

# 2010

ANNUAL REPORT





QATAR CAREER DEVELOPMENT CENTER  
**ANNUAL REPORT 2019**

# ABOUT QATAR CAREER DEVELOPMENT CENTER



Qatar 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 our young national human capital to respond to the requirements of the Qatar National Vision (QNV) 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 own 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 to best advise and guide their children and students towards appropriate academic and career choices.

In cultivating highly qualified human capital, and in turn, contributing to achieving the human, social and economic pillars of the QNV 2030, 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 following three pillars of career guidance:

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 preferences; 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 that will benefit the country's 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 to QF's goal of achieving social and economic prosperity by building stronger communities through lifelong learning.



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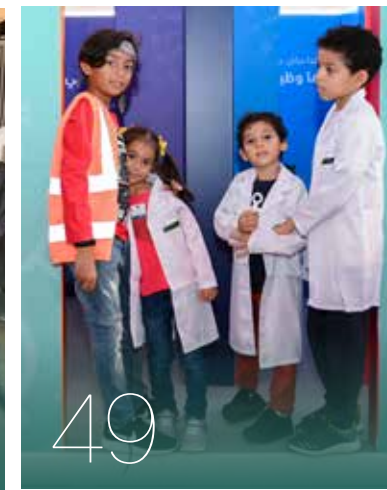
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## Contact Us

Tel: +974 44546815 | Web: [www.qcdc.org.qa](http://www.qcdc.org.qa)

Email: [qcdc@qf.org.qa](mailto:qcdc@qf.org.qa) | Follow us:    QCDCQatar





**ABDULLA AL-MANSOORI**  
**DIRECTOR**

## DIRECTOR'S MESSAGE

This past year, our Center laid the foundations of a career guidance system that supports and empowers Qatari society on par with developed societies. In fact, QCDC has succeeded in developing more specialized career guidance programs and services, while stepping up its efforts to engage the various segments of society and career guidance stakeholders, including students, parents, academic and career counselors, professional practitioners, and capacity building experts.

Our hard work focused on seeking solutions for the existing challenges and planning for the future. We also remain committed to pursuing our journey of creativity and innovation to build a better future for the youth in Qatar by equipping them with the required skills to contribute to a highly qualified national workforce in line with the labor market's current and future needs, which is key to achieving long-term sustainability for Qatar.

We have also succeeded in raising greater awareness among our partners, who realized that our goals serve their interests as well as the long-term welfare of the

youth in Qatar, which continues to bring us together under the umbrella of QF to play a pivotal role in achieving its strategic objectives and annual plans. In 2019, we participated and supervised various student-oriented events and programs that QF organized throughout the year.

On the international level, we shared our experiences and success stories in the field of career guidance at a number of international forums where we presented research and country papers on the best practices that Qatar has adopted to advance career guidance. Official bodies from numerous countries have engaged QCDC to draw on its experience in this field, while we sought to promote international cooperation and showcase our efforts worldwide, which reflects positively on Qatar.

In conclusion, I would like to extend my appreciation and thanks to those who contributed to the success and development of our programs and provided all forms of support, including words of encouragement, that inspired us to pursue our journey.

## OUR VISION

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

## OUR MISSION

In line with QNV 2030 and QF's mandate, QCDC aims to help Qatar's youth identify and fulfil 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 OBJECTIVES

- Instill a career-driven mindset through career awareness and interest building programs and outlets.
- Nurture effective career policies, planning, and practices through engaging in synergistic stakeholder collaborations.
- Leverage the education system through career guidance tools and professional services.



## 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

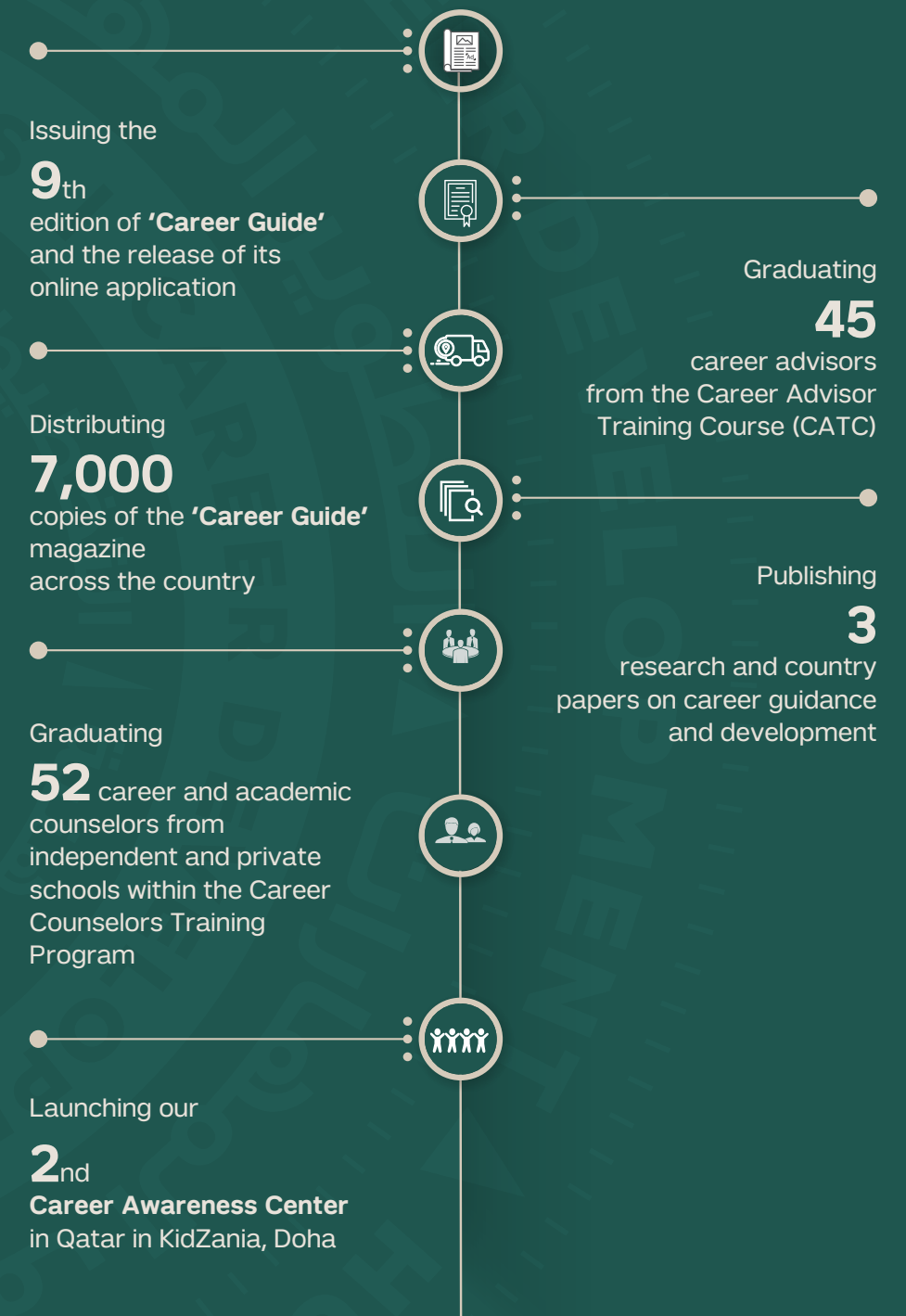
## OUR AUDIENCE

- 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 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

# 2019 ACHIEVEMENTS





# QCDC IN THE NEWS

RECEIVING FREE  
COVERAGE IN PRINT AND  
ONLINE MEDIA WORTH  
MORE THAN  
QAR 8.6 MILLION

## QCDC attends career development and public policy symposium

Qatar Career Development Center (QCDC), a member of Qatar Foundation, recently participated in the 4th edition of the International Symposium on Career Development and Public Policy. The event brought together policy makers, career counsellors, researchers, and professionals to discuss global efforts to promote career development.

The three-day symposium, organised by the International Centre for Career Development and Public Policy (ICCDPP) and Skills Norway, Ministry of Education and Research, Norway, took place in Trondheim, held under the title of 'Leading career development services into an uncertain future: Ensuring access, integration and innovation'. It was inaugurated by Tom Erlend Skjott, State Secretary from the Norwegian Ministry of Education and Research.

Delegations from 34 countries explored changes in how individuals are pursuing careers across the world, and how governments are providing career development help and integrating various forms of support within wider policy aims. Each delegation produced a paper outlining key issues for their countries in relation to

"Through our participation in such an event, we hope to expand our knowledge and align what we learned with Qatar's policy aims, ultimately contributing to the development of high-quality human capital to assist Qatar in its transition toward a diversified economy," Al-Mansoori said.

Al-Mansoori and Dr. Kandasani also attended panel discussions with representatives from five leading international organisations. These included the Organisation for Economic Co-operation and Development, the Education and Training Foundation, the European Centre for the Development of Vocational Training, the European Commission, and United Nations Educational, Scientific and Cultural Organisation. Discussions focused on how Nordic countries, including Norway, are working to promote lifelong career guidance.

QCDC's participation in the ICCDPP symposium followed its involvement, for the second consecutive year, in the Asia Pacific Career Development Association's conference – an international forum for sharing career development ideas and expertise in the Asia Pacific region.

the conference's four themes: 'The Context and Challenge for Career Development Policy'; 'The Asia for, and Across, Career Development'; 'The Integration of Career Development into Wider Society'; and 'Leading Innovative Change for the Future'.

