Personal branding and Job Hunting 4.0: EPBE project

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ABSTRACT. The term Industry 4.0, initially referred only to the manufacturing sector, has been progressively extended to the digital revolution which is involving all domains and that is entailing a rapid change of business models, production and work organization, and impact on value creation, job requirements and skills. This Forth Revolution has also transformed the job search process which is for the most part supported by Social Networks. The creation and maintenance of an on line brand and reputation is becoming central for young people who are looking for a job. Thus, building a brand and an online presence allows for individuals to network with others, not only socially but professionally as well. Following these considerations, the EPBE project was conceived to provide a contribution to foster Industry 4.0 main challenges by equipping students and young people to build up an on-line personal brand and to apply job hunting 4.0 techniques for reinforcing their job search opportunities, and their access to the labor market. To achieve these goals the EPBE project outputs are targeted to both students and young people (two MOOC courses on “Personal Branding” and “Job Hunting 4.0”), as well as teachers and trainers (EPBE Toolkit and train for trainers course on “MOOCs: Methodologies in distance and Blended Learning”).

KEYWORDS: Industry 4.0, Job hunting 4.0, MOOC, Open educational resources (OER), Personal branding

The revolution of the Industry 4.0

Industry 4.0 - World’s Fourth Industrial Revolution - describes “the organization of production processes based on technology and devices autonomously communicating with each other along the value chain in virtual computer models” (Smit, Kreutzer, Moeller, Carlberg, 2016). The German Federal Ministry of Education and research started exploring the possibility to utilize the high level technology to improve the industrial process. So, the term “Industrie
**EPBE: European Personal Employment for Employment**

In this context, with the purpose to provide a contribution to tackle the Fourth Industrial revolution challenges, it was conceived the EPBE “European Personal Employment for employment” European project. EPBE project is a project funded under the European Commission Erasmus+ programme, call Cooperation for innovation and the exchange of good practices – Strategic Partnerships for higher education. It is coordinated by UDIMA - Madrid Open University (Spain) and Marconi University is a project partner together with STePS (Italy), Centre Estudi Prat (Spain), Learning Plans for All - LPfA (Greece), Marak Digital Marketing (Spain), Deloitte (Cyprio), Radio 106.5 leinehertz (Germany).

The Forth Revolution has also transformed the job search process and is now an integral part of it. Over 93 percent of recruiters use or plan to use social media platforms to support their recruiting effort. Recruiters often decide whether to invite a job candidate for an interview, based on what they discover on his or her social media profiles. The concept of Personal Branding is also assuming another meaning. Personal branding focuses on ‘self-packaging’ where “success is not determined by individuals’ internal sets of skills, motivations, and interests but, rather, by how effectively they are...branded” (Lair, 2014). “Personal Branding” is more about self-promotion rather than true self-expression. The difference between the two is that self-promotion is deliberately intentional in all aspects because the individual is purposely shaping their image or persona, while self-expression can even be a byproduct of promotion. Social media has become a vehicle for self-branding.

Building a brand and an online presence allows for individuals to network with others, not only socially but professionally as well. The creation and maintenance of an on line brand and reputation is becoming central for young people who are looking for a job.

EPBE project main goal is to encourage employment among students and young people through the acquisition of digital skills on job hunting 4.0 techniques and on line personal branding using innovative and learner-centred pedagogical approaches and promoting access to and learning through Open Educational Resources (OER). The project intends to reinforce young people job search opportunities, and access to the labor market through the acquisition of digital skills. To achieve this goal the project has a double target groups: students and young people, with the purpose to allow them to be able to promote his/her self in the market adopting the personal brand and job hunting 4.0 techniques; trainers and professors with the purpose to equip them with the needed competencies to design ad hoc e-contents for students to transfer them the needed skills on job hunting Web 4.0 and personal branding.

The project outputs, targeted to both target groups, includes tools and guidelines, training activities and MOOC and OER answering to the European Commission priority to “support the implementation of the 2013 Communication on Opening Up Education” available at the link http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52013DC0654&from=IT.

