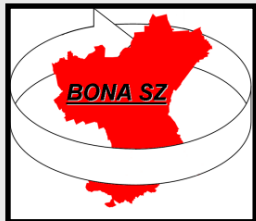


**To look about jobs and to assure trainees in the field of  
technical/ industrial and science professions under changing demographic conditions  
in **Salzgitter** und **Braunschweig** region**

# **BONA Salzgitter**



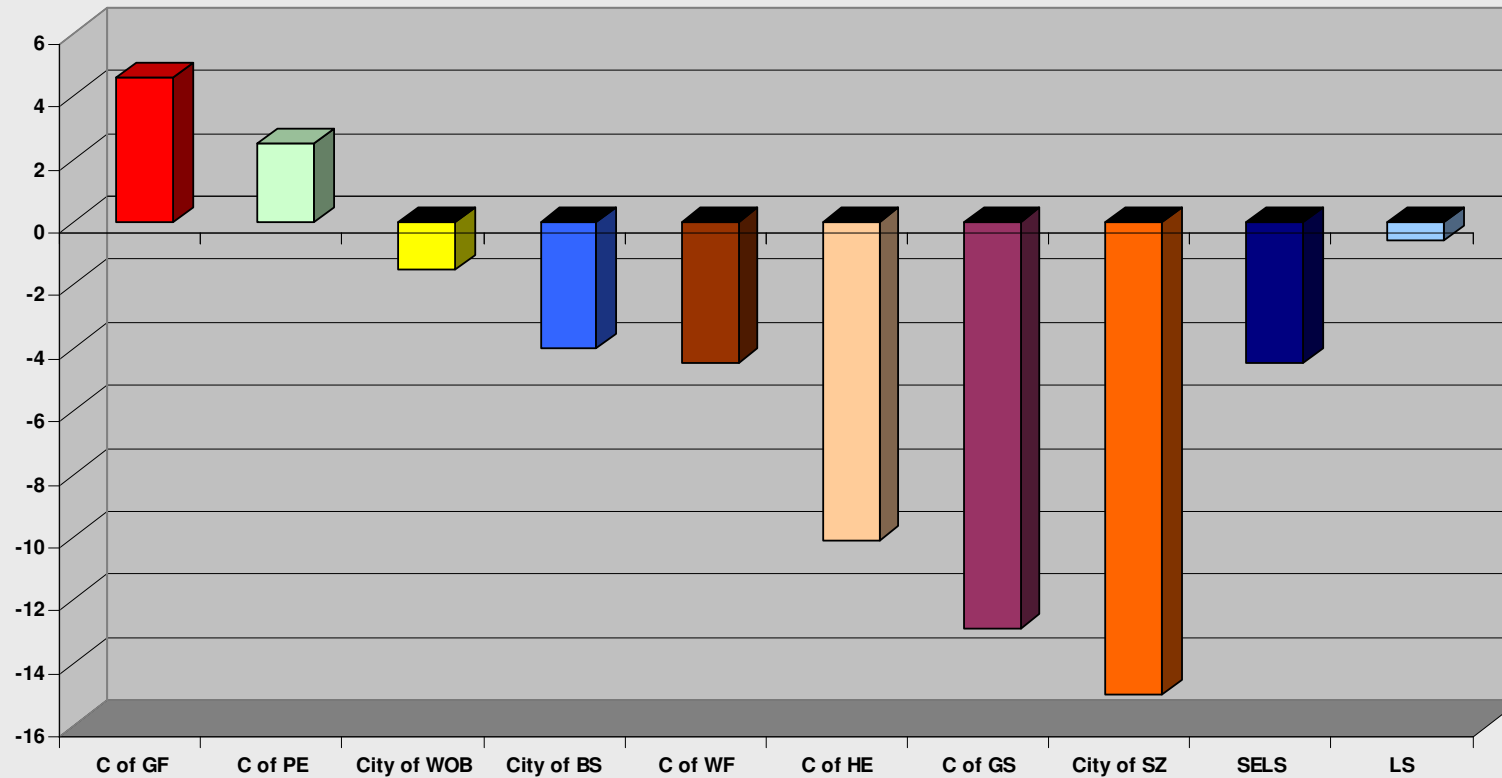
**„BONA SZ“ is a joint venture of Salzgitter AG, the City of Salzgitter, Braunschweig Jobcenter as well as the 14 secondary schools of Salzgitter, Alstom LHB GmbH, MAN Nutzfahrzeuge AG, Robert Bosch Elektronik GmbH, Volkswagen AG and the projekt **REGION BRAUNSCHWEIG GMBH****

