



2ND NATIONAL QUALIFICATIONS FRAMEWORK (NQF) RESEARCH CONFERENCE:

Building articulation and integration

4th – 6th March 2013

Kopanong Conference Centre | Johannesburg | South Africa



NQF & Career Advice Services (NQF & CAS)

Flagship project of the Ministry of
Higher Education and Training

Paul G. West

Director: Career Advice Services

Why NQF & CAS?

Navigate NQF

Environmental
Scans

National
Telephone
Helpline

Cooperation

Ministerial Flagship

NQF & CAS

SAQA Board Committee

DHET-CAS Steering Committee

Support the Minister's Delivery Agreement

National telephone Helpline, Intermediary network and information system

NQF & CAS

Quality, accurate careers information

Self-help website, mobisite

Social Networking (Facebook, Mxit)

Social Marketing (Radio, print media)

NQF & CAS

Mandela Day Career
Guidance Festivals

Apply Now! Campaign

Central Applications
Clearing House

Framework for Cooperation

- Framework for Cooperation in the Provision of Career Development (Information, Advice and Guidance) Services in South Africa

Career development services should enable all citizens to

- Build career management skills;
- Develop intentional career plans;
- Access information on learning and career paths that link;
- Cope with and adjust to changes in personal and labour market conditions;
- Find learning and work opportunities by making informed career and learning decisions
- Know where and how to access career development services throughout their lives.

Principals and Aims

- Batho Pele (“people first”) principles are to be embraced
- Developed this Framework as a conceptual structure for mapping the implementation of Career Development Services in South Africa

Objectives of the framework

- Career development services are provided
- Career- and labour market-related information
- Sufficient institutional capacity is developed and sustained
- Competence of practitioners improved
- Career services delivery and quality standards maintained
- Stakeholders are capacitated
- Partners work together to provide collaborative and comprehensive Career Development Services for the citizens of South Africa

Framework includes

- Standardised terminology
- Roles and responsibilities of stakeholders
- Standards setting and QA
- Research and evaluation
- Advocacy and communication
- International Cooperation
- Actions and way forward

Khetha Campaign

The word 'khetha' is rendered in a stylized, lowercase font. The letters are colored as follows: 'k' is green, 'h' is yellow, 'e' is blue, 't' is red, 'h' is black, and 'a' is green. The letter 'h' is replaced by a yellow arrow pointing upwards. The letter 't' is replaced by a red arrow pointing downwards and then to the right, ending in a red arrowhead.

Make the right choice. Decide your future.

Helpline



- Telephone
- SMS
- eMail
- Postal



Growth of NQF & CAS

- 11 Official languages
- Overall model
 - Empathy (. . . culture, language . . .)
 - Explore needs of client
 - Investigate, advise and help
 - Quality information to support clients
- Personal and peer review of exchanges

