



# Partnership for Entrepreneurial Education : A Jordanian Experience

## Third International Congress on TVET

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Shanghai, China



# Critical Facts



**60%**

**of the population in Jordan is under the age of 24; a demographic category that is increasingly characterized with being uninspired and disconnected**

**70%**

**of Jordanian youth who are one year out of school are still unemployed**

**60%**

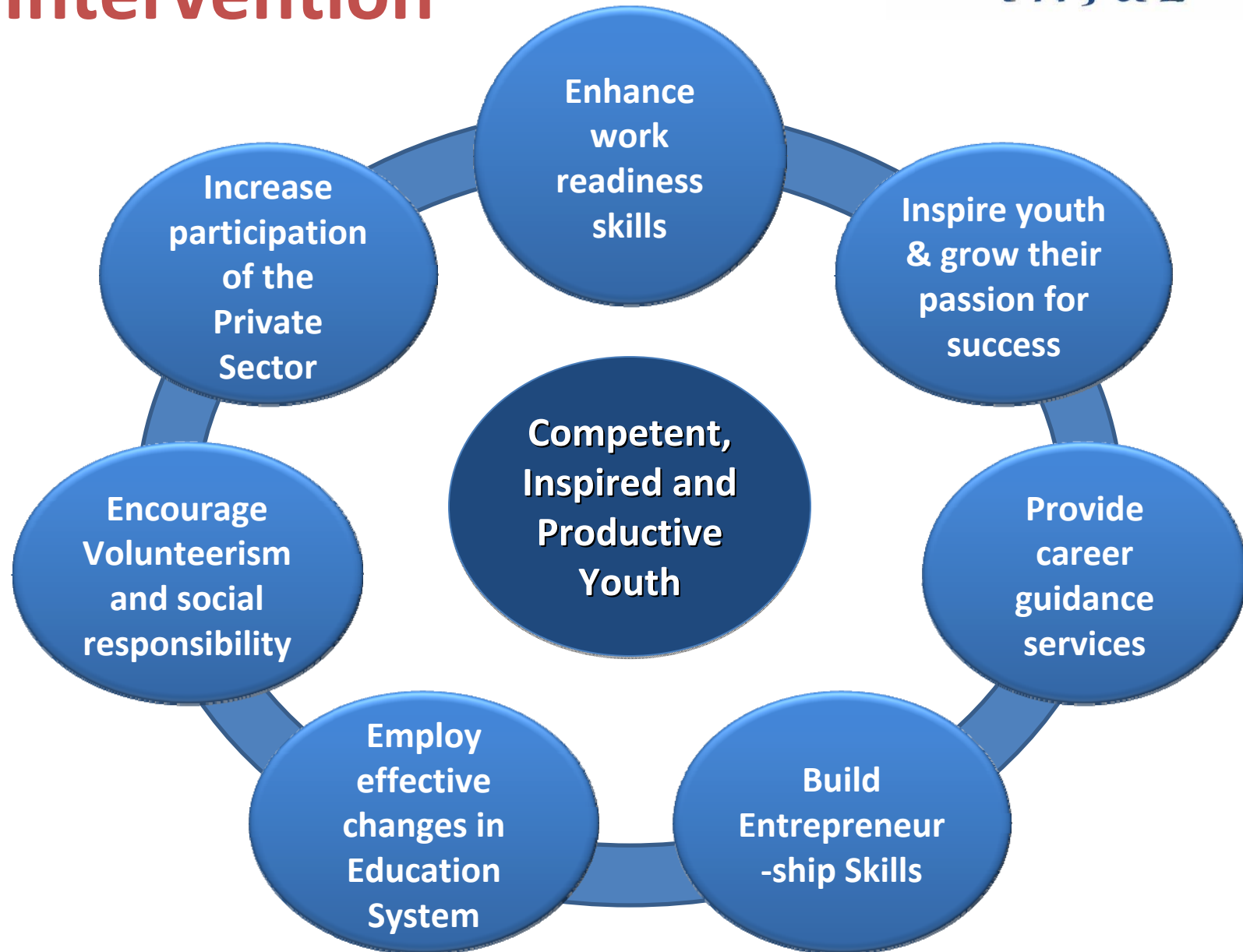
**of the working age population in Jordan is economically inactive**

**30%**

**of young Jordanians (15-30 years old) are unemployed, against a world average of 15%. Youth unemployment is a “structured unemployment”, mostly concentrated among the educated due the mismatch in terms of numbers and quality.**



# I. Intervention



## II. Size and Outreach



- 250 Public Schools and Youth Centers
- All Jordanian Universities & Colleges
- 12 Governorates
- 130,000 Student/year
- 4,000 Volunteer/year
- 350 Partner



- Success of INJAZ in Jordan led to establishment of INJAZ Al-Arab offices in 13 Arab countries

