



WP3: Establishment/Enhancement of the Careers, Employability and Enterprise Services (CEES)

D 3.2 Guideline on careers, employability and enterprise services

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Guideline on careers, employability and enterprise services

Guideline contains full information on career counseling services, available traineeships, and events to expand engagement opportunities and refine existing ones. The services are available to you throughout your studies and a year after graduation. The useful content is also available through the official University website www.tou.edu.kz

1. WELCOME NOTE



Dear students and alumni,

I welcome you to Toraighyrov University Career Center, which is committed to empowering you at all phases of your career development. The Career Center serves as the primary resource on campus for career related information, providing all necessary resources, services, and programs to facilitate your successful career development. ToU Career Center provides numerous opportunities for you to build career-related skills, plan your internship, and connect with employers. Our goal is to provide high quality, relevant resources and tools to assist ToU students and alumni with career planning and job search. I wish you every success in your studies and career!

ToU Member of the Board for Academic Affairs - Vice-Rector

Petr Bykov

2. The overall concept on careers, employability and enterprise services offered by HEI

Career guidance and support is very important as it provides students and alumni with accurate and up-to-date information about different career options, job market trends, and the skills and qualifications required to succeed in the labor market.

ToU Career Center was established in 2022 to provide students and alumni with all the necessary tools to successfully manage their professional development. Career counselling at ToU is conducted in accordance with the mission statement of the university, which is the development of the human capital and the promotion of the formation of outstanding, socially responsible professionals of digital era.



Career advising, career events, short-term and long-term internships, outreach programs and networking events are available to students and alumni of ToU.

Whatever career you are interested in, and whichever degree you are taking, ToU Career Center is always ready to provide expert advice and resources.

The main functional priorities of ToU Career Center include the following:

- Provision of a comprehensive range of skills development services for career success.
- Establishing and strengthening partnerships with employing companies.
- Promotion of Toraihyrov University brand at the regional and the national levels.

The University implements initiatives and strategies in accordance with the Development Strategy of NJSC “Toraigyrov University” for 2023-2029, which is based on the main trends in the development of higher education in the world and the Resolution of the Government of the Republic of Kazakhstan dated March 28, 2023 No. 248 “On approval of the Concept of Development of Higher Education and Science of the Republic of Kazakhstan for 2023-2029”.



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The main directions of the Strategy include the following:

- 1) Digitalization;
- 2) Interdisciplinarity;
- 3) Life-Long Learning;
- 4) Social inclusion;
- 5) Implementation of the National Model of the Quality Assurance System.



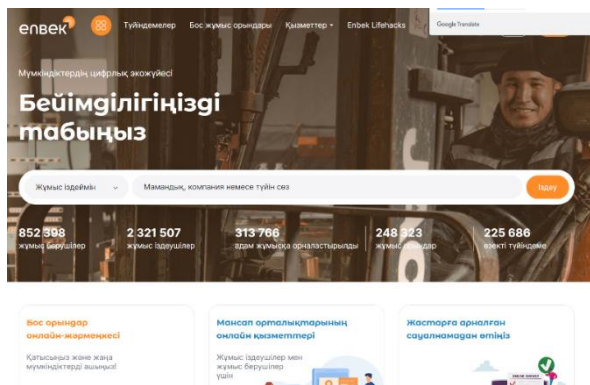
The Career guidance and counseling programs for students are aimed at helping students identify the further trajectory of their career, determine the necessary additional skills for this trajectory and receive consultancy and training to achieve their goals.

3. Services for students

- Providing a list of vacancies at partner enterprises.

The service is aimed at monitoring and systematizing vacancies at partner enterprises for further provision to students and graduates of the university.

The service is provided on an ongoing basis.



- Consulting on job search on employment information resources.

The service is provided on an ongoing basis.

Examples of job search information resources:

https://tou.edu.kz/ru/?option=com_content&view=article&id=8768

<https://www.enbek.kz/ru>

<https://rabota.kz>

<https://pavlodar.hh.kz>

- Organization of interviews of students with potential employers (personnel services of enterprises, organizations, institutions, recruitment agencies of the region).

The purpose of the service is to conduct an interview on employment issues, direct discussion by representatives of enterprises and students of potential jobs, working conditions, employer requirements, wages and the social package that the company provides to its employees.

