



cds

**Career
Development
Services
Profile**



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

khetha

Make the right choice. Decide your future.



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Acronyms

CDPs	Career Development Practitioners
CDS	Career Development Services
CRM	Client Relationship Management
DHET	Department of Higher Education and Training
HPCSA	Health Professionals Council of South Africa
ICDC	Interdepartmental Career Development Committee
MHET	Ministry of Higher Education and Training
NCAP	National Career Advice Portal
NEET	Not in Employment, Education or Training opportunities
NGOs	Non-Government Organisations
NSF	National Skills Fund
OFO	Organising Framework of Occupations
PSET	Post School Education and Training System
SABC	South African Broadcasting Corporation
SAQA	South African Qualifications Authority
SETA	Sector Education & Training Authority
SPCHD	Social Protection, Community and Human Development



Message from the Department of Higher Education and Training

“Career Development Services (CDS) is a South African government initiative to bring free quality career information, advice and counselling services to South Africans of all walks of life. CDS was established in 2010 following a decision by the Cabinet of the Republic of South Africa which sought to ensure that all ages have access to quality and differentiated career information, advices and counselling services throughout their lives”.

Since the inception of Career Development in 2010, the Department of Higher Education and Training has made significant advances in coordinating career development services. A number of interventions and platforms have been created to increase access to career services for all citizens. Notable among these are the establishment of a national career helpline service, the development of career publications for learners, students and unemployed youth and the Khetha Radio Programme which is being implemented in partnership with the South African Broadcasting Corporation (SABC). In addition a range of online services have been developed with a view to creating a ‘one-stop-shop’ for career development services for the country.

The department has taken a proactive approach to educate and inform citizens, especially those in rural communities about career and study opportunities offered by the post-school education and training system.

Consistent with our vision of a differentiated but fully inclusive post-school system, Career Development Services assists citizens, especially learners and unemployed youth to access study and funding opportunities on offer.





Vision of the Department of Higher Education and Training

A South Africa in which we have a differentiated and fully-inclusive post-school system that allows all South Africans to access relevant post-school education and training, in order to fulfil the economic and social goals of participation in an inclusive economy and society.

Introduction of CDS

It is internationally accepted that education and training are key contributors to the reduction of unemployment, inequality and poverty. According to the World Bank career development services can play 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' (World Bank Study, 2014).

The lack of career information, advice and guidance, particularly in townships and rural areas for people from poor socio-economic backgrounds, often result in most of them not realising their full potential and not contributing maximally to the country's economy. Many learners still leave school with little or no exposure to quality career information and advice. Far too many still arrive at post-school institutions to/and register for 'whatever' course is available.

These learners soon discover however that their newly chosen course of studies is either boring or not fit for them. This results in many of them lacking the motivation to work hard thereby affecting their performance or results in drop-outs. Watts and Fretwell (2014) argue that 'career guidance services can increase the efficiency of the use of scarce education and training resources' and improve overall 'economic efficiency' especially for developing economies.

In 2010, the Minister of Higher Education and Training, Dr Blade Nzimande, MP, signed a Delivery Agreement with the President. In Outcome 5 - the development of a "skilled and capable workforce to support an inclusive growth path", together with the associated output 5.1 - dealing with the development and implementation of a standardised framework for cooperation in the provision of career guidance and information services in the country, the Minister of Higher Education and Training is mandated to coordinate career development in the country and to lead the establishment of a national career development service for South Africa. Signatories to the delivery agreement included the Ministers of Basic Education, Social Development and Labour.

As part of its coordination role, in 2012, the Department of Higher Education and Training published a 'Framework for cooperation in the provision of career development (information, advice and guidance) services in South Africa'. This document was the first step to operationalise a career development policy framework that covers a set of principles and long-term goals that forms the basis of and provides guidelines and direction to coherent planning, cooperation and accountability in meeting national goals that relate to the topic. One of its objectives is that government, professional bodies, non-government organisations, statutory and non-statutory bodies, private organisations and education institutions all work together to provide collaborative and comprehensive career development services for the citizens of South Africa.

On 19 February 2014, Cabinet approved the development of a National Career Development Services Policy across all spheres of Government. It noted that a coordinated career development service is urgently needed to ensure that youth, students, under-employed workers and unemployed citizens have access to quality career information and services. This will enable them to make better and more informed career choices that deliver higher levels of employment and help to increase sustainable economic growth in the country.

A policy has been developed to provide for an enabling environment created for implementation and coordination mechanisms put in place to ensure participation of and collaboration between stakeholders.

The 'White Paper for Post-School Education and Training' (2014) directs the Department of Higher Education and Training to establish Career Development Services as an integral component of the post-school education and training system. It points towards coordination and collaboration to develop a seamless service from school level onwards, that will ensure that people are able to make appropriate learning pathways- and career decisions.

In 2010, the South African Qualifications Authority was tasked by the Minister of Higher Education and Training to spearhead the development of a national Career Advice Helpline.

In October 2014, a fully-fledged Career Development Services was established in the Department of Higher Education and Training. This service is free to anyone in the country, making use of different platforms and media to accommodate people of all ages and in both urban and rural areas.

The aim of the National Career Development Service is that all citizens in South Africa (at any point in their lives, and living in any part of the country) reach their full potential and contribute positively to the socio-economic status of the country.

