



CAREER CENTER  
**UNESA**

# GUIDEBOOK **CAREER COUNSELING SERVICES**



**SUBDIRECTORATE OF CAREER AND ALUMNI SERVICES  
DIRECTORATE OF STUDENT AND ALUMNI AFFAIRS  
UNIVERSITAS NEGERI SURABAYA**

# **ENDORSEMENT PAGE**

## **ACCELERATED CLASS GUIDEBOOK FOR STUDENTS AND ALUMNI OF UNIVERSITAS NEGERI SURABAYA IN 2024**



Knowing,  
Vice Rector for Education, Student

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# WELCOME REMARK

Praise be to Allah SWT for His abundance of grace and guidance so that this guidebook "Implementation of Career Counseling Services" for students and alumni of Surabaya State University can be completed. This guidebook is prepared as a guide for students and alumni in utilizing career counseling services provided by Surabaya State University.

Career counseling services are a form of service that aims to assist students and alumni in planning and achieving careers that are in accordance with their interests, talents, and potential. Through this service, it is hoped that students and alumni can obtain useful information and guidance in determining career choices, developing the skills needed, and preparing themselves to enter the world of work.

This guidebook is organized systematically and easy to understand, so it is expected to be a useful source of information for students and alumni. We realize that this guidebook is still far from perfect, therefore constructive criticism and suggestions are highly expected for future improvements.

Hopefully this guidebook can be useful for students and alumni of Surabaya State University in maximizing available career counseling services.

Surabaya, July 13 2024  
Directorate of Student and Alumni Affairs  
Universitas Negeri Surabaya

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# CHAPTER I

## INTRODUCTION

### 1.1 BACKGROUND

Students are individuals who are in the process of development, towards maturity and independence (on becoming person). Some problems may be faced by students in their development process, including when entering college. From the first time they enter college until they complete their studies at college. In general, the problems include the following aspects:

- Personal aspects include intrapersonal problems such as self-concept, self-confidence, time management, communication and independence.
- Career aspects, work readiness issues include self-preparation related to careers, soft skills development, self-potential development and work preparation.

One of the main tasks of higher education as an educational institution for students is to provide services to students in facilitating the development of students towards their independence and optimal self-achievement during college. Therefore, universities must understand well the problems that students may experience and have experienced, so that students can undergo and complete their studies well, without significant obstacles. An understanding of these problems will later be used as a reference in planning the program to be implemented by the college.

## 1.2 CAREER COUNSELING SERVICE OBJECTIVES

The Career Counseling Service Implementation Guidebook for students and alumni of Universitas Negeri Surabaya (UNESA) has several main objectives. This service aims to assist individuals in planning and achieving a successful career, with a focus on self-development, exploration of career options, and job search strategies.

### Main Objectives:

1. **Increase Self-Awareness:** Counseling services help students and alumni understand themselves better, including their strengths, weaknesses, interests, values, and skills. This self-knowledge is essential for making informed career decisions.
2. **Developing Career Planning Skills:** This service provides guidance on developing an effective career plan, including setting realistic goals, identifying strategies to achieve those goals, and understanding the importance of continuous learning and development.
3. **Expanding Insight into Career Options:** Counseling services provide information on various career paths, including information on different industries, job roles, and educational requirements. This helps individuals identify career options that match their interests and aspirations.
4. **Improving Job Search Strategies:** This service provides practical advice and support for job search, including resume writing, interview preparation, and networking strategies. These guides help individuals navigate the competitive job market and increase their chances of securing employment.
5. **Facilitating Transition to the World of Work:** Counseling services aim to help students and alumni transition smoothly from academia to the professional world. This includes addressing concerns about career development, work-life balance, and adapting to workplace demands.



6. **Promoting Lifelong Learning:** The service emphasizes the importance of continuous learning and development throughout a career. This includes encouraging individuals to continue their education, acquire new skills, and keep up to date with industry trends.

