



University of Shkodra “Luigj Gurakuqi”

SENATE

No. of prot. 722

Shkodër, 24th February 2017

DECISION

No.71 date 24th of February 2017

“For Approval Sectorial Strategies of Shkodra University

In support of law number 80/2015 “For the higher education and scientific research in higher educations in the Republic of Albania”, article 38, University’s statute, Academic Senate in its meeting of date 24/02/2017:

decided:

1. Approval of sectorial strategies of Shkodra University according to attached materials.
2. This decision enters into force immediately.

Rector

Prof. Adem BEKTESHI

UNIVERSITY OF SHKODRA "LUIGJ GURAKUQI"



Labor Market Research Strategy

December, 2016



LABOR MARKET RESEARCH STRATEGY

TABLE OF CONTENT

1	Introduction	4
2	Mission and Objectives	5
2.1	Mission	5
2.2	Objectives.....	5
3	An overview on the product of the University of Shkodra	6
4	Incentive policies of employment in the relevant sector	11
4.1	Shkodra University's reputation among employers.....	12
4.2	The functioning of the Career Office at University level.....	12
4.3	The partnership with employers.....	12
4.4	Placing students at the business and the presence employers at University	13
5	The increase of the University quality	13
6	Action Plan for the Employment Strategy	14



LIST OF ABBREVIATIONS

- FE – Fakulteti Ekonomik
- IT – Information Technology
- USH – University of Shkodra

1 INTRODUCTION

The labor market is a set of relationships that arises between employers, represented by public or private sectors, and employees, according to the effective labor law and the international conventions. A key component of the labor market consists of graduates in the three cycles of university-level study. Of course, employment is a challenge for every recently graduated student, but being periodically informed on the labor market's emerging opportunities orients students to better reflect on what they want and the ways they could follow. The labor market research and guidance enables them identify capacities, competencies and interests in order to make educational or professional training decisions. It could be easier for them to individually manage their life in professional terms as well as in other fields, through learning and using these capacities and competencies. The University is precisely and increasingly serving as a bridge between the student and the labor market. It is not only a place where students study and get graduated, but during their studies they also acquire knowledge, and are going to be advised and oriented on the opportunities offered by the labor market.

The opportunities that the University offers today are diversified and, therefore, students have a wide range of possible selections in accordance with the interests and possibilities they have. On the other hand, technology changes rapidly and the job market today requires individuals to be prepared in developing new skills by reacting and adapting to this change. Employers expect to have qualified human resources who continuously develop their own knowledge in line with the labor market requirements as new technologies apply. Students, as a significant potential of the labor market, which are always looking for a better job or even qualitative one, should become accustomed to these changes, thus this leads them to reflect on their prospective and how they fit with labor market demands today.

In this regard, the University plays a very important role in guiding and encouraging students toward the labor market, adapting their capacities and skills with the changing labor market needs and ever increasing requirements.

The labor market research strategy serves as a starting point for the recognition of the current situation of the University of Shkodra's relationship with the actual labor market needs and trends. This strategy comes as a product of a large group of experts in various fields, familiar with Shkodra University opportunities and potentials on one hand and the current possibilities offered by the labor market for the graduates of this university in Shkodra region and abroad. This strategy seeks to identify the existing relationship between Shkodra University and the labor market and to design incentive policies in order to increase and strengthen this relationship.

The mission and objectives of the University of Shkodra in relation with the labor market

The University's challenge in orienting and relieving the employment process consists in some of these fields: student's formation; internationalization and self-employment.

Of course, student's formation in conform to the local labor market is a priority for the University, but the international dimension of a university range formation in an important aspect. In the framework of Bologna's reform, the students can apply to graduate and post-graduate studies in the western countries, which recognize our diplomas. Here specialization and innovation brought by human resources play a fundamental role in employment.

Another important role of the institutions of higher education in connection with people's employment is their encouragement for personal initiatives in entrepreneurship and self-employment fields. It has been proven that students who take entrepreneurship field's courses, are better informed and more inclined to open new businesses, which brings benefit not only to them but also to the society.