Notable among many achievements since 2010 is the establishment of the first national, comprehensive all age career development service for South Africa. Career Development Services offers career services to the public via a multichannel platforms which includes, Facebook, SMS, e-mail, telephone and face-to-face. In addition to this the public is reached through a range of outreach services, including career exhibitions and events, career information sessions, school visits and training workshops for Career Development Practitioners.

What is career development?

Career development is the lifelong process of managing progression in learning and work. This progression is dynamic, individualistic and does not necessarily follow a straight line. Career development services on the other hand refers to “...all the services and activities intended to assist all individuals, of any age and at any point throughout their lives, to make educational, training and occupational choices and to manage their careers.”

(Framework for Cooperation in the Provision of Career Development Services in South Africa, 2012)





“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”

(World Bank)

Khetha - The Brand

Khetha is the official brand of the Career Development Service. The Khetha brand look is derived from our exuberant national flag. All six colours are represented in the logo as well as in the look and feel elements.

Khetha means “choose in isiZulu, isiXhosa and isiNdebele. Similarly the word Khetha appears in more than six other South African indigenous languages making it a widely understood word and concept. The name possesses some useful connotations and espouses a sense that choice is a powerful idea; one which the youth should feel compelled to exercise to ensure life-long learning and empowerment.

Launched in Lusikisiki on Mandela Day 2011 by the Department of Higher Education and Training Minister, Khetha’s mission is to extend the work of Career Development Services by popularising education as well as career advice to the general public.



Vision of Career Development Services (CDS)

“That all people, of all ages, have access to quality career information and career services throughout their lives, so that they are able to make better and more informed career choices that deliver high levels of employment and help to increase sustainable economic growth in the country.”



Theory of Change

If you have:

a coordinated national comprehensive career development service delivered through a multi-channel system*

.... and you provide:

quality career information, advice and guidance

...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.

**multi-channel system: telephone, email, sms, walk-in centres, radio, podcasts, online portals, websites, livechat, career festivals, print media, information hub, case database and the National Career Advice Portal (NCAP).*

Career Construction

Career construction asserts that the individual is responsible for choosing their own careers, post school training and work opportunities (Career Construction Theory, Mark L. Savickas, 2010). The labour market is continuously changing and the fluid nature of many jobs, new and old, requires a different approach to career information, advice, guidance, and counselling. The reality of the current economic climate means that we can no longer define nor assess career success just as a lifetime commitment and loyalty to one employer but as “selling services and skills to a series of employers’ throughout ones working life (Career Construction Theory, Mark L. Savickas, 2010). The individual has to take accountability for their own learning and career development by obtaining transferrable skills, knowledge and training. The onus and demand is therefore on the individual to develop career competency, career management skills and behaviours and identify opportunities when they are best suited. It is clear that at the heart of this is personal responsibility.



Lifelong Learning

Lifelong learning has been described as “all purposeful learning activity, from the cradle to the grave that aims to improve knowledge and competencies for all individuals who wish to participate in learning activities” (Qualifications Systems Bridges to Lifelong Learning, OECD, 2007). This involves the individual continuously improving themselves by learning and obtaining new knowledge. This may be achieved through formal and informal learning. Formal learning involves the individual registering a formal qualification and informal learning involves the individual learning through trainings, workshops, seminars or other informal settings. The individual must take responsibility for their own learning. The pursuit of learning, in all its forms plays an important role in attaining employability and career progression. Over time significant changes may take place in both the labour market and in the individual’s career interest. Lifelong learning and career development have the potential to assist individuals and whole communities to remain economically competitive and realise their full potential.



CDS Messages



Personal Responsibility

Career development is first and foremost a function of personal responsibility. The willingness of an individual to take responsibility for their own behaviours and maintain a standard involves personal responsibility. This process involves career development which is the core of personal responsibility. Career development and success cannot be left to fate or chance. Personal responsibility involves career self-management which is the ability to keep pace with change that occurs within the labour market and to sustain one's employability opportunities through continuous learning and career planning and management efforts (Schreuder & Coetzee, 2013). This requires that an individual take responsibility for their career development by taking initiative in their career planning. The individual must be willing to do what is required to progress and develop in their career. Personal responsibility also means being able to rebound from failure by accepting and learning from it. Personal responsibility is a firm belief our decisions and actions are a consequence of our choices and how our actions and decisions impact on our career development and success. These decisions and actions will not be made once or twice but many times over throughout our lives.



Career Plan for all

Like a life plan, a career plan is a must-have for every individual who aspires to realise his/her dreams. A career plan is a map through which an individual can navigate the different routes that lead to the realisation of full potential. Therefore career planning is the continuous process of thinking about one's interests, values, skills and preferences; exploring the life, work and learning options available and ensuring that one's work fits with personal circumstances and continuously fine-tuning ones' work and learning plans to help manage the changes in one's life and the world of work. The individual is responsible for their own career planning and implementation.



CDS Intervention Approach

Information

Career and labour market-related information plays a central role in career guidance and is seen as key to labour market efficiency. Without comprehensive educational, occupational and labour market information it is impossible to provide effective career development services. In addition, SAQA, on behalf of the DHET, developed a national career development web based system that will provide a centralised information service on all learning options in the post-school system, a learning pathways directory and an occupation information centre. The system known as the National Career Advice Portal (NCAP) is an integrated career and labour market information system with free access to all.

Advice

Career advice includes the provision of information on learning programmes, education and training providers, qualifications and job opportunities.