# III. Programs

## Curricular Programs



## Extra-Curricular Programs



# INJAZ Programs Cycle

Target Group	Curricular Programs	Extra-Curricular Programs
Grade 7 – Fall	Personal Life Planning – PLP	Artlink
Grade 7 – Spring	<b>More Than Money – MTM</b>	Young Volunteers Day – YVD My Career Options
Grade 8 – Fall	Economics for Success – EFS	Artlink
Grade 8 – Spring	<b>It's My Business –IMB</b>	Young Volunteers Day – YVD My Career Options
Grade 9 – Fall	Success Skills –SSS	Business Leaders Campaign –BLC Artlink
Grade 9 – Spring	<b>Travel &amp; Tourism Business – TTB</b>	Young Volunteers Day – YVD Job Shadow-JS
Grade 10 – Fall	Leadership Course – LCS	Business Leaders Campaign -BLC Artlink
Grade 10 – Spring	<b>My Money Business – MMB</b>	Job Shadow -JS Career Month - CM
Grade 11 – Fall	<b>Entrepreneurial Master Class –EMC</b>	Business Leaders Campaign -BLC
Grade 11 - Spring	<b>Company Program – School Level</b>	Career Month – CM



# INJAZ Programs Cycle

Target Group	Curricular Programs	Extra-Curricular Programs
Higher Education	<p>Exploring Economics - EE            Success Skills - SSU            Business Ethics - BE</p> <p><b>Be Entrepreneurial – BEN</b>  <b>Working in Tourism – WIT</b>  <b>My Entrepreneurial Project - MEP</b></p>	<p>Students Exchange Program            Career Fair            7iwar Al Ajyal            Ask the Expert</p> <p><b>Company Program – CP</b>  <b>Social Leaders Program – SLP</b>  <b>We are Social Leaders - WSL</b></p>
Youth Centers	TBD	TBD
Orphanage	TBD	TBD
Youth with Disabilities	<p>Success Skills – Braille            Leadership Course – Braille  <b>Entrepreneurial Master Class - Braille</b></p>	<p><b>TEAM</b>  <b>Company Course - Braille</b></p>

# IV. Mainstreaming Model



## Schools

**MOU with MoE to mainstream 10 courses (grades 7-11)**

- A session per week in Public Schools
- Sessions during school hours
- Private sector volunteers facilitate sessions
- Teachers to assist volunteers (attend all sessions)



## Universities/ VTC/ Youth Centers

**MOU with each participating partner**

- Agreement on sessions, schedule, roles, ...
- Accreditation of selected programs in Universities (Company Program)







## V. Challenges of Mainstreaming

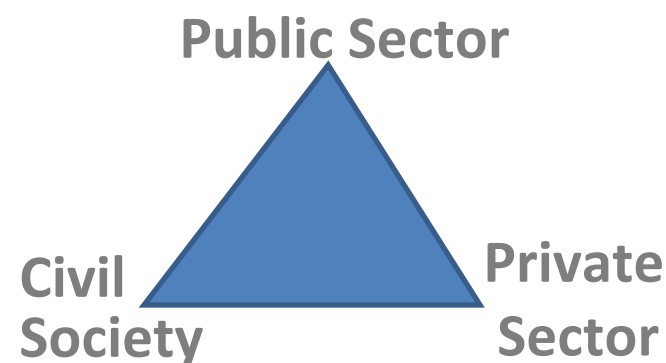
- Building trust (proving commitment and impact)
- Cultural/social barriers (teachers, parents, volunteerism)
- Scheduling courses and programs
- Volunteers management (selection, training, matching, ...)
- Monitoring and evaluation
- Scaling up mainstreamed programs (budget, logistics, ...)
- Business development (for entrepreneurship programs)
- Sustainability
- Safety and security issues (volunteers, site visits, ...)
- Legal Issues (dealing with cash, products, liability, ...)

# VI. Partnership for Entrepreneurial Education



## Partnership Model

- **Role of Public Sector**  
(access, facilities, evaluation, HR, ...)
- **Role of Private Sector**  
(mentorship, training, expertise, financial support, governance, ...)
- **Role of INJAZ**  
(programs, kits, volunteers' management, follow-up, coordination, ...)



# VI. Partnership for Entrepreneurial Education



## Benefits of Partnership Model

- Higher impact
- Ownership
- Sustainability
- Strengthening culture of social responsibility
- Efficiency (sharing resources, aligning efforts)
- Direct communication builds trust and results in better understanding of real needs and key issues



# VI. Partnership for Entrepreneurial Education



## What makes a good, sustainable partnership?

1. Choosing the right partners
2. Building long-term trust (transparency, credibility)
3. Growing passion for the mission (educate, engage, be passionate, focus on IMPACT)
4. Building ownership (educate, involve, share results)
5. Making the experience “valuable” for partners
6. Rewarding/acknowledging hard work
7. Innovating! (getting rid of the “box”)
8. Developing and implementing a comprehensive “Retention Plan”





Thank You