



QATAR CAREER DEVELOPMENT CENTER

ANNUAL
REPORT
2020



About Qatar Career Development Center

Qatar Career Development Center (QCDC), a member of Qatar Foundation for Education, Science and Community Development (QF), aims to help the youth, particularly but not restrictedly students, across all Qatar's education system's tracks and stages, including the youth with special needs, to identify and fulfill their education and career goals. The Center offers them high quality bespoke career development programs, services and activities, seeking to mobilize, educate and support them on how best to make and implement sound career decisions and plans, grow and develop professionally, and achieve their life goals in such ways that best contribute

to Qatar's development and prosperity.

In addition to the youth, Qatar Career Development Center targets a diverse group of individual and organizational stakeholders collectively referred to as the influencers of youth. This group primarily includes career practitioners and human capital professionals, academic advisors and administrators, parents and policy makers. The Center engages them in various initiatives, projects and programs whose purpose is to educate, empower and support them in relation to their vital role as shapers and even definers of the youth's future.

QCDC pursues the achievement of the subsequent two-fold strategic purpose:

- I. Make career guidance, more comprehensively career development, an integral component of Qatar's national level strategic development process.
- II. Instill a career-driven mindset in the community, specifically in Qatar's youth and key youth influencers.

As such, QCDC strives to deliver the following:

1. Pertinent career development data and insights spanning multiple areas of relevance, mostly education, training and labor market, through:
 - a. Evidence-based research efforts.
 - b. Academic and professional collaborations and knowledge exchange platforms.
 - c. Various types and forms of content generation and publication.
2. Methodical career training, development, advising, counseling and planning platforms, avenues and services, offered to different target groups and stakeholders, namely:
 - a. The youth, students from pre-k age to university graduates, including students with special needs.
 - b. Various youth influencers' segments such as career practitioners, policy makers/regulators, HC professionals, parents, teachers, researchers and education administrators.
 - c. Organizations, governmental and private, local and international, profit and non-profit.

3. Highly enlightening and engaging outreach activities and events intended to spread career awareness and build interest, such as:
 - a. Career fairs and exhibitions.
 - b. Edutainment centers.
 - c. Webinars and online resources.
 - d. Awards and competitions.
 - e. Professional bodies and platforms.
 - f. Media campaigns.

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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Abdulla Al-Mansoori
Director

Director's message

This year has been exceptional by all standards. Throughout it, we, as well as the entire world, have faced a global health crisis that has impacted every aspect of our lives. The challenges posed by the COVID-19 pandemic required us to review the entire educational process, including the curricula, teaching methods, evaluation, and strategies. As a result, we have found ourselves today in front of wider scopes for self-development, and greater importance for professional skills, as well as the need for more harmony between training, application, and innovation.

With this emerging exceptional educational model focusing on students' awareness and commitment, we have come to realize that the advisory role played by the Qatar Career Development Center has become more important than before; which makes us more keen to advise and train students on how to benefit from educational programs to the largest extent possible under the circumstances at hand.

More than ever, students today feel confused when thinking about their future, or choosing their academic major. Therefore, we have had to fully support them during this exceptional year, and we also helped parents and advisors to plan paths that support the country's vision and keep pace with the current changes. This support was comprised of developing our digital services and programs to suit the new situation and include a larger segment of young people, their parents and career counseling practitioners.

Despite this year's various difficulties and challenges, it has been a special year for us that featured many achievements. We are proud that

more than 90% of the thousands of participants who have enrolled in our 19 different programs and initiatives during 2020 were happy and satisfied with what we had offered. We were also pleased with the graduation of 16 career advisors from the 10th edition of the Career Advisor Training Course (CATC), and 124 independent and private school career and academic counselors from the Career Counselors Training Program. As part of our awareness efforts, we participated in six public awareness events. Moreover, we published two educational booklets on career guidance and counseling, and produced six educational animated clips, in addition to publishing the 10th and 11th editions of the bi-annual Career Guide magazine in both print and digital formats, in conjunction with releasing its online application.

As we are keen to provide effective services in line with our digital transformation journey in light of the COVID-19 pandemic and beyond, we launched a series of online career programs and webinars, and continued to offer a number of our well-known programs virtually, to ensure participants gain the desired benefit.

In the following pages, we look over glimpses of the efforts exerted during 2020. Finally, we cannot move ahead without expressing thanks and appreciation to all individuals and entities that contributed to all these achievements despite all the difficulties. We look forward to a new year full of giving and achievements.

Abdulla Al-Mansoori
Director



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



In line with QNV 2030's and QF's mandate, QCDC aims to help Qatar's youth identify and fulfill their educational 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.