## 1. Initial situation

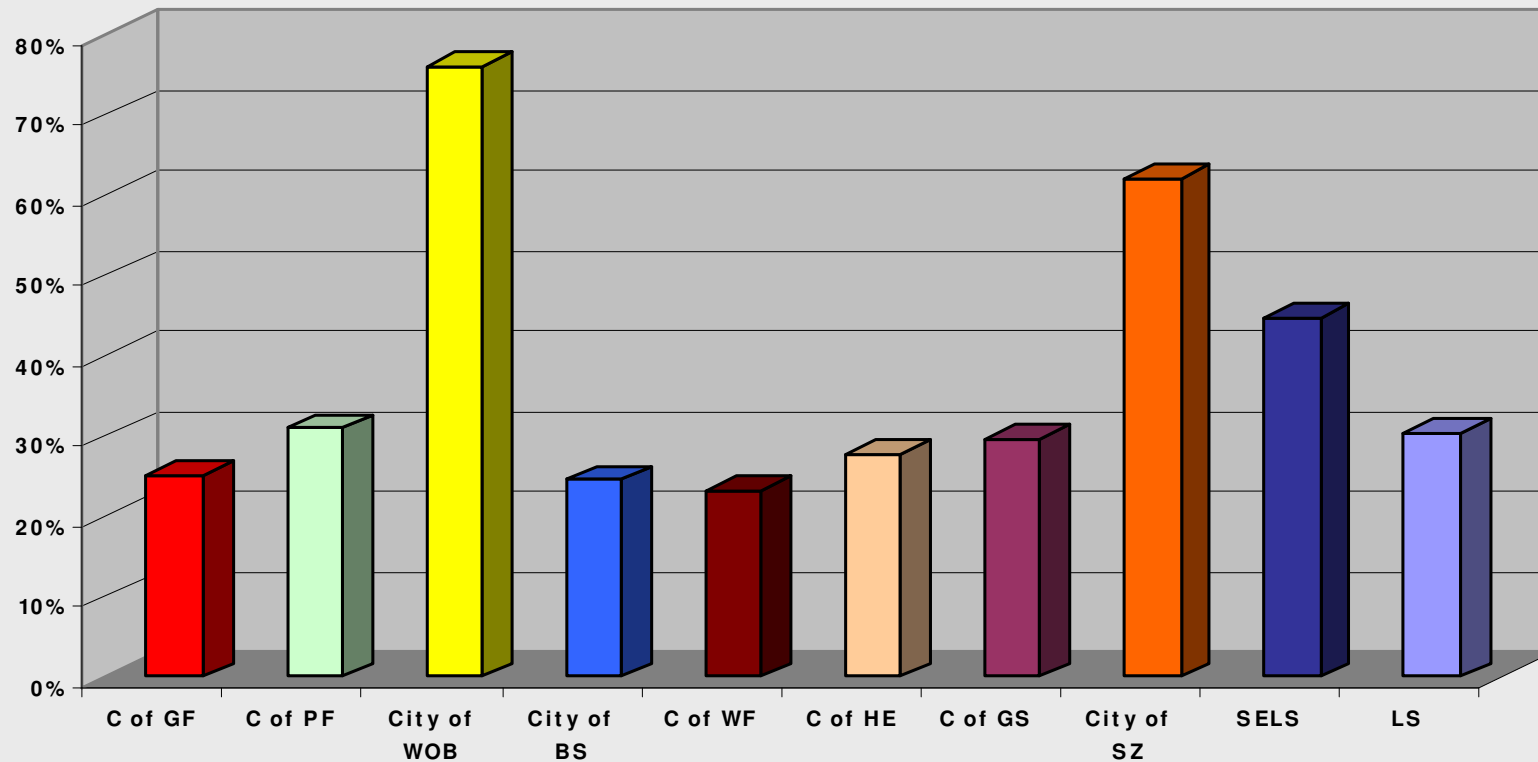
## Statements of the 2<sup>nd</sup> German National Report on Education (June 2008)

