



# The promotion of vocational education training

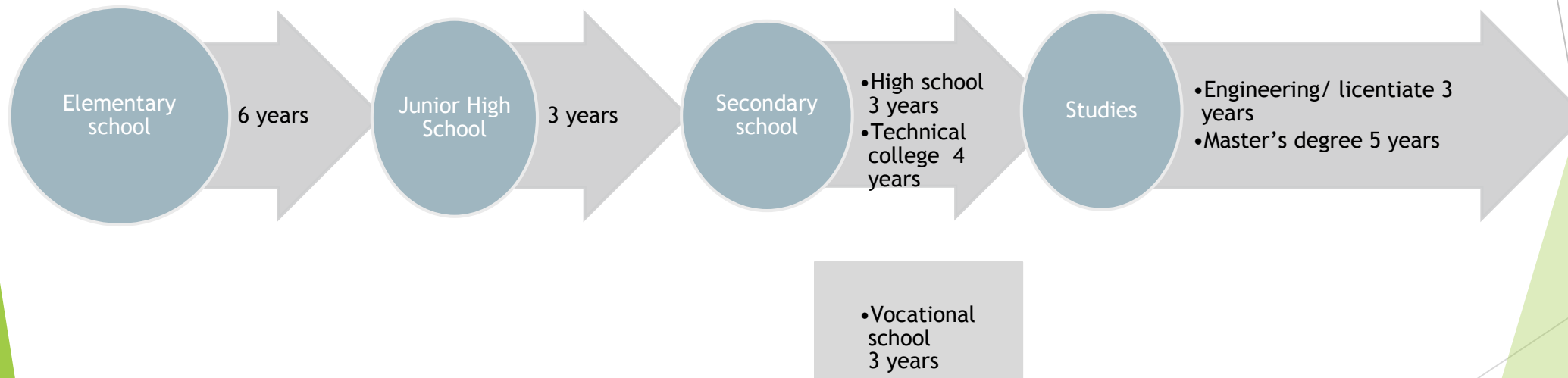
Problems and challenges of vocational education in response to labor market needs

---

Krzysztof Świerk

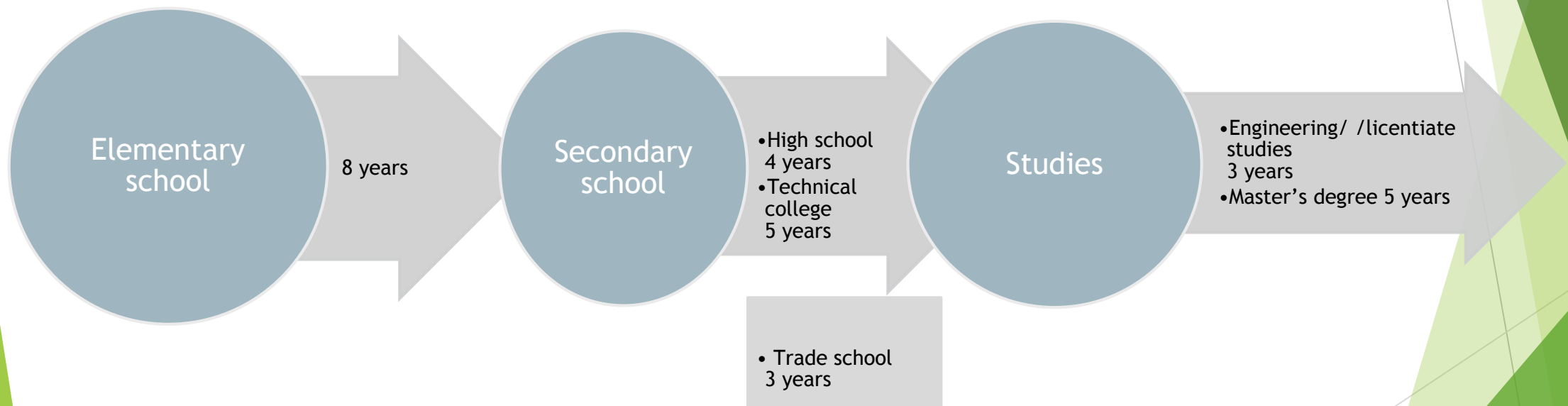


# Polish system of general and vocational education (nowadays)





# Polish system of general and vocational education since 2019





# The need to promote vocational education on the example of differences in the choices made by students and the needs of the labor market in Poland

