



ZMUDRI: ENABLING TRANSITIONS INTO WORK

Zmudri produces video courses for Slovak young generation (14 -25 years old) with a mission to prepare them for real life issues.

These materials are distributed either through the free online learning platform, www.zmudri.sk/ which is used by teachers and students, or through social media sites such as Instagram, YouTube or TikTok, where content is produced in more entertaining and concise versions suitable for these types of channels

Resource overview

Website: Zmudri

The organisation has created a series of short and engaging video courses covering the entire process of job search from deciding about career path through writing a CV to signing first job contract. Videos are 5-10 minutes in duration and are designed to present the topic in a concise and entertaining way.

Courses include topics such as:

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- **Launch year**
2020
- **How many schools are currently making use of it?**
51-250
- **Other tags**
Is adopted, promoted or endorsed by government | Is recognized by peers | Free of cost |
- **Technology**
Video streaming | Social media
- **Career development**
Accessing information/guidance | Labour Market Information | Managing transitions | Part-time work
- **Age group**
Lower-secondary (ages 12 to 15) | Upper-secondary (ages 16 to 18)
- **Countries**
[Slovak Republic](#)



- Deciding about my future career and how to choose what to do after high school
- Where can I search for a job
- How to write a CV
- How to write a cover letter
- How to prepare for an interview
- How to prepare for an online interview
- Basics of labour law (types of contracts, taxes, what to avoid, etc.)
- First day at job: What (not) to do
- How freelancing works
- Working abroad? Be careful about this!
- Volunteering

In addition to video courses, *Zmudri* also creates quizzes and methodological materials with guides about learning activities which could be implemented during either online or offline classes.

Teachers use materials in various forms:

1. Students watch video courses in the classroom (either through projector or personal computer). Subsequently, they discuss relevant topics with teachers.
2. Flipped classroom model: Students watch video courses in their own pace, filling out quizzes as a part of their homework. During classes, teachers discuss relevant issues mentioned in video courses or implement activities suggested in methodological materials.
3. The *Zmudri* team strives to visit some schools personally where they teach with their materials and apply activities suggested in the methodological materials. This is a unique possibility for the team to observe the implications of their learning content.

Some of video courses along with other materials can be found here:

<https://zmudri.sk/seria/seria-hladanie-prace/>

Description of technology

The content is fully digital and available free on custom made platform www.zmudri.sk/

During a Covid-19 pandemic, the use of digital content increased rapidly demonstrating a huge relevance of such material. After the pandemic, many teachers still use digital resources and materials during their classes.



The platform includes features such as creating a virtual online class, assigning quizzes to students, obtaining diplomas, saving favourite courses, filtering courses according to subjects and interests, etc.

So far after 3 years of existence, the platform has 10 000+ registered teachers.

In the future, *Zmudri* team would like to improve the platform by adding elements of gamification and interactivity, thus creating a better learning experience.

How the resource makes career guidance more effective, efficient and/or equitable for students

From the feedback that the *Zmudri* team has received, video courses provide many benefits such as:

- Saving time for teachers who do not have to spend extensive time for preparation
- Explaining complex career topics in short and concise way which is more effective given the very low attention span of the young generation
- Explaining complex career topics in entertaining and funny way which connects more effectively with the viewer
- Incorporating many practical and useful tips that are applicable to real life and easy to remember
- Collaborating with industry experts thus ensuring the relevance and accuracy of the information provided
- Materials aim to introduce young individuals to the realm of job market, provide useful tips and teach them about important potential problems that they could possibly avoid.

Challenges or potential barriers to use

The potential barriers of usage are low digital literacy and no access to internet of technology.

The resource is free of charge

Support for users

Users do not require support to use the resource.



Additional details

Has the resource been...	Yes or No?	Description	Link
...informed by research?	No		
...funded by government?	Yes	<p>Materials were endorsed by State Pedagogical Institution which as an institution focuses on curriculum development at schools and is under the Ministry of Education.</p> <p>https://ucimenadialku.sk/odporucania/pre-ucitelov</p> <p>https://ucimenadialku.sk/distancne-vzdelavanie/zdroje</p> <p>In addition, <i>Zmudri</i> regularly cooperates with all Municipal Regional Centres which manage most of Slovak high schools.</p> <p><i>Zmudri</i> also cooperate with a public institution focused on career developers.</p>	<p>https://rozvojkariery.sk/zmudri-sk-a-zk-prk-prinasaju-nove-vzdelavacie-vidео-p-re-stredoskolakov/</p>
...recognized by peers?	Yes	<p><i>Zmudri</i> has received National Award for Career Guidance in 2020. <i>Zmudri</i> has also received Learning and Development Award 2019 in Young Talent Category and Forbes 30 under 30 Award in Science & Education.</p>	<p>https://www.euroguidance.sk/document/publikacie/42.pdf/</p>
...evaluated?	Yes	<p>The <i>Zmudri</i> team has conducted brief research on a small sample of 176 students from 8 different schools who were regularly using video courses regarding career development during an entire school year of 2021/2022. The results are following</p> <ul style="list-style-type: none"> • 83% of students agree that <i>Zmudri</i> video materials are relevant for their practical life • 81% of students agree that they consider classes where teachers use <i>Zmudri</i> materials as more attractive • 76% of students agree that they would like teachers to use <i>Zmudri</i> courses more. <p>However, data that <i>Zmudri</i> team has collected is not representative and they are not certain that they can generalise the result for the entire group of students who use materials from <i>Zmudri</i>.</p>	

This resource has been endorsed by Súkromná obchodná akadémia in Prešov, Slovak Republic.

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