



UNEVOC

INTERNATIONAL CENTRE
for Technical and Vocational
Education and Training



Learning and Working

Motivating for Skills Development: A Campaign Package

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Purpose of the Activity Check List

This Activity Check List is meant for those planning and carrying out Motivation Campaigns at the local level (stakeholders and facilitators). It should help in achieving the overall goal: motivating members of marginalised groups to become involved in vocational training and to engage in income-generating activities.

It illustrates the various preparatory steps that might need to be taken or adjusted to particular local contexts.

It serves also as a basis for feedback, recommendations and suggestions for the further development and improvement of the Motivation Campaign Package.

The Activity Check List covers three stages:

- planning the Motivation Campaign,
- monitoring the implementation of the Motivation Campaign,
- evaluating the Motivation Campaign.

While local campaigns might vary in nature, target group and organisation, this Activity Check List is a general framework. Please feel free to respond only to those items that apply to your specific situation, and to add issues that you consider important, but that have not been addressed in the Activity Check List.

Please feel free to produce as many copies as you need. Last but not least, make sure to record your experiences, and send your feedback to the UNESCO-UNEVOC International Centre (see contact details at the end).

Identification and contact details

1. Name and contact details (mailing address, telephone, fax, e-mail) of the person(s) filling in this form:

2. What was your task in the Motivation Campaign?

Planning of the Motivation Campaign

The planning of the Motivation Campaign should be done very thoroughly to minimise risks and to maximise its success. While only one person or institution should be the responsible for the overall running of the Motivation Campaign(s), there will be several other parties also involved in the process, such as other stakeholders, the target group and the facilitators. Everyone needs to be well aware of what their roles and responsibilities are.

The planning process should cover several aspects, some of which are:

- clarifying the goals of the campaign,
- identifying the target group,
- setting up the team and distributing responsibilities,
- a realistic time plan,
- a realistic budget plan,
- a risk assessment.

Goals of the Motivation Campaign

3. Why are you personally engaged in the Motivation Campaign?

4. Do you have additional goals in mind, in addition to those given in the Motivation Campaign Package?

Target Group

5. Who do you want to reach, to motivate? Who is your target group? Why did you choose this target group?

6. How will you be able to contact the target group and get their approval to carry out the Motivation Campaign with them?

7. Who might help you in reaching the target group?
(Local leaders, community centres, schools, non-governmental organisations, flyers, posters, etc.)

8. How will you announce the campaign? (Posters, printed handouts, personal communication etc.)

9. How will you stay in touch with the target group after the campaign to assess the impact?

Stakeholders

10. Who should be involved in the planning and implementation of the campaigns?

11. Which role does each stakeholder have in the planning and implementation of the campaign? Who is responsible for what?

12. Who is the person/institution responsible for the overall running of the campaign?

13. How are the stakeholders going to cooperate?
(Regular progress reports? Regular meetings? If yes, where and how often?)

Timing

The person/institution responsible for the running of the campaign should draw up a realistic time plan that gives a schedule for all the project steps that have to be carried out. This time plan has to be communicated to all other team members, so that everyone is aware of the deadlines they have to meet.

14. When do you intend to run the Motivation Campaign?
(Think of time needed for its proper preparation. Bear in mind seasonal constraints such as rainy season which might make transport difficult, or harvesting season which might prevent you from reaching rural populations, etc.)

15. What is your timetable for preparation? Which deadlines do you need to observe?

16. What preparatory steps are necessary and how long does each take?

17. What is your schedule for running the campaign at local level?
(One day? Several days in a row? Several workshops over a longer period of time? Etc.)

Venue

18. What will be the venue(s) for the Motivation Campaign? How many people can it accommodate?

19. Is the venue easy to reach by the members of the target group?

20. What kind of equipment is available at the venue, what equipment do you need to bring yourself? Is there electricity?

21. Is there a need for accommodation for the facilitator? If so, where will he/she stay?

Budget

The availability of budget will have implications for the scope of the campaign. The following items should be considered when drawing up the budget for the Motivation Campaign.

