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EMPLOYERS ASSOCIATION

Quantify Your Future



 quantify your future

Understanding the problem



Understanding the problem

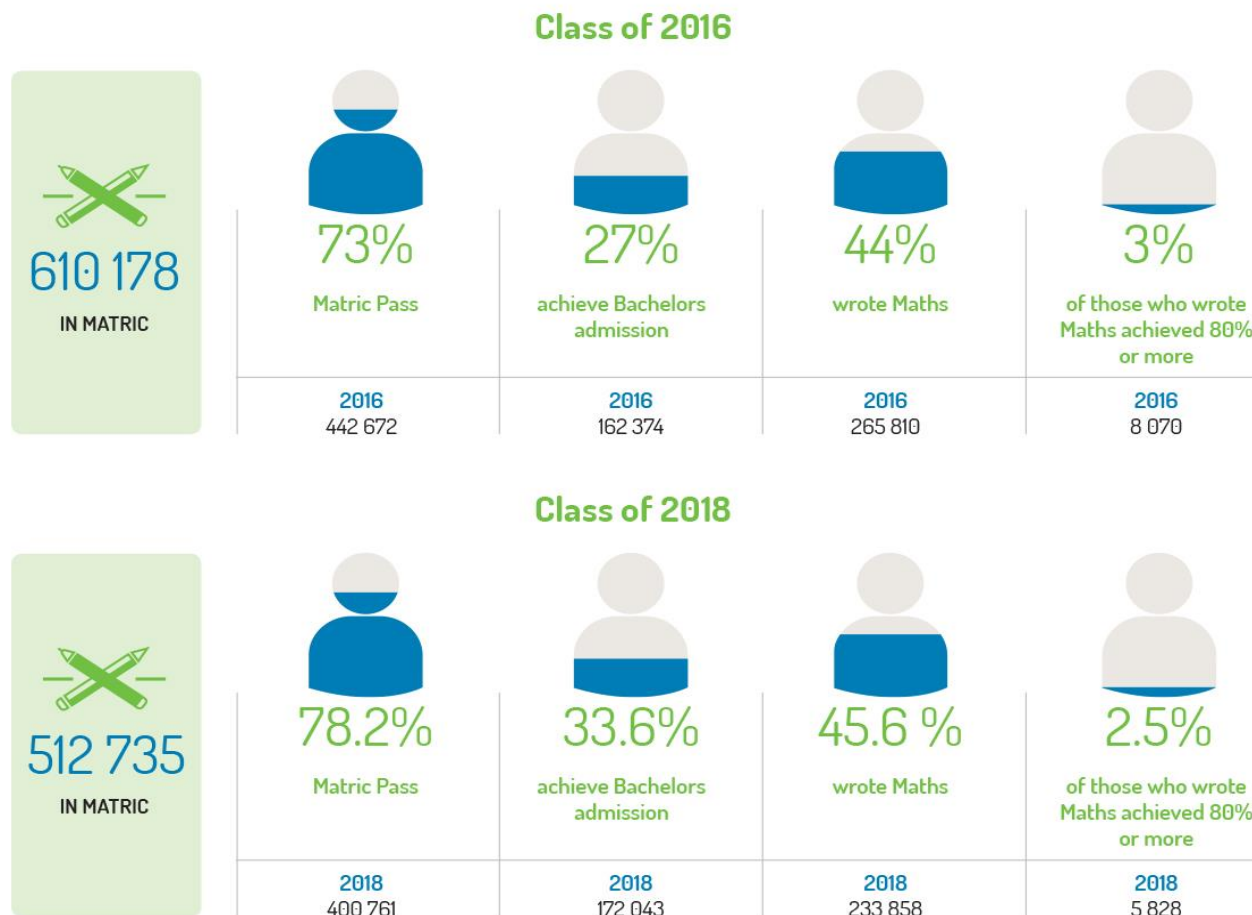
“South Africa is producing an inadequate number of graduates in science, maths, engineering and technology. “

“Just 6,9% of matric candidates will pass maths with a grade of 70% to 100% – a smaller proportion than was the case in 2008 (remember that once the near 50% pre-matric drop-out rate is factored in this means that around 3/100 children will pass maths in matric with such a grade. The ratio of maths literacy (a b-grade maths option) to maths candidates in matric has changed from 0,9:1 in 2008 to 1,5:1 in 2016.”