- 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 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

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 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

2020 Achievements



Digital Accessibility Accreditation



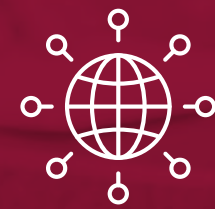
QCDC is proud to have obtained digital accessibility accreditation from Mada, making its platform accessible to all community members, including people with special needs and the elderly. Over several months, QCDC worked hard to meet all the global standards for digital access to web content (WCAG 2.1) to promote digital inclusiveness and empower people with special needs and support their independence.

QCDC's website has therefore become one of the few accredited websites in Qatar, such as those of the Ministry of Transport and Communications, Ministry of Foreign Affairs, Ministry of Interior,

Ministry of Endowments, Qatar Public Prosecution and several other Qatari governmental and private agencies.

QCDC's latest achievement falls within the framework of its ongoing efforts to develop career guidance and counseling policies to assist students with special needs, help them define their post-educational goals and become aware of their skills. Moreover, it is aimed at raising the level of community awareness on digital access as a means of empowering people with special needs and integrating them into Qatar's social fabric.

QCDC in the News



Receiving free coverage in print and online media worth more than QAR

4,511,357 million.

Over 1.5 million interact with QCDC's programs virtually since COVID-19 outbreak

THE PERIODICA - Doha

The digital transformation of Qatar Career Development Center (QCDC), a member of Qatar Foundation, has come and when the outbreak of COVID-19 began, it had a significant impact on employment.

From the start of the outbreak, people have also been looking for new ways to interact with QCDC's programs and virtual media with digital content.

QCDC has also launched a live webinar titled "Government Scholarships and In-demand Majors for the 2020-21 Academic Year" to educate families on government scholarships for the 2020-21 academic year, enrollment procedures and requirements, and registration deadlines.

Students during an event organized by Qatar Career Development Center prior to the outbreak of COVID-19 pandemic.

Integrating every student with the community

THE PERIODICA - Doha

It is important to integrate every student with the community - for this they need to be equipped with a combination of academic and life skills along with their personal capabilities and professional interests.

With an aim to address this need, Qatar Career Development Center (QCDC), a member of Qatar Foundation (QF), launched a new initiative, Career Readiness Program, which aims to enhance the delivery of career guidance services to students with mild to moderate learning challenges through Aneaj Academy, also a member of QF.

QCDC and Aneaj Academy signed a Memorandum of Understanding (MoU) in 2018.

The Career Readiness Program represents more than just another career guidance related project. It is an important initiative that reflects QCDC's strong commitment to empower all segments of society to make a meaningful contribution to the community.

Students during an event organized by Qatar Career Development Center prior to the outbreak of COVID-19 pandemic.

QCDC develops digital programs for students with special needs

THE PERIODICA - Doha

Qatar Career Development Center (QCDC), a member of Qatar Foundation (QF), has partnered with Mada, a private institution, to promote digital inclusion and has developed digital programs for students with special needs.

Through its collaboration with Mada, QCDC aims to promote digital inclusion and to build an online community for the elderly and people with disabilities. Through these efforts, QCDC works to empower and assist students with special needs in setting goals and acquiring new skills after graduation.

Since partnering with Mada, QCDC has received accreditation for making its digital platform accessible to residents around the country. Over several months, QCDC worked hard to meet all the global standards for digital access to web content (WCAG 2.1), and has joined a growing list of accredited platforms that promote digital inclusiveness, empower people with special needs and the elderly, and support their independence.

QCDC has also been assisting students with special needs in exploring employment opportunities, while supporting stakeholders and partners, through its Career Readiness Program. The program was launched in 2018 following the signing of a memorandum of understanding between QCDC and Aneaj Academy, both members of Qatar Foundation.

The program aims to help children with learning difficulties, while raising awareness among employers on how to integrate people with special needs in the workplace. Through its range of diverse activities, the program strives to educate the local community on the obstacles and challenges students face - and how to overcome these difficulties - while bolstering career guidance services by leveraging and adapting international models and best practices.

The four-dimensional program helps youth make informed decisions about their future careers, offering graduates the opportunity to develop their skills and reshape societal views on the learning process in a bid to establish an effective national vocational system.

Website Accreditation of QCDC

QCDC videos shed light on healthcare workers at the front of COVID-19 fight

TRIBUNE NEWS NETWORK - Doha

Qatar Career Development Center (QCDC), in collaboration with Hamad Medical Corporation (HMC), has released a series of video clips to shed light on credit professionals at the forefront of the fight against the coronavirus (COVID-19) pandemic.

The series, titled "White Army", aims to raise awareness of the role of health professionals in containing the virus and protecting society, including doctors, nurses, paramedics, administrative members, researchers, drug developers and healthcare workers.