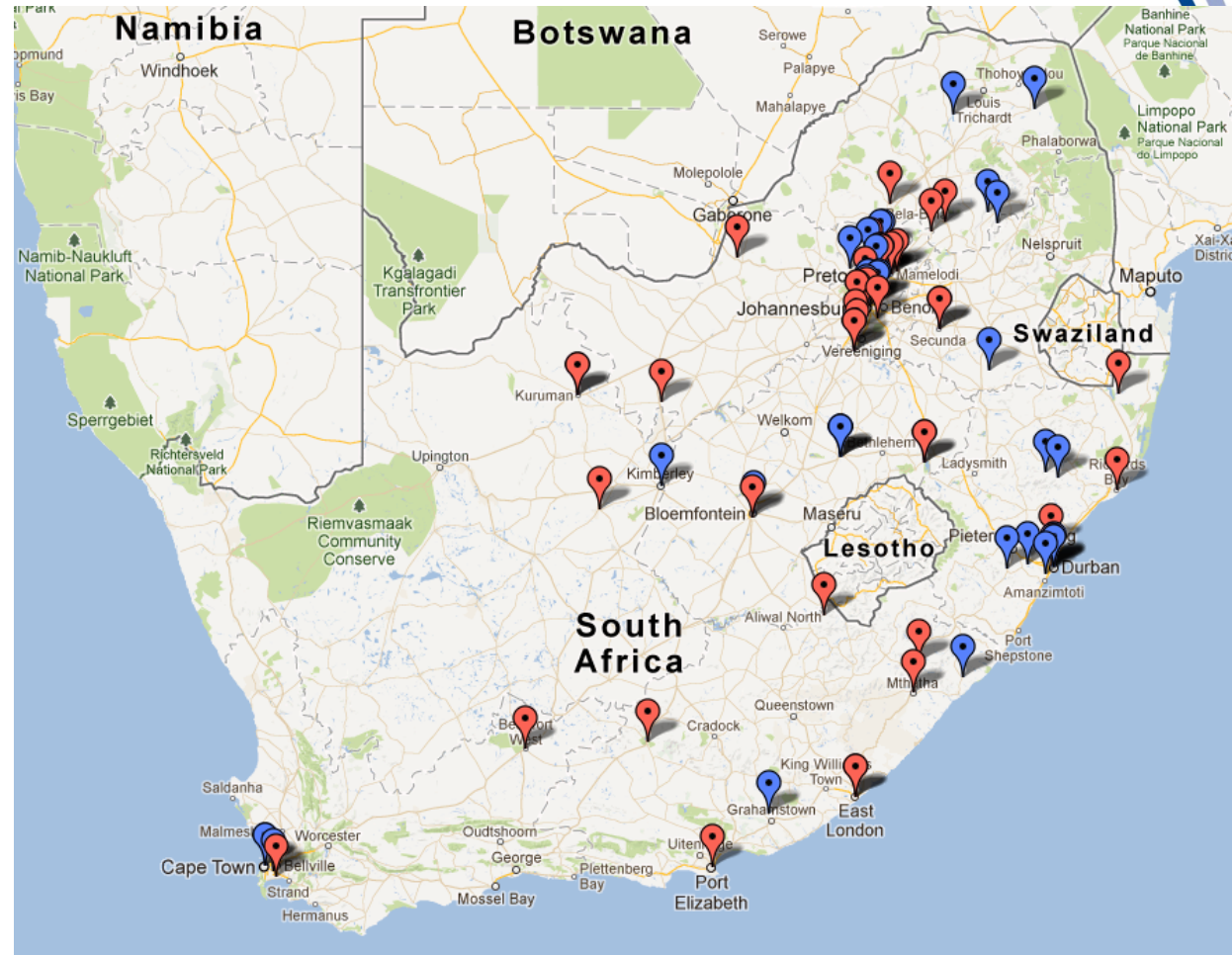


Intermediaries

- Further Education and Training Colleges (FET Colleges)
- The National Youth Development Agency (NYDA)
- The Department of Labour (DoL)
- Sector Education and Training Authorities (SETAs)
- Higher Educational Institutions (HEIs)

Career Exhibitions

- Over 40,000 participants



Website & Mobisite

- **Website**

(252,000 since July 2010)

- **Mobisite**

(125,000 since July 2012)



Home

Career Advice Centres

If you need advice on your learning and work options, please visit a walk-in centre

- Department of Labour Centres
- National Youth Development Agency
- Further Education and Training Centres

If you are not near a centre and can telephone, call 0860 111 673. You can also ask for a call back, send a "Please Call Me" to 072 204 5056.

Central Applications Service

Matriculants are invited to register via this website. Unfortunately the DHET cannot guarantee that you will be offered a place. You will also not be able to specify a particular institution. Your study preferences and examination results will be used to match you to a University's requirements, and any University that can offer you entrance will contact you directly.

If you have already applied to a University, please contact them directly to establish whether they can offer you a place.


You can cancel your registration with the Clearing House at any time by logging in via your Username and Password and selecting the "Deactivate my Account" link.

There are limited places available, so you should also investigate other options.

