

# Qualification oriented to employment in the craft

## Career Counsellor Accreditation and certification in Jordan

Screening Study & Stakeholder consultations: Results & Recommendations for the Way Forward

Amman, 26<sup>th</sup> Sep. 2021



Implemented by

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

# Agenda

- ✓ Research Methodology: Screening Study & Consultation Meetings
- ✓ Main Findings
- ✓ Recommendations for the Way Forward

# Research Methodology

## Screening Study: Desk Research

- Stocktaking: Many activities, initiatives, trainings, many institutions, donors, different job profiles,
- Considering previous studies with career guidance qualification in Jordan
- Stakeholder analysis, defining main actors

## Stakeholder Consultations

- Guiding Questions
- Series of Interviews with key institutions (management & practitioners' levels) in July and August 2021
- Focus Group Discussions with counsellors



# Stakeholder Landscape

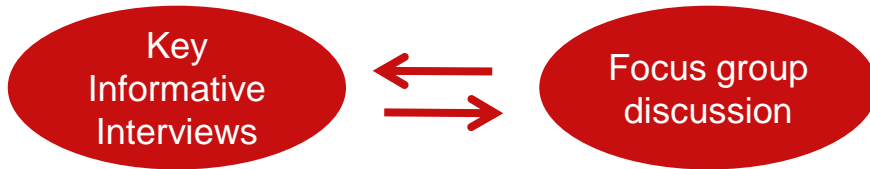
- **Government Institutions** such as
  - Ministry of Labour (**MoL**),
  - Ministry of Education (**MoE**)
  - Ministry of Digital Economy and Entrepreneurship (**MoDEE**)
  - Technical and Vocational Skills Development Commission (**TVSDC**)
  - Vocational Training Cooperation (**VTC**)
  - Jordanian University (**JU**)
  - Al Balqa Applied Universities (**BAU**)
  - Princess Somaya University of Technology (**PSUT**)
- **Non-Governmental Organisations**, such as:
  - National Employment and Training Company (**NET**)
  - LOYAC
  - Luminus Technical University College (**LTUC**)
  - Jordanian Chamber of Industries (**JCI**)
  - King Abdallah II Fund for Development (**KAFD**)
  - Education for Employment (**EFE**) Jordan
- **International Organisations**, such as:
  - International Labour Organisation (**ILO**)
  - UNRWA
  - World Bank
  - GIZ MoVE-HET



Governmental	NGOs and Privat Sector	I-NGOs
8	6	4




# Discussion Points

- Existence of the CGC services (mandated person – Job description - ...etc.)
- Performance of Practitioners
- Impact on Beneficiaries
- Proposed Qualification Levels and Pathways
- Recommendations (institutions, practitioners)



# Qualification Options

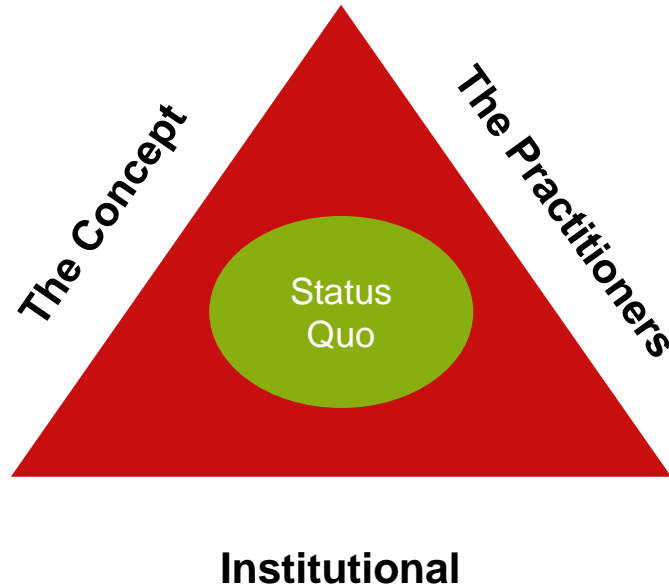
Three options discussed in detail with all stakeholders:

1. University Degree (Post-graduate study programme) 
2. Accredited training programme (non-degree professional diploma) 
3. The usual practice (not accredited training) 

