

A young man in the foreground is wearing a dark jacket and a turban, holding a red mobile phone to take a selfie. In the background, two other people are visible, one wearing a brown jacket and a headscarf, and another wearing a brown vest over a light-colored shirt. The setting appears to be an outdoor area with a light-colored ground and a clear sky.

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

Souktel - Making Cents Webinar - Oct. 2013

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 USAID and UN projects
 - Partnering with national/regional mobile networks
 - Deploying rapidly in complex settings
- Core focus areas: Youth, Economic Growth, Education, Democracy & Governance/ Community Engagement, Humanitarian Response
- Partners include: Save the Children, IRC, Mercy Corps, EDC, DAI, Creative Associates, Chemonics, FHI360, UNDP

Five Easy Ways to Use Mobile

- **Matching:** Links youth with local employers who have work to offer.
- **Informing:** Targeted mobile alerts get information to youth at scale.
- **Interacting:** Two-way polling and data collection enhances M&E, 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.

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

Souktel - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.mysouktel.com/modules/system/index.php

Most Visited Getting Started Latest Headlines

AVG Search

Souktel

Homepage Groups Alerts Surveys Job Match System Inbox Reports Welcome, Oqba

System

List Users

Search users

Gender: Select.... Location: Select....










Sector: Select.... Education level: Select....

University: Select.... Year of birth: Select....

User type: Select.... Find

Create group

Group name:* [input] Public Group No Create

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	  

Utilities

- Create User
- List Users
- Default Modules

Account

- Profile
- Logoff

Banner Ad

سوتل Souktel

Done

Mobile Alerts: Send Alert to Group

The screenshot shows a Mozilla Firefox browser window with the URL http://www.mysouktel.com/modules/alerts/web/create_alert.php. The page content is as follows:

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)

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)

Goal Tracking & Feedback: Step 1

Feedback

Goal Tracking

Step 1: Invite Youth to Share Goals



Send an SMS invitation “alert” to thousands of registered users, or to a specific mailing list: Invite community members /staff to complete survey.

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From: Souktel

“Welcome to the GoalTrack hotline! Please text in a one-sentence employment goal for the upcoming year!”

Step 1

Step 2

Step 3

Step 4



Goal Tracking & Feedback: Step 2

Feedback

Goal Tracking

Step 2: Youth Submit Goals



Youth respond with an open-ended SMS answer which lists their goal.

سوقتل SoukTel

To: Souktel

“My Goal is to finish two skills training courses in the next six months”.

Step 1

Step 2

Step 3

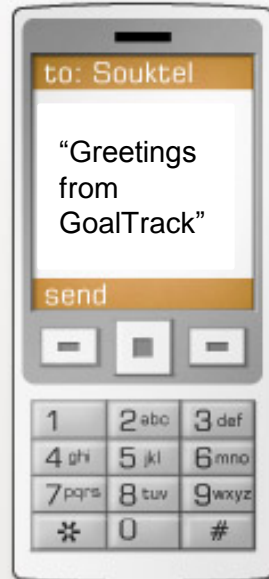
Step 4

Goal Tracking & Feedback: Step 3

Feedback

Goal Tracking

Step 3: Send Periodic Check-Ins



At key points during the year, the system sends automated check-in messages, asking youth to assess their progress.

سوقتل SoukTel

From: Souktel

“Greetings from GoalTrack!
In Sep., you stated a goal of ‘finish two skills training course in the next 6 months’.

Are you meeting that goal?
Text a number from 1 to 5; 1 = not at all; 5 = absolutely yes.”

Step 1

Step 2

Step 3

Step 4

Goal Tracking & Feedback: Step 4

Feedback

Goal Tracking

Step 4: View Results Online



Through a secure web interface, view survey answers from the field instantly. Get averages. Export to Excel or Word.

