

# BACK TO OFFICE MISSION REPORT



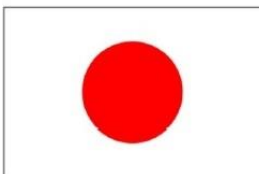
## HEO AWARENESS RAISING CAMPAIGN 2

Helen Kaunda Secondary School, Kitwe, Zambia

29<sup>th</sup> March, 2023.

**The Project for Promoting Youth Employment through Construction  
Equipment Operating Skills Training – SAP 200069**

A Private-Public Development Partnership (PPDP)



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## **PARTICIPANT NAMES**

Osward Kabwela: Training Manager – Kitwe Vocational Training Centre, Zambia

Harry Sianziba: HOS-L&HV – Kitwe Vocational Training Centre, Zambia

Peggy Kabwe: HOD – Mechanical & Electrical Engineering – Kitwe Vocational Training Centre, Zambia

Prince Tembo: BDO – Kitwe Vocational Training Centre, Zambia

Mpeza Daka: Office Assistant – Kitwe Vocational Training Centre, Zambia

## **PLACE VISITED**

The HEO awareness raising campaign was conducted at Helen Kaunda Secondary School, Kitwe, Zambia. In attendance, were the Management staff of the school and **398 (female)** grade 12 learners.

## **DATE OF MISSION**

The campaign was held on 29<sup>th</sup> March, 2023 at 10:00-12:00 hours **CAT**.

## **OBJECTIVES OF MISSION**

The primary objective of the awareness raising campaign was to increase awareness for the new KVTC HEO programs; but specifically, Excavator Operator Training Course, which is scheduled to begin this year. Creating enough awareness and visibility for the HEO programs is essential to ensuring a favorable number of applications and enrolments for the courses once launched. The goal was to create and/or increase the target audiences' (*herein referred to as learners*) interest in the Excavator Operator Training Course and highlight the benefits attached to pursuing a career in heavy equipment operations.

The secondary objective of conducting the campaign was to market the existing programs currently provided at KVTC and give the learners a positive perspective of Technical & Engineering programs and career pathways.

The campaign was conducted at a school inclusive to female learners, to further cement the focus of these outreach programs, placing more focus on females. This approach is significant as it maximizes female inclusivity thereby, increasing chances of more female learners enrolling into the HEO training programs and other male dominated programs.

The campaign objectives have been summarized as follows:

- Educate learners on KVTC project's objectives, goals, implementing partners and beneficiaries;
- Market the HEO training programs i.e., Excavator, Dump Truck and Front-End Loader Operator Courses;
- Market existing KVTC training programs;
- Conduct gender sensitization and encourage female learners to consider enrolling for the program once launched;
- Sensitize learners on the program's sponsorship through student bursary schemes and Constituency Development Fund;
- Educate learners on the entry qualifications for the heavy equipment programs;

- Build rapport with school management and learners.

### **LEARNER CONCERNS AND QUESTIONS**

The campaigns proved fruitful as all the objectives of the event were successfully achieved. During an interactive session between the KVTC team and learners, the learners raised their concerns on salary scales for heavy equipment operations and overall marketability of such programs. The KVTC team informed the learners that heavy equipment programs are very marketable and high paying. The team further cemented this by giving multiple examples of former KVTC students, who are and have continued to excel in technical career pathways such as Electrical Engineering and Heavy Equipment Repair.

Another concern voiced by learners was on students who may wish to enroll for the program but do not have any background in technical subjects like Geometrical & Mechanical Drawing and Metal Work. The KVTC team encouraged such students to apply as the direct entry qualifications for the HEO programs only require a pass in the English language. The team assured learners that each one of them were capable of excelling in technical programs for so long as they remained determined and hard working

### **CONCLUSION**

The campaign was very successful and well executed. It was successful in that all objectives were met. The event was interactive and beneficial at both stakeholder and project level. At the end of the campaign, the KVTC team had a short discussion with management staff of the school where an overview of the project and new programs were shared.

### **CHALLENGES**

No major challenges were faced during the planning and execution of the campaign that could potentially halt the event.

### **RECOMMENDATIONS**

The following are some of the recommendations suggested for future campaigns:

- Explore the possibilities of procuring a KVTC sound system amplifier to avoid the use of alternatives such as hiring from external suppliers.
- Consider the possibility of integrating future KVTC HEO students to participate in campaigns that will be conducted after the program launch. This will provide more motivation to secondary school learners.

# AWARENESS RAISING

## HEO TRAINING PROGRAM FEMALE ENROLLMENT CAMPAIGN

Helen Kaunda Secondary School, Kitwe, Zambia

29<sup>th</sup> March, 2023



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[zm-kvtc@unido.org](mailto:zm-kvtc@unido.org)

## Learners observe the Zambian national anthem



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## Helen Kaunda Secondary School Deputy Head Teacher giving welcoming remarks



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## KVTC Training Manager introducing KVTC staff members to the learners



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## KVTC Business Development Officer giving a detailed description of the project, HEO program and program entry qualifications



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## KVTC HOS: Light and Heavy Vehicle, giving a description of the existing KVTC programs



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## KVTC HOD: Mechanical and Electrical Engineering sensitizing learners on the benefits of pursuing a career pathway in heavy equipment and engineering courses.



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## Q & A Session with learners after presentations by KVTC team



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## KVTC delegation meeting with school management board



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## Class of grade 12 learners from Helen Kaunda Secondary School



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## Group photo of KVTC delegation and school Deputy Head Teacher



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## Group photo of KVTC and Helen Kaunda Secondary school Management & learners



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