QCDC was represented by Abdullah Al-Mansoori, director, and Dr. Tapash Kandasani, career progression and leadership manager. During the conference, QCDC presented a paper showcasing the centre's efforts in contributing to the development and implementation of a well-integrated and cross-sector career development policy that links the needs and aspirations of Qatar professionals, among various other topics.

Commenting on QCDC's participation in the conference, Al-Mansoori emphasised the importance of engaging with delegates from other countries to explore the future of global career development and exchange knowledge and expertise.

## QCDC participates in 2019 edition of APCDA conference

For the second consecutive year, Qatar Career Development Center (QCDC), a member of Qatar Foundation, participated in the Asia Pacific Career Development Association's (APCDA) conference. APCDA is an international forum for sharing career development ideas and expertise in the Asia Pacific region.

The 2019 edition of the annual conference, titled 'Nurturing Career Development in the Age of Industry 4.0', was hosted by the Royal Melbourne Institute of Technology University recently in the City of Melbourne, Australia.

The conference brought together human resource professionals, school counsellors, and career development practitioners from government agencies, public

schools, universities, and private educational institutions, among other topics. It featured discussions on best practice guidelines for career guidance and professional development in complex cultural contexts.

QCDC was represented by Mohamed Tagrida, Senior Career Specialist, and Abdullah Al-Mansoori, Marketing and Communication Officer.

During the conference, QCDC presented a paper showcasing the center's efforts in contributing to the development of an effective career guidance system in Qatar by identifying and addressing the existing challenges and shortcomings, and proposing the necessary solutions.

The paper, titled 'A Stakeholder-Based Operational Innovation Approach to Developing Qatar's Career Guidance System', outlined how QCDC devised the

recommendations, according to Tagrida, focused on how the center is successfully contributing to the development of a national career guidance system in Qatar, while exchanging expertise with the various participants on how to further advance their shared objectives.

On the sidelines of the APCDA conference, QCDC met with many international career experts and practitioners to discuss best practices and exchange expertise on career development strategies, ensuring diverse career development experiences in many of the Asia Pacific countries, such as Singapore, Hong Kong and Japan.

QCDC's participation in the APCDA conference followed its involvement, for the second consecutive year, in the Asia Pacific Career Development Association's conference – an international forum for sharing career development ideas and expertise in the Asia Pacific region.

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## QCDC opens registration for next edition of CATC

THE PENINSULA  
DOHA

Qatar Career Development Center (QCDC), a member of Qatar Foundation, has opened registration for the next edition of its Career Advisor Training Course (CATC), which aims to equip participants with the skills and tools to provide career guidance to young people.

Launched by QCDC in 2015, CATC is the first customised training programme for career advisers in Qatar and the Gulf. It is offered in collaboration with Kuder Inc., a world leader in career planning services.

The course will be delivered in both Arabic and English during separate sessions at Education City. The Arabic edition will run from September 8 to 12, from 8am to 2pm, while the English edition will run from November 10 to 14, from 8am to 2pm.

Abdulla Al-Mansoori, Director, said: "Participants in this edition of the CATC will represent the eighth and ninth batches of graduates, and will join more than 110

The course will be delivered in both Arabic and English during separate sessions at Education City. The Arabic edition will run from September 8 to 12, from 8am to 2pm, while the English edition will run from November 10 to 14, from 8am to 2pm.



The officials of QCDC during a discussion on the next edition of its Career Advisor Training Course.

people they advise.

A number of different topics will be covered throughout the programme, including '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'.

Applicants will also learn how to guide and follow up with students or clients using a career planning system, and will also gain knowledge of technology-based applications that benefit career development.

Participants will be given the opportunity to use the new

and Higher Education. As part of the new CAS, participants will be able to employ diverse and innovative psychometric and personality assessment tools to explore their personal skills and potential career tracks.

Lecturers include Khalifa Al Yafet, a certified career counsellor with extensive experience in the field of higher education, who was recently appointed both Director of Academic Affairs and Lecturer at Northumbria University in Qatar.

The course will be moderated by Anita Abraham, a Professional Development Specialist of Science at the National Center for Educational Development, College of Education, Qatar University. Anita Abraham, who has more than 25 years of experience in the field of education, will be joined by Susanna Mascarenhas, a professional development specialist at the National Center for Educational Development, College of Education, Qatar University, who has seen first-hand the role of education in the growth of Qatar over the past 28 years.

## QCDC opens registration for inaugural 'Career Academy'

THE PENINSULA  
DOHA

Qatar Career Development Center (QCDC), a member of Qatar Foundation (QF), has opened registration for the first edition of its 'Career Academy' program, which aims to take high school students on an educational journey that explores career opportunities – within the private and public sectors – and jobs that are in high demand.

'Career Academy', which will be delivered in Arabic, will take place over the course of two weeks, from June 30 – July 11, 8am – 1pm at Multiqa Education City Student Center. Students can register for the two-week program, or may choose to register for one week only. All students who successfully complete the program will be awarded participation certificates.

Abdulla Al-Mansoori, Director, QCDC, said: "It's important for

students to engage in activities that help them explore their personal abilities and potential in order to identify career paths that best align with their skills. QCDC endeavours to offer various programs and activities that provide our youth with the opportunity to gain insight into career paths that serve the needs of the country and enable professionals to contribute to Qatar's development."

"The program features a variety of activities – including field trips, workshops, and recreational and educational activities – to help students prepare both mentally and practically to embark on the career path that best suits them."

The program will include field trips to both private and public institutions in Qatar, including Hamad Medical Corporation, Qatar Airways, and Es'hailSat. These field trips will offer participants the opportunity to connect

with professionals and learn to which extent these jobs match their skills and potential, and what to expect from each profession.

Students will also be given the opportunity learn about Qatar-based universities, such as Qatar University, QF member Hamad Bin Khalifa University, and QF partner universities. Representatives of these Institutes will provide students with overviews of the academic programs and admission requirements, helping participants to make informed academic choices. The program will also include a number of character-building workshops designed to help prepare students for university, featuring topics such as 'Preparations to study abroad', 'How to write a resume', and 'How to introduce yourself to society', as well as sessions to empower participants to become independent.

A variety of recreational and



The participating students at the registration programme.

educational activities will also be on offer. Participants will attend a series of practical workshops that aim to equip students with a wide range of personal and life skills, as well as to improve their self-confidence, communication, public speaking, and teamwork abilities.

## QCDC honours graduates of first edition of 'My Career – My Future'

THE PENINSULA  
DOHA

QATAR Career Development Center (QCDC), a member of Qatar Foundation (QF), recently wrapped up the first edition of its new programme, 'My Career – My Future'.

The programme is aimed at guiding high school students to better plan their future career paths.

The closing ceremony, attended by parents, the media representatives and members of Qatar's community, honoured the group of students enrolled in the programme, who were presented with certificates of achievement.

Addressing the gathering, QCDC Director Abdullah Al-Mansoori said, "We are pleased that Qatar youth have shown great enthusiasm and interest in learning about the best approach to plan their future careers. We must encourage each



Graduates of the first edition of 'My Career – My Future' which is aimed at guiding high school students to better plan their future career paths.

progress and prosperity."

The week-long programme dedicated one full day to exploring various professions and featured site visits to leading companies and organisations, including Qatar Airways, QF – where students

from each profession.

"I was confused about which career to pursue in the future and, as a Grade 11 student, I had only one year to decide on my university track. Thanks to the 'My Career – My Future' program, I decided that I want

the sector during our visit to Qatar Airways," said Madoos Nail, one of the students who participated in the programme.

Using an outstanding approach, the programme engaged students through interactive activities,

discover their skills and unique talents, and empower them to make the best career choices.

The programme featured a variety of stimulating professional activities and training workshops, designed to raise awareness of the importance

## QCDC's exclusive program graduates new cohort

THE PENINSULA  
DOHA

Forty-five participants have graduated from the regionally exclusive Career Advisor Training Course held by Qatar Career Development Center, representing the 8th and 9th batches of the program.

QCDC Career Development Centre (QCDC) – a member of Qatar Foundation – awarded certificates to all the graduates who completed the program, which was delivered separately in both Arabic and English, at Education City. The Arabic sessions were attended by 25 participants, while the English edition had 20 participants.

"Today marks a new milestone with the graduation of these batches, bringing the total number of graduates to 155 professionals, who have acquired the knowledge and skills to offer career guidance to students and youth across Qatar," said Abdullah Al-Mansoori, Director, QCDC.

"We are committed to supporting and guiding youth into choosing the most appropriate career paths. We will continue our efforts to advance our objectives by working hand in hand with our students, who will carry

development."

The program was offered in collaboration with Kuder Inc., a world leader in career planning services and brought together public and private sector employees, as well as representatives from educational institutions in Qatar.

Musaad Saeed Al-Hajjaj, a human development consultant and media advisor at Abdulla Training & Consulting Center, was one of the participants in the program.

"I participated in the program to expand my experience and exchange expertise with those interested in this field," he said. "The program is accredited and the lecture delivered by Mr. Khalifa Al Yafet, was one of the best I have attended. Additionally, the organization of the event was outstanding."