The higher education not only simplifies a job finding process, but also has a large impact on profession and job quality. Our studies based on the INSTAT data for 2007-2013 show that the probability for a person with secondary education, to have a job position as leader, professional or qualified technician is 19%, while the probability for a person with higher education to have a qualified job is 72%, almost four times greater.

2 MISSION AND OBJECTIVES

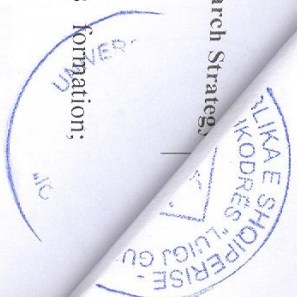
2.1 MISSION

To achieve the maximum absorption of the product of Shkodra University (students) by the current labor market, in Shkodra region and beyond.

2.2 OBJECTIVES

To fulfill this mission, the University has established the following objectives:

- Adaptation of the curricula to the needs and requirements of the labor market.
- A close cooperation with employers in order to better know labor market needs and trends.
- The orientation, counseling and career development of its students since the beginning of their study program in accordance to the labor market needs and trends.



3 AN OVERVIEW ON THE PRODUCT OF THE UNIVERSITY OF SHKODRA

The University of Shkodra, divided into six faculties, offers a variety of study programs such as bachelor, scientific and professional master, and doctoral programs. The main areas in which the majority of this university graduates tend to get employed are described as follows:

Education

Education (public and private) is one of the sectors where a large part of Shkodra University's graduates is getting employed or intend to get employed. It should be noted that a good part of the programs of study offered by this university aims to prepare teachers for pre-university education in the natural, social, and educational sciences as well as in foreign languages.

Graduates in these areas mainly find work in the teaching labor market (public and private pre-university education), as employees in the public administration and many private institutions.

The Faculty of Natural Sciences, the Faculty of Social Sciences, the Faculty of Education and the Faculty of Foreign Languages, offer these studies programs in this sector:

1. The first cycle of studies:

- "Bachelor in Mathematics"
- "Bachelor in Informatics"
- "Bachelor in Physics"
- "Bachelor in Biology and Chemistry"
- "Bachelor in Albanian Language and Literature"
- "Bachelor in History"
- "Bachelor in Geography"
- "Teacher for Primary Education"
- "Teacher for Preschool Education"
- "Bachelor in Physical Education and Sports"
- "Bachelor in Music Education"
- "Bachelor in Painting and Graphics"
- "Bachelor in English and American Studies"
- "Bachelor in German Philology"



- "Bachelor in Italian Language and Culture"
- "Bachelor in French Language and Culture".

2. The second cycle of studies (Professional Master) in:

Professional Master in Teaching in these fields:

- Albanian Language and Literature
- Biology and Chemistry
- Mathematics and Physics
- Mathematics and Informatics
- History and Geography
- Physical Education and Sports
- English language
- German language
- Italian language
- French language
- Mathematics with minor profile in "Informatics"
- Informatics with minor profile in "Mathematics"
- History and Geography with minor profile in "Civil Education"
- Mathematics and Physics with minor profile in "Informatics"

3. The second cycle of studies (Master of Science):

- Albanian and ethno-cultural studies in three directions:

- Regional Geography
- Advanced Studies in Linguistics
- Albanian Literature Ethno-culture

- Master of Science in Teaching with these directions:

Labor Market Research Strateg.



- Biology and Chemistry with a minor profile in "Career and Training for Life"
- Teacher for Primary Education of I-VI grades
- Albanian language with minor profile in "Arts"

- **Social Sector**

The importance of the social sector role has been increasing last years in Albania. The University of Shkodra also offers study programs for Bachelor and Master Degree in social sciences. The graduates of Shkodra University in this field work as psychologists and social workers in institutions such as hospitals, orphanages, shelters, police, prisons, rehabilitation centers, courts, army, nurseries, kindergartens, schools, health advisory clinics and different organizations of social services.

