



CO-CREATION OF CAREER ORIENTATION STUDIES

Best Practices | Helsinki University Career Services



Sanna Grannas
Career Counselor



UNIVERSITY OF HELSINKI

1640

Oldest university in Finland,
formerly Turun Akatemia

>31K

Graduates
each year

138

Degree programmes,
nearly half MA level

Multilingual



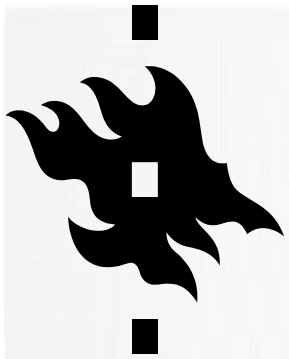
CAREER SERVICES

12 Staff | 3 Teams

Counseling
& teaching

Employer
relations &
comms

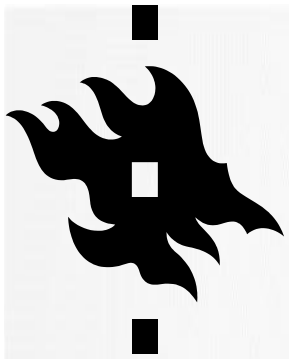
Traineeships



Challenge 1: #Engagement

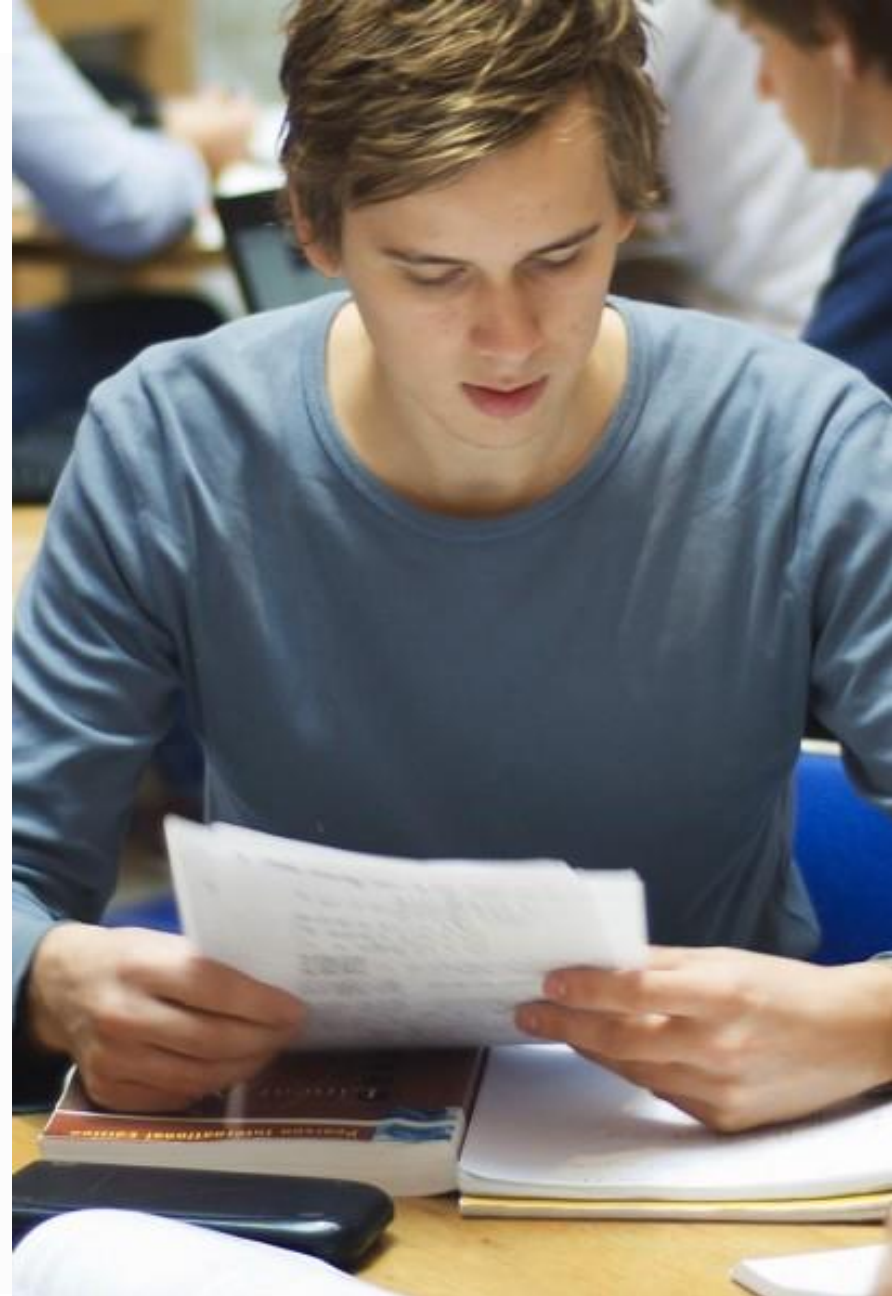
Engage early in studies,
vs close to graduation

