



Five Easy Ways You Can Use Mobile Tech To Enhance Youth Skills Development Projects

Souktel – ADB Skills Forum - Dec. 2013

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Souktel: Who We Are

- Founded 2006 by Harvard and MIT graduate fellows
- Team: Past funder, implementer, and mobile network staff
- Key expertise:
 - Creating customized, web/phone accessible mobile platforms for World Bank, UN, USAID and more
 - Partnering with national/regional mobile networks
 - Deploying rapidly in complex settings
- Core focus areas: Youth, Economic Growth, Education, Democracy & Governance/ Community Engagement, Humanitarian Response
- Regional focus areas: Asia, MENA, Sub-Saharan Africa, Latin America/Caribbean

Five Easy Ways to Use Mobile

- **Matching:** Links youth with local employers who have training, internships, or jobs to offer.
- **Informing:** Targeted mobile alerts get information to youth at scale.
- **Interacting:** Two-way polling and data collection enhances labor market data, empowers youth to share their views.
- **Learning:** Interactive content libraries let youth access pre-recorded information/educational materials via mobile audio.
- **Sharing:** Mobile peer networks lets groups of youth send questions and get responses from peers/experts.
- **Key Benefits:** Save time, save resources, reach more people.

JobMatch

find the perfect match. on your mobile phone.

Job Seekers

- 1 Sign up**
Right from your mobile phone, by texting "register" to 37191.
- 2 Create Mini-CV**
Use your phone to create an SMS "mini-CV" and upload it to our main database, so hundreds of employers can find you.
- 3 Browse Jobs**
Browse thousands of jobs via SMS on your phone, or find the exact job that matches your CV info. Get employer phone numbers for follow-up.

Employers

- 1 Register**
Using your mobile phone or secure website.
- 2 Create Mini-Job Ad**
Create a simple Job Ad on your phone or online. Upload to the main Souktel database, so thousands of job-seekers can find it and call you.
- 3 Browse CVs**
Browse thousands of CVs by phone or web, or find the exact CV that matches the criteria of your job. Get job-seeker details, along with phone numbers for follow up.

Mobile Alerts: Create Groups

The screenshot shows the Souktel web application interface. At the top, there is a navigation menu with the following items: Homepage, Groups, Alerts, Surveys, Job Match, System, Inbox, Reports, and Welcome, Oqba. The main content area is titled 'System' and contains a 'List Users' section. This section includes search filters for Gender, Location, Sector, Education level, University, Year of birth, and User type, along with a 'Find' button. Below the filters is a 'Create group' section with a 'Group name' input field, a 'Public Group' dropdown menu, and a 'Create' button. At the bottom of the 'System' section is a table with the following data:

Name	Mobile	Location	Registration Date	
bh	98765432	Jenin, PS	2010-10-04 10:45:37	
Jacob Korenblum	0598323831	Ramallah, PS	2010-09-21 22:04:45	
mohannad	972598852300	Jerusalem, PS	2010-09-21 10:57:37	

On the right side of the interface, there are three utility sections: 'Utilities' with links for 'Create User', 'List Users', and 'Default Modules'; 'Account' with links for 'Profile' and 'Logoff'; and a 'Banner Ad' section with the Souktel logo.

Mobile Alerts: Send Alert to Group

Alerts

Create Alert

Title

Alert/Message Text *

0 English SMS messages allow for 160 characters. Arabic SMS messages allow for 70 characters. Please Note: Additional content will be sent in a second SMS and will be subject to additional charges.

