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**THURSDAY, AUGUST 28, 2014**

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3:15–4:15pm

**Enhancing Market-Relevant Training to Youth**

Employers can provide valuable feedback to trainers and NGOs on labor market demands and the different competency levels required for youth to be not just qualified but *competitive* for the job market. This session will explore strategies to prepare youth to compete for decent jobs. These approaches will be discussed in the context of the *EquipYouth* program, where partners have worked with employers to ensure youth receive market-relevant skills.

- Rana Al Turk, Country Director (Jordan), International Youth Foundation
- Jimmy Thosago, Skills Manager & Ashley Hendricks, Job Placement Officer, St. Anthony's
- David Lopez Trevino, Program Coordinator, CONALEP
- Moderator: Christie Scott, Regional Director (Eurasia), International Youth Foundation

Rana Al Turk, International Youth Foundation (Y4F)

- Program placed a key focus on youth at risk.
- Conducted an assessment that explored the different governorates, competitive sectors, opportunities in different locales, what will attract investment and develop jobs, how to develop entrepreneurship and address gender issues.
- Worked with the Ministry of Labor to develop program design.
- Results of preliminary assessment: jobs are mostly in the cities; rural areas are very low in development; limited resources in many governorates.
  - Utilized a sector-based approach, which the program did not stop exploring—this approach made it easier to identify service providers.
- EquipYouth in Jordan focused on hospitality, HVAC and retail training.
  - Incorporated mentorship, youth advisory board and work with CBO;
  - Hosted open days and led a grassroots approach to recruitment;
  - Developed career guidance centers;
    - Skills training based on labor market assessment;
    - Formed sector-specific team from employers;
    - Worked with business associations;
  - Employers signed off on curriculum and then identified key service providers;
  - Devised sector-specific language and materials;
  - Assigned technical advisors for coaching;
  - Received positive feedback from employers;
- Moving forward there is a need to focus on labor laws—tragedy with skills needed, supply and demand.
  - Case example of success: trained 53 men in auto repair (through ILO partnership) and 92% were employed.

Jimmy Thosago, St. Anthony's Education Centre

- St. Anthony's has gone from 11 students at its start to approximately 1,500 per year.
- There is a growing intensity of course load.

- St. Anthony's operates in serve poverty-stricken communities—informal migrant settlements, heavy drug use areas.
- Offers 11 courses in total (five for EY).
- Case example of diesel mechanic program:
  - Wanted to start apprenticeship;
  - CAT/Barloworld helped in instruction;
  - 48 young men completed the program and are anticipating the results;
  - Regulation board from South Africa rolled out learnership program;
  - Included practicum at Mercedes Benz;
- St. Anthony's, through the EquipYouth program, established St. Francis job placement center
  - Periodic skills review is conducted to determine 1) are the skills still relevant; 2) does the curriculum match the current need;
  - Experienced competition with government salaries for training delivery
  - Need for income-generating activities;
  - The center takes into consideration feedback of corporate partners;
  - merSETA provided certification, which carries more weight for students;
  - Regulatory board checks standards for technical training and curriculum

## David Lopez, Conalep NL

- Largest demand in the area is for welders.
- 317,000 youth are considered vulnerable in the area—76% are women.
- Experienced good results with men participating in the program, however there is a need to figure out how to bring in more women.
- In Monterrey many companies require industrial-skilled workers.
  - 82% of youth are working;
  - Employers have high level of requirements;
    - Youth barely have high school education;
    - EY fills this gap;
- Conalep's main area of work with youth is technical, but what is the aptitude of youth? It's essential to work on self-promotion with youth.
  - Psychological work with youth:
    - Attract coaches from Master's candidates to support youth;
    - Individualized support provided to youth;
- Outreach was low in the beginning of the program because youth were held back by behavioral issues
- Need committed companies to support and employ youth.
  - One company developed a specialized production line with sympathetic leader/environment for youth
- Role of certification:
  - Involved American Welding Society;
  - Guaranteed higher level of qualification;
  - Targeted training to fit qualifications;
  - Better for supporting families