

Examples of creative digital innovation in orientation and counselling for education and work

Title: Preparing internships digitally using the example of "Girls' Day"

Method: Virtual, face-to-face, hybrid

Phase in the career orientation process:

- What do I want? What motivates me?
- Who am I? What am I good at?
- What kind of training/work is right for me? Where can I do this?

Duration: The preparation for the Girls' Day in the company depends on the knowledge and speed of the individual students, but should not take longer than about 10-15 minutes in advance at home to arouse interest in the company and the professions. For preparation directly in the company: max. 10 minutes

Target group: Female students in the 7th or 8th grade (13-14 years)

Number of participants: in an individual setting at home or in the whole group in the company, depending on the number of students registered for the Girls' Day; the possible number of participants for the Girls' Day is limited and depends on the size of the company.

Scenario:

Girls' Day takes place every year on the 4th Thursday in April and offers companies a good opportunity to get girls interested in technical, craft or scientific professions. Since there is often little time in schools to prepare for Girls' Day, companies want to prepare the female students themselves for the Girls' Day at their company or support the female students on Girls' Day in the company in the best possible way to discover their skills and strengths and to arouse their interest in the professions offered and the company.

Learning situation for this scenario:

- 1. Classic setting: at school
- 2. Setting in a course or a measure outside a school (e.g. sponsor / NGO)
- 3. Setting in a company
- 4. Individual, shorter and longer counselling phases by educational and career counsellors (also in small groups)
- 5. Transnational "European" learning environments

Tool(s) used:

Part 1: Canva, Part 2: Learning Snacks, Part 3: Flipbook, Part 4: Jigsaw Explorer

Part 2: Learning Snacks

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Example:

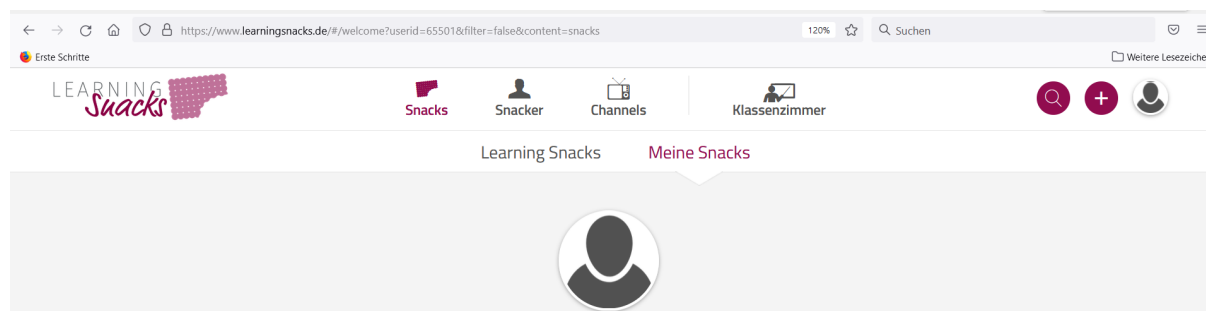
With the help of the free version of the online graphic design tool Canva, the graphic template for a flipbook to prepare students for Girls' Day can be prepared in an appealing and simple way by the company itself. The graphic template is saved as a PDF and then uploaded as a flipbook. In this way, the most important information about the company and the apprenticeships offered can be presented in an appealing flipbook and supplemented with a video or linked quiz. The graphic template can be added to or updated in Canva at any time later and re-uploaded as a flipbook.

Step 2: Create an interactive learning snack (messenger-style quiz) to link to in flipbook

Through various questions about the company (e.g. number of employees/apprentices, apprenticeships that can be encountered on the day of Girls' Day, typical tools, skills needed for the professions, work clothes, career opportunities, etc.), the students can deepen their knowledge of the company before they can visit it on Girls' Day and get a taste of it. The aim is to arouse the girls' interest in the company and the apprenticeships in advance.

