Big data and Career Development. Sourcing and contextualising data to develop and integrate successful career services in community.

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Biography:

Jennifer Luke is a PhD candidate and research member of the Australian Collaboratory for Career Employability & Learning for Living (ACCELL) and a Career Development Practitioner / Educator at the University of Southern Queensland (USQ). With extensive experience within the employment services, vocational training, higher education and information technology sectors, Jennifer has delivered numerous career development workshops to community groups, university students as well as organisational staff and management. With a keen interest in meaningful work, generational diversity, community building and skills retention within the workforce, Jennifer initially completed award-winning Master of Education (USQ) research into the motivation of retirees seeking encore careers. This research is now being extended within her PhD to focus on the removal of barriers to workforce participation for retirees returning to work, their adaptability, sense of meaningfulness and transference of skills to the younger generations.

Fundamental to strengthening a community's workforce is to support individuals in taking charge of their career development and engagement through ongoing strategic career management; of which a successfully integrative career service will assist.

Providing community career development services as part of an organisation or in a private practice, it is important to understand who your target market is before building career interventions that will be both effective and provide positive long term results.

The capacity of career services to effectively address the needs of a diverse range of clients will depend upon the extent to which the career practitioner is able to understand both local and global job markets, workforce and social trends as well as the influences affecting their targeted community and client cohort.

With an extensive career within employment services, vocational training and higher education, the presenter will share examples of the importance in understanding how to both source and integrate occupational, labour market and societal data during the development of tailored community career services. Additional examples of integration of big data on a global community service scale will be provided in discussion of the 2013 Organisation for Economic Co-operation and Development's (OECD) extensive analysis on the role of data in promoting innovation, growth and well-being in communities.

With scenarios and resources provided, this workshop will guide participants through activities that deliver the following key outcomes:

1.Identifying and understanding your target cohort within community and develop strategies for career services to reflect their needs and influences.

2.Techniques to source, investigate and contextualise local, national and global work trends to your career service clients in community.

3.Expand your career service by identifying and mapping potential stakeholders and collaborative networks via data analytics, workforce trends, network contacts and social media.