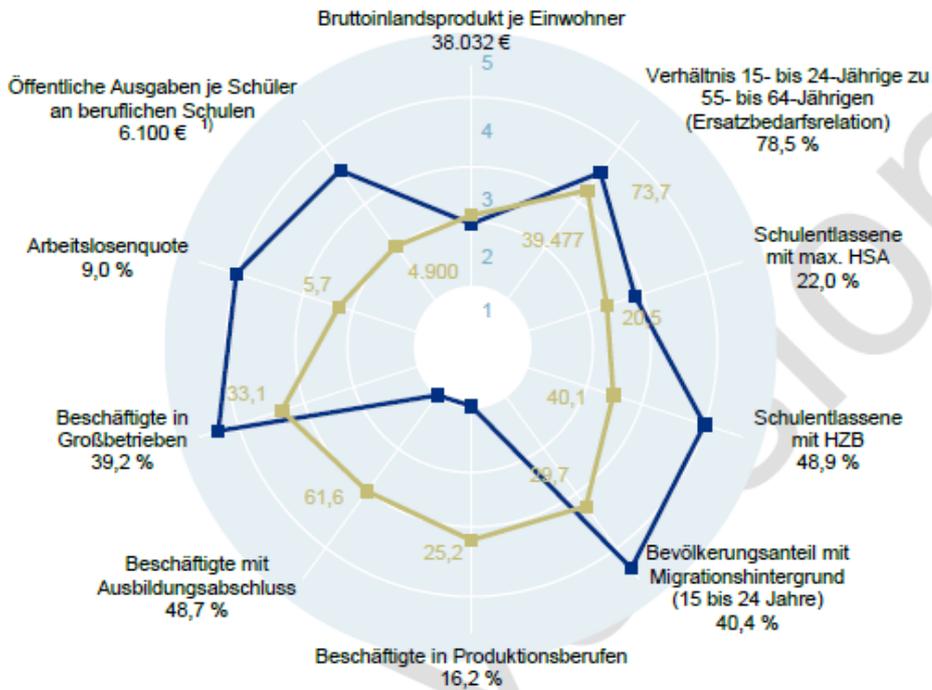
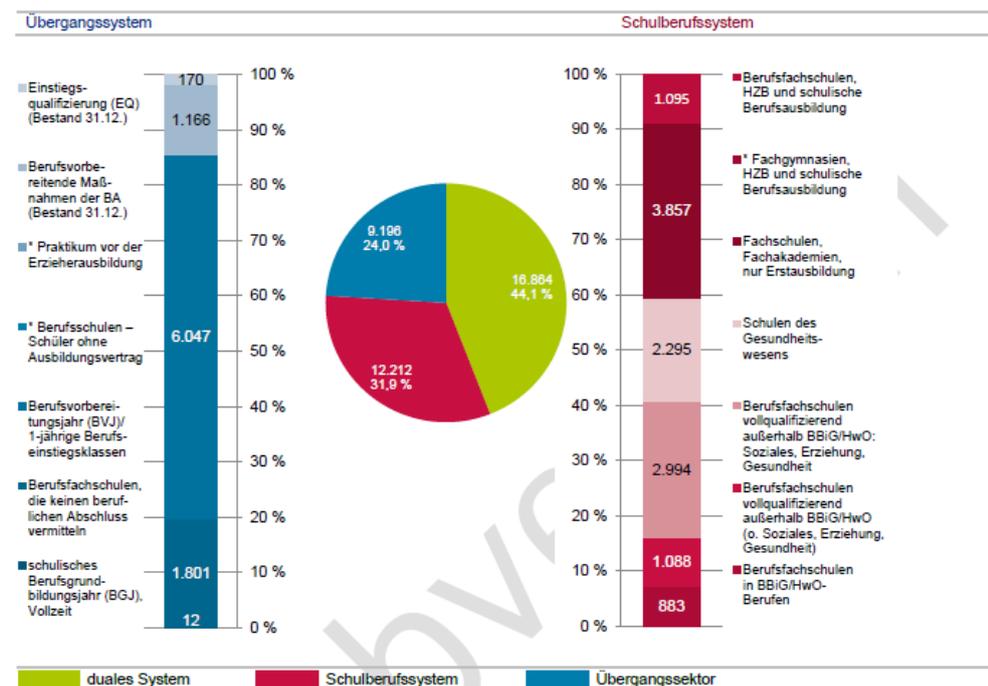