The Faculty of Education Sciences offers the following programs in this sector:

1. The first cycle of studies
 - "Bachelor in Psychology"
 - "Bachelor in Social Works"

2. The second cycle of studies

Master of Science in Psychology with these directions:

- Forensic Psychology
- Organizational Psychology
- Clinical Psychology

- **Economy**

Of course, the sector of the economy represents a significant absorber of the product of the University of Shkodra, specifically of the students graduated in Economic Faculty.

Students graduated in each of these programs nowadays could be found employed in all branches of second level banks in Shkodra, in local government institutions such as municipalities or prefectures, other institutions of public service, as in many other businesses that operate in the

northern region and beyond. They cover many different positions, from a specialist to the highest levels of management of various public institutions and businesses.

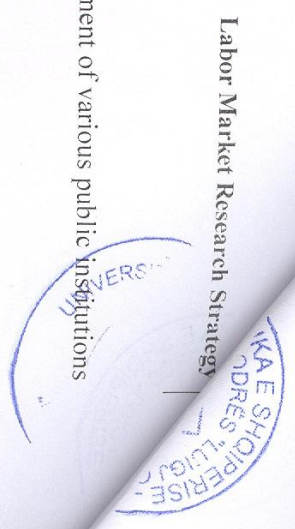
The Economic Faculty offers these study programs:

1. The first cycle of studies
 - "Bachelor in Management and Business"
 - "Bachelor in Finance and Accounting"
 - "Bachelor in Tourism".
2. The second cycle of studies (Master of Science) in:
 - Sustainable Tourism
 - Business Administration
 - Finance
 - Accounting
3. The second cycle of studies (Master Professional) in:
 - Cultural Heritage
 - Business Administration
 - Finance – Banking

Health

The University of Shkodra offers study programs in the field of health. The labor market in this field is very wide and it should be noted the possibility of employment over the borders for graduates in this field. These graduates are mainly employed in public and private hospitals, healthcare centers (primary healthcare), mental health service centers, the Directorate of Public Health, laboratories and diagnostic centers, etc. in the districts.

The Faculty of Natural Sciences offers the following study programs in this sector:





1. The first cycle of studies
 - "Bachelor - General Nursing"
 - "Bachelor - Physiotherapy"
 - "Bachelor - Midwives"

2. The second cycle of studies (Professional Master) in
 - Health Psychology
 - **Law**

The Faculty of Law offers the following programs of study:

1. The first cycle of studies
 - "Bachelor - Law"
2. The second cycle of studies (Master of Science)
 - Private and Business Law
 - Constitutional and Administrative Law
 - **Environment**

The Faculty of Natural Sciences offers the following study programs in this sector:

1. The second cycle of studies (Master of Science)
 - Environmental Biology

4 INCENTIVE POLICIES OF EMPLOYMENT IN THE RELEVANT SECTOR

The University of Shkodra considers the follow-up of a study cycle from the perspective of employment. Each student attends a university, based on the objective of the employment prospective that the university offers. The University of Shkodra offers the best geographic coverage compared with the other universities and also offers its services to a population of 800,000 inhabitants. This is a unique opportunity for Shkodra University of and its graduates, which should be based on quality and results.

A delicate moment in the job search process phase remains the contact between students and employers. Often these two actors have difficulty in meeting each-other and the university can act as a mediator to facilitate this contact.

Regarding the various forms of recruitment, career counseling offices can play an important role, making available to employers looking for personnel, potential candidates among graduate students.

The University can play an important role in establishing a contact point between graduates and employers. To ensure the credibility and impartiality, the University should be guided by two principles: *neutrality* and *transparency*.

Concerning transparency, the university can build a database which contains graduate's data. Students could register and manage their professional profile through a personal account.

The page of the student in a CV form should have:

- personal data
- the selected program of study
- the results of his undergraduate career, such as grades, diploma title (This section may be optional and students may decide to display or not. Grades can be transferred directly to the profile by the system of the University to be correct their authenticity.)
- work experience
- certificates: foreign language, professional courses etc.
- areas of professional interest (eg. accounting, marketing, management, education, administrative, etc.)

