WIFI (Wirtschaftsförderungsinstitut) Institute for Economic Promotion of the Austrian Federal Economic Chamber

“Knowledge creates a future. Know-How secures success and competitiveness.”

Monika Elsik

ITIF Workforce Retraining: What America can learn from the World‘s Leaders, February 2017, Washington D.C.
Austria: Basic Indicators

- Federal republic with 9 provinces
- Population: appr. 8.6 million
- Work force: appr 4.2 million
- Companies/Self employed: appr. 490,000 +
- Focus SME: Less than 200 enterprises have more than 1000 employees

4.427 Miles/7.123 km Vienna to Washington D.C.
Austrian Education System

AP = Abschlussprüfung (Final examination)

G+K = Allgemeine Gesundheits- und Krankenpflegeschule (School for general healthcare and nursing)

LAP = Lehrabschlussprüfung (Apprenticeship-leave examination)
VET = Vocational Education and Training

Students Secondary Level II

30% General Education

35% Vocational Schools

35% Apprenticeship Training
# Some Education Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Austria</th>
<th>EU-average (EU-28)</th>
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<tbody>
<tr>
<td>Proportion of students in VET at Sec II</td>
<td>69.8%</td>
<td>47.4%</td>
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<tr>
<td>Completion rate of Sec II</td>
<td>88.7%</td>
<td>82.7%</td>
</tr>
<tr>
<td>Early school leavers</td>
<td>7.3%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Tertiary attainment (OECD Data) (among the 25 to 34-year-olds)</td>
<td>(2015): 38.6%</td>
<td>OECD-average: 42.1%</td>
</tr>
<tr>
<td>Youth unemployment (2016)</td>
<td>11.3%</td>
<td>EU-average (EU-28): 18.8%</td>
</tr>
</tbody>
</table>

Sources: Eurostat, OECD; latest figures (2013-2016)

* ISCED 4A = higher vocational school qualifications (= BHS-Abschlüsse)
VET and youth unemployment internationally
(VET at Sek II and average rates of youth unemployment for 2002 to 2011, A 2015)

R² = 0.3107

OECD, Eurostat, ibw-calculations

Monika Elsik, WIFI Austria 2017
Chambers support the EuroSkills 2016: Austria is European Champion
Mission of Austrian Economic Chambers

“The Austrian Economic Chambers represent the interests of business, promote the economy and communicate knowledge. In this sense, we feel we have a sociopolitical duty towards the citizens of this country.”

Dr. Christoph Leitl,
President of the Austrian Federal Economic Chamber
Role of Austrian Economic Chambers in VET

Mail goal:

- Influence on general Education and Training Policy

Practical Support and Service for Economy

- Governance and administration of apprenticeship training
- Running of VET and CVET institutions
- Awarding of professional qualifications (Economic Chambers)
- Provision of accompanying support measures - Provision of VET and CVET and Awarding of professional qualifications by the Austrian Economic Chambers
What do our companies get from us?

Provision of VET and CVET, other educational initiatives and Awarding of professional qualifications

VET and CVET at Austrian Economic Chambers: appr. 600 000 p.pa.
Students/Contacts in Initial-, Higher and Further Vocational Training/Measures

VET at Austrian Economic Chambers: approx. 600,000 per year. Source: WIFI und Bp/WKO

Apprenticeship Training:
- Apprenticeship-offices
- Training centers/workshops

Universities of Applied Sciences

Private Universities

Education- and career information and -counselling

WIFI Institute for Economic Promotion of the Austrian Economic Chambers

Vocational Schools for:
- economics
- technics
- tourism

Apprenticeship Offices

Training centers/workshops

Universities of Applied Sciences

Private Universities

Education- and career information and -counselling

New Design University

FH Vienna

Campus 02

FH Salzburg

FH Technikum

Modul University Vienna

WIFI Vocational VET courses/seminars incl. WIFI Academic Courses

WIFI International

WIFI Schools for Industrial Masters

WIFI Certification Body

Number of participants

Apprenticeship Training

Education- and career information and -counselling

WIFI

Vocational Schools

* In Tausend Persons per Year, Source: WIFI und Bp/WKO

Monika Elsik, WIFI Austria 2017
For more than 70 years WIFI also stands for applied knowledge and the dialogue between business and learning.
WIFI Austria in Facts & Figures

- 1 Umbrella organisation,
- 9 Main locations and
- 80 Branches in Austria,
- Partners worldwide
WIFI AUSTRIA:
The Institute for Economic Promotion in Facts and Figures