References:

- Research Agenda for Career Development Services in South Africa (2015 – 2017)
- Centre for Risk Analysis April 2018

Matric Class of 2016 vs Class of 2018



Source:

- National Senior Certificate Examination Report 2018

The Challenge – Higher Education

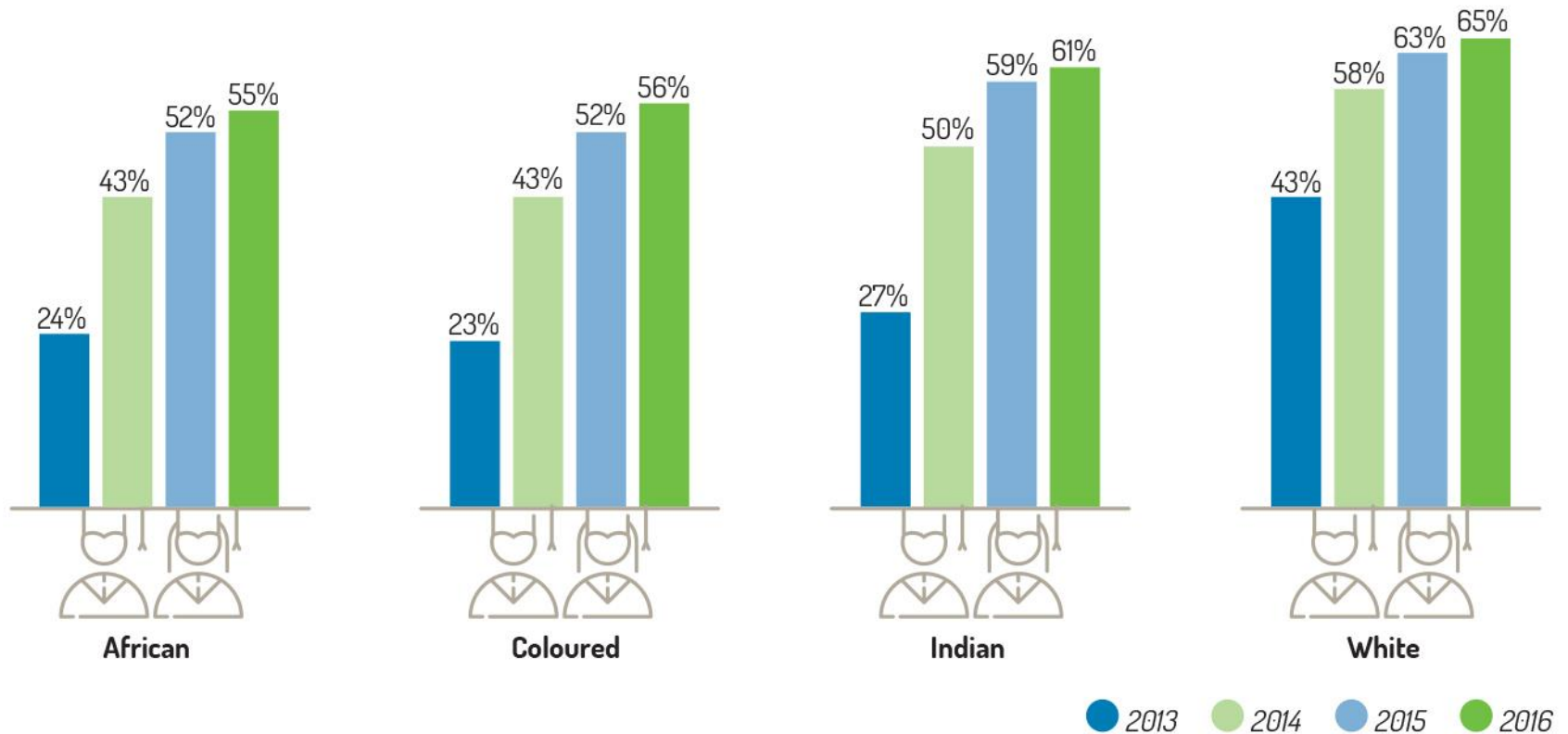
“Undergraduate throughput is very low, with only 27% of graduates completing their studies in minimum time, and less than half of those who enter university ever graduating. This failure has been attributed to the articulation gap between schooling and higher education, including decisions that learners make when deciding on subjects and priorities related to their intended future location in the labour market”

Just 4,9% of people aged 20 or older possessed a degree-level qualification or higher.

