



عضو في مؤسسة قطر  
Member of Qatar Foundation

## QATAR CAREER DEVELOPMENT CENTER ANNUAL REPORT 2018





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**Qatar Career Development Center**

# **Annual Report 2018**



# About

## Qatar Career Development Center

**Q**atar Career Development Center (QCDC) is a member of Qatar Foundation for Education, Science and Community Development (QF), and part of its Community Development division. QCDC aims to be the country's beacon for career guidance that prepares the young national human capital to respond to the requirements of the Qatar National Vision 2030, by first and foremost, instilling career guidance into Qatar's socio-economic culture.

QCDC supports Qatari capacity building and empowers youth to better plan their career paths in line with their potential and the future needs of Qatar's labor market. The center also equips parents and career guidance and development practitioners with the tools and

information they need in order to best advise and guide their children and students regarding academic and career choices.

In cultivating a highly qualified human capital, and consequentially, contribute to achieving the Qatar National Vision 2030 through its human, social and economic pillars, QCDC has adopted a business model that rests on the following triad:

1. QCDC's alignment with and organic link to the QNV 2030, its resulting national strategies, specifically the Education and Training Sector Strategy, as well as QF Community Development division's strategy.



2. QCDC's embodiment of the three pillars of the career guidance discipline, these being:
  - 1) Career education and training
  - 2) Career awareness and interest building
  - 3) Career knowledge creation, sharing and utilization
3. QCDC's demand driven operations in response to the specific needs and gaps in Qatar's career guidance ecosystem.

For students to make a sound decision in choosing a career path, they need to take into consideration the four pillars of career guidance systems, namely career preference; capabilities; labor market demands; and required experiences.

Recognizing that there are several parties that influence the future of young Qataris, QCDC also works closely with a range of stakeholders such as parents, counselors, relevant practitioners and professionals, as well as career advisors.

One of QCDC's new strategies is the introduction of platforms, programs and services that are rooted in research-proven activities. Over the course of its extensive experience and through numerous surveys and activities, QCDC has compiled vast information that once analyzed, will pave the way for the development of new initiatives which will benefit the youth and the labor market.

Part of QCDC's work involves exploring the local, regional, and international scenes to collect findings and exchange knowledge about current and future career needs and practices.

QCDC's work as stated above demonstrates its strong alignment with QF's aspiration to unlock human potential by providing quality education and diversified human capital investment. QCDC supports QF's goal of empowering and supporting young people from their first day of school, all the way to their postgraduate studies and beyond. QCDC also contributes in QF's goal of achieving social and economic prosperity by building stronger communities through lifelong learning.



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## Director's Message

**A**t this key moment - on the cusp of a new year, full of possibilities and fresh aspirations, it is worth reminding ourselves that career development has never been as important as it is today. In our modern age, it is a marker of a nation's progress and prosperity and therefore critical to its growth as a competitive nation.

This is not an overstatement; where qualified, professional cadres are lacking in any field, countries will find themselves unable to fulfil their duties and the entitlements of their people and heritage. This realization serves to accentuate the important role of Qatar Career Development Center (QCDC) in educating the youth about the significance of the decisions that will later shape their academic and professional careers.

QCDC provides guidance and instruction to our youth and, through a range of tailor-made programs and initiatives that are consistent with international best practices and the Qatari local context, works to instill a career development culture for their benefit. Our Center's mission is to protect the "career security" of the State of Qatar, manifested by the development of qualified cadres in all sectors and all disciplines, who are capable of performing their duties and performing the tasks entrusted to them to the fullest. Through professional training at the highest levels and in all fields, and with the assistance of specialists, mentors, and assistance programs, these cadres will be empowered to support the respective fields in which they work. This is in line with our Qatar National Vision 2030, which has established a path for the State to be a leader in the ranks of developed nations,

thereby fulfilling the aspirations of all who live in Qatar.

This year was one of distinction for QCDC, as we were able to accomplish many aims, the most prominent of which was announcing the implementation of our electronic Career Advising System, in cooperation with the Ministry of Education and Higher Education, nationwide. Our hope is that the system will contribute to the overall development and rehabilitation of young capabilities to serve as a catalyst for Qatar's economic and social development.

The importance of this step is tempered by an awareness that the process of achieving self-sufficiency in the national competencies that will enable our beloved country to face its challenges, demands persistent efforts that do not cease at a particular achievement. It requires that we continue to work with a steady determination to take our place in a global community, offering creative ideas, academic and other qualifications, for the glory and progress of our nation.

At QCDC, we are determined to move forward on the path of excellence and professionalism in the services we provide. Our recent initiatives and partnerships have achieved the desired objectives and reached a larger segment of young people. QCDC will remain a kernel of creative programs and initiatives that support the career development and empowerment of young people and which serve as an inexhaustible fount for Qatar's bright future.

**Abdulla Al-Mansoori**  
Director







## Our Audience

- Pre-university students
- University students and fresh graduates
- Parents
- Academic advisors and professional counselors
- Human capital specialists and practitioners
- Career guidance academics and researchers

## Our Mission

In line with Qatar's National Vision 2030 and QF's mandate, QCDC aims to help Qatar's youth identify and fulfill their education and career goals. Through high quality programs and services, QCDC seeks to mobilize, educate and support its target audience on how to best make and implement sound career decisions and plans, grow and develop professionally, and achieve their life goals in ways that best contribute to Qatar's development and prosperity.

## Our Vision

To be a model career guidance center recognized for its invaluable contributions to having a highly accomplished Qatari human capital.

## Our Values

- Social and National Responsibility
- Clear Vision
- Continuous Strive Towards Betterment
- High Standards of Professionalism
- Development and Progress
- Pioneering and Leadership
- Innovation, Creativity and Initiative
- Knowledge and Experience
- Team Spirit
- Healthy Work Environment

## Our Partners

- Ministries and governmental entities
- Academic, research and educational organizations
- Academic and educational policy and decision makers
- Public and private sectors
- NGOs/NPOs
- Specialized professional organizations and associations
- Media and Opinion Leaders



# 2017-2018 Achievements

**90%** of the participants in QCDC's initiatives have expressed their satisfaction with the programs



Engaging more than **12,000** persons

Organizing **30** programs and initiatives



Participating in **12** different public awareness events

Taking part in **3** international conferences on Career Guidance



Distributing **5,000** copies of the annual 'Career Guide' magazine in conjunction with the release of an electronic mobile application available on App Store and Google Play

Graduating **86** career advisors from the Career Advisor Training Course



Training more than **90** academic counselors and career practitioners as part of an advanced training program on QCDC's Career Advising System



Assigning and training **7** students as **Career Ambassadors** for QCDC in their schools



Releasing **1** research paper titled "**Careering towards a Sustainable Qatari Economy**"

Graduating more than **70** counselors from public and private schools in Qatar as part of the Career Counselors Training Program



Opening an edutainment Career Awareness Center for kids, the **first of its kind worldwide**, at KidzMondo Doha

Rolling out the new Career Advising System (CAS) across **all** public secondary schools in Qatar



Benefiting more than **11,000** students and training **all** the academic and career counselors in Qatar's public schools on the use and integration of CAS



## QCDC in the News



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توفير مذكرة تفاهم بين «قطر المعنى» و«الجامعة العوسج»

## تعزيز جهود التوجيه المهني

هذه الفكرة التي تمسك بها بعض الفلاسفة في الفلسفة الحديثة، هي الفكرة القائلة بأن العقل هو الذي يخلق المعرفة، وليس الأشياء الخارجية. وهذا يعني أن العقل هو الذي يخلق المعرفة، وليس الأشياء الخارجية. وهذا يعني أن العقل هو الذي يخلق المعرفة، وليس الأشياء الخارجية.

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تحت إشراف وزارة التعليم العالي والبحث العلمي وبالتعاون مع جامعة القاهرة، تم تنظيم مخيم العمل الصيفي للطلبة الجامعيين في مدينة شبراخيت بمحافظة البحيرة.