Counselling

Counselling includes services that help beneficiaries to make meaningful choices about their direction of study and to ensure that everyone, including previously excluded and disadvantaged groups, is given every opportunity to succeed.

Beneficiaries

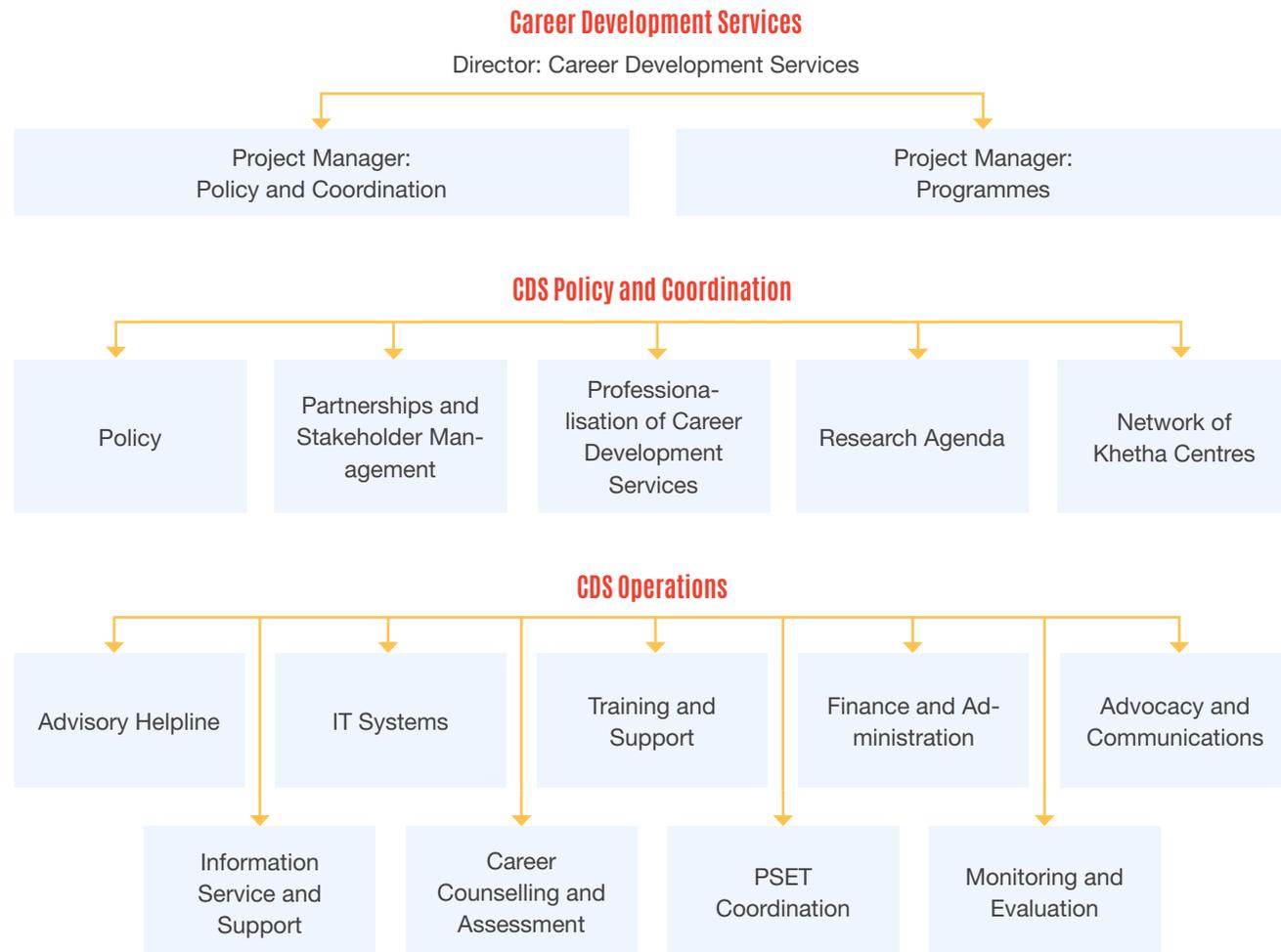
Career Development Services extends across different fields to include all the services and activities related to Career Development. These are intended to assist individuals in making informed educational, training and occupational choices and to manage their careers which should lead to informed labour market opportunities. It is not restricted to particular individuals but rather includes all individuals of any age and is a lifelong activity.

CDS beneficiaries include:

- Grade 9-12 learners
- NEET youth
- Students
- Parents
- Teachers
- Life Orientation Lecturers
- Librarians
- Student Support Services staff
- Community Development Workers
- Student Counselling and Support staff



Career Development Services Organogram



Career Development Services Policy and Coordination

“The responsibility for career guidance-related services in South Africa is fragmented across a range of government departments, which makes policy development extremely difficult. International experience has shown that career guidance policy cannot be developed and implemented in isolation; it needs to be part of a coherent coordination of other relevant policies relating to education and training, skills development, the labour market, social equity and broader development.”

(South African Qualifications Authority 2012:26)

In response to the problem statement encapsulated in the above quotation, a need to create an enabling environment for career development services in South Africa is critical. As such the ‘*National Policy for an Integrated Career Development System for South Africa*’ has been developed. The Policy is supported by guides, standards and structures to ensure coordination of CDS in all spheres of government.