Choose Groups

- twsttt (G2597)
- engineering (G2593)
- Male+MA (G2582)

Send Now Save Cancel

Utilities

- Create Alert
- Saved Alerts
- Scheduled Alerts
- Sent Alerts
- Detailed SMS Log

Account

- Profile
- Logoff

Banner Ad

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Mobile Alerts: Delivery Tracking

Reports

Message Report

Choose System

All Systems

Date From

2010-01-01

e.g. 2009-03-25

Date To

2011-01-26

e.g. 2009-03-25

Get Report

<u>Prefix</u>	<u>System Name</u>	<u>Users</u>	<u># Message Sent</u>
ANDP	ANDP	118	8364
CAN	CANDLELIGHT	72	947
CCS	CCS	101	2010
DALJ	DALJIR	277	0
GI	GI	111	0
HDWG	HADWANAAG	0	9913
HMTU	HMTU	66	0
ILA	ILAYS	148	739
JAM	JAMHUURIYA	64	607
KALO	KAALO	275	8980

Utilities

- Message Report
- Incoming message Log
- Unique users
- Message Log
- Statistic
- Number of Trainee by Region
- JV By Staff
- Drop Outs
- Trainee Head Count
- Trainee Registration

Account

Logout

System Credit

86708 Alerts

SMS Alerts: Key Advantages

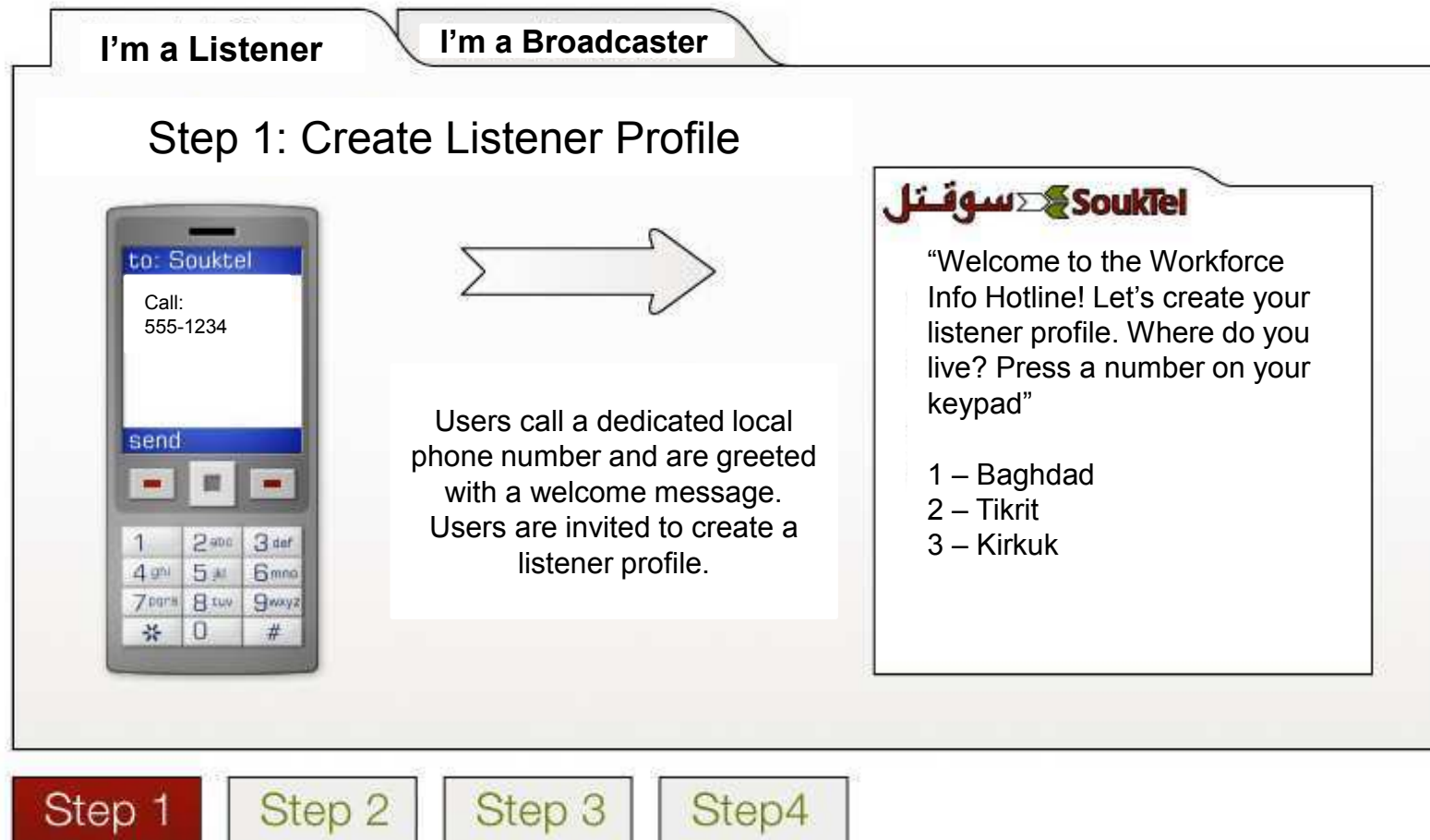
- **Advantages:**

- Instant, large scale “one-to-many” communication.
- Send messages/manage target lists from web.
- Customized groups: Send specific information to specific youth.
- Flexible and scalable: Integrate with existing program components and database systems; scale up or down depending on need.

- **Alerts in Action:**

- Reminders, eg. “Accounting training course starts today, at the youth center at 6 pm. Don’t miss it!”. (Jordan – IYF/USAID)
- Calls to action, eg. “Listen to the latest radio program on local governance at 7 pm” (Sudan/South Sudan – EDC/State Dept)
- Program updates, eg. “as of today, 700 youth have finished basic skills training. Congrats!” (Gaza – Mercy Corps)

Interactive Audio Library: Step 1



Interactive Audio Library: Step 2

I'm a Listener

I'm a Broadcaster

Step 2: Search Listings



At any time, users can call the free phone number and search for content via touch-tone menu.

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“Welcome! Which type of program would you like to listen to? Press a number on your keypad”.

- 1 – Interview Prep 101
- 2 – Writing a Winning CV
- 3 – My First Day on the Job

Step 1

Step 2

Step 3

Step 4

Interactive Audio Library: Step 3

I'm a Listener

I'm a Broadcaster

Step 3: Find Content/Information



After making a general category selection, users choose a specific program by pressing a number on their keypad.

سوقتل SoukTel

"Here are the available 'Interview Prep 101' programs"

- 1 – October. 20: Basic Do's and Don'ts
- 2 – October 10: How Much Should I Prepare? Tips for Success