Interested businesses and employers may contact in two ways:

1. Through the access to the university's curricula's database. In this case the curricula's database may be filtered according to the academic profile of the student, e.g., Law Faculty, Economic Faculty, Nursing Branch etc., so that the search would be easier.



2. After businesses and employers are verified, they may make public job announcements under an essentially formal structure, where its data, the required profile, location, contact information, etc. is displayed. Published announcements may be classified based on the profile, in chronological order etc.

The neutrality principle of the university to the parties is guaranteed by not promoting particularly any student, so by not doing any candidate's screening for job vacancies published by employers, but simply to play a mediator role by making available the specified profile of candidates.

4.1 SHKODRA UNIVERSITY'S REPUTATION AMONG EMPLOYERS

The objective of the university is for its graduates to end up in the employer's lists during the job application process. The university should establish and maintain a constant relation with employers in order to exchange the information. Employers offer us a unique view of the study program's quality of the university. Through continuous contacts with employers, departments can receive suggestions on how to improve the curricula and to be closer to the labor market under a professional perspective of everyday changes faced as a result of new developments.

4.2 THE FUNCTIONING OF THE CAREER OFFICE AT UNIVERSITY LEVEL

Career orientation, advice and development are some of the bases on which to operate the career office, which should work closely and conceived as a bridge between the student and the labor market. This office will can make possible for Shkodra University students to get informed, advised and oriented about the opportunities offered by the labor market during their studies. Employment is a challenge that each graduate student will face individually, but keeping informed periodically on the emerging opportunities in the labor market makes students reflect on what they want and the ways to follow. The University may help students be employed through the appointed advisory staff, indicating the scale and our accountability to this important process for the university. This service is a very important activity for university and graduate students. Engaging volunteers in career advisement can improve this important process for the future employment of Shkodra University students.

4.3 THE PARTNERSHIP WITH EMPLOYERS

The university should implement, publish and maintain a ranking of business partnerships with employment as a main objective. In this ranking will be presented companies and their over the years employment, ranking them according to the number of students employed and also to the concrete opportunities in process.

- University has established a consortium with employment organizations that function as part of the civic center, district circuit and the prefecture, that are organisms that cover Shkodra University region. Besides providing information on employment, these organisms offer knowledge and information about the last legislative changes on employment.
- A very important collaboration of Shkodra University is with the business organizations in the region and all over Albania. These organizations are always invited and present in activities organized by the university.

4.4 PLACING STUDENTS AT THE BUSINESS AND THE PRESENCE EMPLOYERS AT UNIVERSITY

A preliminary interview with just the just accepted students of the university, gives us a view of their objectives after the termination of studies. Their reciprocal distribution in the regional businesses serves as a mutual connection and support in the business - university relation. Shkodra University has always coherent information on the last business area developments, by bringing and elaborating real and concrete examples, by looking for solutions and offering them to the environment.

Students bring in auditors concrete examples and businesses have the possibility to take the right solutions. The presence of main employers in the university, by inviting them in most of the events and activities, makes possible the creation of student – employer's contacts, that is necessary in the employment process. Our main objective is to reach the number of 100 companies linked with Shkodra University. The employment fair organization for several years has been organized by the Economic Faculty should become an important activity for the University as a whole. Job fairs, the confrontation with the reality of labor markets, the professional practices, the meetings and conversations with specialists of employment office and other representatives of businesses are important referring points for the student's orientation in job search processes.

- Working Boards are another possibility, through which many public and private institutions can offer their opportunities in making just graduated students as part of their staff.
- Through keeping in touch continuously with public and private institutions, several techniques are being suggested time by time, regarding their commitment in internships ore voluntary jobs, with the purpose of increasing and reinforcing professionally potentials and those who are interested to be involved in employment market.

5 THE INCREASE OF THE UNIVERSITY QUALITY

- *The increase of the teaching process quality*
A further Internationalization of the University will increase the education quality process and will create new opportunities to our students.
- *The adaptation of curricula with labor market requirements*
The continuous adjustment of the existing curricula to the market requests and needs will be realized by relying on the labor market research. A big support will be the continued contacts with the ex students of Shkodra University, that will bring through their meetings in the Alumni office, their feedback regarding the study program adequacy with the employment requests, through their experience.
- *Opening of new program studies*

Labor Market Research Strateg...



