

Study on Revitalization of Overseas Employment through the K-Move School Program - Focusing on the USA employment cases of fashion students at P University –

Park, HyeSook

Associate Professor, Dept. of Fashion Design & Branding, Pyeongtaek University
hspark@ptu.ac.kr

Abstract

P University applied for the overseas expansion project of K-Move School operated by Human Resources Development Service of Korea, and was selected twice in 2016 and 2017 to operate the program. The goal of this study was to prepare an activation plan based on the results of the training program to enter the fashion industry in LA, USA. The lack of research It was confirmed that the K-Move School program could provide young people with opportunities to grow into global talents in a situation where it is very uneasy to predict the future based on the domestic employment environment alone. However, in order to successfully expand overseas jobs, systematic and strategic policies are essential by the government and related ministries or institutions so that practical programs suitable for young people can be operated. It is hoped that the results of these studies will be used as basic data for young adults and leaders who are in charge of teaching overseas.

Keywords: *Youth Unemployment, Overseas Employment, K-Move School, Training Education Program*

1. INTRODUCTION

As the youth unemployment rate has recently increased every year, it has emerged as a serious problem in the society and economy as a whole. Youth unemployment mainly refers to unemployment for generations between the ages of about 15 and 34. Since the 2000s, the Korean economy has faced a problem of “chronic youth unemployment.” In 2003, there were about 680,000 college graduates, but only 20,000 people were employed by companies in the top 100 rankings. As a result, in 2004, 47.8% of the total unemployed were youth, and the youth unemployment rate in 2006 exceeded 8%. Estimated by the International Labor Organization. In 2012, the youth unemployment rate in Korea was 9%, increasing every year to 10% in 2014. The actual unemployment rate was even worse. In 2010, the real youth unemployment rate reached 27.4%, and in 2014, it soared to 30.9% [1]. In 2015, the OECD average youth unemployment rate was 13.9%, with Korea 10.5%, the US 11.6%, the UK 14.6%, France 24.7%, Germany 7.3%, and Japan 5.6%. Is lower and higher than that of Germany and Japan [2]. Since then, as shown in the chart of <Figure 1>, the domestic youth unemployment rate as of March 2020 has exceeded 9.9%, and the number of domestic youth unemployed has reached about 402,000 [3].

Therefore, not only government departments, but also universities and private institutions are supporting

overseas employment in various forms such as overseas internships, global capacity building camps, overseas job fairs, overseas job special lectures, and overseas job presentations. Human Resources Development Service of Korea, under the Ministry of Employment and Labor, opened the Seoul K-Move Center, an overseas employment counseling center in 2015, and is operating an overseas employment academy in order to provide more accurate information on overseas employment and systematically support young people's overseas employment preparation [4]. In this study, while the unemployment rate for young people in Korea is increasing and the employment environment is gradually worsening, young people who wish to work abroad are likely to be employed abroad through the K-Move School Program, an overseas employment support program by Human Resources Development Service of Korea. Study cases of successful employment after completing necessary skills, attitudes, and job skills. Based on this research, we hope that it will be used as basic data for Korean youth to adapt to the global environment, and it is expected that it will be helpful for overseas employment to open the future of youth.



Figure 1. Youth Unemployment Rate

Source: Ministry of Employment and Labor <http://www.moel.go.kr/index.do>

2. THEORETICAL BACKGROUND

2.1. The Significance and History of Overseas Employment

Overseas employment is not only the most basic role of an individual's livelihood, but also the role of reducing domestic unemployment, foreign currency acquisition, technology acquisition, and cultural exchange by exporting manpower to other countries when excessive labor force occurs due to domestic economic conditions. Therefore, in the past, overseas employment was mainly led by the government due to such policy necessity, but in recent years, employment difficulties in Korea are getting worse, and individuals and private organizations are also actively pioneering overseas employment in search of new jobs and living conditions.

The history of overseas employment in Korea after liberation began in the 1960s when West Germany sent them to Germany with the wages of nurses and miners as collateral to introduce loans. Since then, the scale of overseas employment has grown significantly due to the advancement of construction workers in the Middle East in the 1970s, reaching its peak in the 1980s. In the 1990s, the size of overseas employment was reduced due to the domestic economic crisis, but the IMF crisis was an opportunity to awaken the necessity of overseas employment as a means of solving the unemployment crisis and obtaining foreign currency.

In particular, as the employment difficulty in the domestic labor market has increased recently, overseas employment has attracted attention again. Beginning with nurses and mine workers in the past 60-70s, certain occupations such as construction workers in the Middle East in the 70s. Unlike the advancement of overseas man power, which was limited to the country, nowadays, overseas employment is being carried out in various countries such as Japan, China, and the United States, mainly in professional fields such as IT, business experts, flight attendants, and medical and health personnel [5].

