

**LMIS**

Recommendations for   
Public Awareness Campaign

April 2019

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# List of Terms and Abbreviations

|  |  |
| --- | --- |
| Abbreviation | Explanation |
| AQACHEI | Accreditation and Quality Assurance Commission for Higher Education Institutions |
| AG | Advisory Group |
| ALMMs | Active labour market measures |
| ALMPs | Active Labour Market Programs |
| BA | Business Analysis |
| BAU | Al Balqa Applied University; |
| CA | Contracting Authority |
| CASE | Computer Aided Software Engineering |
| CoE | Centres of Excellence |
| CEQA | Centre of Accreditation and Quality Assurance |
| CF | Conceptual Framework |
| CF LMIS | Conceptual Framework LMIS, LMIS for Jordan as foreseen and architectured in the Conceptual Framework document |
| CS | Civil society |
| CSO | Civil society organisation |
| CMS | Content management system |
| DEF | Development employment fund |
| DEVCO | EC Directorate-General for Development and Cooperation (DG DEVCO) |
| DEU | Delegation of the European Union to the Hashemite Kingdom of Jordan |
| DG | Directorate General (of the European Commission) |
| DOS | Department of Statistics |
| EC | European Commission |
| ETF | European Training Foundation |
| ETVET | Employment and technical vocational education and training |
| ETVET-C | ETVET Council |
| EU | European Union |
| GDP | Gross domestic product |
| GIZ | Deutsche Gesellschaft für Internationale Zusammenarbeit (German Agency for International Cooperation) |
| GoJ | Government of Jordan |
| HEAC | Higher Education Accreditation Commission |
| HR | Human resources |
| HRD | Human resources development |
| IS | Information system |
| IT | Information technologies |
| JICA | Japan International Cooperation Agency |
| KE | Key expert |
| KILM | Key Indicators of Labour Market |
| LM | Labour market |
| LMI | Labour market information |
| LMIS | Labour market information system |
| LMIMS | Labour market information management system |
| M&E | Monitoring and evaluation |
| MIS | Management Information System |
| MoE | Ministry of Education |
| MoHE | Ministry of Higher Education |
| MoL | Ministry of Labour |
| MoPIC | Ministry of Planning and International Cooperation |
| MoSD | Ministry of Social Development |
| MSCoE | Model Skill Centres of Excellence |
| NAF | National Aid Fund |
| NCHRD | National Council for Human Resources Development |
| NGO | Non-governmental organisation |
| NES | National Employment Strategy |
| NEES | National employment electronic system |
| NETVETS | National ETVET Strategy |
| NKE | Non-key expert |
| NMPF | National Policy for Microfinance Framework |
| NSHRD | National Strategy for Human Resources Development |
| NQF | National Qualification Framework |
| PC | Project (Steering) Committee |
| PCM | Project Cycle Management |
| PETS | Public Expenditure Tracking Survey |
| PMP | Performance management programme |
| PIU | Project implementation unit |
| PMU | Project management unit |
| PPF | Project Preparation Facility |
| PPP | Public-private partnership |
| PRS | Poverty Reduction Strategy |
| PWDs | People with disabilities |
| QSDS | Qualitative Service Delivery Survey |
| PSC | Project Steering Committee |
| SME | Small and medium-sized enterprise |
| SC | Steering Committee |
| SS-C | Sector Skills Council |
| SSC | Social Security Corporation |
| STE | Short-term Expert |
| TA | Technical assistance |
| TAT | Technical assistance team |
| TVETC | Technical and Vocational Education and Training Council |
| ToR | Terms of reference |
| TOT | Teaching of Teachers or Training of Trainers |
| TVET | Technical Vocational Education and Training |
| UAT | User Acceptance Tests/Testing |
| UNDP | United Nations Development Programme |
| UNHCR | UN Refugee Agency |
| USAID | U.S. Agency for International Development |
| VTC | Vocational Training Corporation |
| WB | World Bank |

# Version History

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Revision date | Implemented by | Reason |
| 0.9 | April 2019 | Ivan Majerčák, Mohammad Ismail, Luba Pavlovova | Final internal draft, requested peer review within SESIP Project and MoL |
| 1.0 | May, 2019 | Ivan Majerčák, Mohammad Ismail, Luba Pavlovova | Version released for use by The Ministry of Labour |

# Introduction

## Purpose of the Document

This document describes the ways how to raise the public awareness on the subject of existence of a new Labour Market Information System and the services it can provide for the different groups of its users.

It is essential to raise awareness on labour market information (LMI) in Jordan. To achieve these objectives there is a need to analyse the past and present activities performed under similar awareness raising campaigns, reports and outputs of those campaigns as well as the current situation regarding the knowledge of labour market and labour market information between the institutions, academics, students entering labour market and last but not least general public etc.

Since the SESIP project should address the widest possible group of citizens, it is important to have an overall view on the whole campaign and to have a common understanding, what the LMIS can do for people of Jordan.