In short, career counseling services at UNESA are designed to support students and alumni in making informed career choices, developing necessary skills, and achieving their professional goals. These services are a valuable resource for navigating the complexities of the job market and ensuring a successful transition into the world of work.

### 1.3 BENEFITS OF CAREER COUNSELING SERVICES

The Guidebook for the Implementation of Career Counseling Services at Universitas Negeri Surabaya (UNESA) outlines the various benefits that this service offers, both to students/alumni and to the university itself. The service is designed to assist individuals in reaching their full potential in the world of work, while improving the quality of graduates and the reputation of UNESA.

#### **For Students/Alumni:**

- **Increased Self-Awareness:** Counseling services help students and alumni understand their strengths, weaknesses, interests, values, and skills. By understanding themselves, they can make more informed and realistic career decisions.
- **Career Plan Development:** Counseling services provide guidance for designing an effective career plan, including setting realistic goals, identifying strategies to achieve those goals, and understanding the importance of continuous learning and development.
- **Career Options Exploration:** Counseling services provide information on various career paths, including information on different industries, job roles, and educational requirements. This broadens the horizons of students and alumni, helping them identify career options that match their interests and aspirations.

- **Improved Job Search Strategies:** Counseling services provide practical advice and support for job search, including resume writing, interview preparation, and networking strategies. This helps students and alumni navigate the competitive job market and increase their chances of securing employment.
- **Smooth Transition to the World of Work:** Counseling services help students and alumni transition smoothly from academia to the professional world. This includes addressing concerns about career development, work-life balance, and adapting to workplace demands.
- **Continuous Career Development:** Counselling services emphasize the importance of continuous learning and development throughout a career. It encourages individuals to continue their education, acquire new skills, and keep up to date with industry trends, so that they can remain relevant and competitive in the job market.

#### **For Universitas Negeri Surabaya:**

- **Improved Graduate Quality:** Counseling services help improve the quality of UNESA graduates by helping them develop effective career plans, improve their job search skills, and prepare them for the transition to the workforce.
- **Reputation Enhancement:** Effective counseling services can enhance UNESA's reputation as an educational institution that cares about its graduates' readiness to enter the workforce. This can attract more prospective students and increase UNESA's competitiveness in the higher education scene.
- **Increased Employability Rate:** Counseling services can help increase the employability rate of UNESA graduates, which in turn can increase their chances of getting a job and contributing to the national economy.
- **Increased Competitiveness:** Counseling services can assist UNESA in improving its ability to compete in the global job market by preparing its graduates to face challenges and opportunities in the digital era.



## **1.4 DEFINITION OF TERMS**

The Career Counseling Service Team of Universitas Negeri Surabaya (UNESA) realizes that the journey to a successful career requires proper guidance and support. This guidebook serves as a compass and map for the team in providing optimal services to students and alumni. With this guide, it is expected that the UNESA Career Counseling Service Team can carry out its duties and responsibilities effectively, assisting students and alumni in planning and achieving careers that match their interests and potential. Hopefully this career counseling service can be an inspiration and motivation for each individual to achieve their goals and contribute positively to society.

- Career counseling, also known as career guidance, is a process that assists a person in understanding himself, his personality, background, abilities and interests, and subsequently making choices in career development. This process may include choosing a new career, switching for a career change, or leaving a particular career path.
- A career is a series of jobs or positions that a person performs throughout his or her life, which are usually related to a particular field or industry. A career does not simply describe a job, but also includes a person's development and advancement within that field.
- A job is a set of tasks and positions that have similar obligations and main duties in an organization or institutional unit. Jobs usually have clear and specific job descriptions.
- Profession is a field of work that requires specialized education, training and certification. Professions usually have a code of ethics and high professional standards.
- Career counseling services are programs designed to assist individuals in planning and achieving a successful career. These services are usually offered by educational institutions, professional organizations, or counseling services.

This service may include various activities, such as:

Personality Assessment: Helps individuals understand their strengths, weaknesses, interests and values.

» Career Options Exploration: Provides information on different career paths, industries and job roles.