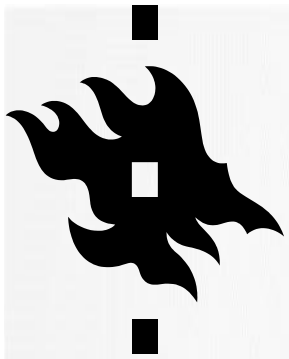




Challenge 2: #Scale

— — —
Scale service to 30K
students, at limited
resources

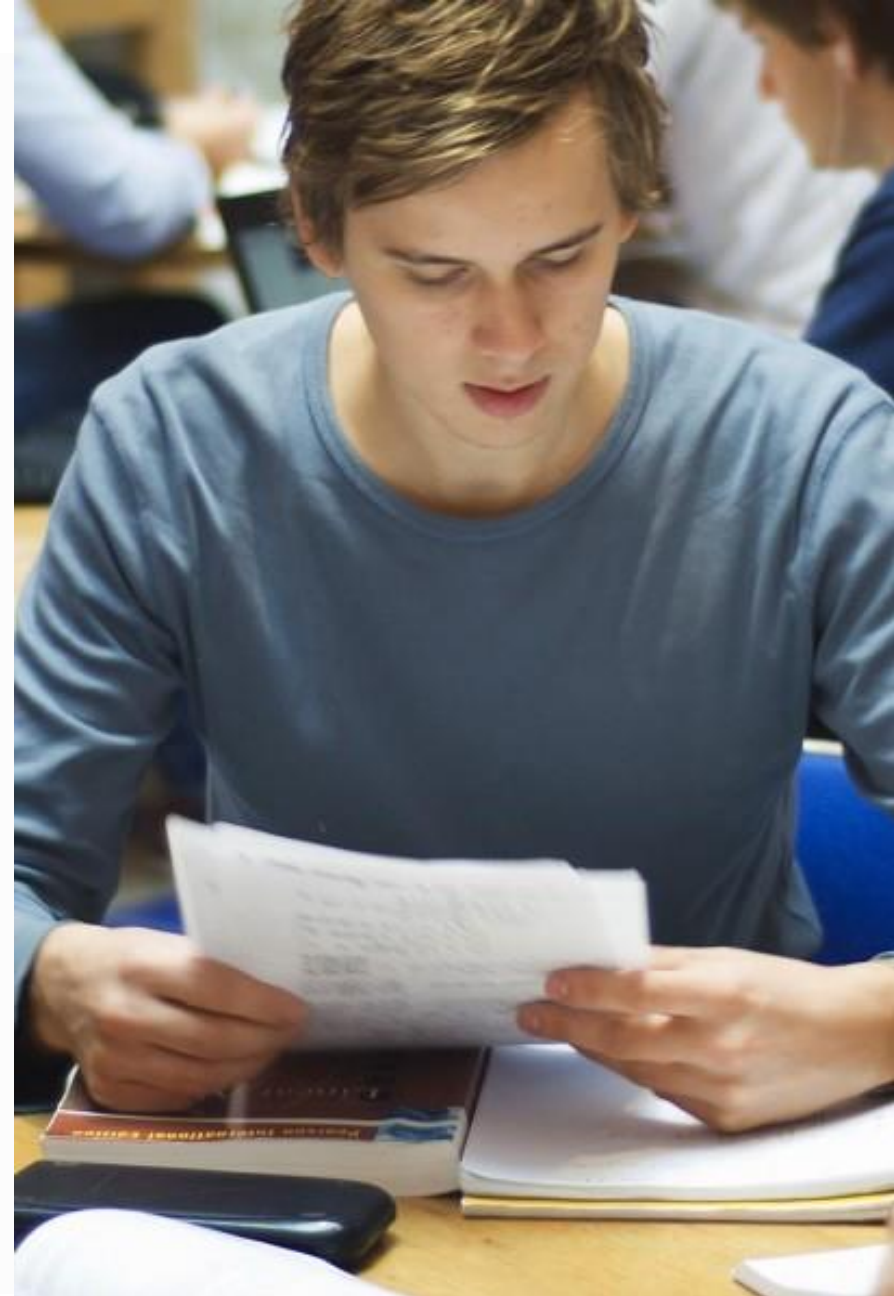


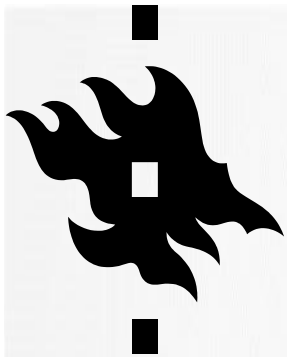


Challenge 3: #Relevance



Link career orientation
to domain and industry
expertise





INCORPORATION IN CURRICULUM

2004: Consistory decision

BA

'Professional identity development' studies or traineeships

MA

Internships, national or international, are recommended

2016: Rector's decision

BA

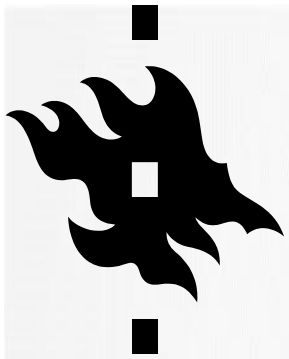
Mandatory career orientation and career planning courses (10 ECTS)