سوقتل Souktel

Souktel Secure Database

Youth ID	Poll #	Score
230432	3	3
230442	3	4
230451	3	1

Step 1

Step 2

Step 3

Step 4

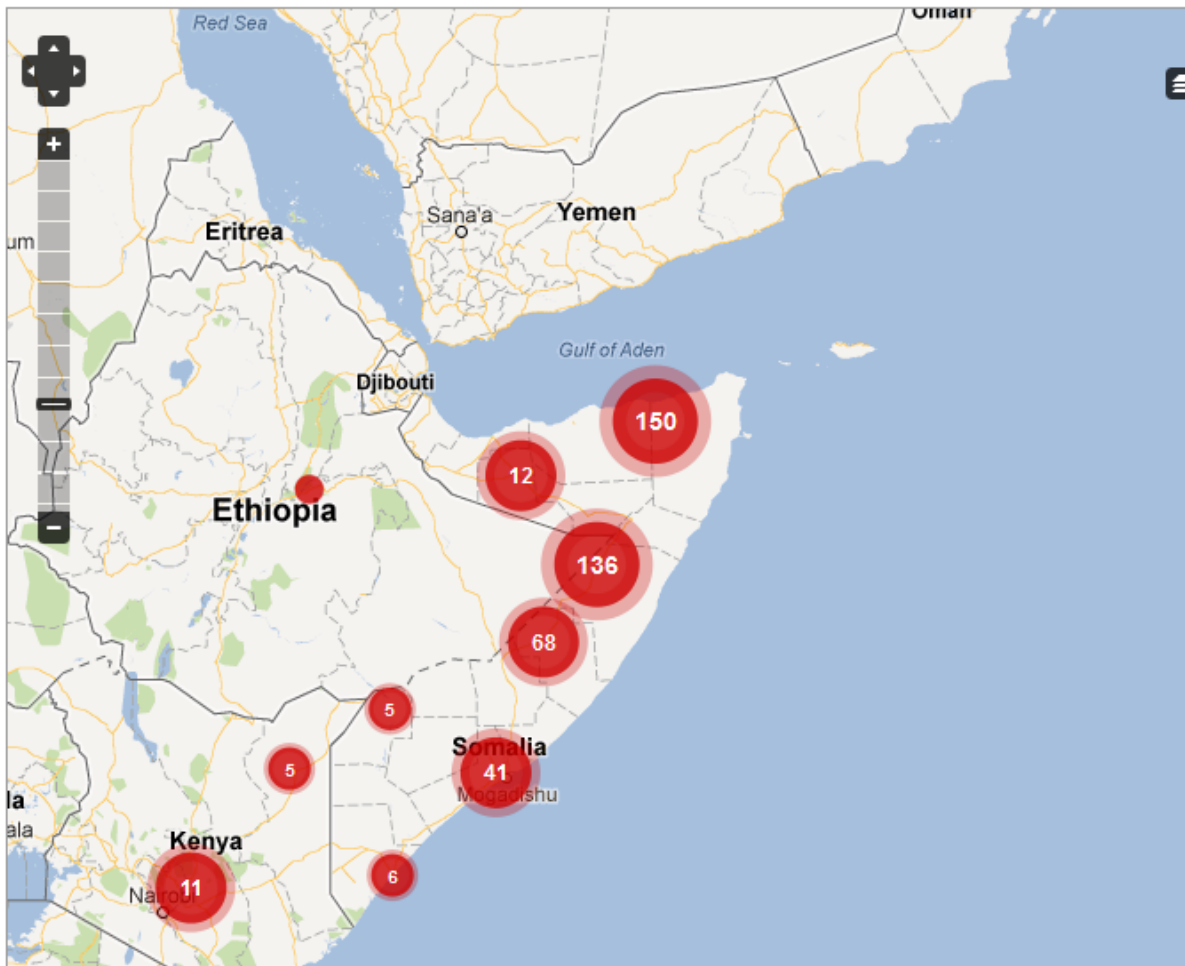
Data Visualization at a Glance

MAP

REPORTS

CONTACT US

TRANSLATION



↓ CATEGORY FILTER [HIDE]

