



“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 - SERBIA

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1. Basic problems in VET in your country

In VET schools in Serbia annually enrol cca 72% of students. Majority of them (62%) are in 4-year VET profiles and minority (10%) are in 3-year profiles. WBL is more implemented in qualifications level 3, but interest of students and VET schools for these qualifications is less than for qualifications level 4. At the end of 2017 new Law on dual education was adopted, the full implementation of which will start in September 2019.

Serbian VET system is facing with different challenges:

- Challenges related to the Institutional framework
 - Financial issues - Costs of WbL / dual education
 - Legal harmonization
 - Curriculum (qualification)
 - Students' equality
 - Responsibility for the students
- Challenges related to the Cooperation
 - Cooperation between schools and companies on development and implementation of training plan and programme
 - Finding companies and numerous contracts
- Challenges related to the Culture and Attitudes
 - **Promotion of companies and qualifications**
 - **Interest of companies to participate in WbL / dual education**
 - Students' attitudes and knowledge
 - **Students' interest, qualifications (occupations) in demand and enrolment policy**
- Challenges related to the Capacities and expertise
 - Instructors/mentors in the companies
 - **Assessment and Final Exam**
 - Continuous education of teachers

2. Basic information about Sensitisation campaigns 1,2,3

Short campaign description: Please describe each campaign separately

/ Where, when, how, focused on parents, students or companies, etc /

ZUOV and Serbian Chamber of Commerce –Belgrade Chamber of Commerce (CCIS-BCC) organized three types of sensitization campaigns: support to schools in attracting new students, promotion of WBL at education/employment fairs, and through info sessions held during national events. They were focused on:

- Companies
 - Students
 - VET schools
 - Teachers and employers
1. Workshops **for companies** were organised in Belgrade (2) and Kragujevac (1). Goal of all this WS identification of experiences in WBL implementation in their companies with students from secondary VET schools and identification of needs for competencies and qualifications.
 - 23.02.2018 we organised WS for companies in mechanical industry (11 participants) in premises of Politehnička škola in Kragujevac.
 - 30.01.2018 we organised WS for companies in energetic sector (17 participants) in premises of ZUOV
 - 01.02.2018 we organised WS for companies in construction sector (17 participants) in premises of ZUOV
 2. **For students** - we supported VET schools in Subotica and Sombor provided for them promotional materials. We also printed brochure about VET schools in Subotica for future students. This brochure were available for students on Students fair in Subotica on stand of Learning by Doing project on 18.04.2018

With principal and teachers of Hemijsko – tehnološka škola in Subotica we prepared leaflets in Serbian and Hungarian language about profiles in school for enrolment in new school year. For two VET schools in Sombor (Srednja poljoprivredno–prehrambena škola and Srednja ekonomska škola) in cooperation with their management and teachers we prepared leaflets about profiles in school for enrolment in new school year.

CCIS provided promotional 2-min video for Tehnička škola “Ivan Sarić” in Subotica.
 3. For sensitization of **schools** in sense of development of new qualifications based on WBL and involvement of this type of qualifications in enrolment plans of schools, experts from ZUOV presented in two WS in Belgrade (29.01.2018 and 18.05.2018) and one in Novi Sad (13.03.2018) main principles of WBL and experiences of WBL in Danube region.
 4. **For teachers and employers** who are involved in final examination in 15 VET qualifications based on WBL (12 on NQF level 4 and 3 on NQF level 3) ZUOV organised 19 workshops in Pančevo, Novi Sad, and Kragujevac. This WS were capacities building for companies and schools (professionals and teachers) in area of assessment of professional competencies on final examination.

ZUOV with two VET schools and companies from private sector in Novi Pazar was organised training for capacities building of **teachers** in VET schools in sector of textile and leader processing who are implementing WBL, in Novi Pazar on 20-22.04.2018.

List of all events are in table below

no.	date	Place	Focused on	No of participants
1.	29.01.2018	Beograd	Schools	73
2.	30.01.2018	Beograd	Companies	17
3.	01.02.2018	Beograd	Companies	17
4.	23.02.2018	Kragujevac	Companies	11
5.	13.03.2018	Novi Sad	Schools	22
6.	23.03.2018.	Belgrade	Companies and students	Cca 500
7.	18.04.2018	Subotica	Students and parents	Cca 800
8.	20-22.04.2018	Novi Pazar	Schools	23
9.	24.04.2018	Beograd	Schools and companies	17
10.	25.04.2018	Novi Sad	Schools and companies	40
11.	26.04.2018	Beograd	Schools and companies	36
12.	26.04.2018	Beograd	Schools and companies	21
13.	27.04.2018	Beograd	Schools and companies	25
14.	03.05.2018	Beograd	Schools and companies	18
15.	04.05.2018	Beograd	Schools and companies	21
16.	07.05.2018	Beograd	Schools and companies	16
17.	08.05.2018	Beograd	Schools and companies	14
18.	09.05.2018	Beograd	Schools and companies	17
19.	10.05.2018	Pančevo	Schools and companies	19
20.	10.05.2018	Beograd	Schools and companies	19
21.	10.05.2018	Beograd	Schools and companies	19
22.	10.05.2018	Beograd	Schools and companies	18
23.	11.05.2018	Beograd	Schools and companies	34
24.	14.05.2018	Beograd	Schools and companies	12
25.	14.05.2019	Beograd	Schools and companies	20
26.	16.05.2018	Kragujevac	Schools and companies	38

27.	16.05.2019	Kragujevac	Schools and companies	21
28.	18.05.2018	Beograd	Schools	26

3. Results, responses on campaign from your partners:

/ Each campaign separately/

1. Companies have different experiences in implementation of WBL in vocational education. Representatives of companies are very interested for further implementation of dual model of VET in Serbia. For them was very interesting to learn about experiences in other countries in Danube region and applied it in forthcoming bylaws. For next school year ZUOV prepared new qualifications based on findings of WS organised with companies. All 12 new curricula are based on WBL. There are from different sectors – construction (2), traffic (2), agriculture (1), food processing (1), mechanical engineering (1), energetic (2), tourism (1) and IT (2).
2. Number of enrolled students in all education profiles based on WBL in Subotica and Sombor increase this year because of realised sensitization campaigns. (In the first round of enrolment process 95% of all places in WBL are fulfilled)
3. Enrolment plans of VET schools for next school year are based on demand of education profiles based on WBL than previous years.
4. Share of students who passed final examination (91%) is bigger than last year (90,4%) and also number of accredited assessors for final examination from companies (198). Research of final examinations results shows big satisfaction of teachers and representatives of companies who were members of assessment commissions. Number of people who were

4. Summary of your findings and experience from campains

/Please describe what the findings was and experience from campains/

We are very satisfied with results of campaigns. The number of students enrolled in education profiles based on WBL is increasing and quality of students is better than previous years (min no of points necessary for enrolment is bigger). Satisfaction of **614** teachers and professionals who passed trainings is very high.

5. Recommendation for future campaigns

/ Your plans for next campaigns, what to do better etc/

According to the topic of campaign first of all it is necessary to plan finances for that activities in annual budget of institution. Companies have to be more involved in this kind of campaigns. Teachers are also very important and in next period (during the autumn) ZUOV have to organise different types of campaigns for them.