Berlin OIF for URBACT „Stay Tuned!“

Starting point data for Berlin compared to German average:



Vocational education system in Berlin

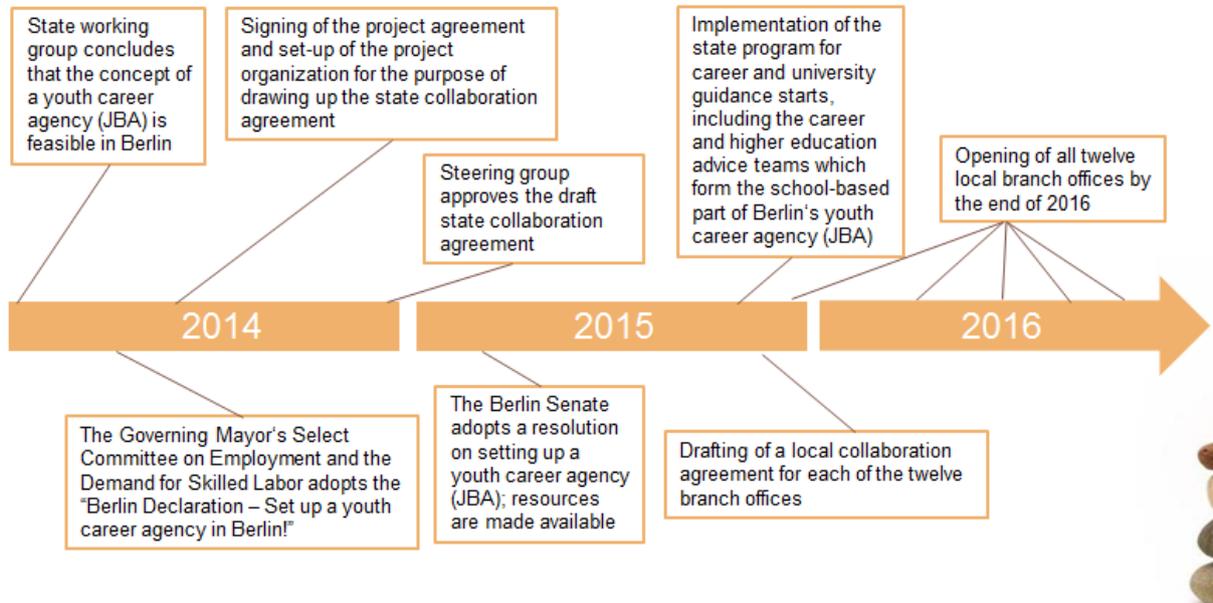


* Wird in Berlin nicht angeboten.

Quelle: Statistische Ämter des Bundes und der Länder, Integrierte Ausbildungsberichterstattung, Sonderauswertung, eigene Berechnungen

JBA- timetable:

A joint mission and joint commitment



Establishing the JBAs in Berlins' schools

For the efforts to reduce the number of school dropouts to be successful, it is essential that all secondary schools know who their students can turn to for advice if their continuing their school career at their current school is not a viable perspective to further qualify them.

Besides the internal structures of the JBA it is of great importance that the institution as a whole is integrated into the pre-existing (school) structures so students and/or their parents can access possible support service offered by the various support services.

The vocational schools with their various options for continuing the acquisition of new competences play a key role here. To maximize the benefits for the students a new path of cooperation, an ongoing work relationship between secondary and vocational schools was strived for. A core aspect was the continual collaboration characterized by mutual trust between the persons and institutions involved. It was determined that each secondary school would get a team for career and university studies orientation (BSO-team). Each of these BSO-teams has three members: a senior member of from a vocational school, a counsellor from the Federal Employment Agency and a staff member from a secondary school. These three persons are granted a time frame allowing them to spend one day per week during the school year together. On these days they are available for answering the students' questions as well as offering activities focussed on the question "what next after finishing school?". The experts in the BSO-teams offer individual counselling but are responsible for implementing orientation regarding career and university studies into the school programs of the secondary schools.