ALL CATEGORIES

LONDON CONFERENCE

SOMALIA SPEAKS

SMS:+45609910303

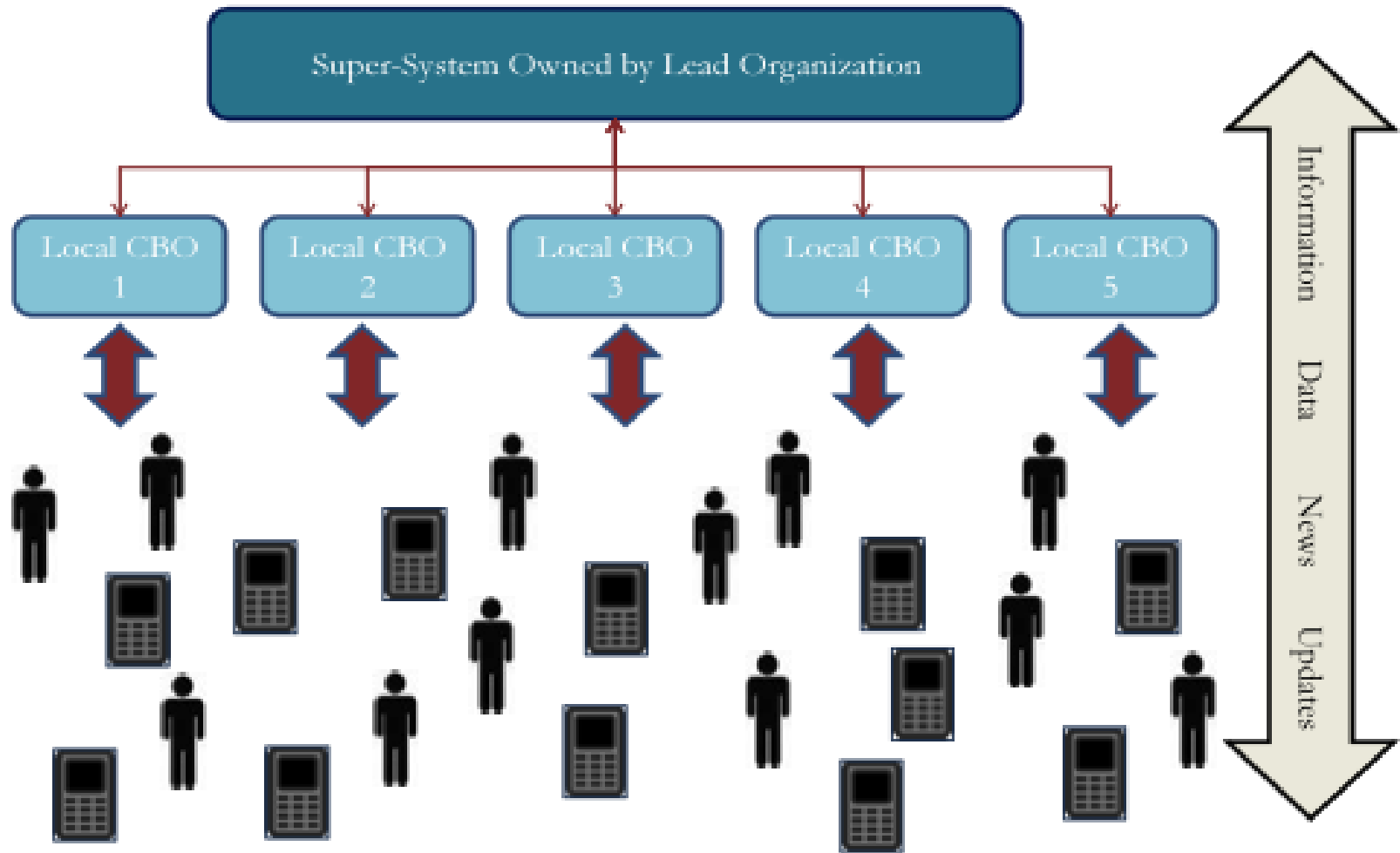
ABOUT THIS PROJECT

The London Somalia Conference takes place on 23rd February 2012 with the aim of structuring a new international approach to solve the Somalia issue. The conference taking place many miles away from Somalia will include delegates from over 40 states.

