



VOCATIONAL GUIDANCE AND COUNSELING MANUAL



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Contents

Abbreviation.....	iii
1. Introduction.....	1
2. Scope of service.....	1
3. Objective and Purpose.....	2
4. Users of the manual.....	2
5. Duties and responsibilities.....	3
1.1. Pre TVET awareness creation.....	3
1.2. Labour Market.....	3
1.3. TVET industry linkage.....	4
1.4. Job placement.....	4
1.5. Tracer Study.....	5
1.6. Vocational counseling.....	5
6. Establishment of the VGC office.....	6
6.1. Reporting structure.....	7
6.2. Salary Scale and Benefits.....	7
6.3. Qualification and working experience.....	8
6.4. Resources.....	8
7. Implementation schedule (routine annually).....	9
8. Monitoring and evaluation checklist.....	10

Abbreviation

TVET – Technical and Vocational Education and Training

VGC – Vocational guidance and counseling

FTA – Federal TVET Agency

TI – TVET Institute

MoU – Memorandum of Understanding

CoC – Center of Competence

PR – Public relation

RTVET-Regional TVET

1. Introduction

Vocational guidance and counseling service normally is intended to guide potential TVET trainees to decide proper career path which they need to pursue. Although this approach has been practiced in Ethiopian TVET system for the last many years, it has been ineffective due to lack of proper structure, limited responsibility of the VGC officers and poor implementation.

The new approach is beginning with establishing proper structure for the vocational guidance and counseling office and defining additional very key activities to be discharged by the respective office.

In order to make the TVET sector more effective, the responsibilities of the vocational guidance and counseling officer need to be:

1. Pre –TVET guidance and counseling which is targeting the future potential entrants of TVET at secondary education level,
2. Effective guidance and counseling service to the enrolled trainees,
3. Strengthening the industry- TVET linkage,
4. Conducting labor market study,
5. Job placement and
6. Conducting tracer study.

Generally this manual is prepared to enhance the intervention of the vocational guidance and counseling service to be more effective, as well as it is highly believed that the manual will be helpful for both the regulatory and implementers to guide them on how to discharge their duties and responsibilities in relation to aforementioned key activities.

2. Scope of service

The vocational guidance and counseling service will be established at institution, colleges and polytechnic college level in all government, private and Non governmental institutions. The service will cover the following target groups those who are at pre-TVET educational level, potential vocational education entrants, those who are already attending vocational training, graduates who set for jobs and who are already employed as well as those industries and enterprises who are active participant in the education and training program.

3. Objective and Purpose

The primary objective of this manual is to assist the vocational guidance and counseling officers in performing their duties and responsibilities. The other objective of this manual is to help the regulatory bodies on how to set up a guidance and counseling office at an institutional level.

4. Users of the manual

This manual is primarily prepared for the Vocational guidance and counseling officers. However, it should be used by the following bodies in the TVET sector.

- Deans, Department Heads, Trainers and other staff of Polytechnics /colleges /institutions

They will use the manual to be guided, implement, support and check whether the activities are being done according to the guidelines in the manual and take the necessary action.

- TVET Bureau Heads and other staff

They will use the manual to be guided, implement, support and check whether the activities are being done according to the guidelines in the manual and take the necessary action.

- FTA and TI

They will use the manual to be guided, support and check whether the activities are being done according to the guidelines in the manual and take the necessary action.

5. Duties and responsibilities

The duties and responsibilities of the VGC officer can be categorized in to five areas.

1. Pre TVET awareness creation
2. Labour Market
3. TVET industry linkage
4. Job placement
5. Tracer study
6. Vocational counseling

1.1.Pre TVET awareness creation

- Giving orientation about
 - a- the advantages of pursuing TVET as opposed to other academic fields like higher education
 - b- the TVET strategy which focuses on demand of the market and it follows outcome based approach
 - c- the future prospects the job opportunities available after they complete TVET. For example self employment
 - d- the flexible nature of the TVET study that is not time bound and it is competence based
 - e- career paths
 - f- the types of occupational standards and levels
 - g- provide pre registration occupational counseling in collaboration with the departments based on the recent labour market study

1.2.Labour Market

The VGC officer has to utilize labour market study manual. Based on the manual, the VGC officer will do the following:

- conduct labour market study for wage employment and self employment
- analyse the data and identify the demanded occupations (type, level and quantity)
- share the result of the study with the Training Department of the college
- distribute the result to the necessary body for action and decision
- follow up whether action has been taken or not together with the academic staff
- keep record of the labour market studies conducted

1.3.TVET industry linkage

The VGC should use the Industry Motivation and Incentive Implementation manual.
The VGC duties include the following:

- identify potential industries for cooperation
- prepare the MoU with the consultation of the TVET Dean or CoC branch managers
- facilitate an awareness creation forum on areas of collaboration for voluntary industries
- facilitate the signing of MoU with voluntary industries to establish working relationship
- follow up implementation of MoU
- select and rank the most cooperative industries based on the criteria on the manual
- share the result of the ranking of the industries to the Dean and PR
- facilitate the recognition and incentivizing of the industries

1.4.Job placement

Duties for both wage employment and self employment

- keep record of certified trainees in each occupation and the list of potential employers
- categorize trainees depending on their interest – those who need wage employment and others who want to be self employed
- keep record of trainees who have saved initial capital for job creation

Duties specific for wage employment

- collect the request from the industries regarding their demand for labour
- look for current available vacancies from employers and recruiting agencies
- match certified trainees with the right jobs
- follow up the job matching using tracer study

Duties specific for self employment

- follow up the process of the grouping of trainees for job creation
- collect the number of trainees who have been grouped based on their interest
- communicate with key stakeholders for job creation/one-stop-shop actors
- provide lists of organized trainees to one-stop-shop actors
- follow up the job matching using tracer study

1.5.Tracer Study

The VGC should use the Tracer Study manual. The VGC duties include the following:

- Collect contact details of graduates using the Follow up Survey Template
- Trace the graduates monthly to find out their employment status
- Analyze the data and report to the right body
- Make sure the necessary actions (training, orientation and son on) are taken based on the result of the Tracer Study

1.6.Vocational counseling

- Give support to trainees regarding their studies. For example – preparation for assessment
- Support trainees with soft skills like writing CV, preparation for interview and so on.
- Give information and guidance on career path and job opportunities
- Introduce trainees to the world of work

When the VGC performs the above six main tasks, he or she will need the following instruments and tools to provide the services:

- TVET strategy manuals
- Labour market and tracer study manuals
- Audio- videos of orientations at schools
- Written materials such as flyers, brochure, magazines etc
- Data collection formats
- SPSS Software for data analysis

Duties and responsibilities of the FTA

- Support implementation of the VGC service based on the manual
- Monitoring and evaluation of the VGC activities
- Provide feedback

Duties and responsibilities of the RTVET and college administration

- Set up the VGC office
- Support implementation the VGC service based on the manual
- Monitoring and evaluation of the VGC activities
- Provide feedback

6. Establishment of the VGC office

The Vocational and Guidance office plays a key role in making sure the following key activities are performed:

- 1- Awareness creation among pre TVET students and trainees
- 2- Tracer study among the TVET graduates
- 3- Labor market study among industries
- 4- Job placement of graduate trainees with the right jobs
- 5- Linkage between TVET and industries/employers

Therefore, vocational guidance and counseling shall be established in way that could enable to discharge the responsibility properly.

6.1.Reporting structure

- The VGC office will be established at each and every TVET institutions, polytechnics and colleges of government, private and non-governmental.
- The coordinator will be accountable to the Dean and the VGC officer to the coordinator.
- The VGC officers required for the office is as follows:
 1. TVET institution – 1 coordinator and 3 vocational guidance and counseling officers
 2. TVET colleges – 1 coordinator and 4 vocational guidance and counseling officers
 3. TVET polytechnics – 1 coordinator and 5 vocational guidance and counseling officers

6.2. Salary Scale and Benefits

- Depending on the background, VGC officers and coordinators will have similar salary scale with that of trainers i.e. VGCs who are degree holders with B level will get equivalent salary and VGCs who are masters holders with A level qualification will get similarly equivalent salary and this will apply for those pulled from existing pool of trainers. Where as if they don't have trainers' qualification (B and A level), they will be treated with normal civil service salary scale. This manual advise the implementers to build VGC staff with trainers qualification but it is not mandatory. Those VGCs with trainers' qualification will get benefits of trainers including educational opportunities and pay rise where as those under normal civil service may not get equivalent benefits like that of trainers as their qualification is not the same with trainers but they could be given incentives like educational opportunities based on their performance. For all VGCs, performance evaluation will be based on their duties and responsibilities which are stated in this manual.
- VGC office coordinator will get similar privileges to those of vice-director or vice-dean.