CDS Policy and Coordination



Policy and Coordination

The 'National Policy for an Integrated Career Development System for South Africa' was published in the Government Gazette (Vol. 622, No. 40795) on 20 April 2017. The Policy has a national footprint that spans national government departments and also directs implementation at provincial and local government levels.

The Policy seeks to address the following aspects among others:

- i. The role of government in ensuring that all citizens of all ages have access to quality career development services;

- ii. Strengthening and ensuring continuity of leadership regarding career development services; and
- iii. Building an integrated career development system for the country.

In implementing the Policy, the DHET plays the national coordination function as well as implementation responsibility on the PSET mandate. All government departments have career development services implementation within the scope of their mandates.



Partnerships and Stakeholder Management

Structures to facilitate the involvement of all relevant stakeholders in the integrated Career Development System have been established as follows:

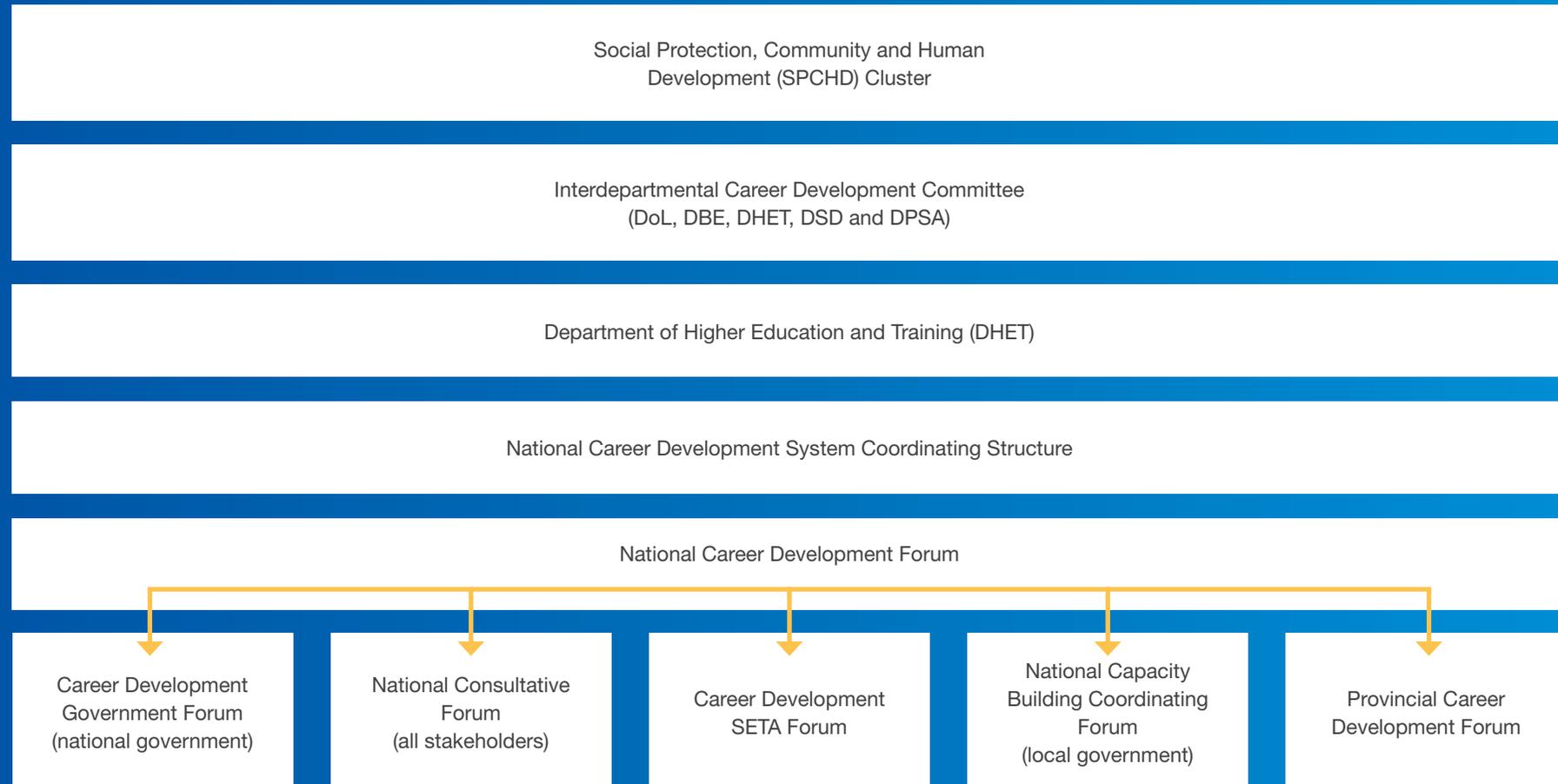
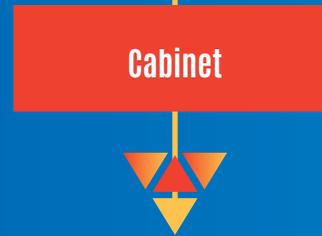
The **Interdepartmental Career Development Committee (ICDC)** which has the responsibility of providing strategic input towards effective coordination of career development services for government. The ICDC is comprised of the DHET and the Departments of Basic Education, Labour, Public Service and Administration and Social Development.

