

# Kenya Education for Employment Program KEFEP-07

## PROJECT/INITIATIVE

The Kenya Education for Employment Program (KEFEP) is funded by the Government of Canada and managed by Colleges and Institutes Canada (CICan) in collaboration with the Kenyan Ministry of Education (MOE). KEFEP's ultimate outcome is to provide increased economic opportunities for male and female graduates from Technical and Vocational Education and Training (TVET) institutions in Kenya.

The KEFEP-07 Institutional Partnership between NSCC, Camosun College and KUCCPS is focused on re-branding the image of TVET, supporting career guidance, and enhancing the ability of the national polytechnics to increase enrolment. Partners work on developing marketing strategies and tools, conducting gender-sensitive outreach and public awareness initiatives/campaigns, working on career guidance and mentorship initiatives, and helping to implement regional skills shows and career forums.

## SERVICES PROVIDED

- Coordination of marketing efforts to increase awareness of TVET, change perceptions, and address gender enrolment challenges;
- Development of marketing tools and strategies that will be made available for use at partner institutions; with materials that can be customized for the local environment;
- Development of curriculum materials and lesson plans will result in gender-and industry-responsive and integrate environmental sustainability considerations.

## RESULTS ACHIEVED

- Completed inception stage resulting in the development of the project implementation plan and budget;
- Initiated planning for the development of marketing tools and strategies.

## NAME OF PROJECT

Kenya Education for Employment Program (KEFEP) – Marketing & Career Guidance KEFEP-07

## LOCAL PARTNER

Kenya Universities and Colleges Central Placement Service (KUCCPS)

## LOCATION

Nairobi, Kenya

## CLIENT(S) / PARTNER(S)

Kenyan Ministry of Education (MOE)

## AMOUNT

\$450,000

## START DATE

May 2017

## END DATE

August 2021

## OTHER PARTNERS INVOLVED IN

### IMPLEMENTATION:

Camosun College

