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Vice President of
International Client
Engagement

Future of Career Guidance in Croatia

Agenda

- 1. About Kuder**
- 2. Career Education Policy and Practice Review**
 - a. Key Strengths
 - b. Challenges and Opportunities
- 3. Our Vision for Croatia**
- 4. How We Help**
- 5. Global Showcases**

About Kuder

We help you see what you can be®

- **Our Vision:**
 - To help people discover and achieve what they want to be.
- **Our Mission:**
 - To be the global authority in career guidance and education by providing evidence-based and proven tools to navigate life's journey. Our resources help to raise aspirations to last a lifetime.



About Kuder

Over the last 75+ years, millions worldwide
have relied on us for reliable solutions.

165 million
people have used Kuder.

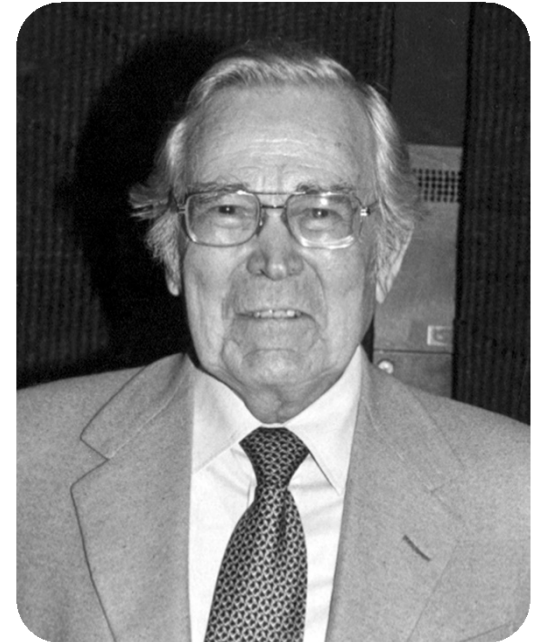


Created 120
custom systems

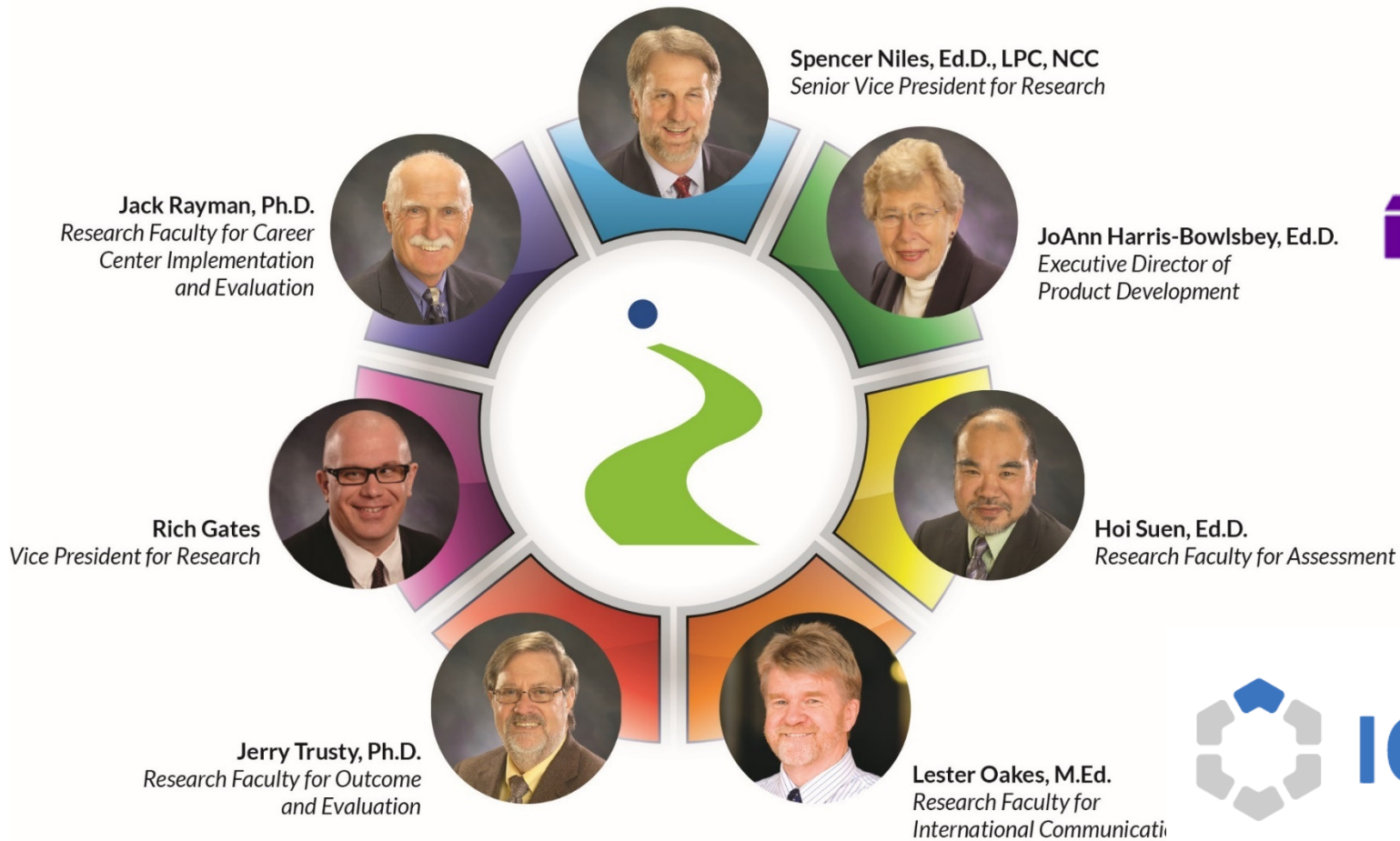
More than 28,000 sites globally.