# Public Awareness Raising about LMIS – Purpose, Methodology and Execution of the Activities

## Communication Plan Purpose

The corner stone of the Public Awareness Raising about LMIS is creation of the Communication Plan. Although used in a broader sense, the Communication Plan should – through typical problem solving methodology approach (Analysis -> Design -> Testing -> Implementation Feedback) prepare a comprehensive plan how to approach different groups with different offer of the LMIS outputs.

The Communication Plan of the future LMIS is a strategic document aiming to

* Analyse the focus groups, problems they are solving in relation to the LMI, current sources of information and current level of digital skills
* propose certain awareness raising activities, events, actions as well as timetable for their realization,
* provide cost friendly advices in order to achieve the defined outcomes of the activities,
* suggest ideas regarding the involvement of the target group into the campaigns (programs),
* provide practical advice how to achieve the aims of each activities,
* compile the media mix, all kind of communication channels where Ministry of Labour can effectively reach all the target groups,
* provide selected communication tools and channels.

The main objectives of the activity “Prepare recommendations for public awareness campaign on LMIS” which should be achieved by activities sketched in the Communication Plan are:

* raising awareness on existence and services of the new LMIS,
* inform users about the practical implications of LMIS services for their decision making in everyday life (personal, professional, academic),
* raising awareness about the work of MoL in the field of Labour Market Information,
* promote the purpose of the SESIP project along with the activities and the results.

## Methodology

Methodology used to put together this communication plan includes the following:

* Analysis of the previous campaigns focusing on Labour Market Information
* Evaluation of the results of the previous campaigns
* Evaluation of relevant data available
* Showcasing practices from campaigns in EU countries
* Identifying weaknesses of the campaign (to avoid future pitfalls) and the strengths of the campaign (to use the same methods as they proved to be efficient)
* Reviewing the current communication policy of the MoL
* Defining the topics and target groups
* Propose concrete solutions for each activity
* Draft “to do list” for each activity
* Set measurable indicators for each activity
* Proposal for ex-post evaluation of the activities

Because of a limited time for this activity (preparation of recommendations for public awarness) and non-existence of an LMIS Solution in Jordan at the time of preparation (although a decision was made towards LMIS.Stat by ILO implementation) some of the activities in the methodology can only be described in theory, but their implementation will have to be executed by MoL at the later stage of the project.

## Execution of the Activities

## Analysis of the Client Groups

|  |  |
| --- | --- |
| Broad groups | Specific groups |
| * School leavers * Adults * PES clients * College students * HE students/graduates * Adult literacy or numeracy learners * People living in rural areas | * Employees facing redundancy * Labour market returners * People over 50 * Offenders * People with sensory impairments and other disabilities * People with dyslexia * People with mental health problems * People from minority ethnic communities * Low-paid, short-term employees * Asylum seekers * The Worktrain (national jobs and training web site) audience |

## Analysis of the Individual Needs

* What is the likelihood of getting a particular job at the end of this course?
* What is the competition for places on a specific course or training programme?
* What type and level of qualification are employers looking for?
* What jobs are available locally?
* What earnings can I expect?
* What are the chances of career progression in . . . ?
* Where will I be able to find work as . . . ?

## Analysis and Evaluation of the Previous Campaigns Focusing on Labour Market Information

In this activity, a comprehensive examination of the Al-Manar project is recommended. Although still functional, as it was found during the workshops with NCHRD, currently there is only limited access to the reports produced by this project and the overall interest in them is limited to few users. The history of this project can serve as a good and bad practice at the same time for developing further public awareness campaigns.

Other than that, we were not able to identify any nation-wide projects focused on the LMI dissemination. Similar projects from other

## Evaluation of Other Relevant Data Available

**Devices and Connectivity**

Before the design of the LMIS Public Awareness Campaign, following data should be acquired and analyzed:

* Possession of the devices: how many households possess TV, mobile phone, laptop and/or computer,
* Internet connection: how many households are connected through fiber and/or 3G/4G technologies,
* Computer and Internet usage: how many persons use a computer every day or almost every day and how many persons use a mobile phone, how many persons use the Internet every day or almost every day,
* What is the main purpose of use of Internet: e.g. reading online news or newspapers, finding information about good or services, participating in social networks (Facebook, Twitter – which is the most relevant in Jordan),
* Frequency and way of looking for Labour Market Information: how many persons are looking for LMI, what are currently the main sources, what kind of LMI are the persons looking for (e.g. new vacancies only, trends on LM, perspectives of employment, ET-VET and Educational information etc.)

It is expected, that the main means of communication technologies/media formats used between Jordan population are TV and mobile phones. Having in mind these findings there is a need to focus activities like TV interviews and TV spot during the prime-time news, which might catch the interest of a larger group of consumers.