2. 2. National Policy Introduction and K-Move Project

As part of the introduction of various research and policies, the Overseas Employment Support Program is one of the policies for preparing youth jobs. After the financial crisis in 1998, the number of unemployed rapidly increased, and after the overseas training program started as a countermeasure for short-term unemployment, it was promoted in earnest in 2004. In 2006, “Overseas Employment Promotion Measures” aimed at easing youth unemployment and enhancing national competitiveness were established. In 2008, with the goal of fostering 100,000 global youth leaders, we conducted overseas job training and placement, overseas internships, and overseas volunteers. Since 2013, the government has reorganized its overseas expansion business from quantity to quality, and has branded overseas employment, internship, volunteer work, and entrepreneurship as K-Move to promote linkage between each business.

Following these policy efforts, the number of overseas employment increased by 72.9% from 1,679 in 2014 to 2,903 in 2015, and young people are also interested in overseas employment. It was found that 68.8% of young people who are preparing for employment or start-up are willing to advance overseas [6]. Moreover, as the popularity of K-Pop and the expansion of Korean companies' overseas expansion in recent years, Korea's status in the international community is increasing, creating favorable conditions for Korean youth to enter the world stage. In this situation, the government is actively promoting K-Move to support youth's overseas expansion by integrating the overseas expansion programs sporadically promoted by each ministry in order to support youth's challenging overseas expansion [7].

2. 3. K-Move Project Status

2.3.1. Background of K-Move Project

The background of K-Move is that the popularity of K-Pop and the expansion of Korean companies' overseas expansion in recent years has led to the rise of Korea's status in the international community, creating favorable conditions for Korean youth to enter the world stage. Accordingly, as the number of young people who are interested in finding employment and starting a business abroad increases, the need for policy to promote their overseas expansion is increasing. In this situation, the government aims to provide substantial support for youth overseas expansion by integrating overseas expansion programs that have been sporadically promoted by each ministry [8]. As such, the K-Move project aims to cultivate talents that meet overseas demands, and establish an integrated information network for overseas jobs to promote overseas advancement and a sense of challenge for young people. Tasks for this are: first, discovering jobs through public-private cooperation, second, fostering talents that meet the needs of job seekers, third, establishing an integrated information network for overseas jobs, fourth, strengthening connection with related ministries and related organizations, and fifth, spreading a sense of challenge to advance overseas. Etc. This project is supervised by the Human Resources Development Service of Korea and is being promoted by government ministries and related organizations such as the Ministry of Employment and Labor, Ministry of Foreign Affairs, Education, Ministry of Trade, Industry and Energy, Presidential Youth Committee, Human Resources Development Service of Korea, National Institute of Education, KOIKA and KOTRA [9].

2.3.2. K-Move Project Details

The K-Move project is not just introducing overseas employment jobs to young people, but also cultivating customized human resources desired by job seekers and supporting mentoring for successful local settlement. It aims to provide comprehensive employment support services that can satisfy all job seekers.

To this end, it provides opportunities to improve job competencies and language skills to young people who wish to work abroad through customized training courses suitable for job demand. After completion of the training program, K-Move School, a project linked to overseas employment, and youth seeking overseas employment, provide information necessary for employment in the relevant country, employment counseling, preparations, local information, etc. Supporting mentoring. In addition, the K-Move Center was established and used as a local base to discover quality jobs and support overseas employment and local settlement by

utilizing overseas local networks. It is operated and its main tasks are divided into discovering local jobs, promoting local employment and entrepreneurship, training for local experts, establishing a global start-up support network, and consulting on grievances for employed [10].

2.3.3. Current Status of K-Move Project

According to <Table 1>, the employment rate in 4 countries accounted for a high proportion of the 15,554 people employed overseas through the K-Move project from 2013 to 2017. The survey was found to have been employed in Japan in the first place (3,727 employees), the United States in the second place (2,836 employees), Singapore in the third place (1,941 employees), and Australia in the fourth place (1,349 employees).

Table 1. Distribution of Employment Status (persons)

Division		Japan	U.S	Singapore	Australia	Division		Japan	U.S	Singapore	Australia
Number of Employees	In 2013	279	117	775	310	Education	High School Graduate	19	7	188	156
	In 2014	518	248	379	211		Bachelor of College	769	86	732	551
	In 2015	400	361	300	90		Bachelor	2,226	1,943	607	532
	In 2016	1,103	1,031	642	353		Master & Doctor	65	42	23	16
	In 2017	1,427	1,079	505	385		Etc.	2	1	-	4
Gender	Male	2,158	1,115	589	571	Major	Engineering	522	329	52	77
	Female	1,569	1,721	1,352	778		Humanities and Society	1332	568	545	288
Age	10s	2	-	193	105		Natural Science	88	105	158	149
	20s	3,047	2,684	1,632	1,089		Arts and Physical Education	71	239	29	84
	30s	659	132	113	155		Medical Science	-	-	-	1
	40s	14	14	2	-						
	50s	1	4	1	-						
	60s	2	-	-	-						

Looking at gender by country, it was found that in Japan, men had more employment than women, and in the United States, Singapore, and Australia, women had more employment than men. Looking at the age groups of 9,849 overseas workers in four major countries at the time of employment, 8,452 people in their 20s (85.8%), 1,059 people in their 30s (10.8%), 300 people in their teens (3.0%), 30 people in their 40s (0.3%), and 50s. 8 people (0.1%) in their 60s. According to <Table 1>, an analysis of the employment status of each major and humanities and social science majors were active, with 1,332 Japanese, 568 US, 545 Singapore and 288 Australians, and 522 Japanese and 288 Australians. There were 329 in the US, 77 in Australia, and 52 in Singapore. In the case of natural science majors, Singapore 545, Australia 149, US 105, and Japan were 88, and arts and sports majors were 239 in the US, 84 in Australia, 71 in Japan, and 29 in Singapore[11].