Alongside Al Yafet, a certified career counselor with extensive experience in the field of higher education, lecturers also included Mrs. Anita Abraham, a Professional Development Specialist of Science at the National Center for Educational Development, College of Education, Qatar University, with more than 25 years of experience in the field of education; and Mrs. Susanna Mascarenhas, a Professional



A participant receives a certificate at the conclusion of the Career Advisor Training Course at Qatar Career Development Center.

Development Specialist at the National Center for Educational Development, College of Education, Qatar University.

Al Yafet said the program offered participants high quality training and the opportunity to gain insight into the theoretical and practical aspects of career guidance.

Ahmed Al Malki, a participant in the program working at Qatar National Library, said he joined the CATC to develop his

skills in the career guidance field to be able to better assist students.

"Due to the nature of my work, I am highly engaged with the youth," Al Malki said. "I intend to apply what I have learned in this program to young people who need to choose their career paths. The program provided us with extensive information about identifying the appropriate careers and specialties for those students."



QCDC, QF officials at the signing ceremony.

## QCDC, Qatar University sign pact to promote career guidance

Qatar Career Development Center (QCDC), a member of Qatar Foundation, has signed a memorandum of understanding with Qatar University's College of Education to promote academic and career guidance, and advance professional development.

QCDC is set to launch its goal of helping youth make and implement sound career decisions.

"By providing support for youth to grow professionally and achieve their life goals, we contribute to Qatar's development and sustainable growth, in line with our shared objectives with Qatar University, as well as the Qatar National Vision 2030," Al-Mansoori said.

QCDC endeavours to advance their shared objectives at both local and international levels.

Commenting on the MoU, Al-Mansoori said that the agreement with CU will further empower QCDC to achieve its goal of helping youth make and implement sound career decisions.

"By providing support for youth to grow professionally and achieve their life goals, we contribute to Qatar's development and sustainable growth, in line with our shared objectives with Qatar University, as well as the Qatar National Vision 2030," Al-Mansoori said.

QCDC endeavours to advance their shared objectives at both local and international levels.

## QCDC releases 9th edition of its annual Career Guide magazine

THE PENINSULA  
DOHA

Qatar Career Development Center (QCDC) has released the 9th edition of its annual Career Guide magazine, which features a wealth of articles, interviews, and useful tips from experts.

The new issue of Qatar Career Development Center's (QCDC) guide focuses on a variety of topics, from medical studies and related work prospects, to Qatar's success stories in the healthcare sector.

It also sheds light on a series of key initiatives launched by inspiring Qatar figures, who have spearheaded efforts to support youth and help develop their skills. The publication also highlights the contribution of national service in developing the characters of Qatar's youth and empowering them to tackle future challenges.

In his welcome note, Abdullah Al-Mansoori, Director, QCDC – a member of Qatar Foundation – said: "We are pleased to present the 9th edition of Career Guide magazine to our dear readers. Your engagement, interaction with the previous editions, both through the mobile application and the print and digital copies, showed us how keen you are to gain every piece of information possible that might help you in exploring your abilities and enhancing your perspectives."

In the 'Inspiring Qatar' section, readers learn about the professions of three American, highly-awarded athletes: American soccer player, Christian Pulisic, and American basketball player, LeBron James, who are currently playing for the Los Angeles Lakers and the Cleveland Cavaliers, respectively.



# QCDC IN THE NEWS

## RECEIVING FREE COVERAGE IN PRINT AND ONLINE MEDIA WORTH MORE THAN QAR 8.6 MILLION

### 60 high school students take part in QCDC's first Career Academy

THE PENINSULA  
DOHA

QATAR Career Development Centre (QCDC), a member of Qatar Foundation (QF), has wrapped up the first edition of its Career Academy programme.

The initiative attracted some 60 high school students, who participated in multiple activities designed to provide insight into potential career tracks.

Abdulla Al Mansoori, Director of QCDC, expressed pride in the programme and congratulated the students on taking a step towards exploring career paths that fall in line with their aspirations and serve the nation's development objectives.

"We should be aware that our actions have an impact on our nation, particularly when it comes to bringing together

the competencies of our youth and the country's prosperity and growth drivers. In this context, QCDC's activities are designed to help students pursue career paths that are in line with their personal aspirations and in line with the needs of our nation," said Mansoori.

The two-week programme included field trips to private and public institutions across various sectors in Qatar. The field trips featured a Medical Day sponsored by Sidra Medicine, an Agriculture Day sponsored by the Qatari Science Garden, also a member of QF, an Engineering Day sponsored by the College of the North Atlantic-Qatar, and an Aviation Industry Day sponsored by Qatar Airways.

The three official participants have an impact on our nation, particularly when it comes to bringing together

to report from each profession. The Career Academy programme also introduced students to universities in Qatar, including Qatar University, London University of Applied Sciences - Qatar and QF partner universities. Representatives of these universities attended the final day of the programme to provide students with an overview of their academic programmes and admission requirements.

Muhammad Tawfik, one of the participating students, took part in this year's Career Academy programme, embarking on several field visits to identify the best professional track to pursue.

He said, "I was always interested in specialising in the medical field and found the visit to Sidra Medicine very helpful, as I had the opportunity to gain insight into the profession."

Muhammed Al-Mansoori, another participating student, said that the programme highlighted the importance of early planning. She said, "Devoting early on my undergraduate and university studies will fast-track my journey towards achieving my dreams."

Throughout the programme, participants engaged in a variety of recreational and educational activities. For example, the students attended a series of hands-on workshops designed to equip them with a wide range of personal and life skills. Also included were tips on developing communication, public speaking and teamwork skills.

Students who successfully completed the programme were awarded participation certificates on the final day of the programme.

## QCDC celebrates completion of first edition of Career Readiness Program

THE PENINSULA  
DOHA

Qatar Career Development Centre (QCDC), a member of Qatar Foundation (QF), has wrapped up the first edition of its Career Readiness Program, which aims to enhance the delivery of career guidance services to students with mild to moderate learning challenges from Awwaj Academy, also a member of QF.

Adapting the best international career guidance models into the local context, the program bolsters the confidence of students, creating more opportunities to grow their skills and help them make informed choices about their professional future. It also attempts to establish effective local career eco-systems, and reshape society's approach to education and learning.

At the same time, the program tackles three key challenges, the first of which is assuring families their child's education is leading to a valued outcome. The second challenge is to bring awareness to the larger community about barriers students are facing and how these can be lifted. A third challenge that will be further addressed in the next academic year is to educate employers on how to integrate the concerned population in their operations.

During a ceremony held recently at Awwaj Academy in Education City to celebrate the

completion of the program, students shared their journey with parents, counsellors, and members of both QCDC and Awwaj Academy.

Abdulla Al Mansoori, Director, QCDC, said: "The Career Readiness Program represents more than just another career guidance-related project. It is an important initiative that reflects our strong commitment along with our partners to empowering all segments of society to make a meaningful contribution to the advancement of Qatar National Vision 2030."

Mark Hughes, Director, Awwaj Academy, said: "Our objective is to support our students on functional, social, and academic levels with programs that prepare them for beyond school, college, or career pathways. At Awwaj Academy, our students receive support in outlined areas, and collaborating with QCDC during the Career Readiness Program helps make services available for our students with an emphasis of



The officials with a student at the QCDC's Career Readiness Program.

meeting diverse learning needs. As we integrate students back into the community, they are equipped with a combination of academics and functional skills aligned with their personal capabilities and professional interests."

The program featured weekly cross-structural interventions and project-based learning activities that have been integrated in the school's curriculum. Activities included workshops, motivational talks by Qatari entrepreneurs, field trips to different industries, volunteering opportunities, and social responsibility projects that highlight the ethical values of the Qatari society, and connects the larger community with students.

The program featured weekly cross-structural interventions and project-based learning activities that have been integrated in the school's curriculum. Activities included workshops, motivational talks by Qatari entrepreneurs, field trips to different industries, volunteering opportunities, and social responsibility projects that highlight the ethical values of the Qatari society, and connects the larger community with students.

## QCDC gears up to host Career Village 2019

TRIBUNE NEWS NETWORK  
DOHA

QATAR Career Development Centre (QCDC), a member of Qatar Foundation, is finalising preparations for the 2019 edition of the Career Village, an event aimed at instilling a strong career culture among high school students and familiarising youth with the dynamics and challenges of Qatar's job market.

The three-day event, which takes place on February 26-28 at Mullaqa (Education City Student Center), will introduce students to career fields that will enable them to best serve their country. It will be open to visitors from 8am to 1pm and 4pm to 7pm.

The event will bring together representatives of leading companies from across different industries in Qatar, including education, culture,



The three-day event will introduce students to career fields that will enable them to best serve their country.

communications, health, media and security.

Exhibitors will brief visitors on professions in their respective industries and familiarise students with career opportunities and required academic tracks, while engaging visitors in a series of interactive activities to provide first-hand insight

will have the opportunity to learn about the various professions as well as the academic disciplines that lead to these career paths.

This year's edition of Career Village aims to introduce students to the concept of career guidance and to instill this new culture within the Qatari community through free training workshops that Nama will offer on the sidelines of the event.

The workshops will touch on several topics, including 'Effective Communication Skills', 'Professional Capacity Building', and 'Choosing an Academic Discipline'. Nama will also hold a caricature exhibition that highlights the challenges faced by youth when it comes to professional develop-

culture among members of the Qatari community through the training workshops that will be held throughout the event. The event will also offer students the opportunity to meet with a number of entrepreneurs who will brief them on how they secured support to kick-start their projects."