6.3. Qualification and working experience

The VGC officers need to have the following qualification:

- The VGC officer needs to have at least 4 years of work experience in TVET sector.
- The Team leader needs to have 6 years of experience in TVET sector.
 - Minimum Bachelor's degree, preferably Master's degree in Vocational Management, Educational Psychology, any Vocational Education or any one of the TVET fields of study
 - good communication skill especially listening
 - basic knowledge of research and project proposal
 - mandatory to be assessed and competent trainer
 - good interpersonal skills and able to build relationships with people and organisations
 - good computer skills, especially in word-processing , excel and internet
 - excellent problem-solving skills and entrepreneurial spirit

6.4. Resources

The VGC office should have the following facilities:

The office shall be equipped with all necessary office equipment

- a separate office with the necessary office furniture

- computers with internet access, printer and photocopier
- landline telephones
- transport facilities

7. Implementation schedule (routine annually)

S/No.	Activity	Sep t	Oct	Nov	Dec	Jan	Feb	Ma r	Apr	May	June	July	Aug
1.	Pre TVET orientation												
2.	Conduct labour market study												
3.	TVET Industry linkage												
3.1.	Identify potential industries for cooperation												
3.2.	Signing MoU with industries												
3.3.	Facilitating forums between industries												
3.4.	Share the result of the ranking of the industries to the Dean and PR												

S/No.	Activity	Sep t	Oct	Nov	Dec	Jan	Feb	Ma r	Apr	May	June	July	Aug
3.5.	Facilitate the recognition and incentivizing of the most cooperative industries												
4.	Job Placement												
4.1.	Keep record of graduated trainees in each occupation and the list of potential employers												
4.2.	Match certified trainees with the right jobs (wage employment)												
4.3.	Communicate with key stakeholders for job creation/one-stop-shop actors												
4.4.	Follow up the job matching using tracer study												
5.	Tracer Study												
5.1.	Conduct tracer study every month												

S/No.	Activity	Sep t	Oct	Nov	Dec	Jan	Feb	Ma r	Apr	May	June	July	Aug
5.2.	Sharing the result of the study to the concerned body												
6.	Vocational counseling												
6.1.	Giving counseling and guidance service to trainees												

8. Monitoring and evaluation checklist

No.	Main task	Activity	Measurement
1.	Pre TVET	Orientation among the secondary schools around the college.	Number of secondary schools _____ Number of schools visited _____
2.	VGC Office setup	1. Establish the VGC office 2. Hiring/assigning the required VGC coordinator	Existence of VGC office Number and type of staff in the VGC

No.	Main task	Activity	Measurement
		and officers	office _____
		3. Provide the facilities for the VGC office	List of facilities in the office _____
4.	Labour Market Study	1. Conducting labour market study 2. Sharing the result of the study to the concerned body	Number of labour market studies conducted _____ per year Actions taken after the result _____
5.	TVET industry linkage	1. Identify potential industries for cooperation 2. Signing MoU with industries 3. Facilitating forums between industries 4. Share the result of the ranking of the industries to the Dean and PR	Number of industries _____ Number of MoUs _____ Number of forums _____ Report/feedback
6.	Job placement	1. keep record of certified trainees in each occupation and the list of potential employers 2. match certified trainees with the right jobs (wage employment) 3. communicate with key stakeholders for job creation/one-stop-shop actors 4. follow up the job matching using tracer study	Number of certified trainees _____ Number of employers _____ Number of employed graduates _____ Number of stakeholders _____ Number of graduate trainees who are self employed _____
7.	Tracer Study	1. Conduct tracer study every month 2. Sharing the result of the study to the concerned	Number of tracer study conducted _____ Actions taken after the result _____

No.	Main task	Activity	Measurement
		body	

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