



higher education
& training

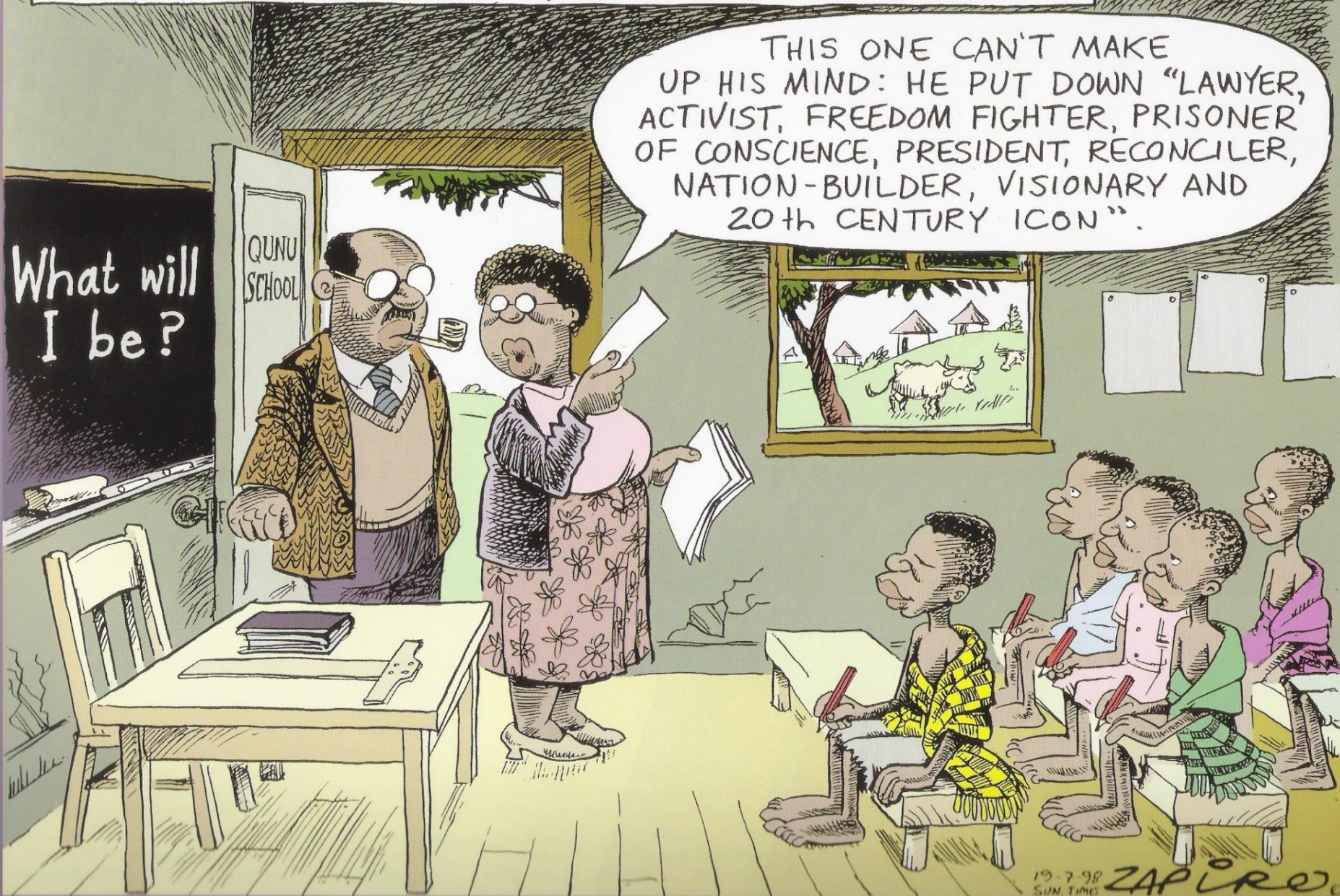
Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

Career Development Services

It is easy to break down and destroy. The
heroes are those who make peace and build.

- Nelson Mandela

NELSON MANDELA, THE EARLY YEARS



We start early to think about our career

Prevailing environment

- Fragmentation
- Poor Coordination
- Poor training of practitioners
- Duplication
- Ad-hoc interventions

Purpose

CDS has been set up to establish an **all age**, national and comprehensive, Career Development Services (CDS) for South Africa.