A Mini Career Village will be the latest addition to the event, enabling children aged 5-10 years to learn about various careers and professions in an entertaining and interactive way.

Moreover, an exhibition featuring a selection of photographs provided by participating institutions will be organised on the sidelines of the event. The images will show the stages of development of the exhibiting institutions, as well as the sector or professions they cover - from inception to the present day. It will also feature images of key personalities that contributed

## Elderly, students to benefit from QCDC-Mada services

Students with functional limitations will now be able to get better access to education through new services in information and communication technology (ICT) provided by Qatar Foundation's Qatar Career Development Centre (QCDC) and Mada Centre.

Through their partnership, QCDC and Mada Centre will work together to develop career education and development services by promoting counselling and capacity-building in the career guidance field.

The aim of this collaboration is to promote digital inclusiveness and build a digital community for people with functional limitations, including those with disabilities and the elderly. It will seek to empower and help students with disabilities in identifying their goals beyond the education phase so that they can develop (life) skills as well as raise community awareness about the role of digital access in empowering and integrating people with disabilities into the society, a press statement notes.

"The signing of this agreement falls in line with QCDC's objectives to instill a career culture among members of the Qatari community through awareness building programmes and platforms, the implementation of effective career policies, and by co-operating with the authorities concerned in Qatar in order to develop the educational system through career guidance tools and professional technological services," said Abdullah al-Mansoori, director of QCDC.

Under this agreement, digital accreditation will be granted to a number of

QCDC digital platforms, most notably QCDC's website. The agreement will also enable the provision of training on best practices in the job access project as well as comprehensive vocational and career education and development guidance for people with disabilities.

Accreditation of 10 counselling specialists who provide career guidance for people with functional limitations will be also asked under this agreement. The signing ceremony took place on Wednesday at Mada Centre's booth at the Qatar Information Technology Conference and Exhibition (QITcom 2019), which is currently taking place at the Qatar National Convention Centre.

The event was attended by Abdullah al-Mansoori and Maha al-Mansoori, CEO of Mada Centre, along with officials from both parties.

The program provides an 'edutainment' experience, engaging students through interactive activities, training workshops, and field visits that will help the participants discover their skills and talents, which will consequently enable them to make appropriate career choices.

This year's program will focus on tourism, transportation, culture, and media. Students will receive an insight into various professions through a variety of stimulating professional activities and



QCDC and Mada officials mark the partnership.

## Registration for QCDC's career-planning programme opens

THE PENINSULA  
DOHA

Qatar Career Development Centre (QCDC), a member of Qatar Foundation (QF), has announced the launching of 'My Career - My Future' programme, which aims to assist secondary school students in planning their academic and career tracks.

The programme will run from April 7 to 11, at Mullaqa (Education City Student Center). It is open to both boys and girls, with separate classes held for each group of students.

Abdullah Ahmed Al Mansoori, Director, QCDC, said: "The programme falls in line with QCDC's efforts to instill a career guidance and raise

market. This effort will help the youth hone their skills and capitalise on their potential, while developing a workforce that contributes to the growth and prosperity of Qatar."

The programme provides an 'edutainment' experience, engaging students through interactive activities, training workshops, and field visits that will help the participants discover their skills and talents, which will consequently enable them to make appropriate career choices.

awareness among our students, while introducing youth to potential career tracks and in-demand jobs in the Qatari labor

training workshops, specially designed to raise awareness of the importance of academic and career guidance while equipping participants with the practical skills needed to succeed.

Workshops will be held on decision-making, problem-solving, and creative thinking, helping to bolster personal skills, build confidence, and instill a spirit of entrepreneurship, perseverance, and teamwork among participants.

It also offers opportunities for site visits to leading organisations in Qatar. This will allow students to gain first-hand insights into the range of different types of jobs, and to gauge the extent to which they match their skills and potentials, as well as what to expect from each

profession. Interested participants may visit [www.qcdc.org.qa](http://www.qcdc.org.qa), call 4456885, or email [qcdc@qf.org.qa](mailto:qcdc@qf.org.qa) for registration and more information.



A file picture of a programme organised by Qatar Career Development Centre for high school students.

## QCDC and Kidzania Doha aim to instil culture of career guidance

THE PENINSULA/DOHA

A special recreational education center named the "Career Development Center" has opened in Doha where children will be introduced to the concept of career planning while exploring various career options in an educational and entertaining way.

The new Career Development Center comes as a result of a partnership between Qatar Career Development Centre (QCDC), a member of the Qatar Foundation for Education, Science and Community Development, and Kidzania Doha, and will be affiliated to QCDC.

The Career Development Center is

based in Kidzania's interactive city for children, and is aimed to empower children, between the ages of 4 and 14, in enabling them to identify career options that align with their interests and abilities.

"It is important that we instill a culture of career guidance among children from an early age so that they grow up aware of their potential and future career orientations," said Abdullah Al Mansoori, Director, QCDC. "This cooperation with Kidzania Doha lies at the heart of Qatar Foundation's efforts to promote a culture of career guidance among members of the community, in partnership with those contributing to the achievement of these

goals for the benefit of the Qatari youth," he added. The center will host career-related events that include educating children on how to write and print CVs in line with their career interests and aspirations.

"Our partnership with QCDC is an important addition to Kidzania Doha and contributes to advancing its mission of developing children's ambitions," said Khalid Ali Al Mansoori, Board Member of Qatar Entertainment (Tasall). "Promoting awareness of a professional work culture to help children identify their orientations and hone their skills in line with their abilities through role-playing is what Kidzania is offering in an interesting educational



The officials during the signing ceremony held at Kidzania Doha Theatre.

context," he added.

The inauguration and signing ceremony, which was held today at the Kidzania Doha Theatre, brought together Abdullah Al Mansoori, Khalid Ali Al Mansoori, and senior officials, including Mohammed Khalifa Al-Suwaidi, CEO of Aspire Zone Foundation, and Ric Fearnley, Governor of Kidzania Doha.

Kidzania Doha opened its doors on April 30, 2019, providing a unique educational and entertainment experience with 42 establishments. Children aged between 4-14 years old are able to role play 'adult jobs' in up to 60 pretend roles, learning a variety of values, including self-reliance, teamwork, honesty, integrity, and giving back to society.

## QCDC gears up to host annual Career Village

Qatar Career Development Centre (QCDC), a member of Qatar Foundation, is set to host the latest edition of its Career Village from September 30 until October 2 at Mullaqa.

Organised in co-operation with the Social Development Centre (Nama), the three-day event is designed to provide support to preparatory and secondary school students.

"The centre is keen on regularly organising this event, as it plays a key role in helping youth choose a career path that falls in line with their aspirations and skills," Abdullah al-Mansoori, director of QCDC, said.

"With each edition of the Career

ing on the expertise of experienced professionals - including retired individuals - to equip young people with the skills to actively contribute to their community."

Amal Abdullatif al-Mannai, CEO of Qatar Foundation for Social Work and acting executive director of Nama, expressed happiness at the participation of Nama in the Career Village.

She noted the importance of this participation, which reflects pride in the launch of the first 'Tamakkan' campaign.

Al-Mannai indicated that the 'Tamakkan' project is the first product of the social entrepreneurship development project 'Sama Nama', adding that she was op-



The Career Village is to be held next week.

will have the opportunity to learn about the various professions as well as the academic disciplines that lead to these career paths.

This year's edition of Career Village aims to introduce students to the concept of career guidance and to instill this new culture within the Qatari community through free training workshops that Nama will offer on the sidelines of the event.

The workshops will touch on several topics, including 'Effective Communication Skills', 'Professional Capacity Building', and 'Choosing an Academic Discipline'. Nama will also hold a caricature exhibition that highlights the challenges faced by youth when it comes to professional develop-

## Qatar's youth encouraged to play active role in job market

QCDC's Career  
Village 2019 opens

AILYN AGONIA  
DOHA

QATAR Career Development Centre (QCDC) welcomed many high school students from across Qatar at the opening of the 2019 edition of its Career Village at the Mullaqa (Education City Student Center) on Tuesday.

The annual event, aimed at instilling in Qatar's youth a strong career culture, is showcasing various companies representing eight sectors, including a number of government agencies and those from the medical, media, education and oil and gas fields. (HANSON K JOSEPH)



QCDC's Career Village 2019 is showcasing various companies representing eight sectors, including a number of government agencies and those from the medical, media, education and oil and gas fields. (HANSON K JOSEPH)

the education of the youth in all sectors and so they have to take this chance to evaluate themselves to know how they can give back to the country by be-

event in raising the awareness of the country on the importance of young people choosing their right path based on their hobbies and interests



Qatar investing in human capital and raising the awareness of the youth in Qatar to start a side business. (SHAIKH ALKHATER)

featuring more activities to better engage the students such as workshops and lectures, an exhibition featuring a selection of photographs provided by

Bedaya Center said there is a growing interest among the youth in Qatar to venture into entrepreneurship.

She underlined Bedaya's support in helping and guiding the youth through administration procedures as well as workshops and opportunities to participate in different exhibitions and events.