MA

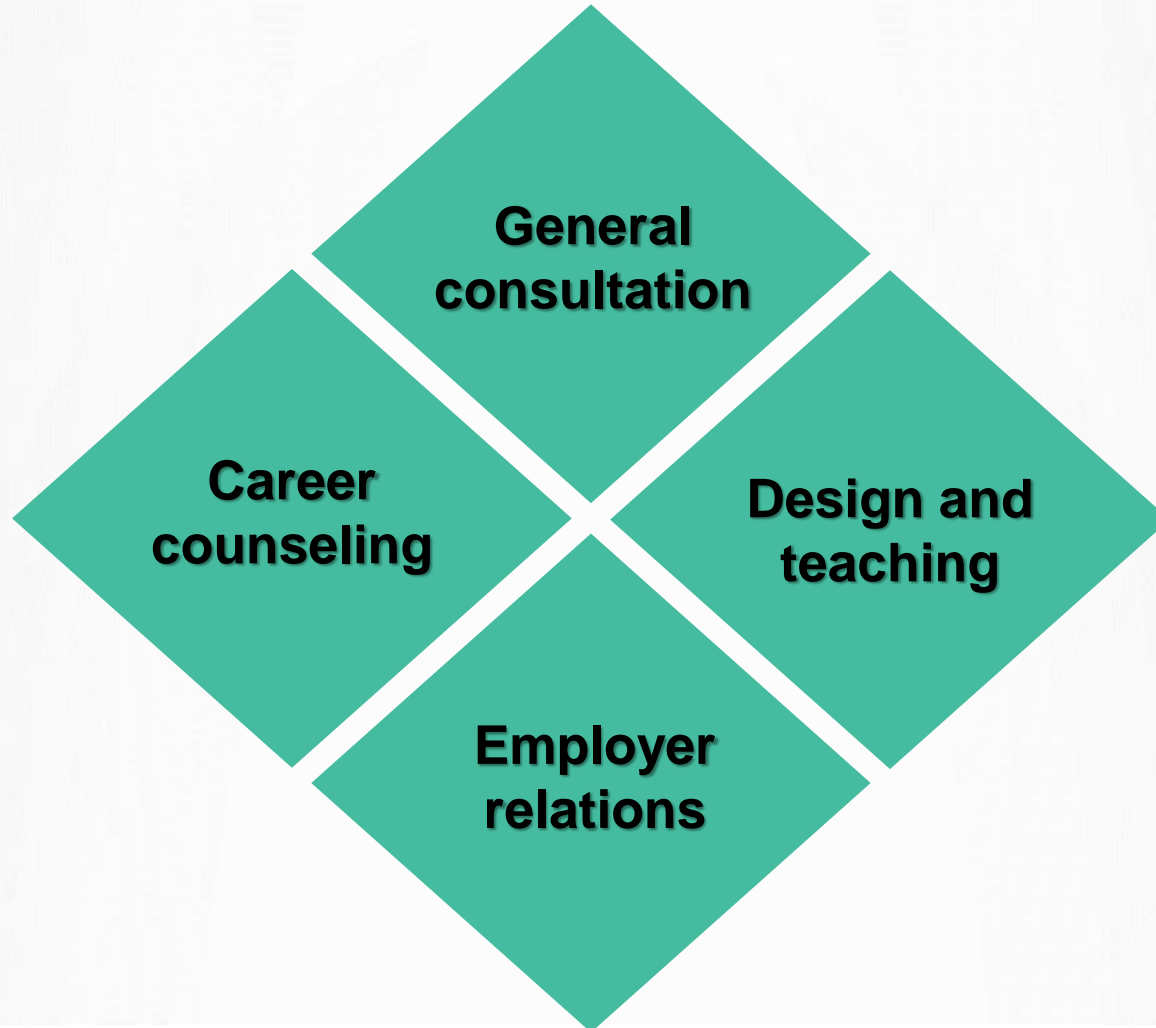
Career orientation and career planning

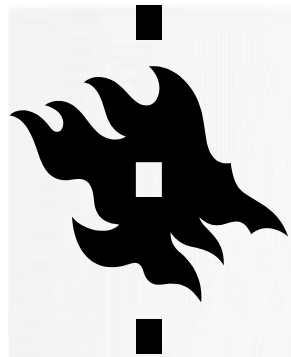
PhD

Career planning



COLLABORATION WITH FACULTIES

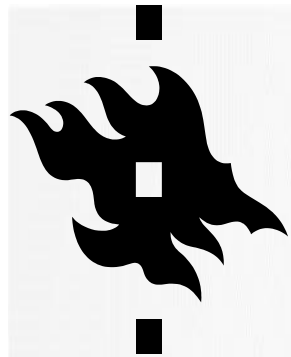




GENERAL CONSULTATION



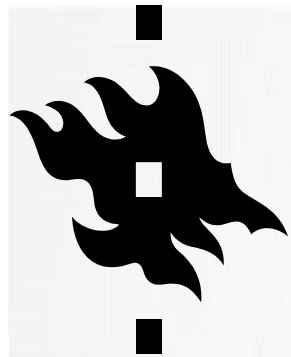
- Close collaboration with teachers and study psychologists
- Comprehensive support in student employability
- Applying career monitoring data in curriculum design



DESIGN AND TEACHING

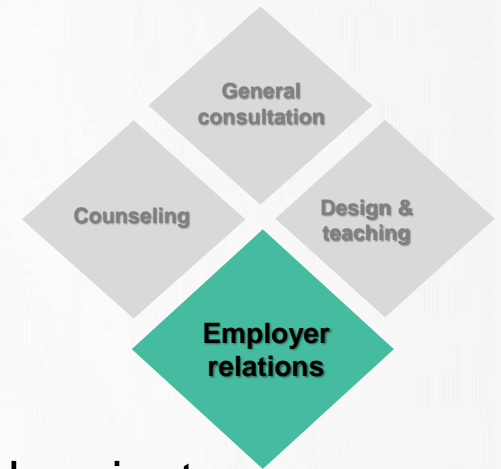


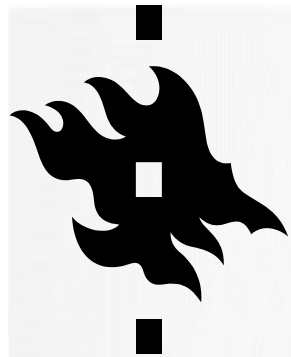
- Co-designing of course content
- Lectures & workshops conducted by career counselors
- Faculty teachers in charge of course arrangements and coordination
- Customised modules for BA programmes
- Campus-wide modules for MA programmes