As a continuation of our Somalia Speaks project we aim to give Somalis an opportunity to tell us what they would like to see happen in their country in the future.

We have asked residents of Somalia the following question in their local language via SMS ("Waa maxay fariinta aad u direyso ergada shirka Soomaaliya ee London? Fadlan soo raaci halkaad joogto iyo magacaagaba. Waa suurtagal in aragtidaada la baahiyo")

Souktel Sub-Account Functionality



Goal Tracking & Feedback: Key Advantages

- **Advantages:**

- Real-time, dynamic communication between youth and project staff, at a national/regional scale.
- Widespread access: Works on any phone; no new hardware needed.
- Multi-purpose: youth track progress, project staff identify support needs

- **Technology in Action:**

- Employment status tracking (Rwanda – EDC/USAID)
- Longitudinal attendance monitoring (Somalia – EDC/USAID)
- Program alumni M&E tracking (12 countries – State Dept)
- Skills training evaluations (Morocco – EFE/MasterCard)



Interactive Audio Library: Step 1

I'm a Listener

I'm a Broadcaster

Step 1: Create Listener Profile



Users call a dedicated local phone number and are greeted with a welcome message. Users are invited to create a listener profile.

سوقتل SoukTel

“Welcome to the Workforce Info Hotline! Let’s create your listener profile. Where do you live? Press a number on your keypad”

- 1 – Baghdad
- 2 – Tikrit
- 3 – Kirkuk

Step 1

Step 2

Step 3

Step 4

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.

