

Perspectives on Digital Student Counselling

Can we change classic one-to-one counselling
to digital one-to-many counselling
for the benefit of students?

Who are we?

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Content

This workshop will look at possibilities for developing the digital student counselling from different perspectives:

- What do students expect from a (digital) counselling service?
- What is at the core of counselling in a digital world?
- Which implications will further digitalization have for the profession and the counsellors?
- How do University of Copenhagen and Aarhus University work with digital counselling?

We will shed some light on these perspectives and invite you to join in the discussion.

What do students expect from a (digital) counselling service?

Characteristics in media use

- Digital natives – on time, everywhere
- Information overload
- Short span of attention
- Economy of attention
- Constant change is a given
- Network of trust
- On demand



Expectations

- Be there and be personal (presence)
- Be relevant - focus on quality and substance
- Focus on the receiver
- Be authentic and transparent
- Be trustworthy. If not, you're out

>>> Discussion

Which expectations do you meet? Are there other expectations apart from the student's?

What is at the core of counselling in a digital world?

From 1:1 to 1:to many

- At the core – counselling is helping people to develop on personal insights and to bring an overview of the possibilities
- Another way to reach and connect with the targetgroup
- Counselling for free download for everyone and everywhere
- From analog to digital meetings – transparency

Which implications will further digitalization have for the profession?

- Challenging the 'old role of the counsellor' – taking the counselling session out of the office. Another mindset
- Accessibility for our target group, not a 8 – 16 kind of job

On a personal level

- Putting our professionalism at display
- Putting you out there as a person
- Robotics? Will we in the end be obsolete

>>> Discussion

What are the barriers and possibilities when you make typical analog work digital?

How do we work with digital counselling?

- We have a clear and agile strategy
- Just do it, one bit at a time
- Courage – trial and error
- Challenge the mindset
- Have an agent
- You are not the targetgroup!
- Prioritise the resources
- Work with others and share good ideas

Key principles & values of digital guidance at Aarhus University:

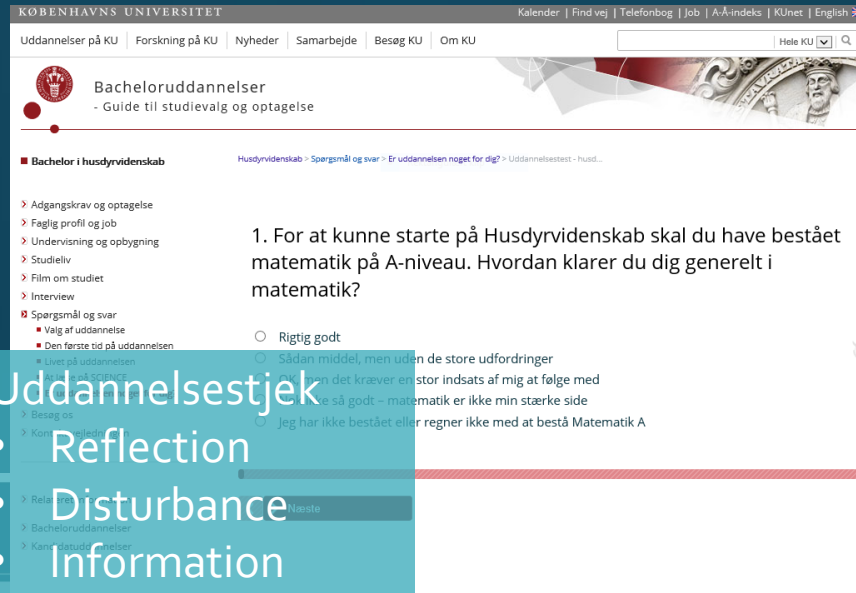
- Differentiated guidance for the target group based on the target groups terms and needs
- Giving the same high quality counseling regardless of platform and approach
- Sowing the same seeds of reflection and create disturbances, both analogically and digitally
- Having a user- and recipient-oriented focus
- Taking advantage of the potential of the digital space
- Activating our knowledge about target groups and how choice of education is made, and using that proactively to the benefit of the many