» Career Plan Development: Assists individuals in setting career goals, identifying strategies to achieve those goals, and planning next steps.

» Job Search Skills Enhancement: Provides training on resume writing, interview preparation, and networking strategies.

» Transition to Work Support: Assists individuals in adapting to workplace demands and building a successful career.

- Career coaches are professionals who assist individuals in planning and achieving their career goals. Career coaches usually have experience and expertise in the field of career development.
- Professional goals are the goals that an individual wants to achieve in their career. These goals may include getting a specific job, achieving a certain position, or developing certain skills.
- Career development is an ongoing process that involves learning, growing and progressing in one's career.
- Skills analysis is the process of identifying and evaluating the skills a person possesses.
- Work style is the way a person works and interacts with others in a work environment.

# **BAB II**

## **LKK ORGANIZATION MANAGEMENT**

### **2.1 DESCRIPTION OF LKK**

Universitas Negeri Surabaya (UNESA) Career Counseling Service is here to assist students and alumni in planning and achieving their career goals. This service offers various programs and activities, such as interest and aptitude tests, individual career consultations, self-development workshops, and job fairs. A team of experienced counselors is ready to provide guidance and support to help students and alumni understand their potential, explore career options, build effective job search strategies, and prepare to enter the workforce. This service is open to all UNESA students and alumni, and can be accessed through UNESA's official website or by contacting the career counseling office.