يهدف المخيم إلى تنمية مهارات الطلبة في مجالات العمل الحر، وتطوير قدراتهم في مجالات التسويق، وإدارة الأعمال، والتكنولوجيا، وذلك من خلال ورش عمل، وندوات، وجلسات حوارية، وزيارات ميدانية.

ويشارك في المخيم طلبة من مختلف الجامعات المصرية، وذلك بهدف تعزيز روح الفريق، وتبادل الخبرات، وتطوير المهارات العملية للطلبة.

ويأتي تنظيم المخيم في إطار خطة وزارة التعليم العالي والبحث العلمي لتطوير التعليم العالي، وتعزيز قدرات الطلبة في مجالات العمل الحر، وذلك من خلال تنظيم برامج وأنشطة متنوعة.

ويشارك في المخيم طلبة من مختلف الجامعات المصرية، وذلك بهدف تعزيز روح الفريق، وتبادل الخبرات، وتطوير المهارات العملية للطلبة.

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## Top experts converge for career summit

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## QCDC takes part in APCDA annual meet

**MIDDLE EAST NETWORK**

**Cancer**

**QATAR Cancer Development Center (QCDC),** a member of Qatar Foundation (QF), participated in the recent annual Asia Pacific Cancer Development Association (APCADA) conference, an international forum for sharing cancer development ideas and expertise in the Asia Pacific region.

The 2008 edition of the conference entitled "Connecting Cancer, Family, and Society" was hosted by Tsinghua University from Mar. 15 to 19 in Beijing, China.

QCDC was represented by Abdullah Al Mamouni, director, and Ethelwyn Davies, senior career preparation advisor, among others.

In his opening remarks, Dr. Al Mamouni, QCDC president, presented a paper on "algebraic career development objectives with the needs of the Qatari market."

Dr. Al Mamouni and Staff of Qatar's Youth with the Needs of the Qatar Economy were based on a series of research studies conducted from 2006 to 2007 as an attempt to document current career guidance confusion in Qatar and offer recommendations and strategies for improvements to help align the aspirations and skills of Qatari youth with the needs of the Qatari economy.

By drawing on their international experience and collaborating with distinguished foreign experts, QCDC seeks to further promote Qatari industry building and employment opportunities while also providing training to enhance the professional skills of Qatari youth.

QCDC was inaugurated at the conference by Abdullah Al Mamouni, director and Ethelwyn Davies, senior career programmes and services officer.

On the occasion of the conference, Mamouni and Lindqvist engaged in six visits to key career organizations in China and met several international experts to discuss global best practices and exchange expertise in career development strategies.

Through its participation in the conference, QCDC seeks to advance career development practice in Qatar further, Mamouni explained.

"By drawing on our international experience and collaborating with distinguished foreign experts, QCDC seeks to further promote Qatari industry building and employment opportunities while also providing training to enhance the professional skills of Qatari youth and collaborate with them to harness their career paths in line with those potential, the future needs of Qatari labour market and the requirements of Qatar National Vision," Mamouni added.

NACTA, a non-profit association incorporated for educational purposes in Maryland, USA, provides training to professional stagecoach facilitating career development in the Asia Pacific region by organizing conferences, workshops and webinars events that bring together career development professionals to exchange experiences, share ideas and collaborate.



On the sidelines of the conference, Manasseh and Ibarra met in the villa to key career organizations in China and meet several international

40 مؤسسة تساعد طلاب الثانوية على اختيار المسار المهني

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قدمها «قطر للتطوير المهني» بالتعاون مع أكاديمية الخدمة الوطنية

## محاضرة مهنية توعوية لأولياء أمور المجندين



**الدوحة - أوسهيل**

مركز قطر للتطوير الهنيء عضو مؤسسة قطر، قام مع الأكاديمية الفدءة الوطنية التابعة لوزارة الأءاءم بأضرة مبدئية ترعوية بعنوان "كيف تساءم أبك في أيار تخصصه الجامعي" وذلك في أكاديميئة الفدءة أيس. أيس بحضور 500 شخص من أواباء، أءاءم فدءة بنين العالمة 2018.

أءاء هذه اللءاضرة في تعريف أواباء، أواباء بدهم في أفاءهم الهنيئة وكيفية ساءءهم في أءاء أءراءهم للآة بتدبير مساءرهم الأكاديمي والأهنيء بعد الالتقاء بالفدءة الوطنية خاصة وإن أءاءهم أءاءم بغيره في أيار، أءاءهم وأءاءهم في أءاءهم أءاءم بغيره.



# QCDC in the News

## QCDC to launch Career Awareness Center



Through the QCDC-affiliated Career Awareness Center, we will be able to help children explore their optimal career paths by using an approach that is both educational and motivational. They will learn how to write a successful CV and gain insight into different disciplines, while receiving support to choose the career path that best matches their qualifications and skills.

Abdullah M. Mansoor, QCDC Director

The new center will be launched through a partnership agreement with AlJadida Doha.

Through the QCDC-affiliated Career Awareness Center, we will be able to help children explore their optimal career paths by using an approach that is both educational and motivational. They will learn how to write a successful CV and gain insight into different disciplines, while receiving support to choose the career path that best matches their qualifications and skills.

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## QCDC Career Village begins today



QCDC Career Village begins today. The new center will be launched through a partnership agreement with AlJadida Doha. Through the QCDC-affiliated Career Awareness Center, we will be able to help children explore their optimal career paths by using an approach that is both educational and motivational. They will learn how to write a successful CV and gain insight into different disciplines, while receiving support to choose the career path that best matches their qualifications and skills.

Abdullah M. Mansoor, QCDC Director

## تضمن فعاليات متعددة شملت برامج تعليمية وتنقيفية مركز قطر للتطوير المهني يختتم مخيمه الصيفي 2018



المخيم الصيفي 2018 للتطوير المهني، وهو الأول من نوعه في قطر، اختتم فعالياته بنجاح. تضمن المخيم مجموعة من البرامج التعليمية والتنقيفية، التي تهدف إلى تطوير مهارات الشباب في مجالات مختلفة. شارك في المخيم عدد كبير من الشباب، الذين استفادوا من العديد من الفعاليات والأنشطة. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين.

## مركز قطر للتطوير المهني يختتم مخيمه الصيفي 2018



المخيم الصيفي 2018 للتطوير المهني، وهو الأول من نوعه في قطر، اختتم فعالياته بنجاح. تضمن المخيم مجموعة من البرامج التعليمية والتنقيفية، التي تهدف إلى تطوير مهارات الشباب في مجالات مختلفة. شارك في المخيم عدد كبير من الشباب، الذين استفادوا من العديد من الفعاليات والأنشطة. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين.

## Importance of career guidance discussed

The first workshop, titled 'The Role of Parents in Guiding their Children's Career Paths', discussed the impact parents have on their children's career-related decisions.

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Participants and officials during the workshop. QCDC's various programs and services. The pavilion attracted a large number of visitors, including H.E. Sheikh bin Hamad Al Thani, Vice Chairman and CEO of QCDC. Doha Learning Week, Qatar's first education festival, was launched by the World Innovation Summit for Education, also an initiative of QF. The week-long festival was a collaboration of various local partners, and celebrated local education initiatives and resources.

## أهمية التوجيه المهني في الحياة

تم تنظيم ورشة عمل بعنوان 'دور الوالدين في توجيه مسارات أطفالهم المهنية'. ناقشت الورشة أهمية التوجيه المهني في حياة الأطفال، وكيف يمكن للوالدين أن يساعدوا أطفالهم في اتخاذ قراراتهم المهنية. تم تنظيم الورشة بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتمت الورشة بنجاح، مع توزيع الشهادات على المشاركين. تم تنظيم الورشة بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتمت الورشة بنجاح، مع توزيع الشهادات على المشاركين.