About Kuder

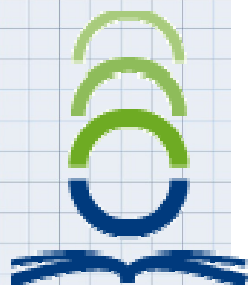
- **Research-based assessments since 1938.**
- **Dr Frederic Kuder:**
 - The “father of reliability.”
 - Innovator of vocational assessment.
 - Co-developed the KR-20 and KR-21 formulas for calculating the alpha coefficients for assessment scale scores.
 - Kuder Preference Record (1938) was groundbreaking.



Kuder Research Faculty

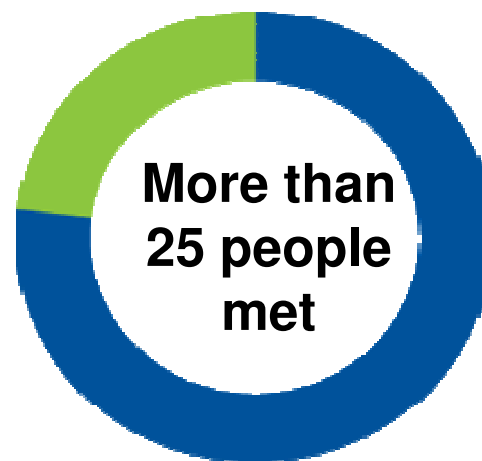
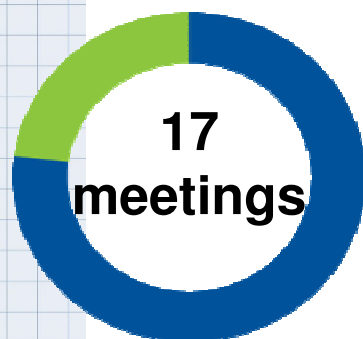


