 puts education and students at the heart of the UCPH agenda, and introduces a series of strategic initiatives designed to improve education, didactics, the study environment and positive learning at the University.

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Strategic objective 4 deals with “Good student counselling and career guidance throughout the study period” and the 2012 milestone “New approach to student counselling and career guidance”.

This strategy has been drawn up with input from the University’s employees, managers and students. The process began with the mapping of “non-academic encounters with students”, in order to develop a strategy that applies holistic thinking across administrative, academic and organisational boundaries in the field of student counselling and career guidance; that supports students throughout a positive learning process; and that sets goals that can serve as guidelines for student counselling and career guidance, from bachelor to PhD level.

The University of Copenhagen is a large organisation. Student counselling and career guidance play a significant role in helping students navigate the University’s physical and digital infrastructures. One of the main goals is to develop better digital support for study information and guidance.

The strategy relates to “Service and guidance about study-related questions”, which involves contributions from the activities and individual members of staff, and forms part of the overall continuum of guidance and information available to students. A key concern for staff and students is that guidance is competent and specific, that roles and responsibilities are clear and that other staff groups are involved to ensure a holistic counselling

and guidance system. This is addressed in the strategy's development targets (see below) and is expected to be implemented in 2014, via action plans and the Strategy 2016 milestone "Clear guidance services from the first to the last study day".

The final element of the strategy concerns counselling services that support the University's Strategy 2016. Selected targets for study efficiency, increased internationalisation and preparation for employment are special focus areas for student counselling and career guidance, and will help achieve the University's strategic objectives.

Quality assurance in practice

The strategy consists of three elements:

1. Vision for student counselling and career guidance at the University of Copenhagen
2. University development goals for student counselling and career guidance
3. Goals for guidance that support Strategy 2016

The strategy will be followed by local action plans in the faculties and US, as well as an action plan for the implementation of the University's development goals. An annual follow-up on the action plans will be conducted by the Academic Board on Education Strategy (KUUR) and the Management Team (LT).

Quality assurance of student counselling and career guidance is included as part of the upcoming institutional accreditation. As part of this strategy, a model for quality assurance and follow-up was drawn up in early 2014.

Quality assurance includes the following elements:

- Evidence and facts – e.g. refinement of key data for use in benchmarks and management information
- Evaluation – e.g. development of peer review as an evaluation method across units
- Effect – e.g. integration of results from future end-user surveys and teaching-environment evaluations.

VISION AND OBJECTIVES FOR STUDENT COUNSELLING AND CAREER GUIDANCE

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1. The vision for student counselling and career guidance at the University of Copenhagen states:

“... that study and career guidance help students successfully complete their programmes, including to make conscious, informed choices about programmes and careers.”

2. Development objectives for student counselling and career guidance at the University of Copenhagen

- A. Activities in this area are based on the overall objectives of the University's vision for student counselling and career guidance.*
- B. Staff and students see student counselling and career guidance as reliable and characterised by a clear division of tasks and responsibilities.*
- C. Student counselling and career guidance at UCPH is provided by academically trained staff.*
- D. Students receive specific advice when they need it.*

3. Objectives for supporting Strategy 2016

- E. Study efficiency and progress (UCPH goal 2)*

Student counselling and career guidance at the University supports the overall strategic objective of study progress by helping to prevent drop-out and stop students falling behind. The individual action plans focus closely on:

 - helping students cope with transitional situations e.g. study start (both at bachelor and master's level), especially choice thresholds, and the transition from education to career
 - actively contributing to the development of an appropriate study culture in collaboration with academics and management

F. Increased internationalisation (UCPH goal 8)

Student counselling and career guidance in the University support the overall strategic goals of increasing internationalisation by focusing closely in individual action plans on:

- offering international full-degree students the same opportunities to make positive study and career choices as their Danish counterparts
- making it clear to UCPH students where they can receive expert guidance (in Danish and English) on studying and internships abroad

G. Job-ready graduates (UCPH goals 11, 12, 14)

Student counselling and career guidance at UCPH support the overall strategic goal of ensuring that graduates are prepared for employment by — focusing closely in the individual action plans and from the first day of study on:

- actively contributing to the students' and graduates' knowledge of the labour market and potential career paths
- helping students reflect on their own skills and career goals in relation to the study programmes' competence profiles.