The **National Career Development Forum** to ensure the involvement of all stakeholders is comprised of three interrelated chambers:

- i. Career Development Government Forum;
- ii. Career Development SETA Forum; and
- iii. National Consultative Forum.

Existing forums including the **Provincial Skills Development Forum** and the **National Capacity Building Coordinating Forum** for local government allows for engagement on a provincial and local level. Strategic partnerships on specific projects through formal partnerships enable leveraging of resources, addressing of gaps and duplications.

Mechanism for Career Development Services Coordination





Professionalisation of Career Development Services

The DHET leads the professionalisation of career development services in collaboration with the Education, Training and Development Practices Sector Education and Training Authority (ETDP SETA), Quality Council for Trades and Occupations (QCTO) and SAQA.

The '*Competency Framework for Career Development Practitioners in South Africa*' published in July 2016 sets a benchmark of minimum competencies that individual career development practitioners

must possess in order to offer career development services in South Africa. The Career Development Practitioner occupation (OFO code 2017-242301) was included in the 2017 update of the Organising Framework of Occupations (OFO).

In 2015, the Career Information Officer NQF Level 5 (Unit Standard ID: 96372) qualification was registered. In order to reach out to different audiences a variety of learning channels will be used including traditional classroom based training as well as open learning systems.



Research Agenda

The '*Research Agenda for an Integrated Career Development System for South Africa*' has been published to identify areas of research to contribute to the existing knowledge base. While the DHET may commission some research, the Research Agenda is meant to provide a guide to practitioners, researchers and government departments on the career development services research needs.

The Research Agenda identifies the following priorities for career development research:

- i. Career development information;
- ii. Career development services;
- iii. Career development practitioners;
- iv. National coordination and collaboration; and
- v. Monitoring and evaluation.



Network of Khetha Centres

In the effort to increase access to quality career development services for all citizens of all ages, including those residing in rural areas, the '*Framework for a National Network of Khetha Centres*' has been developed. The Framework provides a conceptual basis for the establishment of the network of Khetha Centres and guidelines to partners in the establishment and implementation of career development services.

The principle underlying the concept on a National Network of Khetha Centres is a non-disruptive approach that seeks to enhance existing services. CDS therefore does not establish centres but collaborates with existing centres that have career development services as one of the service offerings. Where partner organisations have a need to set up new centres, CDS provides guidance and access to shared technology platforms.

Career Development Services Programmes

The Career Development Services (CDS) Programmes are responsible for the development and implementation of career services directly to the public. CDS Programmes implements a multi-channel all-age career service that includes a national career helpline which can be accessed through the telephone, SMS/‘Please Call Me’, Email, Web-Chat and Social Media platforms among others. Moreover an outreach team is set up to bring services to the people, especially those in rural areas.

This team participates in career events across the country. In addition CDS Programmes led the development of innovative and cutting edge online self-help tools that bring free quality career information to members of the public. These activities include advocacy campaigns, development and production of career publications and resources and the iconic Khetha Radio Programme.





CDS Helpline

The CDS Helpline is a national multi-channel career development service which provides quality and up-to-date career information, advice and guidance to people of all ages. The Helpline facilitates career decision making, subject choice and applications for post school education and training opportunities among others. In addition the Helpline levies and promotes key CDS messages such as lifelong learning,

personal responsibility and career construction. The service is offered through a multi-channel system which includes the telephone, sms, email, social media and walk-in service. The Helpline further offers advice and support to other Career Development Practitioners such as teachers, librarians and student support staff at institutions of learning.



Training and Support

Training and Support provides career information to the public at career exhibitions and expos, school visits and career information sessions for NEET Youth in communities. Key among the issues covered at these events are information on career decision making, subject choice, financial assistance and applications for post school education and training opportunities. Through Training and Support

CDS supports career events hosted by partners and stakeholders throughout the country. Participation in career exhibitions and expos also takes a rural and NEET Youth bias. In addition the team runs capacity building workshops for career development practitioners such as teachers, NGOs and Student Support Services staff at TVET Colleges. Moreover Training and Support facilitates awareness of CDS services and messages under the Khetha brand.



Information Service and Support

Information Technology (IT) Systems and Support Unit is responsible for developing and ensuring the integrity and functionality of IT infrastructure and systems to support the achievement of CDS objectives and business processes. The key systems developed and supported are the National Career Advice Portal (NCAP), Client Relationship Management (CRM) system, Information Hub,

cloud-based helpline telephone system, as well as the Careerhelp website. It is envisaged that these IT systems will be shared with partners in the establishment of the network of Helpline services and Khetha Walk-in Centres across the country. The IT Systems and Support Unit further seeks to innovate and enhance career development systems to ensure that national career development services and CDS in specific remain at the cutting edge of latest technology developments.



Advocacy and Communications

The Advocacy and Communications unit is responsible for the promotion of the four Career Development Services key messages through multi-media platforms. The target group for the messages varies from learners, parents, career development practitioners, out of school youth and policy makers. The advocacy of the key messages is rural-biased and favours the NEET (Not in Education,

Employment nor Training) youth and the vulnerable groups. Through a partnership with the South African Broadcasting Cooperation (SABC) Education and community radio programmes, the Advocacy and Communication unit is able to promote wider education and training messages. Through a variety of marketing strategies such as campaigns, print media, radio, television and publications, the Advocacy and Communication unit is able to reach all its target audiences throughout the country.