Policy and Practice Review



Organized by

Institut za razvoj
obrazovanja



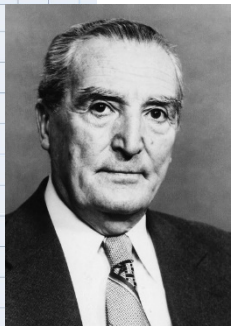
Croatia

Slovenia

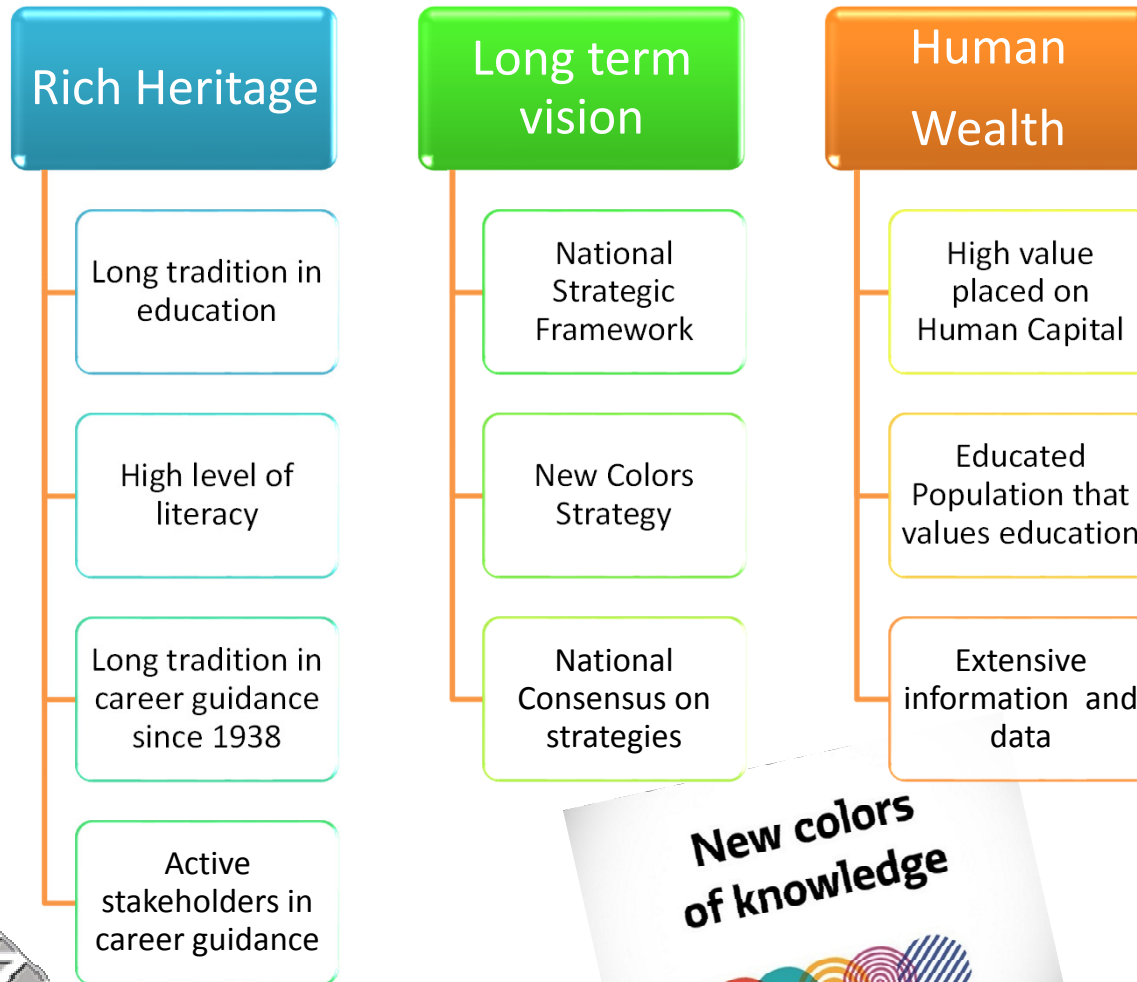
Bosnia

Serbia

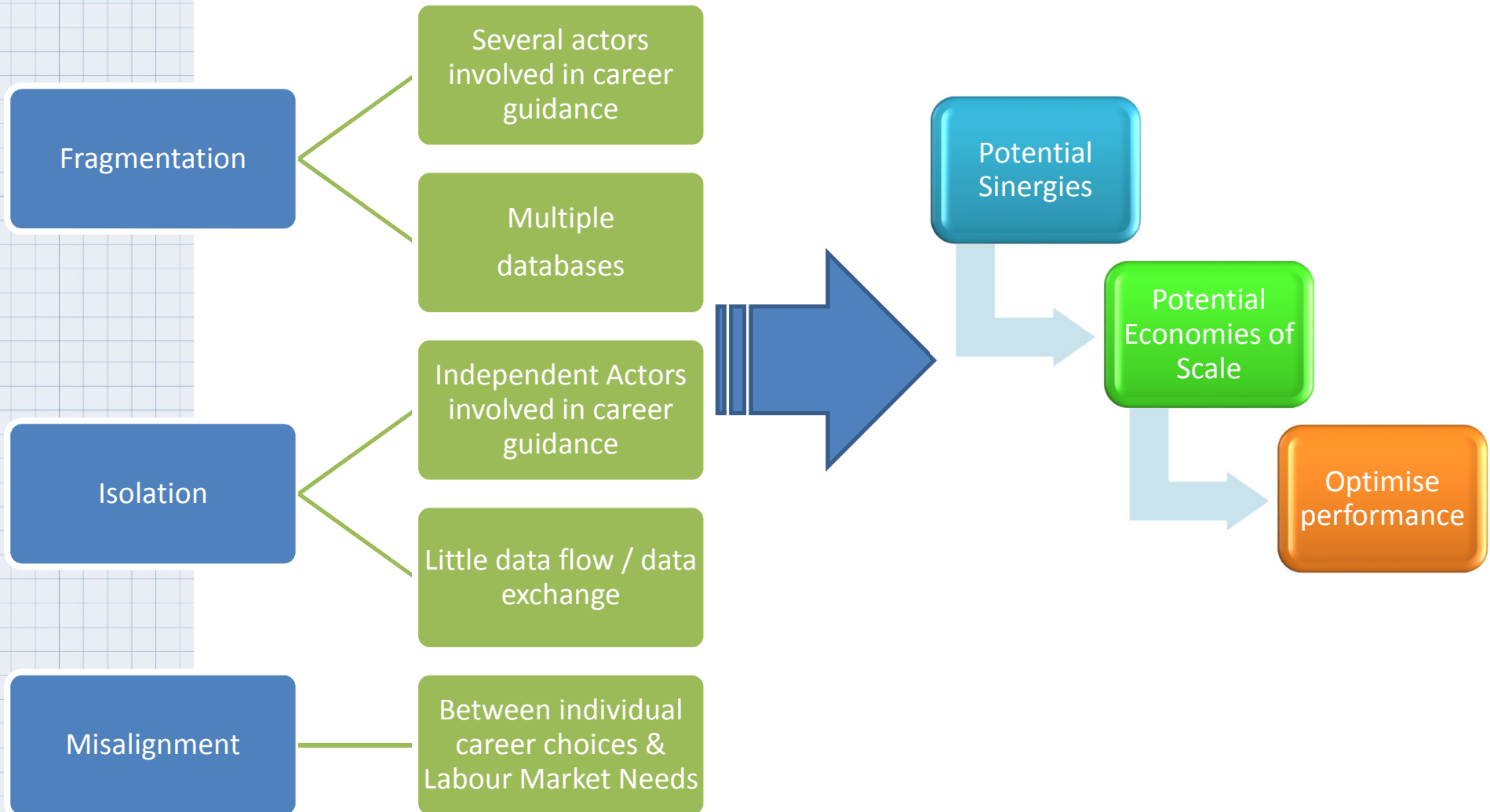
The Key Strengths



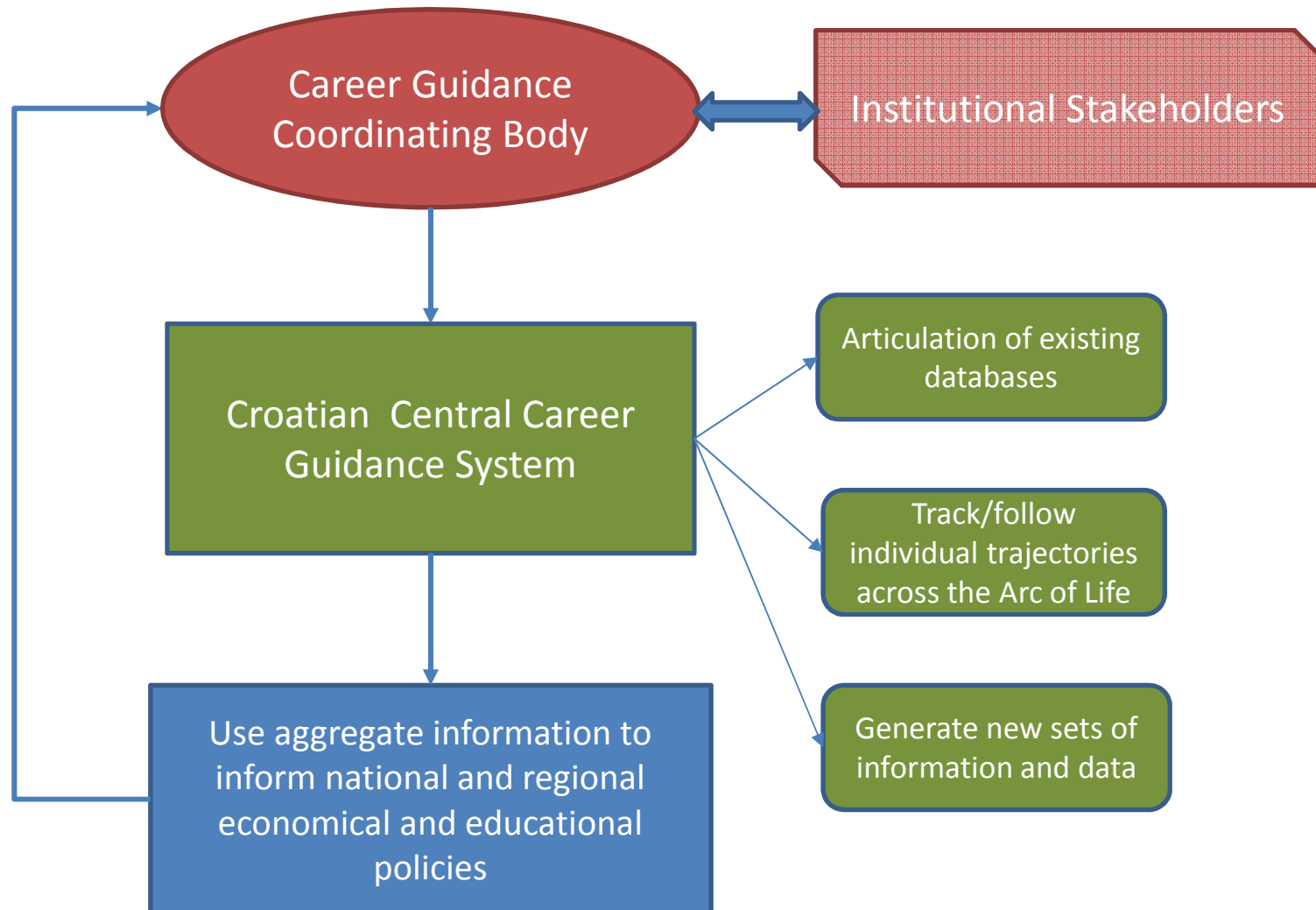
Hrvatski zavod za zapošljavanje



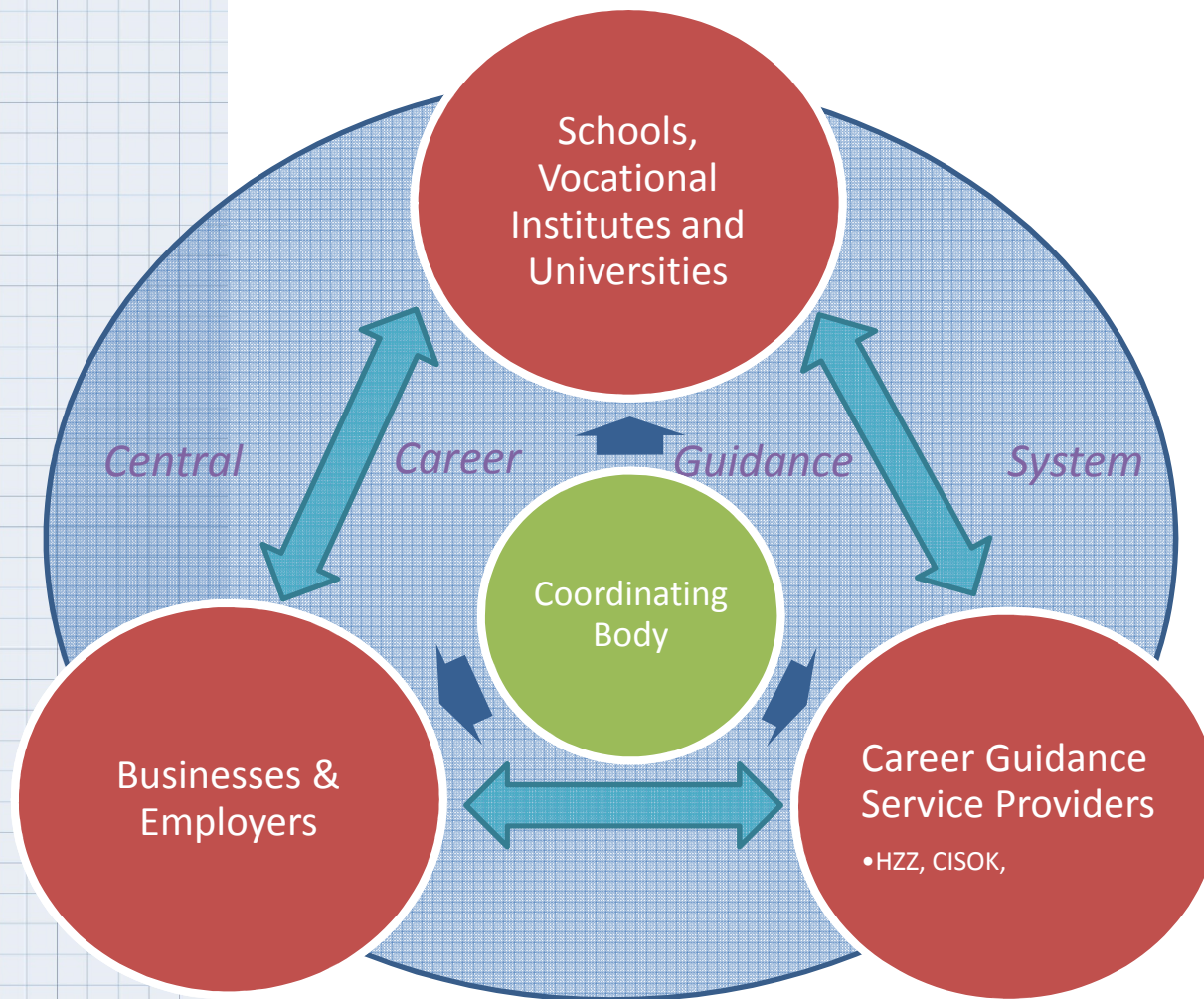
Challenges and Opportunities



Our Vision for Croatia



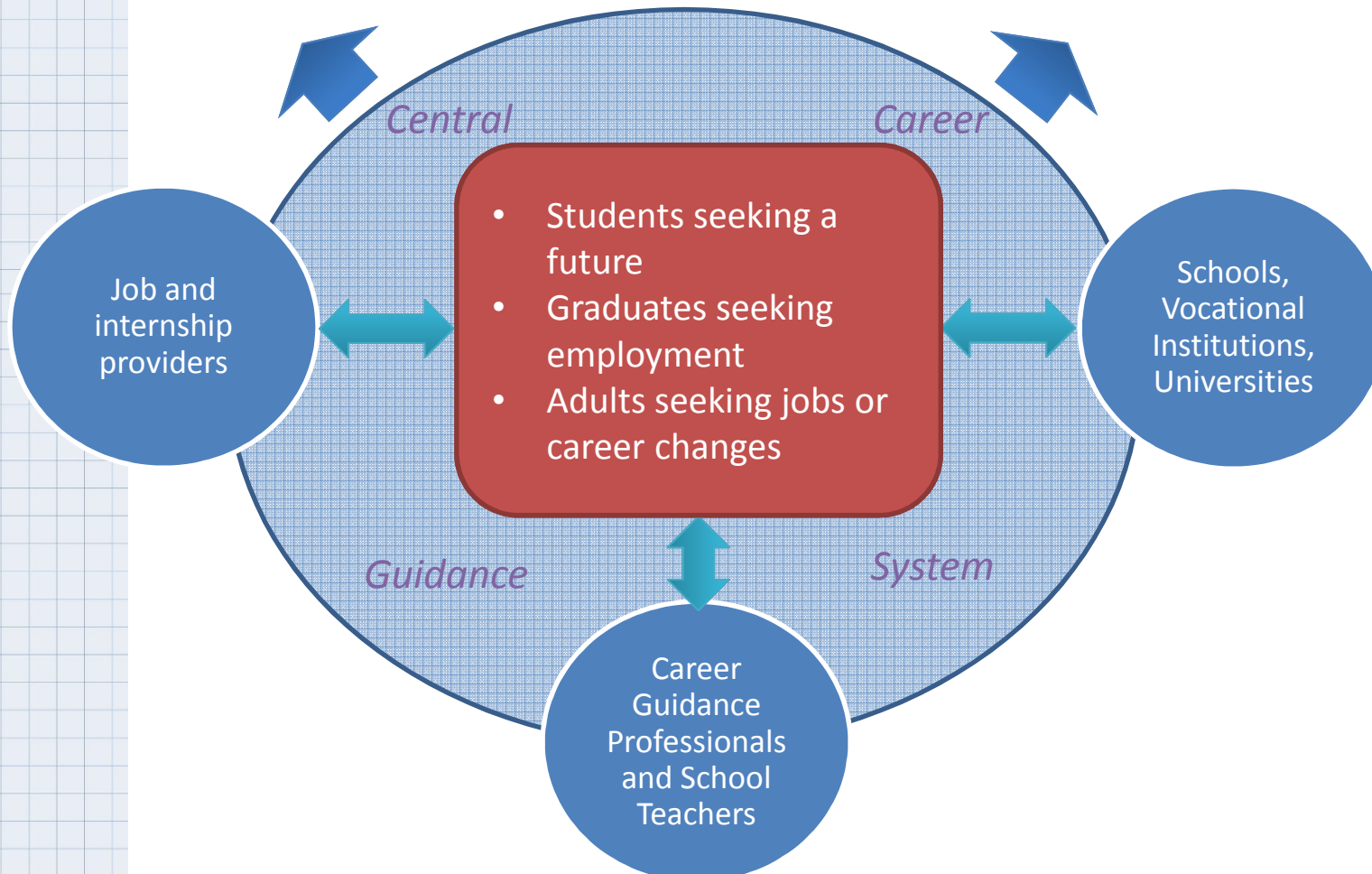
