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# Managing for @ School of Success

1st meeting Baptism of flight

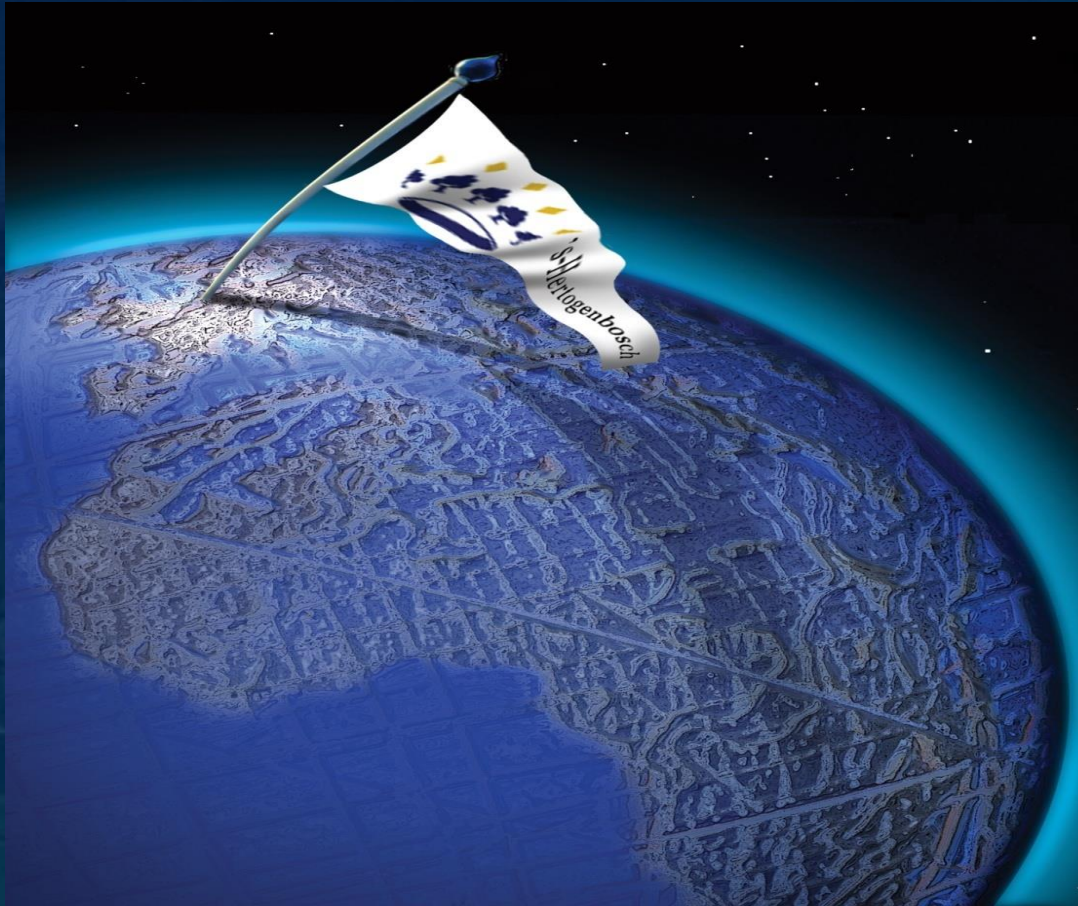
11th/12th/13th of january 2016

Mangualde Portugal

Theo van de Veerdonk



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's-Hertogenbosch, centre of the Earth....



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Netherlands





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's-Hertogenbosch, a closer look...





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's-Hertogenbosch,  
city of Jheronimus Bosch



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“What I learnt in  
Switzerland...”



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# Passion...







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# Vision





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# Action



dreamstime.com

I'm not **lazy**  
I'm just on my  
energy  
**saving** mode



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Aim:



Realisation of a well  
functioning labourmarket





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# Important stakeholders education and labourmarket:

- 
- Companies
  - Schools
  - Local Government



## Role local government

**Characteristics** department Education,  
Labourmarket and Participation (OAP)  
municipality 's-Hertogenbosch:

- **Taking the lead;**
- Pro-active;
- **Entrepreneurial spirit;**
- Building networks with stakeholders;
- **Diagnosis of outside world as startingpoint to make policy;**
- Joint responsibility;
- Co creation.



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## Important topics

**Main aims:** department Education,  
Labourmarket and Participation Youth  
municipality 's-Hertogenbosch:

- Prevention early schoolleaving;
- Decreasing youth unemployment;
- Raising quality of education.





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Regular meetings with schools:



Municipality with management primary schools;

Municipality with schooldirectors of secondary schools;

Municipality with management VET and Higher Vocational education.



## Important regular meetings companies:

- Ambassadorsnetwork....
- Regional meetings with schoolmanagement, companies and municipalities





Together with directors secondary education (DOVO) we defined 16 topics, like:

- Entrepreneurial spirit / entrepreneurship;
- Personalised learning;
- New generation;
- Leading role municipality education and labourmarket;
- Ongoing learning pathways;
- Guiders of learningprocess;
- Quality improvement professionals;
- Careerorientation and careerguidance;
- Promotion Technique.





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## Municipality stimulates the improvement of these topics:

- By giving subsidy out of the yearly local youth and education plan;
- We wrote applications in Leonardo da Vinci and Comenius programs; municipality acted very often as project coordinator in LdV partnerships, LdV TOI and Comenius regio
- Now we are partner in three ERASMUS+ projects: TooYoungToFail (Torino), ESSE (Plymouth), Managing for @ School of Success.



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## 3 running projects at this moment:



Fund	Period	Name project
Erasmus+ Key Action 2	2014-2016	TooYoungTooFail
Erasmus+ Key Action 2	2014-2017	ESSE
Erasmus+ Key Action 2	2015-2018	Managing....



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The link.....



All these EU-programmes deal with the transition from school to work.

With all stakeholders in the field of education and labourmarket we try to focus on the realisation of a well functioning labourmarket






## Most important stakeholders:

- Companies;
- Employers organisations (like BZW);
- Labour office (UWV werkbedrijf);
- Schools: (primary schools, secondary schools, vocational educational training (KW1C), higher vocational education (Avans), universities;
- Municipality.



Very important topic: Careerorientation –  
careerguidance (LOB).



35% of early schoolleaving is caused by a  
lack of good careerguidance.

Focus on this topic will decrease early  
schoolleaving and youth unemployment.

Actual and future **labourmarketinformation** is  
crucial to prepare youngsters for transition  
from school to work!



## Central key-points “LOB”

### 1. The student is central, development of selfsteering

Studychoice, careerchoice is closely connected to future perspective; insight in capacities, qualities, interests and ambitions, it's all about individual talents.

Parents play an important role.





## Central key-points “LOB”

2. Ongoing learning pathway (from primary education – secondary education – VET – higher vocational education – university)

Joint policy within teams in schools;  
Management facilitates professionals;  
Cooperation with other schools (vertical and horizontal);  
Competence profile



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## Central key-points “LOB”

### 3. Cooperation with local and regional companies

“World of work” in the schools;  
Schools visit “the world of work”;  
Learning by doing.



In 2016 and future ....

- We need good qualified careercounselors (in schools);
- We need (again) an Academy for careercounselors (why did we stop?);
- We need Careerguidance centres;
- We need COCG policy from national ministry of Education to schools.





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## Priorities 2016-2020....

On going learning pathway from primary school - secondary school - Vocational Education Training - Higher Vocational education - University...

- Careerorientation and careerguidance, crux in Secondary education
- Promotion technique (studies)
- Entrepreneurship-entrepreneurial spirit



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Somebody still awake for further questions?