Colleges & Universities :

- List of private FET Colleges
- List of Government FET Colleges
- Universities and Universities of Technology

Home Education Special Schools NQF For Parents School Leavers' Toolkit Careers Job Information Financing My Studies



NQF and Career Advice Services

› Helpline › Walk in Service › Give us Feedback

Visits to date: 149971

Google Custom Search Search

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Khetha Radio Campaign

The South African Qualifications Authority (SAQA), under the leadership of the Department of Higher Education and Training, is running a career advice campaign under the brand name "Khetha: *make the right choice, decide your future*".

General Education and Training

Further Education and Training Colleges

Below find the comprehensive table and the excel version of the Further Education and Training colleges' registration dates...

Special Schools in RSA

Click to find out more information regarding Special Schools around South Africa

Financial Aid

CLICK TO LEARN MORE ABOUT YOUR OPTIONS



Professional Bodies

Now Launched

Most Read

- › List of FET Colleges within South Africa
- › List of FET Colleges within South Africa
- › HET Application / Registrations 2013
- › FET Tuition Fees
- › Courses offered by FET Colleges

Information on learning providers

- › FET Colleges
- › Public Universities
- › Private Higher Education Institutions
- › SETAs

Website & Mobisite

Audience Overview

1 Jul 2010 - 8 Feb 2013

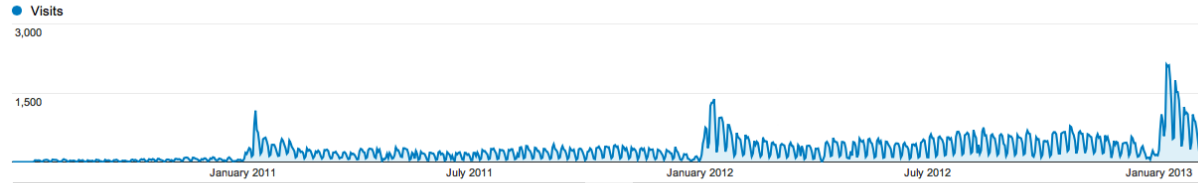
Advanced Segments | Email | Export | Add to Dashboard | Shortcut

% of visits: 100.00%

Overview

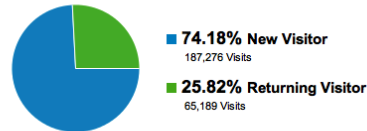
Visits vs. Select a metric

Hourly Day Week Month



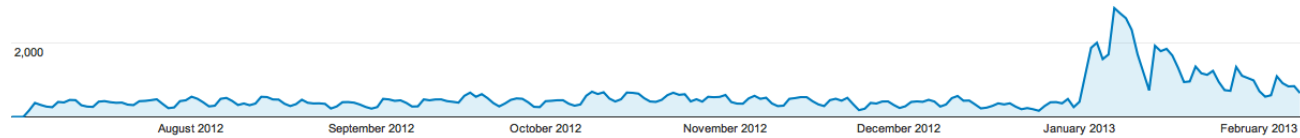
186,685 people visited this site

- Visits: 252,465
- Unique Visitors: 186,685
- Pageviews: 705,575
- Pages / Visit: 2.79
- Avg. Visit Duration: 00:03:16
- Bounce Rate: 57.18%
- % New Visits: 73.93%



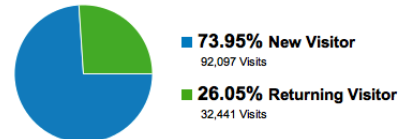
1 Jul 2012 - 8 Feb 2013

Hourly Day Week Month



91,940 people visited this site

- Visits: 124,538
- Unique Visitors: 91,940
- Pageviews: 456,761
- Pages / Visit: 3.67
- Avg. Visit Duration: 00:04:01
- Bounce Rate: 31.54%
- % New Visits: 73.82%