Our Vision for Croatia



- Create a 3C culture (Communicate, Coordinate, Cooperate)
- Optimize online resources
- Engage private and public sectors, educational stakeholders
- Monitor impact and track progress
- Stimulate academic and action-based research
- Promote evidence-based policies

Our Vision for Croatia

Administrators from Universities, Schools and Ministries Seeking Outcome Data



How We Can Help

Croatian Career Guidance System

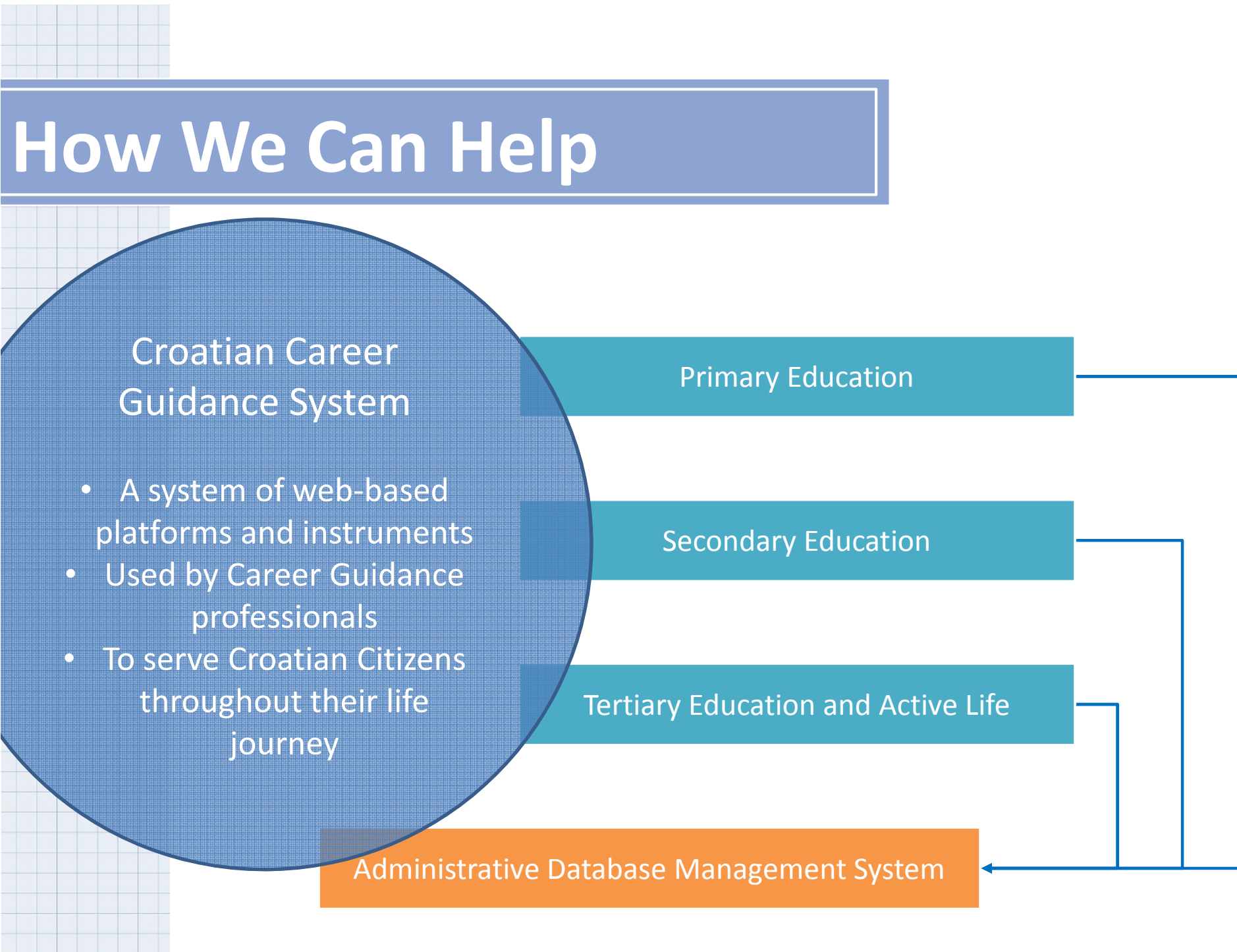
- A system of web-based platforms and instruments
- Used by Career Guidance professionals
- To serve Croatian Citizens throughout their life journey

Primary Education

Secondary Education

Tertiary Education and Active Life

Administrative Database Management System



How we can Help



Primary Education

Age adequate , fun exploration of the Universe of Professions

Based on gamification methodology

Naturally integrated with schools curricula and class activities

With support instruments for teachers

Parental Involvement and Control



How We Can Help



Secondary Education

Evidence-based psychometric evaluations at the heart of career exploration

Creation of a Plan for Education

Web-based tools to develop career management skills

Access to all Croatian educational and job offers

Integrated Communications with Education and Job Providers.