During the course of the project „stay tuned“ it was observed that the BSO-teams have very different approaches to their work and the effectivity on the individual and structural level is hardly

comparable. The networking unit of the JBS therefore decided to get in touch with all BSO-teams on an annual basis during “forum days” to develop quality standards, to communicate these quality standards and to develop standard work structures focussed on the teams’ goals.

Due to the large number of involved persons four „forum days“ took place in 2018/2019. Finding a time slot during the school year turned out to be a challenge as the vacation periods as well as the exam periods and training periods were not suitable.

From the example described above we have learned how vital the intensive communication characterized by a sense of partnership between the ministerial level/network agency and the district level is. Furthermore it became evident that external moderation is very helpful for making these processes work, particularly to avoid inflexible structures and behaviour resulting in hinderances impairing the project overall.

Due to the successful moderation and the multiple opportunities to communicate with each other the “forum days” were well-received by all persons involved. Therefore the evaluation carried out by the “networking agency” involving the moderators and the steering group of the “stay tuned” project includes the agreement to repeat these “forum days” annually in a similar way. The according funds in the Berlin state budget for the years 2019/2020 were provided.

How to create awareness for a new institution among the addressees?

The JBA has been an institution in Berlin for three years now. Those responsible for education and job market experts are well familiar with it by now. However, if the actual addressees – youths between 16 and 25 – are asked, it turns out that the JBA is not generally present to many of them.

The project's steering group has therefore decided to have an explanatory video clip focussed on the addressees created utilizing budget funds. In simple and clear language the video clip explains the institution in German, Turkish and Arabic. It will be made available via the websites of the Berlin State Department of Education, the JBA as well as via social media.

This is a new approach as the traditional channels of informing used by the administration are not utilised. The xx intentionally chose the above-mentioned channels even though not all in-depth information regarding the JBA can be conveyed immediately. The likelihood that addressing the target group appropriately will lead them to contacting the JBA on their own is much higher this way. We are hopeful that fewer youths will terminate their educational careers prematurely this way.

We assume that by leaving the administrations' perspective aside and focussing on the needs of the target group the counselling and support services will be contacted more often.

<https://www.jba-berlin.de/home/>



The image shows a screenshot of a press release from the Jugendberufsagentur Berlin website. The page is titled "Presseinformation" and is dated "Nr. 1 / 2019 – 13.06.2019". The main headline is "Die Jugendberufsagentur Berlin startet mit neuem Online-Angebot". The text describes the launch of a new online service, jba-berlin.de, and mentions that it is available in German, Turkish, and Arabic. It also highlights the involvement of various stakeholders, including the Berlin State Department of Education, the Berlin State Department of Labour, and the Berlin State Department of Social Services. The press release is signed by Sandra Scheeres, Elke Breitenbach, and Bernd Becking.

Jugendberufsagentur Berlin

Presseinformation

Nr. 1 / 2019 – 13.06.2019

Die Jugendberufsagentur Berlin startet mit neuem Online-Angebot

Mit dem heutigen Startschuss geht die Jugendberufsagentur Berlin unter [jba-berlin.de](https://www.jba-berlin.de) mit einem neuen Webauftritt online.

In einer gemeinsamen Veranstaltung stellten Sandra Scheeres, Senatorin für Bildung, Jugend und Familie, Elke Breitenbach, Senatorin für Integration, Arbeit und Soziales sowie Bernd Becking, Regionalleiter der Berlin-Brandenburgischen Arbeitsagenturen, die Webseite öffentlich vor. Die 12 bezirklichen Standorte der JBA Berlin präsentieren ihren Service modern, direkt und in einfacher Sprache. Neben allgemeinen Informationen zu den Aufgaben der JBA Berlin steht der schnelle Zugang für Jugendliche zu den Ansprechpartnern im Fokus.

Also einfach reinklicken und schnell den Weg zur JBA Berlin finden.

Die Jugendberufsagentur Berlin ist eine Einrichtung für junge Menschen im Übergang von der Schule zum Beruf mit jeweils einem Standort in jedem Bezirk. Unter einem Dach arbeiten hier die Berufsberatung der Berliner Arbeitsagenturen, die Jobcenter sowie die Beratungsdienste der beruflichen Schulen und der Jugendhilfe zusammen und bieten Unterstützung aus einer Hand an.