Education	Graduates	Vacancy jobs
University education	49,3%	38,8%
Secondary vocational education and post-secondary	24,3%	10,5%
Secondary education	21,4%	
Basic vocational education	<b>5,0%</b>	<b>50,7%</b>

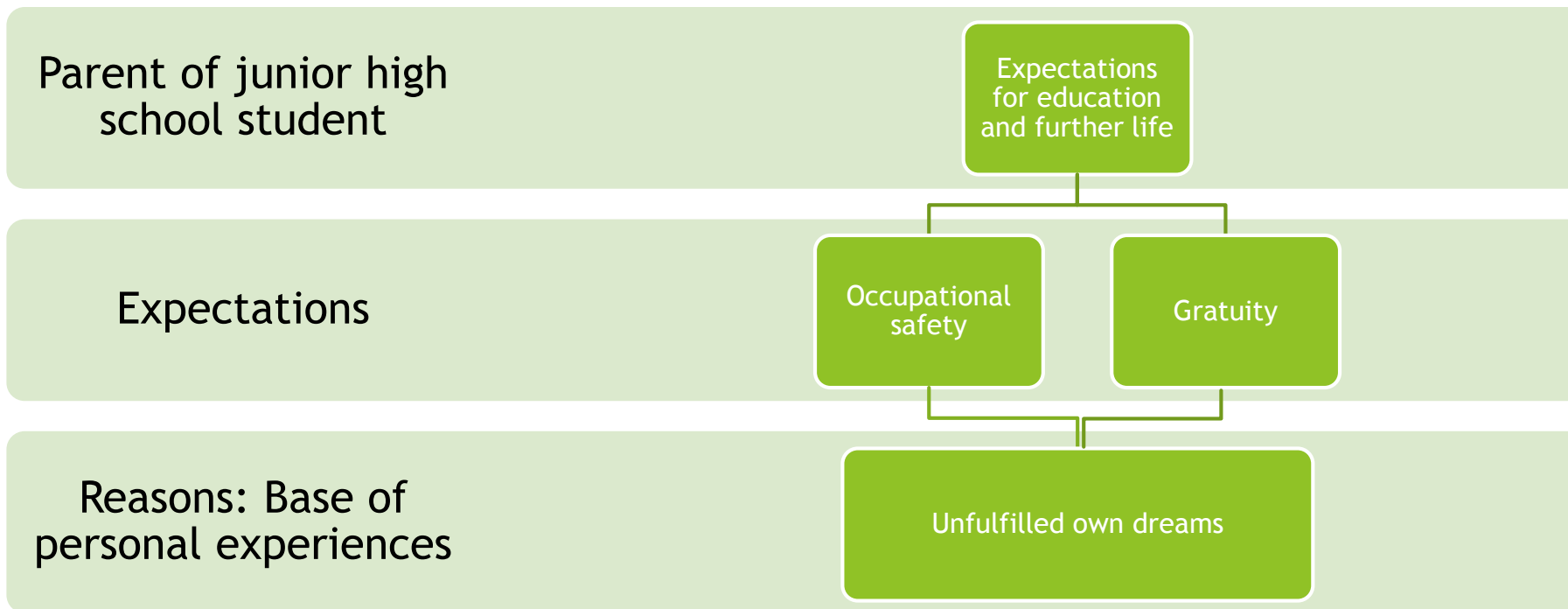
Data: Polish Central Statistical Office- school graduates of 2014

# Developing a strategy for promoting vocational training in the region, the following factors should be taken into account:

- ▶ Understanding the recipient - his profile:
  - ▶ In Poland, it is a person at the age of 16, who graduates Junior High School (It is worth to know that since 2019 it will be a person at the age of 15 who graduates elementary school)
  - ▶ The current interests of young people aged 16 are:



Developing a strategy for promoting vocational training in the region, the following factors should be taken into account:

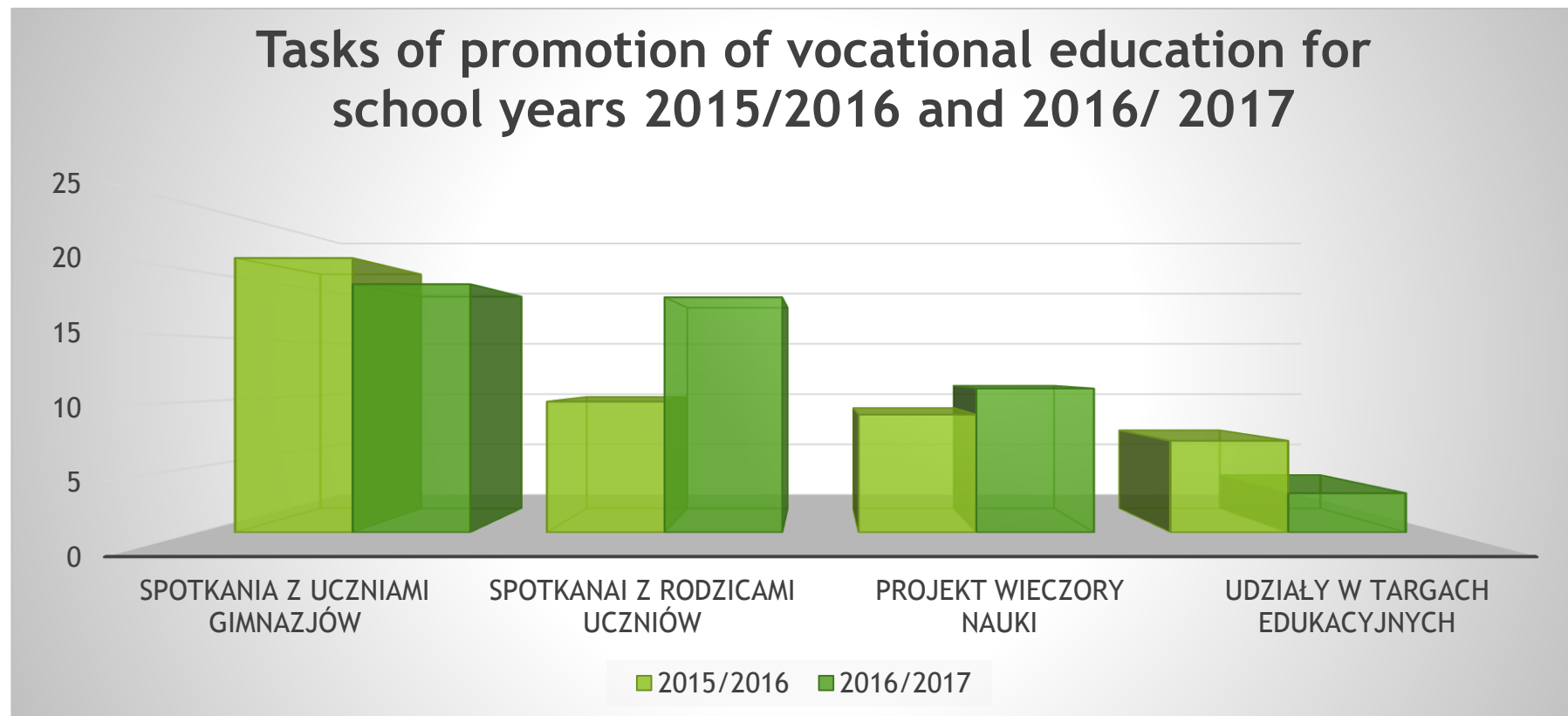


Data: survey of students' parents of the Complex of Agricultural Schools in Kaczki Średnie