PSET Coordination

The Career Development Services (CDS) Post-School Education and Training (PSET) Coordination Unit is the first unit ever to be established with the sole purpose of coordinating all post-school career related functions. It is the first point of contact of all public Technical and Vocational Education and Training (TVET) Colleges and Community Education and Training (CET) Colleges in the provision of career services. The main function of the PSET Coordination unit is to promote student success and retain students in colleges through

the implementation of career services such as career guidance, counselling and advice. The unit is organized in such a way that it engages both TVET and CET Colleges regularly to address needs and gaps relating to career services. The PSET Coordination unit is currently supporting the implementation of the TVET Career Interest Questionnaire in all public TVET Colleges as well as leading the conceptualisation of a Community Engagement model. The model will assist the unit in providing communities with up-to-date and relevant career information to assist in making good career choices.



Counselling Unit

This unit administers career choice and subject choice assessments to groups and individuals. The assessment process includes an intake interview prior to the assessment, a written report, and a feedback and information session post assessment. The unit also identifies and provides paper-based subject choice assessments to underperforming and under resourced schools across the districts. Online subject choice assessments are provided to schools that are well resourced. Career counselling is also provided to clients who require assistance with career planning, subject choice and

labour market. The team also provides capacity development sessions for CDS career advisors and interns. The unit also facilitates life skills workshops to learners, students, graduates and unemployed youth which are aimed at motivating the beneficiaries to empower themselves to further their studies and have skills in searching for employment or being self-employed. Development and quality assurance of career assessments, and career resources. Furthermore, the unit also provides support and training to internal and external career practitioners including teachers, career advisors and counsellors.



Monitoring and Evaluation Unit

The unit monitors and tracks CDSs performance and annual and this is done through the tracking of implementations and outputs and measuring of the effectiveness of the different programmes

in CDS. The unit is also responsible for the consolidation and production of CDS performance reporting, the development of monitoring and reporting tools/templates and the implementation of an impact assessment framework.

Career Development Services Information

Quality career information is critical in career decision making. Many South Africans still don't have access to quality career information and advice services. CDS has developed a number of platforms, channels and publications through which career information can be accessed and shared. Given that CDS provides an all-age service, these platforms, channels and publications are specifically written and designed in such a way that different target groups will be able to access them. In order to keep pace with the changing times we have developed a strong online presence to support self-help. This self-help is however supported through a livechat facility where a user can speak to one of our career practitioners.



National Career Advice Portal (NCAP)



Careerhelp Website



Information Hub



Case Database



National Career Advice Portal (NCAP)

The National Career Advice Portal (NCAP) is an integrated online self-help career information portal designed to facilitate informed career and study choices. NCAP provides the public (learners, NEET Youth, teachers, parents etc.) with easy to use information on occupations (careers), qualifications (incl. learnerships) and Post School Education and Training institutions. NCAP is based on the Organising Framework for Occupations (OFO), which is an international classification system for occupations. There are over 1400 different occupations to choose from that are included in the NCAP. These occupations are also further classified into occupations in high demand and green skills. Moreover, on completion of a career interest assessments in the NCAP, users can look forward to exploring career and study options linked to their own interests. NCAP can be accessed at <http://ncap.careerhelp.org.za>. A pen and paper version of the assessments are also available on the website.



Careerhelp Website

The Career Development Services website provides users with diverse and comprehensive information on career and study options available at public and private institutions around South Africa. Information on application processes, requirements for entry into programmes and courses, as well as subject choice and occupations in demand are some of the topics covered on the website. The website has been designed with users, such as learners, NEET Youth, students and career changers in mind. The information team researches and quality assures the information on the website. The website address is <http://www.careerhelp.org.za>.



Information Hub

The Career Development Services Information Hub is an online based information repository and resource for the Career Development Practitioners (CDPs), including teachers, librarians, student support and student counselling staff at TVET Colleges and Universities. CDS believes that because quality career and study information is critical for informed career decision making, all CDPs must have access to good quality information. The Information Hub comprises not only of career and study information but also provides practitioners with information and guidance on the advising and counselling techniques and applicable codes of conduct.



Case Database

Client Relationship Management (CRM) is a web-based case database that CDS uses to record client and case details during a career advice session with a CDS Career Practitioner. In addition working in tandem with the cloud-based telephone system, the CRM allows for the recording of the whole career advice session. To improve quality of service to clients, these conversations are listened to by supervisors and feedback is given to Career Practitioners. The recording of cases further enables for follow up and referral to other professionals or entities. Reports on the nature and prevalence of cases are produced regularly and are used to guide the packaging of frequently required information.

Career Development Services Publications

Development and publication of career booklets, posters and other materials remains a key offering for Career Development Services. These publications have different target markets from grade 9-12 learners, unemployed youth and career practitioners. Through these publications CDS ensures that even without access to internet, citizens, especially those in rural areas, continue to benefit from quality career information. The content covered in these publications include information on study and funding opportunities in the Post-School Education and Training system, application processes to the world of work and how to prepare for it and a range of career development practitioner resources aimed at assisting teachers and other career practitioners to offer quality information and support to their clients. These publications are distributed widely at career events such as exhibitions and shipped out to schools throughout the country. Electronic copies of the publications are available on the careerhelp website: www.careerhelp.org.za.



