

Communicating TVET

Presentation on Mid-Level Skills Training Project in Timor-Leste

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Overview on Timor-Leste

- Independence formalized in May 2002
- Population: 1.1 million (2014)
- GDP per capita at \$1,214 mainly due to its petroleum wealth, but still with poor human development indicators
- Population below poverty: 39% (2013)
- Total fertility rate: 5.7 per woman
- A large youth population:
 - population under age 20: 52%
- Youth unemployment (age 15-29)
 - total 19%; urban 27%
 - underemployment also prevalent

Project Outcome

- Enhanced TVET system with mid-level skills training that is relevant and responsive to labor market needs
 - Focused on construction and automotive trades: accredited training for certificate levels 2-4
 - Support for the country's large infrastructure investments
- Project cost: \$12 million (plus \$1 million gov't)
- Implementation: 2012 – 2016 (extend to June 2017)
- EA/IA: Secretariat of the State for Professional Training & Employment Policy (SEPFOPE)

** post-secondary TVET **

Project Outputs

1. **Mid-Level Skills Training provision**
 - support for training facilities & equipment in all accredited training centers (5), including dormitory; development of competency-based standards; training delivery
 - As of March 2016, 1,500+ trained;
 - 700+ in levels 2-3 (21% females)
2. **Technical teacher training**
 - all teachers qualifications upgraded (e.g., diploma 2)
3. **Enhancing labor market linkages of TVET**
 - TVET promotion & career guidance
 - Workplace training
 - Improved LMIS (ILO)
4. **Strengthening TVET financing & support**
 - financing plans for training providers
 - expanding access to TVET (e.g., scholarships)

Development of TVET Communication Strategies

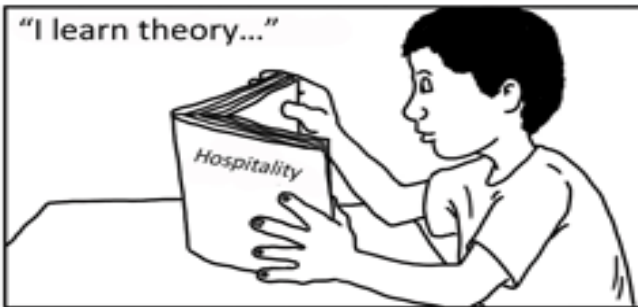
- Hiring of a Social Marketing & Communication Specialist
- Development of a 2015 TVET Communication Plan (SEPFOPE initiatives)
- A Youth Training & Employment Perception Study in 2014
 - 600+ survey respondents (youth, parents, others)
 - 40+ interviews across 4 districts
- Key findings of the survey:
 - unaware of “TVET” but heard of “training” (e.g., “Formasaun Profisional”)
 - poor perception of “training”: “only for those who don’t go to a university”
 - barriers to training: distance & costs
 - unaware of TVET certificates leading to employment

TVET Communication Strategies

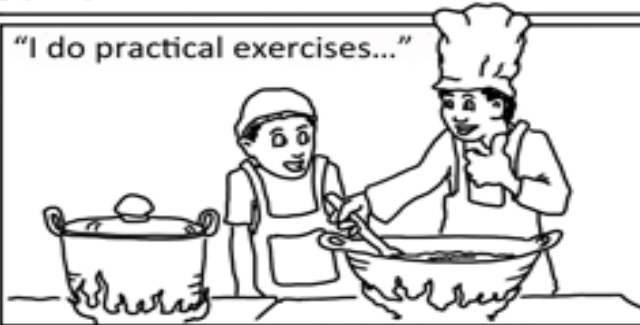
- Key objectives of communication strategies:
 - inform target groups about training & employment (e.g., youth, employers, decision-makers, TVET centers/students)
 - change public opinions about TVET (e.g., better message)
 - educate employers and other stakeholders
 - motivate youth to adopt new attitudes & career planning
- TVET promotion strategies:
 - short films (3), TV advertisements, radio spots, comic strips
 - facebook group, accredited signage for training centers
 - workshops for graduating senior high school students (especially for females)
 - skills competition (2014, 2015)
- Total costs: \$250,000+ for activities
- Consultant: \$170,000 (for 2+ years)

What is "vocational" training? ... Training people in order to work.

"I learn theory..."



"I do practical exercises..."



"I do work experience..."



"Now I am ready to work!"



How to Choose the Right Job for You

"What are my skills?
What do I do well?"



"I am good at fixing things.
I will be an electrician."



"I like growing plants.
I will be a farmer."



"I am good with children.
I will be a teacher."



"I am good at cooking.
I will be a chef."



We all have different skills. Choose the job that is right for you!

When looking for a job...

Don't just sit and wait for a job to magically appear...



...Ask people for help, make it happen!



Job
Vacancies

Alfeo.S

Visit an Employment Centre for help with your CV.



Practice doing a job interview with a friend or family so you feel confident.



And most importantly, never lose hope!

Women Can Too

"If someone teaches me, I know how."



"With practice, I am strong."

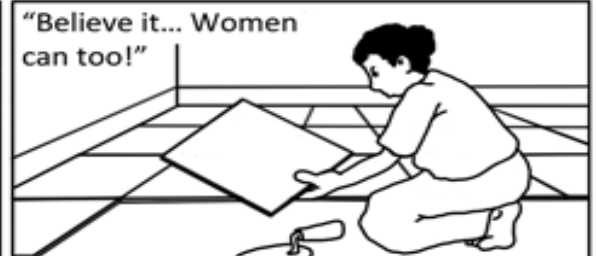


"My husband is proud that I'm a carpenter."



Alfeo.S

"Believe it... Women can too!"



Focus and Evaluation of Communication Strategies

- “Formasaun Profesional: Train People in order to Work”
by using the same brand, messages, and role models
 - information about “training” and “accreditation”
 - campaign about employment and career guidance (e.g., matching skills and interests, seeking job opportunities)
- Exposure to TVET campaigns: evaluating costs vs. effectiveness
 - Overall exposure to the campaign: 93%
 - short films: 75% (through TV)
 - radio ads: 61%
 - comic strips: 70% (28% from newspapers; 36% from training center)
 - Facebook: 27%
 - accreditation posters: 77%

→ All positive views “informative” “helpful” “relevant to me”



Mid-Level Skills Training Project





Key Lessons

- Essential to be led by government and training providers (e.g., skills competition): “ownership”
- Important to define specific target groups (e.g., community perception surveys)
 - including employers as target audience
- Important to understand the local context & local language to design promotion strategies
- Creating consistent messages – “branding”
- Important to have a good specialist versed in local languages and local youth culture
- Educating key stakeholders – trainers & training providers about relevance to the job market



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