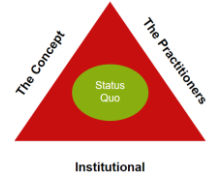
Discussion brought about even **more options**



## Main Findings - 3 aspects



# Main Findings (I)



## Institutional Aspects

### 1. Good foundation for Career Guidance in Jordan.

- Strong political will (e.g. TVET Strategy, National CG Strategy)
- CGC is a requirement for the accreditation of universities and also for TVET Training Providers (creating demand)
- Existing Job profiles and operational manuals (e.g. JICA, GIZ, ILO)

### 2. Donor driven & scattered.

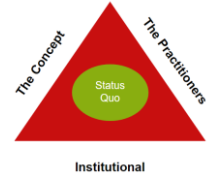
- No Quality Standards.
- Diversity of non-institutionalized trainings.
- Not clear Qualifications Framework.

### 3. Diversity of concepts, terminology, approaches, understanding.

- Only partly aligned with international definition, understanding and concepts.
- Services not comprehensive.



# Main Findings (II)



## Concepts

### 1. Client-Centredness

- The services focus too much on promotion & recruitment
- Services do not focus enough on the development of Career Management Skills (help to self-help approach)
- The enabling actions are not considered (client has passive role)

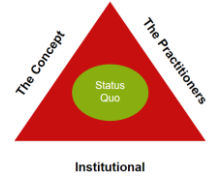
### 2. The client cannot make informed career decisions

- Career Information are scattered – not organized – not updated
- Clients get limited career opportunities
- Weak coordination results; no referral

### 3. Little preparation for school to work-transition (or TVET) in school

- Career counseling activities are more into promotion for TVET
- Only educational counseling (within the education system)

# Main Findings (III)



## Practitioners

1. Reasonable number of practitioners are dealing with what is called “CGC”
2. Few numbats of those who are specialized in CGC in few organizations
3. Most of the current practitioners has CGC as an additional task.
4. No qualification Framework (system) for practitioners is in place

Total Number	PhD	Master	BCs	Diplom	male	Female	Less 30	30-45	45-60
348	15	49	184	71	210	138	83	134	130
100%	4.3%	14.1%	52.9%	20.4%	60.3%	39.7 %	23.6%	38.5%	37.4%

This total number is collected from 7 organizations only (Gos – NGOs – INGOs)

This total number is merging the different functions not only the pure career guidance and counselors

29 person who has Secondary Education and less are excluded from the calculations of Educational attainment and 2 persons over 60 as well.

# Main Findings (IV)

## The Way Forward

- 100 percent of the consulted partners said that there is a need for the qualification of the practitioners
- Consider the incentivization of the practitioners while establishing the qualification measures.
- Institutional aspects have been discussed



# Ways to Qualify Practitioners – How **Governmental Institutions** see it

## The Leadership Level

50% Accredited Training Programme

50% Post-graduate study programme

Post-graduate study programme option as parallel/ completing action

## The Practitioners Level

9 votes: Accredited Training Programme

10 votes: Post-graduate study programme

15 (of 19) votes: Mixed Approach (short-term, long-term)

# Ways to Qualify Practitioners – How **Non-Governmental and Private sector Organisations** see it

## The Leadership Level

100% Accredited Training Programme

Some suggesting PGSD as a long-term

## The Practitioners Level

100% Accredited Training Programme

# Ways to Qualify Practitioners – How **International Organisations** see it

## The Leadership Level

Accredited Training Programme

66 % prefer Accredited Training Programme

Short-term, Renewed regularly, Admission rules

33% Post-graduate study programme

Some experts in ILO sees the post-graduate university degree as best option

## The Practitioners Level

66% Accredited Training Programme

33% Post-graduate study programme

# Ways to Qualify Practitioners – The Arguments

## Time

- Available (for the practitioners to study)
- Needed (needed to establish the study)
- The needed time to get Certified / accredited

## Feasibility

- The cost
- Who pays?
- Sustainability
- The demand

## Added Value

- Certification (local – International – Joint)
- Benefits (bonus – salary increase – mobility)
- RPL
- Practicality – flexibility to be updated

## Applicability

- The processes
- Involved players (decision makers)
- Complexity
- Flexibility of admission

## Recommended Way Forward

To Develop a A non-degree training Diploma (non-degree Professional Diploma) at one of the Jordanian Universities through its training Center. With an eye for developing a post-study programme in the future.

