STRATEGIES AND TECHNIQUES OF DISSEMINATING CAREER INFORMATION IN NIGERIAN EDUCATIONAL INSTITUTIONS

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Abstract

The paper examines the strategies and techniques of disseminating career information in Nigerian educational institutions. Career guidance and counselling are essential components of educational institutions, particularly in Nigeria where students face numerous career choices and challenges. However, many Nigerian educational institutions lack effective strategies and techniques for disseminating career information, leading to students making uninformed career decision. Career information plays a crucial role in supporting individuals' career development and decision-making. This study examines the concept of career information, types of career information, and techniques of providing career information. The paper highlights the importance of career information in facilitating informed career choices and promoting career satisfaction, sources of career information, types of career information, techniques of dissemination career information and strategies of disseminating career information. It was concluded that educators, counselors, and career professionals should be providing accurate and reliable career information to support individuals in their career development. Lastly, the paper recommends among others that, there is need for integrating and incorporating career information and career-related topics into academic subjects and curriculum help students see the relevance of their studies to future careers.

Key words*:* Career, Career information, Dissemination of career information, Techniques of Dissemination of career information

Introduction

Career information is a vital tool for individuals seeking to make informed decisions about their career paths. With the ever-changing job market and increasing competition, having

access to accurate and reliable career information is crucial for success. This paper explored the concept of career information, types of career information, and techniques of providing career information. Throughout our lives, we are constantly faced with making choices. Some of these choices are small and inconsequential, while others have the potential to shape our lives in profound ways. One of the most important choices we make is choosing a career path Information of many forms is necessary to advance gradually and practically in every field of human endeavor.

Career information should be related to either educational/academic, personal/social or vocational/career in nature (Dama, 2018). Many young people especially secondary school students are not concerned about the career they will choose in life. Some choose careers due to many influences such as parents, peers, teachers and adults influence or persuasion, among others. In so doing mistakes are made that the individual regrets almost throughout life. This highlighted the rationale why provision of career information is of great importance especially to post basic students. Remember, an ill-informed person is a misdirected person who is bound to make avoidable mistakes. The provision of accurate, accessible, and realistic career information plays a vital role in enabling individuals to make well-informed and rational career choices. When potential professionals are equipped with relevant knowledge about career paths, job demands, and personal fit, they are less likely to make misguided decisions (Milosheva, Arnold & Elsey, 2024; Wang, 2023). This is one of the reasons why this paper put more emphasis on highlighting the techniques of providing career information in order to provide proper solution to their career pathways.

Career Information

The word "career is a term with different connotation or meaning in different disciplines. Cheb (2018) notes that, career should be conceived as a general course of action or progress of a person through life normally expressed in some professions to include both work and non-work factors, otherwise referred to as a person total life pattern. Information is an act of transmitting or giving knowledge and a piece of news from one person to another about an event or a certain issue affecting the individuals either directly or indirectly Information widens people's knowledge and enhance effective decision making. It is therefore, fuel for shaping goals and a means that enable individuals become aware of themselves, their vocational potentials, interest, aspirations and their world well enough to be able to take appropriate decisions and actions to resolve conflicts, adapt and adjust positively as they function independently in the society (Arthur & McMahon, 2020).

Career information refers to information for the purpose of planning and management of one's own professional career. Career information helps in planning a career strategy. Career information identifies various possible career paths. Individuals are able to compare the various career paths or options due to career information. Career information helps individuals in preparing the overall pattern and design of one's career. This information also identifies the various goals and career interests for individuals. Career information polishes the general

approach of an individual towards his career. Career information relates to all types of careers whether skilled, semi-skilled, or unskilled. Career information is an indispensable tool in career and vocational choice of students. It is essential tool in guidance and counselling as a formalized educational services aim at helping the individual student to understand him/herself well enough to be able to make appropriate decisions which may include vocational choice and develop the ability of finding solutions to his/her career related problems (Brown & Lent, 2019). Career information therefore, is a vehicle that helps to create awareness among students about occupational opportunities and available career option in the labour market. It also helps or used to control or eradicate ignorance and aid planning. Its validity and reliability enable the youth to positively face the challenges of today and tomorrow. Career information refers to the knowledge and data that individuals need to make informed decisions about their career paths. It encompasses various aspects, including occupational information, educational and training requirements, labor market trends, and work environment and culture (Johnson, 2020).

