



APPROVED by
President

S. Ismuratov
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from «*03*» *03* 2021

Career guidance plan for the "Industrial Automation and Robotics" educational program

№	Name of the event	Time frame	Responsible	Expected result, documentation
1	Establishment of an appropriate base of schools and colleges in Kostanay region	March 2021	Marketing and Communications Department	Excel sheet
2	The inclusion of Moiseenko O.V. and Zhuaspaeva T.A. to the group of career counselors	March 2021	Marketing and Communications Department	WhatsApp chat
3	Training of career counselors in scripts, admission rules, etc.	During the entire period	Marketing and Communications Department, Admission Committee	Files with information in electronic and printed form
4	Conducting meetings on career guidance and preparing a recruitment of applicants, organizing the work of working groups in key areas	Monthly last Thursday (last week of the month)	Marketing and Communications Department	Coordination and strengthening of activities
5	Conducting an Open Day at KEnEU and at SaryarkaAvtoProm LLP (individual excursions)	During the entire period	Marketing and Communications Department	Announcements on social media, university website
6	Presentation of the educational programme as part of the Decade of Engineering and Technology Faculty	After approval by the dean's office	Marketing and Communications Department, Department of Information Technology and Automation, Dean of	Plan, report



			the ITA	
7	Participation in job fairs, education fairs (if organised by local authorities)	During the year	Marketing and Communications Department, Department of Information Technology and Automation	Report
8	Update EP presentation material electronically, post on website, distribute to schools and possible groups	March-July 2021	Marketing and Communications Department	Catalogue, banner, presentation, social media post
9	Using a YouTube account and social media for career guidance activities	During the year	Marketing and Communications Department	Videos about IAR
10	Organization of a centralized order for the preparation, replication and distribution of vocational guidance materials	March-May 2021	Marketing and Communications Department	Website update, photo shoot, e-catalogues, booklets, magnets, pens, articles and live streamings, banners, rollups
11	Live broadcasts on vocational guidance	According to the career guidance plan	Marketing and Communications Department	Live streaming on social media, video recording of teaching staff
12	Conducting competition on robotics	After approval by the dean's office	Marketing and Communications Department, Department of Information Technology and Automation, Dean of the ITA	Plan, report

KEnEU Project Coordinator



Zh. Jabassova