22. Which physical resources will you need?
(Printing, venue, DVD equipment, power supply, video screen, sound equipment, catering etc.)?

23. Is there a need for transport (for participants, for the facilitator, for equipment)?

24. Which "human resources" will you need and what will they cost?
(Facilitators (training & salaries), other support personnel?)

25. What will the total cost incurred be? Is the budget available? What are your budget sources? How many people can you reach with this budget?

Risk Assessment

Risks are any factors that might hinder or endanger the success of your activity. To identify possible risks in advance will help you assess their possible impact on the running of the Motivation Campaign and to plan preventive or countermeasures.

26. Which factors could occur that would slow down or prevent the success of the Motivation Campaign?

27. How high do you estimate the probability that these factors occur?

28. What impact will these factors have on the running of the Motivation Campaign?

29. What measures can you take to prevent or minimise these risks? What countermeasure can you take should the problem become real?

Monitoring the Motivation Campaign

It is important to monitor the running of your Motivation Campaign. This means to keep an eye on your activities and to observe if everything is going according to plan. By constantly doing this, you will be able to notice foreseen and unforeseen risks and to take appropriate countermeasures in time. This information will also be essential for the planning and implementation of any future campaigns.

30. Have preparations developed according to plan? What developed differently? Why?

31. Have you succeeded in reaching the target group? Have you reached others than those intended? Why?

32. Are the other stakeholders (local leaders, employers, training providers etc.) engaging in the campaign?

33. Was there a language problem? If yes, how did you solve it?
Did you do your presentation in a local language (a language other than the ones available in the video sound)?

34. Did you encounter technical problems (e.g. venue, video, sound, transport)?
If so, please explain.

Evaluating the Motivation Campaign

For the evaluation of the Motivation Campaign, it is important to have carried out a baseline assessment before running the campaign. This way, you can compare the "before" and "after" status of your target group and see whether your activities had an impact.

35. Do you any have indication that the motivation for learning and working has increased among the target group?

36. What do you think, in particular, raised the motivation?

37. If you feel motivation for learning and working has not increased, what do you think was the reason?

38. Do you know of any concrete skills development and work activities that emerged from the campaign?

39. Will you assess the impact of the campaign again after some months' time?

40. Do you intend to run more Motivation Campaigns? Will you recommend others to run them?

Improving the Motivation Campaign Package

41. Which parts of the Motivation Campaign Package were particularly useful? In which way?

42. What was missing and should be added to the Motivation Campaign Package?

43. Which concrete proposals do you have for the future development of the Motivation Campaign Package contents?

44. Do you have any observations on the current dissemination format of the Motivation Campaign Package (print materials, videos, CD-ROM with copies of all documents)?

45. Any other comments?

Please make sure that a copy of the filled form is being sent to the

UNESCO-UNEVOC International Centre

Herman-Ehlers-Str. 10

53113 Bonn

Germany

Fax: [+49] 228 8150-199

E-Mail unevoc@unesco.org

The Campaign Package

This Campaign Package has been developed and provided by the UNESCO-UNEVOC International Centre for Technical and Vocational Education and Training, Bonn, Germany. Its purpose is to facilitate the organisation of campaigns for mobilisation and motivation of young people, and for providing them with vocational orientation and guidance. The focus is on marginalised youth in the informal sector of least developed countries.

The package consists of eight components.

The current pilot version is being provided in English only. It will be evaluated in the field. Depending on the feedback that UNESCO-UNEVOC will receive, the package will be developed further.

The activities presented in this Campaign Package are not a guarantee of monetary success. The content is based on research, examples and advice from experts. Every attempt was made to ensure accuracy, and neither the authors nor the UNESCO-UNEVOC International Centre can be held responsible for incorrect information or changing circumstances.

UNESCO-UNEVOC International Centre

Hermann-Ehlers-Str. 10
53113 Bonn
Germany

unevoc@unesco.org
www.unesco.org/unevoc
www.unevoc.unesco.org/learning+working

Authors:

Yael Eichner, Astrid Hollander, Sharon Kirabo-Steffens, Hans Kröner

Digitalisation of booklets:

Ian Ponce, Jordan Wolfe

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