Hayes und Hopson (2021) defined career information as fact about jobs for use in vocational guidance a description of a man's work and its related conditions and information about the world. Ugwadu (2017) defines career information as a process by which an individual willing and purposefully engage in the research of career related information to change the state of knowledge and for career maturity. Happot (2014) defines career information as all kinds of information regarding position, job or occupation provided that the information is potentially useful to the person who account an occupation Another definition of career information is the one to Norris (2012) which is defined as valid and useful data about positions, jobs, peculation including duties, requirement for entrance, rewards offered advancement pattern, and predicted supply and demand of further information.

Sources of Career Information

According to organization for Economic Co-operation and Development, OECD (2004), information is a process rather than an act, it is dynamic and not static in nature and it can be found in every aspect of life through various sources. Information can be positive or negative, true or false. It can also be formal (written) or informal (verbal), it can as well be primary or secondary. It is primary when such information is collected directly from the main source originator, while the secondary information is collected vicariously published books or documented materials sources. It is worth stating here that, it is not only career information that matter but the source of such information is even more important because the source is an index for determining the quality of validity and reliability of the information among various source of career information as describe by OECD (2004) are:

1. **Personal contacts**: Personal contact includes one's family, relatives, friends, and acquaintances. These contacts are very essential in providing career information. The personal contacts might not have the necessary information themselves. However, they may know other knowledgeable people who can help in providing a job. Most noteworthy, these contacts can lead to an informal interview. In an information interview, a job seeker talks to someone who can provide valuable information about a career.

2. **Counsellors:** Are professionals who help client's analyses their strengths and weaknesses. Furthermore, they help the client evaluate their skills and goals. Most noteworthy, these counselors help determine what a client requires in a career.
3. **The Internet**: Is certainly a valuable source of career information. The career information is very huge in magnitude. Also, this information is available on various websites, applications, blogs, articles, videos, on the internet. Most noteworthy, the ease and comfortability of finding career information makes the internet a very popular source of career information.
4. **Organizations**: Many organizations provide precious career information. These organizations include: business firms, labour unions, professional societies, trade associations, and educational institutions. Above all, these organizations offer a huge variety of inexpensive career materials. These organizations are vital in case the individual already has a career and wants another career.
5. **Libraries and Career Centers**: - Libraries offer a massive amount of career information Furthermore, one can easily find the range in which one is seeking a job. Many trade publications and magazines are available in the libraries. Above all, these trade publications and magazines contain a substantial amount of career information.
6. **Other sources are**: Career day or week, workshops and conferences, school curriculum - subjects such as introduction to technology and skills acquisition programmes, bulletin boards, excursion or trips to industrial settings and various government ministries for sight view and to gather first-hand information on different kinds of occupations and their entry requirements, Newspaper, media houses services, and aptitude or vocational tests, among others.
7. **New Media**: Media refers to various channels or platforms that provide information, entertainment, and education to the public. Media as a source of career information can play a significant role in shaping individuals' career choices, aspirations, and decisions making, some of these media include Print Media such as Newspapers, magazines, journals, and books provide career information through articles, job advertisements, and career guidance columns. Electronic Media like, Television, radio, and online media, such as websites, blogs, and social media platforms, offer career-related content, including job search strategies, industry trends, and professional development advice. Digital Media comprising of Online platforms, such as career websites, job boards, and social media groups, provide access to career information, job opportunities, and professional networks and social media which include Platforms like LinkedIn, Twitter, and face book offer career-related content, job search advice, and professional networking opportunities.

Types of Career Information

According to Akinade (2016) there are many kinds of information which an individual will need to enable him makes a realistic choice. These include: the nature of work, educational requirement and training, methods of entering into an occupation, methods of advancement in

the occupation, employment prospects and knowledge of the earnings among others. The following are types of career information needed to disseminate to students as identified by (Akinade, 2016).