Opening of new program studies, should be another objective of Shkodra University faculties on, by adopting all the necessary employment market requests and at the same time remaining more attractive and competitive in an environment that offers continuously new programs. These new study programs can be a one disciplinary or inter disciplinary.

- *The creation of new centers in University of Shkodra.*

In the faculty's development strategies, there is a trend the creation of new centers, like:

- The study center of foreign languages that is accessible for all the students of the University.
- Professional training center for teachers
- The center of regional businesses' development

These centers will not only be a source of added income for Shkodra University, but on the other hand, will create spaces and new opportunities to possible connections with employers and their necessities.

6 ACTION PLAN FOR THE EMPLOYMENT STRATEGY

For the period: Academic Year 2016-2017

OBJECTIVES	DUTIES	TIME PERIOD	RESOURCES
Stabilization in collection system of the questionnaire for alumni	<ol style="list-style-type: none"> 1. Effective management of the link for the questionnaire on the website 2. The distribution of questionnaires from the faculties to the current Master students, and to the Bachelor or Master students already graduated, through e-mails. 	<ol style="list-style-type: none"> By the end of November of this year. By the end of November of this year. 	<ol style="list-style-type: none"> 1. Employees of IT in the USH 2. Respective Faculties (management structures and professors)
Creating a database for the alumni	<ol style="list-style-type: none"> 1. Processing the data of the questionnaires for the alumni. 	By the end of December of this year.	<ol style="list-style-type: none"> 1. The representative of the working group (Mr. Arben Haveri)



	<p>2. Creating database.</p> <p>3. Its enrichment time after time.</p>	<p>By the end of January 2017.</p> <p>Continuously</p>	<p>2. The working group of the employment strategy and the IT office of USH.</p> <p>3. The working group of the employment strategy and the IT office of USH.</p>
<p>Creating a database for jobseekers.</p>	<p>1. Data collection from faculties on graduated students (according to various study programs) through the alumni questionnaire.</p> <p>2. Data collection for students who are near the graduation and are interested in employment immediately after graduation.</p> <p>3. Organizing the Job Fair at university level or by each faculty separately (according to FE model)</p> <p>4. Data processing questionnaires for alumni.</p>	<p>By the February 2017</p> <p>By the February 2017</p> <p>By April – May 2017</p> <p>Continuously</p>	<p>1. Respective faculties</p> <p>2. Respective faculties (through secretaries)</p> <p>3. Rector or Faculties Deans’.</p> <p>4. The working group for the employment strategy</p>



	<p>5. The construction of the database.</p> <p>6. Its Enrichment year after year.</p>	<p>By the June 2017</p> <p>Continuously</p>	<p>5. The working group of the employment strategy and the IT office of USH.</p> <p>6. The working group of the employment strategy and the IT office of USH.</p>
<p>Establishment of the Alumni Office</p>	<p>1. The discussion in the faculties of their respective representatives to the Alumni Office.</p> <p>2. Presentation of the proposed persons in front of the working group of the employment strategy.</p> <p>3. Approval of the group for the Alumni Office</p> <p>4. Submission for approval and the approval from the Senate of USH.</p>	<p>Till at the end of January 2017</p> <p>The second week of February 2017</p> <p>The first Senate meeting of the year 2017</p>	<p>1. From each faculty (nominated representative)</p> <p>2. Vice Dean at the first meeting of the working group for the strategy in year 2017.</p> <p>3. The first meeting in the year 2017, the working group for the strategy and the vice Deans.</p> <p>4. Senate of USH</p>
<p>Collection of feedback from</p>	<p>1. Maintaining relationships with alumni and enrichment of the database</p>	<p>Continuously</p>	<p>Office of Alumni</p>



alumni	regarding them and their progress after school.		
Organizing meetings every 6 months with alumni	1. Defining a first date and the creation of a tradition for meeting every 6 months with alumni.	Continuously	Office of Alumni

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