Other important factors will be considered. See more details in the following slides.



# Proposed Intervention

1  
Advisory / coordination committee (All key players)

Tech. Specialized Team

2  
Management Committee

**Develop the Accredited training Programme**

A non-degree training Diploma

The Accreditation/ certification group

Technical

Quality Standards

Competencies

accreditation requirements

quality standards

Develop the training course

Deliver the course

A University

**Institutional sustainability**

Create a profession – Create  
The demand

TVSDC regulates the services

ASCO

Code of conduct

Career path

The CSB

Recognition of Prior Learning

**Financial institutionalization**

A business model is  
being developed at the  
hosting university

**A management  
unit at the  
University**

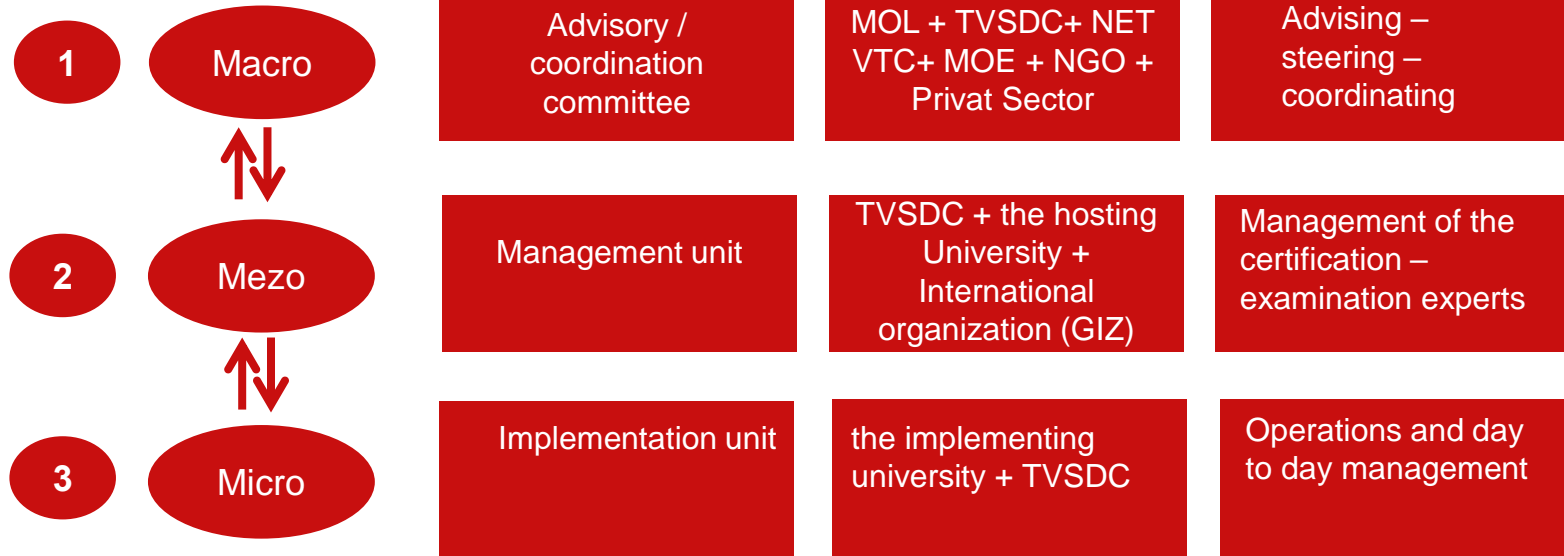
Pricing

Branding

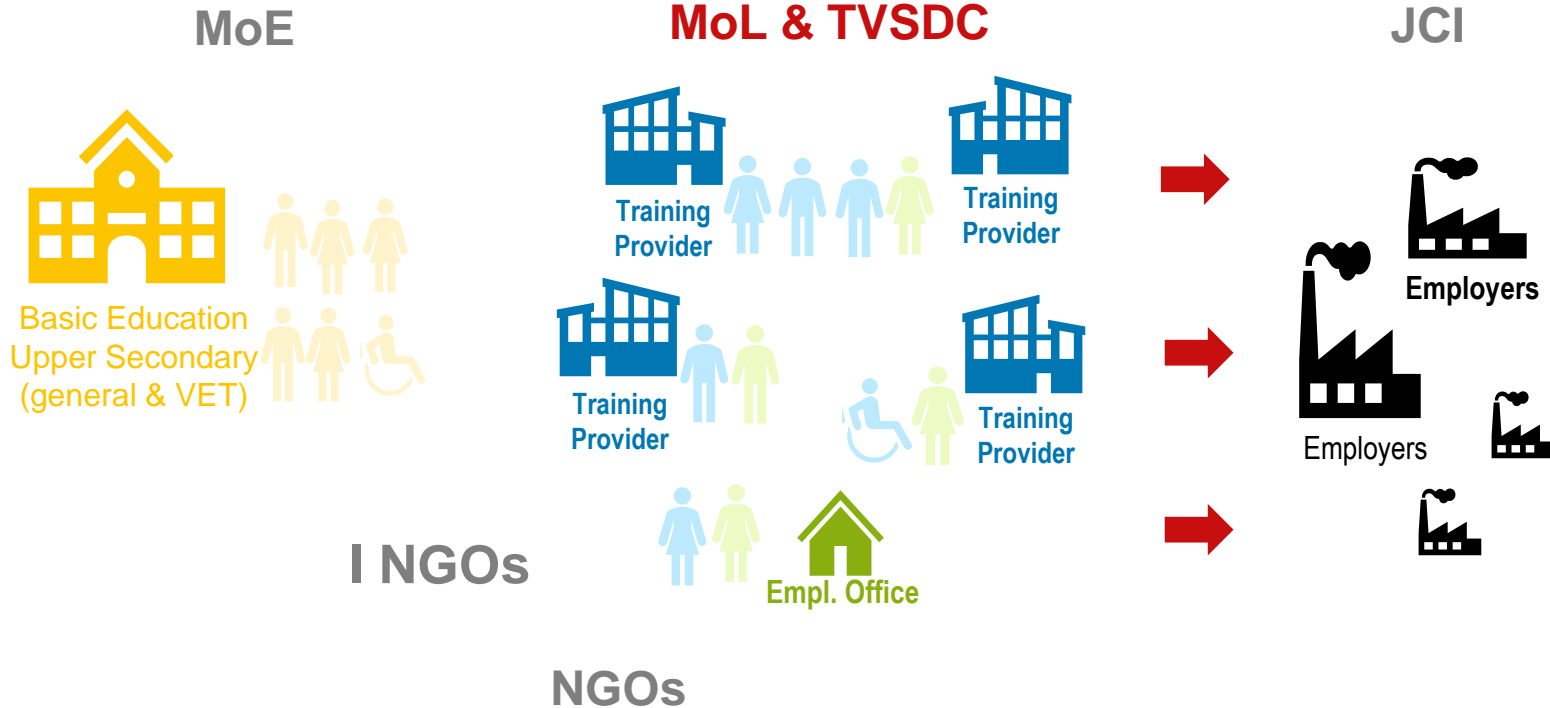
Marketing

Copying the course

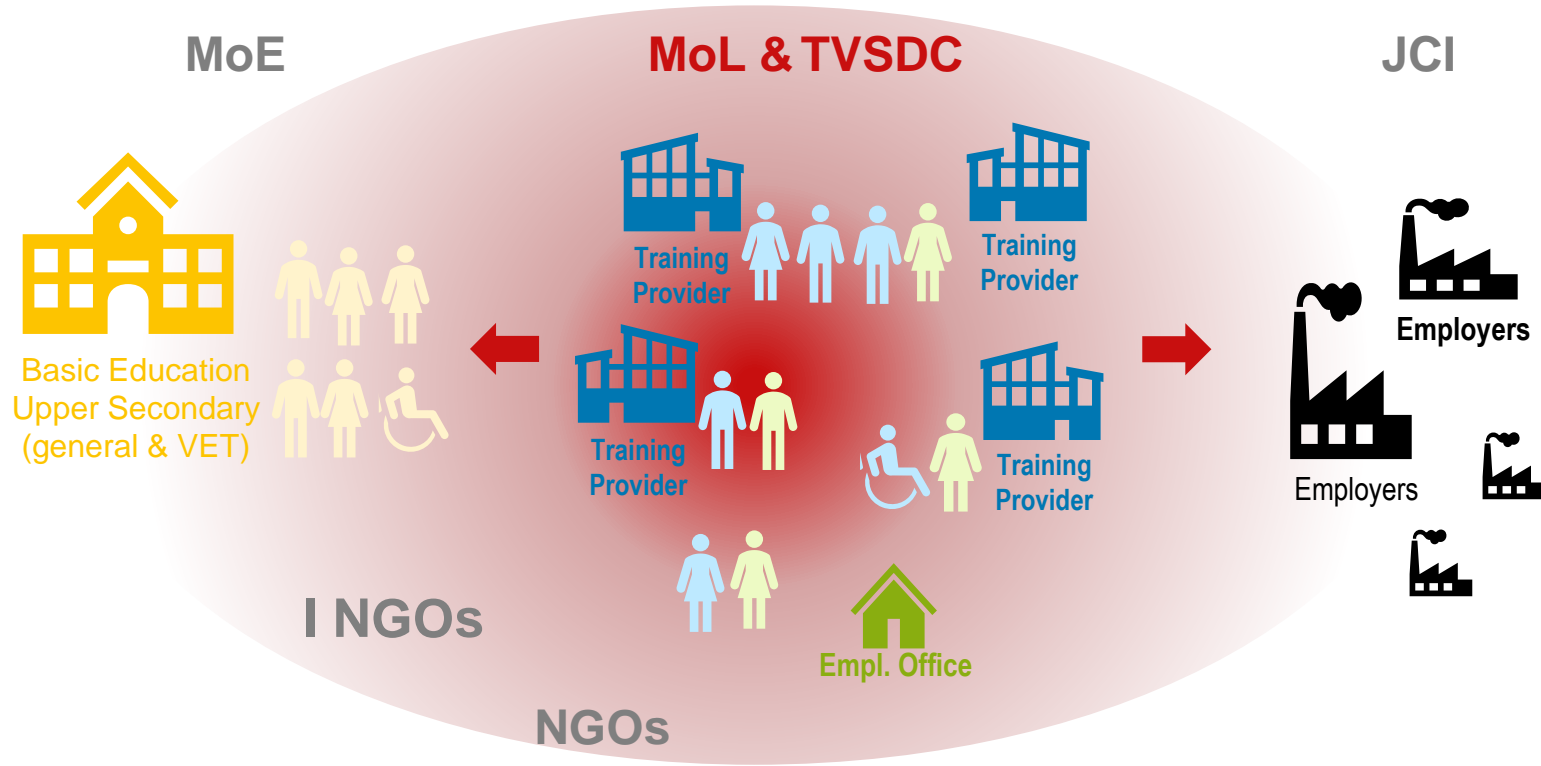
# Steering Structure



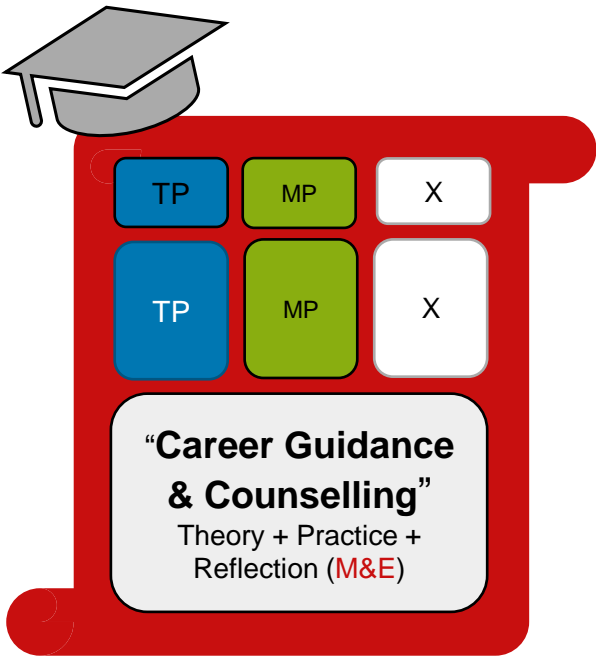
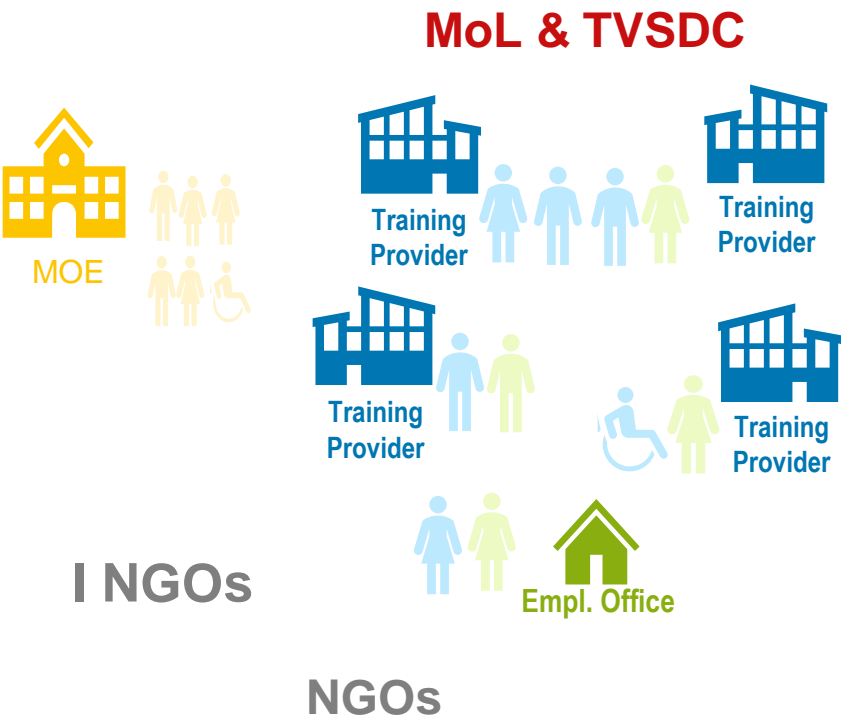
# Career Guidance Professionals in Jordan: “The Big Picture”



# Career Guidance