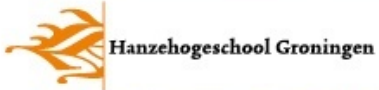




# Life Long Learning SCHE and its targetgroups

Hanze University of Applied Sciences Groningen



Janneke Korf  
Rein Leyenhorst

EURASHE – Bologna seminar  
Budapest  
20 January 2011

# Mission

Hanze University of Applied Sciences Groningen



Mission statement:

“Stimulating the effective demand of services  
in the field of life long learning in the  
Northern Part of the Netherlands”

# Life Long Learning

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“LLL increases both the flexibility and the employment security of employees, as well as the flexibility of firms and organisations”

# Programs

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Hanze University of Applied Sciences:

- associate degree (full time / part time)
- bachelor (full time / part time)
- (professional) master programs
- ample opportunities for further training courses

# Programs

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## **Some other activities:**

- Career scans
- Recognition of prior learning
- Business consultancy
- Applied research

# EURASHE Bologna Seminar Budapest

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## Program workshop:

- *Leading questions*
- *Finding answers*
  - *Own experience*
  - *Cases Hanze University*
  - *Your experience/discussion*

# Leading questions

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## *Leading questions Associate Degree:*

- What are main reasons to attend?
- What are good instruments to attract?
- How do you recognize Ad-level functions?
- What are (dis)advantages for young people?
- What developments in recognition Ad-level?

# Finding answers

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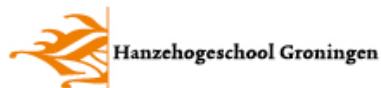


- Own experience: Ad-program *Personnel Management* since 2006
- Questionnaire own part-time Ad-students
- 6 other cases



# 3 levels Personnel Management program

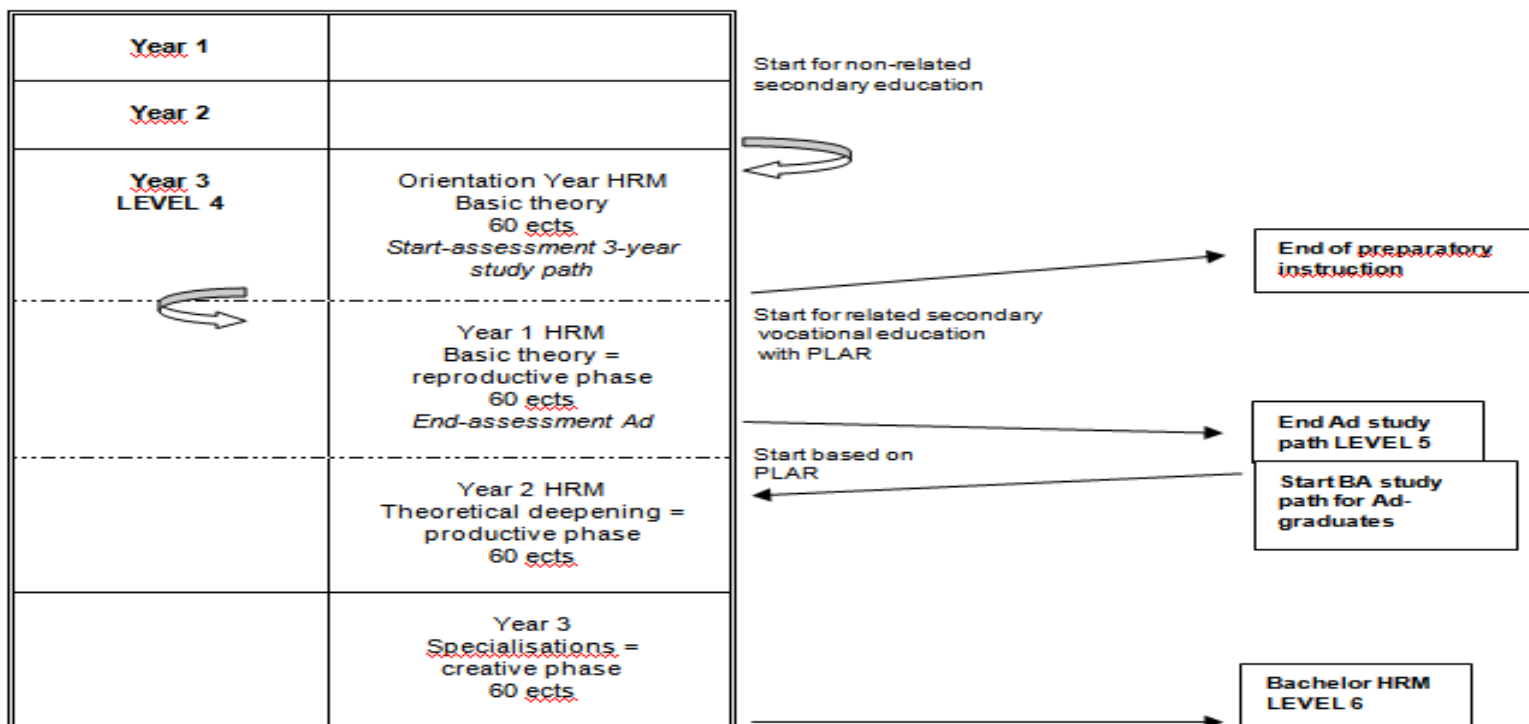
## Hanze University of Applied Sciences Groningen



