

Approved by
Chairman of the Board - Rector
of NPJSC “Zhetysu University
named after I. Zhansugurov”,
Doctor of Geographical Sciences,
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**REGULATIONS
on the career guidance
IRD-ZU-14-01**

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1 SCOPE

1.1 These Regulations describe the procedure for organizing career guidance at the Zhetysu university named after Ilyas Zhansugurov (hereinafter ZU).

1.2 These Regulations are subject to application by structural units involved in career guidance.

1.3 These Regulations is part of the documentation of the internal quality assurance system.

1.4 Participants of career guidance: career and employment center, higher schools, admissions committee, which directly act in the market of educational services.

2 REGULATORY REFERENCES

References to the following regulatory documents are used in these Regulations:

Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 604	On the approval of the state mandatory standards of education at all levels of education
IRD-ZU-15-02	Documented procedure. Management of documented information

3 TERMS AND DEFINITIONS

The following terms and definitions are used in these Regulations:

Profession	a type of activity that is usually a source of existence and requires certain knowledge, skills and abilities that are provided by training in the relevant educational institutions
Professional orientation	a system of measures to familiarize young people and adults with the world of professions
Professional advice-	a certain system of psychological and pedagogical measures aimed at helping people, especially young people, in choosing a profession that corresponds to the individual characteristics of a particular person and the needs of society
Consumer	the contingent of career guidance (students of grades 9-11 of secondary school, students of lyceums, vocational technical schools, profiling colleges, as well as working youth, etc.) who are potential students of the university

4 SYMBOLS AND ABBREVIATIONS

SMSE	State mandatory standard of education
IQAS	Internal quality assurance system
ZU	Zhetysu University named after Ilyas Zhansugurov
CG	Career guidance
CEC	Career and Employment Center

5 RESPONSIBILITY AND AUTHORITY

5.1 The Chairman of the Board - Rector approves these Regulations.

5.2 The CEC is responsible for:

– Compliance of these Regulations with the requirements for the construction, presentation and execution of the documentation of the IQAS;

– Timely organization and execution of works in accordance with the requirements of tThese Regulations;

– Organization and coordination of CG activities.

5.3 Heads of departments are responsible for:

- Planned activities for the organization of the career guidance process, forecasting and formation of the CG strategy in the market situation;
- Timely execution of work on specific stages of CG.

6 DESCRIPTION OF THE PROCESS

6.1 General provisions

Career guidance is to assist students in making a decision about choosing a training profile, creating conditions for updating the processes and mechanisms of professional self-determination of students, forming the ability to make a conscious choice of professional activity that optimally corresponds to personal characteristics and the demands of the labor market in qualified personnel.

The main goals of CG are:

- Ensuring leadership in the regional education market in selected educational programs, the number of students and the quality of educational services;
- Ensuring social guarantees of free choice of profession, forms of employment and ways of realization of personality in market conditions;
- Achieving consistency between the professional interests of a person, his/her psychophysiological characteristics and the possibilities of the labor market;
- Effective forecasting of professional success in the chosen field of work;

The main tasks of CG are:

- To explain the importance of professional self-determination as a central and important component of life self-determination;
- To show schoolchildren and adults the importance of a scientifically based choice of profession;
- Create conditions that allow school graduates to test their own professional aptitudes and abilities in practice;
- To study and predict the prospects for the formation of the student body of the college, university;
- Promotion of the level of educational activity of the university.
- Establishment and strengthening of permanent contacts with school teams;
- To conduct consultations for the adult population, as well as for schoolchildren on the problems of choosing professions, obtaining vocational training.

CG resources are:

- secondary schools, gymnasiums, colleges students (as an object of CG);
- teaching staff (as a subject of CG);
- material and technical potential of ZU (as a condition for ensuring the quality of CG).

The output of CG is a first-year student of ZU.

Principles of career guidance are:

- Management of career guidance activities as a system, through planning, organization and control of career guidance of the CEC;
- Application in unity and interrelation of tactics and strategies of active adaptation to the requirements of potential students with simultaneous targeted impact on them.
- The focus of the university on the result of career guidance activities, ensuring quality consistent with the requirements of the consumer;
- Regularity and systematic conduct of career guidance.

6.2 Description of the organization of career guidance

6.2.1 The organization and planning of career guidance is carried out directly by higher schools, the Career and Employment Center in accordance with the University's CG plan, coordinated by a member of the Board - the Vice-Rector for Academic Affairs.

6.2.2 Stages of career guidance:

The first stage – planning of career guidance - drawing up plans for higher schools, universities;

The second stage is the implementation of the drawn up CG plan by higher schools and the university.

The third stage is the analysis of the implementation of planned activities for CG. Reports on the CG of higher schools are submitted at the end of the academic year to the CEC.

6.3 Forms of organization of career guidance

Forms of organization of career guidance:

- updating information about graduates of colleges and schools of the region with the help of the Department of Education of the Zhetysu region, city and district departments of education;
- updating of electronic data of district departments of education, schools and colleges of Zhetysu region; sending to the e-mail addresses of school principals a list of educational programs for which the university is preparing, as well as various handouts;
- preparation of promotional handouts (presentations, videos, brochures, booklets, business cards, handbooks, etc.) about the university for school and college graduates;
- organization and holding of events to introduce students to the traditions of the university;
- meeting of representatives of higher schools by graduates of schools, gymnasiums of districts and cities of Zhetysu region in order to familiarize themselves with the educational programs of the university;
- creation and functioning of an information team from among the employees of the ZU to conduct CG;
- conducting a survey among school graduates of Zhetysu region (Appendix G);
- conducting career guidance for schoolchildren in online, offline format;
- joint work with the Department of Education of the Zhetysu region;
- conducting explanatory work among school students and parents on the days of the Unified national testing in Taldykorgan;
- organization of visits by graduates of schools, gymnasiums to specialized classrooms, laboratories, conducting excursions around the university;
- organization and holding of an "Open Day" for school graduates;
- organization and conduct of career guidance during various events with talented, gifted schoolchildren, the Regional Educational and Methodological Center for Additional Education for Gifted Children and Youth "Zhetysu daryny";
- distribution of information about the university (promotional handouts, presentations, various videos, brochures, booklets, business cards, handbook, etc.) to the winners of the Olympiads, gifted children and talented graduates of schools of the Zhetysu region;
- distribution of up-to-date information through the university website, social networks Instagram, Facebook, Youtube, Internet pages, a specially created CHAT, as well as through the BOT in Telegram;;
- media contacts (articles, videos, running lines);
- the work of a Virtual admissions committee that answers questions about admission to the university.

6.4 Methods of career guidance

The CG methods are:

- Analysis of the external (in relation to the university) environment, which includes competing universities, mass media, economic, technical factors, consumers, etc.
- Analysis of the market conditions of educational services within the districts of the region.
- Influence on consumer demand through advertising and various kinds of economic incentives (a grant from the Akim of the region, district, scholarships, etc.).