## المركز وقع اتفاقية شراكة مع كيدز مونودو الدوحة قطر للتطوير المهني يفتتح مركزاً للتوعية المهنية للأطفال



مركز قطر للتطوير المهني يفتتح مركزاً للتوعية المهنية للأطفال. تم تنظيم المركز بالتعاون مع كيدز مونودو الدوحة. تم تنظيم المركز بالتعاون مع كيدز مونودو الدوحة. تم تنظيم المركز بالتعاون مع كيدز مونودو الدوحة. تم تنظيم المركز بالتعاون مع كيدز مونودو الدوحة. تم تنظيم المركز بالتعاون مع كيدز مونودو الدوحة.

## مشاعر النعي: المبادرة تتوافق مع أهداف مؤسسة قطر



## Around 50 students attend QCDC camp

أقيم مخيم للتطوير المهني في مركز قطر للتطوير المهني، شارك فيه حوالي 50 طالباً. تضمن المخيم مجموعة من البرامج التعليمية والتنقيفية، التي تهدف إلى تطوير مهارات الشباب في مجالات مختلفة. شارك في المخيم عدد كبير من الشباب، الذين استفادوا من العديد من الفعاليات والأنشطة. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين.

## مركز قطر يشارك في مؤتمر رابطة التوجيه المهني

أهداف التطوير المهني واحتياجات سوق العمل. تم تنظيم المؤتمر بالتعاون مع رابطة التوجيه المهني. تم تنظيم المؤتمر بالتعاون مع رابطة التوجيه المهني. تم تنظيم المؤتمر بالتعاون مع رابطة التوجيه المهني. تم تنظيم المؤتمر بالتعاون مع رابطة التوجيه المهني. تم تنظيم المؤتمر بالتعاون مع رابطة التوجيه المهني.

## QCDC opens registration for Summer Career Camp 2018



المخيم الصيفي 2018 للتطوير المهني، وهو الأول من نوعه في قطر، اختتم فعالياته بنجاح. تضمن المخيم مجموعة من البرامج التعليمية والتنقيفية، التي تهدف إلى تطوير مهارات الشباب في مجالات مختلفة. شارك في المخيم عدد كبير من الشباب، الذين استفادوا من العديد من الفعاليات والأنشطة. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين.

## يهدف إلى تطوير المجالات المهنية الحالية والمستقبلية مركز قطر للتطوير المهني يطلق «دليلك المهني»



المخيم الصيفي 2018 للتطوير المهني، وهو الأول من نوعه في قطر، اختتم فعالياته بنجاح. تضمن المخيم مجموعة من البرامج التعليمية والتنقيفية، التي تهدف إلى تطوير مهارات الشباب في مجالات مختلفة. شارك في المخيم عدد كبير من الشباب، الذين استفادوا من العديد من الفعاليات والأنشطة. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين. تم تنظيم المخيم بالتعاون مع العديد من المؤسسات التعليمية والمهنية. اختتم المخيم بنجاح، مع توزيع الشهادات على المشاركين.



# Career Programs and Initiatives

## Students and Parents

### Winter Career Camp 2018



QCDC hosted the fourth edition of its week-long Winter Career Camp, which provided an integrated educational and recreational experience for secondary school students and taught them many life and practical skills.

During the camp, students visited institutions operating in different fields including tourism, transportation, culture, and media; and listened to specialists. These interactions provided the students with first-hand knowledge about the nature of the professions available in these institutions and a realistic understanding of professional life.

The students began the camp with a visit to QF Headquarters and were introduced to the Qatar National Library, Education City, and QF's partner universities. On the second day, they went to Katara to learn about its cultural centers, and visited Sawt Al Khaleej radio station, the Visual Art Center, the Youth Hobbies Center, and Brooq Magazine. Northwestern University in Qatar also hosted the students at its studio in Katara, where they participated in a live demonstration for a TV presentation and were introduced to various specialties within the media industry.

On the third day, Qatar Tourism Authority introduced the students to the field of tourism, and the professions available to them, with a site visit to a hotel to learn about hospitality. Following this, the students went to the Qatar Railways Company, commonly known as Qatar Rail, and learned about careers in the field of transport and public transportation. On the fourth day, the students went to Qatar Airways where a group of aviation specialists introduced them to aviation and the "Cadet Pilot Programme". The students then conducted live demonstrations on taking off and landing in a flight simulator.

The final day of the camp included an introductory session about universities in Qatar, such as Hamad Bin Khalifa University, Qatar University, Community College of Qatar, Carnegie Mellon University in Qatar, Weill Cornell Medicine-Qatar and Stenden University Qatar. Representatives of these universities provided students with an overview of their academic programs and admission requirements, which

will help students make informed academic decisions and prepare for university life.

The students also participated in various educational career-oriented activities and interactive training workshops designed to increase their awareness about the importance of academic and professional planning, provide them with a range of practical skills, enhance their self-confidence, and instill entrepreneurship, perseverance, and teamwork.

On the closing day, the students attended a workshop titled 'The Role of Parents in Guiding their Children's Career Paths', which explored how parents influence their children's decision-making and the importance of introducing the concepts of career guidance to families. The workshop also examined the Career Decision-Making Paradigm, which is a practical tool and a mental probing exercise that assists individuals, particularly young people, in identifying suitable academic and career paths.



*The goal of my participation in the Winter Career Camp 2018 was to gain diverse experiences and learn about the various disciplines and career options available to me. Through the visits we made during the camp and the various live demonstrations we participated in, such as the exercise at the radio station, I managed to overcome my fear of public speaking. I enjoyed this experience a lot."*

**Khadija Ali Al Khayat**

Student, Al-Kawthar Independent School for Girls

### Career Village 2018



High school students from across Qatar took part in Career Village, an event organized by QCDC at Multaqa (Education City Student Center) from April 9-11, with the participation of parents and academic counsellors from various schools across the country.

Career Village brought together representatives from 40 leading Qatar-based organizations spanning various sectors including education, business and finance, energy and manufacturing, communication and transportation, health, security, media, and culture. The event was aimed at familiarizing Qatari high school students with the dynamics and challenges of Qatar's labor market and introducing them to different career paths that will enable them to best serve their country.

Organizations that participated in Career Village included Virginia Commonwealth University School of the Arts in Qatar, Qatar University, College of the North Atlantic Qatar, Qatar Scientific Club, Visual Art Center, ScorePlus Education Qatar, Qatar Banking Studies and Business Administration Secondary School for Girls, Stenden University Qatar, Qatar Aeronautical College, Qatar Airways, Ministry of Interior, General Authority of Customs, QatarGas, Qatar Petroleum,

Hamad Medical Corporation, University of Calgary in Qatar, Ministry of Justice Center for Legal and Judicial Studies, Al Kass Sports Channels, Qatar Biobank and the British Council Qatar.

Students engaged in interactive activities and had the opportunity to meet with representatives of participating institutions and universities to inquire about the career opportunities they offer.

Career Village is one of several initiatives launched by QCDC to guide Qatari youth into making the right decision about their academic and career future.



*"I hope the Career Village is organized again next year, especially for 3rd year secondary school students, as it introduces students to the various career paths available in the country."*

**Captain Rashid Ayed Al-Hajri**

Logistics Department of the General Directorate of Civil Defense, Ministry of Interior



## Career Programs and Initiatives

### Students and Parents

## Summer Career Camp 2018



QCDC wrapped up the fifth edition of its Summer Career Camp, with around 50 secondary school students taking part.

The camp, which ran from July 1-12 at Multaqa, featured a variety of activities, educational programs and stimulating workshops designed to provide students with practical skills and knowledge that will help them make informed academic and career decisions.

Mrs. Machaille Al-Naimi, President of Community Development, QF, attended the final day of the camp and congratulated the students on their participation in the program's activities, also wishing them success in their academic and professional choices.

During the camp, students were introduced to QCDC's CAS, a comprehensive career planning solution that features innovative components including psychometric and personality assessment tools which help students identify the most appropriate academic

and career paths in line with the future needs of Qatar. As part of the camp, Stenden Qatar University of Applied Sciences (Stenden Qatar) conducted a day-long training session, teaching the students a range of life skills to prepare them for university, in addition to offering practical advice for use when traveling for study programs abroad.