Upper secondary  
vocational education  
level 4 EQF  
parttime, related

Professionally oriented  
higher education  
level 6 (and 5) EQF  
parttime

**EXAMPLE LLL, levels 4, 5, 6**  
**HRM / JOB COACHING**



Total 240 ECTS

# Characteristic Ad-program PM

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**Intermezzo:**

**Short movie Ad Personnel Management**

# Questionnaire part-time students

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- Main reasons to attend:
  - 2 + 2 years; possibility to split (82%)
  - improve your position on the labor market (18%)
- Good instruments to attract:
  - website most important (64%)
  - information sessions (evenings); heard of by friends (36%)
- How do you recognize Ad-level:
  - doing things with some theoretical background

# Questionnaire part-time students

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- What are (dis)advantages for young people:
  - great possibility after level 4 (+)
  - 2 + 2 years means flexibility (+)
  - unknown at labor market (-)
- What developments in recognition Ad-level:
  - ...

# Case Associate Degree Music

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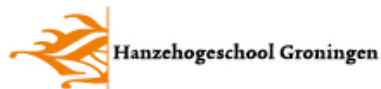
## Case Ad Music (full-time)

- Conductors wind orchestras, brass bands, fanfare style orchestras



# Case Associate Degree Music

## Hanze University of Applied Sciences Groningen



### Interesting for:

- level-4 students *educational assistant in music*
- amateur conductors without any qualification
- advanced amateur musicians wishing to be a conductor

### Remarks:

Bachelor graduated conductors often too costly for these types of orchestra

Contents program same as bachelor but less in depth and in overall breadth



# Case Sports, Health & Management

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### **Case Ad Sports, Health & Management (full-time)**

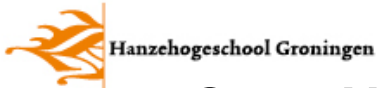
- Operational sports manager; club manager, coordinator, accommodation manager
- In associations, commercial and public organizations
- Between strategic and executive level; with a business economics orientation
- Need for professional staff with both instructional and management competences

### **Interesting for**

- level-4 students (number of level-4 programs in a couple of years four-folded!)
- members of small and medium-sized sports clubs

# Case Nursing

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## Case Nursing (full-time and part-time)

- Nurse practitioner in general medical practice, health center

### Difference in functions:

- *Doctor's assistant*: fixed protocols
- *Ad nurse practitioner*: more independent, broader view, more communicative, instruction/education

### Interesting for

- *level-4 doctor's assistant* (career opportunities, life long learning)