4. **The nature of the work**: This includes the types of duty which are performed, the equipment used, does it entail frequent travels, does the work include working shifts on weekend and public holidays? These are some of the important facts a person ought to be acquainted with before firmly making up his mind about an occupation
5. **Educational requirements and training**: For the type of occupation the individual has indicated interest in the educational requirements for entry into such jobs should be made available to him. What are the basic educational requirements? What type of training is needed? The individual should know the subject combination needed for such an occupation, the duration for preparing for such an occupation. For instance, the individual should know the number of years he has to spend preparing to be a medical doctor and the compulsory one year of horsemanship. The person preparing to be a medical doctor should also know that he has to register with the Nigerian Medical and Dental Council (NMDC) before he could be regarded as a medical doctor. All these detailed information are some of the facts the individual ought to have pertaining to the educational requirement and training necessary to enter a particular profession.
6. **Methods of entering into the occupation**: This aspect will include whether the individual will need personal references, or will it be through examination or apprenticeship or direct application or a combination of some or all of these methods This is important because for certain jobs, despite possession of the required educational qualification, someone will still have to write an examination in order to qualify for consideration for the job. For instance, most multi-national corporations and big companies such as UAC, Lever Brothers, Nigerian Breweries, Guinness, Mobil, and some banks such as UBA, Union Bank, First Bank and Central Bank of Nigeria a person seeking employment must write a qualifying (aptitude) test.
7. **Method of advancement in the occupation and the possibility of transferring from one occupation to another that is related to it**: Will there be some opportunities for advancing in the occupation? Are there such opportunities as the Sandwich progrmme in education whereby a teacher goes back to school to further his education during the long vacation and still sustains his job?
8. **Employment prospects** in terms of the number and kinds of workers needed and some of the trends and expectations in the number of workers employed in the recent past and the prospects expectation in occupation. You may want to consider the staff turn-over date.
9. **Personal Career Development Information**: Resources and guidance on career planning, resume building, and job search strategies (Johnson, 2020).

It is also important that students making a choice about a career should have knowledge of the earnings to be expected in that occupation He should have information with regard to beginning

and average salary. This is important because monetary rewards account for one of the reasons people choose certain occupations it is, therefore, not an over-emphasis to state that the provision of reliable information and up-to-date career information is indispensable.

Techniques of Dissemination Career Information in Nigerian Educational Institutions

Smith, (2020) stated that Career information can be provided through various techniques, including:

4. **Career counselling**: One-on-one counseling sessions to help individuals explore their career options.
5. **Career assessments**: Standardized tests and evaluations to help individuals identify their strengths, interests, and career preferences.
6. **Career fairs and events**: Organized events that bring together employers, educators, and job seekers to provide information and networking opportunities.
7. **Online resources**: Websites, databases, and online platforms that provide career information, job search tools, and educational resources.
8. **Print materials**: Brochures, pamphlets, and books that provide career information and guidance.
9. **Workshops and seminars**: Group sessions that provide information and training on career-related topics, such as resume writing and job interviewing.
10. **Mentorship programs**: Pairing individuals with experienced professionals who can provide guidance, support, and career advice.
11. **Job shadowing and internship**: Opportunities for individuals to gain hands-on experience and insight into specific careers.

Akinade (2016) also stated that, there are several methods of getting information concerning career, which include: Career Week/Day, Group Guidance. Field Trip School Publication, Newspapers, Career Files etc.

1. **Career Week/Day**: Through the organization of career week information about occupations are disseminated. A career week it helps in polishing and enhancing the image of school organizing it. Secondly it will to bring to the knowledge of students some of the occupations that are not popular environment. Thirdly, it will enable the students have in depths knowledge of occupations and at the same time have the opportunity of comparing various careers.
2. **Group vocational counselling**: on the other hand, involves the counsellor in a counseling relationship/interaction with more than one person (client) who has similar vocational needs/problems. The aim of the relationship is to help members of the group to m severally resolve their vocational problems. One of the advantages of this app organized, members of the group learn from one another about careers and equally help one another to overcome some vocational/career problems.
3. **Career Library Room**; this is a vocational guidance technique awareness through the use of reading materials. Here, vita vocational information and made available to individuals to read as a guide in making valid vocational decision After reading, the

client could have a dialogue with a counsellor or teachers for father and encouragement. The use of books, printed materials, written manuals as effective process for growth development and specific positive personality and specific positive personality changes including career expressions. This technique is effective in enhancing student's realistic vocational expectations than vocational counseling technique.