Using the example of the company "Autohaus", create a learning snack (quiz) for Girls' Day in the company:

Click on the PLUS button

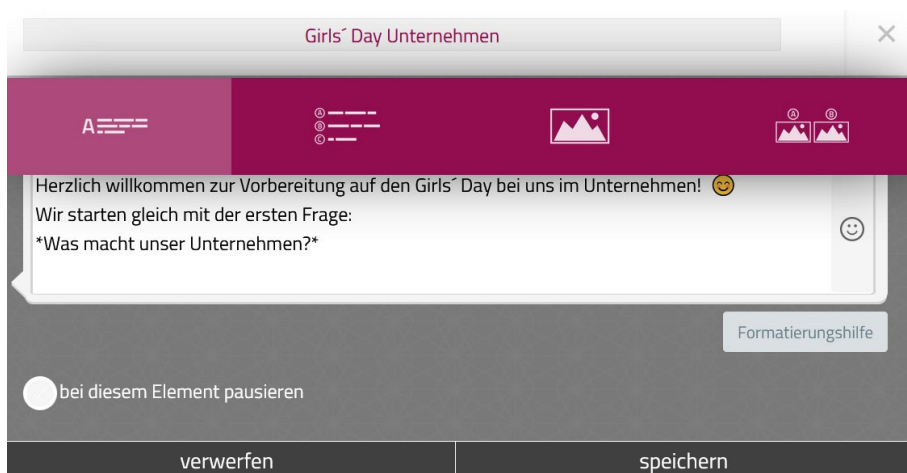


First, the name of the Learning Snack is entered at the top, ev. Insert logo/photo to make it easier to find the Learning Snack in the overview; then start with the creation of the Learning Snack.

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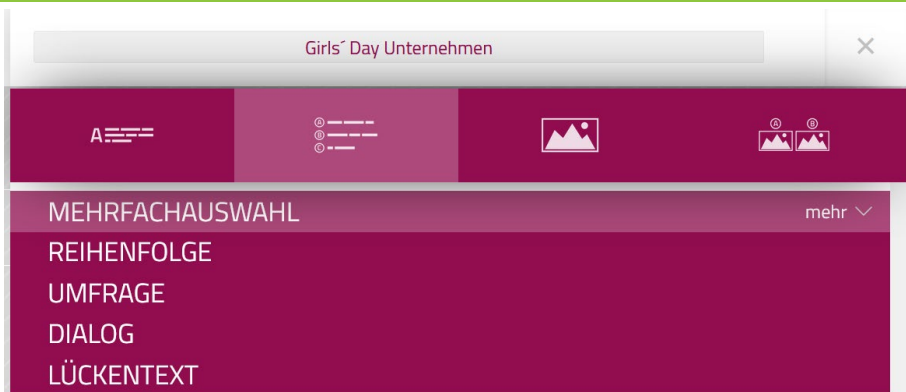


The question is entered using the Text/Question input field. Attention: always save! Links to other websites, YouTube videos, etc. can also be integrated, even if self-created YouTube videos, e.g. image videos or own videos about apprenticeships, etc. are available.