- Increasing disparities on the labour market due to educational differences
- Evident prevalence of top-down transfers to school types with lower levels of secondary school qualification
- Transition pathways to a fully qualifying vocational education are in some cases very long.
- The effectiveness of the transition system is questionable
- The transfer from the dual system of vocational training to employment is successful in the majority of cases, but direct transition is decreasing
- Demand for higher education remains too low
- Proportion of people obliged to qualify for higher education and academic degrees is increasing, but the constant shift in subject-specific professions continues at a disadvantage for engineering sciences

## Preliminary prognosis of population growth rate from 2004-2021; Changes in %



## Share of manufacturing industry in GVA (Gross Value Added) 2005



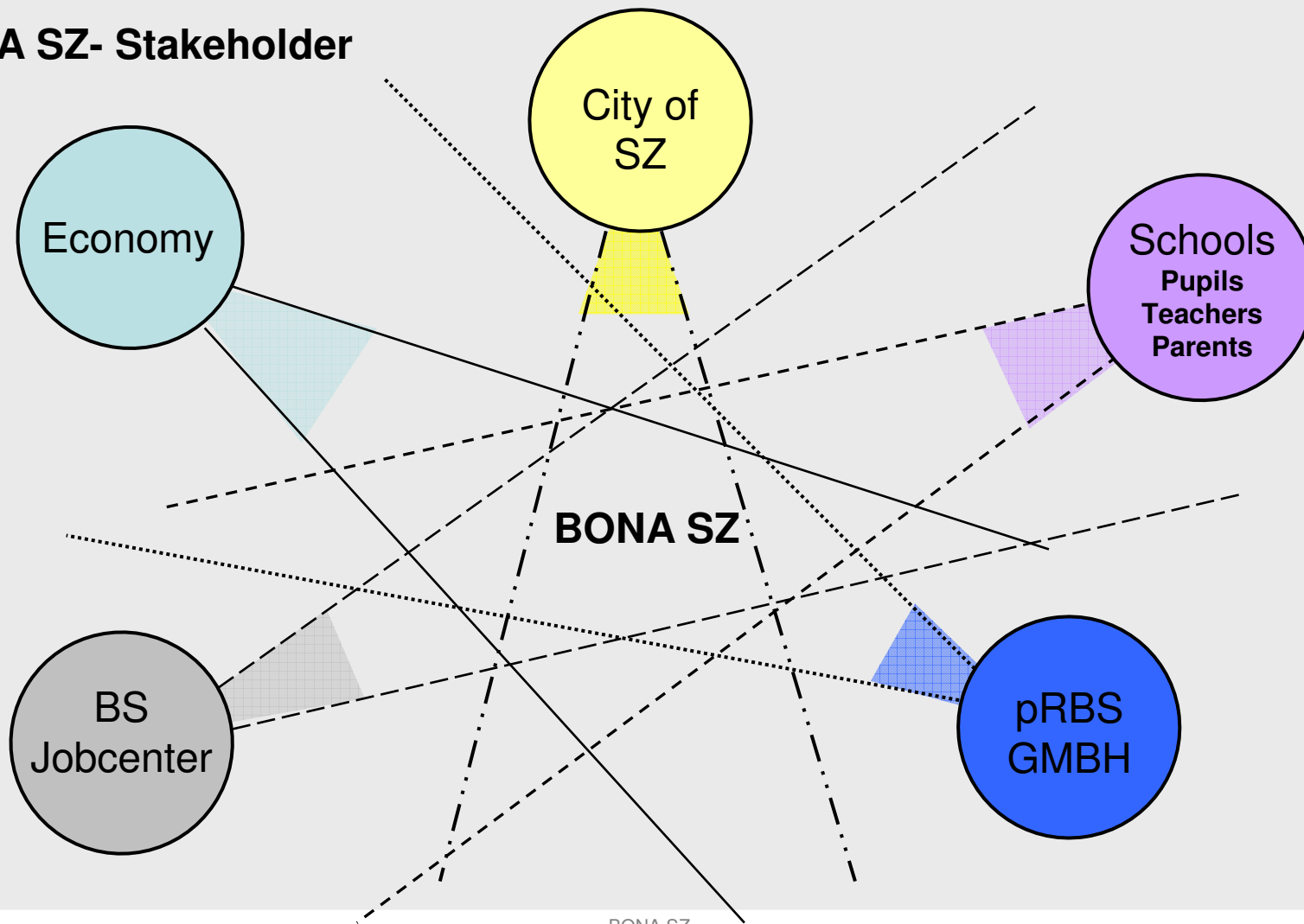
## **Requirements and chances**

- An increasable (direct) transition from school to the dual system of vocational training
- A constant vocational and professional choice at a disadvantage for technical professions (aggregate value added losses due to mismatching)
- An ongoing dominance of the manufacturing industry defining the region's future economic structure, especially in Salzgitter and Wolfsburg
- A demographic development resulting in a decrease of Salzgitter's population and eventually of its local labour supply

**BONA SZ** is a contribution which aims to use the existing chances and potentials in the City of Salzgitter in order to secure and expand its position as a livable workplace as well as a school and business location.

