AppInterN

ANALYSIS FOR THE DESIGN OF

THE EMPLOYER AND BUSINESS AMBASSADOR DATABASE

Project title:	Apprenticeship Inter-network: Bringing together VET institutions and enterprises through a Network of Career Hubs
Project acronym:	AppInterN
Project No:	2020-1-EL01-KA202-079076
Intellectual Output:	IO3: Analysis for the design of the Employer and Business Ambassador Databases
Drafted by:	STEGI S.A. (GR)

TABLE OF CONTENTS

1. INTRODUCTION

The present document has been drafted by AppInterN project partner STEGI S.A. (Greece) as part of the partner-specific tasks assigned under the project.

The analysis for the design of the Employer and Business Ambassador Database principally aims at determining what the Database is to be used for. It is a critically important first stage in the Database lifecycle (DBLC) and therefore takes place before the actual designing, coding, testing and implementation of the CH data bases. The objective is to create an important early document providing the necessary feedback to the Database designer enabling them to conceptualize a digital solution that will best serve the intended purpose.

It should therefore be clear, that the present document is not to be considered as a formal model of Requirements Analysis. It is merely intended to provide preliminary feedback, based on a clear common understanding of the project, so as to help the Database designer to address all relevant technical and coding issues beforehand. A complete Requirement Analysis report, covering all structural, technical and functional aspects, will ultimately be delivered by the Database designer, as part of the designing process.

2. APPINTERN PROJECT CONCEPT AND OBJECTIVES

Youth unemployment is one of the primary economic and social challenges for many European Union Member States, including Greece, Spain and Italy, all countries of the European South. Employers can play an active role in better preparing students and graduates for their future careers, thus contributing to a smooth transition from education to employment.

The project "Apprenticeship Inter-network: Bringing together VET institutions and enterprises through a Network of Career Hubs" (AppInternN) aims to strengthen the links between VET and corporate responsibility, inviting employers to offer apprenticeships and jobs to VET students and graduates, as well as to share information about the labour market state-of-play, current skill requirements and

occupational/sectoral developments (including such key issues as reskilling and upskilling).

The AppInterN Project is focused on the creation of an online platform titled "Apprenticeship Inter-Network" (AppInterN), which will host three national Career Hubs (Greek, Italian, and Spanish).

Each Career Hub (CH) aims at bringing VET students and graduates closer to labour market stakeholders and employers. Career Hubs, under this project, will help VET students enhance their competences and skills by offering career guidance and information about special events (seminars, information events, study visits, presentations, job fairs, etc.), support their contact and collaboration with employers and other labour market stakeholders and eventually facilitate schools', students' and graduates' search for apprenticeship and job offers through relevant Databases.

Each national CH will contain:

- a VET Student and Graduate Data Base (to be prescribed by STEGI S.A.)
- an Employer and Business Ambassador Data Base (to be prescribed by STEGI S.A.) both aimed at facilitating networking and communication of apprenticeship and job placements.
- a presentation of selected occupational specialties (to be prescribed by IME GSEVEE) aiming to provide useful information on study content, current skill requirements and occupational/sectoral developments so that existing and potential apprentices/VET students can be informed and familiarized with the selected occupational specialties, will be guided in their choice of study field-vocational career for a successful integration in the labour market.

Within the context of the project, VET-related institutions and associations, social partner institutes, Municipalities, and Chambers will contribute to the efficiency of these Career Hubs by inviting local enterprises, employers and employer associations to join the CH Databases in order to be directly connected to apprentices, graduates and future employees.

Co-funded by the
Erasmus+ Programme
of the European Union

All three national CH will be interconnected within the framework of the transnational online platform enabling all project partners to be informed about developments in partner countries and exchange good practices, expertise, information and knowledge.

3. EMPLOYER & BUSINESS AMBASSADOR DATABASE: SCOPE AND MAIN OBJECTIVES

As described above, each national CH will comprise an Employer and Business Ambassador Database which will enable employer organizations, Chambers and individual enterprises to join the CH and connect to VET institutions, students and graduates exchanging information about apprenticeship and job demand and offer.