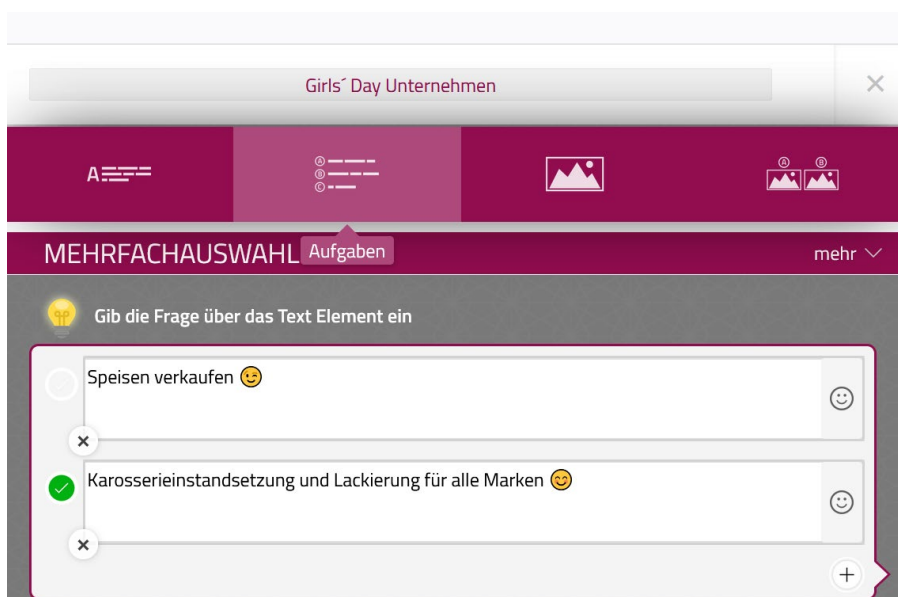


The answer options are to be entered via the task field. The following options are available. Image responses are also possible.

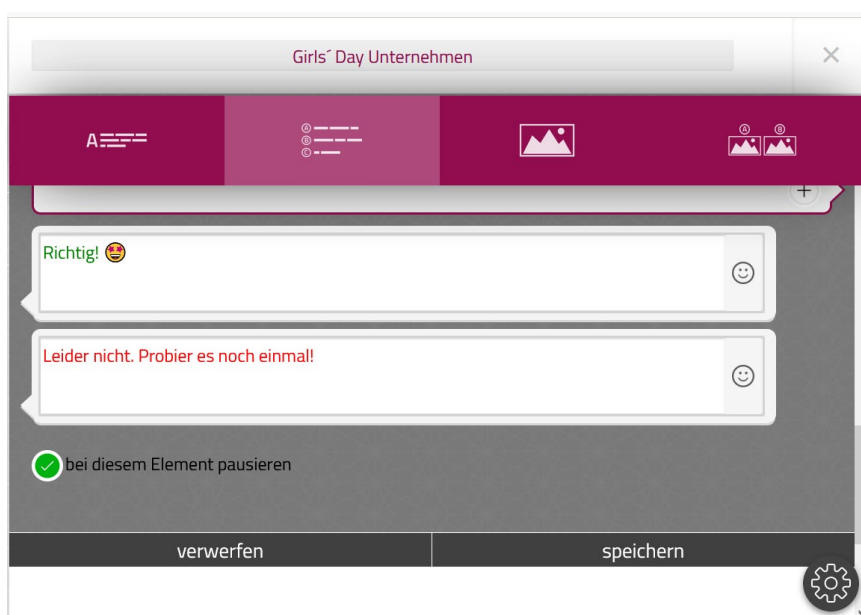
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Example: correct/incorrect answer option



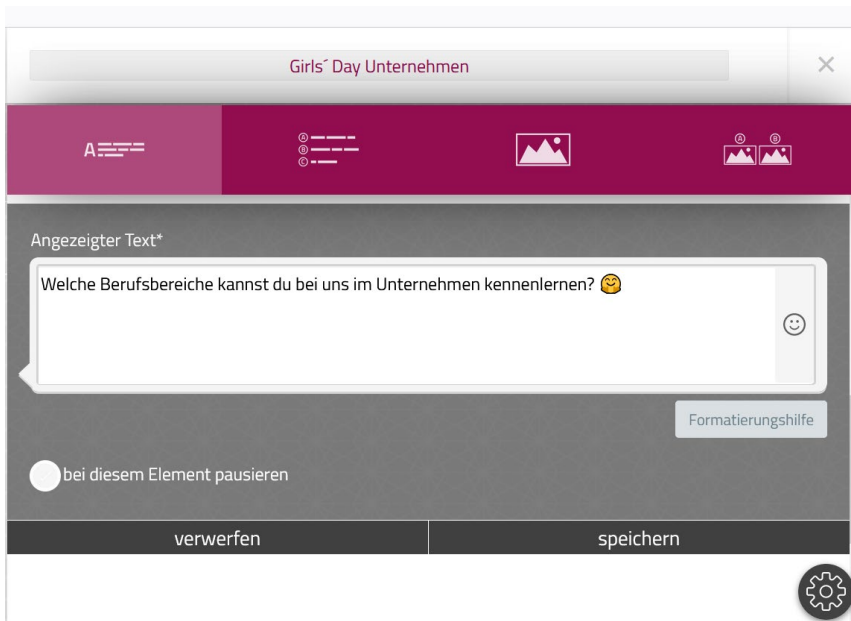
Enter the reactions:



Check the "Pause on this item" box if you want the next question in the game to follow after clicking/tapping the "Next" button.

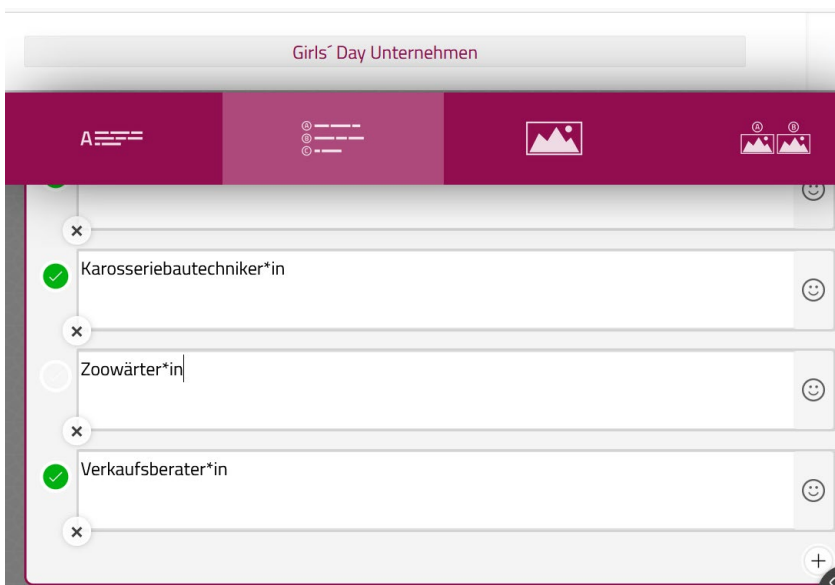
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Example: Multiple Response



The screenshot shows a web browser window with the title 'Girls' Day Unternehmen'. The page has a dark red header with navigation icons. The main content area is titled 'Angezeigter Text*' and contains a text input field with the question 'Welche Berufsbereiche kannst du bei uns im Unternehmen kennenlernen? 😊'. Below the input field is a 'Formatierungshilfe' button and a toggle switch labeled 'bei diesem Element pausieren'. At the bottom of the form are two buttons: 'verwerfen' and 'speichern'. A gear icon for settings is visible in the bottom right corner.

Enter further answer options using the plus button and tick the correct answers in green



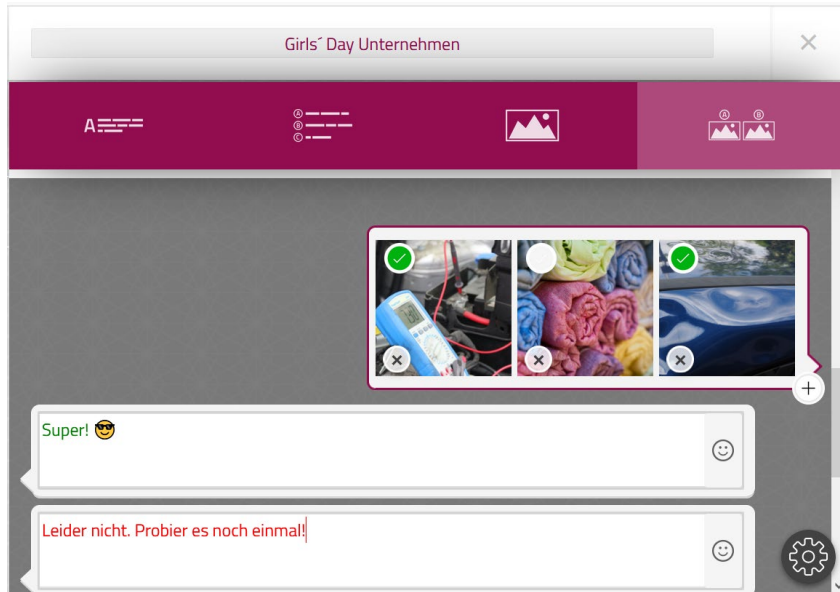
This screenshot shows the same form after several answer options have been added. The list includes:

- Karosseriebautechniker*in
- Zoowärter*in
- Verkaufsberater*in

 Each option has a small 'x' icon to the left and a smiley face icon to the right. A plus sign icon is visible at the bottom right of the list, indicating more options can be added.

Example: Image responses to choose from




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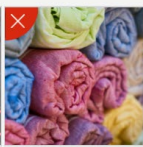
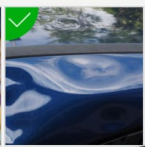
View in Learning Snack:

Girls' Day Unternehmen



A   

B Karosseriebautechniker*in
C Zoowärter*in
D Verkaufsberater*in

Welche Bilder passen zu unseren Lehrberufen? 💡

Example: Designing a Response as a Fill-in-the-Blank

A   

LÜCKENTEXT mehr ▾




Wörter oder Zahlen, die eingegeben werden sollen, müssen mit [[..]] umschlossen werden. Dies kannst Du auch über den [[..]]-Button machen. Mehrere Antwortmöglichkeiten kannst Du über einen senkrechten Strich (|) trennen. Beispiel: [[Mathe|Mathematik|mathe|mathematik]]

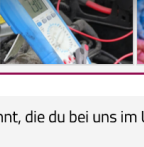
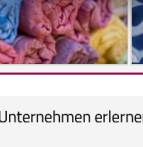
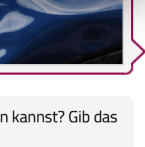
[[..]]

Reaktion bei richtiger Antwort

Presentation in the Learning Snack:

Girls' Day Unternehmen

A   

Hast du die beiden Lehrberufe auf den Bildern erkannt, die du bei uns im Unternehmen erlernen kannst? Gib das fehlende Wort in der weiblichen Form ein. 😊

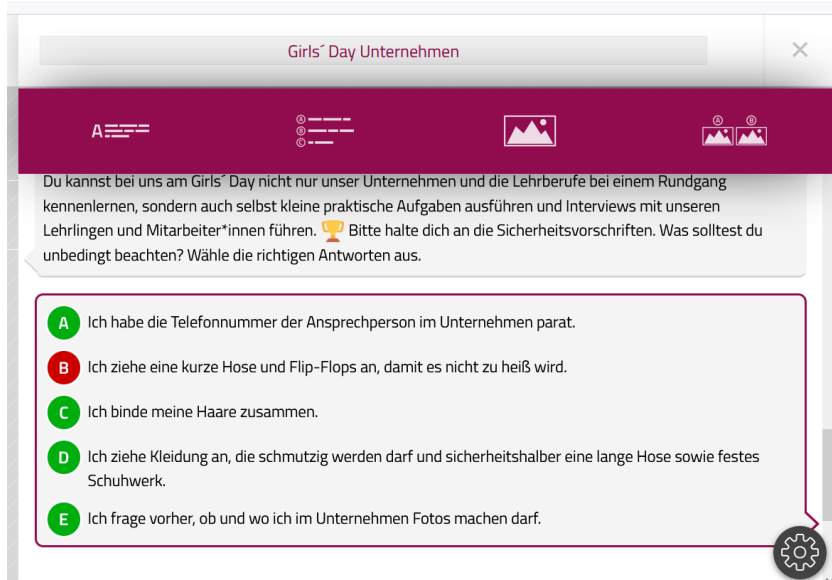
KFZ-_____

Karosseriebau_____

Technikerin | technikerin

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The following question serves to draw the students' attention to safety regulations and to give them other important tips on how to prepare for Girls' Day.