Featuring more than 15 interviews, participants discuss aspects of their daily life and tasks, share vital tips on prevention measures and also advise students who are interested in pursuing the same profession.

"When every individual chooses the profession that best aligns with their personal skills and aspirations, and the long-term needs of Qatar, we would succeed in creating a 'safer' set of qualified professionals to address challenges in times of crisis," said Abdullah Al Manoochi, QCDC director, thanking all medical professionals for their tremendous efforts and highly efficient response to the global pandemic.

"Their high competence stems from sound career planning from an early age and throughout their career journey."

The current pandemic has served to emphasize the importance of putting the right people in the right place, the ultimate objective of career guidance, which enables students to pursue the career path that best aligns with their abilities and inclinations to improve the odds of professional success and development, both on the individual and societal levels.

QCDC, a member of Qatar Foundation, assumes this important role on a national level. Through publications, workshops and career fairs, among other initiatives, QCDC shares professional knowledge and expertise and trains qualified career practitioners who have an ongoing career guidance role in the medical sector under the current exceptional circumstances. With the support of HMC's representatives, our aim has been to introduce youth to the important role that medical professionals play, and thereby incentivize an increasing number of students to join and consider a career as healthcare professionals dedicated to serving their country in the future," Khouri said.

The video series is available to view on both QCDC and HMC social media platforms.

Participants of the video series shed light on their daily life and tasks, share vital tips on prevention measures and also advise students who are interested in pursuing the same profession.

Career Programs & Initiatives

Students and Parents

My Career – My Future

During the period from 19 to 30 July 2020, QCDC organized the second edition of the My Career - My Future program, through which it aims at introducing high school students to career tracks and in-demand jobs in the Qatari labor market to help them make informed plans to bolster their academic and career prospects.

In line with the preventive and precautionary measures imposed due to the COVID-19 pandemic, the program was presented virtually this year, by broadcasting on the Center's Instagram account live interviews with a selected group of individuals working in six different sectors: education, media, aviation, career guidance, banking and gas and energy. These interviews were viewed more than 1,700 times. Those interested can still view them on the Center's official Instagram account (@QCDCQatar).

During these interviews, guests talked about their careers and experiences, starting from the academic stage all the way to the professional one. Moreover, they touched on job requirements in their respective fields, including required degrees, abilities and skills. Additionally, students could ask the guests questions, to inquire about all the information that would give them a clearer picture of work in each sector, and thus allow them to better plan for their academic and professional futures.

Through such important programs, QCDC seeks to raise career awareness among school students, to help them unleash their capabilities and potential, and employ them in the right place, in a pursuit to secure the young workforce that Qatar needs in the future to build a diverse and strong economy.



Career Readiness Program

QCDC successfully completed its second Career Readiness Program. The program was launched in its first edition in 2019, and the 2020 edition ran from the beginning of January until the end of April, featuring the participation of students from Awsaj Academy.

The program seeks to enhance the career guidance efforts targeting Awsaj Academy students, who face slight to moderate learning difficulties. It uses the best international models for career guidance, modified to suit local requirements and considering students' psychometrics. It provides them with opportunities to develop their skills and helps them make the right decision about their career future. Moreover, the Career Readiness Program aims at establishing an effective local professional environment, and at reshaping the society's approach to education and learning.

At the same time, the program tackles three key challenges. The first is assuring families that their child's education is leading to a valued outcome. The second is to bring awareness to the larger community about the various barriers that students

are facing and how these can be lifted. The 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 lectures by Qatari professionals and social responsibility projects that highlight the ethical values of the Qatari society. The program also included practical training opportunities, as QCDC designed career training schemes that focus on students' strengths and interests. Training activities took place weekly and continued to be held remotely when social interaction restrictions were introduced due to the COVID-19 pandemic. Through such activities, the program empowers students to become active members of society by seeking career paths that align with Qatar National Vision 2030 and contributing positively to the diversification of the Qatari economy.



Career Webinar Series

QCDC has launched a series of career webinars to give students and their families access to professional development resources and tools, as well as to educate the local community about this realm's best practices locally and internationally, without the need to leave the house in light of the COVID-19 pandemic.

The series included several webinars, the first of which was entitled "Congratulations For Graduating High School – What Happens Next?" It was released in two versions, English and Arabic, which provided a comprehensive overview of the study programs offered by universities and colleges in Qatar, and informed participants of admission requirements, registration deadlines and ways to search for the best university options locally.

