

The 9 European Quality Areas for Guidance in Educational and Vocational Guidance for Adults

Specification of the European Quality Areas by means of criteria and indicators.

AREA 1: POTENTIAL CLIENTS OF GUIDANCE (TARGET GROUPS)	
CRITERIA	INDICATORS
The guidance centre is active in making adult education and learning guidance services more accessible and thus responds to local, regional and/or national needs.	Knowing potential guidance clients needs and characteristics at local, regional and /or national level.
	The guidance centre has analysed the local, regional and national needs of adults for guidance.
	Active approach to finding potential guidance clients.
	The guidance centre has one or more dislocated units and carries out outreach approaches.
	The guidance centre provides information and carries out guidance activities away from its headquarters and dislocated units.
	The guidance centre carries out promotional activities aimed at recruiting potential guidance clients.
	Geographical coverage of potential clients.
	The guidance centre provides guidance activities in the regional environment.

AREA 2: STAFF	
CRITERIA	INDICATORS
Guidance activities are carried out by an adequate number of educated, trained and experienced counsellors with appropriate personality traits.	The number of staff in the guidance centre.
	The guidance centre has an adequate number of staff.
	Education of the counsellors.
	The counsellors are adequately educated for carrying out guidance activities.
	Counsellor's training
	The guidance centre provides counsellors adequate training regarding content and frequency.
	Work experience of counsellors.

	<p>The guidance centre has counsellors with adequate working experience.</p> <p>Competences of the counsellors.</p> <p>The counsellors have adequate generic and specific competences for guidance work. (Empathy, active listening, communication skills, ICT, competences related to guidance activities etc.)</p>
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AREA 3: RESOURCES, EQUIPMENT, DATABASES, INSTRUMENTS	
CRITERIA	INDICATORS
<p>The guidance centre provides adequate premises, equipment, specialised library, database and guidance instruments which allow a complex, quality and engaged guidance work.</p>	<p>Premises</p> <p>Premises for guidance work are provided.</p>
	<p>Equipment</p> <p>Minimum equipment necessary for carrying out guidance activities is provided.</p>
	<p>Specialised literature, databases and guidance instruments</p> <p>The guidance centre has fundamental specialised literature, database and guidance instruments needed for guidance work.</p>

AREA 4: GUIDANCE PROCESS	
CRITERIA	INDICATORS
<p>The guidance centre guarantees its clients a complete educational and vocational guidance for adults.</p>	<p>Gathering and analysing client's data, important for guidance process</p> <p>The guidance centre regularly monitors those characteristics of its clients that are important for decision making in guidance process.</p>
	<p>Guidance process activities</p> <p>The guidance centre offers all the activities of the guidance process: informing, advising, counselling, feed-back etc.</p>
	<p>The methods of executing the guidance process</p> <p>The guidance centre provides guidance by the following means: by telephone, in person, by electronic mail, via information brochures/materials.</p> <p>The guidance process can also be executed by setting up an information corner, via call-in radio programmes, via advice column in a newspaper.</p> <p>The Guidance process is mostly executed individual, person by person. It can be executed also in groups, especially when activity of informing is performed.</p>

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AREA 5: PARTNERSHIP	
CRITERIA	INDICATORS
<p>The guidance centre collaborates with relevant partners' organisations in regional, national and/or international level.</p>	<p>Defined partnership and content of collaboration with different partners</p> <p>The guidance centre has an established network of relevant partners.</p> <p>The guidance centre has active partnership with the most important subjects that plan and make decisions about local development and development of human resources (e.g. representatives from the city council, employment service office, organisations involved in regional development, regional offices of the Chamber of Commerce and Chamber of Craft and Small Businesses etc).</p> <p>The guidance centre has active partnership with organisations that locally work in the field of guidance or adult education (e.g. representatives of adult education institutions, other guidance organisations, etc.).</p> <p>The guidance centre is active in building networks of similar guidance centres and actively collaborates in such networks.</p>
	<p>Level of partnership (local, regional, national, international)</p> <p>The guidance centre is active in partnerships at local, regional, national and/or international level.</p>

AREA 6: INFORMATION AND PROMOTION	
CRITERIA	INDICATORS
<p>To allow the greatest possible access to the guidance services for all adults, guidance activities are systematically promoted among the potential target groups at local/regional/national level.</p>	<p>Frequency, diversity and adaptability to target groups</p> <p>The guidance centre has permanent form of informing potential target groups and promoting its activities.</p> <p>The guidance centre performs the activities of promotion via different types of media (radio, newspapers, television, world wide web, leaflets, posters, billboards).</p> <p>The guidance centre adjusts the method and the contents of promotion to the needs of different target groups.</p>
	<p>Planning and carrying out promotional activities</p> <p>The guidance centre has a plan for informing potential target groups and promoting its activities.</p>

AREA 7. RESULTS	
CRITERIA	INDICATORS
<p>Guidance services are provided to adults, giving special attention to the groups that have difficulties in accessing learning or need more support and help in learning and accessing to the labour market.</p>	<p>Number of services</p> <p>Taking in consideration the number of staff and other conditions in which the guidance centre operates, the number of services is adequate according to adults needs for guidance in the region.</p>
	<p>Number of clients who accessed to guidance services</p> <p>Taking in consideration the number of staff and other conditions in which the guidance centre operates, the number of clients is adequate according to adults needs for guidance in region.</p>
	<p>Demographic characteristics of service clients</p> <p>The demographic characteristics of service clients do not significantly deviate from the demographic characteristics of adult population in the region (gender, age, educational structure, percentage of unemployment etc.).</p>
	<p>Inclusion of vulnerable groups</p> <p>The guidance centre provides adequate inclusion of client from vulnerable groups in regional environment.</p>
<p>The clients are satisfied with the quality of the guidance services, estimate that the services contributed to the solution of their problem.</p>	<p>Clients satisfaction</p> <p>The majority of clients are satisfied with the guidance centre services.</p>
	<p>The contribution of the guidance centre to the solution of the client's problem</p> <p>The majority of clients who have solved their problem estimate that the help of the guidance centre contributed to the solution of their problem.</p>

AREA 8: EFFECTS	
CRITERIA	INDICATORS
<p>Guidance services contribute to the increased participation of adults in the lifelong learning, to a decrease in dropout rates and to an increase in study success.</p> <p>They also contribute to enter in employment and to a decrease of social</p>	<p>Increased participation of adults in lifelong learning</p> <p>Guidance helped the adult decide on further formal or non-formal learning.</p>
	<p>Increased study success and decrease of dropout rates</p> <p>Guidance process helped the adult to overcome his/her learning problems.</p>
	<p>Guidance process helped the adult to complete his/her education successfully.</p>

marginalisation.	Decrease in social marginalisation
	Guidance helped the adult in social inclusion.
	Increased inclusion in labour market
	Guidance helped the adult to enter in employment.

AREA 9: MANAGEMENT, ADMINISTRATION, ORGANISATION	
CRITERIA	INDICATORS
The guidance centre is developmentally embedded into the environment at local/regional/national level.	Development strategy of guidance centre
	<p>The guidance centre has long-term development plans.</p> <p>The guidance centre determined the development strategy in accordance with the regional development plans.</p>
The organisation of work in the guidance centre is effective and as such supports the guidance process, the achievement of good results and effects of work.	Effectiveness of working process's organization.
	The structure and organisation of work in the guidance centre is effective in supporting guidance activities.
	Long term and yearly working plans
	The guidance centre has long term and yearly working plans.
	Financial control system
	The guidance centre has effective financial control system.
	The role and position of staff
	The roles and positions of staff in the guidance centre are transparently determined and effectively organised.