

2011 OECD Career Symposium-Hungary

Appendix 1

Country Name: South Korea

Country team (names, positions, email addresses, telephone numbers):

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Section 1	A brief outline of your country – demographics, population and career service provision – target groups and providers (maximum 300 words)
	<p>Geography Eastern end of Asian continent/ Divided Country / Land area 99,720 km² / Capital city: Seoul</p> <p>Demography 48,508,972 (2010, South Korea)</p> <p>Labour market Unemployment 2.9% (2011.10)</p> <p>Education College matriculation 79% (2010)</p> <p>Main national career guidance services</p> <ol style="list-style-type: none">1.Ministry of Employment and Labour: Support for employment stability and employment development △Job Placement △Job Development △Career Development △Job Transition Training △Competency Development △Employee Training △Retiree Support △Employment and Career Development for Adolescents, etc.2.Ministry of Gender Equality and Family: Support for females' career development as well as the career development for adolescents, △Career Development for Women with discontinued Careers △Job Placement for Women △Women's Job Development △Balance of Career and Life △ Career Development for Migrant Female Residents3.Small and Medium Business Administration : Development support for small and medium, venture, and 1-person businesses △Competency and Career Development for SOHO, and 1-person businesses △Employee Education and Training △Competency Development for Organization and Employees

4. Ministry of Education, Science and Technology : Young adults' career path development
 △ Support for the Young Adults' Career Path Advisors △Academic Development △Business Start-up Education
5. Ministry of Welfare : Welfare-related Career Services
 △Reemployment Support for Middle Age Citizens △Retiree Career Development △Education and Training △Academic Development of Low-Income Household Children △Career Care for Low-Income Individuals' Re-socialization
- 6.Ministry of Patriots and Veterans Affairs : Services for discharged servicemen's employment and career change

Section 2	Taking each of the four general symposium themes (see below), describe the two greatest strengths and two greatest weaknesses relating to each theme in your country (maximum 100 words for each strength and weakness; therefore maximum 400 words per theme and maximum 1,600 words in this section).	
<p>Theme 1: Political, economic and social changes and the changing role of career guidance and career guidance policies</p> <p>In response to political, economic and social changes, policies such as △Job Creation Programs △Discontinued Women's Careers Projects △Migrant Female Residents' Career Development Programs △Retiree Adjustment Programs △Employees' Job Performance Development Programs △Programs to Reduce stress in the work place △Programs seeking to balance work and life, and△the Young Adults' Career Path Development programs are being implemented.</p>		
Strength 1	Weakness 1	
Various channels of the central and regional autonomous governments, coupled with intensive budget support	Weakness 1 Need move from quantity-focused services to quality-focused services	

Theme 2: Lifelong guidance policy as a part of integrated human resource development policies – challenges and opportunities

For efficient human resources, Theme 2 is probably the most important factor. However, when taking into account the direction of public demand and other political-social-economic considerations, it is often given low priority. Therefore, we will need to convince policy makers and politics, as well as civil society, for the need to set aside budget and make preparations for the establishment for such a system.

The importance of work is unprecedented even now, and in the new future will be even more so with upcoming Δ global environmental changes Δ longer life expectancies, and Δ the pursuit of a satisfying life. Accordingly, a new consolidated human resources development policy is organized according to Δ population sub-segments Δ groups of production activity and Δ gender to allow for effective mutual synergies.

Example

Δ Population sub-segments: need for policy to establish goals per sub-segment and harness concurrent synergies (e.g. finding and developing satisfying jobs – job immersion and performance improvements)

- Preschool – Elementary
- Middle-High School
- University
- Working Ages
- Retirees

Δ Groups of Production Activity: need for tailored support policies according to the characteristics of the groups

- By Capacity : Group Corporations, Large Businesses, Small and Medium Businesses, Venture Businesses, Self-Employed, 1-Person Businesses
- By Business Type : Electronics, semiconductors, telecommunications, petroleum, rubber, shoes, air travel, hospitality, etc.
- By Job Type : Manager, Researcher, Production Line, Contract Worker, etc.

Δ Sex : Male-Female (Discontinued Career Women, Childcare Support, Balancing Work and Life, etc.)

Strength 1	Weakness 1
Can proactively develop systematic production-welfare and satisfying jobs in anticipation of current and future global environmental changes and longer life expectancies	Difficult to establish and execute future-oriented policies due to current political and social issues

Theme 3: The changing world and the changing role of career guidance – skills and competencies for lifelong guidance practitioners

South Korea is slated to enter into an unprecedented super-aged society. Therefore it is judged that the most pressing issues for increasing welfare and the happiness of the Korean people are Δ production-welfare policies and Δ development of satisfying, post-retirement, lifetime jobs.