### **2.2 ORGANIZATIONAL STRUCTURE AND SERVICE IMPLEMENTERS**

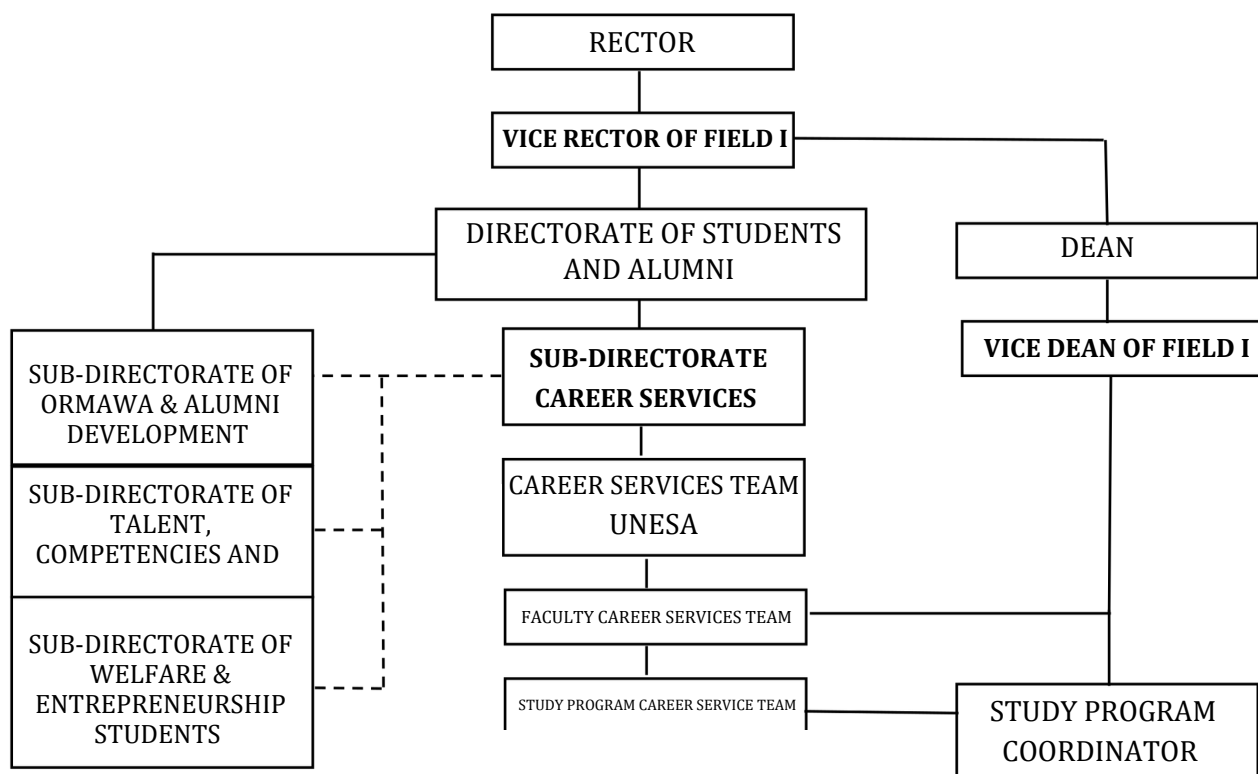
#### **GUIDANCE COUNSELING**

Implementation of Career Counseling Service Activities at Surabaya State University

Surabaya State University has several levels, namely as follows:

- a) The university level is called the Unesa Career Counseling Team,
- b) The faculty level is called the Faculty Career Counseling Team

The Rector together with WR I, II, III, and IV as Unesa leaders have the authority to provide a policy related to the implementation of Guidance and Counseling services at Unesa. Under the auspices of the Director of Student Affairs and alumni, the Head of Sub-Directorate of LBKK prepares a program in accordance with the performance targets of the leadership and implements the program in accordance with the provisions. The Head of Sub-Directorate of LBKK coordinates the Unesa Guidance and Counseling Team and the Faculty Guidance Team to carry out tasks in their respective work areas. The Faculty Counseling Team helps provide services according to their scope and identify counselee or student problems in the Study Program. After the service is carried out, if it is deemed unresolved, the Faculty Counseling Team coordinates with the Unesa Counseling Team. The Faculty Counseling Team is responsible to the Dean.



**Chart 2.1 Organizational Structure of Unesa Career Services**

The following is the Organizational Structure of Guidance and Counseling Unesa:

- a. Coordination of the Unesa Career Service Team is carried out by the Subdir of LKK and the Director of Student Affairs and Alumni in collaboration with the Vice Rector for Academic Affairs, Student Affairs and Alumni, while the Faculty career service team is carried out by the Deputy Dean for Academic Affairs, Student Affairs and Alumni;
- b. The Unesa Faculty Career Service Team is managed by lecturers who are representatives of each faculty who serve as co-counsellors who coordinate in providing directional assistance to students in achieving optimal development.
- c. Prodi Career Services Team is managed by lecturers who are representatives of each study program who serve as co-counsellors who coordinate in providing directional assistance to students in achieving optimal development.

### **2.3 DUTIES AND OBLIGATIONS OF LKK PERSONNEL**

Career Service Management at Unesa consists of the following:

1. Unesa Career Counseling Team consists of lecturer representatives selected by the Dean of each Faculty.
2. The Faculty Career Counseling Team consists of lecturer representatives selected by each Head of Study Program in Unesa.

The following is a description of each Career Service Team's duties and obligations as follows.

#### **1. UNESA CAREER SERVICES TEAM**

1. Develop a Career service program.
2. Implement the Career service program.
3. Evaluating the Career service program.
4. Coordinate and develop career service activities with the Director of Student Affairs and Alumni.
5. Develop guidelines and service flows related to Career services.
6. Coordinate Career service activities in providing services to students.
7. Serve cases referred by the Faculty Career service team.

8. Compile reports on Career service implementation activities.

## **2. FACULTY CAREER SERVICES TEAM**

1. Develop a career service program with the Unesa Career Team.
2. Implementing a career service program with the Unesa Career Team.
3. Evaluating the career service program with the Unesa Career Team.
4. Coordinating and developing career service activities with faculty leaders for improving career services at the Prodi level.
5. Coordinating Faculty-level peer mentors in carrying out activities.
6. Handle cases referred by DPA (Student Advisory Lecturer) lecturers.
7. Provide referrals to the Unesa Career Service Team.
8. Compile reports on career service implementation activities.
9. A career service team from study programs in the faculty