A particularly innovative aspect of the project consists in the establishment of a new intermediary role, that of the "Business Ambassadors". Business Ambassadors will be established professionals, employers or other business staff members willing to inform and advise students and graduates on current labour market needs and trends, occupational "problem-solving", business development prospects etc. Business Ambassadors will support national CH as volunteers, thus demonstrating both their personal and their businesses' active interest in implementing corporate social responsibility activities supporting VET.

The design of the Employer and Business Ambassador Database will be based on requirements principally set by project partner STEGI S.A., with the support of DYPA, UNITELMA SAPIENZA, IME GSEVEE, and PIMEC. STEGI S.A. is a subsidiary of the Hellenic Federation of Enterprises (SEV), a Greek social partner representing medium and large enterprises, and more than 50% of the total business activity in Greece. It has expertise in studying changes occurring in the Greek production and educational/VET system likely to impact on human resources and the labor market and has implemented a number of activities such as skills needs forecast, human resources development, smooth transition from education to work, labor market and education/training policies, which are most relevant to the AppInterN project.

Thanks to its close link to the Greek business sector, STEGI can ensure that the Database design will best respond to the specific needs and requirements of the business sector as

to the Database's functionality and main features. In this context, STEGI will invite and encourage employers to participate in the project and to actively exercise their corporate social responsibility by communicating apprenticeships and job vacancies to VET students and graduates through the CH online portal. More specifically, the benefits to be expected from STEGI's privileged relation to businesses are:

✔ Integration of business perspective in the Database design process

✔ Mobilisation of businesses & professionals to join the Career Hub

✔ Provision of data (job vacancies, apprenticeship offers etc.)

✔ Supply of job & apprenticeship offers and student/graduate support services

✔ CSR exploitation in favor of VET & Apprenticeship

Under the project partnership, STEGI drafted the present document setting the basic requirements for the design of the Employer and Business Ambassador Database.

The present Analysis is written in English so as to allow the transnational project partners (i.e. UNITELMA SAPIENZA-IT and PIMEC-ES) to adopt it correspondingly to the design of their own Employer and Business Ambassador Database.

4. BUSINESS FEEDBACK ON DATABASE NEEDS ANALYSIS

In order to be truly efficient, a Database application should result from a good interaction and continuous communication between owners, developers and users. This deliverable indeed reflects both the partnership's vision of enhancing the efficiency of Apprenticeship and VET as learning pathways for securing decent employment, and employers' specific needs, limitations and expectations from the CH to be created.

STEGI held an online workshop on September 29th, 2021, which brought together business representatives and project partners with a view to addressing the latter topic. STEGI made particular efforts to encourage business participation from sectors that are directly related to the occupational specialties the project focuses on. On the employer side, representatives from more than 10 larger businesses participated in the workshop

(almost all of them members of the Hellenic Federation of Enterprises), covering a wide range of business activities, including energy, telecommunications, automobile manufacture, retailing, food & beverage industry etc.

According to the workshop agenda, at the beginning of the event, a brief presentation of the project scope was made by DYPA, particularly focusing on the AppInterN online portal. Following that, STEGI presented the main features of the Employer and Business Ambassador Database, as per the initial phase of the design process.

Subsequently, participants engaged in a fruitful discussion which dealt with the following key issues concerning, not only the Employer and Business Ambassador Database, but the CH to be hosted in the AppInterN online portal as a whole:

➤ The involvement of Business Ambassadors brings great added value to the project. Business Ambassadors can play an important role within the broad community of the CH. Business Ambassadors should be involved in career days, vocational guidance and other activities linking the VET community with the labour market. Business Ambassadors will require a solid support mechanism (on behalf of the project partners) to unfold their full potential. It would be useful to give Business Ambassadors the opportunity to communicate publicly with each other (e. g. periodic meetings and events).

➤ Business representatives should be allowed to select the appropriate candidate(s) directly and according to their own criteria. Therefore, employers must, at least, be granted direct access to student/graduate profiles/CVs, as well as the opportunity to communicate their own requirements (i.e. qualifications and skills) through the portal. Allowing employers to advertise their specific requirements in terms of qualifications and skills (incl. soft skills) will help students familiarize with the skills they need to develop before entering the labour market.