- 40-50 courses per year



EMPLOYER RELATIONS

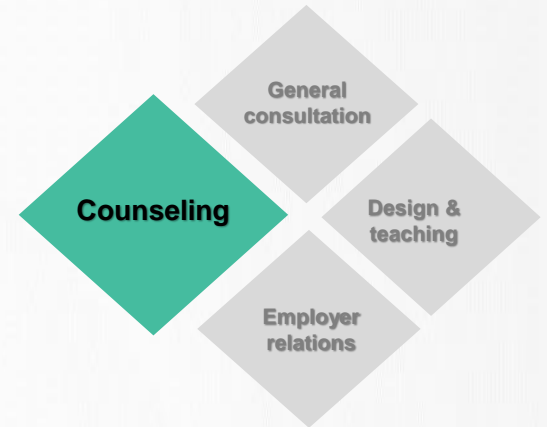
- Coordination of university subsidized traineeships
 - More than 600 annually
- Supporting faculties with employer connections and project courses
- Administration of job portal
- Coordination of group mentoring programme
- Managing career events





CAREER COUNSELING

- Personalized sessions
- One-to-one counselling
- Reaching 400 students per year





MUTUAL BENEFITS

CAREER SERVICES

- Reaching thousands of students despite limited resources
- New insights from faculties

FACULTIES

- Customised content for career orientation modules
- Co-teaching of courses

STUDENTS

- Best of both worlds: domain & industry knowledge + career advisory
- Continuous career planning support throughout studies



THANK YOU