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

World Bank Report – 2014

“Career guidance can perform a valuable role in raising the aspirations of the disadvantaged and individuals in poverty by making them aware of opportunities and supporting them in securing entry to such opportunities”.



Information, Advice & Support

To provide information and advice on;

- Careers & learning pathways
- Subject choice
- Study opportunities offered by the post-school education and training system
- Funding and financing options
- Information on applications processes and closing dates

Theory of Change

> If you have

... a national coordinated career development service

> ... and you have

... quality career information, advice and guidance delivered through multiple channels*

> ... then

... all citizens will be in a position to make informed career and study choices

> ... and then

... over the long term, there will be a greater number of individuals who realise their potential and contribute positively towards the socio-economic development of South Africa.

* channels: telephone, email, sms, walk-in centres, radio, website, social media, mobisites, career festivals, print media, information hub, case database and the National Career Advice Portal (NCAP).

CDS: Policy & Coordination

Policy

Research

Coordination

Partnerships &
Coordinating
Structures

Norms & Standards



CDS Operations



khetha

Make the right choice. Decide your future.



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

Career Construction

Personal Responsibility

Lifelong Learning

Career Plan For All



Advocacy & Communications

Campaigns

- Apply Now!
- Mandela Day Career Development

Publications

- Apply Now! Booklet
- Post School Guide

Social Media

- Facebook
- Twitter

Outreach

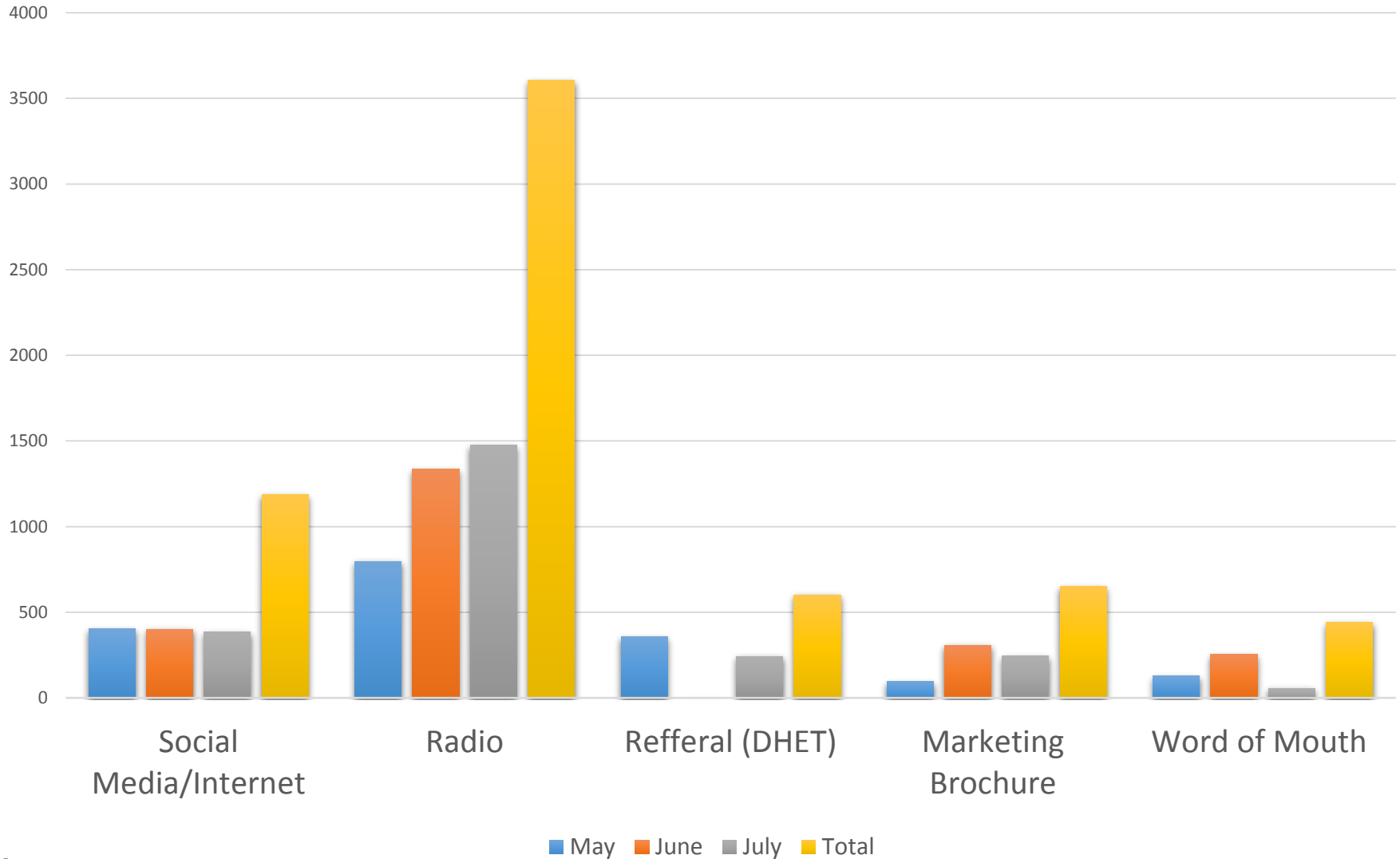
- Exhibitions
- Information Sessions
- Training