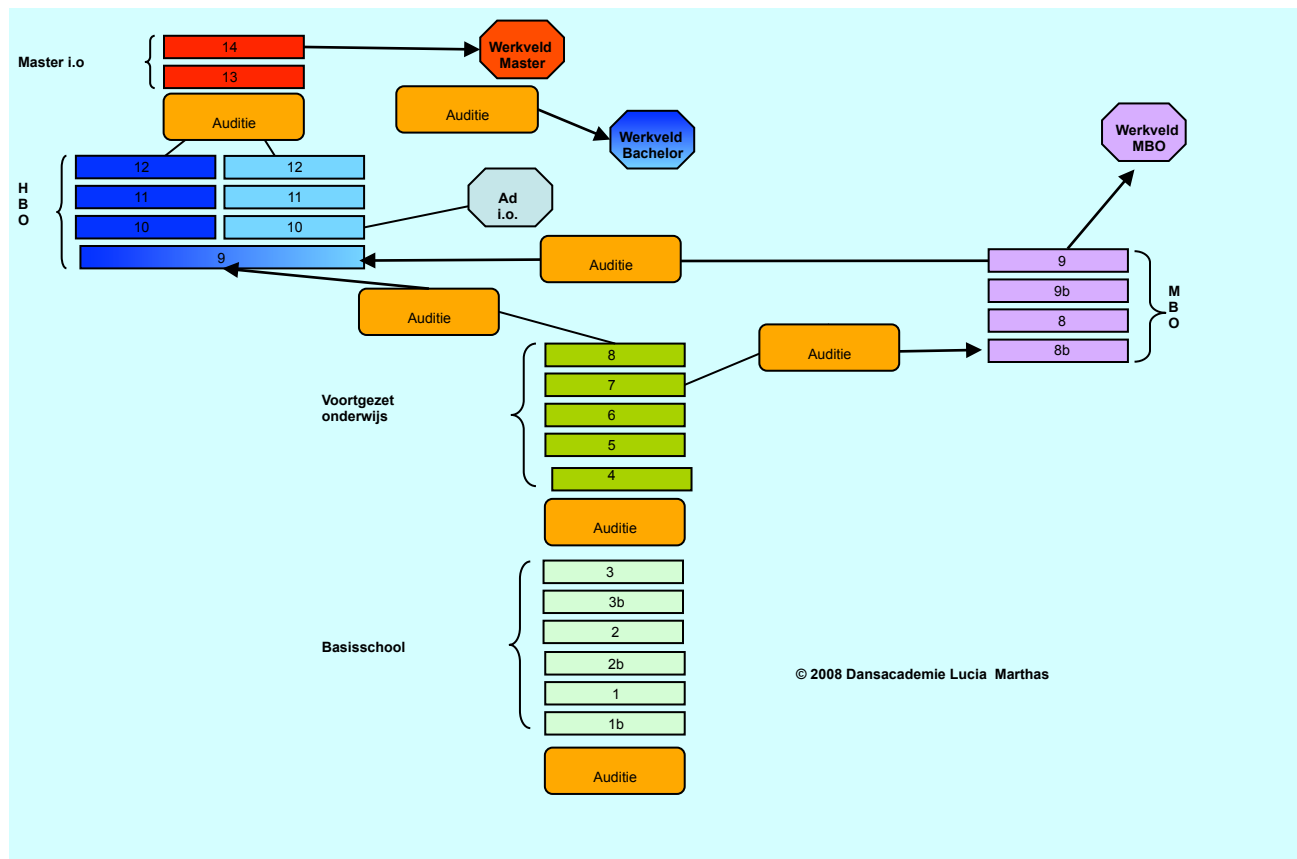


# Case Dance (full-time)

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- From primary school to University



# Case Dance (full-time)

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## **Level 5:**

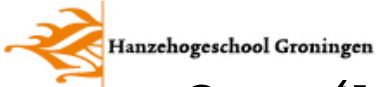
- In practice need for young musical artists with specific talents, age, gender, executive qualities
- Prevention of early drop-out ( 'green-pick' ); better labor market and career chances later

## **Other levels:**

- Level 4: jobs in community centers, after-school services, recreational dance activities, dancer in amusement parks, dinner shows, assistant-to in dancing schools
- Level-6: high-educated performing artists, employable both on operational and on initiating level, more all-round

# Case 'Management in care sector'

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## Case 'Management in care sector' (part-time and dual)

- Cooperative team managers, care coordinator
- 8 roles defined in a national scheme and each role has a basic and an advanced level:
  - manager of the operational process (= key role Ad/BA)
  - manager of individuals (Ad)
  - manager of teams (Ad)
  - change agent
  - entrepreneur
  - quality manager
  - self manager (= key role Ad/BA)
  - professional

### Interesting for:

- working people combining job, study and family life acting on or aspiring an appropriate management level

# Case 'Experienced Practitioner in Care'

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### Case Experienced Practitioner (EP) in Care (part-time)

- Former clients from mental health care and addiction care already work in supporting and coaching recovery and empowerment processes but there's a need for a 'body of knowledge' in this area.
- Coach Recovery, EP Rehabilitation, EP Residential Counselor, EP Trainer/Coach, Policy Advisor on basis of experiential knowledge

#### Interesting for

- level-4 practitioners with sufficient capacities in self-reflection, independence and analyzing situations, events, experiences

# Leading questions to discuss

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## *Leading questions Associate Degree:*

- What are main reasons to attend?
- What are good instruments to attract?
- How do you recognize Ad-level functions?
- What are (dis)advantages for young people?
- What developments in recognition Ad-level?

*Finding some answers together?*



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Thank you for your attention