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|  <b>SATBAYEV<br/>UNIVERSITY</b> | <b>NON-PROFIT JOINT STOCK COMPANY<br/>"KAZAKH NATIONAL RESEARCH TECHNICAL<br/>UNIVERSITY named after K.I. Satpayev"</b> |                |
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## **CAREER GUIDANCE WORK**

**DP KazNRTU 701**

Almaty 2023

## FOREWORD

English translation prepared by the Admissions Committee of NJSC “KazNRTU named after K. I. Satbayev”

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## **CAREER GUIDANCE WORK Documented Procedure № 701**

### **1 GENERAL PROVISIONS**

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1.1 This procedure “Career Guidance Work” (hereinafter referred to as the Procedure or DP KazNRTU 701) was developed for the purpose of managing career guidance work at the NJSC “KazNRTU named after K.I. Satbayev” (hereinafter referred to as the University).

1.2 The requirements of this procedure apply to career guidance processes.

1.3 All work according to this procedure is a member of the board for academic work.

1.4 The procedure is mandatory for all University teachers participating in career guidance activities.

### **2 PLANNING**

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2.1 The admissions committee plans the university’s activities in career guidance work (F KazNRTU 701-01). When planning the final results, the following are taken into account:

- state policy in the field of education;
- university development strategy;
- results of previous admissions companies (reports);
- ministry instructions;
- requirements of customers from among organizations for the range of specialties, formalized in qualification characteristics;
- desires and preferences of applicants (survey results).

2.2 The work plans of the selection committee include:

- anticipating the real need for specialists;
- development and preparation of University promotional materials;
- selection of media for advertising the University;
- determination of the scope of activity in the form of a list of settlements;
- visiting schools, colleges, lyceums for career guidance;
- visiting schools, colleges, lyceums for career guidance;
- participation in education exhibitions (domestic and international);
- organization of the "Open Day" event.

2.3 The executive secretary of the Admissions Committee submits his plan for consideration and approval to the Rector. In terms of career guidance work, the following are reflected:

- Events
- executor;

- timing of work;
- completion form.

2.4. The selection committee selects students for a team of career guidance counselors for career guidance work in schools and colleges in Almaty and the Republic of Kazakhstan.

2.5 The directorate of institutes appoints a person responsible for career guidance work, for consultation on specialties of higher education (bachelor's degree).

### **3 FORECASTING THE NEED FOR SPECIALTY**

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Forecasting of recruitment needs by specialty is carried out to meet the requirements of consumers (students, organizations, society). This work is carried out by the admissions committee together with specialized institutes based on actual data:

- requirements of customers from among organizations for the range of specialties, formalized in qualification characteristics;
- desires and preferences of applicants (survey results).

Every year, an admission plan is drawn up for undergraduate specialties by institute. After the completion of the admissions company, a detailed analysis of the admission of students is carried out.

### **4 INFORMING CLIENTS**

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4.1 The wishes of students and their parents are formed from many objective and subjective assessments:

- the prestige of a particular specialty;
- compliance with family traditions;
- awareness.

4.2 In order to clarify information among potential applicants on the range of specialties of the University, as well as on the quality of education, the employment program, and social conditions:

- advertising and information materials, flyers, articles are developed;
- "Open Day" events are organized;
- announcements are published in the media (on the KazNRTU website, television and print);
- Olympiads are held in subjects (grant drawings);
- information is sent to enterprises/organizations;
- School visits are organized with promotional and handout materials.

4.3 In accordance with the legislative requirements of the Republic of Kazakhstan, the University provides applicants (parents) upon their request with information on:

- The Charter, license for the legal conduct of educational activities and other documents indicating the University's compliance with the requirements established for universities;

- documents regulating the admission procedure;
- organization of the educational process of the University;
- structure and levels of higher professional education;
- acquired qualifications.

4.4 A special role in the advertising company is given to organizations that are potential clients of future graduates

- management and employees of large organizations, regional akimats (under the program "with a diploma in the village") are almost always interested in the influx of well-trained specialists. The positive attitude of such an organization will ensure an influx of applicants whose motivation for a specific specialty is supported by a guarantee of a future job.

In this case, the advertisement must reflect:

- availability of a quality management system that ensures the training of specialists in accordance with the Customer's requirements;

- availability of highly qualified teaching staff;

- the University's interest in maintaining long-term relationships with Customers.

4.5 When placing advertisements the following are used:

- information about University graduates holding leadership positions in government bodies, public organizations, enterprises and organizations;

- historical information about major scientists of the University who work, previously worked or graduated from it;

- speeches by teaching staff and University staff in the media on scientific, technical, cultural and social issues;

- Information on the participation of the Admissions Committee in exhibitions;

- results of subject Olympiads for schoolchildren;

- plans for events (excursions) for schoolchildren about the University;

- design of advertising and information stands and posters;

- informing potential applicants about the conditions of study, accommodation in dormitories, opportunities for cultural and sports recreation;

- sending information to enterprises and organizations that may be potential consumers of graduates and that may refer applicants for training;

- distributing information to educational institutions and holding meetings with heads of educational institutions, with school and college graduates.

## 5 CONTROL

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5.1 Responsibility for monitoring career guidance work rests with: Responsible secretary of the admissions committee for planned events of the

University;

- directors of institutes for planned events.

5.2 Discussion of the intermediate results of career guidance work is carried out at meetings of institutes and departments.

5.3 In case of delay from planned activities, corrections are taken, and, if necessary, corrective actions necessary to achieve the planned results and eliminate the causes of inconsistencies.

## **6 RISK MANAGEMENT IN THE PROCESS OF CAREER GUIDANCE WORK**

In the process of career guidance work, risks may arise, depending on the type of which it is necessary to take measures to resolve and prevent them.

| <b>Name and risk description</b>                                    | <b>Causes of risk</b>   | <b>Consequences of risk</b>   | <b>Risk Prevention/Risk Reduction Measures</b>  |
|---|---|---|---|
| Reputational risk   | Negative attitude towards the organization  | Small enrollment of students  | Career guidance work in schools and colleges, participation in education exhibitions, promotion in the Republic of Kazakhstan in the media and social networks. |
| Communication risk  | Refusal of school and college administrations to provide opportunities for career guidance work | 1. Small enrollment of students<br>2. Lack of knowledge of information among the target audience. | Measures to support career guidance activities on the part of MES RK and local education departments in the regions of RK.                                      |
| The risk of not achieving the desired result of student recruitment | Active work of international competitors in the domestic market                                 | Reduction in student enrollment at all universities of the Republic of Kazakhstan                 | Consolidation of activities in the field of vocational guidance with other HEIs of RK by joining efforts.   |

## **7 EVALUATION, ANALYSIS AND IMPROVEMENT**

7.1 Upon completion of career guidance work, a report is prepared:

- directorates of institutes;
- The selection committee takes into account the reports of the institutes.

7.2 The reports reflect:

- actual implementation of planned activities;

- achieved results, including competition indicators by specialty;
- recommendations for improving career guidance and related processes of the University.

### List of form DP 701

| No. | Title                | Form   | Storage place        | Retention period |
|-----|----------------------|--------|----------------------|------------------|
| 1   | Career guidance plan | 701-01 | Admissions Committee | 5 years          |



**Sheet for registering changes to the document**

| <b>Sequential number of changes</b> | <b>Section, Paragraph of the document</b> | <b>Type of change (replace, cancel, add)</b> | <b>Number and date of notification</b> | <b>Change made</b> |  |
|-------------------------------------|---|--|--|--------------------|--|
|                                     |   |  |  | <b>Date</b>        | <b>Surname and initials, signature, position</b> |
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