The camp featured site visits and job-shadowing programs at leading organizations in Qatar, providing students with real-world insight into workplace environments with the aim of helping them match their abilities and skills with various career choices. The site visits also provided an opportunity for students to familiarize themselves with the dynamics of Qatar's labor market across various industries, and the future needs of the nation.

Six days were dedicated to site visits which comprised of a 'Medical Day' sponsored by Hamad

Medical Corporation; an 'Agriculture Day' sponsored by the Qur'anic Botanic Garden, a member of QF; an 'Engineering Day' jointly sponsored by College of the North Atlantic – Qatar and Msheireb Properties; a 'Banking Day' sponsored by Qatar National Bank; a 'Media Day' sponsored by Northwestern University in Qatar, a QF partner university; and a 'Transport Day' sponsored by Qatar Airways.

The final day of the camp featured an introductory session about universities in Qatar which gave the students an overview of the institutions' academic programs, admission processes, and entry requirements. All students who completed the program were awarded participation certificates.

*"The Summer Career Camp 2018 offered me new experiences and the opportunity to make new friends, but most importantly, I gained a better understanding of chemical engineering, the major I want to study and pursue in the future," she said. "As well as getting a glimpse into the realities of a workplace, I learned more about the nature of work in this specialty and even had the chance to try my hand at operating factory machines."*

**Sharifa Mohamed Al-Qasimi**  
Student, Al-Eman Secondary Independent School

## QCDC and National Service Academy organize awareness lectures for recruits and their parents

QCDC in partnership with the National Service Academy, part of the Ministry of Defense, organized an awareness lecture entitled "How to Help Your Son Choose his University Specialty", in October 2018, at the National Service Academy.

The lecture, which brought together 500 parents of recruits who joined the academy in 2018, falls in line with QCDC's efforts to instill a strong career guidance culture in Qatar and guide students into choosing the right academic and career paths.

The lecture addressed the impact of parenting on children's career-related decisions and educated parents on how to effectively assist children in choosing an academic or career path after completing their national service. The lecture also offered guidance to parents of recruits with first-hand

experience in military training who are considering a career change to the military field.

Moreover, the lecture familiarized parents with elements that affect their children's attitudes such as their personal preferences, priorities, interests, values and aspirations, and factors that may influence youth decisions such as career counselors, peers, the socio-economic conditions, cultural context and role models.

Career guidance plays a key role in promoting a diverse and skilled national workforce in line with Qatar's aspirations to meet the current and future needs of its people and the entire nation.

Following this lecture, QCDC organized another career awareness lecture entitled 'How to choose your

career specialty?' for the 1200 recruits of 2018. The lecture focused on supporting youth in choosing the best suited academic and career paths, in line with their potential and labor market needs of the future.

Both lectures provided a comprehensive explanation of QCDC's CAS, the comprehensive career planning solution developed by QCDC in co-operation with Kuder Inc., a world leader in career planning services, and various government entities, for the purpose of integrating specialized IT solutions into the career guidance framework in Qatar.

CAS was rolled out across secondary schools in Qatar during the second semester of the 2017-2018 academic year.

*"We are pleased to cooperate with QCDC, a specialized center in career guidance and development. Our collaboration highlights the role of the National Service Academy in preparing better Qatari cadres and qualifying youth to build their homeland and contribute to Qatar's security and development."*

**Major General Saeed bin Hamad Al-Nuaimi**  
President of the National Service Academy



## Career Programs and Initiatives

### Students and Parents

## Workshop series at public schools for girls



**Q** CDC organized two career development workshops titled "Discover Your Dream Career" and "Positive Self-Image", on February 12 and 14, 2018, for high school students at Al-Ghuwayriyah School for Girls.

In March, QCDC also organized two career development workshops at two other schools. The first workshop, entitled "University Readiness", was offered on March 13, 2018, at the Community Private School for Girls, while the second workshop, entitled "Developing Positive Self-Image", was delivered on March 14, 2018, for high school students at Rawdat Rashed Independent School for Girls.

The workshops were aimed at helping students develop their skills and capabilities and to acquire knowledge and practices necessary to successfully manage their chosen career paths, by instilling the concept of career development and spread professional awareness among them.

The workshops are part of QCDC's "Workshop Series", organized for secondary school students, which provides supportive and stimulating environment conducive to building up capabilities, in line with QCDC's belief in their fundamental role in the advancement of society.

## Doha Learning Week 2017 participation



**Q** CDC participated in the Doha Learning Week 2017 event, held from 10 to 16 November 2017 across Doha.

QCDC delivered two workshops during the event. The first workshop, titled 'The Role of Parents in Guiding their Children's Career Paths', discussed the impact parents have on their children's career-related decisions, and the importance of introducing career guidance to both parents and their children.

The workshop, delivered by Abdulla Al-Mansoori, Director, QCDC, brought together more than 45 parents and their children to learn about the 'Career Decision-Making Paradigm', a tool that assists individuals, particularly young people, in identifying optimal academic and career paths.

The second workshop, titled 'Technology-Driven Career Advising Skills', introduced and trained school counselors in the use of QCDC's CAS. The workshop attracted more than 30 public and private school counselors who received certificates of participation.

QCDC also participated in the TEDx Forum at the Qatar National Library, where the center set up a special pavilion highlighting the importance of career guidance and QCDC's programs and services. The pavilion attracted a large number of visitors, including Her Excellency Sheikha Hind bint Hamad Al Thani, Vice Chairperson and CEO of QF.

Doha Learning Week, Qatar's first education festival, was launched by the World Innovation Summit for Education, also an initiative of QF. The week-long festival was a collaboration of various local partners and celebrated local education initiatives and resources.

### QCDC hosts workshop on 'Career Readiness Skills'

**Q** CDC organized a workshop on 'Career Readiness Skills' at Education City Clubhouse on August 12, 2017.

The workshop, which brought together more than 20 attendees from QF and QF-member universities, was organized in collaboration with QF's Facilities and Community Services.

The workshop aimed at helping the attendees, aged 18 to 25, develop their personal skills and talents to empower them in pursuing academic studies that are in-line with their potential and career aspirations.



### Career Management Skills Workshop

**I**n partnership with Hamad Medical Corporation (HMC), QCDC delivered a workshop on "Career Management Skills", on January 29, 2018 at HMC. The workshop, attended by female high school students and their parents, discussed career management issues pertaining to student and their parents.



# Career Programs and Initiatives

## Students and Parents

## Career Ambassadors Program

QCDC launched the third edition of its Career Ambassadors Program, which aims at raising awareness of career development among Qatari youth, promoting a culture of initiative-taking and equipping students with the necessary skills to enable them to choose appropriate academic and career paths.

The program targeted secondary school students and applied an approach that empowers students through the implementation of skills they have acquired theoretically.

QCDC communicated with a number of students who participated in its previous programs and invited them to join the latest edition of the initiative. They were then instructed to form three sub-groups: the media team, the management team, and the activities team. These students will act as QCDC's ambassadors at their schools and be responsible for sharing the knowledge they have acquired with other students by organizing and engaging their colleagues in a range of activities, events, and workshops.



QCDC guided the students during the planning, preparation, and implementation phases, in turn, the students supported the center's efforts in implementing its various activities and programs at schools across Qatar in a bid to enrich their learning experience. This comprehensive strategy enabled them to acquire practical life skills and become acquainted with the concepts of teamwork and responsibility.

QCDC also organized monthly meetings and activities such as workshops, networking and training programs aimed at inspiring students to plan similar activities for their colleagues. Throughout the program, which ran to the end of the 2017-2018 academic year, QCDC provided students with the technical trainings they need to organize activities and present workshops.

Upon completing the program, QCDC awarded students three certificates, a certificate of completion of the Career Ambassadors Program, a certificate of participation in QCDC's year-long activities, and a certificate of completion of community service for students who dedicated a specific number of hours to organizing activities at their respective schools.



## Darb Al Saai Activities Participation



QCDC organized several activities within the framework of its participation in the events hosted by QF's tent at Darb Al Saai, in 2017 and 2018, to celebrate National Day.