Professionals in Jordan: The Focus



# The proposed Intervention Approach: *Training*



# The proposed Intervention Approach: *Starting Small & Thinking Big*

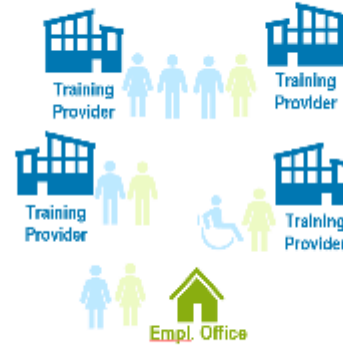
**Coordination Committee →**



MoE



MoL & TVSDC



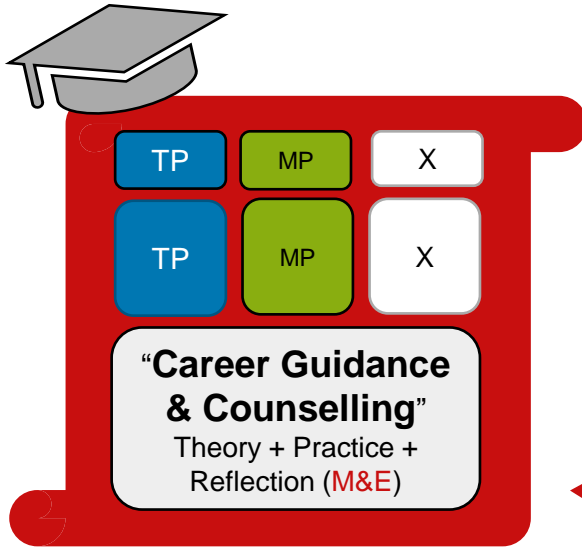
JCI



INGOs

NGOs

**← Management Committee**



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