"Bedaya is under Qatar Development Bank and we are a non-profit organisation which aims to help youth discover their path and, as we are contributing to entrepreneurship, we help them come up with a business idea and start their own startups. We really encourage the youth in Qatar to start a side business," she said.

Shaiha Alkhater of the Qatar Media Corporation said

to invite them to come and experience what is going on in the media field."

Ahmed Fahad Al Khalaf of the General Directorate of Coasts and Borders Security said they are glad to educate the students on the works of the coast guards through the fair and to inspire some of them to join the organisation in future.

Other organisations taking part in the event include the Ministry of Administrative Development, Labour and Social Affairs, General Directorate of Traffic, General Directorate of Civil Defence, General Authority of Customs, Hamad Medical Corporation, Qatar Finance and Business Academy, Qatar University, Police College, Stenden University of Applied Sciences



# CAREER PROGRAMS AND INITIATIVES





# STUDENTS



## MY CAREER - MY FUTURE

QCDC launched the first edition of its new program, 'My Career - My Future'. The program, which ran from April 7-11, was aimed at guiding high school students to better plan their future career paths.

The week-long program dedicated one full day to explore each profession, and featured site visits to leading companies and organizations, including Qatar Airways, QF - where students visited QF member Sidra Medicine and QF partner universities, Northwestern University in Qatar and College of the North Atlantic - Qatar. These visits allowed students to gain first-hand insights into the work environment at these organizations, the extent to which jobs matched their skills and potential, and what to expect from each profession.

Using an edutainment-based approach, the program raised awareness among students through interactive activities, training workshops and field visits, helping participants discover their skills and unique talents, and empower them to make the best career choices.

The program featured a variety of stimulating professional activities and training workshops designed to raise awareness of the importance of academic and career guidance among participants and equip them with the practical skills to succeed. Students participated in workshops on decision-making, problem solving, and creative thinking. These sessions aimed at bolstering their personal skills, building their confidence, and instilling a spirit of entrepreneurship, perseverance, and teamwork.

A closing ceremony was held on April 11 where participants were awarded their certificates of attendance in the presence of their parents, the media, and members of Qatar's community.



## CAREER VILLAGE

QCDC successfully organized the third and fourth editions of its Career Village at Multaqa (Education City Student Center) where preparatory and high school students, parents, and teachers flocked to participate in assorted activities.

Through various interactive activities, 35 exhibiting institutions familiarized visitors with professions in their respective industries and various job requirements. The events also featured workshops and lectures aimed at equipping students with necessary life skills.

Each edition of our Career Village initiative attracted more than 4,000 visitors. The third edition, which took place between February 26-28, was designed for children aged five years and older, middle school, and high school students, parents, career counselors, academics, and other experts. Students from 114 public and private schools from across Qatar participated.

The fourth edition of Career Village, organized in cooperation with the Social Development Center 'Nama', from September 20 until October 2, targeted preparatory and secondary school students, their parents, academic counselors, and experts and 100 public and private schools were represented.

The events brought together representatives of leading organizations from across different industries in Qatar, including education, culture, finance and business, energy, manufacturing, transportation, communications, health, media, and security.

Exhibiting institutions included representatives of the Ministry of Education and Higher Education; the Ministry of Administrative Development, Labour and Social Affairs - the Department of Government Scholarships; Ministry of Interior - Human Resources Department; General Directorate of Civil Defense; the Traffic Department; General Directorate of Coasts and Borders Security; and the Police College.

Students had the opportunity to meet with representatives of participating institutions and universities to inquire about the opportunities they offer and engage in interactive activities to gain a first-hand insight into available jobs.

His Excellency Mr. Yousuf Mohamed Al Othman Fakhroo, Minister of Administrative Development, Labour and Social Affairs, attended the first day of both editions. HE expressed strong interest in the academic disciplines showcased by exhibitors and hailed successful on-the-ground awareness campaigns for their effective role in attracting visitors, especially students. Mrs. Buthaina Al Nuaimi, President of Pre-University Education (PUE) at QF, and a number of media professionals and journalists also visited the Career Village, including Hassan Al-Saai, journalist and presenter at Qatar TV, and Asma Al-Hammadi, presenter at Al-Jazeera Media Network.

An exhibition featuring a selection of photographs provided by participating institutions was also organized on the sidelines of the third edition of the event. The images showed the stages of development of these institutions, as well as the professions they offer, and images of key figures who contributed to establishing and developing the institutions and sectors.

In the fourth edition, Nama launched its 'Tamakkan' campaign, an initiative designed to raise awareness among youth about the importance of career development in line with the needs of the Qatari labor market, drawing on the expertise of experienced retired professionals in various fields.

The event featured a caricature exhibition that highlights the challenges faced by young people when it comes to professional development and draws on the expertise of experienced professionals including retirees to provide support for youth.







## NATIONAL SERVICE RECRUITS UNDERGO CAREER INTERESTS ASSESSMENTS

The National Service Academy, in cooperation with QCDC, embarked on a series of assessments to help the latest batch of its recruits identify their career interests and explore their skills and potential.

The assessments are being undertaken through QCDC's Career Advising System (CAS), a unique scheme which provides tailor-made solutions that factor in Qatar's social and economic conditions. CAS was developed by QCDC in cooperation with Kuder Inc., a world leader in career planning services.

The new system features psychometric and personality assessment models as well as diverse and innovative tools to facilitate career planning and guidance by helping users explore personal skills and professional tracks and planning career paths.

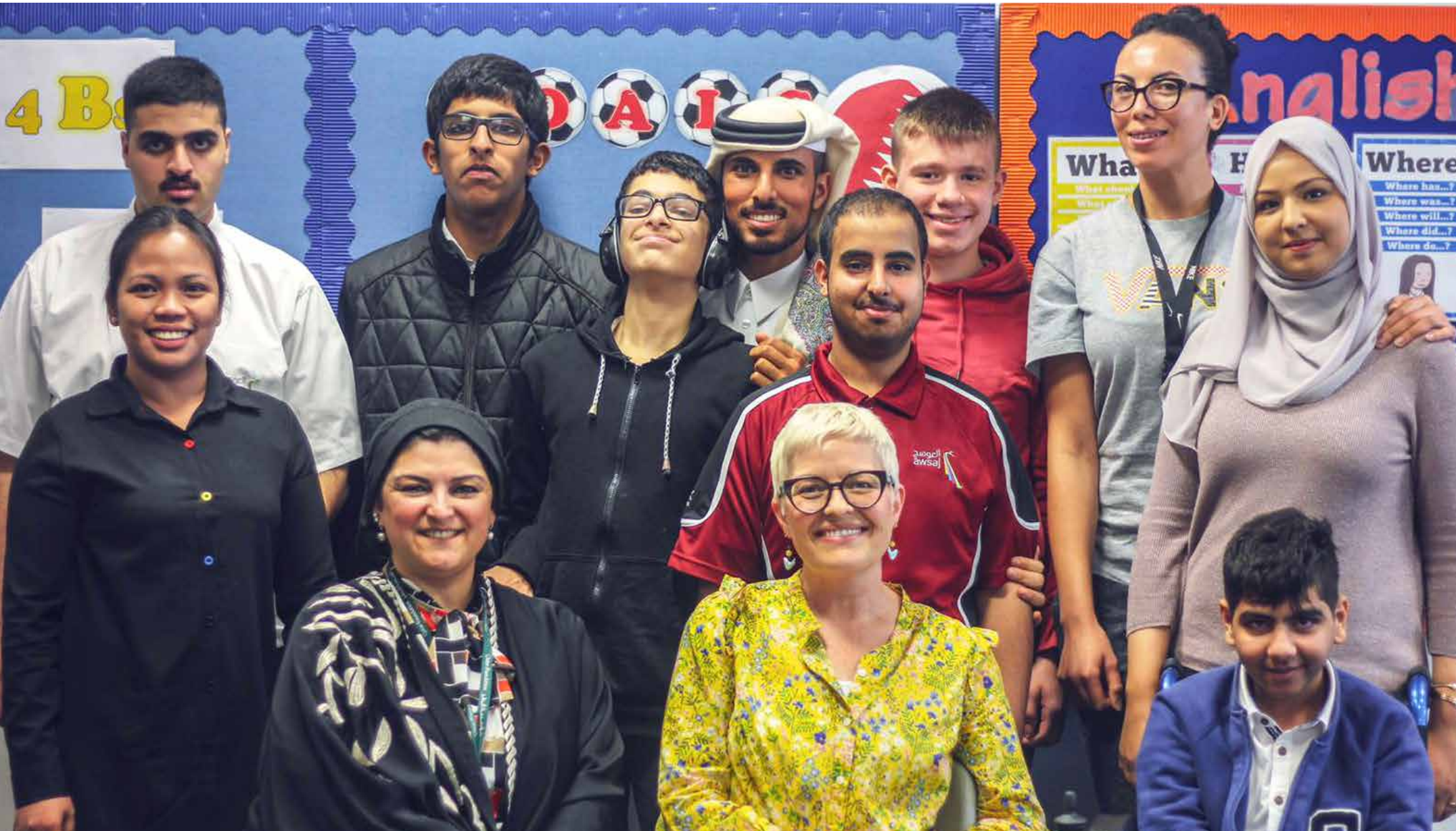
Recruits undertook two assessments including Kuder Career Interests Assessment and Super's Work Values Inventory. Both assessments enable recruits to identify their professional interests and potential before suggesting aligned career choices.

