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# Certificate Program for Syrian Refugees (CPSR)\*

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# Certificate Program for Syrian Refugees

- ▶ awarded by HOPES project for the period between October 2017-August 2018.
- ▶ Originally designed as a Blended Certificate Program to be implemented by IAU and KIRON Open Higher Education.
- ▶ Aim was to provide 90 Syrian youth in Turkey with access to blended higher education to kick-start academic careers with job-specialized modules.
- ▶ After the KIRON's leave from the partnership, the Program has been modified as to include:
  - ▶ 10 weeks offline training on **marketing, financial management and computer programming**

Soft Skills & Career development workshops

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## CPSR: Objective

- ▶ The Program targeted Syrian youth that are **qualified, but unable to attend a higher education institution** at the moment, in order to provide them with the opportunity to attain certified training to enter into the Turkish job market.
- ▶ The Program allowed Syrian students to:
  - ▶ gain soft-skills geared towards employment opportunities
  - ▶ actively engage in a campus environment that will support their academic integration, if they can to continue their higher education in Turkey.

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# CPSR: Target Group

- ▶ 18-25 years old Syrian youth
- ▶ located in Istanbul
- ▶ having a valid residence permit or temporary protection/foreigner ID
- ▶ having good proficiency in the English language
- ▶ graduated from high school at least

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# The Contents of the Courses

## ► Module 1: Financial Management

- This module is an introduction to the theory and principles of business finance and accounting standards. It covers basic theory and operation of financial systems, business finance, fundamental accounting and tax information for SMEs. A practical approach is adopted in this course through the use of case studies and real life examples.

## ► Module 2: Computer Programming

- The aim of the module is to give the knowledge and understanding of computer hardware and software, how they interact with each other and how to develop software applications. Students will develop their programming skills by preparing software projects.

## ► Module 3: Marketing Strategy

- The aim of the module is to develop knowledge and understanding of the marketing function of an organization, how it interconnects with other functions and its impact as a way of doing business on the evolution of corporate strategy. Students will develop their strategic thinking skills while still appreciating the operational role marketing has in terms of meeting corporate objectives.

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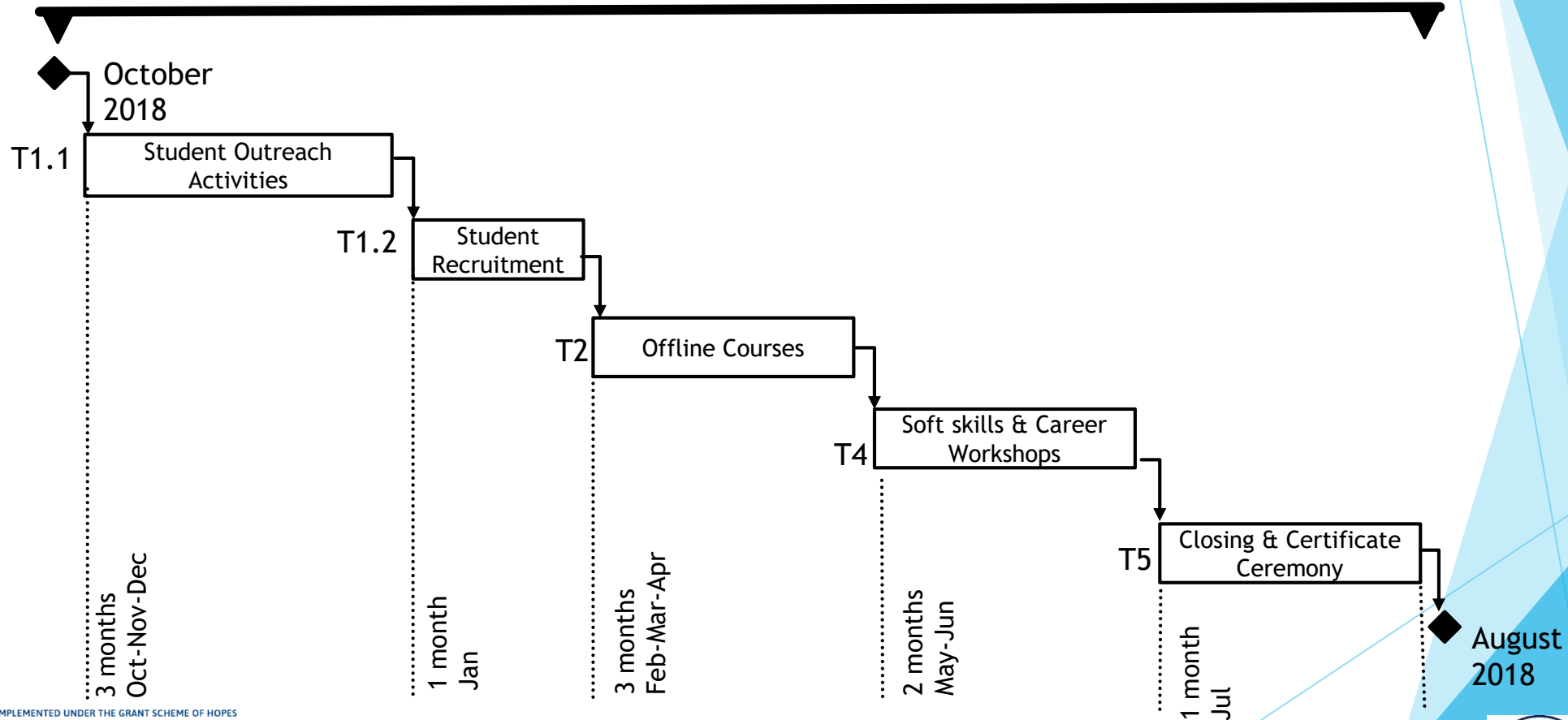