QCDC offered edutainment activities for children that aim to promote career awareness and introduce them to different careers, including the "Board of Wishes", an activity to engage children in solving puzzles to discover different careers; "My Future Career", an interactive 3D screen through which children choose their favorite profession from among several professions available and take a picture of them wearing its costume; and finally 'Create your own CV', which provides children with an opportunity to create and print a professional CV for themselves.

## QCDC Celebrates National Sport Day

QCDC has participated in the National Sport Day by organizing a range of football activities designed for people of all ages and athletic abilities, at QF's Oxygen Park.

This participation is part of QCDC's contribution to QF's efforts to help build an active, sports-loving community and encourage various members of the community to make long-term changes for a healthy lifestyle.





# Career Programs and Initiatives

## Counselors and Professionals

### QCDC delivers the 5<sup>th</sup> edition of its Career Advisor Training Course

**Q**QCDC held the fifth edition of its Career Advisor Training Course (CATC), which took place on March 4-8, 2018. The course aimed to provide participants with essential career guidance and planning skills to assist young people in their career development journeys.

This edition of the course brought together 15 career advisors, academic counsellors, and experts in career guidance and career development from leading Qatari organizations including QF, Awsaj Academy, Qatar Airways, and Qatar Petroleum.

Launched in 2015, the CATC is the first customized training program of its kind for career advisors in Qatar and the GCC region. The course is also certified by Kuder Inc., a world leader in career planning services.

Throughout the five-day program, participants learned how to use and apply technology-driven applications to advance career development and to help students and adults make informed choices about university tracks and determine their career plans. The program also played a role in shaping Qatar's future



by equipping participants with the necessary skills to guide Qatari youth.

Course instructors included Anita Abraham, Professional Development Specialist of Science, National Center for Educational Development, College of Education, Qatar University and Susanna Mascarenhas, Professional Development Specialist, National Center for Educational Development, College of Education, Qatar University.

The course focused on nine areas: 'Helping Skills', 'Career Development and Choice Theory', 'Assessment and Career Planning', 'The Role of Information in Career Planning', 'Ethical Guidelines', 'Working with Groups', 'Using Technology', 'Employability Skills', and 'Program Planning and Implementation'.

Six months after the completion of the course, participants were given access to an online interface for the course, which serve as a knowledge bank.

**“** I am very pleased to be the instructor of the fifth edition of the Career Advisor Training Course (CATC). The course is quite different from the other workshops, as it meets the competencies required from career advisors. Participants learn how to deliver, plan, and implement a career guidance program at their workplace with students or the human resources they work with. The course caters to the needs of career advisors, offering participants the opportunity not only to learn the theoretical aspect but also to apply it in different scenarios at the workplace. Participants also gained planning and creative thinking skills and learned how to deal with clients and students in different situations.”

**Anita Abraham**  
Professional Development Specialist of Science,  
National Center for Educational Development,  
College of Education, Qatar University

### QCDC organizes the 4<sup>th</sup> edition of Career Counselors Training Program

**Q**QCDC in partnership with the U.S. Embassy and the Ministry of Education and Higher Education's Academic and Career Advising Office, conducted its 4th annual Career Counselors Training Program in September 2018. Counselors from more than 70 public and private schools participated in this year's program.

Ms. Jane Lowery, an expert counselor with more than 30 years' experience in the field of career and college counseling, led participants through more than 25 sessions over the course of 5 days, including a 'mock admissions committee' activity that provided counselors with a first-hand look at how college admissions decisions are made. Special guest speakers – including admissions officers from Georgetown University Qatar, Weill Cornell Medical College – Qatar, Texas A&M University in Qatar, and Carnegie Mellon University Qatar – provided



complementary sessions to ensure that counselors received a variety of input from experts in the field.

The Career Counselors Training Program complemented and built on the training QCDC has offered to more than 70 counselors on the use and integration of its CAS.

### QCDC Advanced Training Program for Academic Counselors across Qatar



This advanced training program builds on QCDC's achievements in the previous year, including the training of 70 academic counselors from different schools across Qatar.

The participants included 70 academic counselors from public schools across Qatar, as well as participants from the Academic Bridge Program – under Pre-University Education at QF – which recently inked a partnership with QCDC to use and activate CAS.

The training program was delivered by J. Clayton Kennedy, a certified senior business consultant and a Global Career Development Facilitator.

**Q**QCDC organized an advanced training program to nearly 90 academic counselors and career practitioners on the use of CAS. The one-week program, which kicked off on October 8, at the Qatar National Convention Centre, was implemented in partnership with the U.S. Embassy in Qatar and the Ministry of Education and Higher Education.

**“** We are proud to support QCDC and the Ministry of Education and Higher Education in delivering this important training program to Qatar's academic and career advisors. A comprehensive career and academic advising program is an integral part of any education system, and we are thrilled that QCDC has chosen a leading American company – Kuder Inc. – as their service provider.”

**Carissa Gonzalez**  
Public Affairs Officer, U.S. Embassy in Qatar



# Career Awareness and Knowledge Creation

## Research and Publications

### "Careering Towards a Sustainable Qatari Economy" Study

QCDC has undertaken a 12-month research initiative in a bid to provide a comprehensive study on Qatar's progress on the career guidance, planning and development fronts.

The initiative, entitled 'Careering Towards A Sustainable Qatari Economy', focused exclusively on the Qatari population and featured a survey of over 1,000 students, graduates and parents, as well as respondents from various segments of senior stakeholders across the government and private sectors.

The 'Role of career guidance in aligning the aspirations and skills of Qatar's youth with the needs of the Qatari economy' was the main theme behind the research that evaluated the perceptions and attitude towards career awareness and development in Qatar. The study expanded on the existing body of research by focusing on the central topic of 'career culture' and how this latter can be inculcated while taking into consideration the vital need to diversify the economy beyond the traditional oil and gas resource sector.

The results of the report outlined how career guidance can further contribute to the advancement of Qatar through a greater understanding of labor market dynamics, and the need for the development of a qualified and skilled workforce.

The findings and interpretations of the study are now guiding the formulation and implementation of career development and guidance-related programs, initiatives and activities nationwide.

This research will ultimately support the creation of an integrated, coordinated career development body that supports, monitors and regulates career guidance and development in Qatar. As a result, the study will not only assist QCDC in fine tuning its career guidance strategies but will also serve as a reference document for other stakeholders across the public and private sectors with a commitment to promoting human and professional development in Qatar.

The research covered areas such as career awareness and motivation, educational preferences, career development behaviors and needs, as well as the challenges that Qatar faces.



### Career Guide 2018

QCDC released the 8th edition of its annual Career Guide magazine. The magazine, which in 2016 became the first specialized publication by QF to feature a smartphone application, sheds light on a variety of interesting topics that reflect Qatar's ambitious drive to develop existing and future careers.

The 84-page bilingual Career Guide offers valuable articles and career tips to inform and educate Qatari youth, parents, and experts in the fields of career guidance and human development.

This year's edition features a series of articles that highlight QCDC's achievements, in addition to career development-related priorities in Qatar. The magazine outlines the programs and initiatives that QCDC undertook over the past months to achieve its objectives, empower Qatari students, and promote a national ecosystem that inspires and incentivize youth to innovate and propel Qatar forward.

The Career Guide offers valuable career tips and a wealth of information to assist parents and guide Qatari youth into choosing the most appropriate career path. The magazine features five interviews with Qatari professionals, who discuss their work experience in the fields of nursing, agricultural engineering, cybersecurity, radio and television, and academic counseling. By sharing their experiences, these professionals provide an overview of the skills required in each profession, and offer advice to young people looking to pursue a career in one of these fields.

The latest issue of the Career Guide also includes a special report on career guidance. The report outlines challenges and efforts to improve Qatar's current career guidance system, while providing insight by international experts on career guidance and development.

Experts include Dr. Raimo Vuorinen; Associate Professor at the Finnish Institute for Educational Research at the University of Jyväskylä, Finland, and Vice-President of the International Association



for Educational and Vocational Guidance (IAEVG). The special report elaborates on the Finnish career guidance model – its importance and requirements – and highlights the latest resources on guidance and development.