4. **Excursions and Field Trips**: Excursions/Geld tips offer good opportunities to observe workers on the job thereby gaining first-hand knowledge and experience of the requirements, specific duties and possible training opportunities offered in various jobs much rips it is often time and cost effective if students are grouped so that many department of all, in the company or organization are visited and interviewed at the same time and in a single criterion for selection of new workers, training programmed opportunities, conditions of service promotion and advancement prospects, stability and growth of the company organization during the visit.
5. **Occupational or Career Files**: The need for students to have career files cannot be over emphasized. Counsellors and teachers should encourage students to keenly study the jobs of their parents and other successful people in their community and open files where such information could be stored, and later used for career exploration and planning.
6. **School Career Clubs**: School clubs are equally important means of offering opportunities to students to gain information about various vocations, especially in secondary schools through the clubs, planned visits/excursions, seminars, workshops, film shows, debates and discussions, occupational surveys and exploratory activities, members are exposed and encouraged in their appropriate vocational choices.
7. **Role-Playing/Dramatization**: of different occupations could be done in such vocational information centres. Role-playing technique could be effective ways of making the students feel and live through the jobs as actors and observers, and understand the various responsibility and expectations involved in the jobs.
8. **Career Games and Fiction**: which give account of the experiences of song characters help in stimulating the vocational interest and aspiration of students
9. **Audio Visual Aids like films, slides, tapes/cassettes, television or radio:** help in generating career thoughts in the students,
10. **Career Books**: (including biographical accounts of the life of successful people in their careers, journals, telephone directories, computer hosed system storage retrieval mechanized system, internet services and counsellor bulletin are very useful for instance, the TEL classified telephone directory is used to identify telephone numbers of companies, indamine and government establishments. University brochures are equally important.
11. **School Publication and National Newspapers**, Newspaper Publications and it fact the mass media (including the ones already mentioned) are powerful means of offering vocation guidance to students. For example, some national dailies run weekly columns that discuss carpers or them carry paid advertisements on vacancies in occupations there

are publications for instance, by the Federal Ministry of Labour, Employment and Productivity Federal Ministry of Economic Development and National Planning and Federal Ministry of Industries and Commerce. There are some by the federal office of statistics which often provide data on National economic trends from which the counsellor and students get to know areas of potential employments.

12. **Work Experience Programs/ Part-time or Temporary work**: These programmers give individuals the opportunity to work in an organization or industry (before finally graduating from school and taking final decisions on particular careers) in order to have vocational exposure and acquire competence. The Industrial Training (ITF) programme adopted by the Universities has helped in alleviating the difficulty of young graduates choosing jobs. The ITF programme aims at exposing students to the conditions, experiences, requirements and the socio psychological conditions of work which help to broaden their work expedience.
13. **On the Job Training**: This is an opportunity of an in-service training made available order to train an individual for job improvement and update of skills and information Knowledge. With the appropriate information on the job individual would be equipped to utilize the available opportunities.
14. **Old Students Association Day**: Old student (graduates of a school, on a particular day scheduled by the school, give current information about their careers to inspire and challenge the current students. They are also assured of the worth of making educational plans and pursuing those plans relentlessly
15. **College Days** are usually organized for out-going students: Workshops are organized especially for career planning activities. This may involve the school authorities and college officers from universities and other tertiary (post-secondary schools) institutions. Parent Conferences whereby parents are invited to give an insight into the capabilities of their children's academic achievement. They also familiarize themselves with the available courses red m the school and expected careers resulting from these. The parent conferences afford the opportunity for parents and teachers/counsellors to jointly plan suitable educational and vocational future for the students
16. **Parent Teachers Association or Parent Conferences** is whereby parents are invited to give an insight into the capabilities of their children's academic achievement. They also familiarize themselves with the available courses offered in the school and expected careers resulting from these. The parent conferences afford the opportunity for parents and teachers/counsellors to jointly plan suitable educational and vocational future for the students
17. **Teaching of vocation/occupation as a course or subject in the school**: This provides opportunities for students to be exposed to different types of occupations and available opportunities. The students in their classes would feel free enough to ask questions for more understanding. Activates such as class debates, storytelling and discussions, symposium and so forth are carried but to facilitate gathering of information practical

sessions could include collection of materials form books, pamphlets in the library in the library, newspapers magazines and so on.