➤ Registered employers must be allowed to interview apprenticeship/internship candidates beforehand. It would also be helpful if employers planning to offer placements could have open access to the list of potential candidates (before publishing their offer), as it would allow them to form an opinion at an early stage.

➤ Professional Development and Career Offices, if necessarily involved, should at least operate in a more efficient, i.e. less bureaucratic, manner.

Apprenticeship/internship monitoring and evaluation procedures currently applied are considered unnecessarily burdensome for businesses.

➢ Business profiles should be accessible to registered students (i. a. link to business website) and registered students should be allowed to express their preferences as to the apprenticeship/internship placement.

➢ Employers need to have direct access to the content of curricula before posting a position offer in order to become acquainted with the kind of knowledge and skills they can expect from candidates.

➢ Non-registered businesses/employers should be given the possibility to access some information and data concerning DYPA schools, specialties, curricula, number of students etc.

DYPA stressed that most of the above issues have already been taken into account during the needs analysis process. Business recommendations that could further enhance the effectiveness of the AppInterN portal will be taken into consideration. However, certain suggestions, in particular the ones relating to apprenticeship and internship, need to be managed with caution, in order to safeguard the educational aspect of these placements.

5. BASIC DESIGN ELEMENTS OF THE EMPLOYER AND BUSINESS AMBASSADOR DATABASE

Following several technical discussions with the Greek project partners and the Database designer and taking into account essential issues expressed by business representatives, an overview of the kind of data to be collected and processed as well as the kind of operations to be performed by the Employer and Business Ambassador Database is described hereunder.

5.1. *Employer and Business Ambassador Database entities and user groups*

Entities and user groups that are principally intended to use the Greek Employer and Business Ambassador Database, either to contribute to its content or to benefit from its services and functions, are mainly the following:

➢ Students and graduates of DYPA VET providers (i.e. Vocational Upper Secondary Schools / EPAS, and Post-secondary Vocational Training Institutes / IEK)

➢ Administrative and educational staff of aforementioned DYPA VET Institutions (e.g. Professional Development and Professional Development and Career Office staff, educational staff, school administration)

➢ Employers (i.e. businesses and/or independent/self-employed professionals)

➢ Business employees and independent/self-employed professionals, as Business Ambassadors

➢ Social partners and other stakeholders representing employers, businesses, workers, municipalities and other collectivities, acting as supporters to the CH community

➢ DYPA relevant departments and services' employees (incl. portal admin staff)

➢ Other stakeholders as Business Ambassadors

➢ AppInterN project partners.

5.2. Database content overview

The Employer and Business Ambassador Database is to become a structural element of the AppInterN online portal. The portal will comprise the following Databases:

1. VET Student and Graduate Database (DYPA)
2. Employer and Business Ambassador Database (STEGI S.A.)
3. Presentation of selected Occupational Specialties (IME GSEVEE)