Samples: web, SoMe, film, tools



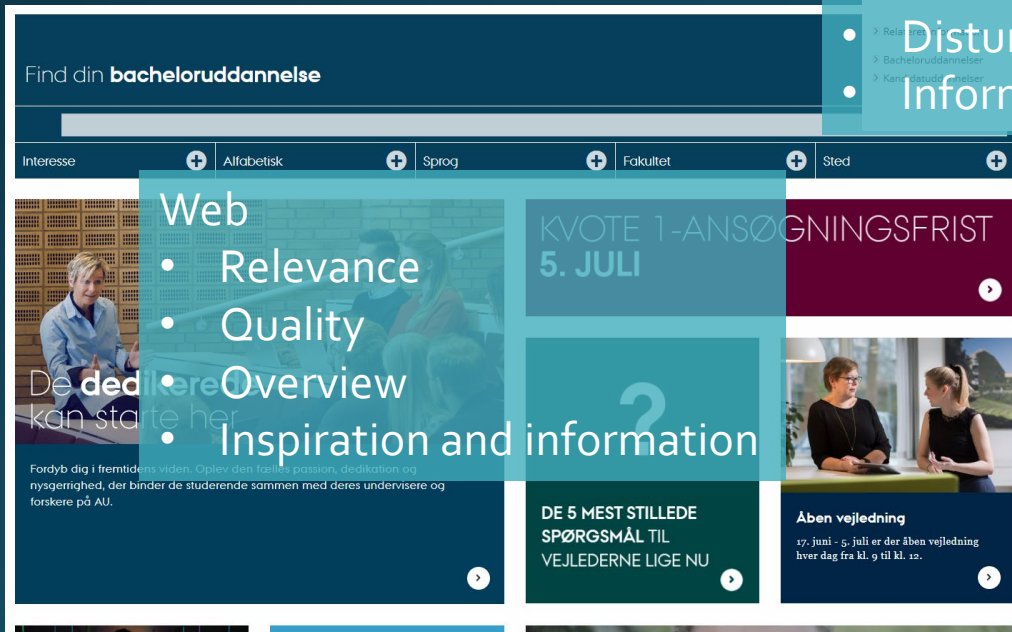
Film

- Identification
- Curiosity
- Reflection



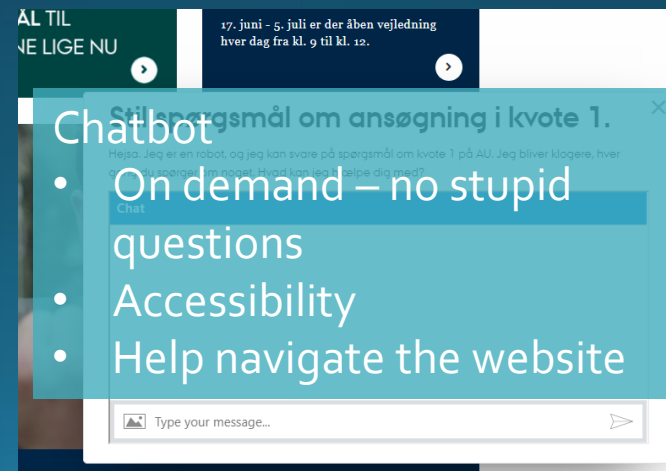
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- Reflection
- Disturbance
- Information



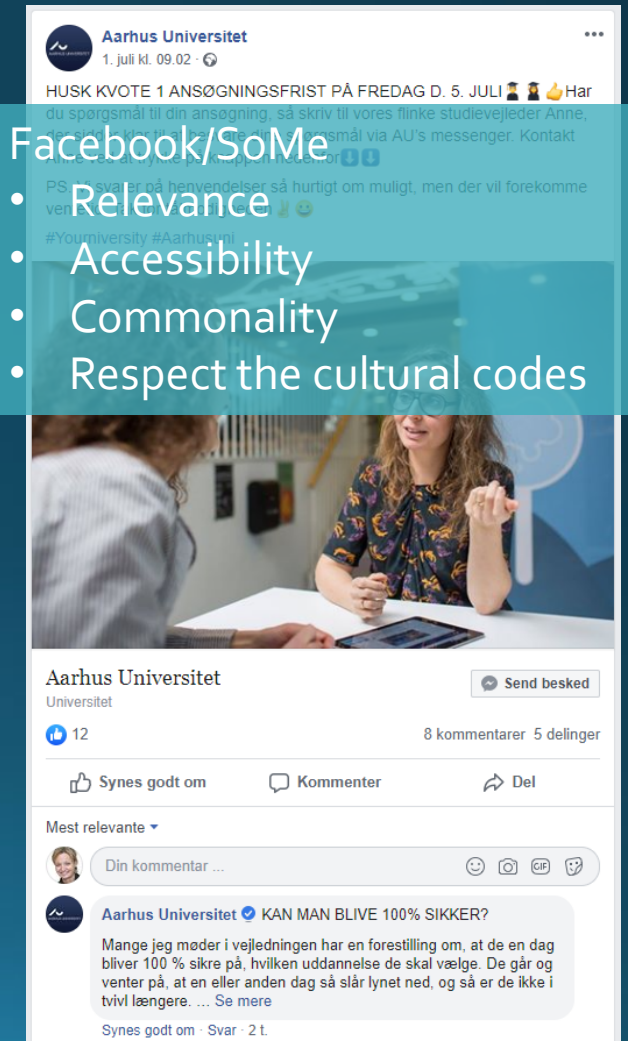
Web

- Relevance
- Quality
- Overview
- Inspiration and information



Chatbot

- On demand – no stupid questions
- Accessibility
- Help navigate the website



Facebook/SoMe

- Relevance
- Accessibility
- Commonality
- Respect the cultural codes

Thank you for participating

Feel free to get in touch with us!

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