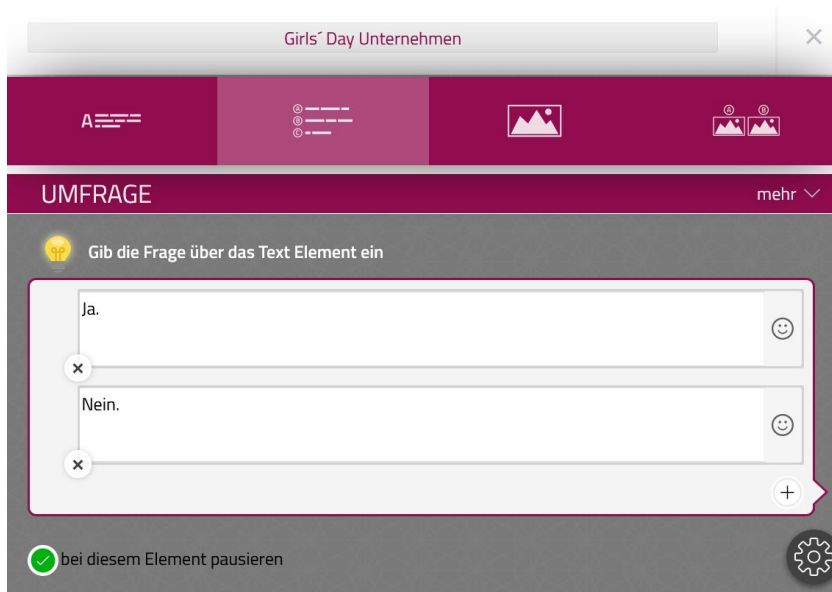


The screenshot shows a quiz window with a title bar "Girls' Day Unternehmen". Below the title bar is a toolbar with icons for text, list, image, and gallery. The main content area contains a text prompt: "Du kannst bei uns am Girls' Day nicht nur unser Unternehmen und die Lehrberufe bei einem Rundgang kennenlernen, sondern auch selbst kleine praktische Aufgaben ausführen und Interviews mit unseren Lehrlingen und Mitarbeiter*innen führen. 🏆 Bitte halte dich an die Sicherheitsvorschriften. Was solltest du unbedingt beachten? Wähle die richtigen Antworten aus." Below the prompt is a list of five options, each with a letter in a colored circle:

- A** Ich habe die Telefonnummer der Ansprechperson im Unternehmen parat.
- B** Ich ziehe eine kurze Hose und Flip-Flops an, damit es nicht zu heiß wird.
- C** Ich binde meine Haare zusammen.
- D** Ich ziehe Kleidung an, die schmutzig werden darf und sicherheitshalber eine lange Hose sowie festes Schuhwerk.
- E** Ich frage vorher, ob und wo ich im Unternehmen Fotos machen darf.

A gear icon in the bottom right corner indicates settings.

Tip: Include a survey:



The screenshot shows a survey window with a title bar "Girls' Day Unternehmen". Below the title bar is a toolbar with icons for text, list, image, and gallery. The main content area is titled "UMFRAGE" and contains a text prompt: "Gib die Frage über das Text Element ein". Below the prompt is a list of two options, each with a text input field and a smiley face icon:

- Ja.
- Nein.

A green checkmark icon in the bottom left corner indicates that the survey is paused at this element. A gear icon in the bottom right corner indicates settings.