QCDC's cooperation with the National Service Academy kicked off in 2018 within the framework of the academy's collaboration with various specialized organizations across Qatar to support the development of recruits. This cooperation reflects the firm belief that Qatar's national security and development go hand in hand with, and requires, the empowerment of talented Qatari youth who will shoulder the responsibility of protecting the nation and supporting its development. Civil and military

institutions must therefore join hands together to mobilize and empower youth to make valuable contributions to Qatari society.

Based on the results of the assessments, QCDC will organize subsequent training sessions that will bring together experts in career guidance to analyze the outcomes and help recruits identify the academic and professional tracks that best align with their interests and the future needs of Qatar.





## CAREER READINESS PROGRAM

QCDC launched the first edition of its Career Readiness Program, which aims to enhance the delivery of career guidance services to students from Awsaj Academy with mild to moderate learning challenges.

The Career Readiness Program was piloted last year within the framework of a Memorandum of Understanding (MoU) signed between QCDC and Awsaj Academy.

Adapting the best international career guidance models for the local context, the program bolsters the confidence of students, creating more opportunities to grow their skills and help them make informed choices about their professional future. It also attempts to establish effective local career eco-systems and reshape society's approach to education and learning.

At the same time, the program tackles three key challenges, the first of which is assuring families their child's education is leading to a valued outcome. The second challenge is to bring awareness to the larger community about the various barriers students are facing and how these can be lifted. A third challenge that will be further addressed in the next academic year is educating employers on how to integrate the concerned population in their operations.

The program featured weekly cross-structural interventions and project-based learning activities that have been integrated in the school's curriculums. Activities included workshops, motivational talks by Qatari entrepreneurs, field trips to different industries, volunteering opportunities and social responsibility projects that highlight the ethical values of the Qatari society and connects the larger community with students.

The program also featured practical internship opportunities. QCDC created individual internship plans that capitalized on the strengths and interests of students. The internships ran on a weekly basis, with tasks gradually increasing in complexity and intensity.

Through such activities, the program empowers students to become active members of society by seeking career paths that align with QNV 2030 and contribute positively to the diversification of the Qatari economy.

The completion of the program was celebrated with a ceremony held at Awsaj Academy in Education City, where students shared their journey with parents, counselors, and members of both QCDC and Awsaj Academy.







## CAREER ACADEMY

QCDC organized the first edition of its 'Career Academy' program, attracting almost 60 high school students who participated in multiple activities designed to provide insight into potential career tracks.

The two-week program ran from June 30 to July 11 at Multaqa (Education City Student Center), featuring field trips to both private and public institutions in Qatar across various sectors.

Field trips included a Medical Day, sponsored by Sidra Medicine, a member of QF; an Agricultural Day, sponsored by the Qur'anic Botanic Garden, also a member of QF; an Engineering Day, sponsored by the College of the North Atlantic-Qatar; and an Airline Industry Day sponsored by Qatar Airways.

Each field trip offered participants the opportunity to connect with professionals in those industries and to learn what to expect from each profession.

The Career Academy program also introduced students to universities in Qatar, including Qatar University, Stenden University of Applied Sciences – Qatar, and QF partner universities. Representatives of these universities attended the final day of the program to provide students with an overview of their academic programs and admission requirements to help participants make informed academic choices and prepare for university life.

Throughout the program, participants engaged in a variety of recreational and educational activities. For example, students attended a series of handicraft workshops designed to equip them with a wide range of personal and life skills, as well improving their self-confidence. Also included were tips on developing communication, public speaking and teamwork skills.

Students who successfully completed the program were awarded participation certificates on the final day of the program.







## JOB SHADOWING PROGRAM

QCDC, in collaboration with the Qatar–Finland International School, launched the first edition of its Job Shadowing program. The program combines the practices of the internationally acclaimed Finnish education system with the Qatari labor market, contextualizing best practices relevant to the QNV 2030 and showcasing innovation driven by local businesses.

The first edition targeted eighth and ninth grade students. Ninth graders were engaged in field visits to QF and Gem Advertising and Publishing Agency. Meanwhile, eighth graders visited QF and QCDC, where they had the opportunity to explore various departments, assist working professionals

with relevant tasks, and find out more about the careers on offer.

The program helps middle and high school students explore various professions and gain first-hand insight into professional life, empowering these young people to make the right career choices within the framework of Qatar’s career market. The program introduces students to the academic tracks that best align with their skills through internship opportunities at various institutions, where they can assist working professionals and learn more about the functions and types of work involved in the various occupations.





# COUNSELORS AND CAREER GUIDANCE PROFESSIONALS



## CAREER ADVISOR TRAINING COURSE

In November 2019, QCDC graduated the eighth and ninth batches of participants in its Career Advisor Training Course (CATC), the first specialized program targeting professional counselors in Qatar. The program, powered by Kuder Inc., a world leader in career planning services, is being offered exclusively by QCDC in Qatar and the Gulf region.

The course familiarized participants with the basics of career guidance and advising and created awareness on the role played by career counselors. Some 45 people attended the Arabic edition while 20 individuals participated in the English edition.

Lecturers included Mr. Khalifa Al Yafei, a certified career counselor with extensive experience in the field of higher education; Mrs. Anita Abraham, Senior Professional Development Specialist of Science at the National Center for Educational Development, College of Education, Qatar University, with more than 25 years of experience in the field of education; and Mrs. Susanna Mascarenhas, Senior Professional Development Specialist at the National Center for Educational Development, College of Education, Qatar University.



## INTRODUCTORY CAREER ADVISING COURSES

QCDC organized five free introductory courses on career advising that brought together more than 130 participants with an interest in career guidance.

The monthly sessions, which started in October and concluded in December 2019, were delivered in Arabic by Mr. Khalifa Al Yafei.

The English edition was presented by Ms. Effrosyni Parampota, Senior Career Programs and Services Officer, QCDC, and an accredited expert in the field of professional development.

The sessions are part of QCDC's efforts to create a career development culture in Qatar and to raise awareness about the importance of career guidance.



## CAREER COUNSELORS TRAINING PROGRAM

The U.S. Embassy in Doha, in partnership with QCDC, conducted the fifth annual Career Counselors Training Program from December 1-2.

More than 50 counselors and professionals from over 30 private schools and several Ministry of Education schools participated in this year's program.

Dr. Thomas Hawkins, Director of the American School of Doha, opened the program with personal reflections on his experiences in international education and commended the counselors for the important role they play in students' lives. He reminded participants of the key influence they have in helping students consider a variety of options, which will ultimately lead to determining their 'best fit'.

Ms. Jane Lowery, an expert counselor with more than 30 years' experience in the field of career and college counseling, led participants through workshops and activities over the course of the two days. The first day's sessions were geared towards new counselors with an emphasis on preparing students for the university search, identifying their interests, researching universities, and creating a well-rounded list of target schools.

The second day focused on more experienced counselors with a look at the college application process, including mock admissions committee activities, and a session on engaging parents in the college advising process. Ms. Annemiek Bailey, from the International School of London in Qatar, and Ms. LizNoel Duncan, from the American School of Doha, provided complementary sessions to ensure that counselors interacted with a variety of experts in the field.



# CAREER AWARENESS AND KNOWLEDGE CREATION





## RESEARCH AND PUBLICATIONS



### A STAKEHOLDER-BASED OPERATIONAL INNOVATIONS APPROACH TO DEVELOPING QATAR'S CAREER GUIDANCE SYSTEM

QCDC delivered a research paper entitled 'A Stakeholder-based Operational Innovations Approach to Developing Qatar's Career Guidance System' during its participation in the Asia Pacific Career Development Association's (APCDA) annual conference, an international forum for sharing career development ideas and expertise in the Asia Pacific region. The conference took place from May 21-25, in Ho Chi Minh City, Vietnam.

The research paper highlighted how QCDC contributes to developing an effective career guidance system in Qatar, by identifying and addressing current challenges and shortcomings and proposing the necessary solutions.

The paper outlined how QCDC devised the Career Guidance Stakeholders Platform, an informal cross-sector network that brings together career guidance stakeholders to advance its objectives on the strategic and practical levels.

The platform engages policy and decision-makers, career guidance organizations and practitioners, educational institutions, researchers and clients such as students and job-seekers in reflective processes for collaboration, innovation, knowledge sharing and best practices exchange to advance career guidance as a powerful means for personal, educational and socio-economic success of Qatar and its people.

The paper explained how platform participants utilized operational innovation activities as a means for addressing relevant career guidance challenges and developing action-oriented recommendations. One of these recommendations focused on how the integration of Information Communication Technology (ICT) into career development programs and services represents a powerful tool for the delivery of employment, education, and guidance services under one electronic platform.



## QATAR'S COUNTRY PAPER AT THE NINTH INTERNATIONAL SYMPOSIUM ON CAREER DEVELOPMENT AND PUBLIC POLICY

QCDC presented Qatar's Country Paper during its participation in the ninth International Symposium on Career Development and Public Policy, which was organized in the Norwegian city of Tromsø by the International Center for Professional Development and Public Policy in cooperation with the Skills Directorate of the Ministry of Education and Research in Norway.

The purpose of the paper was to help Qatar to build its alliance with 33 country teams to share major career guidance policy developments, challenges, and opportunities within each nation.