A webinar entitled "Government Scholarships And Required Major For The Year 20/21" was organized, and hosted representatives from the Ministry of Administrative Development, Labor and Social Affairs and the Scholarships Department at the Ministry of Education and Higher Education. The

webinar aimed at informing students and their parents of the majors receiving government scholarships in Qatar for the academic year 2020/2021, admission requirements, and registration deadlines to help students make appropriate well-informed decisions.

The most recent webinar, which was organized in late September 2020, was entitled "Future Jobs 2040". It aimed to help students and their parents make informed academic decisions by anticipating the future and future labor market needs, to encourage them to research and develop the required skills. The webinar was hosted by Dr. Buthaina Al Ansari, Strategic Planning Development and Human Resources expert, and Nasser Al-Emadi, one of the founders of the Qatari Initiative.

The webinars were attended by 599 participants, including students, parents and other professionals interested in career guidance and development. The webinars have been viewed more than 1,500 times on the Center's YouTube channel.

Career Studio

As QCDC is keen to provide effective digital services in line with the digital transformation journey considering the COVID-19 pandemic, the Center launched the Career Studio initiative, through which its specialized experts answer all inquiries related to professional development. The Career Studio initiative aims at helping students, parents, employees and job-seekers plan and build a successful career. Questions are received via QCDC's email, and through visitors' messages and comments on the Center's social media channels. QCDC's career guidance experts then provide the answers to these questions via recorded videos published on the same social media channels.

Under this initiative, three episodes were published this year. The first episode was released in October in three parts, in which Dr. Hamda Al-Naimi, Career Development and Guidance Expert at QCDC, offered parents tips and advice on how to provide their children with career guidance in the best way. The second episode was broadcast in November, and it hosted Mr. Saleh Al-Muftah, Director of Admission

and Registration at the Scholarships Department, Ministry of Education and Higher Education. The episode answered the inquiries received by the Center regarding government scholarship programs. The third episode was presented in December, during which Dr. Hamda Al-Naimi imparted some ideas to help new students explore the university they want to attend, online without the need to visit it in person, especially considering the transportation and travel challenges imposed by the COVID-19 pandemic.

The three episodes have been viewed **48,265** times. As for what it has in store for the coming year, QCDC is preparing several new episodes on professional topics that benefit students and parents.



Meshkat Program

QCDC and Qatar Science and Technology Park (QSTP) joined forces to develop and launch the Meshkat program in its pilot edition for high school students during the academic year 2020-2021.

Launched at the beginning of November 2020, this new program consists of three distinct activities: workshops for school students; academic clinics for academic advisors; and presentation seminars on entrepreneurship and technological innovation importance and opportunities, as well as field visits to learn about QSTP facilities, carried out in accordance with the health and safety guidelines applied at the time. Some 53 students were offered workshops in both Arabic and English, in three schools - Qatar Technical Secondary School, Ali bin Jassim Secondary School and Qatar Academy of Science and Technology.

The program aims to raise awareness among high school students in Qatar of the career options that technological innovation and entrepreneurship offer, while equipping youth with the necessary knowledge to explore the digital entrepreneurship world and highlighting the ideal environment Qatar provides for entrepreneurs – an environment that helps transform their innovative ideas into successful projects that provide effective solutions to various existing challenges, as well as contribute to Qatar's economic diversification. This is achieved by ensuring students' engagement in this area, through virtual and digital platforms and field visits to schools, QSTPs headquarters and Multaqa (Education City Student Center). More workshops are planned to be offered over the next year.



KidZania Challenge

Within the framework of QCDC's cooperation with KidZania Doha, the Center offered a series of free educational and entertaining online contests for children, between April 8th and September 13th, 2020.

The competitions, for children aged 4 to 14, included several challenges aimed at raising their awareness of the career culture and its importance in our lives.

The Center sponsored these competitions as part of its special partnership with KidZania Doha. The partnership aims at introducing children to the concept of career planning, helping them to explore the best career path in an educational and entertaining way, and empowering them to identify career options that align with their interests and abilities. This can be achieved through the help of the Career Development Center located in KidZania, in which QCDC offers many activities and games designed by the Center to suit the participating age group. Activities include teaching children the basics of writing a resume, and introducing them to a range of professional specialties, to help them to envision their future career paths.



National Service Academy

Some 239 recruits of the National Service Academy took part in the Virtual Career Advising System assessments, held by the Academy, in cooperation with QCDC, to identify their interests and professional orientations, and to explore their potential and individual skills.

The recruits underwent two types of assessments - 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. After completing the two assessments and reviewing the results, users were presented with a list of suggested professions accordingly.

The assessments are part of the Career Advising System, which is a unique career guidance and planning system aligned with the socioeconomic structure in Qatar. The system in question was prepared by QCDC in cooperation with Kuder, Inc., a world leader in career planning services.