## 2. The Project

## BONA SZ- Stakeholder



## BONA SZ- Stakeholder

		No. of pupils 09-01  Kl. 7 / 8
1	GHS am Gutspark	30
2	GHRG Amselstieg	108
3	HS am Fredenberg	57
4	HS Dr. Klaus Schmidt	60
5	HS Thiede	30
6	HS an der Klunkau	52
7	RS Gebhardshagen	80
8	RS Salzgitter-Bad	90
9	RS Emil Langen	78
10	RS Gottfried Linke	120
11	RS Thiede	72
12	GY am Fredenberg	60
13	GY Kranich	145
14	GY Salzgitter-Bad	180
		<b>1.162</b>

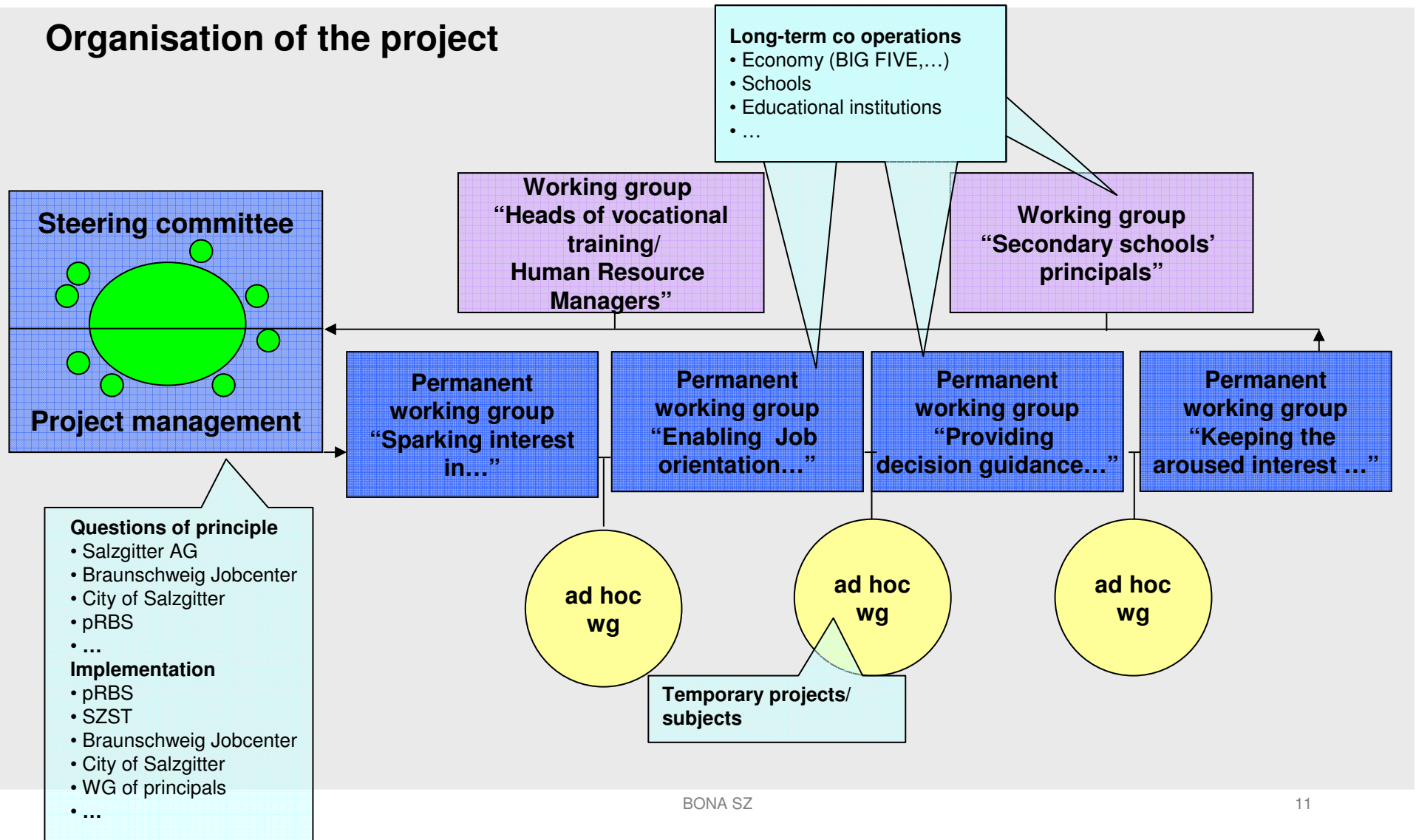
	Alstom LHB GmbH
	MAN Nutzfahrzeuge AG
	Robert Bosch Elektronik GmbH
	Salzgitter AG
	Volkswagen AG
	Braunschweig Jobcenter
	City of Salzgitter
	projekt <b>REGION BRAUNSCHWEIG GMBH</b>