The following drawing reflects the main system features of the AppInterN online portal:
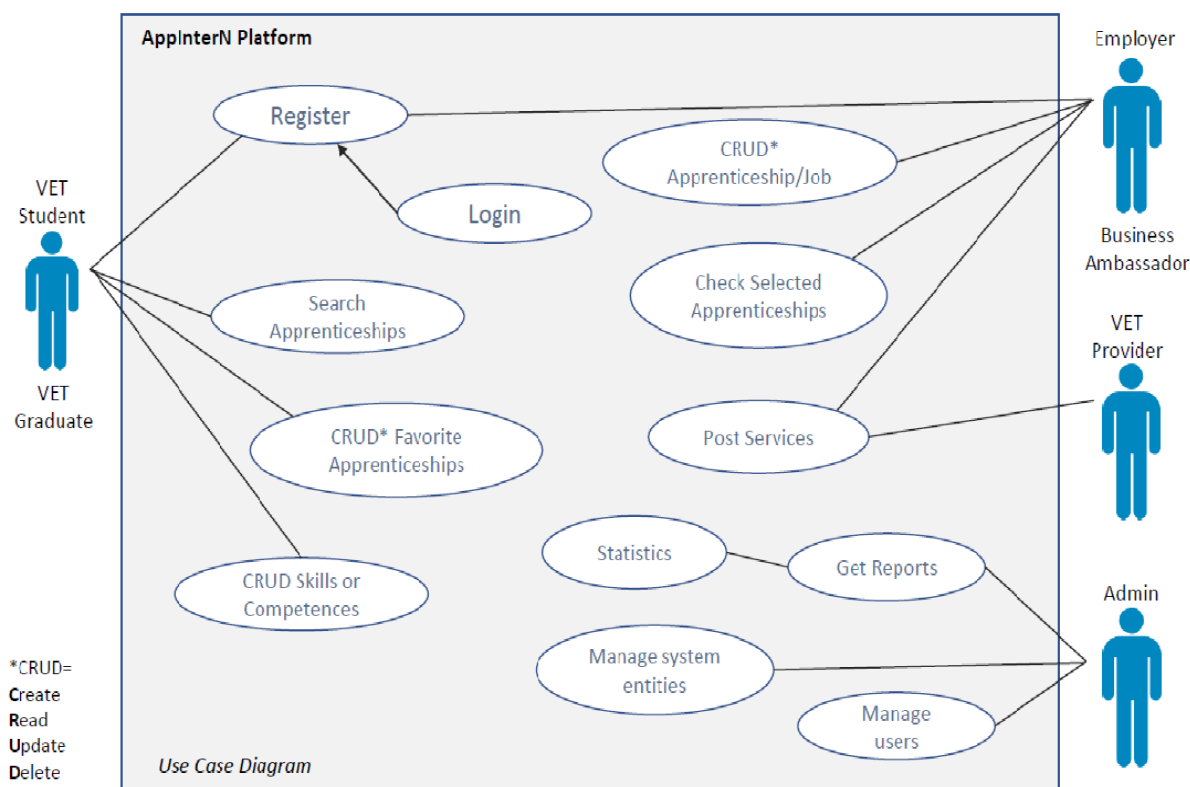
Source: *Preliminary Analysis of Basic Features* (DYPA Presentation, Kick-off Meeting 22.12.2020)

The Employer and Business Ambassador Database's main function is **to inform** DYPA VET School **students and graduates** about apprenticeship, internship and job offers, as well as about other actions and services offered and posted by businesses or Business Ambassadors (e.g. business visits, coaching-mentoring activities, webinars, etc.).

The Database's main structure shall comply with the basic approach described hereunder.

After Log on, the home page will display, at a minimum, the following sections:

i. Employer Register

The Employer and Business Ambassador Database will contain any useful information on employers (either businesses or self-employed professionals) registered in the Database (address, website, sector, business activities, achievements, HR strategy etc.). As

registered users have **direct access** to business profiles, employers/businesses can strengthen their employer brand by participating in the Employer Register.

ii. Business Ambassador Register

Business Ambassadors can play an important role within the broad community of the portal. They act as intermediaries between employers and VET schools, students and graduates by providing information, vocational guidance and support

Therefore, registered Business Ambassadors' profiles and support services offered will be presented in the **public section** of the AppInterN portal and, hence, made accessible to all.

To be accepted as registered members, Business Ambassadors will have to undergo a **verification process** to be managed by their first-point-of-contact School (to be selected during sign-up).

iii. Placement offers to DYPA VET students and graduates:

Registered employers can post information about apprenticeship, internship and/or job offers. In more detail, placement offers that can be advertised on the portal are:

➢ **Apprenticeships** (visible to students of EPAS DYPA upper secondary schools and any other registered users e.g. teaching staff members, Professional Development and Career Office staff members etc.). EPAS DYPA students cannot apply directly for an apprenticeship placement offer. Apprenticeship placements are **exclusively managed by Professional Development and Career Offices**.

➢ **Internships** (visible to students of IEK DYPA post-secondary schools and any other registered users e.g. teaching staff members, Professional Development and Career Office staff members etc.). IEK DYPA students cannot apply directly for an internship placement offer. Internship placements are **exclusively managed by DYPA's Professional Development and Career Offices**.

➢ **Jobs** (visible to all registered DYPA School students and graduates and any other registered users e.g. teaching staff members, Professional Development and Career Office staff members etc.). Interested **students and graduates can apply directly** for a job offer. Professional Development and Career Offices intervene only if asked to do so (either by students/graduates or employers).