**Analysis of the MoL Web Page**

The MoL has its own webpage which is positive (and a must in 2019), but there are some gaps identified in PR and communication activities concerning LMI, including the promotion of the work of MoL and its results. Jordan citizens show a low level of activity in seeking information about their choices on Labour Market. The reason may be that the current sources of information are not appealing (too general, too aggregated) or hard to find.

The website does not correspond to the current web design trends and is not accessible to people with disabilities. There is a gap in social media presence despite the fact that it has become mainstream communication tool.

## Showcasing practices from campaigns in EU countries

## Identifying weaknesses of the campaign (to avoid future pitfalls) and the strengths of the campaign (to use the same methods as they proved to be efficient)

## Reviewing the current communication policy of the MoL

## Defining the topics and target groups

## Propose concrete solutions for each activity

## Draft “to do list” for each activity

## Set measurable indicators for each activity

## Proposal for ex-post evaluation of the activities

Workshops with beneficiaries of the SESIP Project

Several workshops for the beneficiaries organized in Working Group 4 were delivered by the SESIP project in cooperation with the MoL between October 2018 and April 2019.

### Analysis of statistical data available

In XXX 2017 the Statistical Office of the Republic of Serbia conducted a survey on the use of information – communication technologies referring to the households. The sample coverage was XXXX households and XXXX individuals.

The main findings relevant for the Communication Plan:

* 99.6% of the households possess TV, 90.5% a mobile phone, 43.7% of the households own a laptop and 68.1% of the households possess a computer,
* 68.0% of the households have the Internet connection, presenting an increase of 3.3% in relation to 2016 and mobile telephone networks via 3G 53.6% of households,
* Over 3 120 000 persons use a computer every day or almost every day and over 4 946 000 persons use a mobile phone,
* Over 3 300 000 persons use the Internet every day or almost every day,
* The main purpose of use of Internet were reading online news or newspapers, finding information about good or services, participating in social networks (Facebook, Twitter),
* 28.3% of the respondents performed purchasing/ordering of goods or services during the last three months, 13.0% of them did it more than three months ago (less than a year ago) and 8.8% more than a year ago.

According to the results from the survey about use of communication technologies it is obvious that the main media formats used in Jordan population are TV and mobile phones. Having in mind these findings there is a need to focus activities like TV show and TV spot, which might catch the interest of a larger group of consumers.

### 

### Current State of Play at Ministry of Labour

# Public Awareness about LMIS – Recommendations

### Goals

The overall goals of the communication plan are to

* prepare and launch of media campaign which includes specialized TV and radio spot which will be creative and attractive for audience
* prepare a mini TV show or series that can be broadcasted on selected TV channels
* bring consumer protection experts and consumers together to provide forum for discussion and to give legal advice so they better understand their consumer rights and are able to use it in practice
* update the MTTT’s website layout and to ensure that website will be accessible to people with disabilities
* create and manage social media account to make better connection between consumers and the channel obtaining information about their rights
* prepare informative and promotional materials with appropriate content for each target group
* upgrade National Consumer Complaints Register (NCCR) which will register consumer complaints and enquiries

### The schedule

The original schedule from the Work Plan has to be modified to reflect the progress of the project.

The reason behind the amendment of the schedule is to put upgrade of the website as first, which will serve as info focal point for project related news. It is considered that also at least one publication should be prepared before the events/fairs would take place, so they can be distributed straight to the target groups. Considering the TV and Radio Spots, they are not strictly connected to other activities (except the website), so it is recommended to leave enough time to create creative content, concept and to prepare the final versions of the videos.

### Activities

According to the Working Plan the mandatory results are to be delivered. Every activity proposed shall include:

* Definition of the expected results
* Proposals for means to reach the results in an effective and beneficial way (the goal has to be SMART, the channels for each communication activity have to be determined e. g. by communication matrix)
* Identification of topics or target groups that could be included and the key message that should be communicated
* Concrete recommendations for the activity respecting the budget (including SWOT analysis, content or message description, steps and stages of implementation, the methodology, outputs)
* Good/Bad examples from other campaigns (Serbian and also STEs countries)
* Measurable indicators which can be used in ex-post evaluation
* Proposal for ex-post evaluation methodology
* Recommendation for the follow-up activities ensuring sustainability

Communications activities proposed under Component 4 are designed in a generic approach. But in terms of certain activities option B is also put up for consideration.

# List of Annexes

The following documents were collected and used during the preparation of the Conceptual Framework:

|  |  |  |
| --- | --- | --- |
| N | Document | Author(s) |
|  | TA JO LMIS - Review of the IT Systems integrated with LMIS | Ivan Majerčák, Mohammad Ismail, Luba Pavlovova |
|  | TA JO LMIS - Conceptual Framework | Ivan Majerčák, Mohammad Ismail, Luba Pavlovova |
|  | TA JO LMIS – Terms of Reference | Ivan Majerčák, Mohammad Ismail, Luba Pavlovova |