The Career Advising System contains psychometric and personality assessment tools, as well as six innovative and diverse modules that cover all areas related to proper career planning, including identifying personal capabilities, exploring professions, planning academic and professional paths and explaining how to search for the right occupation. The system also allows students' parents or academic advisors to view the results, so that they can help the scholars make appropriate decisions.

Based on the recruits' assessment results, a subsequent counseling session was held with a group of top QCDC experts in the field of career advising and guidance. The session featured a thorough analysis and consideration of the results to help recruits determine the academic and career paths most appropriate for them upon finishing their service, and which align with the country's future needs.



Workshops

QCDC is keen to provide several professional development workshops annually, to help participants, whether students, graduates or even specialists, acquire the knowledge, skills, and behaviors necessary to manage their career paths in the long run. These workshops are especially designed to facilitate the process of acquiring professional management proficiencies, including career exploration skills, information technology-based professional development aptitudes and career planning talents at specific stages of the academic and professional life.

Despite the difficult health conditions resulting from the COVID-19 pandemic in 2020, QCDC managed to offer several online workshops. The first two workshops targeted postgraduate students at the College of Islamic Studies, Hamad Bin Khalifa University, the first being "Career Guidance: A Lifelong Learning Journey" held on September 30th. The second was "Life After Graduation:

Employability Skills" which took place on October 7th. Both workshops formed part of a five-workshop program organized by the College, entitled "Life After Graduation", and it was attended by 48 students.

The third and fourth workshops were offered online by QCDC to Al Khor International School (AKIS). The first, entitled "Personal Statement Writing", focused on students, and took place on November 3rd, featuring the attendance of 55 young scholars. The second, entitled "Reference Writing", targeted AKIS teachers. It was held on November 5th and was attended by 146 educators.

The fifth workshop addressing Qatar University (QU) students, also took place online, as part of the QU Academic Excellence Program. The workshop, entitled "Student Career Decision Making", was held on November 25th, featuring the attendance of some 90 undergraduates.



Career Practitioners

Career Advisor Training Course

QCDC organized the 10th edition of the Career Advisor Training Course (CATC), delivered in both Arabic and English. It was presented in English from November 22-26 and in Arabic from December 6-10, and featured the participation of 16 people interested in career guidance, from different specializations and professional backgrounds, and working in diverse public and private bodies and educational institutions in Qatar.

Exclusively offered by QCDC in Qatar and the GCC region, this pioneering program focuses on key nine areas: helping skills; career development and choice theory; assessment and career planning; the role of information in career planning; ethical guidelines; working in groups; using technology; employability skills; and program planning and implementation.

The 10th edition of CATC was once again delivered by experienced instructors, including Mr. Khalifa Al-

Salahi, a certified career counselor with extensive experience in the field of higher education, and working with students in the areas of professional and educational counseling, and Mr. Bilal Solwa, a talent acquisition executive and educator with more than 12 years of international experience working with major institutions in Qatar and throughout the Asia-Pacific region.

Ahead of CATC, QCDC offered the Introductory Career Advising Course, in both Arabic and English. Attracting 55 participants, the course was open to all those interested in career advising and guidance. The course introduced attendees to the basics of career advising and guidance, the career advisor's role, as well as the basic features of the CATC.



Introductory Career Advising Course

QCDC organized two free courses on career advising that brought together 99 participants interested in career guidance from all segments of society.

The Arabic version was held on December 1st and was presented by QCDC's experts: Dr. Taj Kardaman, Career Programs and Services Manager, and Dr. Hamda Al Naimi, Career Development and Guidance Expert. The English version was held

on November 17th, and it was presented by Ms. Effrosyni Parampota, Senior Career Programs and Services Officer at QCDC, and Ms. Paige McDonough, Career Development Officer, QCDC.

These courses are part of QCDC's efforts to instill a culture of career development in Qatar and spread awareness of the basics of career guidance among society members across all sectors.

Career Counselors Training Program

In partnership with the United States Embassy in Doha and the Ministry of Education and Higher Education, QCDC organized the sixth edition of the Career Counselors Training Program, from November 8-11. This year's edition featured the participation of 124 academic advisors from more than 40 private schools and 60 public ones.

To ensure participants' safety due to the COVID-19 pandemic, the program took place remotely for the first time, holding all its sessions via Zoom. From a positive perspective, holding the training program virtually allowed school counselors across Qatar to easily take part in sessions and workshops.

This year's four-day training program was prepared for for both Arabic and English-speaking school counselors. Two days were dedicated to sessions in English, followed by two days of workshops in Arabic. The workshops were designed for novice and experienced school counselors interested in enhancing and honing their skills in career and university guiding, to ensure the best support for students, and to guarantee preparing them for their journey to make the grade for higher education studies.