Mobisite

Website

Social media

- Facebook
 - 3,000+ likes
 - 1 Million+ FoF

Admin Panel

Notifications

- Khanyisile Cele likes Career Advice Website's status: "Construction Management or Mechanical..." on Thursday
- Thembeke Precious likes Career Advice Website's status: "SAQA Chairperson's Lecture on Career..." on Thursday
- Lwando Tutwana commented on his Wall post.: "Super thanks" on Thursday
- Nontokozi Mazibuko likes Career Advice Website's status: "Great North Transport Internships for..." on Wednesday

Messages

- Ernest Ernie: hello guys i need help im doing histo...
- Mamello Evelyn: Dear Mamello. Please note that ...
- Tshepo Mathe Junior Eddy: thank you a lot I will make a call...we...
- Zoe Duarte-Whitley: Wisdom for Facebook Wisdom Pro...
- Masego Mohlake: Dear Lesego. You can try the Ce...

New Likes

- Neema Counselors (13 hours ago)
- Alucia Precious Sethu (20 hours ago)
- Gugulethu Shibe (on Friday)
- Allan Kiewiets (on Friday)

Insights

Legend: Your Posts (purple), Talking About This (green), Reach (blue)

Invite Friends

- Amy Monaghan (Invite)
- Mamolete Mohapi (Invite)
- Jennifer Glennie (Invite)
- Lystra Sampson-Ovid (Invite)

facebook Search for people, places and things Paul G. West

You are posting, commenting and liking as Career Advice Website — Change to Paul G. West

Career Advice Website Timeline

Overview Likes Reach Talking about this

All dates and times are in Pacific Time [Export Data](#)

Total Likes? **3,141** ↑0.8% Friends of Fans? **1,061,904** ↑1.03% People Talking About This? **58** ↑7.41% Weekly Total Reach? **1,204** ↓-10.22%

Legend: Posts (purple), People Talking About This (green), Weekly Total Reach (blue)

14 Jan 21 Jan 28 Jan 4 Feb

Page posts (Updated 6 minutes ago)

Career Advice Website
3,141 likes · 60 talking about this

Education
Establishment of a national, comprehensive, independent Career Advice Service for South Africa.

About Photos Likes Events Videos

Publications

Radio Schedule



Station	Language	Monday	Tuesday
News24 FM	isiXhosa	18:00 - 19:00	
Ligamagadeba FM	isiXhosa	18:00 - 19:00	
Umlilozi Naniwe FM	isiXhosa	20:30 - 21:30	
Thabisa FM	isiXhosa	21:00 - 21:30	
Midweeking FM	isiXhosa	21:00 - 21:45	
Umlilozi FM	isiXhosa	21:30 - 22:00	
Mungahlelweni FM	isiXhosa		21:30 - 22:00
Phakathi FM	isiXhosa		21:30 - 22:00
Lelelo FM	isiXhosa		21:30 - 22:00

WIN R1000

towards your education. SMS the n of the radio show, your name & p to 38371 to enter.

Terms and conditions available on request. SMS charged at R1.50. Errors b

CONTACT US

Email: help@careerhelp.org.za Helpline: 0860 111 673
SMS/Text Message: 072 204 5056 Website: www.careerhelp.org



Remember that this choice is not about what your friends are choosing. It's about YOU!

TWANDIWA CHESHA (23) ZIMBABWE

The primary problem that Twandiswa faces as a Zimbabwean citizen continues to hinder his job applications. Having no work permit is his major challenge. Also, the fact that he is not in possession of a drivers' license also delays the process. "I'm forced to do whatever that is laid in front of me," he says. He's made several attempts to apply for positions that he believes he qualifies for. However, even with the qualifications, Twandiswa is still unemployed.

LEBOGANE MOKWENA (26) KLERKSOP

Lebo finished his matric in 2002. He couldn't start university due to financial constraints at home, so he spent the whole of 2003 sitting and doing nothing. He decided to go for military training. He stayed with the military for three years, but on the third year decided it's not what he wanted, so during that year he started applying for bursaries to study electrical engineering. Fortunately, he got the bursary and started university in 2007. "I graduated, but I'm now dealing with the stress of job hunting," says Lebo, who has had to move to Johannesburg to look for a job. He is still unemployed.

