


USAID CAREER CENTER ACCOMPLISHMENTS

FEBRUARY 2015 - DECEMBER 2017

79,052 youth served

129 private sector partnerships

 **92%** employers satisfied with youth employees that were recruited through the Career Center

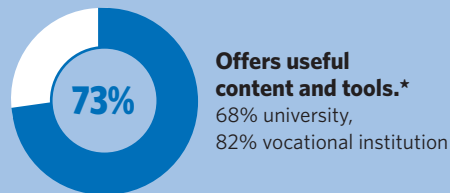
CAREER CENTER COUNSELORS

Participating youth expressed high degrees of satisfaction with USAID Career Center services including:

- Individualized approach of center counselors
- Opportunities to connect with the private sector
- Quality of Najahi trainers

TRANSITIONING YOUTH FROM EDUCATION TO EMPLOYMENT: Midterm Performance Evaluation of the USAID Career Center Activity in Morocco

The pilot career centers successfully created youth-friendly environments to deliver services that correspond to young users' expectations and needs. The career centers help youth acquire the soft skills and job search techniques (work readiness) required to enter the job market successfully.



*Represents the opinions of surveyed youth beneficiaries

2016

- Université Cadi Ayyad, Marrakech May
- Virtual Career Center May
- Université Abdelmalek Essaadi, Tanger June
- Institut Spécialisé de Technologie Appliquée Hay Hassani 1, Casablanca December

2017

- Université Hassan II, Casablanca February
- Institut Spécialisé dans les Métiers de l'Offshoring et les Nouvelles Technologies de l'Information et de la Communication, Tanger March

2018

- Institut Spécialisé de Technologie Appliquée Hôtelière et Touristique, Marrakech February

"Host institutions indicated that the USAID Career Center is providing 'undeniable value-addition.'"

- Host Institution

Civil society organizations are partnering with the USAID Career Center to ensure the delivery of gender sensitive and disability-friendly services.

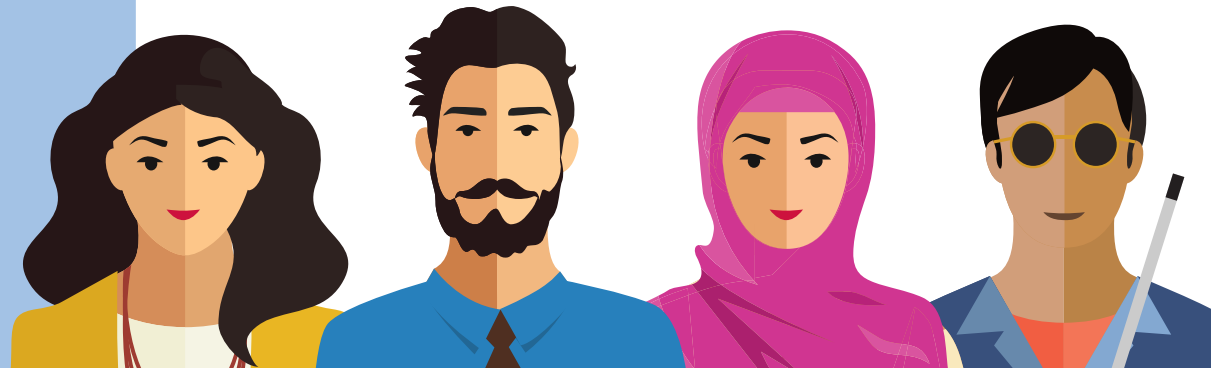
"The USAID Career Center has become even more than what we expected. It has become an interface between the training centers and employer."

- Government of Morocco representative

Private sector partners appreciate the USAID Career Center's flexibility to respond to their needs.

"I changed my way of thinking" due to the career centers. "Having a diploma isn't enough. We need other things - especially soft skills" as we enter the workforce.

- Youth Career Center participant





WORK READINESS

1,432

Najahi trainings and workshops conducted

18,312

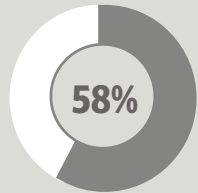
youth completed work readiness training

CAREER CENTER COUNSELORS

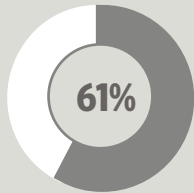
Counselors have good communication skills, are eager to serve youth and are proficient in participatory training methods.

STAFF TRAINING AND CAPACITY BUILDING

Training and capacity building opportunities have allowed staff to experiment with different approaches, types of activities and partners.



Developed new soft skills.*
55% university,
64% vocational institution



Ready to look for a job.*
60% university;
61% vocational institution

"I have gained self-confidence and learned how to face the job market."
-Youth summer camp participant

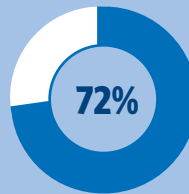


VIRTUAL CAREER CENTER

32,658 registered users

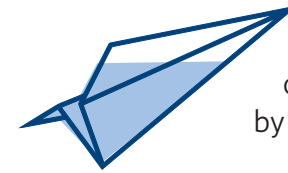
The Virtual Career Center enables the USAID Career Center to **serve youth** at a distance from the physical centers. The most popular areas on the virtual platform include:

- orientation test
- model CV
- industry profiles.



Easy to use and responsive to youth needs.*
69% university, 77% vocational

SCALE UP AND SUSTAINABILITY



63% of the centers' operating costs are contributed by host institutions.

Najahi training models are currently being adopted by OFPPT and the universities of Marrakech and Tangier.

PRIVATE SECTOR PARTNERSHIPS

Developed and maintained partnerships to ensure relevance of services.

COLLABORATION & CONTINUED DEVELOPMENT

Developed strategies to promote collaboration with other institutions and establishing a sustainable mechanism for career counselor professional development.

SECURING COMMITMENTS

Explored a variety of institutional models for the continued development and future management of the virtual career center.

CHALLENGES

COUNSELOR TO STUDENT/ TRAINEE RATIO

Due to the rapid growth of the Moroccan student population and low number of counselors, the reach of career center services is limited.

GEOGRAPHIC DISPERSION

Some of the host institutions' students and trainees studying on distant campuses, have difficulty accessing the career center services.

HUMAN RESOURCES

Formalizing and integrating career center personnel into host institutions' human resource structure.

RETENTION AND TURNOVER

Maintaining the current quality of career center personnel beyond the life of the program.

RECOMMENDATIONS



Expand the foundational Najahi Training



Assess SME demand for career center linkages



Strengthen institutional communication



Determine virtual career center management model



Build capacity to sustain and scale up the virtual career center



Integrate and elevate business developers



Improve strategic planning and institutional oversight



Preserve training through extra-curricular services



Develop a business plan for maintaining career center services