Qatar's Country Paper was developed in light of the symposium's four themes including "Context and Challenges for Career Development Policy"; "Aims for, and Access to, Career Development Services"; "Integrating Career Development into Wider Society"; and "Leading Innovative Change for the Future".

The paper noted that political stability, rapidly changing economy, sophisticated technology and increasing country openness have, among other things, contributed to the emergence of new industries, demand for fresh forms of work, and the creation of innovative careers. Maximizing the benefits associated with such contextual reality requires the development

of policies capable of fostering career development culture, integrating ICT into career guidance policies and practices, and developing comprehensive labor market and education information systems, among other areas.

The paper emphasized the need for the launch of national, sector, and institutional levels of policy initiatives to facilitate innovative changes for improved career development services. Examples of such initiatives include development of a national on-line career planning system, initiation of a national portal for labor market intelligence, and using ICT to improve career services - e.g. using helplines, videoconferencing, chats, videos, mobile applications, webinars, and e-learning courses.

The analysis of data related to the above mentioned four themes suggested that while career development in Qatar is progressing, there is, nonetheless, a felt need for policy intervention to better address the changing context of career guidance, offer need-based services, improve access to such services, integrate career development into society and support existing and potential innovations related to service design, delivery, and assessment.





EMPOWERING  
PEOPLE WITH SPECIAL  
NEEDS TO TRANSITION  
FROM SECONDARY  
EDUCATION TO THE  
LABOR MARKET IN QATAR

QCDC presented the research paper during the “Help Me Solve It” session that took place within the framework of the World Innovation Summit for Education (WISE) 2019.

The paper was drafted based on empirical evidence from the Career Guidance Stakeholders Platform discussions in past editions. The paper outlined the challenges that people with special needs deal with when transitioning from secondary education to the labor market in Qatar.

The paper highlighted that career guidance can help bridge the gap between education and the labor market, especially for people with special needs. Despite QCDC’s efforts, the biggest challenge to date is the engagement of employers to provide internship opportunities for people with special needs.

The paper also discussed efforts to increase employability to enhance the mental, physical, and social wellbeing of people with special needs, which will reflect positively on the local economy.



CAREER GUIDE  
MAGAZINE

QCDC has released the ninth edition of its annual ‘Career Guide’ magazine, which features a wealth of articles, interviews, and useful tips from experts in the field of career guidance.

The new issue touches on a variety of topics from medical studies and related work prospects, to Qatari women’s success stories in the healthcare sector. It also sheds light on a series of key initiatives launched by inspiring Qatari figures, who have spearheaded efforts to support youth and help develop their skills. The publication also highlights the role of national service in developing the characters of Qatari youth and empowering them to tackle future challenges.

The magazine was distributed to universities, ministries, state institutions, and schools across Qatar, and QCDC will continue arranging regular visits to schools across the country to introduce the magazine to students, teachers, and academic counselors. QCDC representatives will brief students and school staff on the Center’s mission and work mechanisms, in addition to the objectives behind the launch of the ‘Career Guide’.

Readers can access the content of the new issue, as well as all previous editions, through QCDC’s official website, [www.qcdc.org.qa](http://www.qcdc.org.qa). Alternatively, the application, which provides users with a unique interactive experience, can be downloaded on mobile phones and tablets on Apple Store and Google Play.





# INTERNATIONAL AND NATIONAL CONFERENCES





# NATIONAL

## THE WORLD INNOVATION SUMMIT FOR EDUCATION (WISE) 2019

Dr. Tajalsir Kardaman, QCDC Career Programs and Services Manager, and Ms. Effrosyni Parampota, Senior Career Programs and Services Officer, QCDC, participated in the "Help Me Solve It" session within the framework of the WISE Summit 2019.

During a direct meeting with the public, both experts discussed QCDC's efforts in assisting people with special needs in the transition from secondary education to the labor market. Discussions also touched on the Career Readiness Program, an initiative launched by QCDC in partnership with Awsaj Academy to support students who face slight to moderate learning difficulties.



## KIDZANIA EDU ZUMMIT

QCDC participated in the KidZania Edu Zummit 2019, which took place at KidZania Doha with the participation of more than 100 educators from all over Qatar.

KidZania EDU ZUMMIT, an initiative by KidZania Global, was launched this past year in Doha. The summit aims to provide a platform for collaborators and educators to discuss and share their insights and knowledge when it comes to children's learning – overcoming emerging challenges and providing a roadmap to our understanding of the future of the younger generation.

As part of Doha Learning Days, KidZania Doha and WISE teamed up to develop a workshop designed especially for the educators of Qatar. Under the theme, "The Role We Play: Building a Creative Approach to Social Mobility", the workshop placed emphasis on the importance of role play in the learning process of children and on how they will be able to build a creative approach to social mobility.

QCDC, represented by Dr. Tajalsir Kardaman, Career Programs and Services Manager, also participated in the panel discussion with other panelists including Ms. Muna Al Sulaiti, Head of Local Department of Qatar Red Crescent, and Captain Ahmed El Said, Manager of the Cadet Pilot Program of Qatar Airways.



# INTERNATIONAL



## ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION ANNUAL CONFERENCE

For the second consecutive year, QCDC participated in the Asia Pacific Career Development Association's (APCDA) conference – an international forum for sharing career development ideas and expertise in the Asia Pacific region.

The 2019 edition of the annual conference, titled 'Navigating Career Development in the Age of Industry 4.0', was hosted by the Royal Melbourne Institute of Technology University from May 21-25, in Ho Chi Minh City, Vietnam.

The conference brought together human resource professionals, school counselors, and career development practitioners from government agencies, public schools, universities, and private educational institutions. Among other topics, it featured discussions on best practice guidelines for career guidance and professional development in complex cultural contexts.

QCDC was represented by Mohamed Tagrida, Senior Content Specialist, and Abdulrahman Al-Malki, Marketing and Communication Officer.

During the conference, QCDC presented a paper showcasing the Center's efforts in contributing to the development of an effective career guidance system in Qatar by identifying and addressing the existing challenges and shortcomings and proposing the necessary solutions.

On the sidelines of the conference, QCDC's delegation met with many international career experts and practitioners to discuss best practices and exchange expertise on career development strategies,

exploring different career development experiences in many of the Asia Pacific countries, such as Singapore, Hong Kong, and Japan.

APCDA, a non-profit association incorporated for educational purposes in the state of Maryland, USA, provides training for professionals engaged in facilitating career development in the Asia Pacific region by organizing conferences, workshops, and networking events that bring together career development professionals to exchange expertise, share ideas, and collaborate on professional projects.



## THE NINTH INTERNATIONAL SYMPOSIUM ON CAREER DEVELOPMENT AND PUBLIC POLICY

QCDC participated in the ninth edition of the International Symposium on Career Development and Public Policy. The symposium was organized by the International Centre for Career Development and Public Policy (ICCDPP) and Skills Norway, Ministry of Education and Research, Norway, and took place in Tromsø.

Held under the title of 'Leading Career Development Services into an Uncertain Future: Ensuring Access, Integration and Innovation', the three-day symposium brought together policy makers, career counsellors, researchers, professionals, and representatives of 34 countries, and was inaugurated by Tom Erlend Skaug, State Secretary from the Norwegian Ministry of Education and Research.

Each attending delegation produced a paper outlining key issues for their countries in relation to the conference's four themes: 'The Context and Challenges for Career Development Policy'; 'The Aims for, and Access to, Career Development'; 'The Integration of Career Development into Wider Society'; and 'Leading Innovative Change for the Future'.

Qatar was represented by a delegation from the Ministry of Education and Higher Education, led by Dr. Ibrahim bin Saleh Al Nuaimi, Under-Secretary of the Ministry, with Mr. Ibrahim

Al-Sada, Consultant, Ministry of Education and Higher Education, and Ms. Lolwa Alnaimi, Head of Training and Development, Ministry of Education and Higher Education; as well as a delegation from QCDC that brought together Mr. Abdulla Al-Mansoori, Director, and Dr. Tajalsir Kardaman, Career Programs and Services Manager.

During the symposium, QCDC presented a paper showcasing the Center's efforts in contributing to the development and implementation of a well-integrated and cross-sector career development policy that links the needs and aspirations of Qatari professionals, among various other topics.

Mr. Al-Mansoori and Dr. Kardaman also attended panel discussions with representatives from five leading international organizations. These included the Organization for Economic Cooperation and Development (OECD); the Education and Training Foundation (ETF); the European Centre for the Development of Vocational Training (CEDEFOP); the European Commission; and the United Nations Educational, Scientific and Cultural Organization (UNESCO). Discussions highlighted how Nordic countries, including Norway, are working to promote lifelong career guidance.





# COMMUNITY ENGAGEMENT AND OUTREACH

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

QCDC participated in nine major public events in Qatar.