Apply Now! Booklet and Brochure



A Guide to the Post-School Education and Training System



Job Preparation Skills Guide



Career Plan Guide



Career Development Practitioners Guide and Workshop



CDS Brochures, Z-Folders



Apply Now! Booklet and Brochure

The *Apply Now!* booklets form part of the *Apply Now!* Campaign which was initiated by the Department of Higher Education and Training in 2012. The aim of the publication is to encourage grade 11 and 12 learners to apply early to institutions of higher learning of their choice. This publication has been distributed to Grade 12 learners in all public schools throughout the country. The booklet contains information on study options available in the Post-School Education and Training system, career and subject choice, funding opportunities and entrepreneurship application processes and details of Public Post School Education and Training Institutions. The *Apply Now!* brochure further provides a step-by-step guide on how to apply for tuition at TVET Colleges and Universities in the country.



A Guide to the Post-School Education and Training System

The guide, sometimes referred to as the Post School Guide is a comprehensive resource for study and learning opportunities in the post-school system. It provides the reader with detailed information on post school education landscapes, subject choice, career decision-making processes, financial assistance and entrepreneurship. The guide further contains case studies and information on learning and study pathways available. This resource is mainly distributed to career practitioners such as teachers and learners in critical stages of their studies, such as those in grade 12. The guide provides a full contact list of all public institutions of higher learning in the country.





Job Preparation Skills Guide

This guide aims to assist graduates and young people to make a smooth transition into the world of work. It provides information and advice on attributes and skills employers are looking for and aims to assist individuals to prepare themselves to compete effectively with others for opportunities in the labour market. The publication deals with how to develop a personal brand, how to prepare one's Curriculum Vitae, how to handle application processes and how to handle the interview and work readiness programmes available. The Job Preparation Skills guide further deals with entrepreneurship and lifelong learning.



Career Plan Guide

This guide is aimed at assisting and supporting South African citizens make better and informed career choices and get enlightened on various ways of choosing a career. There are activities in the guide intended to create a structured process of thinking about interests, values, skills and available learning options. The Career Plan Guide is a step-by-step guide in making an informed career decision and setting strong career goals. It contains a career self-assessment that is easy to use and provides one with a template for developing a career plan. The Career Plan Guide can be used by learners, students, unemployed youth and teachers alike.



Career Development Practitioners Guide and Workshop

The purpose of this guide is to introduce those Career Development Practitioners (CDPs) without any formal training in career guidance and psychology to the basic principles of career development services. The guide provides practitioners with insights on how to provide information to their clients on the post school education landscape, subject choice, career decision-making processes and financial assistance. The guide which is often presented by skilled CDS facilitators further introduces practitioners to all other publications and resources that CDS has produced. This includes policy documents, tools and activities that practitioners can share with their clients.



CDS Brochures, Z-Folders

Various brochures intended to provide career and study information to the public are produced and distributed. The brochures cover topics such as career decision-making, subject choices, post-school education and training, financial assistance for studies, learnerships and internships. Brochures on CDS services, the National Career Advice Portal and the Khetha Radio Programmes have also been produced. In addition, guides are produced to assist Career Development Practitioners and role-players with information on how to maximise the use of information repositories such as the National Career Advice Portal (NCAP), Case Database and Information Hub.

Career Development Services Campaigns

The Advocacy and Communications unit promotes the CDS messages through a variety of campaigns that target different groups. The campaigns are rolled out in different languages depending on their geographical location.

The aim of the campaigns is:

- to inform the public about career development services that are offered by the department;
- to engage with the stakeholders on matters relating to the improvement of rendering the career development services;
- to promote Khetha the brand as the household name for any career related information; and
- to create awareness around significant dates and opportunities within the post-secondary education and training.

The campaigns are mainly for advocating purposes and are two-fold namely: the aggressive marketing strategy popularly known as a Blitz Marketing strategy where promotional material and publications are distributed to the public with the intent to promote the CDS key messages. The second approach used by CDS is motivational and action driven.



The Khetha Radio Programme

Radio is one of the most effective communication tools used by CDS in reaching out to the different target audience of CDS. In partnership with the South African Broadcasting Corporation (SABC) Education, CDS hosts the Khetha radio programme on a weekly basis. The main objective of the Khetha Radio Programme is to assist the public navigate through the PSET system to career planning and lifelong learning. It's a live broadcast that tackles career related matters from choosing subjects in high school to making informed career decisions.

This platform affords listeners an opportunity to interact with our qualified career advisors through a discussion facilitated by an SABC Education presenter. In 10 official languages, the messages are communicated through 13 SABC radio stations. The Post-School Education and Training system (PSET) is dissected during these 25 minute shows thus allowing our different target audience to receive quality assured information on the different segments of career development.

A schedule of programmes is available on the Careerhelp website (www.careerhelp.org.za).



Mandela Day Career Development Festival

In 2010, Parliament mandated all Ministers to embark on annual events in commemoration of the Nelson Mandela International Day (18 July). The Ministry of Higher Education and Training (MHET) responded to this national call by hosting the annual Mandela Day Career Guidance Festival. The aim of this festival is to create opportunities for learners from rural and disadvantaged backgrounds to access Post School Education and Training through the provision of quality career information and related services.