Step 1

Step 2

Step 3

Step 4

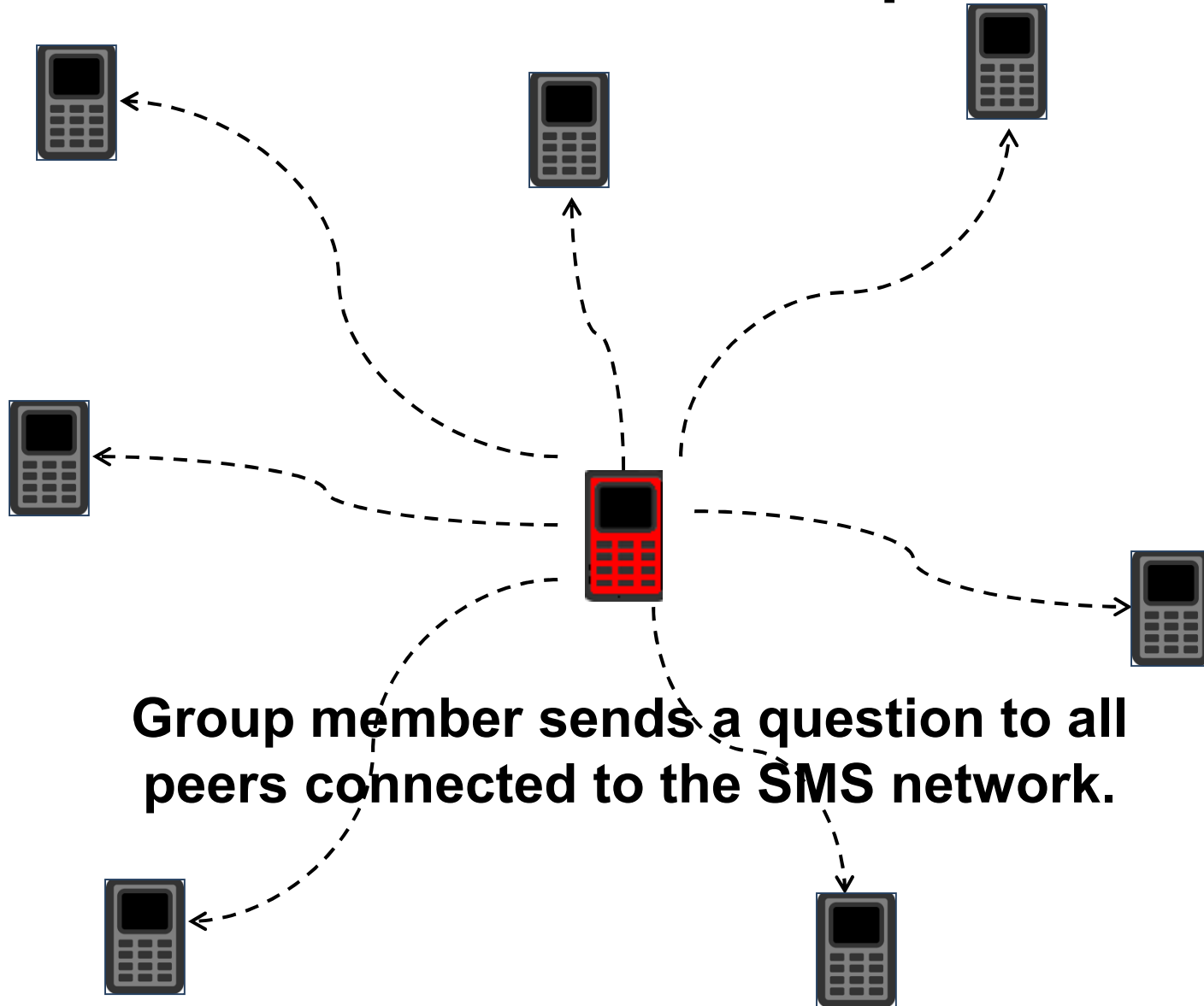
Interactive Audio Library: Step 4



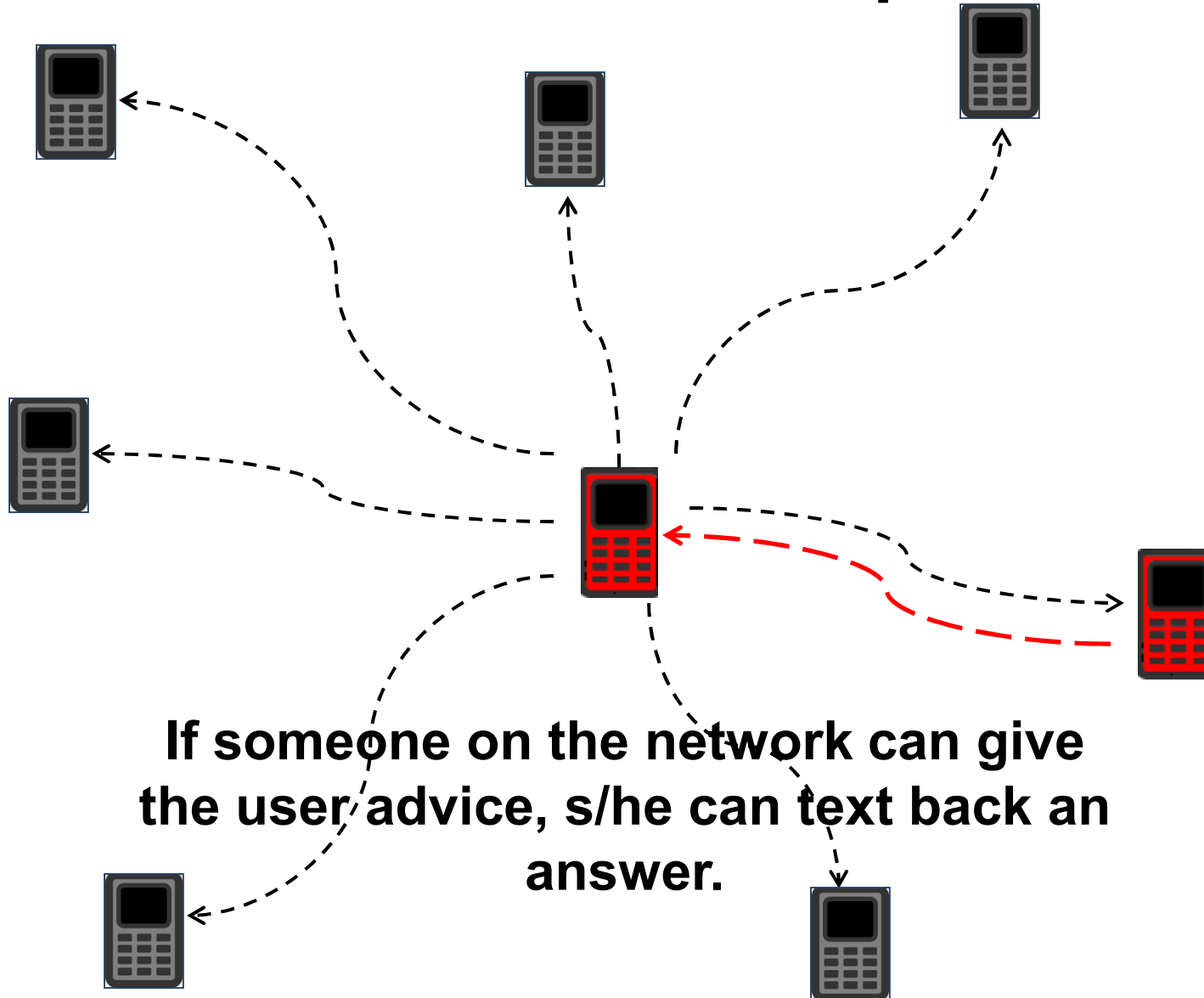
Interactive Audio Library: Key Advantages

- **Advantages:**
 - “Anytime, anywhere” ability to access key, custom information.
 - Versatility: Easily combined with other program components and services (alerts/surveys).
 - Accessible: Personalized instructional content for low-literacy youth. Can also be used to administer tests/polls.
- **Technology in Action:**
 - Financial literacy curriculum hotline (Somalia – EDC/USAID)
 - Civics/constitutional curriculum hotline (Kenya, Somalia – UNDP)
 - Workforce readiness curriculum hotline (Jordan – IYF/USAID)