3. K-MOVE SCHOOL CLASS CONTENT IN FASHION MAJOR CLASS

3.1. K-Move School Outline and Contents

The Department of Fashion Design and Branding at P University was selected in 2016 by contesting for the K-Move overseas expansion project. In addition, from September of that year to March 2017, the first year training course aimed at entering the US fashion industry, and from May 2017 to December 2017, the second year K-Move School training program was conducted. Since 2015, P University has been conducting fashion shows and intern exchanges in connection with the Java Market in the Los Angeles Fashion District, and has been selected consecutively because it fits well with the purpose of the K-Move School business.

3.2. K-Move School Class Progress

The K-Move School class was divided into fashion design job course, common job, language education, and literacy education. The first training period was directly from September 2016 to 2017 with 300 hours for job, 250 hours for language, and 50 hours for other literacy education. During the 7 months of March, 600 hours were conducted. The subjects of the training were 15 students who applied for overseas employment during their 4th grade, and they formed a K-Move School exclusive class after regular undergraduate classes and conducted 4-6 hours a day in the afternoon < Table 2>.

Table 2. Moving School Class

Subject	Time	Training content
	600	
Fashion Design Practice	210	Fashion Styling (Schematic) Fashion Design Practice Web Design Development Flat Pattern Practice Fashion Photo & Graphics
Fashion Business Theory	72	Fashion Branding Planning, Global Fashion Business Fashion Materials & Color Planning
Fashion Portfolio	18	Fashion Portfolio Composition
Interview English for Employment	120	Self-Introduction Story, Mock Interview Interview Q&A
Global Presentation English	160	Speaking, Writing, Listening
Settlement Education	20	Living Information, Visa Information, Safety Education

3.3. Portfolio of Class Results

In the existing portfolio classes, students' graduation works were mainly produced, but in the K-Move School program, resumes, self-introductions, and works produced in English were mainly produced in order to produce a practical portfolio for matching designers required by local American companies. . In addition, students were instructed to stand out with various techniques and personalities to make use of their individual characteristics.



student	Training education portfolio content	company
A student		Peach Love/ 2027 Laura Ave, Huntington Park, CA 90255, USA
B student	 <p>Part-time job Adidas C/A 상담업무 -A/S Consulting -Create a consultation document Therodiface -Merchandise packaging -Listing of products list -Commodity classification work Intreacural part time work -Listing Document list -Program remodeling program -Office cleaning</p>	POL Clothing/ 12804 S. SPRING ST. Los Angeles, CA 90061, USA

Figure 2. Training Education Portfolio

4. CONCLUSION

The domestic employment environment is deteriorating day by day due to the recent global economic crisis and the economic downturn in Korea. As the job creation power of the Korean economy continues to slow down, trying to solve the increasingly serious youth unemployment problem with domestic jobs has no choice but to face limitations. As an alternative to solving the unemployment problem, the need for overseas job discovery is increasing, and a lot of interest in it is increasing. In addition, it has come to study various support for the government's overseas expansion. Moreover, it is believed that it will greatly contribute to cultivating global stars and discovering talents in various fields such as culture and arts as well as the domestic economy through overseas advancement of Korean youth. The conclusions of this study are as follows.

First, as the youth unemployment rate increases every year in Korea, it is very unstable to predict the future of young people only from the domestic employment environment. Therefore, overseas employment can provide young people with opportunities to grow into global talents. Second, for successful overseas job expansion, systematic and strategic support policies must be established by the government and related ministries or institutions so that appropriate policies and practical programs can be operated for young people. Third, young people should recognize that the global recognition of Korean culture, art, technology, and other various fields and the status of the Republic of Korea is increasing in the international community, rather than frustrating the present uncertain future. Accordingly, it is necessary to take a challenging attitude to make good use of that favorable conditions for advancing to the world stage are being created. Lastly, in addition to the achievements of the K-Move Project, research on follow-up policy development should be continued.

Overseas job creation is a complex problem that requires consideration of various environments such as the country's politics, culture, and economy. In order to successfully expand overseas jobs, it is necessary to comprehensively operate various trials and programs, and strategic policy establishment is essential. Creating overseas jobs is difficult and complex, but it is an alternative to overcoming the current unemployment crisis, and it will be a good way to cultivate global talents who will lead the future of Korea and the world.

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