



CAREER GUIDANCE POLICY 2018

On the recommendation of the Senate, the Council of the Wayamba University of Sri Lanka, as the governing authority of the Wayamba University of Sri Lanka, by resolution adopts the following policy.

Dated: 26.07.2018

Last amended: Not applicable

Signature: Signed

Position: Vice Chancellor, Wayamba University of Sri Lanka

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1 Name of policy

This is the Career Guidance Policy 2018.

2 Commencement

This policy commences on the day after the day on which it is approved.

3 Policy is binding

Except to the extent that a contrary intention is expressed, this policy binds the University, staff, students and affiliates.

4 Overview

The University is committed to provide a planned programme of career education, information and guidance for all its undergraduates through Career Guidance Unit (CGU) from the entrance until they are graduated. The UGC, empowered by section 4(2) of the Universities Act No. 16 of 1978 to appoint a Standing Committee on Career Guidance which is mandated to oversee the programmes and activities of CGU of each university. This places a duty on each CGU of the University to provide undergraduates access to careers education, information and guidance in three identified areas namely: 1. Career guidance and 'soft skills' development; 2. Industrial placement programme and, 3. Promotion of ethnic and social cohesion and harmony in universities.

The policy of CGU is intended to bring together all guidance/regulation and information regarding career guidance activities of the Wayamba University of Sri Lanka (WUSL) and thus, CGU policy document is a clearly written, accessible policy document on planning and undertaking of career guidance activities. Information and guidance include objectives of having career guidance programmes in WUSL and general guidelines, by-laws, responsibilities and duties of the responsible persons.

5 Application

This policy applies to students, staff and affiliates of the University.

6 Defining Career Guidance

Career guidance refers to services and activities intended to assist individuals, of any age and at any point throughout their lives, to make educational, training and occupational choices and to manage their careers (OECD, 2010¹).

- Career Counselling: conducted on a one to one basis or in small groups
- Career Education: delivered as part of the curriculum in order to help students develop the competencies for managing career development, this may include

¹ OECD (2010) 'Career Guidance and Post-Secondary Vocational Education and Training' [online] available from: <http://www.oecd.org/edu/skills-beyondschool/49088569.pdf>



developing self-awareness, developing skills for decision making and managing transitions, as well as work experience, work shadowing and work simulations.

- Career Information: either provided as hard copy or online, covering information on courses, occupations, career paths and labour market information. (OECD, 2010: p.2)

The CGU provides undergraduates with a better understanding of career options, requirements and possible employment opportunities. The unit helps empower learners with the knowledge and skills needed to achieve their career and life aspirations through a range of well-designed trainings, events, workshops and services. CGU provides career information services necessary for planning, achieving and maintaining employment through an annual career fair. This includes information on occupations, skills, career pathways and trends in the labour market and industrial training programmes available to meet these goals.

7 Vision, Mission and the Goal of the Career Guidance Unit

- Vision: To provide satisfied and maximum employment opportunities of graduates with minimum waiting time through proper guidance and ultimately assure them to gain high living standard.
- Mission: To facilitate the career development of undergraduate students through professionalism, mannerism, unity, communication and leadership and enabling them to meet employers prospects by offering diversity of services to increase competencies required by the world of work.
- Goal: The goal of the career guidance is to provide assistance and guidance to students for making their career choices, academic planning and exploring future professions and placement opportunities.

8 Policy Aim

This policy seeks to build on the existing good practice of the university's Academic Partner institutions and the university's CGU by bringing together an overarching policy on career guidance that will assist institutional coherence, and ensure equity of provision for the university's students.

Through the implementation of this policy, all of the university's students and recent graduates will be able to access careers and employability services that help them to develop the personal attributes, skills and knowledge needed to achieve positive employment outcomes and successfully navigate their future careers.

9 Objectives

9.1 Broader objective of the Career Guidance Unit

The broader objective of the Career Guidance units (CGU) is to support university to ensure that the faculties and units are working towards meeting students' expectations in preparing them for their future career and producing graduates who are well equipped to be successful, flexible and adaptable in the employment market.



9.2 The specific objective of the Career Guidance Unit

- (a) To develop relations between Wayamba University and Employment Sectors in a mutually beneficial way.
- (b) To support undergraduate students to select and continue on an optimal career path, based on the students ability, desire and available opportunities.
- (c) To assist undergraduate students obtain an orientation to the employment sector and develop soft skills namely effective communication skills, leadership skills, teamwork skills, management skills etc. so that they will become productive members of the countries work force.
- (d) To liaise with private and public sector organizations to realize existing job opportunities, bring them to the notice of graduates and direct the most suitable applicants to the organization.

10 Responsibilities of Director, Co-ordinators and CGU

10.1 Director

The Director of the Career Guidance Unit should be a full-time or part-time academic released from the normal academic activities and appointed by the Vice Chancellor for a period of one to three years. He / She should be a senior academic staff member of the university with substantial experience and knowledge in career education and guidance. The university authorities should provide office space, supportive staff, and logistics for the Director of CGU to carry out his/her duties efficiently. University should allocate funds for the CGU from its annual budget and prepare a set of guidelines in consultation with the finance committee and finance division of the university, for regulation of financial matters pertaining to career guidance activities.

In order to ensure the effectiveness of career guidance activities of the University, continuing in-service training would be made compulsory for all categories of staff. Therefore, at the time of recruitment, all employees shall be given a list of competencies to be acquired before confirmation and also to become eligible for subsequent promotions, appointment (e.g. career advisor/career councillor, Computer Application Assistant) and nominations for scholarships.