Parental Involvement and Control



How We Can Help

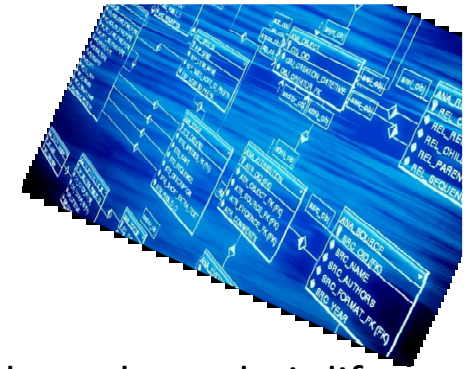


Tertiary Education and Active Life

- Evidence-based psychometric evaluation at the heart of career exploration
- Access to all Croatian educational and job offers
- Creation of a Plan for Education
- Plan for Work! –web tools to support transition into the workforce
- Integrates Financial Aid and Social Support needs into job search and education planning
- Meets all specific needs of all life stages



How We Can Help



Administrative Database Management System

Keeps track of all the users throughout their life cycle

Generates data that drives national and regional strategies and policies on:
Skills Mismatch
Educational offerings
Research

Policy implementation & accountability enforcement

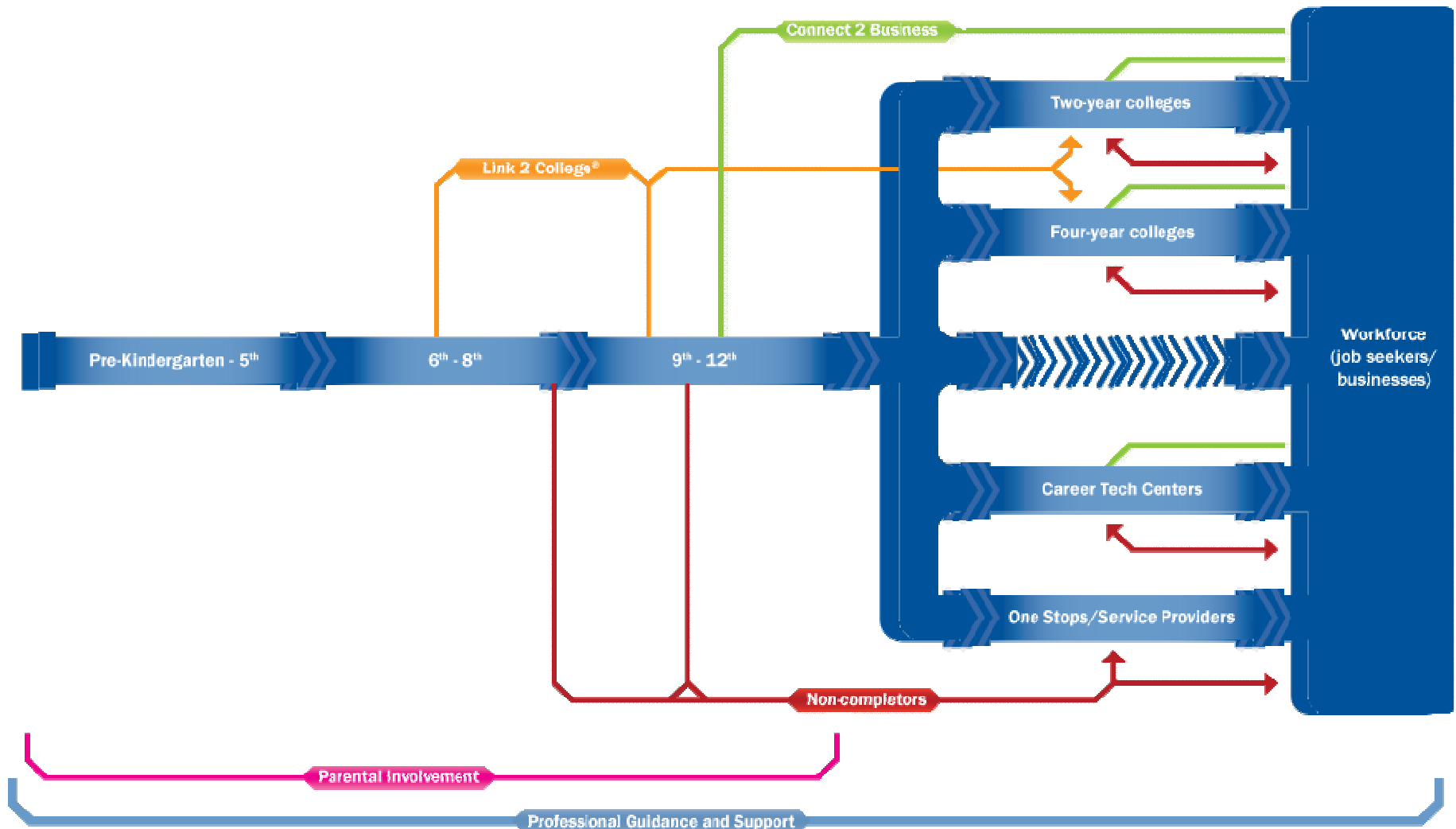
Acts as a monitoring tool for parents, teachers and career guidance professionals



Kuder Talent Pipeline®



Kuder® Career Needs Assessment™



Making A Difference

A+

Academic Performance

11% increase in school performance.



