



“LEARNING BY DOING” PROJECT

**“Targeted capacity building of VET partnerships
in the Danube Region for the effective modernisation of VET systems”**

WP 4: Capacity Building

Deliverable D: 4.2.5 Memos on sensitization campaigns

Event organized by PP 11 CCI HD & PP9 NCTVETD

Version: 1.0

Date: June 5th 2018

1. **Basic problems in VET in your country according to the SWOT developed in the first period of the project** (based on Local Meeting Reports and National Strategies Visions)

Strengths – what is already working?

- Legal context ensuring the implementation of WBL in VET
- The huge interest of the companies (in many of the counties)
- The readiness of some VET schools to develop the cooperation with companies, needed for WBL
- The existing experience in cooperating with local companies and other partners
- The support of the local authorities, which are aware of the existing critical skills shortages
- The long history and support of the National Centre for TVET Development, with its regional coordinators, being directly involved in supporting these cooperation, at local level
- The capacity and expertise of the LCSPD (Local Committee for Social Partnership Development–mastering the social dialog at local level, in each county in Romania (40)

Weaknesses – what needs to be changed?

- The low attractiveness of VET, as a historical heritage and parents option
- The low level of quality of the equipment in schools and workshops
- The lack of investments in the infrastructure of the schools, in the last decades
- The differences in organizational culture leads to difficulties of cooperation between schools and companies,
- Lack of public / social recognition of the VET schools, and their results

What are the opportunities ahead?

- The European interest towards VET and especially WBL
- The `multilevel governance` of VET in Romania, covering the national – regional-local levels, in a strongly interconnected system managed by NCTVETD
- The existing readiness of local actors to invest in supporting cooperation for VET
- The European financial support through dedicated programs, as Erasmus+
- The new qualifications that appear, as a result of technical development
- The opportunity to complete education at higher level, including higher education, after graduating VET
- Existing projects that can be valorised as good practices, together with local NGOs and other partners.

What are the threats?

- Lack of financial support for developing the system on long term and strategically

VET recognized and promoted as priority only for a short period, without sustainable mechanisms put in place

The risk of major changes in the economic environment (investors leave some regions...)

The poverty of the population, especially in rural area

Very low level of mobility of the human resources, during their professional training and later for jobs

2. Basic information about Sensitisation campaign 1

Short campaign description: Please describe each campaign separately / Where, when, how, focused on parents, students or companies, etc /

Date and place:

Region	Venue	Date	Number of participants
Romania - West	Deva	5th of June 2018	80
		Total	80 participants

Duration:

The event on 5th of June has been planned as an award ceremony event, with a duration of minimum 3 hours, concentrated on promoting the idea of excellence in VET schooling system.

Estimated target group (approximately 50 persons), with special focus on enterprises involved or willing to involve in VET and VET schools as “star guests”/awards nominees, to reach through the media campaign linked to this specific event, the primary target group youth between age 14-16.

The reached target group, 80 persons, out of which 10 - representative from national public authority, 32 – from educational training centres and schools, 6 enterprise and 14 SME; the activities have been delivered by an experts’ body of 11 persons, team members of the project. The dissemination of this major pilot activity was insured by 7 media persons participating in the event.

Proposed schedule frame:

1. Comprehensive presentation of the “ **Learning by Doing**” project, partners, delivered activities, status of implementation – 15 min free speech.

2. "Title of Excellence" award ceremony – 20 min free speeches, based on the synthetic report regarding the activity results.
3. Dinner break.
4. "Title of Excellence" award ceremony – 2 hours, free speeches, monitoring team members sustained their position in awarding the title to participating schools.
5. Interviews.

3. Results, responses on campaign from your partners:

- present sensitisation campaign aims to increase the visibility of the VET schooling results, stressing out the need to comply to the employer's needs – there was a good response of businesses and VET schools in participating to this action;
- foreign partners response was enthusiastic to the Title of Excellence recognition of proficiency in VET schooling. The Hungarian visitors asked for the methodology to adapt it to their local conditions;
- the campaign increased the involvement of the local authorities for investments in schools and supporting VET students, at least at declaratory level

The Scheme of audit of the VET schools, Title of excellence- is considered a replicable model, aiming at supporting VET schools to be more visible („get out from the shadow,,), more attractive; is recommended to include aspects directly linked to students (like skills award), and is very important to use the scheme to make the awarded schools more visible with their real results;

The role of the local authorities is also considered essential, in the context of a decentralized management of the VET system, the only solution to better adapt to the local need of the employers; in this domain the leading role of the NCTVETD is very appreciated;

4. Summary of your findings and experience from campaigns

General conclusions:

- an intensive sensitization campaign of the VET opportunities is the no. 1 priority, through various channels, as mass-media campaign, caravans, social media networks, innovative promotional materials;
- The Title of Excellence auditing scheme is a breakthrough, with huge multiplication potential, as a relevant and credible feedback for VET schools' proficiency which can be adapted to the local specific needs in other national or international regions. This scheme has the power to ensure the needed recognition of the operational successful school-company partnership, implementing WBL VET schemes and to raise the interest for such schooling in youth;

“Title of Excellence”

- can be a good visibility tool, as well as a perfect exercise for both VET schools and business environment to get to know each other better and to communicate. It is the recognition of VET schooling role in economy and the need for a periodical feed-back coming from society to schools, for a good adjustment towards economy challenges;
- support measures dedicated to increase the quality of VET. Support for multiplication at local level (at least one county /region);
- support for disadvantaged groups to access VET- “second chance” schooling was an important criterion in Title of Excellence awarding.

5. Recommendation for future campaigns

The validation of the quality of VET through „Title of excellence” need to be considered component of quality assurance; the Title of excellence scheme proposed to be piloted at national level, if possible within the Learning by doing project (Sept 2018- May 2019), and then the finding will be included in policy recommendations.

Concrete recommendations for next developments:

New criterias for Title of excellence

- dedicated to students, to offer them skills recognition,
- dedicated to school, with an important award