View in snack:

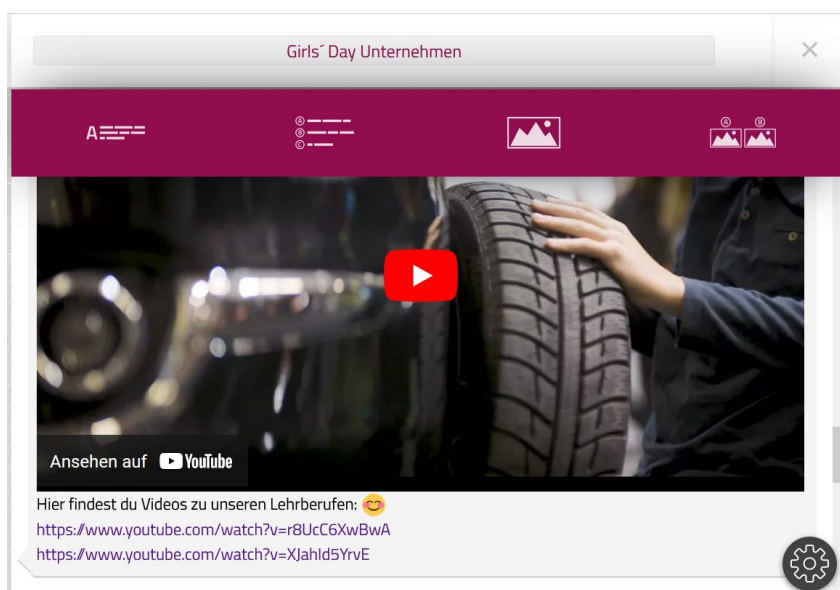
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Findest du unsere Lehrberufe interessant? 😊
 Auf www.bic.at kannst du dich genauer darüber informieren, wenn du magst.

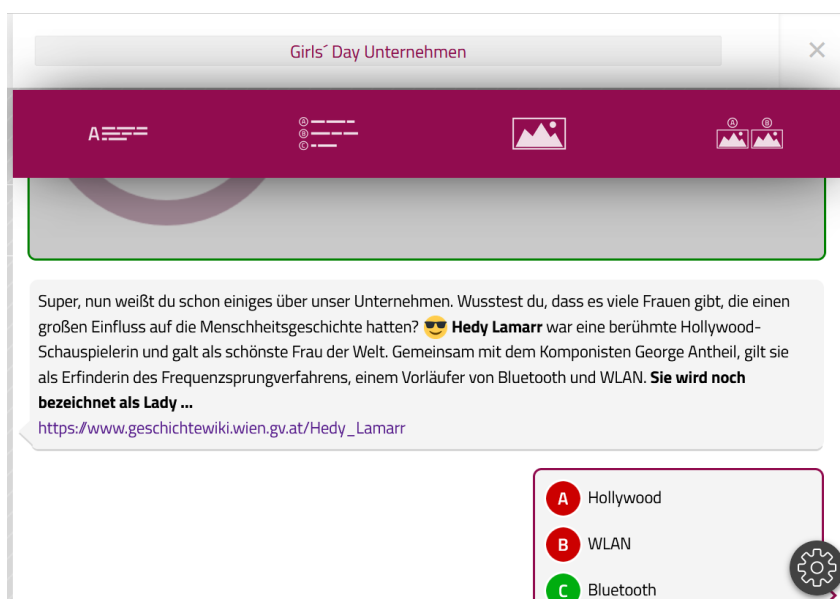
0

- 0% Ja.
- 0% Nein.

Optionally, include a link to a YouTube video about the apprenticeships offered. Tip: Have your own apprentices create a video and upload it to YouTube, if possible.