The analysis of the situation led to the creation of an action strategy based on the following tools for the promotion of vocational education

# Promotion of vocational education conducted by our school in the school years 2015/2016 and 2016/2017





# The project : „Science evenings”.

- ▶ Video - the „Science evenings” Project





# The project „Science evenings”

- ▶ More than 150 junior high school students from 9 schools took part in the project carried out without additional financial support from outside sources, as part of the school's action in the school year 2015/2016.
- ▶ In the school year 2016/2017, the number of students taking part in the science evenings was over 200. 11 gymnasiums benefited from this activity.

The number of students who choose upper secondary education is 803 people for Turek district.

# Meetings with students and their parents

- ▶ Information presented at meetings with parents and students always starts with the presentation of labor market reports! As part of this information, parents and students receive in-depth information about current and future needs for specific occupations and skills needed in the labor market.



Barometer - Employment perspective -  
Quarterly statement of intention of  
employers to increase / decrease  
employment

Talent shortage - annual survey showing  
the scale of lack of specialists on the  
labor market

Labor Market Trends



Report prepared for EFNI 2016 by the  
Confederation of Lewiatan in cooperation  
with CIE



# Meetings with students and their parents

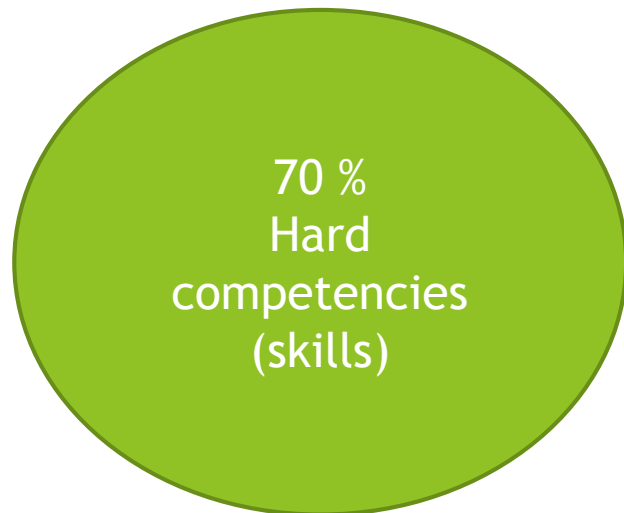
- ▶ The last element presented during presentations with students and their parents is presentation of the school offer - this is a non-standard activity in Polish schools, which mainly depends on the promotion of their institution.
- ▶ The main purpose of our school activities is the promotion of vocational education training instead of the own school promotion.



# The project of talent development - „small projects”

- ▶ Useful to build soft skills required by employers

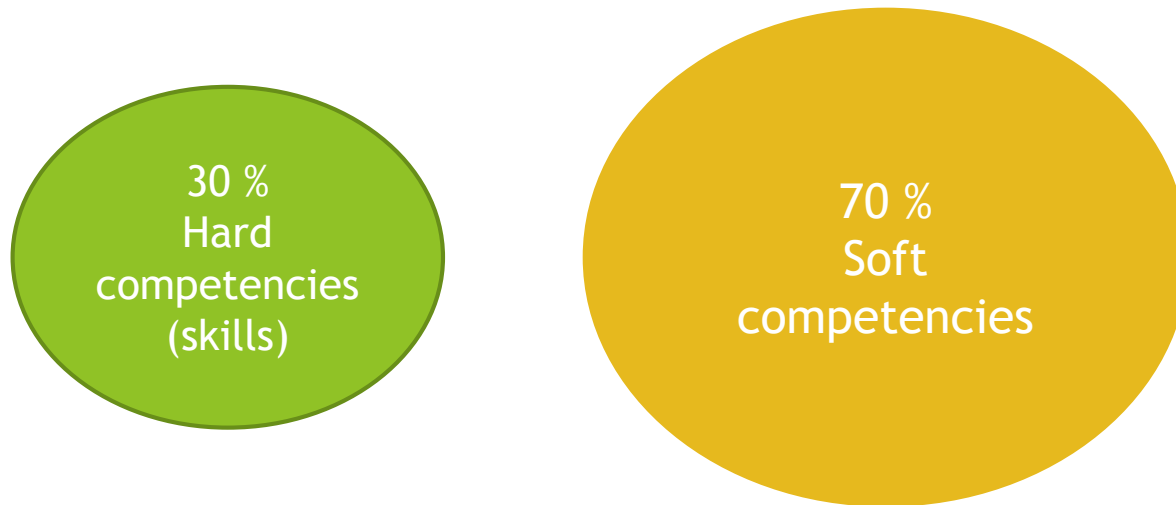
Based on the survey of the Polish Agency for Enterprise Development (PARP), Poland - employers decide to employ workers based on the criteria of future employees:





# The project of talent development - „small projects”

On the other hand, by dismissing employees, employers make the decision on the basis of the criteria for current employees:



This information is also very important for students and their parents.

# How do we develop soft skills and use them to promote vocational education?

We realize projects that develop social competences, such as team work, ability to work under stress and under pressure of time, creativity, openness to change ...





# How do we develop soft skills and use them to promote vocational education?

- ▶ Cooperation with the Center for Innovative Education - project for the application promoting vocational education. Individual work of students using resources from the Internet - students were reluctant (as we suspected earlier) mainly on tutorials created on youtube.
- ▶ They also took care of the school coordinator - the idea was to create applications for younger colleagues to promote vocational education in their environment.

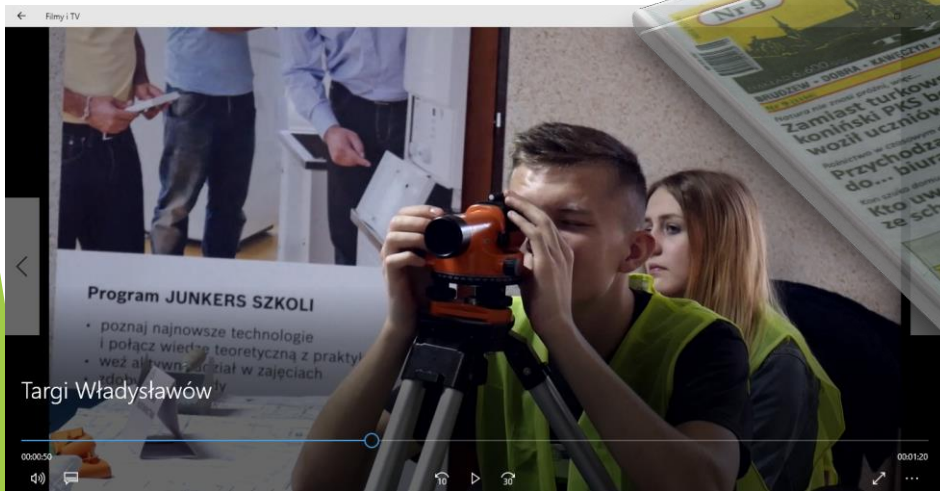
Thank You:)





# How do we develop other competencies and use them in the promotion of vocational education training.

- ▶ During additional classes students also make films, radio shows, and an article for local newspapers. The effects of their work are often made available on the FACEBOOK - social networking sites, so that the information reaches more potential recipients.



# How do we develop other competencies and use them in the promotion of vocational education training.

- ▶ We are about to launch a new project soon :

In cooperation with the Polish Junior Champion in Carving, we want to develop a channel on youtube with tutorials for students - how to sculpt in fruits and vegetables. The goal is to create educational video-training videos for pupils, some of whom will gain the skills of video-making, others will learn Carving's difficult art.



# Summary

- ▶ Europe and the countries of the community are not able to afford the lack of a national (Community) concept to support the promotion of vocational education in order to develop the economy at a rapid pace.





Thank you for your attention.