This issue also features a special interview with Hadfah Muhammad Al Marri, Senior Co-Pilot, Qatar Airways, which sheds light on the success of Qatari women whose ambition knows no limits. In the interview, Al Marri recalls her pursuit of her goal of becoming a pilot, and how she managed to overcome the obstacles and difficulties she faced to realize her childhood dream.

The magazine was distributed to universities and educational organizations, ministries, government and private institutions, and other youth clubs and entities across Qatar, while QCDC arranged regular visits to schools across the country to introduce the magazine to students, teachers and counselors. QCDC representatives briefed students and school staff on the center's mission and work mechanisms, in addition to the objectives behind the launch of the Career Guide.

## Career Awareness and Knowledge Creation

### International and National Conferences

# Asia Pacific Career Development Association Annual Conference



**Q** CDC participated in the 2018 Asia Pacific Career Development Association's (APCDA) conference, an international forum for sharing career development ideas and expertise in the Asia Pacific region.

The 2018 edition of the annual conference, entitled 'Connecting Career, Family and Society,' was hosted by Tsinghua University on 15–19 May 2018, in Beijing, China.

During the conference, QCDC presented a paper, titled 'Aligning the Aspirations and Skills of Qatar's Youth with the Needs of the Qatari Economy', which is based on a series of research activities conducted from 2015 to 2017 in an attempt to document current career guidance practices in Qatar, identify opportunities and constraints, and offer recommendations for improvements to help align the aspirations and skills of Qatar's youth with the needs of the Qatari economy.

On the sidelines of the conference, the QCDC delegation engaged in site visits to key career organizations in China and met with many international experts to discuss global best practices and exchange expertise on career development strategies.

QCDC's participation in the APCDA conference was meant to further advance career development practices in Qatar.

# UNESCO-UNEVOC TVET Learning Forum

**Q** CDC participated in the UNESCO-UNEVOC TVET Learning forum themed: "Managing Skills in a Time of Disruption". The forum was held from 24th to 25th May 2018 at the United Nations (UN) Campus in Bonn, Germany, in collaboration with the German Ministry



of Education and Research (BMBF), the Ministry for Economic Cooperation and Development (BMZ), with the German National Commission for UNESCO and the Foreign Office. The Forum was designed to (i) discuss the challenges around major disruptions as consequences of digitization, climate change, and displacement of people and demographic change; (ii) examine their implications for institutions engaged in delivering TVET and skills programs; (iii) showcase system-level and institutional strategies, new knowledge generated, capacitation initiatives and their outcomes as building blocks for mutual learning; and (iv) raise awareness about TVET collaboration projects in the UNEVOC Network.

# National launch of the 2017-2018 Global Education Monitoring report

**Q** CDC attended the National Launch of the 2017/2018 Global Education Monitoring (GEM) report, which took place in November 2017, at the Ministry of Education and Higher Education.

UNESCO's 2017/18 GEM report monitors progress towards the internationally agreed Sustainable Development Goal

for Education (SDG4). The report covers accountability and transparency-related issues, examining the most commonly used accountability approaches and education policies and how they can contribute to the overarching aims of SDG 4 – improved access, quality, equity in education and lifelong learning for all.



## Career Awareness and Knowledge Creation

### International and National Conferences

## MADA GREAT Conference

**Q** CDC participated in the Gulf Region Education Assistive Technology (GREAT) conference on April 23-25, 2018 in Doha, which was organized by Mada Assistive Technology Center.

The GREAT conference focused on four main domains related to Inclusive Computer Technology (ICT) and Assistive Technology (AT) – education, independent living, e-accessibility and innovation. The conference hosted a dedicated stream on Autism, organized in conjunction with the Qatari Autism Society.

GREAT 2018 featured experts who use this platform around the world to educate and exchange information on best practices and current trends in the fields of technology and accessibility.

The conference hosted a number of inspirational speakers, workshops, an interactive exhibition, and innovation theater over the course of three days.

## QCDC takes part in the NCDA Global Conference

**I**n June 2018, QCDC participated in the Global Career Development Conference of the National Career Development Association (NCDA), a division of the American Counseling Association. The conference titled "Leading the Way by Integrating Theory, Research and Practice", was held on June 20-23, 2018, at Arizona, United States.

The conference provided a discussion platform that brought together career guidance experts, academics, professionals,

consultants and policy makers to facilitate the exchange of expertise and research findings on relevant topics. Through its participation, QCDC aimed to expand its international network and explore possible collaboration opportunities.

On the sidelines of the conference, the QCDC delegation met with leading career guidance and development organizations and key international experts from around the globe.



## International Experts' Meeting: TVET for Sustainable and Inclusive Development

**Q** CDC attended the International Experts' Meeting on TVET (Technical and Vocational Education and Training) for Sustainable and Inclusive Development convened by College of the North Atlantic-Qatar (CNA-Q) in partnership with UNESCO from 17-19 April 2018 in Doha. The high-level meeting brought together policy makers, industry experts, researchers and practitioners in the area of TVET from around the globe.

In the context of the SDG4 Framework for Action on TVET, UNESCO GCC and Yemen Education team presented research focusing on lessons from the Gulf States on female participation in technical and vocational education and training and its implications for future research.

Over the three-day meeting, panelists delivered presentations on a diverse range of topics including the nature of 21st Century skills and industries, strategies for improving

access and outcomes for women, people with disabilities, and migrants, the challenges around establishing National Qualification Frameworks, curriculum and pedagogy development, improving stakeholder coordination efforts, and balancing social, environmental and ethical concerns with economic imperatives.

At the conclusion of the meeting, delegates agreed on a draft of the 'Doha Declaration on Strengthening and Upgrading Research in TVET for Sustainable and Inclusive Development.' The draft acknowledged the progress made during the 2005-2014 UN Decade of Education for Sustainable Development and endorsed the 2015 UNESCO Recommendations of TVET. It elicited a commitment from those present to work towards the reorientation of TVET as an important means of achieving sustainable and inclusive development.



## Career Awareness and Knowledge Creation

# Career Guidance Stakeholders Platform 2018

Under the patronage of Her Highness Sheikha Moza bint Nasser, Chairperson of QF, QCDC has organized the second edition of its Career Guidance Stakeholders Platform.

The event, which took place at the Qatar National Convention Centre under the theme 'Moving Operationally to Strategically Enhance Career Guidance in the State of Qatar', brought together a large number of senior government officials and ministers.

These included H.E. Salah bin Ghanem Al-Ali, Minister of Culture and Sports; H.E. Dr. Issa Saad Al Jafali Al Nuaimi, Minister of Justice and Minister of State for Cabinet Affairs (former Minister of Administrative Development, Labour and Social Affairs), Labour And Social Affairs; and H.E. Dr. Mohammed Abdul Wahed Ali Al Hammadi, Minister of Education and Higher Education. Additionally, Omran Al-Kuwari, Chief Executive Officer (CEO) of Qatar Foundation International (QFI), and Mrs. Machaille Al-Naimi, President of Community Development, QF, were also in attendance.

The event, organized in partnership with the United Nations Educational, Scientific and Cultural Organization (UNESCO) Doha Office and the Ministry of Education and Higher Education, came within the framework of QCDC's commitment to delivering on the priorities stipulated by His Highness the Emir Sheikh Tamim bin Hamad Al Thani in his address to citizens and residents of Qatar in July 2017, wherein he stressed the importance of investing in the development of national human capital.

The event brought together more than 250 participants from Qatar and around the world comprised of policy-makers, decision-makers, and senior executives from international organizations such as UNESCO and government institutions such as the Ministry Education and Higher Education, the Ministry of Administrative Development, Labour and Social Affairs, the Ministry of Development Planning and Statistics, and the Ministry of Transport and Communications.

Representatives from educational institutions including QF, Qatar University, Community College of Qatar, College

of the North Atlantic – Qatar, and national talent development committees in institutions like Hamad Medical Corporation, Qatar Petroleum, Sidra Medicine, and Qatar Airways also participated in the event.