## Project's idea

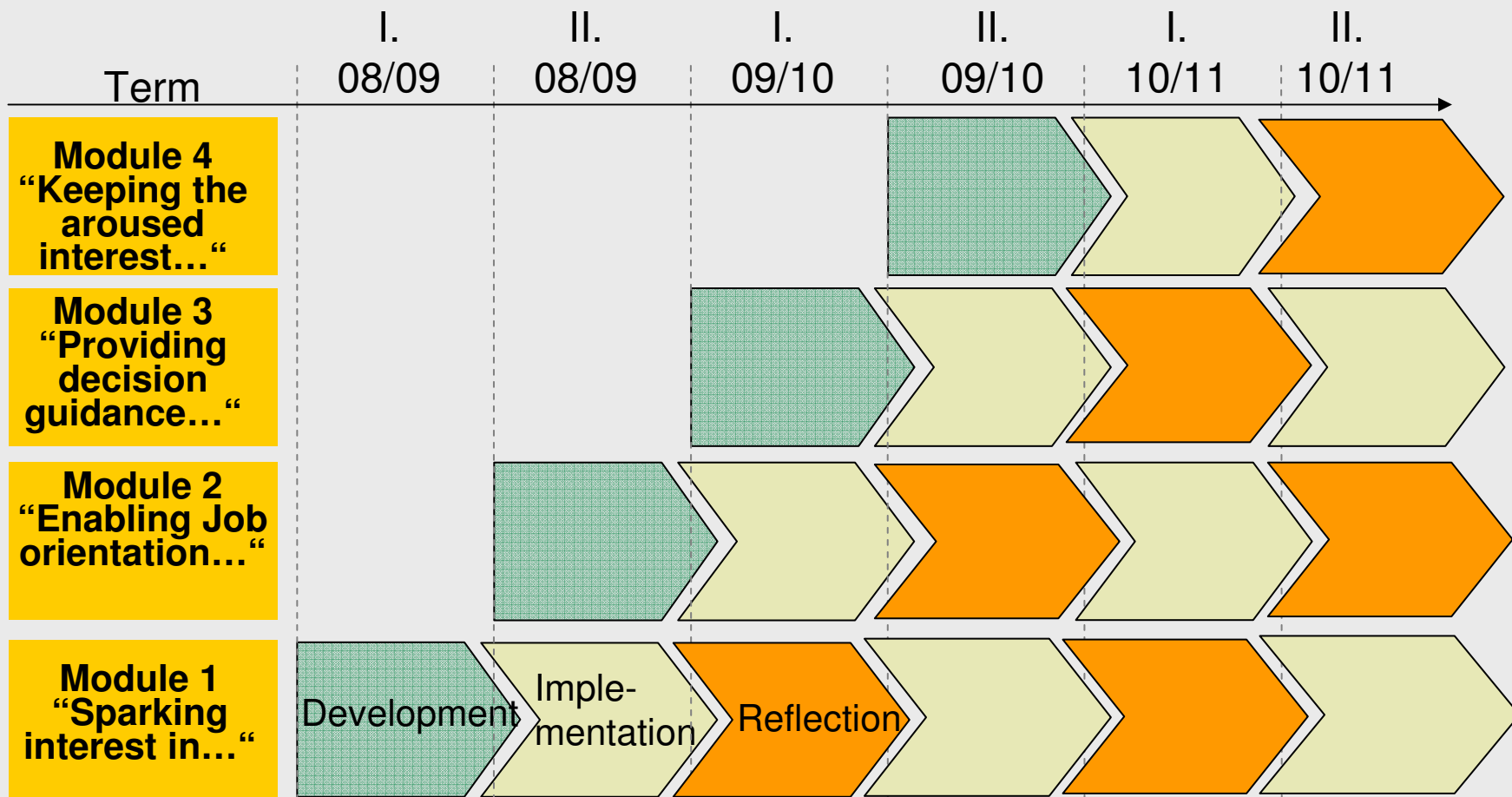
Measures to improve job orientation and to assure trainees and students for industrial/ technical jobs and science studies:

- Dismantling of information deficits hindering an efficient balance of vocational training market's supply and demand
- Marketing for technology and science in order to improve the subject-specific interests of pupils and enhance know-how
- Support with regards to professional content and application documents by mastering the transfer from school to vocational training, job i.e. studies/ more direct transitions
- Strengthening and further development of qualified supplies in vocational training
- Clear structuring and – wherever possible and desired – summarizing activities, measures and projects for job orientation
- Roll out to Braunschweig region

## Organisation of the project



## Project modules – System of development/ Enforcement



## Project's modules – Basic structure

### “Sparking interest in...”

*Discovering interests and affinities/ Self-disclosure and feedback from others/ Self-awareness*

- Discovering interests
- Self-disclosure/ Feedback from others
- Project Days for Science experiment's box
- Technology Days

### “Enabling Job orientation...”

*Analysis of competencies/ Learning from practical applications*

- Aoc
- Group counseling by Jobcenter
- Workshops for didactics of technology/ theories of vocational choice
- WG technical education
- Job information fair

### “Providing decision guidance...”

*Pupils in companies and universities/ development of career pathways*

- Visits and hands-on training at companies
- Apprenticeships with certain job focuses/ explanation report
- Career opportunities in companies/ planning career pathways
- ...

### “Keeping the aroused interest...”

*Ensuring the flow of information between pupils and HR mangers/ constraint: pupils have to pass exams at school*

- Exploring companies as potential employees
- Career blog
- Internet platform
- ...

**Duration: 01.07.2008 – 31.07.2011/ afterwards transfer**

### **3. Current Project phase: Implementation of Module 1 “Sparking interest in...”**

## WG “Discovering interests”

- My interests und affinities in my spare time
- My talents und abilities
- My behaviour/ manners
- Self- disclosure of interests, feedback from others and self-awareness
- Erwin Egloff’s “The Compass of interest”
  - Available for free in the internet:  
<http://www.berufsberatung.ch/dyn/13405.aspx>
  - Optional:
    - Worksheet “Singing one’s own praises“
    - Worksheet “In five Years“

## **WG “Science experiment’s box”**

24 Experiments chosen by representatives of schools and companies

Content of the box:

- Materials arranged by experiments
- Handout for assistance
- List of materials
  - In order to check out the content
  - In order to implement additional materials (i.e. potatoes)
- Worksheets “Setup and Implementation” for all experiments
- Teacher’s handout for assistance “Explanations and elaborations of terms and concepts”

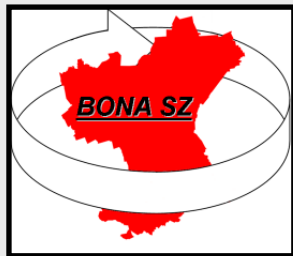
## **WG “Technology Days”**

- 6 Main topics:  
Mobility and Mechanics; Energy and Environment; Electricity and Automation; Computer and Information Technology; Physics and Biotechnology; Chemistry and Process Engineering
- 16./ 17.06 2009
- 1.069 Pupils
- Round about 50 “Learning stations”
- Preparation and post processing at schools/ related to kind of school
- Programme/ marketing concept (e.g. cooperation with the media centre Salzgitter/ media coverage via TV 38)

## **4. Current Project phase: Planning Module 2 “Enabling Job orientation...”**

## **WG-Topics (current state of discussion)**

- Analysis of competencies
- Group counseling by the Jobcenter/ BIZ-Visit
- Workshop “Didactics of Technology”
- Workshop “Vocational choice theories”
- Working group “Technical Education”
- Job information fair hosted yearly by another company



**Thank you for your  
patience!**