In order to post any such offers, employers need to take the following steps:

- Select the type of placement offered (i.e. apprenticeship, internship, job) from a drop-down list

- Select the relevant occupational specialty/-ies from a drop-down list

- Check which DYPA School/s offer the occupational specialty/ies (drop-down list) and select the one/s to be addressed. An employer shall select one School as their first choice and add up to two (2) more (alternative) Schools

- Fill in a standardized form including essential information on the placement offer (e.g. location, duration, educational level/ previous experience required, additional qualifications etc.)

- Provide any further information relative to the placement (free text).

Once a placement offer has been posted, all registered students and graduates can view it. However, **apprenticeship and internship** placements are exclusively managed by the Professional Development and Career Office and, therefore, a **direct matching (employer-candidate) shall not be operable via the portal**. On the contrary, job offers can be directly handled by the interested parties (i.e. employers and candidates).

iv. News & Announcements

Registered employers and Business Ambassadors can communicate any kind of information and/or services provided to VET students and graduates through the portal (e.g. press releases, events, VET developments, activities etc.). In order to post announcements about support services addressed to the AppInterN community, employers and Business Ambassadors only need to check the kind of service offered from a drop-down list. Communications and support service announcements will be described

in free text. The News & Announcements section will appear in the public section of the portal so as to grant **free access to the broad community**.

5.3. *Database main functional requirements*

5.3.1. User registration

Users (i.e. employers and Business Ambassadors) enter the Database after registration (sign-up procedure, captcha and acceptance of terms), providing basic identification data. The data elements required by the registration process are described in section 5.4.1.A. Employer (Business) registration data.

5.3.2. Search function

There will be a **search function** for available placement offers and other services or activities, so as to enable end users to start a search by setting personalized criteria from a drop-down list. Therefore, businesses shall fill in a standardized form including the necessary information (e.g. type of position offered, location, duration, educational level/ previous experience required, additional qualifications etc.). This will guarantee a minimum homogeneity of content amongst placement offers, thus facilitating the search. Apart from the standardized form, employers will be able to draft a free (non-standardized) presentation of their offer(s), which will feature along with the standard advertisement.

Normally, the **Database will not be functioning as a demand-supply matching tool.** In the case of apprenticeship and internship placement offers, employers will have to pass through the Professional Development and Career Office of the educational institution addressed in order to finalize the selection and placement process.

5.3.3. Communication

Information on any other kind of services and support actions addressed to DYPA VET students, graduates or jobseekers provided either by businesses or by other bodies and persons registered as Business Ambassadors or AppInterN community supporters will appear in a separate section (s. Section 5.2.iv, News and Announcements).

The Database will be provided with a **communication function** (e.g. chat) so as to enable end users to interact with each other.

Database administrators (incl. School Professional Development and Career Offices' staff) will be able to send and receive messages from all registered end users.

5.3.4. Reporting

The Employer and Business Ambassador Database will be provided with a reporting function that will help the project partners to assess the quality and impact of the Database (e.g. Statistics).

Reports to be extracted by the Database will, indicatively, deal with the number of placements offered, the number of demands-offers covered via the portal and other relevant data sorted by sector, occupational specialty, school, region etc. In addition, apprentice and intern attendance and performance evaluation reports can be extracted.

5.3.5. Database management

Central Administrators and accredited employees of DYPA services (incl. DYPA Professional Development and Career Office staff) will have access to all DYPA VET school data and central control of the Database content.

The Database administrators shall be able to control and manage the Database users and content (e.g. introduction and/or removal of topics, content updates, etc.), while end users (students, graduates, businesses, ambassadors) will have the right to intervene in the content created by themselves (i.e. CRUD: **C**reate, **R**ead, **U**pdate, **D**elete).

In order to become the common basis upon which the Italian and Spanish CH shall rely, the main structure and content of the Employer and Business Ambassador Database (e.g. overview, topics, introductory presentation) shall be **bilingual** (Greek and English).

