

# A strategic partnership to connect guidance services to Key Performance and Impact Indicators (KEYWAY)

## Introduction

Keyway is aimed to create a system of indicators to support guidance services to measure the performance and impact of their services. The project intends to support responsible policy makers, managers or practitioners who want to start with the evaluation and measurement of the impacts of their CGC service.

The measurement of impact will allow to valorize or improve the quality of guidance services and provide evidence to have influence on decision makers and guidance policies

## Objectives, Tools and Products

### 01. Keyway conceptual map of impacts of academic and career guidance

- To identify and analyze the diverse areas of impact that guidance actions have in the lives of citizens
- To develop a framework with the main dimensions to assess impact

### 02. Keyway key performance and impact indicators (KPIs) database

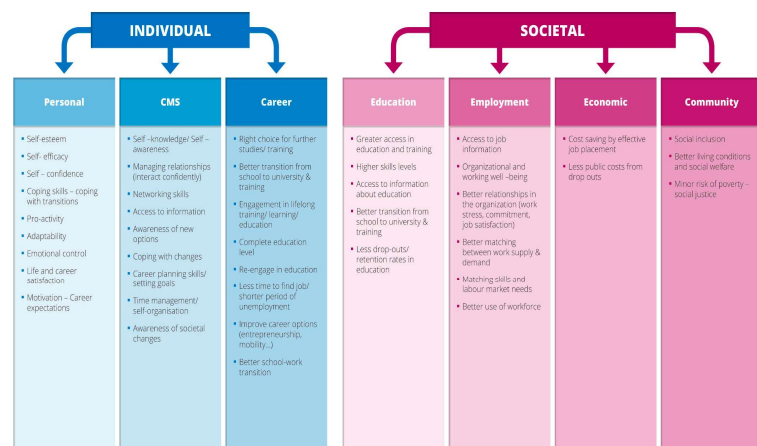
- To define Key Indicators of Performance and Impact (KPIs) based on consensus methodologies so that guidance services have the needed measures to evaluate and valorize the services they provide

### 03. Keyway methodological guide to implementing Key Performance and impact indicators for guidance services

- To support the valorization and optimization of guidance services by developing a methodological guide on how to implement KPIs

## Keyway Intellectual Impact Map (OI)

### Career Guidance Impact Areas



## Impact of the KW project

- Keyway project addresses local guidance decision-makers and stakeholders, guidance practitioners and teachers involved in academic and career guidance
- KW is built on the ELGPN work and other academic analysis and initial studies of evidence-based methodologies related to academic and career guidance
- KW responds to a transnational need to develop a methodology for systematically and practically collecting evidence indicators related to the impact of guidance services with guidelines and how-to information for individual guidance services and professionals

## Conclusion

Guidance services and guidance practitioners will directly benefit from the Keyway outputs because these tools facilitate the calculation of impact in order to provide evidence to policy and budget decision makers

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