NOMVYA GUMI (22) JOHANNESBURG

The biggest challenge that No is that she's constantly broke as to live on the most basic of things difficult to depend on someone's rent, food and petty cash. It's depressing, because at times it's another day of just sitting and doing nothing," she says. On a day, Nomvya posts 30-35 applications on job websites but the companies don't even bother to her with. "I've been called in six interviews during the last six months," she said.

"Make the right choice. Decide your future" - Khetha

Khetha is an educational campaign created by the South African Qualifications Authority (SAQA) under the leadership of the Department of Higher Education and Training. It uses radio programmes, on nine SABC radio stations in nine official languages, print media and career expos featuring industry experts and skilled personnel.

It gives learners all the information they'll need to plan for their future: from which subjects to choose in Grade 9, career choice, scarce and critical skills needed by the country and, post school options, including learning programmes offered at Further Education and Training (FET) Colleges, universities of technology and universities.

One of the areas the Khetha campaign focuses on is learnerships. A learnership programme is where learners spend some time learning theory and some time learning practical skills in a workplace. Learnerships are managed by the Sector Education and Training Authorities (SETAs). SETAs are bodies that ensure that the skills needed for every sector of the South African economy are identified, and the training is available to provide these skills.

FOR INFORMATION CONTACT

The NQF and Career helpline: 0860 111 673 or SMS: 072 204 5056
Email: help@careerhelp.org.za
Visit: www.careerhelp.org.za
Facebook: www.facebook.com/careerhelp
Twitter: twitter.com/hq/careerhelp

TOP TIPS:

- While it may be too late to admission at a university, other options like an FET!
- When you have applied to make regular follow ups u receive a response
- Don't just choose the cou shortest queue, think very so that you can make the choice for your future

A DHET and SAQA PARTNERSHIP INITIATIVE

WIN
A SUPER-COOL SUM
TRILLY WORTH
RISKS!