EVENT	ORGANIZER	DATE
EDUCATION CITY CAREER FAIR	Qatar Foundation	5-6 February 2019
8 <sup>TH</sup> ANNUAL CAREER FAIR FOR UNIVERSITIES and WORK SECTORS	Al-Wakra Secondary School for Boys	12 March 2019
MARHABA – FOR STUDENTS AND ALUMNI OF HAMAD BIN KHALIFA UNIVERSITY (HBKU) AND QF’S PARTNER UNIVERSITIES	Qatar Foundation	28-29 August 2019
EMS UNIVERSITY FAIR	English Modern School (EMS)	18 September 2019
DISCOVER EDUCATION CITY	Qatar Foundation	7-8 October 2019
6 <sup>TH</sup> OPEN DAY FOR EMPLOYMENT AND SCHOLARSHIP	Qatar Banking Studies and Business Administration Secondary School	4-5 November 2019
ALL QATAR UNIVERSITIES FAIR	Academic Bridge Program	12 November 2019
UNIVERSITY EXHIBITION MESAIEED INTERNATIONAL SCHOOL	Mesaieed International School Qatar Petroleum	20 November 2019
QATAR NATIONAL DAY CELEBRATIONS	Darb Al Saai	12-20 December 2019





# 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

## U.S. EMBASSY IN QATAR

QCDC has long-standing and established relations with the U.S. Embassy in Qatar and the Education USA program. In partnership with the U.S. Embassy, QCDC organizes major educational activities across Qatar, the most important of which is the annual Career Advisor Training Course.

In partnership with the U.S. Embassy in Qatar, QCDC designed and delivered a career development program in the last quarter of 2019.

## KIDZANIA DOHA

Qatar Career Development Center has signed a partnership agreement with KidZania Doha to open a Career Development Center, an edutainment center within KidZania's interactive city for children in Doha, which combines fun and learning through role play.

The Center will introduce children to the concept of career planning while enabling them to explore various career options in an educational and entertaining way and enables them to identify career options that align with their interests and abilities.

Aimed at learners between the ages of 4 to 14, the Center will host career-related events that include educating youngsters on how to write and print CVs in line with their career interests and aspirations.

KidZania Doha opened its doors in late April 2019, providing a unique educational and entertainment experience with 42 establishments. Children aged between 4-14 are able to role play 'adult jobs', learning a variety of values, including self-reliance, teamwork, honesty, integrity, and giving back to society.



## MADA CENTER

QCDC and MADA Center have joined efforts to develop career education and development services by promoting counseling and capacity building in the career guidance field to offer students with functional limitations better access to advanced education through new services in information and communication technology (ICT).

QCDC and MADA have signed an agreement to promote digital inclusiveness and build a digital community for people with functional limitations, including those with disabilities and older members of the Qatari society.

The signing of this agreement falls in line with QCDC's objectives to instill a career culture among members of the Qatari community through awareness building programs and platforms, the implementation of effective career policies, and by cooperating with concerned authorities in Qatar to develop the educational system through career guidance tools and professional technological services.

The aim of this collaboration is to empower and help students with disabilities in identifying their goals beyond the education phase so that they can develop their skills, as well as raise community awareness about the role of digital access in empowering and integrating people with disabilities into the society.

Under this agreement, digital accreditation will be granted to a number of QCDC digital platforms, most notably QCDC's website. The agreement will also enable the provision of training on best practices in the job-access project, as well as comprehensive vocational and career education and development guidance for people with disabilities.

The accreditation of 10 counseling specialists who provide career guidance for people with functional limitations will be also concluded under this agreement.



# NATIONAL LEVEL



## QATAR UNIVERSITY

QCDC has signed an MoU with Qatar University's College of Education to promote academic and career guidance and advance professional development.

Mr. Abdulla Al Mansoori, Director, QCDC, and Dr. Ahmed Al-Emadi, Dean of the College of Education (CE), Qatar University, co-signed the

agreement during a ceremony held at Multaqa (Education City Student Center).

The MoU lays the foundations for a strategic partnership that will enable QCDC and CE to advance their shared objectives at both local and international levels.

In line with the MoU, QCDC and CE will exchange expertise to advance each other's goals through diverse forms of collaboration including training, advisory, consultancy and multifaceted service provision. These activities will be jointly planned and conducted to advance career guidance and meet development needs within the Qatari context

and in accordance with internationally recognized best practices.

The MoU builds on QCDC and CE's unique collaboration with local and international partners to serve the local community and to meet the needs of Qatar's education and training sector.



# 2020 STRATEGIC OBJECTIVES

In keeping 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:

01

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



02

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'.



03

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'.



04

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





# TESTIMONIALS

**MR. KHALID ALI AL MAWLAWI**  
BOARD MEMBER OF QATAR ENTERTAINMENT (TASALI)

"Our partnership with QCDC is an important addition to KidZania Doha and contributes to advancing its mission of developing children's ambitions and promoting awareness of a professional work culture to help children identify their orientations and hone their skills in line with their abilities."

**MAJOR GENERAL SAEED BIN HAMAD AL-NUAIMI**  
PRESIDENT OF THE NATIONAL SERVICE ACADEMY

"We are pleased to cooperate with QCDC, a specialized center in career guidance and professional development, which highlights our role in empowering the Qatari youth to build the country, protect its security and develop its society."

**MRS. AMAL BINT ABDULLATIF AL MANNAI**  
CEO OF QATAR FOUNDATION FOR SOCIAL WORK

"We are pleased with Nama's prominent participation in the Career Village, which reflects our pride in the launch of Tamakkan's campaign that aims to educate the community on the importance of professional development, in line with this activity and target age group."

**DR. MARILYN MAYES**  
EXECUTIVE DIRECTOR OF THE ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION

"I was delighted to read the Career Guide magazine published by QCDC. The magazine features many interesting topics and represents a useful tool that sheds light on success journeys while offering youth in Qatar interesting insights into the local job market."

**MR. MARK HUGHES**  
DIRECTOR OF AWSAJ ACADEMY

"Our objective is to support our students on functional, social and academic levels with programs that prepare them for beyond school, college or career pathways. At Awsaj Academy, our students receive support in outlined areas, and collaborating with QCDC during the Career Readiness Program helps make services available for our students with an emphasis on meeting diverse learning needs."

**MR. WILLIAM GRANT**  
US CHARGÉ D'AFFAIRES IN QATAR

"The US Embassy is proud to collaborate with QCDC in organizing the Career Advisor Training Course. Secondary school counselors play an important role in helping students make critical decisions about their future career. The program provides academic and professional advisors with an opportunity to discuss common challenges and brainstorm to find solutions and share best practices."

**DR. AHMAD AL EMADI**  
DEAN OF THE COLLEGE OF EDUCATION AT QATAR UNIVERSITY

"We are pleased with Qatar University's collaboration with QCDC and we are confident that our joint efforts will contribute to key achievements in terms of promoting academic and career guidance, ultimately serving Qatar's national priorities."

**FIRST LIEUTENANT FAHAD AL-MESLEMANI**  
THE GENERAL DIRECTORATE OF COASTS AND BORDERS SECURITY-MINISTRY OF INTERIOR CAREER VILLAGE EXHIBITOR

"As a specialized department, we aim – through our participation in Career Village – to familiarize students with our duties, functions, and the important role that we play in maintaining our country's security. More than 80 percent of Qatar's borders are maritime, and we are keen on encouraging students and new graduates to join us and participate in maintaining the security of their homeland."

**KHALIFA AL SALAH**  
INSTRUCTOR, CAREER ADVISOR TRAINING COURSE

"The program offered participants high-quality training and the opportunity to gain insight into the theoretical and practical aspects of career guidance. Participants also learned how to design and implement career guidance programs targeting the country's various segments. We thank QCDC for organizing this course."

**AHMED AL MALKI**  
EMPLOYEE AT QATAR NATIONAL LIBRARY - CATC PARTICIPANT

"Due to the nature of my work, I am highly-engaged with the youth. I intend to apply what I have learned in this program to young people who need to choose their career paths. The program provided us with extensive information about identifying the appropriate careers and specialties for these students. We thank QCDC for providing such useful programs."

**ROQAYA AL SAID**  
PARTICIPANT, INTRODUCTORY CAREER ADVISORY COURSE

"I thank QCDC for offering me the opportunity to participate in this wonderful course, which expanded my learning horizons. I learned a great deal about career counseling and guidance and the role that professional counselors and advisors play."

**MADAWY NAIF**  
PARTICIPATING STUDENT, MY CAREER - MY FUTURE PROGRAM

"I was confused about which career to pursue in the future and as a Grade 11 student, I had only one year to decide on my university track. Thanks to 'My Career-My Future' program, I decided that I want to join the airline industry after gaining first-hand insight into the sector during our trip to Qatar Airways."

**ALI AL HASHEMI**  
PARTICIPATING STUDENT, CAREER VILLAGE

"Career Village familiarized me with various future career opportunities, universities, and public sector institutions, as well as specialized secondary schools, reflecting the government's efforts to support its citizens across all age groups."

**MOHAMMED AL-TAMIMI**  
PARTICIPATING STUDENT, CAREER ACADEMY PROGRAM

"I took part in this year's Career Academy program and embarked on various field visits to identify the best professional track to pursue. I was always interested in specializing in the medical field and found the visit to Sidra Medicine very helpful as I had the opportunity to gain insight into the industry."



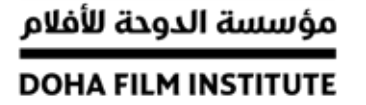
# PARTNERS OF THE YEAR



عضو في مؤسسة قطر  
Member of Qatar Foundation



## شركاء هذا العام



وزارة التنمية الإدارية والعمل والشؤون الاجتماعية  
MINISTRY OF ADMINISTRATIVE DEVELOPMENT, LABOUR & SOCIAL AFFAIRS