The workshops in English for private schools were led by local expert school counselors, including Ms. Annemiek Bailey, International School of London-Qatar; Ms. Lisa Abidaoud, Qatar Academy for Science and Technology; and Dr. Aaron Jones, American School of Doha. The first day's sessions focused on topics including the Qatari National Scholarship program, college planning timeline and the importance of data collection. The second day covered the Qatar National Service requirement, college application essay writing,

and best practices in virtual school counseling.

On the third and fourth days, Mrs. Dana Saleh, Senior Advisor at Education USA, led sessions in Arabic for the Ministry of Education public schools. The third day's topics included a glossary of terms, components of a college application, application planning timelines, and virtual resources available for students and counselors. On the fourth and final day, the participating advisors learned about virtual group advising, tips for parent engagement, and technology for virtual advising.

In addition to building their school counseling toolboxes, participants could also virtually meet and learn from one another during these workshops.



Career Café

QCDC launched the Career Café initiative, a series of virtual career development sessions and meetings with career guidance professionals and practitioners, to discuss how to provide appropriate support to help students use their time at home effectively, in a way that enhances their professional development.

The Career Café also offers all participants the opportunity to share their ideas and experiences about the most appropriate ways to provide career guidance services during the COVID-19 crisis.

In 2020, six meetings were held for career guidance professionals discussing the following topics: connecting career professionals in Qatar; transforming COVID-19 challenges into job openings and opportunities; e-participation during COVID-19; National Artificial Intelligence Strategy for Qatar; effective tips for career guidance in the post-pandemic world; and exploring clients' projections of effective career services post-COVID-19. A total of 84 career professionals from different academic and educational institutions participated in these meetings.



Facilitating Career Development Program

The Facilitating Career Development Program was held within the framework of the partnership between QCDC and Mada - Assistive Technology Center Qatar. In this program, the National Career Development Association (NCDA) offered comprehensive training to qualify participants in the field of career counseling and facilitation for people with disabilities. Hence, the program graduates have completed the first step towards becoming licensed by NCDA to practice career counseling as professional service providers.

The program seeks to enable trainees to use assistance skills in professional facilitation, access to information and labor market resources. It also aims at enabling them to use professional facilitation assessments and ensuring they can deal with diverse groups in need of professional

facilitation, including persons with disabilities. The program worked on building trainees' capacities in terms of acquiring employment skills, training clients and peers, and using information and communication technology in professional facilitation to help people who have disabilities. Participants were also trained to use the latest assistive technology devices to support the professional development of people with additional needs. Participants in the Program amounted to 10 trainees from the Ministry of Administrative Development, Labor and Social Affairs, the Ministry of Education and Higher Education, Qatar Foundation, Qatar Career Development Center and Ghaya Management Training Limited Liability Company. Trainees received 120 hours of training.



Career Awareness & Knowledge Creation

Career Awareness Campaigns

White Army

In recognition of the tremendous efforts exerted by health care workers over the past year and the exceptional courage they showed while combating the COVID-19 pandemic, QCDC and Hamad Medical Corporation (HMC) co-produced a series of videos that highlighted the vital role played by the front line heroes in preserving public health and protecting society against diseases and epidemics.

The series, titled “The White Army ... The First Line of Defense Against the Coronavirus”, included short interviews with more than 15 physicians, nurses and other health care professionals. They talked about aspects of their daily tasks, provided advice to students wishing to pursue the same career paths, and suggested guidelines for all community members to protect themselves against COVID-19 and prevent infection.

These interviews were previewed on the social

media pages of QCDC, the Ministry of Public Health, Hamad Medical Corporation and the Primary Health Care Corporation, in addition to being featured on the Al Rayyan Satellite Channel between May 5th and June 25th. The series went viral, recording over 1.5 million views on different social media platforms and was also extensively covered by local media.

Through this initiative, QCDC seeks to inform the youth about the available health care professions and subspecialties, encouraging them to weigh how these professions match their potential and personal ambitions, and to seriously consider these options when planning their academic and professional paths.

Those interested can watch these interviews on QCDC’s social media pages (@QCDCQatar) or its YouTube channel.



Working From Home

In the face of concern arising from COVID-19 and its impact on the workflow, QCDC launched a key campaign on “Tips For Working from Home”, aimed at empowering employees who had to work remotely because of the pandemic. The campaign provided helpful advice to increase

employee productivity and focus on their new work environment, through a video clip and a series of 10 social media posts published during the early stages of the COVID-19 crisis in Qatar, from March 23rd until April 4th.



