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—triage 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