The opening ceremony featured a plenary session, which brought together Professor Sheikha Abdulla Al-Misnad, Former President, Qatar University; Mr. Saif Al-Kaabi, Human Resources Department Manager, Public Works Authority; and Mrs. Fawzia Abdulaziz Al-Khater, Assistant Under-Secretary for Educational Affairs, Ministry of Education and Higher Education, and was moderated by Mr. Jaber bin Nasser Al Marri, Managing Editor, Al Arab newspaper.

Participants were then divided into 10 focus groups including four roundtable discussion groups and six knowledge and practice exchange groups.

Roundtable discussion groups were aimed at developing concrete actions needed to operationally move towards development of career guidance in Qatar along four strategic dimensions. Expressed in terms of topical discussion areas, these dimensions aim to provide the foundational work needed to develop: (1) national level career guidance framework, standards, and policies; (2) stakeholders' roles in, and responsibilities for, implementing Qatar's career guidance strategy for 2017-2022; (3) technology driven career guidance services and resources; and (4) UNESCO's career guidance standards related to TVET.

The six knowledge and practice exchange groups, on the other hand, touched on cases of best career guidance practices in Qatar. The six cases included: (1) maximizing the impact of career guidance on national talent development programs, (2) employability skills development program for university students, (3) further development of entrepreneurship practices in Qatar, (4) career development framework for students with special abilities, (5) integrated career guidance in the secondary education curriculum–

the Finnish experience, and (6) assessing the life-skills program implemented across secondary schools in Qatar.

Group members also took part in valuable discussions on how to address strategic and national career guidance related issues before making a number of key recommendations on the development of an organizational structure for career guidance and career development in Qatar.

In addition, the day after the Platform and also for purposes of long-term benefits, two tailor-made training workshops were delivered to four types of target audience including policy makers, decision makers, school principals and counselors.

The overall purpose of such workshops was to present to executive level stakeholders the career guidance as a subsystem of public interest that interacts with, and adds value to, Qatar's education, training and labor market systems, and enhance the knowledge and skills of career guidance and development practitioners in Qatar and raise the standards of their practice.

As a result, and needs based on prioritized sets of training, an overarching goal of these workshops was to reflect options for a representative structure, which would have a role to follow up the recommendations of the Career Guidance Stakeholders Engagement Platform.

The first workshop targeted career practitioners, and was titled "Qualifications and benefits of career practitioners in Finland". This workshop aimed to enhance the knowledge and skills of career guidance and development practitioners in Qatar and raise the standards of their practice.



“The Ministry of Education and Higher Education is fully aware of the importance of promoting career guidance and has long sought to advance this objective, preparing students to easily access the labor market or universities. In a first step towards achieving this objective, the ministry has designated academic counselors across secondary schools in Qatar and established an academic guidance department to train and empower counselors. The ministry has also ratified agreements with various government agencies to develop the Basic Skills course that is being taught to 10th and 11th grade students to equip youth with the necessary skills for post-public education.”

**Mrs. Fawzia Abdulaziz Al-Khater**  
Assistant Under-Secretary for Educational Affairs, Ministry of Education and Higher Education



# Career Awareness and Knowledge Creation



The workshop was led by Ms. Heli Piikkilä, former President of the Finnish National Association of School Counsellors and has been engaged in a number of national working groups in career guidance practice and policy development in Finland. She has been representing Finland in international conferences and working groups and was a national correspondent of the IAEVG. She has experiences in introducing the Finnish system abroad.

While the second was an executive workshop on “The Role of Career Guidance and its Impact on Economic, Social and Human Capital Development in Qatar.” The workshop, which will take place on the sidelines of the “Career Guidance Stakeholders Platform”, aimed to reflect options for a representative structure, which would have a role to follow up on the recommendations of the Platform. This structure would examine how career guidance would contribute to the success of Qatar’s Education and Training Sector Strategy and the accomplishment of the Qatar National Vision 2030 (QNV2030), particularly the Human Development Pillar.

Participants sought to identify the main challenges and necessary actions to move towards a general framework for career guidance at the national level as well as determine labor market-related standards and policies, technology-based career guidance services and steps to promote entrepreneurial practices.

This workshop was led by Dr. Raimo Vuorinen, Vice-President of the International Association for Vocational and Educational Guidance (IAEVG), and Board member of the International Centre for Career Development and Public Policies (ICDDPP). He is also an International Fellow in the National Institute for Career Education



“After this event, we will first seek to agree on a strategy and standardized policies that will identify how different government sectors and agencies could work together in harmony for a common goal. As we move forward, such strategies would serve as catalysts that would speed up the development process.”

**Dr. Raimo Vuorinen**  
Vice-President, International Association for Vocational and Educational Guidance  
Keynote Speaker, Career Guidance Stakeholders Platform 2018

and Counselling (NICEC), Project manager at the Finnish Institute for Educational Research, and coordinator of the European Lifelong Guidance Policy Network (ELGPN).

In light of institutional engagement, contribution from the Technical Committee members and the Focus Groups’ Moderators was possible with the support of the below organizations:

- The Learning Center represented by Dr. Tracy Hardister, Director.
- Qatar Business Incubation Center represented by Mrs. Aysha Al Mudehka, CEO.
- INJAZ Qatar represented by Mr. Amar Benaissa, Director of Programs.
- Qatar Petroleum represented by Mr. Hamad A. Al-Hamadi, Chairman, Strategic Qatarization Steering Committee, Energy and Industry Sector.
- Sidra Medicine represented by Dr. Kholode Al Obaidli, Chief Learning Officer.
- World Innovation Summit for Health (WISH) represented by Dr. Walid Al Qoronfleh, Director of Research and Policy.
- Center for Entrepreneurship, College of Business and Economics, Qatar University, represented by Dr. Mahmoud Abdelatif, Director, and Dr. Arsalan Safari, Faculty Member.
- Marafeq Qatar represented by Dr. Hussein Alaa, IT Expert.
- Qatar-Ukraine Business Forum represented by Dr. Olga Revina, Chairperson.
- QF represented by Mr. Mohammed Fakhroo, Director, Community Outreach.
- Ministry of Education and Higher Education represented by Dr. Turki Al-Mahmoud, Director, Planning and Quality Department, and Mr. Fady Allaham, Educational Consultant, Department of Educational Supervision.
- UNESCO represented by Dr. Faryal Khan, Program Specialist, Education Sector.
- EduCluster Finland represented by Dr. Raimo Vuorinen and Ms. Heli Piikkilä.

“Qatar, alongside its partners on the national, regional, and global levels, is a leading country in promoting career guidance in accordance with a well-planned agenda that falls in line with its national strategies and vision.”

**Dr. Faryal Khan**  
Program Specialist for Education, UNESCO Doha Office



## Next Steps

Following the conclusion of the platform, QCDC prepared a comprehensive report with the subsequent recommendations, as well as the specification of actions required for effective implementation of those recommendations.

The recommendations were developed to address three main areas - strategic national level issues; a selected set of strategic career guidance issues within the education sector; and a selected set of labor market related career guidance issues.

The below provides an overview of those areas, and the recommendations suggested:

### Strategic national level recommendations:

- Providing foundational work needed to embark on developing national level career guidance framework, standards, policy, and regulations.
- Providing empirical evidence needed to develop a national career guidance strategy as part of Qatar’s next 5-year national development strategy.
- Mobilizing resources needed to build an on-line career planning system based on Qatar’s needs and situational givens.

### Strategic career guidance recommendations within the education sector:

- Developing career guidance for school students.
- Developing School-to-Work transition program for students with disabilities.
- Developing career guidance for improving female participation in TVET.
- Developing university students Employability Skills Program

### Labor market-related career guidance recommendations:

- Enhancement of career guidance for entrepreneurship development.
- Developing full-fledged career guidance system for national talent development.



## Partnerships



Over the past few years, QCDC has been working on developing the necessary frameworks to bolster its strategic partnerships with various stakeholders in the field of career guidance, including well-chosen local and international partners. The current circumstances in Qatar have demonstrated that QCDC has, once again, embraced the right strategy to promote human capital development and support innovation and sustainability in the country.