However, the issues given the most attention today, due to political, economic and social considerations, are Δ about Young adults, and retirees who need post retirement jobs. Also the Δ Employee Job Performance Development needs attention. There is an urgent need to prepare for Korea’s transition into a super-aged society in the coming 5 to 10 years by developing satisfying, lifetime jobs for citizens. (Other countries are expected to face similar problems due to aging populations)

Best Practice

SK Energy, Samsung, Torayseahan, Unilever Korea

Proactively responded to global environmental changes. Visions of the company organization and the employees were successfully aligned with the goal of post-retirement, lifetime job development. The efforts succeeded in achieving goals of business globalization, as well as team-job immersion, team-building, and job performance enhancement. This resulted in a successful change in management for the organization and employees, as well as improved performance.

Strength 1	Weakness 1
Individual strengths efficiently developed due to group workshops and tailored individual career consulting given to the employees.	Costs are higher than general group education and training
Strength 2	Weakness 2
Can accurately pinpoint a group’s or employee’s goal requirements, and tailor solutions to problems	Differences in results may occur depending on the quality of solution design for the identified goal requirements, the professional competence of the consultants, and teamwork variables

Theme 4: Evidence-based practice; evidence-based policies

In the policy execution process, career service effects are important to policy beneficiaries. Several programs, including job creation, post-retirement job development, women’s job creation, young adults’ career development and young adults’ career path development programs are seeing positive policy effects, while other policies, notwithstanding the quality of the policy itself and its execution, fall short of providing real, identifiable benefits to their intended beneficiaries, the people. Such policies need improvement so that the intended benefits are more accessible.

Example ; Outplacement

The government provided businesses with retiree business start-up and reemployment support costs, but small and medium businesses were especially slow to make effective use of this policy.

Strength 1	Weakness 1
Support employees with stable outplacement by supporting retiree business start-up and reemployment	Key foreign-based consulting firms providing services are not appropriate for Korean realities: low performances lead to disappointment of employees, resulting in the minor usage of the policy

Section 3	Looking at the themes, prioritise them according to the most important ones for your country team to explore further and learn about at the symposium. (1 = most important – 4 = least important)			
Political, economic and social changes and the changing role of career guidance and career guidance policies	Priority 1 2 3 4			
Lifelong guidance policy as a part of integrated human resource development policies – challenges and opportunities	Priority 1 2 3 4			
The changing world and the changing role of career guidance – skills and competencies for lifelong guidance practitioners	Priority 1 2 3 4			
Evidence-based practice; evidence-based policies	Priority 1 2 3 4			

Section 4	Thinking about the themes, describe up to three high-level key public policy and/or practice initiatives currently being advanced or considered in your country (write no more than 100 words on each). If it is possible, please say to which of the themes each initiative is most closely linked.
<p>High-level key public policy/practice initiative 1</p> <p>Proactively responding to global environmental changes</p> <ol style="list-style-type: none"> 1. Organizational immersion, by aligning individual and organization-level visions, to increase business competitive power 2. Team building, Increased Job Performance 3. Development of satisfying, post-retirement, lifetime jobs 4. Joint growth of organization and employees <p>Best Practice : SK Energy, Samsung, Torayseahan, Unilever Korea</p>	

Linked most closely to Theme ...

High-level key public policy/practice initiative 2

Job Development Support and Career Transition (Integration service On-off line)

Best Practice : Ministry of Employment and Labour Employment Stability Agency, Ministry of Gender Equality and Family New Work Centers, Women Resource Development Center, Ministry of Welfare Seniors' Center, Ministry of Patriots and Veterans Affairs Career Change Support Center, etc.

Section 5	Future Focus – what are the key elements of your team’s overall vision for career policy, practice and research in your country? (write no more than 30 words).
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According to Political, Economic and Social Career Role Demands

1. Political
 - a. Transition from economic growth-focus to income redistribution
 △increased public welfare benefits △support for medium, small and venture businesses
 - b. Job creation and career development
 △Young adults – Women – Retiree Job Development △Career Transition △Small-scale Business Startups △1-Person Businesses △Fostering venture businesses
2. Economic: US, EU-bound global financial crisis and low-growth national economy
 - a. Qualitative improvements to jobs and increased personal incomes, qualitatively enhanced, sustained employment for
 △contract employees (yearly renewal) and △part-timers.
 - b. Increase global competitive power of organization and individual
 △Develop core human resources and core capabilities to improve businesses’ competitive power △Provision of Career Development Services for Joint Growth of Organization and Individual
3. Social
 - a. Address Youth Unemployment, Support for finding Jobs and Career Paths in line with Individual Aptitudes
 - b. Retiree Support for satisfying Lifetime Job Development
 - c. Work-Life Balance (WLB) for Employees
 - d. Career Development Support for Increased Women’s Growth and Social Opportunities
 - e. Private Education for Youth and Career Path Development according to Aptitude
 - f. Various Career Services through SNS(Social Network Services)