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# CPSR: Summary of Project Tasks & Timing



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# Student Outreach Activities

## (November & December 2018)

Announcements in November and December through:

- ▶ Social media
- ▶ Attended events to present
- ▶ IAU TOMER (7,000 outreach)
- ▶ International Blue Crescent (1,200 outreach)
- ▶ Kucukcekmece Municipality (300 outreach)
- ▶ Kucukcekmece District Governorship (Local Syrian associations in K.çekmece)



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# CPSR: Student Recruitment

*(January 2018)*

- ▶ Interviews conducted with 110 applicants.
- ▶ 82 students found eligible and completed their registration process.
- ▶ 22 female, 60 male students

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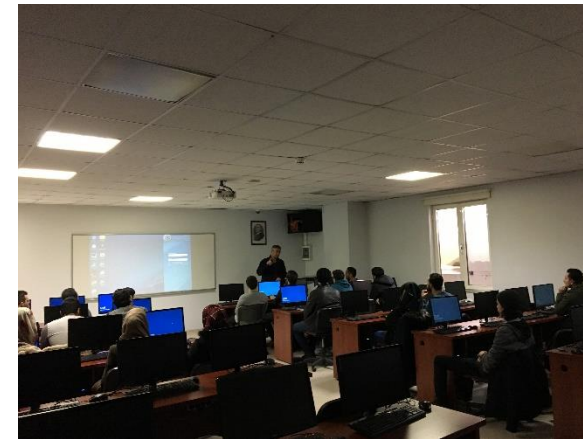




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# Student Onboarding and Offline Courses (February-April 2018)

- ▶ 10 week trainings (7Hours/Week x 10 Week = 70 Hours)
- ▶ 7 hours, each Saturday
- ▶ Parallel classes in 3 different modules (marketing, computer programming, financial management)
- ▶ 3 study workshops for each modules to prepare students for the exams
- ▶ 37 students passed the mid-term and final exams.



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# CPSR: Life Skills & Career Workshops

## (May & June 2018)

- ▶ Workshop on Writing CV, Cover Letter, and Thank You Letter, May 12 (in cooperation with United Work)
- ▶ Workshop on Conflict Resolution in Work Place, May 26
- ▶ Workshop on Leadership Skills, June 6
- ▶ Workshop on Creativity, June 9
- ▶ Workshop on Interview Techniques, June 12 in cooperation with United Work)



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# CPSR: Closing & Certificate Ceremony

- ▶ Closing Ceremony, 31st of July, at IAU.
  - ▶ Successful students were awarded with certificates.
  - ▶ Panel on «Increasing the Employability of Syrian Youth» organized with the participation of United Work and RIZK Foundation, and other solutions partners.
  - ▶ Students met the representatives of NGOs running employability programs and the HR representatives of Turkish companies



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# CPSR: Problems encountered during the implementation

## ▶ Outreach Problems

- ▶ Most of the students have attended at least one training organized by other institutions or NGOs for Syrian refugees
  - ▶ There is quite a chance that a small and same group of Syrian youth are reached by different NGOs or institutions and get similar trainings. Access to a wider group who did not have a chance to attend any training should be prioritized.

## ▶ Regular Attendance

- ▶ **82 registered, 37 completed the program** - As a result of the follow up calls:
  - ▶ Students have either found a new job and had to work on Saturdays or,
  - ▶ Students chose to attend Turkish language courses on Saturdays.
  - ▶ We received requests to either organize the courses on Sundays or provide online access to the course content.

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## CPSR: Feedbacks from students and solution partners

- ▶ Training requests from students (based on mid-point and final evaluation surveys and face to face interviews):
  - ▶ Turkish language
  - ▶ Advanced computer programming trainings
  - ▶ Entrepreneurship
  - ▶ E-marketing
  - ▶ Soft skill trainings
  - ▶ YÖS Preparation
  - ▶ More online content
- ▶ Training required by companies contacted
  - ▶ Personnel Certification

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## Recommendations for increasing access to higher education and employment

- ▶ **Turkish language training** should be priority for any training to increase the access of Syrian youth to higher education or employment.
- ▶ Training programs should be planned outside of working days and hours. However considering that most Syrians work long hours, and even weekends, this might not be a solution as well. **Blended programs**, with online content should be prioritized.
  - ▶ Blended training programs for Turkish language, YÖS preparation and personnel certification
- ▶ Activities should be designed to **increase the awareness of Syrian youth for various training programs** is necessary.

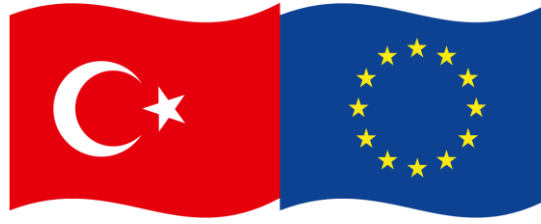
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# Thank you!

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