5.4. Data elements and data processing

5.4.1. Sign-in elements

In order to register as Database users and, subsequently, to post placement offers and/or other services to the CH community, Employers and Business Ambassadors must enter the following sets of data:

A.   Employer (Business) registration data

-       Employer/Business fiscal identification codes (www.taxisnet.gr). The Database will be interconnected with the Fiscal Administration website. Thus, by filling-in the fiscal application username and password, employer relevant data (i.e. name, fiscal number, legal representative etc.) will appear automatically

-       Headquarter address (incl. Post Code)

-       Contact details (website, email, telephones, social media)

-       Sector and branch(-es) of business activity (selection from drop-down list, based on 2-digit classification of sectors code, STAKOD 08)*. Alternatively, STAKOD 08 codes will be extracted automatically via www.taxisnet.gr.

-       Business Logo (optional)

-       Terms & Conditions. A full text of the terms and conditions for portal use will appear. Employers must give their consent for registration validation.

* *In case a business' activity covers more than one sector, up to 3 different STAKOD 08 can be selected from the list. Each time a business posts a placement offer, the selected STAKOD codes appear by default, so as to enable the employer to choose the activity code that is more relevant to the placement offer*.

B.   <u>Business Ambassador registration data:</u>

When registering in the Database, Business Ambassadors will be asked to submit the following information:

-    Fiscal identification codes (www.taxisnet.gr). By filling-in the fiscal application username and password, relevant data (i.e. name, address etc.) will appear automatically

-    Qualification (e.g. profession - specialty)

-    Current employment (e.g. business executive position, self-employed, business owner etc.)

-    Contact details (address, website, email, telephones, social media accounts)

-    Brief CV (can be an attached file)

-    Photo

-    Type of services offered (e.g. business visit, job shadowing, coaching-mentoring, career days, job search consulting, webinars, projects, events, studies-reports, occupational videos etc.) to be selected from a drop-down list comprising "Other" field to be defined in free text

-    DYPA School to be selected from a drop-down list. This is a **mandatory** field in order to establish the first point of contact, as Business Ambassadors are subject to a **preliminary admission process**. Once registered, Business Ambassadors can interact with any other DYPA School

-    Terms & Conditions. A full text of the terms and conditions for portal use will appear. Business Ambassadors must give their consent for registration validation.

To be accepted as registered members, Business Ambassadors will have to undergo a **verification process** to be managed by the first-point-of-contact School.

As already mentioned, Business Ambassador profiles will feature in the **public section** of the portal.

5.4.2. Presentation of Apprenticeship and Internship offers

In order to post announcements on open apprenticeship and internship offers, employers will have to fill in a standard form with the following data:

- Type of placement offered (i.e. apprenticeship or internship) to be selected from a drop-down list. As soon as a type of placement is checked, a brief text shall appear containing basic relevant regulatory data for informational purposes

- Targeted audience to be selected from a drop-down list comprising all DYPA occupational specialties/study fields. The system will allow users to check more than one specialty/study field. As soon as a specialty/study field is checked, a brief text shall appear containing a brief description of the curriculum (to be extracted from the Student and Graduate Database)

- DYPA Schools (required or preferred) to be selected from a drop-down list of DYPA VET Schools operating per territory. Especially for the Regions of Attica and Thessaloniki, where DYPA Schools are numerous, employers will be able to limit their offer to selected VET Schools (territoriality). The selection of at least one DYPA VET School is mandatory. Up to 2 more Schools can be chosen as alternative options

- Business activity sector related to the offered position to be selected from a drop-down list of the STAKOD 08 codes declared by the business during registration (in case the business' activity covers more than one STAKOD 08 codes).

- Additional requirements related to the placement offer (e.g. foreign languages, computer literacy etc.). An optional field of the Database form will enable employers to specify additional qualification/skills requirements either by selecting from a drop-down list (provided by the Database) or by filling-in an open field (in case the requirement does not appear in the default list)

- Placement offer location. Location specification will be set by entering the full address.

- Duration of the apprenticeship or internship position (in months) and duration of weekly employment (i.e. working days and hours per week). In the **Greek case** duration of apprenticeships and internships are **set by default** in the curricula. Therefore, there will not be a special field to fill in. Transnational partners will have to adjust this function according to their national framework.

- Terms & Conditions applying for each kind of placement. A brief presentation of regulations applying in apprenticeships and internships will appear. Employers must give their consent for posting validation.

- Deadline for applications (if applicable).

- Keywords. In order to facilitate the selection and matching process indicative keywords related to the placement offer, such as type of placement (apprenticeship, internship), field of studies, location, shall be filled in. An appropriate keyword number limitation will apply (e.g. up to 5 keywords).