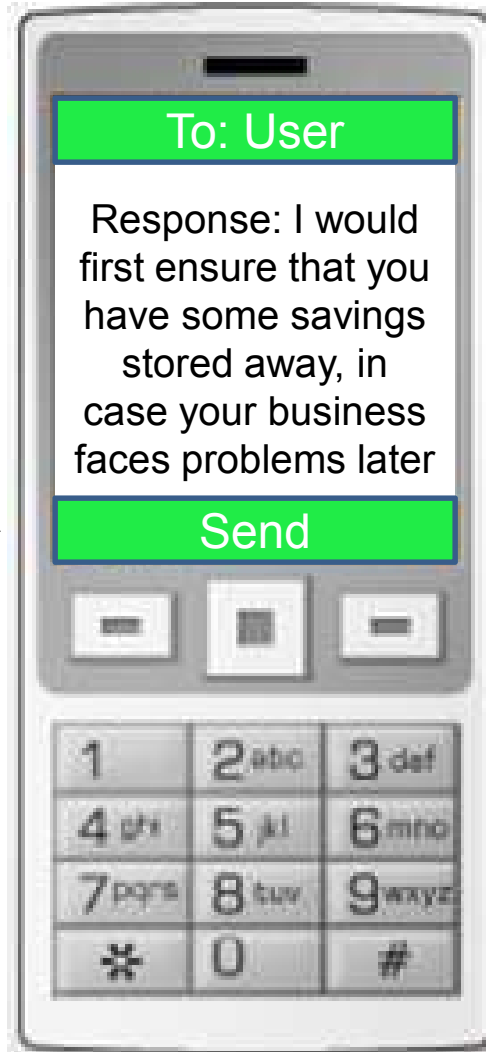
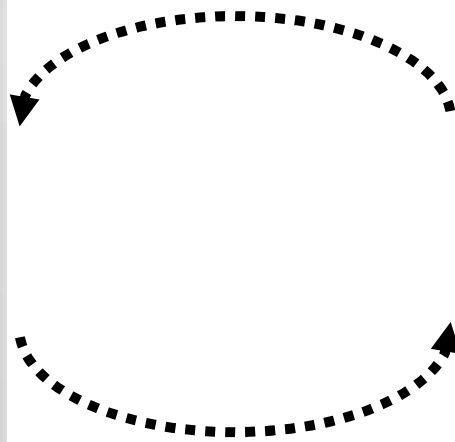
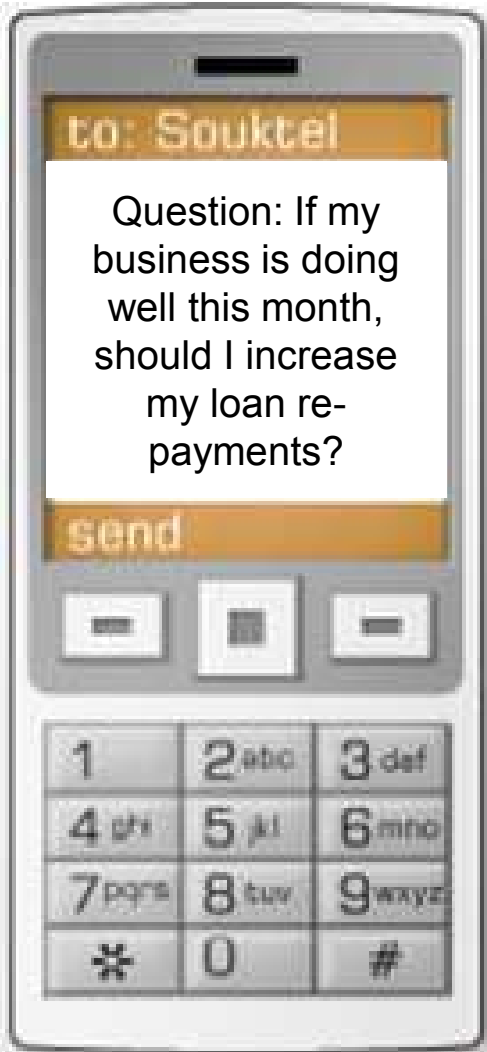
SMS PeerNet: Step 1



SMS PeerNet: Step 2



If someone on the network can give the user advice, s/he can text back an answer.



SMS PeerNet: Key Advantages

- **Advantages:**
- “Anytime, anywhere” ability to access an entire peer resource and support network
- High-impact: Sustains the work of cohort learning and trainings through a low-cost, long-term knowledge sharing mechanism
- Discreet: Enables marginalized/rural users to communicate in real time, without need for travel or in-person meetings

- **Technology in Action:**
- Peer support network for training program alumni (12 countries – State Dept)
- Peer support network for female community leaders (Iraq – Mercy Corps/State Dept)
- Information network for female small business owners (West Bank/Gaza – State Dept/MEPI)

Lessons Learned/Best Practices for Effective Mobile Tech Integration

- Customized software platform design: meets specific stakeholder needs, responds to core funder criteria.
- Targeted face-to-face training of platform managers (implementer staff); active engagement of “home office” and “field office”.
- Direct partnerships with mobile networks: Robust network infrastructure, custom Sender IDs/shortcodes.
- Ongoing strategic advising for partners: Sharing ‘lessons learned’ across our entire portfolio.
- Frequent interaction with stakeholders; platform updates based on real-time feedback.

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