In details, EPBE main products for students and young people who are looking for a job are:

- MOOC Course “Personal Branding”
- MOOC Course “Job Hunting 4.0”

EPBE main products for trainers, Higher Education and VET teachers as well as educational institutions that want to create their own on line course or educational contents according to the MOOC principles, are:

- Toolkit and Train for trainers course on “Methodologies in distance and blended learning”
- Open Educational Resources (OER)

In the following paragraphs of this article it will be described in detail these EPBE main products.
Open Educational Resources (OER)

The overall EPBE project philosophy and educational model is based on the use of Open Educational Recourses to foster the European Commission goals in the area of Education and training. The ‘Opening up education’ action plan of the EU Commission proposes actions towards more open learning environments to deliver education of higher quality and efficacy and thus contributing to the Europe 2020 goals of boosting EU competitiveness and growth through better skilled workforce and more employment as specified in the Communication of the EU Commission ‘Opening up Education’ available at the link http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52013DC0654&from=IT. For the development of a “more open learning environments” the European Commission encourages organization of the Educational sectors to use OER. They are generally specified as freely accessible, openly licensed documents and media that are useful for teaching, learning, and assessing as well as for research purposes. It is the leading trend in distance education/open and distance learning domain as a consequence of the openness movement. There is no universal usage of open file formats in OER. The nature of these open materials means that anyone can legally and freely copy, use, adapt and re-share them.

OER content can include courses, course materials, learning modules, learning objects, collections and journals, materials on teaching and learning best practices (syllabi, lecture notes, assignments, tests) as well as projects, audio, video and animation. OER tools can also include software, content and learning management systems and on-line learning communities.

With the aim to foster the European Commission goals, the EPBE project uses OER for the development of MOOC courses targeted to both young people and students, as well as to teachers and trainers. MOOC courses, following the same principles of OER, are free and open to the whole public. Moreover, the project web site includes a repository of open educational resources available at the link http://epbe.eu/product/oer-open-educational-resources/ that is a collection of documents, presentations, videos, podcast and assessments generated throughout the project. This repository is divided in three sections, as follow:

Section 1 OER Introduction and good practices:

1. Definition OER and UNESCO strategy of supporting OER
2. Introduction into OER platforms
3. Best practice Number 1 and 2 (PRACTICE)
4. Best practice Number 3 and 4 (PRACTICE)
5. Best practice Number 5 and 6 (PRACTICE)
6. Best practice Number 7 and 8 (PRACTICE)

Section 2 - Personal Branding:
Videos, Scripts, Presentations, Practical Info, Practical Tips, Assessments

Section 3 - Job Hunting 4.0: Videos, Scripts, Presentations, Practical Info, Practical Tips, Assessments

These OER are addressed to everyone who want information and on personal branding and job hunting 4.0, such us documents, presentations, articles, videos, podcast and assessments. Everyone can freely use all these materials in any educational context: higher education, vocational education and training, adult education, etc.

Figure 2: Section of the Open Educational Resources of the EPBE web site

MOOC Courses for students and young people

The EPBE project outputs targeted to students and young people consist of two on line MOOC courses on “Personal Branding” and “Job Hunting 4.0”. The courses are uploaded on the online learning platform Udemy. It is aimed at professional adults. Unlike academic MOOC programs driven by traditional collegiate coursework, Udemy provides a platform for experts of any kind to create courses which can be offered to the public, either at no charge or for a tuition fee. It provides tools which enable users to create a course, promote it and earn money from student tuition charges. In particular, the MOOC course on Personal Branding introduces the personal branding concept and helps participants to learn how to successfully promote the most important brand of all: themselves. Building a unique and authentic personal brand can be an important part of career development and advancement. This comprehensive skills and training course shows you everything you need to know about crafting a personal brand, building an online presence and mastering the job search process. Personal branding is a concept related to the marketing strategies that a person adopts to promote our self in the market. The main goal of personal branding is to develop one reputation and grow successfully by networking in a way that interests others. The Personal Branding has accelerated in the social networking sites of Web 2.0 (online personal Web sites and social media profiles) as well as the newest concept of Web 3.0 (semantic web revolution) towards the future 4.0 (already here in the present).

In detail, the MOOC course on “Personal Branding” allows participants to:

- Understand the personal branding concept
- Learn how to implement oneself personal branding
- Become familiar with the basics of digital security and online reputation to preserve personal branding
- Learn know to establish the relationship between personal branding and online
- Know more about the personal branding and social media
- Create a system for on-going personal brand maintenance
Currently, the course has 1272 participants coming from 101 countries (June 2017). The top students locations are the following: United States 18%, India 11%, Poland 6%, Egypt 5%, Vietnam 4%.

The second MOOC course targeted to students and young people is on Job Hunting 4.0. The course provides students and young people with tools of active job search in the era of Social Networks and web 4.0. It highlights aspects such as the importance of self-knowledge, resume writing, social media and job hunting, etc. and emphasizes on strategies for active job search.