Transition Rates

90% of Kuder users transition into postsecondary education.



Retention Rates

18% increase in retention.

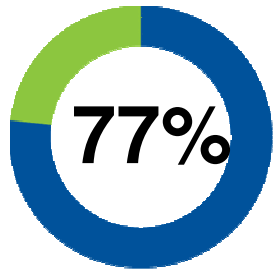


Completion Rates

60% of Kuder users never changed their major.



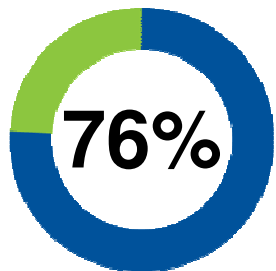
Making A Difference



rated Kuder as helpful in motivating them to stay in school.

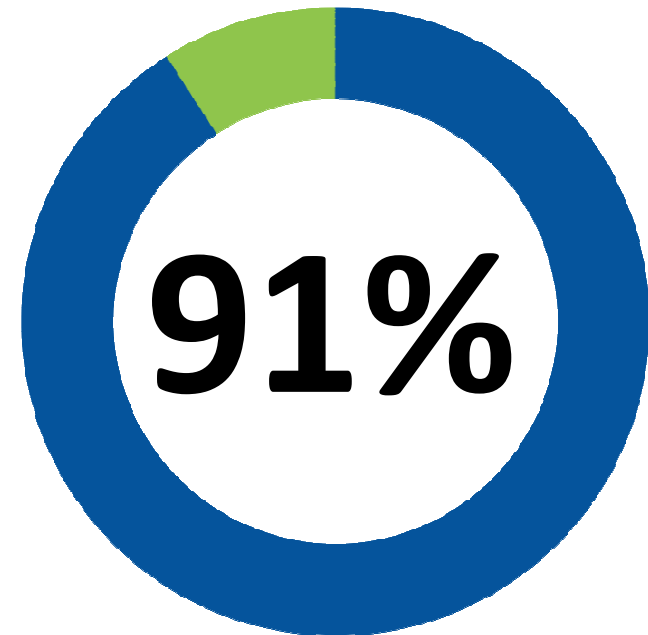
AND

rated Kuder as helpful in choosing postsecondary programs or college majors.



rated Kuder as helpful in making educational and career plans.

rated Kuder as helpful in giving them **hope for their future.**



How We Also Help



**Consult on
policy and
governance**



**Provide
Training
To career
professionals**



**Integrate
Career
Education into
School
curricula**

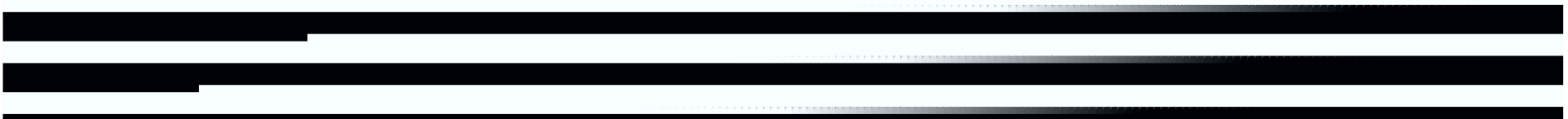
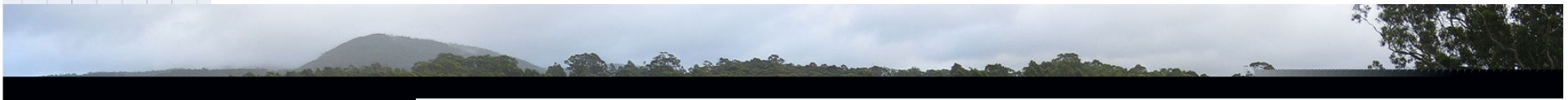
Global Showcases

My Education – State of Tasmania, Australia

Integrating Career Guidance into the Education System

Preparing learners for participation in the workforce of the future

- Early Years to Year 12 building student skills knowledge and understandings
- Integration of Career Guidance into school curricula
- Teacher Training of all faculty as instructors of career and life planning
- Partnership between child, parents, the school and the community



Global Showcases

***My Career Shines* – Florida, USA.**

A universal career guidance system

- A truly “K to Gray” system
 - Primary,
 - Secondary,
 - Tertiary
 - Workforce.
- Serving 20 million people.
- Bridging the gap between governing agencies.

Global Showcases

Individual Learning Portfolio – Singapore.

A one-stop portal that empowers individuals.

- An online career planning platform for all stages of life.
- Creates individual action plans
- A systematic approach to creating a digital profile of educational and employment history.



Hvala vam na pažnji

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[Visit us at www.kuder.com](http://www.kuder.com)



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