The Minister has held 9 Mandela Day Career Development Festivals so far. These have been held in Giyani, Limpopo in 2010; in Lusikisiki, Eastern Cape in 2011; in Taung, North-West in 2012; in QwaQwa, Free State in 2013; in Sebokeng, Gauteng in 2014, E'skhawini, KwaZulu-Natal in 2015; Gert Sibande Mpumalanga 2016; 3Sai Military Base Kimberly 2017 and uMvezo Village, Mthatha Eastern Cape 2018. The aim of this festival is to create opportunities for learners to access Post School Education and Training through quality career information and related guidance services. The festival is currently being implemented as a 1-day festival aimed at primarily grade 11-12 learners and their educators from schools in the hosting districts. The festival has a deliberate rural bias and a specific focus on disadvantaged communities. This is important given the need for redress and the acute lack of information in those areas.



Map of Mandela Day Career Development Festivals held from 2010 to 2018 by the Ministry of Higher Education and Training

Buyelekhaya Campaign

The Buyelekhaya campaign aims to motivate learners from rural and semi-rural areas to take responsibility of their career paths.

The officials within CDS visit schools that they once attended and address the learners on the importance of career development. The campaign is rolled out in a two-school visit a day, Life Orientation teachers' training, distribution of career development promotional material and a motivational address by the alumni of that school.

The main objectives of this campaign is:

- to motivate learners to participate in their career journey;
- to create awareness around the career development services offered by the department of Higher Education and Training; and
- to inform learners and Career Development Practitioners about learning and funding opportunities

The campaign is rolled out throughout the country.



The “Take 5” Campaign

The “Take 5” campaign is an initiative of Career Development Services aimed at encouraging CDS partners and stakeholders in government and elsewhere to promote the services of CDS and the Khetha brand. A business card with CDS contact details has been developed for this purpose. Each partner or official takes a pack of 5 cards, one for themselves and the rest they distribute to family or friends who could use the services. The main objectives of the campaign are:

- to introduce CDS to government officials;
- to encourage staff members to spread the message of CDS to their families and friends; and
- to invite employees of government to use the career development services that are offered by the Department of Higher Education and Training.

The “Take 5” cards are distributed in a pack of 5 with an instruction to take one and share the other 4 with family and friends.



The Blitz Campaign

The Blitz Campaign is an advocacy tool that creates the Khetha brand awareness through the distribution of printed material in order to give the public access to career advice, guidance and quality assured information.

Since 2015 the Blitz Campaign has reached a total of 19755 people from Gauteng, Western Cape and Limpopo provinces. The impact on the success of the campaign is measured by the statistics received from the Career Development Helpline. These are based on the number of callers who learned about the career development services through the Blitz Campaign. Our qualified career advisors are easily identifiable by their branded Khetha T-shirts. The campaign capacitates our nation with relevant information on how to make informed career choices.





YouTube Channel and Career Videos

The creation of a YouTube channel is aimed at communicating career messages through career and industry related videos. The videos provide a visual simulation associated with each career for South Africans to get a better understanding on their careers of choice. The videos gives viewers insights into careers possible to pursue.

They afford viewers an opportunity to watch people in real working environments while listening to the voice over, done in the English language. The voice over provides a narrative of what the occupation is about, explains the visual scenes happening in the video and provides a summary of learning pathways and requirements for that particular occupation. Each video is approximately 3-4 minutes long and encompasses relevant information in order to demonstrate what the occupation is about. The videos are on the YouTube channel ([url/address](#)) and also on the National Career Advice Portal.



Conclusion

The Department of Higher Education Training will continue to co-ordinate and establish an interactive database for continuous updating of information and report to the NCDF. CDS has set out a vision of a transformed post-school system which is an integral part of the government's policies to develop our country and improve the economic, social and cultural life of its people. Central to this is the determination to bring about social justice, to overcome the legacy of our colonial and apartheid past, and to overcome imbalances and injustice.

Although enrolments at both universities and colleges will grow, the main expansion will be at the college level. TVET colleges will cater for the bulk of our post-school youth, as well as for the lower levels of the higher education band (NQF Level 5), (a level which is also offered by universities). An important innovation will be the introduction of a new institutional type – the community colleges. These colleges will absorb the current public adult education centres, continue to offer their programmes and expand their curriculum to include vocational, skills-development and non-formal programmes. Differentiation of both the college and university systems will ensure greater diversity.

The post-school system envisaged by CDS is the one that will be integrated, in such a way that the different components complement one another, and work together to improve the quality, quantity and diversity of post-school education and training opportunities in South Africa. CDS also envisages a strategic shift in the role of the SETAs in skills planning and in supporting the provision of education and training and building on changes that have already been made over the past three years. Changes to the operation of the National Skills Fund are also envisioned.

Finally, CDS has noted that; the planned expansion of the post-school system and the improvement in the quality of its services inevitably require the strengthening of all its institutions – universities, colleges, SETAs, the National Skills Fund (NSF) and the statutory councils. It is also essential that, in order to support the work of these institutions, the capacity of the Department of Higher Education and Training must be reinforced and further developed. Such capacity is required in a variety of areas. The Department will make every effort to ensure that it is a learning organisation, building its capacity on an ongoing basis to ensure that it can carry out its responsibilities effectively and efficiently in order to make its vision a reality.





higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

Career Development Services

Telephone: 086 999 0123

SMS/Text Message (please call me): 072 204 5056

Email: careerhelp@dhet.gov.za

Website: www.careerhelp.org.za

NCAP: ncap.careerhelp.org.za



National Khetha Walk-in

123 Francis Baard Street

Pretoria Central

Pretoria

0002



Make the right choice. Decide your future.