## **2.4 LKK TEAM PERSONNEL REQUIREMENTS**

General requirements for guidance and counseling team personnel in higher education include:

1. Educational Qualifications, personnel must have a minimum educational background of S1 in Guidance and Counseling, Psychology, or related majors.
2. Experience, minimum work experience in counseling, particularly career counseling or similar services, is required.
3. Professional Competence, Personnel must have certification or additional training in career guidance, educational psychology, or counseling.
4. Interpersonal Skills, Personnel should have good communication skills, be able to listen with empathy, and provide appropriate guidance.
5. Commitment to Student Career Development: Personnel are expected to have a strong commitment to assist students in achieving optimal career development through various forms of guidance and services.

## **2.5 LKK TEAM TRAINING**

Training for career services teams is essential in order to provide effective guidance to individuals who need direction in career development. Here are some aspects and types of training that are commonly required for career services teams

1. Basic Career Services Training
2. Training on the Use of Test and Assessment Tools
3. Career Information Management Training
4. Career Program Development Training
5. Collaboration and Partnership Training
6. Continuing Professional Development Training

# CHAPTER III

## SERVICE IMPLEMENTATION STANDARDS

### 3.1 CONTENT STANDARDS CAREER SERVICES

1. Career counseling services are oriented towards handling non-academic problems to support and improve student academic achievement.
2. Career counseling service areas include: personal, social, learning, and career.
3. The scope of career counseling services provided are:
  - Providing guidance and coaching to students in developing their potential.
  - Providing counseling services to students to obtain solutions to problems faced.
4. Types of career counseling services include: softskill development guidance and mediation service consultation.
5. Career counseling service components include: basic services, personal specialization and planning services, responsive services, and system support.
  - Basic services are the provision of assistance to all students related to the development of skills, knowledge and attitudes in personal, social, and academic fields.
  - Individualization and planning services are the process of providing assistance to all students in making and implementing personal, social and academic plans.
  - Responsive service is the provision of assistance to students who have needs and problems that require immediate assistance.
  - System support is a component of services and management activities, infrastructure and continuous professional development of counselors who indirectly provide assistance to students or facilitate the smooth development of students.

### 3.2 Career Service Process Standards

The procedure for obtaining career services is as follows:

1. The counselee (student) can come to the Faculty Career Service Team in two ways, namely:

a). On their own. If students on their own wish to visit the Faculty Career Services Team, then the student comes with a valid Student Identity Card (KTM), makes an agreement with the Faculty Counseling team by telephone or WA during working hours and fills out the registration form for guidance and counseling services provided by the faculty career services team (google form) with a standard format from Unesa career services.

b). At the suggestion of Academic Advisor Lecturer (DPA). If students get a recommendation from the Academic Advisor (DPA) to visit the Faculty career services team, the Academic Advisor (DPA) will provide a cover letter (which contains the identity of the counselee and the counselee's problem) addressed to the Faculty career services team. Students with a cover letter that has been put in a sealed envelope enter into an agreement via telephone or WA with the faculty career services team. The letter mechanism is done uniformly and online.

2. After receiving information on the time of career counseling services, the counselee gets guidance and counseling services from the faculty career services team.

3. Faculty career services team conducts evaluation and follow-up.

4. If the problem has been resolved in the faculty career service team, the counselee does not need to transfer the case.

5. If the problem has not been resolved in the faculty career services team, the counselee can be transferred to the Unesa career services team by sending a cover letter to transfer the case (as per attachment).

### 3.3 Facilities and Infrastructure

- Counseling Room.
- Career Information Board
- Multimedia Equipment
- Career Library

### 3.4 Service Target

The targets of Career Services are all Unesa students and Alumni.

# CHAPTER IV

## CLOSING

Thus we make this guidebook, we hope that it can be a reference for the standard implementation of career services, the standard of implementation of career services is a minimum standard in providing services to students and alumni. Development intended to improve the quality of implementation is expected as long as it is relevant to the interests of students and alumni and does not deviate from this standard.