In detail, the MOOC course on Job Hunting 4.0 allows participants to:

- take advantages of Internet and social media for job searching
- Understand how to identify appropriate job search sites and apply online
- Become comfortable with vocabulary related to job searching through social media
- Appreciate the social media and Internet’s role in job hunting
- Learn how to get the most out of Internet and social media in job hunting by using both traditional and online resources
- Learn your to protect your personal information and personal branding

The course is free and updated on the Udemy platform at the following web address https://www.udemy.com/job-hunting-40/.

The course is structured in 5 Units, as follow:

1. Getting into Job Hunting 4.0
2. Personal Assessment
3. Social media and job hunting 4.0
4. Resume in the Era of Job Hunting
5. Managing the job interview
In the first unit, course participants can learn what it is the Job Hunting 4.0. The second unit provides students contents on how to use of self-knowledge and self-evaluation skills. The third unit is focused on social media techniques and job hunting underlying profiles building. The fourth unit introduces techniques to develop a good resume. The fifth unit includes advice and recommendations on how to tackle a selection process. The course includes video lessons, supporting presentations, practical information (examples and case studies) and practical tips (suggestions for practical application of lessons contents).

Currently, the course has 1014 participants from 101 countries (June, 2017). The top students locations are the following: United States 18%, India 11%, Poland 6%, Egypt 5%, Vietnam 4%. The MOOC courses for students and young people on “Personal Branding” and “Job Hunting 4.0” are advertised by the Marconi University placement office with at the dedicated pages in the Marconi University website http://www.unimarconi.it/it/il-servizio-placement.

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**Toolkit and train for trainers**

The project outputs targeted to teachers and trainers are the EPBE Toolkit and train for trainers course on “MOOCs: Methodologies in distance and Blended Learning”.

The EPBE toolkit downloadable a the link http://epbe.eu/product/toolkit is a free repository of information, tools, resources, models, examples, and researches related to the designing and developing of a Massive Open Online Course (MOOC). It is targeted to Higher Education and VET teachers, as well as educational institutions, who wants to create their own MOOC course and/or on line lessons.

The toolkit is divided in three parts, as follow:

- How to design (Quality Guidelines EPBE, Handbook EPBE)
- How to develop (Personal Branding MOOC, Job Hunting 4.0 MOOC)
- How to implement (Personal Branding MOOC, Job Hunting 4.0 MOOC, How to create a course on Udemy platform)

As part of the material for higher education and VET teachers there is also the Train For Trainers blended course on MOOCs: Methodologies In Distance And Blended Learning. It aims to equip participants with the needed knowledge, skills and competencies on pedagogical models, methodologies and practical tools for designing, developing and running a MOOC course. The course is targeted to teachers, VET trainers, higher education lectures.

The course methodology is based on the main principles of a MOOC course. It is free and open to a large number of learners. The train for trainers course methodology is based on the Blended learning approach, which includes on line educational resources, a project work and a face to face seminar held in Barcelona on June 2017, 2nd.

The online part of the course includes different Open Educational Recourses – OER as the following:

- PRESENTATION SLIDES: introductive aspects and main concepts on MOOCs designing, developing and practical delivering and evaluation
- VIDEOS: selected videos as video lesson explaining theoretical concepts on MOOC designing, developing and running
- GUIDELINES/LECTURE NOTES: guidelines and / lecture notes developed in the frameworks of the EPBE project:
  - “Handbook for teachers/trainers” which includes the methodological, didactical and pedagogical options that can be used in creating MOOCS
  - “Quality Guidelines for Personal Brand Production and Job Hunting 2.0”
- BIBLIOGRAPHY: selection of international scientific articles on the topics of MOOC and on line education
- PRACTICAL WORK: teachers and trainers participants of the course are required to design an on line course or a lesson for their students according to the requirements of the MOOC models and/or to develop a video lesson of few minutes. Instructions and a template module to fill in are provided as project work materials

**Figure 6. Video lesson of the course on “Personal Branding”**

**Figure 7. Promotion of MOOC courses on the Marconi University website**
A workshop was arranged in Barcelona (2nd of June 2017) as face to part of the blended course. The workshop is entitled Transmedia for MOOCS and aims to teach participants on the theories and methodologies of transmedia storytelling, the basic techniques for the production of educational multimedia contents and the skills to apply gamification strategies and transmedia design to Massive Open Online Courses. During the workshop participants can work on the gamification strategies and collaborative storytelling approaches to improve the engagement of students in a MOOC. The Workshop was lectured by Domenico Morreale, post PhD researcher in sociology of communication at Technology, Communication and Society Department of Marconi University, dealing with research activities and production of transmedia and online audiovisual tools and methodologies. His teaching activities are focused on Theories and Languages of new media and Learning and Teaching Technology. The workshop was divided into four sessions.