FREE!
Summer II
Issue One

The kwealest mag for all SA youth

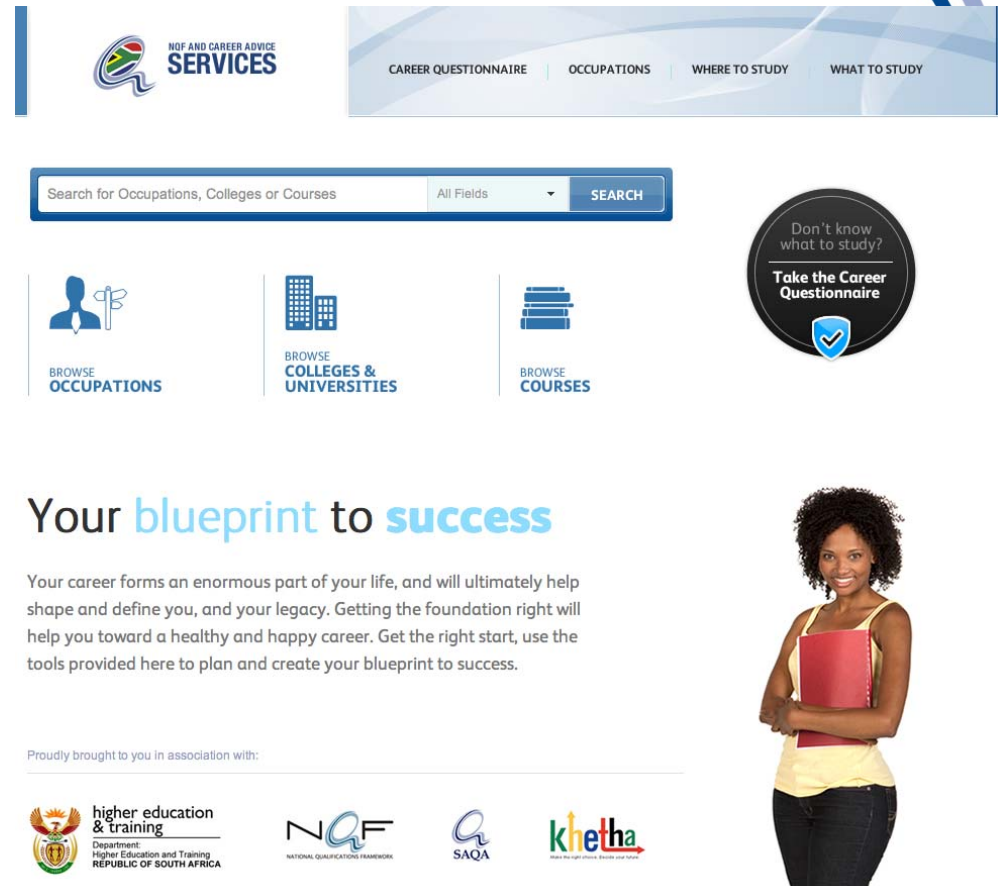
LIVE HAS LANDED!
FRESH VOICE
FRESH LOOK
FRESH ATTITUDE

A NEW FLAVA!
SWITCH UP YOUR SWAG WITH JR AND JACK PAROW

• MUSIC • MONEY TIPS • GET INVOLVED • STREET STYLE • CAREERS

National Career Advice Portal

- Learning pathways
- Learning directory
- ePortfolios



The screenshot shows the National Career Advice Portal interface. At the top left is the NQF and Career Advice Services logo. To the right are navigation links: CAREER QUESTIONNAIRE, OCCUPATIONS, WHERE TO STUDY, and WHAT TO STUDY. Below this is a search bar with the text "Search for Occupations, Colleges or Courses", a dropdown menu set to "All Fields", and a "SEARCH" button. Under the search bar are three main navigation options: "BROWSE OCCUPATIONS" (with a person icon), "BROWSE COLLEGES & UNIVERSITIES" (with a building icon), and "BROWSE COURSES" (with a stack of books icon). On the right side of the search bar is a circular call-to-action: "Don't know what to study? Take the Career Questionnaire" with a checkmark icon. Below the navigation options is the heading "Your blueprint to success" and a paragraph: "Your career forms an enormous part of your life, and will ultimately help shape and define you, and your legacy. Getting the foundation right will help you toward a healthy and happy career. Get the right start, use the tools provided here to plan and create your blueprint to success." Below this is the text "Proudly brought to you in association with:" followed by logos for the Department of Higher Education and Training, the National Qualifications Framework (NQF), SAQA, and Khetha.



Technology Intensive Environment

- Contact centre technology (routing, management, display)
- Voice recording
- Case database
- Search facilities
- Websites, resources
- Online, offline, telephone, social media, postal
- Power and telephone supply issues

Additional Tasks

- Mandela Day Career Guidance Festival – a 3-day event attended by about 6,000 learners



Additional Tasks

- Apply Now! Campaign – 600,000 guidance booklets for grade 12 learners in 6,000 schools.



FOREWORD



khetha

Make the right choice. Decide your future.

A Higher Education & Training Ministerial flagship initiative brought to you by DHET and SAQA:



higher education & training
Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



SAQA
SOUTH AFRICAN QUALIFICATIONS AUTHORITY

ne have mandated the South African Qualifications Authority (SAQA) to establish a greater level of awareness around furthering education and career paths. As a learner, you must know the scope of opportunities that exist at Further Education and Training Colleges, the learnerships offered by the Sector Education and Training Authorities (SETAs) and training offered by other public sector organisations in addition to the more traditional offerings from universities and universities of technology.

I encourage you to make use of the information offered in this booklet and to apply early for the post-school option of your choice!


Dr Blade Nzimande
 Minister of Higher Education and Training



APPLY NOW!

3

Additional Tasks

- Central Applications Clearing House (CACH)



- Database of grade 12 learners for universities to consider for available places