Last year, QCDC sought to develop its existing strategic partnerships and to identify new key players in the field of career guidance including institutions as well as local, regional and international partners. The Center has also endeavored to explore constructive engagement opportunities with these stakeholders through the development of shared objectives, specific goals and concrete action plans.

## Institutional Level

### US Embassy

QCDC has a long-standing relationship with the Embassy of the United States in Qatar and EducationUSA, partnering in major educational initiatives delivered in the country, the most important of which is the annual career counselors training program organized in collaboration with the Ministry of Education and Higher Education.

As a result of the trust and respect built among partners, QCDC, in partnership with the U.S. Embassy in Qatar, designed and delivered a professional development program in the fourth quarter of 2018.



## Partnerships

### Awsaj Academy

**Q**CDC and Awsaj Academy have signed a Memorandum of Understanding (MoU) aimed at enhancing the delivery of career guidance services at Awsaj Academy. The MoU, which was signed on the sidelines of QCDC's Career Guidance Stakeholders Platform 2018, will contribute to the efforts aimed at instilling a career guidance culture within Qatar's socioeconomic fabric.

QCDC has tailored the initiative to students who are eager to learn outside the classroom. The program will unfold in two stages: the pilot phase, designed for the remainder of the 2017-2018 academic year, brought together 20 senior students from the Awsaj Prime program - launched in February 2015 as Qatar's first blended learning program; while the second phase is planned for the 2018-2019 academic year, targeting more students.

As part of the partnership, QCDC delivered a workshop titled "The Role of Parents in Guiding their Children's Career Paths", to the students and parents of Awsaj Academy. This workshop addressed the impact of parents on their children's career-related decisions, and the importance of introducing 'career

guidance' to both parents and children.

The initiative aims at enhancing Awsaj Academy's delivery of career guidance services through a four-step process that falls in line with the best international practices and adapts specially selected models into the local context in a bid to help guide youth into making informed choices about their future. The initiative will also create more opportunities for students and graduates to grow their skills, reshape society's approach to education and learning, and establish local career ecosystems that work.

Awsaj Academy is a K-12 specialized school that addresses the needs of students with mild to moderate learning challenges. Awsaj Academy is the only school of its kind in Qatar and one of only a handful of schools dedicated to working with students who have demonstrated aptitude in certain areas while facing academic challenges in others.



### The Learning Center, 2-Tier Community Transition Program

**F**ollowing a year of careful planning, QCDC, in partnership with The Learning Center (TLC), has launched a two-tier Community Transition Program (CTP). The CTP pilot project caters to students with no access to Awsaj Academy's general curriculum and aims at preparing youth to join the professional world.

The program included a pilot internship program for two High School Social Communication Class (HS SCC) students at QCDC, a major breakthrough that will assist them in their transition from education to adulthood, a series of weekly workshops to the HS SCC class for two months, as well as TLC students' participation in the 2018 Career Village.

QCDC provided support for this initiative from the very beginning, embracing the

interns with the utmost respect, to ensure they feel welcomed and included.

Given the pilot program's huge success and upon the request of parents and the TLC administration, this initiative will continue throughout the next academic year.

This program complements the Awsaj framework that was officially announced in April 2018 during the Biannual Career Guidance Stakeholders Platform.





## Partnerships

### KidzMondo Doha

**Q** CDC and KidzMondo Doha, the leading children's edutainment city in Qatar, have signed a partnership agreement to launch a Career Awareness Center, the first of its kind worldwide.

The edutainment city-based center will familiarize children and youth with career guidance concepts, and offer training to guide its young visitors toward career choices that align with their interests and skills.

Through this QCDC-affiliated Career Awareness Center, the center is able to engage children whom it previously had no contact with, and help them

to explore their optimal career paths by using an approach that is both educational and recreational. Children learn how to write a successful CV and gain insight into different disciplines, supporting them to choose the career path that best matches their qualifications and skills as they engage in activities and games that QCDC have specifically designed to suit different age groups."

The recreational environment at KidzMondo Doha offers children an integrated learning experience that enhances their abilities and skills, and reflects QCDC's efforts to build national capacities and help young people plan their careers based on the future dynamics of Qatar's labor market.



### Ministry of Education and Higher Education



The implementation of CAS comes within the framework of the MoU that was inked last year between QCDC and the Ministry of Education and Higher Education with the aim of establishing a strategic partnership in promoting academic, career development, and career guidance-related activities.

Within the framework of its ongoing cooperation with the Ministry of Education and Higher Education, QCDC has trained more than 70 academic counselors on the use and integration of CAS across secondary schools in Qatar to offer career guidance services for students.

**Q** CDC, in partnership the Ministry of Education and Higher Education, rolled out its new Career Advising System (CAS) across public secondary schools in Qatar during the second semester of the 2017-2018 academic year.

The initiative marked a new milestone in QCDC's journey, expanding the center's reach to provide all students across public secondary schools in Qatar with career guidance services that will have a lasting impact on their academic and career journeys.

CAS was developed by QCDC in co-operation with Kuder Inc., a world leader in career planning services, and various government entities, for the purpose of integrating specialized IT solutions into the career guidance framework in Qatar.



### International Level Kuder Inc.

**Q** CDC and Kuder Inc. have a long-standing partnership, which resulted in the customization of the CATC and CAS. In October 2017, the two organizations renewed the existing contract for another three years, contemplating the extension of their future engagement to more advanced projects.



## Community Engagement and Outreach

Besides its yearly calendar of programs and initiatives, QCDC is always keen to be present at the various national happenings and events, to ensure continuous and direct communication with the wider public.

Between July 2017 and December 2018, QCDC participated in 12 major public events in Qatar:

EVENT	LOCATION	DATE
Doha Learning Week - TEDx Forum	Qatar National Library	11 November 2017
Darb Al Saai	Darb Al Saai	9-20 December 2017
Recruitment and Scholarship Fair	Qatar Banking School for Girls	6-7 December 2017
Hamad Medical Corporation Health Fair	Roqaya Bint Jassim School	25-26 October 2017
Discover Education City 2017	Multaqa	10-11 October 2017
Education City Career Fair	Multaqa	6-7 February 2018
National Sport Day Celebration	Oxygen Park	13 February 2018
Awareness and Supported Elements Exhibition	QNCC	20-23 February 2018
Georgetown University in Qatar Community Fair	Georgetown University In Qatar	1 October 2018
Al-Bayan School Fair	Al-Bayan School	10 October 2018
Discover Education City 2018	Multaqa	16-17 October 2018
Mesaieed International School's University Fair	Mesaieed International School	19 November 2018
Darb Al Saai	Darb Al Saai	12-20 December 2018

## 2019 Strategic Objectives



In coherence with its recent and ongoing transformation into a fully-fledged and specialized career guidance and development center, and via multiple programs, services, activities and events, QCDC sets out to accomplish the following strategic objectives over the coming period:

1. Instill a career-driven mindset through career awareness and interest-building programs and outlets. This is tightly linked to QF Community Development Division's strategic objective of 'Cultivating Interest in Lifelong Learning and Science'.

1. Instill a career-driven mindset through career awareness and interest-building programs and outlets. This is tightly linked to QF Community Development Division's strategic objective of 'Cultivating Interest in Lifelong Learning and Science'.

2. Nurture effective career policies, planning and practices by engaging in synergistic stakeholders' collaborations. This is tightly linked to QF Community Development Division's strategic objective of 'Fostering Social Engagement'.

3. Leverage the education system through career guidance tools and professional services. This is also tightly linked to QF Community Development Division's strategic objective of 'Cultivating Interest in Lifelong Learning and Science'.

4. Increase QCDC's impact. This is tightly linked to QF's strategic objective of 'Enhancing QF Recognition, Capabilities, Synergy and Sustainability'.



## Partners of the Year



المؤسسة القطرية للإعلام  
Qatar Media Corporation

مركز الخدمات المهنية  
Career Services Center

