



Trey Visay - Changing New Face of Career Counseling

Background

Problem

Despite being one of the fast-growing economies in the world, with an average growth rate of 7.7% between 1995 and 2018,¹ finding jobs is still a struggle for university graduates in Cambodia. In fact, there is a mismatch between the job market and the skills graduates obtain at university. According to a research study 'Empowering Youth Today' by Kampuchean Action to Promote Education (KAPE),² two out of three students have not received career counseling in school while 60-70% of the students received career guidance only from parents which is not structured and often has very limited information.

KAPE was one of the organizations that worked to fill this gap by introducing a more structured approach to career counseling in schools. However, since they were short of resources, the coverage of the service was limited to only New Generation Schools under their project.

Solution

In July 2017, the InSTEDD iLab Southeast Asia (InSTEDD iLab SEA) team organised an Education iCamp at the National Employment Agency in Phnom Penh, funded by the Swedish Program for ICT Development (SPIDER).³ During this event a collection of technologists, international and local NGOs, KAPE and the Ministry of Education Youth and Sports (MoEYS), gathered to focus on how to help youth have better access to employment information.

For one full day, priority areas were defined and prototype solutions were proposed. The Trey Visay prototype proposed by KAPE was selected and received support from ICT4D Incubator program and initial funding from SPIDER to develop the app in collaboration with InSTEDD. The Trey Visay application was officially launched on February 27, 2018 on Android.

¹ <https://www.worldbank.org/en/country/cambodia/overview>

² <http://www.kapekh.org/en>

³ <http://ilabsoutheastasia.org/icamp-connecting-rural-youth-to-employment-information/>

Under the support of USAID Development Innovation (DI) for the scale up, InSTEDD collaborated with the Department of Vocational Orientation and Development of the MoEYS and KAPE. The aim of the scale up stage was to enhance the Trey Visay application, make it available to be used in the iOS system to ensure better reach and use of the application, and ensure sustainability by transferring the ownership of the application to the MoEYS

Digital Solution

Cambodia is rapidly growing and adapting to new technology. Within the last decade, the number of smartphone and internet users in Cambodia has skyrocketed. Fast growing technology has made smartphones more affordable to Cambodians. Indeed in 2018, there were 19.16 million mobile connections, higher than the current Cambodian population. The Trey Visay Mobile application taps into the large number of smartphone users by giving young Cambodians easy access to the information they need for making better career decisions using their smartphones.

Trey Visay is the first e-counseling mobile application that has been developed for both in-school and out-of-school youth to assess their knowledge capacity, personality and skills to be able to make better career decisions. The app guides young people with a pragmatic approach, suggesting career options, and providing information about universities and vocational training available across Cambodia. The suggestions and information are based on the user's personality, skills, interests and knowledge/education.

The Trey Visay mobile application not only helps students but can also support mentors and career guidance counselors in the education system. The application's major role in career counseling is to cut down the time for asking basic questions leading to more effective face-to-face counseling between youth and career counselor.

Partnership and Funding

The initial stage of the Trey Visay development was implemented by InSTEDD iLab SEA and KAPE under exclusive funding support from SPIDER.

InSTEDD iLab SEA and KAPE continued collaboration during the scale-up stage but under a new supporter, USAID Development Innovation (DI). DI is a six-year USAID funded project that helps civil society organizations, technology companies, social enterprises and young innovators to design and use ICT solutions and employ innovative processes to tackle Cambodia's development challenges.

Implementation Partners

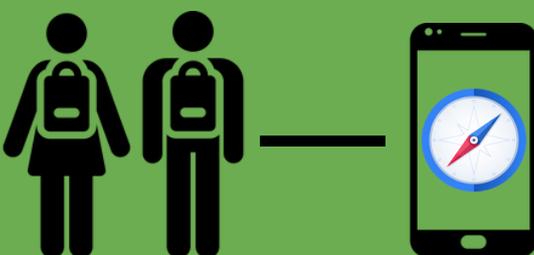


Before



Career counseling or discussion was done in school with teachers or with parents

Current



Funders



DEVELOPMENT
INNOVATIONS



Implementation

During the initial stage, the KAPE and InSTEDD team focused on content development and creating the Android version of the application. The Trey Visay application was officially launched on February 27, 2018 on Android and was used in six New Generation Schools that are run by KAPE.

The scale-up phase of the project took place from December 2018 to June 2019, with a focus on updating the content of the application, creating the iOS version of the application, building technical capacity of the Ministry staff and reaching out to students. At the start of this stage, MoEYS took ownership of the application and from then, a close cooperation between the Ministry, InSTEDD and KAPE existed to ensure up-to-date content and the best approach to target users.

Human Centered Design is at the heart of InSTEDD's work, thus, a number of validations were conducted by the technical team to get feedback from end users. There were three rounds of field validation both during the initial stage and the scale up stage of Trey Visay. Each validation had more than 10 students from each of the four schools (more than 40 students in total) in Kampong Cham and Phnom Penh to test the application and give feedback including areas of improvement.

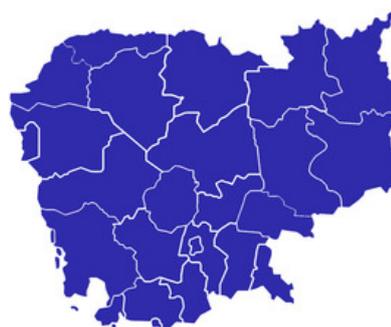
Even after the completion of the application, school counselors and students are continuing to feed back on the usage of the application to the school teachers who pass on the feedback to the MoEYS using a Telegram group. This enables the Ministry to adjust the content of the application according to the feedback received.

Result

During the initial stage of the development of the Trey Visay application there were more than 1000 installations of the application on Android devices. The total number of installations does not account for the number of actual users who use the same tablets that are made available among New Generation schools.

The scale-up stage of the application made an even greater impact. Five Educational and Career Orientation Forums in five different provinces were organized with an average of 400 students at each event. To assist students who did not have digital devices to access the Trey Visay app, the project handed out 50 tablets to 50 schools in 11 provinces and Phnom Penh city with the aim of giving students equal access to career information.

To date, the app has more than 4000 active installations from both the Play Store and App Store. Even after the scale up stage was completed, the MoEYS has been continuing to advocate and promote the Trey Visay app to more students.



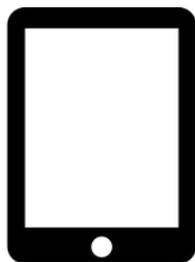
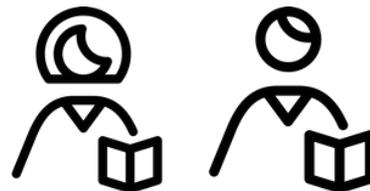
teachers from 50 schools in 11 provinces and Phnom Penh City were trained on how to use the application for in school counseling



4000+
mobile app installation

2500

Students join
Education and Career
Orientation Forum in 5
provinces



50

Tablets in 50 schools

Sustainability

To continue feedback and communication with career counselors under MoEYS, a Telegram group was created consisting of school counselors and decision makers in the MoEYS. Updates on outreach activities in different schools and any enquiries from school counselors to the ministry level can also be addressed faster in the Telegram group.

Although the scale up stage has come to a close, the strong commitment by the MoEYS to increase the use of the application among Cambodian youth has already made the application a legacy of the MoEYS. The Ministry has also committed to continue spreading information to more youth which the program did not have a chance to carry out during the scale up stage.