**Participants by Academic Year**

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>353,590</td>
</tr>
<tr>
<td>2012/13</td>
<td>351,627</td>
</tr>
<tr>
<td>2013/14</td>
<td>363,957</td>
</tr>
<tr>
<td>2014/15</td>
<td>346,241</td>
</tr>
<tr>
<td>2015/16</td>
<td>357,319</td>
</tr>
</tbody>
</table>

**Participants Hours by Academic Year**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>20,558,802</td>
</tr>
<tr>
<td>2012/13</td>
<td>20,642,709</td>
</tr>
<tr>
<td>2013/14</td>
<td>20,766,149</td>
</tr>
<tr>
<td>2014/15</td>
<td>20,546,602</td>
</tr>
<tr>
<td>2015/16</td>
<td>20,427,615</td>
</tr>
</tbody>
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**Key Figures**

- **33,837** Courses
- **12,000** Trainers
- **4,481** In-house corporate training courses (FIT)
- **31,867** FIT participants
- **1,400** Course and seminar rooms
- **290** State-of-the-art workshops
- **7,792** Personal certificates awarded by the WIFI Certification Body

Sources: Internal survey 2017, WIFI Image Analysis 2015 (Gallup)

Contact: WIFI Austria, Wiedner Hauptstrasse 63, 1045 Vienna; leitung@wifi.at, www.wifi.at; Content: Monika Elsik; February 2017

Monika Elsik, WIFI Austria 2017
WHAT WIFI CUSTOMERS HAVE TO SAY
- Willingness to recommend amounts to 90%
- 86% give top marks when it comes to the benefit of the training they participated in
- 72% see WiFi as a competent provider of academic training programmes
- WiFi’s strengths: Wide range of offerings, accessibility of the course locations, high level of trainer-expertise.
Source: WiFi Image Analysis (Gallup)

ACADEMIC TRAINING PROGRAMMES
- 30 training programmes with university partners
- 1200 participants in the academic training programmes at WiFi in 2015/16

BEST ALL-AROUND PROVIDER
In the seminar ranking published by Industriemagazin, WiFi once again took top honours in the category of “All-Around Provider Austria” with the highest mark of 2.3.

SUPERBRAND
An independent panel of experts named WiFi, the Austrian business community’s most important partner for qualifications, a Business Superbrand.

WIFI AT WEB SITE
- Visitors: 1.115.136
- Page requests: 3.103.107
Web statistics 2016

STRONG EMPHASIS ON QUALITY
- Quality management according to ISO 9001:2008
- Education provider according to ISO 29990:2010
- EFQM – European Foundation for Quality Management
- IIP – Investors in People

WIFI INTERNATIONAL
- 720 courses
- 5.776 participants
- 1.500 training days
- Roughly 500 WiFi trainers abroad
Period: 2013/16

SOCIAL MEDIA
- Facebook fans (all WiFi Austria pages): 134.196
- Youtube (WiFi Austria): 226.015
As of 23 January 2017
The WIFIs’ Main Business Fields

- Management / Corporate Leadership
- Personality
- Languages
- Applied Business Administration
- Applied Data Processing / Information Technology
- Technology
- Sectors of Industry
- Vocational Matriculation Examinations / Private Schools

WIFI Learning Model „LENA“ for vibrant and sustainable learning!
Trends in VET / WIFI Austria

Digital Learning
- Blended Learning
- Learning platform - mobile responsive
- MicroLearing
- Webinars

Use of Social Media in company communication

Technical courses (3D, BigData, ..)

Languages

Academic Programms

Preparatory courses to Entrepreneurship

Special Courses for Branches
WIFI Austria: CVET - Learning in the future

„Mobile Learning“
„Adaptive Learning-Systems“
„Game Based Learning“
„Micro Learning“
„Emotionale Activation“
„Learning 4.0“
Summary:

- **USP as Austria**
  - Focus VET = Highly qualified workers - employed immediately
  - Focus on relationship VET/ Apprenticeship Training and (Youth) unemployment

- **USP as Economic Chamber**
  - Link between government and enterprises
  - Coordination work in Dual Education

- **USP as WIFI Austria**
  - Providing „flexible“ education and career advice
  - Focus on practical competences - developed with and needed by the companies
QUESTIONS, COMMENTS ....

Mag. Monika Elsik

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Head of Department Strategy and Cooperation

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