Career Heroes

In the Career Heroes campaign, QCDC shed light on the professions most in need during the COVID-19 pandemic, such as medicine and nursing, research, media, data programing, as well as other occupations that complement other vocations in the labor market. The campaign aimed at introducing students to these professions, highlighting their importance, and encouraging students to consider them as careers in the future,

especially as they are of the utmost importance for Qatar’s future.

This campaign was composed of 10 posts on QCDC’s social media pages, published from April 6-16. At the end of the campaign, a post was shared to encourage followers to write about their specialties and their role in the COVID-19 crisis, if not covered by the campaign.



Publications

Parents' Booklet

QCDC career guidance experts published a written guide for parents of children aged 4 to 17, entitled "The Role of Parents in The Career Guidance of Their Children". The guide is rich in information and practical advice and offers constructive ideas to help parents provide their children with career directions in the best way possible.

The guide was published by QCDC on November 29th and was promoted throughout all social media platforms.



Graduates and Job-Seekers' Booklet

QCDC career guidance experts released a publication entitled "Career Q&As For Graduates And Job-Seekers", in which they gave simple answers to the most frequently asked career-related questions by graduates and job-seekers, to help them take correct practical steps in their chosen career path.

The publication was released on the QCDC's website at the beginning of February and was promoted on all social media platforms.



Glossary of Career Development Terms

In an effort to attract Arabic-speaking career guidance experts, QCDC collaborated with the Asia Pacific Career Development Association (APCDA) to Arabize the "Glossary of Career Development Terms", which was published by the APCDA in 2014. The English glossary was compiled by a team from several English-speaking countries and was translated into all the languages spoken by the APCDA members to strengthen communication among members, enhance mutual understanding, and facilitate the exchange of knowledge and expertise.

QCDC released the first Arabic version of the glossary on November 15th, and it will be subject to change, revision and development, with suggestions for improvements and additions being received. Through this initiative, QCDC has made an important contribution to promote the Arabic language, and disseminate knowledge that enable experts in Qatar and the Arab World to provide young people with career guidance to help them choose appropriate academic and career paths.



Career Guide Magazine

In 2020, QCDC published two editions, the 10th and the 11th, of the annual Career Guide magazine. While the 10th edition was issued in celebration of a decade of publishing career guidance, the 11th edition tackled strategic topics pertaining to the education sector, labor market, the future of work and challenges posed by the COVID-19 pandemic, in addition to featuring exclusive interviews with leading Qatari figures and providing young people and entrepreneurs with practical advice.

The magazine is replete with a lot of information, advice, interviews and various topics that were collected and overseen by a specialized editorial team, rendering it an ideal reference for young people to explore their potential and hone their

skills, as well as choose academic and career paths that align with the Qatari labor market's needs and plans for the future.

A soft version of the magazine can be downloaded on QCDC's website, and it is also available for downloading as an interactive application for smartphones and tablets on the App Store and Google Play.

It is worth noting that QCDC signed a cooperation agreement with the Qatar National Library (QNL) to make the magazine available in the Library's Online Resources database, where visitors can view all past and current editions of the Career Guide.



Community Engagement & 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.

Between January and December 2020, QCDC participated in six major public events in Qatar:

EVENT	ORGANIZER	DATE
THE 4TH UNIVERSITIES & CAREER FAIR	Al-Kawthar Secondary school For Girls	16 Jan 2020
UNIVERSITY CAREER FAIR	Rawda Bint Jassim Secondary School for Girls	20 Jan 2020
FIRST COLLEGE FAIR AND ACADEMIC GUIDANCE FORUM FOR HIGH SCHOOLS IN NORTHERN QATAR	Al-Khor Secondary School for Girls	21 Jan 2020
FIRST COLLEGE FAIR AND ACADEMIC GUIDANCE FORUM	Qatar Academy Al Khor	27 Jan 2020
THIRD EDITION OF THE QATARI YOUTH FORUM	Ministry of Culture and Sports	4 Feb 2020
UNIVERSITIES FAIR	Rabaa Al Adawiya Secondary School for Girls	20 Feb 2020

Partnerships

United States Embassy in Qatar



QCDC has long-standing and established relations with the United States Embassy in Qatar and Education USA. Collaboratively, they organize major educational activities in Qatar, the most important of which is the annual Career Counselors Training Program, which the Center designed, developed and implemented in cooperation with the Embassy owing to the mutual trust and respect characterizing their excellent relationship.

Ministry of Education and Higher Education



QCDC has a strategic partnership with the Ministry of Education and Higher Education in all activities related to academic and career guidance and planning in the education sector in Qatar. The partnership includes several forms of cooperation, starting from sharing experiences and information to organizing several joint programs and initiatives. Among the most prominent of these joint programs is the annual Career Counselors Training Program, in which the Center provides academic advisors in public schools with the necessary training and qualification to help them carry out their roles and tasks professionally in order to ensure the best support for students.