10.2 Responsibilities of the University Council and the Vice-Chancellor for successful operation CGU

The University Council and the Vice-Chancellor should be primarily responsible for developing and implementing a career guidance policy which ensures that all undergraduate students are given appropriate opportunities to develop their leadership and communication skills and other soft skills. The University Council and the Vice-Chancellor should ensure sufficient budgetary provision for career guidance, and implementation of financial guidelines pertaining to career guidance activities.

10.3 Responsibilities of other staff members of the University for the planning and successful implementation of the Career Guidance Activities

Vice Chancellor, Director, faculty coordinators and career advisor/s (career councillor/s) should analyse the development needs of the unit and propose them for implementation. Deans, Heads of Department, and faculty coordinators should request the career guidance activities their students need and extends maximum support to get involve in the activities.



10.4 Roles and Responsibilities of Career Guidance Director

The CGU need to organize career guidance programmes and activities according to the university's career guidance policy and associated strategies, and approved programme by-laws. The Director of the CGU needs to plan, organize, develop, facilitate and monitor all the career guidance programmes and activities. Further the Director of the CGU should prepare an action plans (short term and long term) and annual work plan with budget and submit them to the University Senate and the Council for approval before commencing a calendar year.

The CGU should ensure the effective induction of all new students through its induction programmes to ensure that new students become familiar with the university sub culture, university bylaws and regulations timely and effective manner. The out-bound training (OBT) programmes need to be included to the induction programme of each faculty and facilitate all students to take part in out-bound training to develop their communication and leadership skills and confidently face multiple challenges.

Director should conduct a need analysis and review annual plans and priorities for career guidance activities. He/she should identify the required programme for career development for different categories of university under-graduates in consultation with Deans, Heads of Departments, and faculty career guidance coordinators and prepare plans for conducting career guidance programmes according to these requirements. The Director should evaluate the impact of career guidance programmes on changes in students' attitude, behaviour, and employability.

10.5 Responsibilities of career guidance Coordinator/s

The Career Guidance Coordinator (CGC) of each faculty should have clearly understood the Role of CGU. Career Guidance Coordinators should facilitate to achieve overall career guidance objectives to their respective faculties:

- (a) Support students to choose and proceed on an optimal career path, based on the student's ability, desire and available opportunities. Students' study habits, abilities, interest, special skills/talents will have to be mapped, and personality test and career test will have to be conducted to formulate effective supportive programmes from the CGU. Career aspirations and future goals of the students should be kept up.
- (b) Facilitate to develop relations/links between WUSL and employment sectors in a mutually beneficial way. The aim of the relationship should be to facilitate business, education and community partnerships that provide opportunities for students and support WUSL's vision and mission.
- (c) Facilitate students to obtain an orientation to the employment sector and develop appropriate skills for the prospective employments. Transferable Skills such as effective communication skills, leadership skills, teamwork skills and management skills would be focused so that they will become productive and efficient members of the work force.
- (d) Liaise with private and public sector organizations to find out about new career trends, existing job opportunities and bring them to the notice of students, direct the most suitable applicants to the organization.
- (e) Provide up to date information on career opportunities and vacancies for prospective candidates.
- (f) Provide information concerning scholastic aptitude and achievement tests; (TOEFL, SAT, IELTS and local aptitude tests.) and assist students with applications and scheduling, make supportive material available.
- (g) Assist students with career guidance unit materials and equipment and maintain material for students' career information.
- (h) Obtain, organize, file and display guidance materials; catalogue and prepare for use by students; maintain displays and bulletin boards.



- (i) Facilitate/deliver informational presentation as requested; orient students to Career Centre resources and services.
- (j) Encourage and facilitate students to participate in competitions and exhibitions etc. in the national level and organize such events within the institute.

10.6 Activities and duties of CGU

- (a) Hold stakeholders meeting and conduct career need analysis for the institute for career guidance programme planning in collaboration with the academics and all relevant parties.
- (b) Identify themes for career guidance activities for different groups/study programmes taking their views into consideration.
- (c) Preparation of annual career guidance programme plan and budgeting for the approval of the board.
- (d) Prepare activity plan for each of career guidance activity and organizing regular programmes on identified themes.
- (e) Post notices, e mails, Blogs etc. regarding all the career guidance activities for the wider perception of relevant parties.
- (f) Identify/propose suitable resource persons for career guidance programmes and coordinate to get their services.
- (g) Conduct/facilitate programmes on Career Education, Career investigation, Career exploration, Career orientation, and Career Days /Job Fairs etc.
- (h) Maintain a current inventory of equipment of CGU and materials; assist in determining necessary equipment and purchase priorities, use all such resources to provide optimum service from the CGU.
- (i) Manage financial resources allocated for the career guidance activities effectively, according to rules and by-laws of the institute.
- (j) Contact, schedule and arrange guest speakers from the local /business community, institutes and services to present information regarding specific occupations for both students and staff.
- (k) Attend meetings, conferences, seminars and other events related to career guidance representing the institute.
- (l) Prepare report of completed activities, display outcomes and give publicity to such events to keep the interest up and keep them for the future reference.
- (m) Report progress of the career guidance activities to the Vice Chancellor/faculty boards and Deans of the faculties of WUSL
- (n) Report special achievements/awards/events to the media for publicizing the institute.
- (o) Participate and represent the CGU in professional development activities at the regional and national levels.
- (p) Attend meetings, conferences and seminars regarding career trends.
- (q) Attend career guidance coordinators meeting at faculty level.
- (r) Perform career guidance related duties as assigned by the Vice Chancellor.

11 Rescissions and replacements

Not applicable



NOTES

Career Guidance Policy 2018

Date adopted: 26.07.2018

Date commenced: 01.10.2018

Administrator: Director, Career Guidance Unit

Review date: 30.09.2023

Rescinded documents: Not applicable

Related documents: By-laws of Career Guidance Unit

AMENDMENT HISTORY

Provision	Amendment	Commencing
	Not applicable	