



Background

Over the past fifteen years, Cambodia has been catching up with the global and regional trends of rapid expansion of higher education, but its specific socio-historical context has engendered particular life course and societal implications. As part of ongoing education reforms, a new curriculum set to be implemented in 2018 will address the lack of career counselling in high schools across Cambodia, according to the Ministry of Education Youth and Sports.

Based on the survey 'Youth Situation Analysis,' conducted by KAPE in 2014, it was concluded that while youth frequently think about their futures, there are few services available to help them make informed career decisions. Two-thirds of students indicated they receive no career counselling, while most school staff had limited knowledge about career opportunities in their community. Young are missing out on potentially life-changing opportunities and making important life decisions without the necessary guidance or information.

The "Trey Visay" platform intends to address that issue by extending the existing youth counselling program

implemented by KAPE through New Generation School (NGS) and Girls' Education Initiative (GEI) projects with a mobile application, so that students can assess their strengths for future career options and link the student to an existing counselor that is implemented by KAPE.

Technology Use

Trey Visay was designed to be an e-counseling application for high school students from grade 9 - 12. The application is divided into four main sections, providing support such as evaluating major and career, suggesting a school, vocational skill, and providing educational career videos. The tool provides its suggestions based on student's answers to a questionnaire. The content of the questionnaire was created by KAPE, based on various handbooks published by National Employment Agency of the Ministry of Labor, Vocational Training, Sipar dictionary, books guidance for selection of institution and skills by Ministry of Education Youth and Sport, Career guidance in Cambodia by The Asia Foundation, STEM book by British Embassy and Career Advice manual by KAPE.



Trey Visay, a mobile application, was developed to complement counselling programs that both Ministry of Education Youth and Sports (MoEYS) and Kampuchean Action for Primary Education (KAPE) use for the benefit of students.

The application allows youth to take a self-assessment test, discovering their soft skills and hard skills, and matching them with potential career paths. It also functions as a tool to help students understand the skills that need improvement within a specific career path.

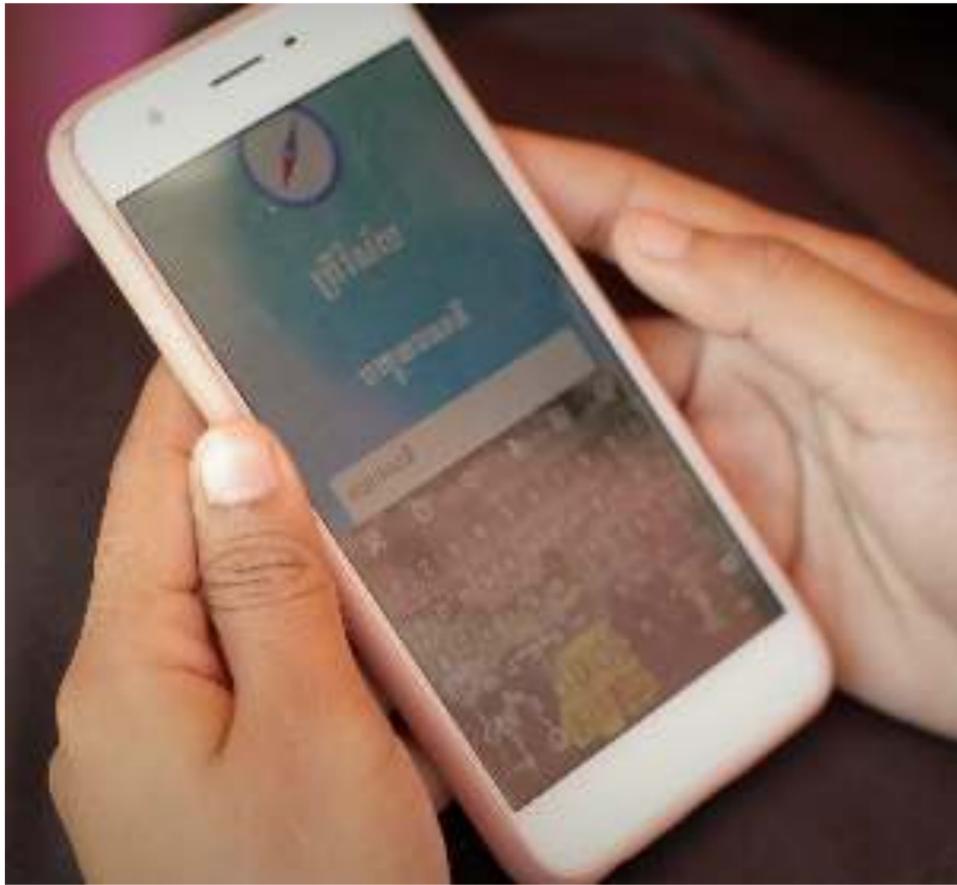
Once a student creates an account, the application tracks their capacity building process, provides regular motivation and saves the skills and subject matter suggestions unique to the student. The application is also an added support to school counsellor.