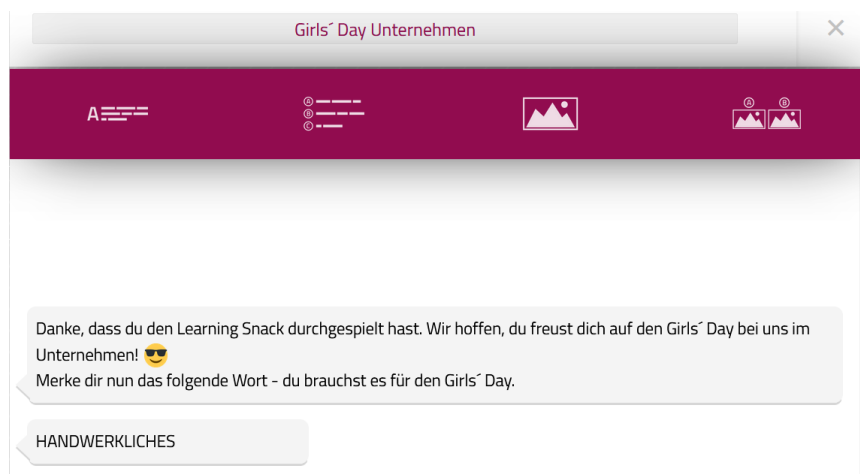


Tip: At the end, include a question about influential women in human history to inspire the students to learn a profession in the technical/craft field.

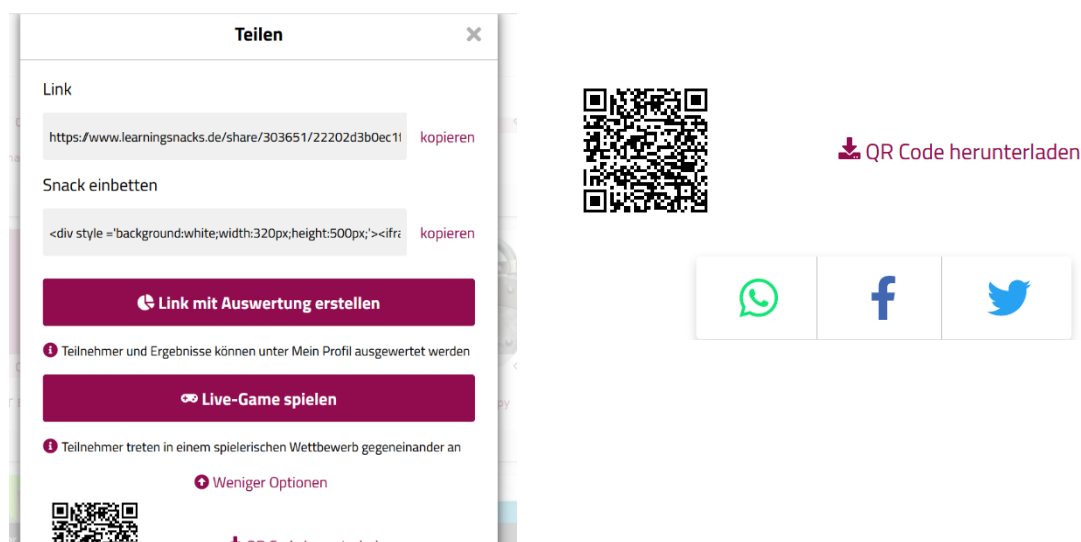


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Optionally, the students could receive the first part of a password at the end of the Learning Snack, which they will need again at the end of the Girls' Day to receive the second part of the password. In a second short snack, which is played together in the company at the end of the Girls' Day in the group, e.g. in a LIVE game, there could be a clue hidden at the end where in the room giveaways are hidden in the company as a souvenir of the Girls' Day. (e.g. keychains, small flashlights, sweets, etc.) Tip: At the end, printed flipbooks could be made available to all participants.



If there is to be a print version of the flipbook, you could download the QR code as an image via the share button of the Learning Snack and insert it into the flipbook, so that the snack can later be played directly in the print version via the QR code.



Concluding remarks:

Since interactive and multimedia elements can be used in the combination of the various tools, experience has shown that it is easier for young people to remember the content taught. Above all, the messenger style of Learning Snacks is well suited to convey short information in an interesting way.