18. **Career Conferences**: are continuous, periodic and special sessions or talks through which students get a series of exposure to occupational information. This involves inviting professionals from various work places to speak to students about their occupations on career conference in the sense that the speakers/professionals on specific occupations are scheduled to speak to the stat different days throughout the year. Career conferences give students the opportunity to meet with, listen to and ask questions of professionals and heads of various fields of work and endeavor. Students are able to know the various available career openings Occupational awareness and interest are created through the career conference the organization of a career conference is however easier and students are expected to benefit more, than in the career Days, although some scholars feel that they are not as enchanting and glorious as career day programs.

Strategies of Disseminating Career Information

Anylin (2018) stated that, there are the various strategies of disseminating career information which include the followings:

1. **Career Talks:** - Career talks provide information about various vocations or professions. Moreover, invitations are sent to experts to come and speak about important professions. For this purpose, there should be an organization of certain career days. The principal in a college or school may give career talk. The teachers also join to deliver their own talks.
2. **Publications:** This strategy is one of the most effective in disseminating career information. Publications provide printed career information. Furthermore, these are meant of the general masses. Publications involve books, magazines, newspapers. Journals, periodicals, bulletins etc.
3. **Displays and exhibitions**: Information collected from multiple sources must be classified. Then after that, the information must be made available to the seekers. There is a display of charts, posters, leaflets, and newspaper cuttings on bulletin boards and walls. The display of these materials takes place in libraries, schools, institutions, organizations, parks, railway stations, bus stops, and other public places.
4. **Film shows**: Career information can be disseminated through film strips. A film strip refers to a series of a particular item. Furthermore, these film strips are made on the various aspects of a particular item. Most noteworthy, screening of film strips on different career options, professions, or occupations takes place. There must be commentary along with the film strips to make it more useful.

Based on the above strategies, Akinade (2016) suggest that the counsellor and his client should consider the following

i. **Widening knowledge about occupations**: - The individual should be exposing to all the occupations within and beyond his immediate environment.

ii. **Occupation as a way of life**: This implies that whatever occupation the individual chooses, he should realize that his life will revolve around it. The friends he will have may be his colleague at work and the people he meets through his work.

iii. **Individual differences**: The individual should realize that we are all different in such terms as abilities, attitudes and perceptions of situations. As a result of these differences, we may not make the same choices. The choices we make therefore, become unique to us.

Conclusion

This paper focuses on discussion on career information, types of career information and techniques for providing career information, career information is a vital component of career development, enabling individuals to make informed decisions about their career paths. The paper has identified various types of career information, including occupational, industry, educational, labor market, and personal career development information. Furthermore, the paper highlighted several techniques of providing career information, such as career counseling, career assessments, career fairs, online resources, and print materials. It was concluded that understanding the importance of career information and utilizing effective techniques it helps educators, counselors, and career professionals for supporting individuals in achieving their career goals and promoting career satisfaction.

Recommendations on strategies and techniques for disseminating career information:

1. It was recommended that, government should integrate and incorporate career information and career related topics into academic subjects and curriculum to help students see the relevance of their studies to future careers
2. It was recommended that, professional Counselors in educational institutions in Nigeria should be using modern technology to disseminate career information leverage online platforms, social media, and mobile apps to provide students with accessible and up-to-date career information.
3. It was recommended that, counsellors in educational institutions in Nigeria should be inviting guest speakers and experts and make arrangement for professionals to share their experiences provide insights into various careers and industries.
4. It also recommended that counsellors on educational institutions in Nigeria should be organizing career fairs and exhibitions by bringing together students, employers, and educationist and facilitating networking and career exploration.
5. It was recommended that provide one-on-one career counseling will offer personalized guidance and support to help students make informed career decision.

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