Kuder, Inc.



QCDC works all year long to implement the cooperation and partnership agreement that brings it together with Kuder, Inc., a world leader in career planning services. Under this partnership, QCDC uses the Career Advising System. This is a career planning and guidance system that contains psychometric and personality assessment tools, as well as innovative and diverse modules that cover all areas related to proper career planning, including identifying personal capabilities, exploring professions, planning academic and professional paths and explaining how to search for the right profession. The System helps students explore the available educational and career options that suit their abilities and interests. This partnership represents a positive push towards achieving the continuous development and modernization of the electronic career services QCDC provides to keep pace with the tremendous technological development in today's ultra-competitive hi-tech world.



Qatar Science & Technology Park



QCDC and the Qatar Science and Technology Park, both members of Qatar Foundation, joined hands to develop and launch career awareness programs aimed at meeting Qatar's need through entrepreneurship in four specific disciplines: Science, Technology, Engineering and Mathematics, considering their great importance in developing Qatar's future.

These programs also aim at empowering young innovators to contribute their novel digital-first solutions for local and global challenges, taking advantage of Qatar's role as a hub for technological innovation in the region. Through workshops and various activities, high school students embark on their digital entrepreneurship journeys, transforming their innovative ideas into successful projects that contribute to Qatar's economic diversification and prosperity.



MADA Center



QCDC and Mada - Assistive Technology Center Qatar continue to hold joint activities under the umbrella of the agreement they signed in 2019. This partnership seeks to continue progressing services in the field of education and career development by providing advice, capacity building in the field of career guidance as well as supporting students with functional limitations in transitioning from supported education to advanced schooling through access to information and communication technology (ICT).

The Center entered this partnership with Mada to consolidate the concepts of digital inclusion and building an accessible technology community for people with functional limitations, those with disabilities and the elderly.

Signing 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 in order to develop the educational system through career guidance tools and professional technological services.

Moreover, this partnership supports the development of a career guidance policy aimed at empowering and helping students with disabilities to identify their goals beyond the education phase, in order to develop their skills, as well as raising community awareness about the role of digital access in empowering and integrating people with disabilities into society.

Under this agreement, QCDC's website was granted Digital Accessibility Accreditation, and the Center's employees were trained on best practices related to facilitating career development.

Signing this agreement with Mada reflects QCDC's unyielding commitment to empower all segments of the Qatari society to actively contribute to the realization of QNV 2030.



Awsaj Academy



The Memorandum of Understanding signed between QCDC and Awsaj Academy aims at strengthening the Academy's career guidance efforts, and at instilling career guidance within Qatar's socio-economic culture. These targets are attained by following a four-step process that simulates global experiences and adapts the best-known models into the local context and needs. The four steps in question include: helping young people make informed decisions regarding their professional future, providing students and graduates with more skill development opportunities, reshaping the society's approach to education and learning, and establishing local career eco-systems that work effectively.

National Service Academy



Despite the COVID-19 situation in 2020, QCDC was keen on continuing the implementation of the cooperation agreement signed in 2019 with the National Service Academy. QCDC made sure that the National Service recruits undertake the CAS assessments, taking all the necessary precautionary measures.

This cooperation is an extension of QCDC's path towards enhancing and activating the role of young people in building the nation. As the National Academy recruits go through an important transitional stage in their academic and professional lives, it is important to provide them with the means that help them make sound career decisions after graduation from the Academy. QCDC believes in the importance of concerting the efforts of civil and military institutions to prepare better cadres of Qatari youth capable of advancing the State in terms of security and development at all levels.

KidZania & KidzMondo Doha



QCDC has two special partnership agreements with KidZania and KidzMondo Doha resulting in the creation of a distinct educational and entertainment establishment - the Career Development Center - in the children's interactive cities in each venue.

This partnership aims at introducing children to the concept of career planning from an early age, and at helping them explore the optimal career path for their future in a manner that is both educational and entertaining, as well as training them to find career options that are compatible with their interests and potential.

This cooperation is at the core of the Center's efforts to instill a culture of career planning and development among society members, through partnerships and cooperative efforts with all parties capable of contributing to the achievement of these goals in the best interest of young people and the nation.



2021 Strategic Objectives

1

Embed career guidance within Qatar's national level strategic development process.





2

Deliver career guidance programs and services to Qatar's young people and their influencers to instill in them a career-driven mindset.

Enhance strategic guidance and operational effectiveness and efficiency.


3



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Partners of the year
















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التطوير المهني مرکز قطر

التقرير
السنوي
2020