The service is provided on an ongoing basis.

- Organization and holding of events (promotions, fairs) for the distribution of graduates.

The purpose of the service is to provide students with the opportunity of a one-time meeting with a large number of representatives of enterprises to choose potential employment options.

The event is usually held 1 times a year.



- Conducting trainings on entrepreneurship and fund raising for the development of business.

The trainings are aimed at teaching the basics of entrepreneurship, developing business plans and applications for financing their own business initiatives through second-tier banks and various development institutions of Kazakhstan (the Committee of Science of the Ministry of Internal Affairs of the Republic of Kazakhstan, DAMU, NCE "Atameken", etc.).

The event is usually held 1-2 times a year.

The following activities will be implemented in the near future:

- Conducting trainings for graduates on improving the technology of job search in market conditions, resume preparation and interviewing, development of leadership and communication skills.

Trainings are conducted in full-time and online format, in the form of seminars and trainings from coachmen and teachers, representatives of enterprises and businesses. Since 2023, free online courses on the Coursera platform in Kazakh, Russian and English are available.

4. Services for HEI staff

The HR Service, Career Center, and Research HUB carry out support and coordination of employees' professional development and career at ToU. Available services for staff include the following:

- Advising on professional development programs, available research internships, and internships at enterprises.

The service is aimed at searching the potential places for research internships and internships at enterprises and businesses in accordance with the employees' fields of expertise. Advising on possible options for funding sources is also available.



The service is provided on an ongoing basis.



- Conducting trainings in the area of entrepreneurship and fund raising for the development of own business.

The purpose of the service is to develop entrepreneurial skills and to teach the basics of entrepreneurship (developing business plans, writing proposals for funded projects, communicating with various development institutions of Kazakhstan, like the Committee of

Science of the Ministry of Internal Affairs of the Republic of Kazakhstan, DAMU, NCE "Atameken", etc.).

Trainings are conducted on an ongoing basis. This service is available for faculty, staff and students of ToU.

5. Services for other stakeholders:

Support and coordination of communication with stakeholders (employers, state bodies and public organizations) on employment issues, development of new initiatives with enterprises in terms of providing personnel for the sectors of the economy of the Pavlodar region at Toraigrov University are jointly carried out by the Career Center" and the Academic Support Division of the Department of Academic Affairs.

- Conclusion of agreements on various forms of cooperation aimed at meeting the needs of the labor market.

The purpose of the service is to establish various forms of business cooperation with partners in order to improve the quality of training specialists based on the maximum approximation of the educational process to the requirements and expectations of industry and business.



- Providing graduates resumes to ToU partner companies.

The purpose of this service is to monitor graduates' academic and other achievements for further provision to ToU partner enterprises.

The service is provided on an ongoing basis.

- Organization of meetings with ToU graduates.

The purpose of the meetings is to discuss opportunities that the company provides to its employees, available vacancies, working conditions, employer requirements, wages and the social package that the company provides to its employees.

Meetings are held as requests from partner companies.

- Organization of events (promotions, fairs) for the distribution of graduates.

The purpose of the events is to provide enterprises with the opportunity of a one-time meeting with a large number of students to discuss employment opportunities.

The event is usually held 2 times a year.

Every year, the Career Center, jointly with the departments, holds meetings with large enterprises, organizations, companies and institutions of the Pavlodar region on the following issues:

1. Presentation of professional standards and corresponding modular educational programs of ToU.

2. Discussion of employers' requirements for university graduates (learning outcomes);

3. Discussion of the prospective needs for personnel of enterprises (for 3 – 5 years);

4. Discussion of further cooperation between ToU and enterprises in the following areas:

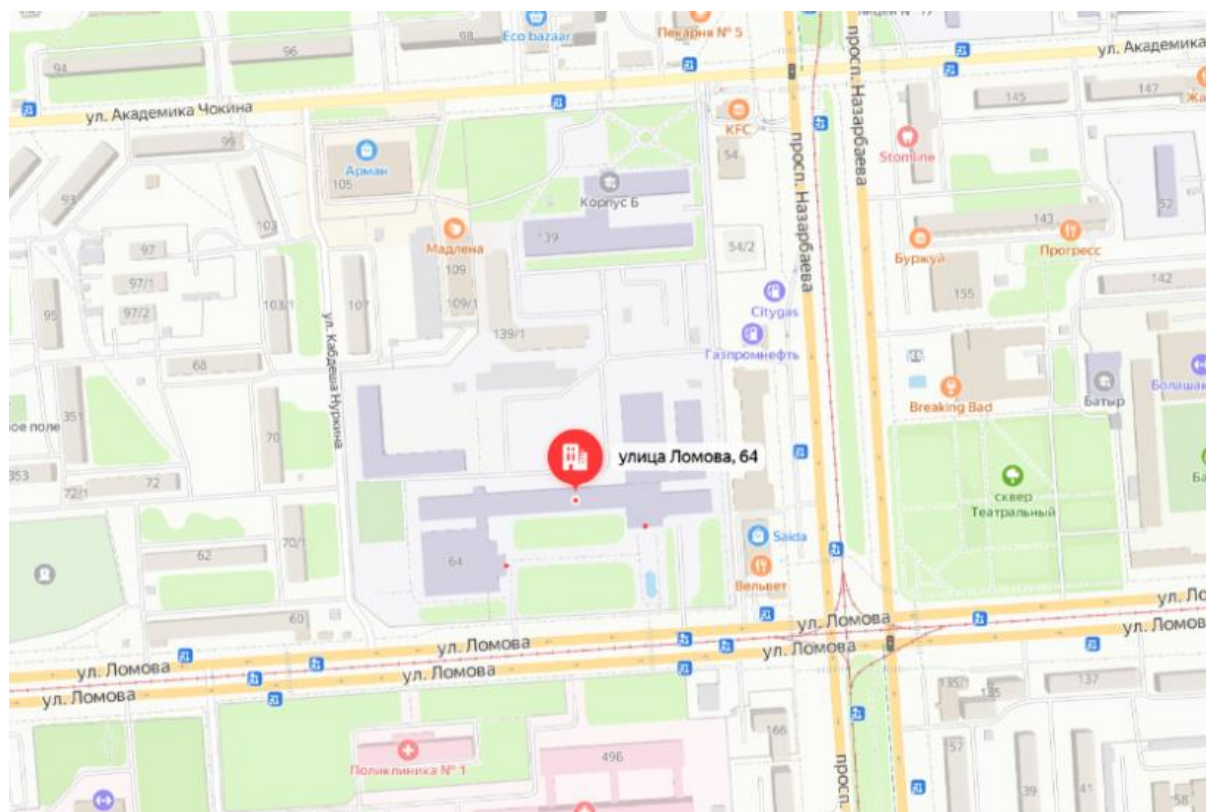
- Modernization of educational programs;

- Dual programs and individual approach to training of employees of enterprises;

- Participation of representatives of enterprises in the educational process, examination and attestation commissions, etc.



6. Map, contact information



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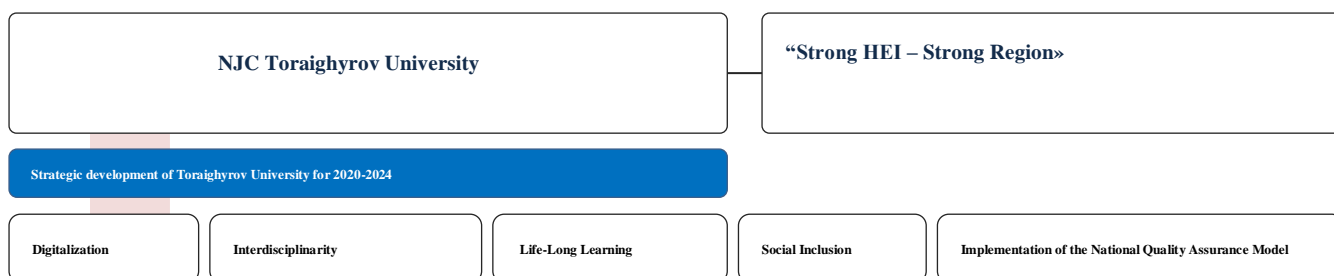
<https://www.instagram.com/careercenter.tou/>

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7. Visualisation



Career Center