The date of posting creation will be automatically saved in the system. Placement offer postings will be made inactive once the position is covered or after the deadline is over (automatic inactivation).

Apart from the mandatory standardized form to be completed, employers will be able to submit a more detailed presentation of their placement offer(s) in free text (attachment). Additional offer presentation is entirely optional.

As already stated, the Employer and Business Ambassador Database **is not an automatic matching tool**. Apprenticeship and internship placements are exclusively managed by the DYPA VET school's Professional Development and Career Offices.

5.4.3. Presentation of job offers

Job offer announcements can be posted either by the business or by a registered Business Ambassador. Unlike the apprenticeship and internship search process, job placements are **not subject to the mandatory mediation of the Professional Development and Career Offices**. Employers will be free to handle the hiring process directly with the candidates.

In order to post announcements about job offers, employers will have to fill in a semi-standard form with the following data:

- Targeted audience to be selected from a drop-down list comprising all DYPA occupational specialties/study fields. Employers/Business Ambassadors must select the specialty-/ies best matching the job offer. The system will allow users to check more than one specialty/study field. As soon as a specialty/study field is checked a brief text shall appear containing a brief description of the curriculum (extracted by the Student and Graduate Database).

- DYPA Schools (required or preferred) to be selected from a drop-down list of DYPA VET Schools operating per territory. Especially for the Regions of Attica and Thessaloniki, where DYPA Schools are numerous, employers will be able to limit their offer to selected VET Schools (territoriality). The selection of relevant DYPA VET Schools is optional and only serves the need of businesses to narrow down the targeted audience (e.g. avoid hiring people from remote regions).

- Job description. Job offer descriptions will be filled in in free text. However, they should be brief and concise, providing the necessary information to jobseekers.

- Qualification and skill requirements related to the job. Any such requirements shall be specified by filling-in an open field.

- Job location. Location specification will be set by entering the full address.

- Type of contract. Any necessary information on the hiring terms must be specified

- Working conditions (e.g. part-time / full-time/ seasonal job).

- Any additional information concerning the job offer. Such information will be given by filling-in an open field.

- Deadline for applications (if applicable).

- Keywords. In order to facilitate the job search process indicative keywords related to the offer, such as job title, field of studies, location, shall be filled in. An appropriate keyword number limitation will apply (e.g. up to 5 keywords).

Apart from posting job offer announcements, registered employers/Business Ambassadors will be given the opportunity to scrutinize registered DYPA School graduates independently, as there will be a relevant function within the Student and Graduate Database.

5.4.4. Presentation of support services for VET students and graduates

Support service announcements can be posted either by the business/employer or by a registered Business Ambassador.

In order to post announcements about support service offers, employers and Business Ambassadors will have to fill in a semi-standard form with the following data:

- Type of service offered (e.g. business visit, job shadowing, coaching-mentoring, career days, job search consulting, webinars, projects, events, studies-reports, occupational videos etc.). This is a **mandatory field** so as to enable end users to narrow down their search. There shall be a drop-down list of indicative services, plus an open-field option to be filled in by the Business Ambassador/business, so that users can choose according to their interests.
- Subject/ title of the service or support activity offered (e.g. event, seminar etc.)
- Description of the service/ support activity in free text (or as attachment) providing as many clarifications as necessary to facilitate the Database users in their choice
- Audience to which the service is addressed. Selection from a drop-down list (see students, seniors, graduates). There should be a possibility to narrow down further, for example, by mentioning the required degree of study completion (e.g. students of 3rd semester and above).
- Study field*. In case the service(s) offered is (are) linked to a specific target group (e.g. relevance with study field) announcement creators will be able to select from a drop-down list including all study programmes and specialties offered by DYPA VET Schools.
- Geographical designation (Region, city, country). In case the proposed service(s) does (do) not require physical presence of the beneficiary (e.g. webinar), this should be specified in the form.
- Timing (i.e. start-end date/s, duration in hours etc.).
- Deadline for submission of expression of interest (if applicable).
- RSVP function to be filled in by interested candidates.

