

"Adult Education Networking in Hamburg: A Conflict between Quality, Economy and Politics"

10.11.2010

Adult Education Networking Jens Gärtner

**Stadt (city state of)Hamburg,
Germany**

**Verein Weiterbildung Hamburg e.V.
(Association of Adult Education
Hamburg) Facts und Figures:**

Hamburg:

1.7 million inhabitants

74,000 people are unemployed
without vocational training 38 866

4.2 million people in the metropolitan
region of Hamburg

Association Verein Weiterbildung
Hamburg e.V.

Approx. 200 members with 20,000
employees

History of the club founded in 1993

Structure:

General Assembly

Board

Advisory Board

Expert Pool



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Customer structure of the training providers

- **Institutions** (which finance adult education)

Agentur für Arbeit(German employment agency)

- ARGE (team.arbeit.hamburg)
- Deutsche Rentenversicherung Berufsgenossenschaft (German pension insurance association)
- Bundeswehr (German Army)
- Companies
- Individuals

- **Target groups**

- the unemployed
- employees (white/blue collar)
- older individuals
- executives
- university graduates
- low-skilled workers

• Reasons for membership

Multiple answers:

- Quality assurance 69%
- Network 63%
- Market access (eg, public assistance) 39%
- Marketing 71%

Tools for networking

- Training and consulting – database
- Peer review committees
- Quality circles
- CEO breakfast
- Events with experts
- Joint exhibitions and information stands
- Audits
- Public relations / lobbying
- Joint marketing

Not only work but fun:
Hamburg Network on Adult Further Education Day



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The heart of the association: Quality label and quality standards

- Criteria for personnel and material equipment
- Teaching-related criteria
- Participant (s) based criteria
- General conditions
- Specific quality standards for qualifications
related events

Networking within a political framework: effects of measures taken by political institutions

- Fact: vocational education has shown the highest rates of all resettlement of labor market policy but:
- 50 per cent of existing funds for vocational training were reduced
- in July 2010 a total of 74, 782 people were unemployed.
- Of these, 38, 866 have no profession (education) (52%) .
- Price pressure in the adult education sector
- No secure funding in further education
- But: Germany needs specialists

There are a number of requirements which we must fulfil

- .The importance and nature of certification of qualifications has changed
- .The political importance of continuing education will increase (further education laws, demographics)
- .The quality of content and performance measurement of training is being discussed in more detail
- .Requirements for the participants are changing
- .For further training there are less funds available
- .Weiterbildung Hamburg needs a more audible voice both: on a regional and national basis
- .Addressing the association tasks requires sufficient financial and human resources.

The new tasks require our organization in structure and political action

- .Enlargement of the concept of quality
- .Formation of regional and national networks (cooperation between education providers, joint marketing, expert pool)
- .Attract new members and target groups
- .Identification of funding opportunities for projects
- .Labor market discussions, lobbying
- .Public relations (trade fairs, events, media relations, education policy, ...)
- .Consultation, communication trends, learning from others
- .New forms of work organization

Call for action

Continuing education needs not only in Hamburg:

- safe and reliable structures
- secure long-term public funding
- independent of the politics of the day
- independent and strong regional networks
in combination with national networking
- continuous quality development - regardless of politically defined standards
- Minimum wage agreements