Khetha SABC Radio Programme

- 10 SABC Radio Stations
- Weekly 30 min shows
- About 2m listeners
- All official languages, expect for English
- Largest source of calls to the Helpline



How the client found out about CDS



CDS Technology

Could based
tel. system

- VOIP
- Integrates SMS, Email, Facebook

Insight

- Recording (nature of cases & stats)
- Call support and monitoring

Online

- Website
- Mobisite

Knowledge Hub

- Career information repository for practitioners

National Career Advice Portal -NCAP

- The National Career Advice Portal (NCAP) is a database driven online self-help career information portal designed to facilitate informed career and study choices.
<http://ncap.careerhelp.org.za>
- Online interest based questionnaire
- NCAP is rooted on the Organising Framework for Occupation (OFO) (over 1400)
- The portal further gives added information on occupations in high demand and green skills

Platforms progress 2010-2015

Helpline numbers
includes:

Queries handled
via emails,
Facebook,
telephone, sms

Channel

Number

Helpline

123 721

Career Exhibitions &
Information Sessions

650 000

Radio Programme

2 million listeners
per week

Apply Now! Booklet
Distribution

2 500 000 copies

Platforms progress 2010-2015

Platform	Users	Sessions	Page Views
Careerhelp Website	692 047	859 353	1 997 635
Careerhelp Mobisite	1 183 412	1 623 453	1 804 734
NCAP Website	410 593	777 136	420 717
NCAP Mobisite	106 928	109 758	537 523
TOTAL	2 392 980	3 369 700	4 760 609

Programme Monitoring

- Client Feedback
- Mid term Evaluation
- Final Evaluation

Testimonials

She is the most helpful person I have spoken to in a very long time in any field, not only did she provide me with the information I required, she also shared other useful information and made an excellent alternative suggestion.

Thandeka rocks!

Debbie Kelly

Your intervention in following up on the status of the NSFAS bursary, resulting in the issuance of the bursary. **Without your gracious heart, we do not know where we would be today.**

Mokashane Nxumalo



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

Challenges and Opportunities

- Project to an institutionalised programme
- Systematic interventions
- Greater collaboration and coordination with DBE
- Profiling of schools to nuance messages
- Directing traffic to the Helpline for further support
- Zero-rating of online platforms

BETHE BESTYOU

Make the right choice.
Decide Your Future.



Career Development Services 

www.careerhelp.org.za

Contacts

SMS Service: Send an SMS to **072 204 5056** with your question or a "Call Me Back" and one of the Career Advisors will call you back

Phone : **086 999 0123** (Mon-Fri; 08:00 to 16:30)

E-mail : Careerhelp@dhet.gov.za

Website : **www.careerhelp.org.za**

Facebook : [www.facebook.com/Career Advice Website](http://www.facebook.com/CareerAdviceWebsite)

Twitter : www.twitter.com/rsacareerhelp

Mobile Site : mobi.careerhelp.org.za

Walk-In Service at: Department of Higher Education and Training,
Room 300, 123 Francis Baard, Pretoria. 0001 (Mon-Fri; 08:00 to 16:30)