   [* *Optional field.*]

In addition to the details of the standard form, for each proposed service or other announcements of similar content, the business or the Business Ambassador will submit a brief presentation.

The date of posting the announcement will be automatically saved in the system. All announcements and events will be kept in the DB (until deleted), unless the end date is

specified in the announcement, in which case it will be automatically deleted after end date has expired.

5.5. *Permitted and non-permitted actions of Database registered members*

5.5.1. Employers

i. Permitted actions

- Create account (sign-up)
- Manage profile
- Add – edit – delete postings (e.g. employer's apprenticeship, internship, job offer announcements)
- Access DYPA's VET Student and Graduate Database
- Search candidates for apprenticeship, internship, job placement
- View all occupational specialties offered by DYPA VET Schools
- Review and approve student attendance
- Enter/edit comments on apprentices'/interns' performance
- View announcements and events
- View ongoing job placements
- Accept Events (RSVPs).

ii. Non-permitted actions

- Post placement offers (apprenticeships, internships, jobs) **not directly related** to DYPA VET Schools' specialties
- Inform the **general public** (i.e. non-registered users) of placement offers*
- Select candidates **among all** registered students for apprenticeship/internship placements. Employers' apprenticeship/internship placement offers are addressed to students attending DYPA Schools and specialties selected by employer (1 main School/specialty + up to 2 alternative choices). Job offers are open to all registered DYPA School graduates (per specialty), unless employers wish themselves to narrow down the number of candidates.

- Track the **ideal candidate**. The Database is operating as a short-listing rather than as a direct matching tool.

- **Establish direct contact** with **apprenticeship/internship** candidates. Unlike job placements, in apprenticeship and internship placements DYPA School's Professional Development and Career Offices act as a compulsory intermediate agent.

[* *Placement offers are only available to registered users.*]

5.5.2. Business Ambassadors

i. Permitted actions

- Create account (sign-up)

- Manage profile

- Add – edit – delete postings (provided they have been created by the BA himself)

- Inform the general public (incl. non-registered users) for supporting service postings/announcements*

- View all occupational specialties offered by DYPA VET Schools

- View all events and actions advertised on portal.

- Search participants/candidates for events or services offered (in collaboration with DYPA School/s)

- Get feedback on the list of participants (in collaboration with DYPA School/s).

[**Support service offers feature in the public section of the AppInterN portal*]

ii. Non-permitted actions

- **Automatic self-registration** (registration is subject to a compulsory verification process by first point of contact School)

- **Autonomous participant selection** of interested students/graduates for participation in Ambassador's event/service offers (School mediation is mandatory)

- **Entry of non-classified** event/support service announcements**.** Postings of events and support services or activities have to fall under a specific group of service offers (to be selected from a drop-down list)

- **Posting of apprenticeship/internship/job offers** (unless Business Ambassador is registered as employer as well)

- **Access to student/graduate data** related to apprenticeship/internship/job candidateship (unless Business Ambassador is registered as employer).

6. END REMARKS

As stated, the objective of the present deliverable is merely to provide essential feedback enabling the Database designer to conceptualize the technical aspects of the design process in a way that will best serve the project's intended purpose.

Project partners and the Database designer are well aware that the Employer and Business Ambassador design process is ongoing and cannot be exhausted in drafting a preliminary needs analysis report. The deliverable's main purpose is to identify the kind of data to be collected and processed and to describe the kind of operations to be performed, based on a clear common understanding among project partners. Thanks to a long but fruitful series of brainstorming sessions, technical meetings and communication efforts with project partners and typical end users that lies behind, the aforementioned purpose has been achieved.

It should be stressed that the present Analysis addresses exclusively the design requirements of the Employer and Business Ambassador Database. Similar documents will follow shortly addressing the requirements of the VET Student and Graduate Database (IO2) as well as the presentation of selected occupational specialties offered by DYPA VET Schools to be hosted in the Greek Career Hub (IO4), upon which the development and implementation of the AppInterN online portal will be based.

Thanks to the feedback collected thus far, not only on the Employer and Business Ambassador Database but on the content and main functional aspects of the entire Career Hub and AppInterN online portal as well, the task of finalizing the overall development process of the Greek Career Hub is now drawing to a close and will soon be localised and adapted to meet the Spanish and Italian needs.