First Session: the first session went deep into the strategies and techniques of transmedia and gamification: methodologies and tools for the complementary and coordinated use of multiple media (video, social networks, pictures) to support a single communication project (lessons of a MOOC). Students were be provided with a basic development kit including template, charts and diagrams used by transmedia producer to develop their projects.

Second Session: the second session is aimed at analyzing transmedia projects which represent best practices and good examples in adopting playful strategies, participatory and collaborative storytelling to enhance the teaching and learning of specific subjects.

Third Session: the third session consisted of a small production workshop. Students were be provided with basic skills needed to manage a transmedia project in a MOOC course. How to shoot and edit a short video, how to put it online, how to manage a page on a social network, how to create a gallery and share it on social media.

Fourth Session: in the final session, students, working in small groups, have had the chance to design and develop a small transmedia content (a short course to explain a simple concept that makes use of 3 different media –e.g. a Facebook page, a video on YouTube and a Pinterest / Instagram gallery) – used in a complementary manner and engaging students through the collaborative solution of tests and games. Finally the groups presented and discussed their outputs with the class.
EPBE project at the Marconi University’ Career Day 2016

Marconi University Career Day “Future Job 4.0” took place in Rome, November 11, 2016 in collaboration with Manageritalia, Porta Futuro Lazio, Associazione Agol and thanks to the partnership with EPBE project. The event is designed to connect the job market to university students, graduates and people looking for a job.

In the light of the Fourth Industrial Revolution already in progress, the University Guglielmo Marconi, whose mission is focused on the use of multimedia technologies and network in the field of academic training, wants dedicate this Career Day to the Industry 4.0 and changes this entails in terms of skills and professions.

In this scenario the EPBE project, which aims to promote the Personal Brand Production and Job Hunting 4.0, best fit with the University Marconi Career Day “Future Job 4.0”.

The EPBE seminar/event on Personal Branding and Job Hunting 4.0 included in detail the following activities:

- EPBE stand arranged to explain the project opportunities and promote the participation of students in EPBE on line course on Personal Branding and Job Hunting 4.0. as well as to involve general public and professors in exploiting EPBE toolkit
- presentation of the EPBE project during the “Speaker’s Corner” session by Susanna Correnti, researcher for EPBE project of Marconi University and Roberto Righi, President of Steps s.r.l.
- Ana Landeta interview: Ana Landeta, R&D Director at Madrid Open University (MOU), attended the event and presented the EPBE project during an interview
- Roberto Righi interview: Roberto Righi, President of STEPS s.r.l. presented the EPBE project during an interview

As partner of the Career Day Event the EPBE project logo appears in the web site home page http://futurejob.unimarconi.it/ and in the Career Day leaflet used for the event advertisement in local and national newspaper, on line job search web sites and other promotional activities. Besides, a dedicated page of the web site was created.

Moreover, it was created a dedicated web page for the EPBE project in the web site of the Career day Future Job 4.0 available at the link 4.0 http://futurejob.unimarconi.it/index.php/job-lab-counseling/progetti-europei.

Figure 12. EPBE project in the web site of the Career day Future Job 4.0
Il termine Industria 4.0, che inizialmente si riferiva solo al settore manifatturiero, si è progressivamente esteso fino a comprendere l’attuale rivoluzione digitale che sta coinvolgendo tutti i settori dell’industria, comportando un rapido cambiamento dei modelli di business, della produzione e dell’organizzazione del lavoro, con un forte impatto anche sulla creazione di valore, nonché sui requisiti e abilità necessarie nel modo del lavoro. Questa “Quarta rivoluzione” ha anche trasformato il processo di ricerca di lavoro che oggi è per la maggior parte realizzato attraverso i social network. Inoltre, la creazione e il mantenimento di un proprio marchio personale/professionale (“Personal branding”) e di una reputazione online, stanno diventando aspetti fondamentali per i giovani che sono alla ricerca di un lavoro. La creazione di un marchio e di una reputazione online attraverso i social network consentono pertanto ai singoli di mettersi in contatto con altri brand non solo da un punto di sociale ma anche professionale.

In linea con tali premesse, il progetto EPBE mira a far fronte alle principali sfide dell’Industria 4.0, fornendo a studenti e giovani strumenti necessari per poter affrontare al meglio la ricerca di lavoro e la creazione di un marchio personale online. Per raggiungere questi obiettivi, i risultati del progetto EPBE sono rivolti a studenti e giovani, per i quali sono stati realizzati due corsi MOOC sul “Personal branding” e sul “Job hunting 4.0”, un “Toolkit” e un corso di formazione formatori per insegnanti e formatori dal titolo “MOOCs: Metodologie di formazione a distanza e mista”.

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