Partnership

Trey Visay application would not be possible without the collaboration of InSTEDD iLab SEA and KAPE under exclusive support from Swedish Program for ICT in Developing Regions (SPIDER).

The Swedish Program for ICT in Developing Regions (SPIDER) is an NGO based in Stockholm University. SPIDER supports projects, research and capacity building in developing regions. Its mission is to decrease the global differences using ICT in order to achieve the Sustainable Development Goals (SDGs). SPIDER funded ICT4D Incubation Program implemented by InSTEDD SEA iLab, which supports the existence of iCamp at InSTEDD iLab Southeast Asia as well as the entire process of incubation and implementation. InSTEDD iLab SEA provides free technical support starting from solution design and validation to application development for the selective incubated project. At iCamp for How might we help youth in rural area having better access to employment opportunity on 27th July 2017. KAPE's prototype design of Trey Visay was selected to entering the incubation support from iLab SEA. During the 4 months incubation period KAPE has been working closely with the InSTEDD iLab team in the development of the Trey Visay App, they dedicated their staff to the join the periodical system development demo and feedback and compiling relevant content materials the app.

Business Model



Trey Visay Mobile application on smartphone's screen.

Trey Visay is the first e-counselling mobile application that has been developed for a variety of youth, including those who are still in school, recent graduates, or youth not attending school, to assess their knowledge capacity and skills.

The app is guiding young people with a pragmatic approach, suggesting types of work, future career paths, and suggested universities.

Trey Visay mobile application will help not only students but can also support mentors and guidance counselors in the educational system. The app will help reduce the amount of youth who drop out of school, by giving important information to teachers and counselors when a student is losing interest in study, or is falling behind in classwork.

With this technological approach, KAPE and InSTEDD iLab Southeast Asia hope that this app will benefit to the Ministry of Education Youth and Sport and hope to scale the project country-wide.

The Challenge

The Trey Visay application is currently only available for Android, which is an obstacle for students, parents, and teachers who use iOS. Also, at least two thirds of students in rural areas do not have smart phone access, which requires the support from schools (shared tablets, etc.) if they want to access Trey Visay. Finally, the sign-up process has received some complaints from test users, saying that it is too long.

The Solution



In response to the a lack of smartphones in the rural area:

KAPE suggests that all public primary schools should include a budget to buy some tablets (Approx. \$120/

tablet) into Priority Budget (PB) at the beginning of each school year. Therefore, students who do not have a smartphone will be able to access to the shared tablet at school to access to information about career counseling in the app. Also, with the data of students accessing the app, teachers and counsellors are able to analyse and take action before a student decides to drop out.

In response to user frustration during the sign up process:

In order to make the app more user friendly, the iLab team is currently revising the app based on test user feedback. One such change that has already been implemented is a faster Facebook log-in process, as well as the option to skip the sign-up process and test some features of the app beforehand.

Results

Trey Visay app has been officially launched in Krochmar district, Tbong Khmum province in February 27, 2018. More than 600 people including students, teachers, school directors, the district governor, and the Provincial Office of Education director joined the launch. The team received good feedback from the general public, about the benefits of goal setting and identifying strengths and weakness of subject study.

The app has been downloaded 534 times, just one month after launch. KAPE plans to install offline versions of the app to 600 tablets in KAPE's program.

Student learn writing khmer via Sorse Khmer App

Some exciting publicity occurred when KAPE was invited by CNC TV program based in Phnom Penh city to join talk show about Trey Visay application.

In late March, KAPE and InSTEDD iLab Southeast Asia had a meeting with the Minister of Ministry Of Education Youth and Sports (MOEYS) and his team to present the Trey Visay app and ask the Minister and his team for advice related to content. The minister was very impressed with the features of the app and is eager to share this e-counselling mobile application to all state schools. Moreover, the minister also appointed his staff to work with KAPE and InSTEDD iLab Southeast Asia on content improvement to make the app even more useful.

Around 2,000 Trey Visay brochures have been produced and shared with students in the KAPE target provinces--Kampong Cham, Tbong Khmom, Svay Reang, Kandal and Phnom Penh.

Next Steps

Trey Visay app will be installed and actively used at 17 target high schools funded by KAPE organization. KAPE will provide an orientation to all POEs who monitor Trey Visay app at KAPE's target schools.

KAPE and InSTEDD iLab Southeast Asia will follow up with the MoEYS about our suggestion of allocating government budget to buy at least 2 tablets per high school. We will closely working with MoEYS to hand over the application to be under the ministry.

There are totally about 600 high schools in Cambodia. As we plan to scale up Trey Visay with MoEYS and KAPE. We will look into the develop of Trey Visay application for iOS platform.



Trey Visay Launched Event