سوقتل SoukTel

“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

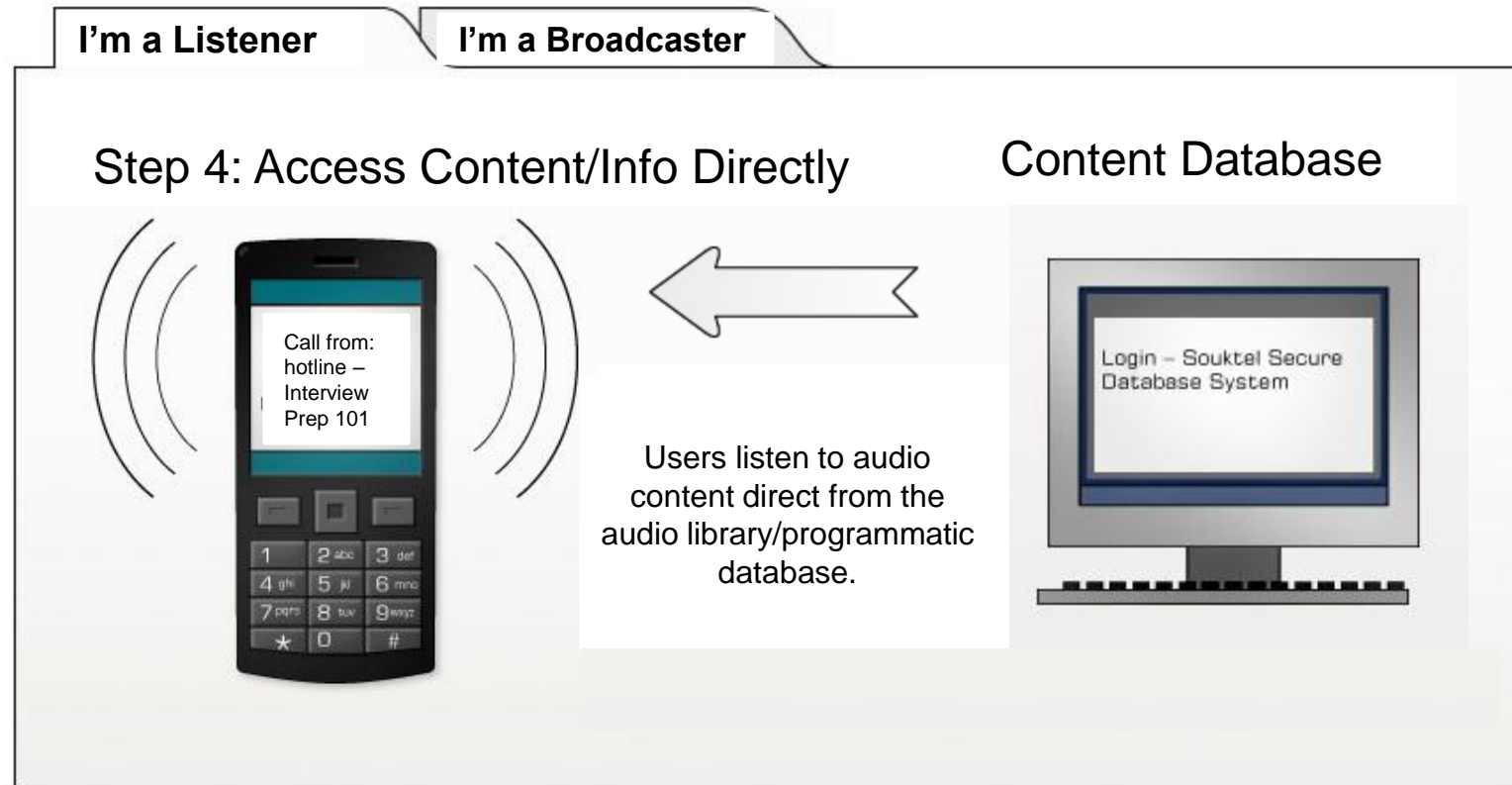
Step 1

Step 2

Step 3

Step 4

Interactive Audio Library: Step 4



Step 1

Step 2

Step 3

Step 4



Interactive Audio Library: Key Advantages

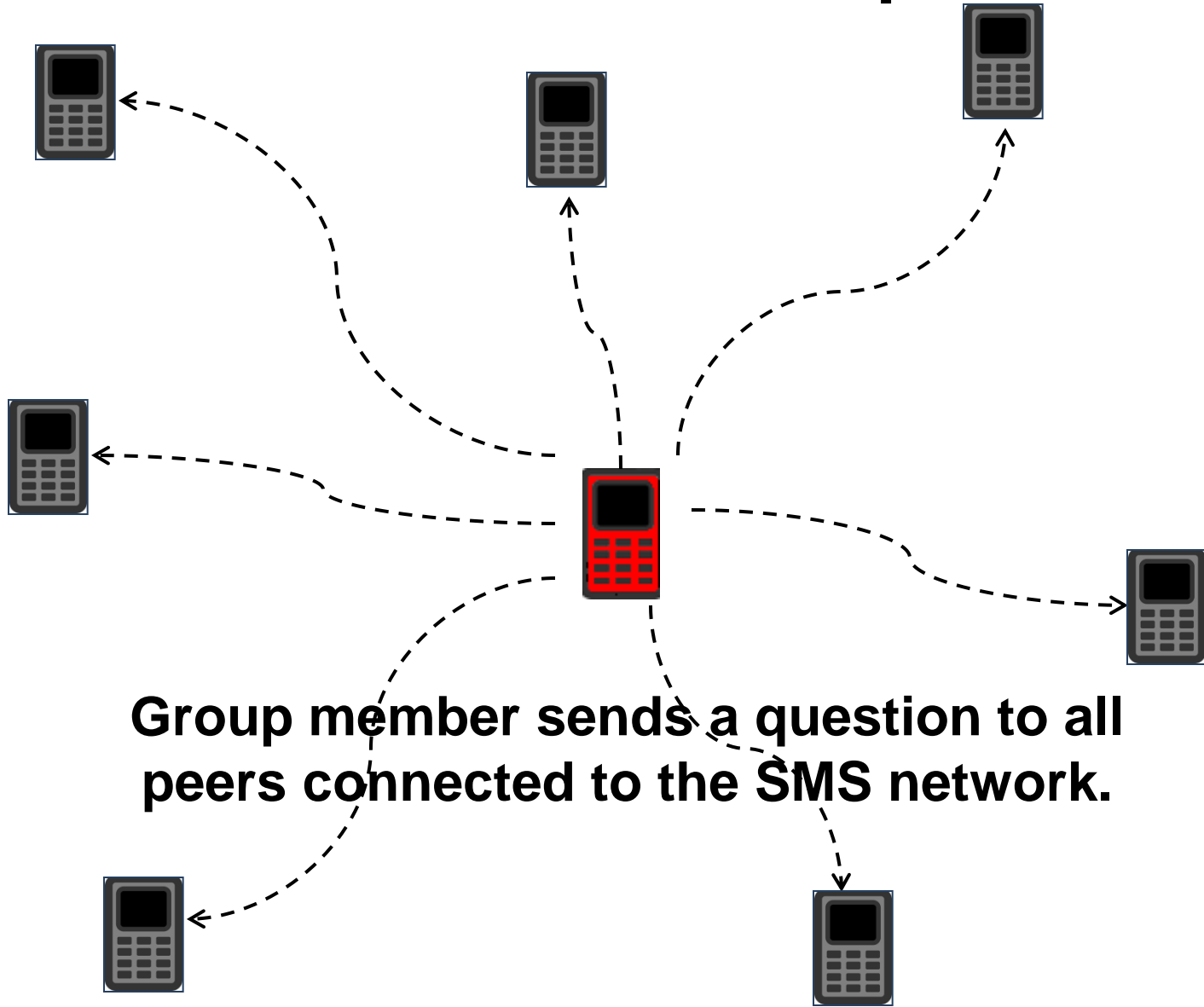