Sandra Scheeres, Senatorin für Bildung, Jugend und Familie des Landes Berlin:
„Junge Menschen, die sich Gedanken über ihre berufliche Zukunft machen, sind bei der Jugendberufsagentur immer an der richtigen Adresse. Das gilt auch für das neue Online-Angebot der JBA. „Jugendliche informieren sich heute zuerst im Netz und das am liebsten über das Smartphone. Der neue Web-Auftritt der JBA ist entsprechend gestaltet. Er ist frisch, trifft den richtigen Ton und bietet einen unkomplizierten Zugang zu allen Infos und Angeboten der JBA. Das reicht von der Ausbildungsberatung bis zur Unterstützung in schwierige Lebenslagen. Auch Eltern und Lehrkräfte können sich hier informieren und Ansprechpartner finden.“

Elke Breitenbach, Senatorin für Integration, Arbeit und Soziales des Landes Berlin:
„Wir müssen gerade auch die jungen Leute erreichen, die nach der Schule keine Angebote zur Berufsvorbereitung oder Qualifizierung wahrnehmen. Sie zu erreichen ist nicht einfach, denn oft können sie die Angebote der JBA nicht. Wir müssen sie aufstachelnde Beratung über Straßensozialarbeit weiter ausbauen. Im letzten Jahr wurden schon mehr als 7.000 junge Menschen außerhalb der JBA-Standorte aufgesucht, 2.300 konnten dann von einem Partner der JBA weiterbetreut werden. Auf diesem Weg werden wir weitergehen. Das neue Internet-Angebot wird dabei hilfreich sein. Kontakt zu den Jugendlichen zu finden.“

Bernd Becking, Vorsitzender der Geschäftsführung der Regionaldirektion Berlin-Brandenburg der Bundesagentur für Arbeit:
„Cool und fresh. Mit dem neuen Online-Auftritt der JBA Berlin und der Smartphone-Nutzung werden wir Teil der Lebenswelt junger Menschen. Vor allem jener, die sich fragen, wie es nach der Schule weitergeht. Der Webauftritt gibt viele Infos, wie es mit Berufsausbildung oder Studium läuft. Das erweitert die bereits bestehenden Angebote der Arbeitsagentur wie Berufe.TV, AzubiWelt und abi.de, mit denen sich Jugendliche bereits jetzt im Web und per App beruflich orientieren können. Wichtig ist der schnelle Online-Kontakt, um einen Beratungstermin in einem der 12 JBA-Standorte in Berlin zu erhalten.“

Logo of the Berlin State Department of Education, the Berlin State Department of Labour, and the Berlin State Department of Social Services.

Conclusions

It turned out that coordinating the stakeholders within the organisation during the project period was a considerable challenge. As long as the youths have the status “student”, the costs for them are carried by the Berlin Senate Department of Education – if they have the status “unemployed”, the costs must be picked up the Job Agency. Therefore there were issues regarding the status of youths. Finally, a coordination at the highest political level was necessary to resolve definition issues here. The political protagonists came to an agreement here within a reasonable period of time as the public pressure for results was quite high due to the high number of dropouts.

Today it can be stated, that the stakeholders within the project are well established and the process of supporting the youths in transition is functional. The twelve Jugendberufsagenturen (JBA) reflect the decentral approach which makes them easily accessible for the youths. The twelve JBAs are well connected amongst each other, the website is an easily accessible gateway to them. A relaunch of the website to make it more user-friendly and orientated the needs and taste of the youths was achieved within the project period.

An analysis of the counselling activities in one Berlin district showed that the counselling resulted in a considerably lower rate of dropouts of the students completing 10th grade.

The analysis regarding the target group’s situation and needs is supported by the work of the JBAs and the BSO teams. These BSO teams are comprised of one teacher from a general education school (here: ISS), a teacher from a vocational school and a counsellor from the Job Agency. This approach combines three perspectives and the joint expertise has proven useful for guiding the youths. An initial challenge was to motivate the representatives from the vocational training sector not to promote their particular school but rather take a broad focus regarding the many fields of training on offer in Berlin.

Overall it can be stated that the approach has been successful and will be retained and further optimised – based on the evaluation of the data at hand. The political leadership has understood, that such a complex system cannot be altered short-term from the ground up, that 2 years is not enough to completely change the approach. An increase of personnel for this work is being discussed. However, it is questionable if this increase of personnel will ultimately be granted.