

Chapter 10:

Designing and Implementing Career Guidance Services

Learning Objectives

- **State why it is important to plan and design programs**
- **List and describe the nine steps of the program development process**
- **Describe the probable roles of the CDF in the process**
- **Demonstrate knowledge in the areas of program design, publicity, and promotion**
- **Describe an ideal career center**

Program Planning

- **The process of identifying the needs of a client population and of developing services to meet those needs**

The Process of Designing and Implementing Career Services

- **Step 1: Define and describe the target population**
- **Step 2: Identify and describe the needs of the target population**
- **Step 3: Write clear, concrete, measurable objectives**
- **Step 4: Determine the content of the program and the delivery methods to use**

The Process of Designing and Implementing Career Services

- **Step 5: Determine what resources are available or needed**
- **Step 6: Determine how the program will be evaluated**
- **Step 7: Promote the program**
- **Step 8: Deliver the program**
- **Step 9: Revise the program based on the results of evaluation**

Effective Promotion Strategies

External Promotion:

- Who is the target audience?
- Where are they located?
- What information do they attend to?
- What is the program location?
- What method will best reach your audience?

Effective Promotion Strategies

Internal Promotion

- Consider your stakeholders
- Share key information on program successes
- Apply the A>R>B formula

Why It Is Important to Design Services

- To identify services that will meet the most common needs
- To go through the discipline of stating very specific objectives
- To define the bases for program content and evaluation

Ways to Identify the Needs of the Target Population

- **Questionnaires** - completed by clients during the intake interview
- **Structured intake interviews** - asking a standard set of questions
- **Focus groups** - talking to representative members of the target population
- **Expert judgment** - using a consultant

Ways to Deliver Service

- **One-on-one, face-to-face delivery by a counselor or facilitator**
- **Group, face-to-face delivery by counselor or facilitator**
- **Delivery by computer technology either one at a time or to multiple users**
- **Self-help print and audiovisual material**

Reasons for Program Evaluation

- **Determine its effectiveness**
- **Provide a report to management and stakeholders**
- **Improve future program delivery**

Ways to Evaluate

- **Participant questionnaires**
- **Participant interviews**
- **Follow-up studies**