- **Advantages:**

- “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:**

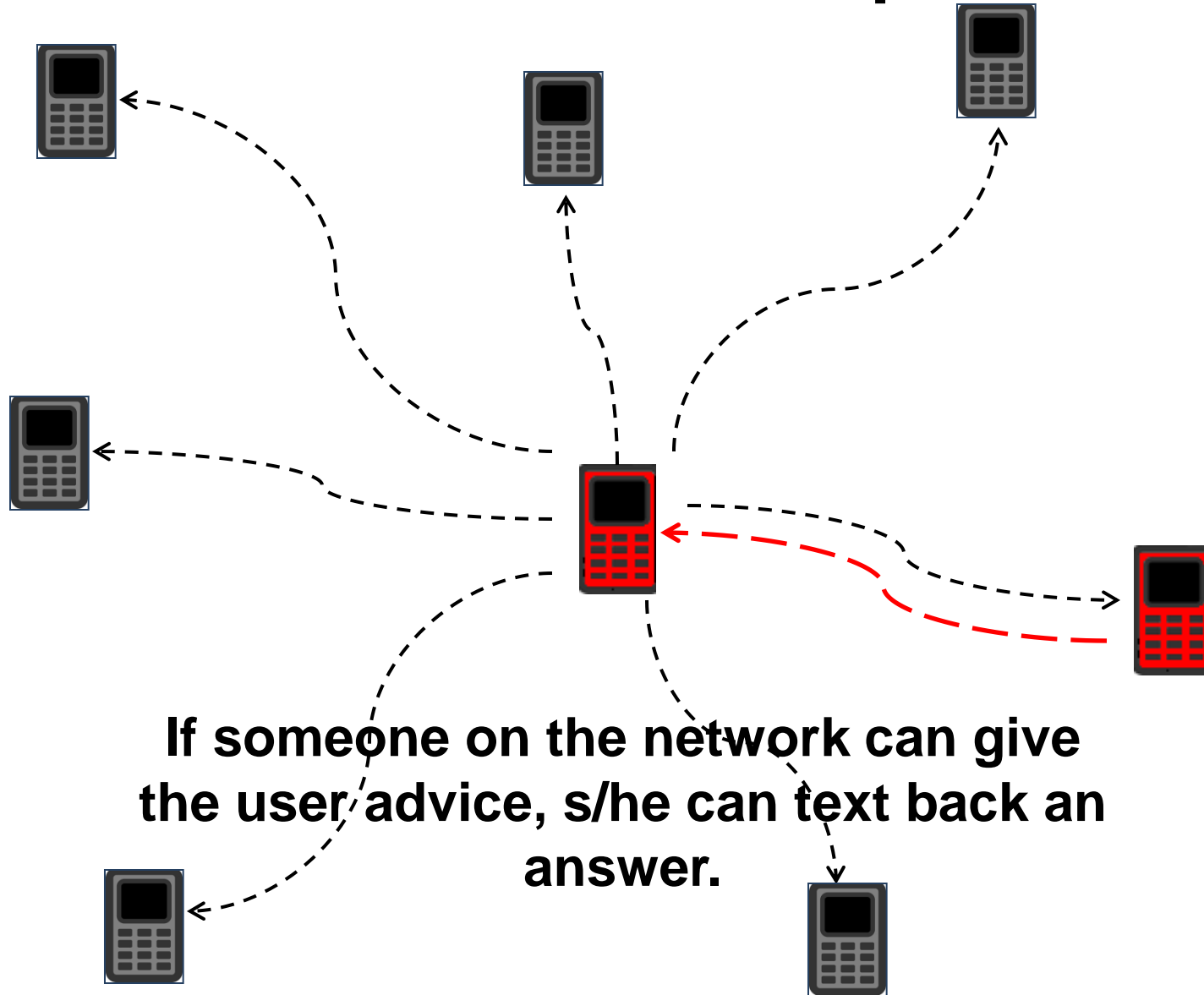
- Financial literacy curriculum hotline (Somalia – EDC/USAID)
- Civics/constitutional curriculum hotline (Kenya, Somalia – UNDP)
- Workforce readiness curriculum hotline (Jordan – IYF/USAID)

SMS PeerNet: Step 1

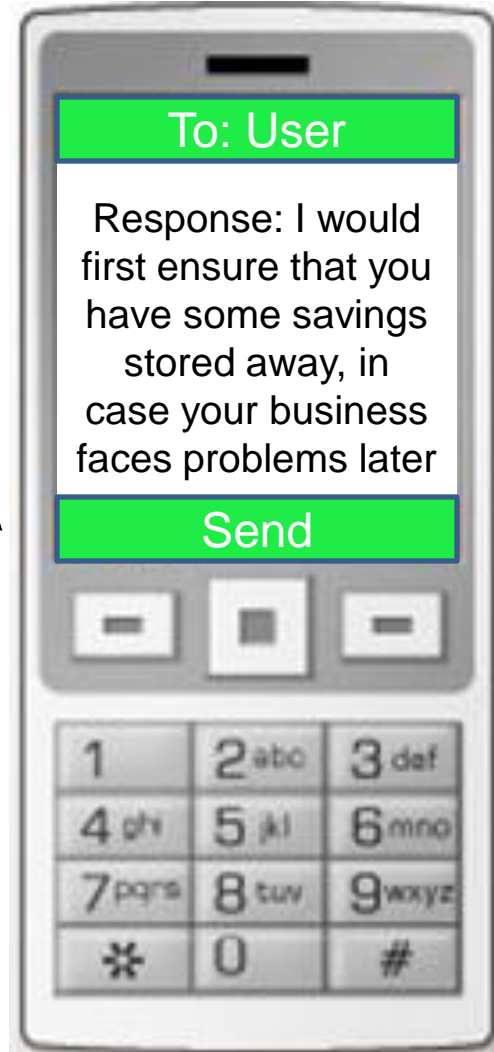
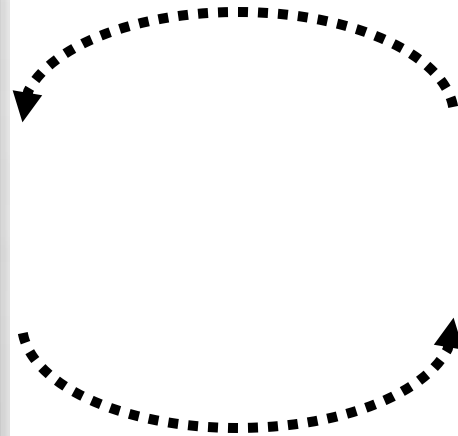


Group member sends a question to all peers connected to the SMS network.

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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