References:

- *Research Agenda for Career Development Services in South Africa (2015 – 2017)*
- *Centre for Risk Analysis April 2018*

Throughput rates by race for 3-year degrees with first year of enrolment in 2011 – *excl. Unisa, Accumulative*

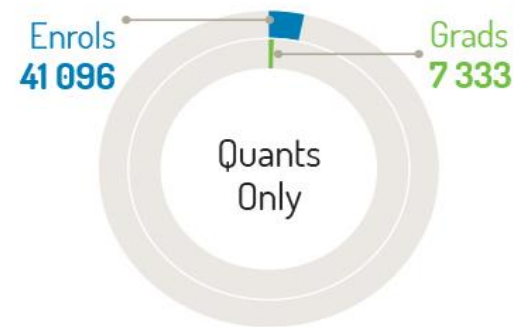


Source:

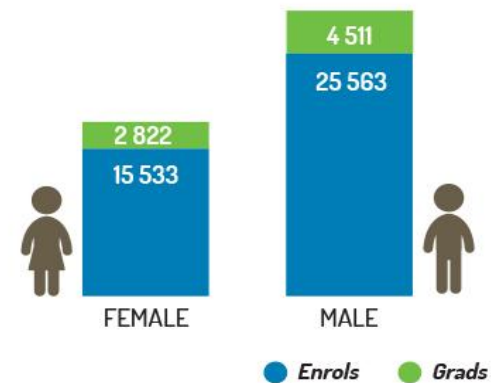
- CHE 2016 Higher Education Data

Enrolments

2017 TOTAL ENROLMENT



ENROLMENT BY RACE AND GENDER



Source:

HEMIS data. Quants includes all candidates in the following specialisms: Management Sciences and Quantitative Methods; Computer and Information Sciences, Mathematics and Statistics

**How are we
tackling the
problem?**



What does success look like?



Increased awareness and attractiveness of Quant Careers to a wide primary audience of learners (age 16 and above), undergraduates, and a secondary audience of Parents, Teachers and Career Guidance specialists



Effective industry collaboration between financial services and academia



Increased inclusivity of a diverse audience; with better access to careers for females, equity candidates and those from less privileged socioeconomic backgrounds



Skills Sets, capabilities and behaviours identified and mapped to specific role families for Quant Careers

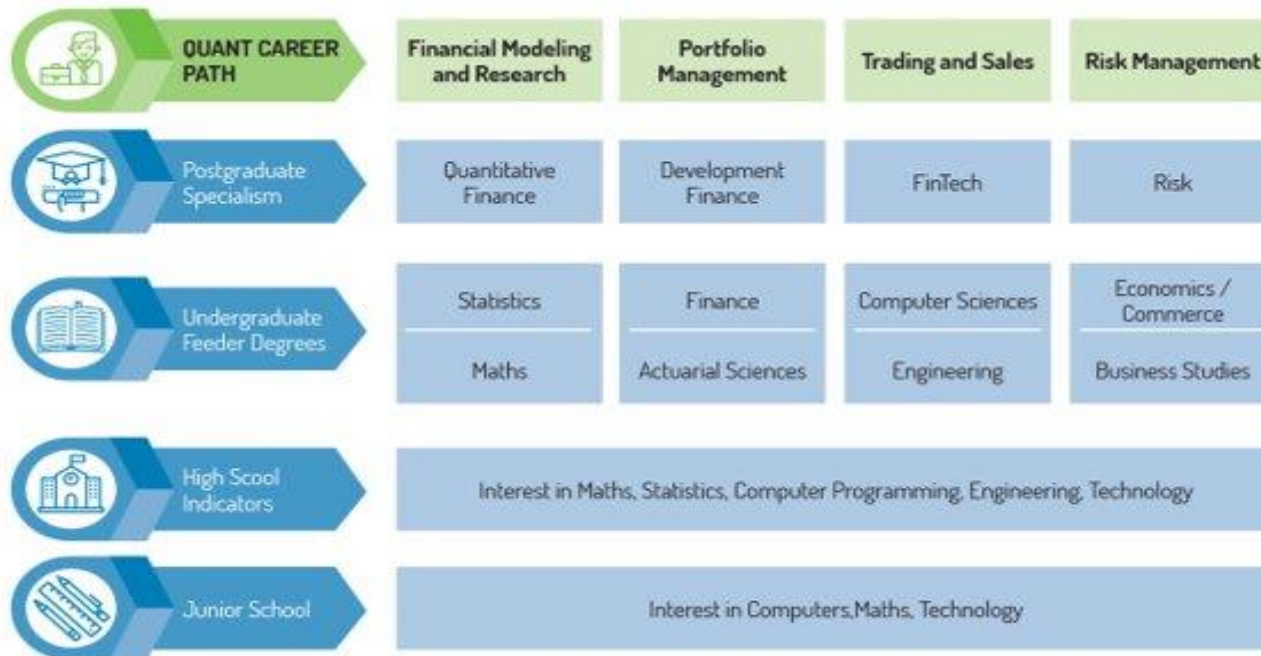


Industry funding provided centrally for targeted, specific programmes; ensuring less scatter spend and better return on investment

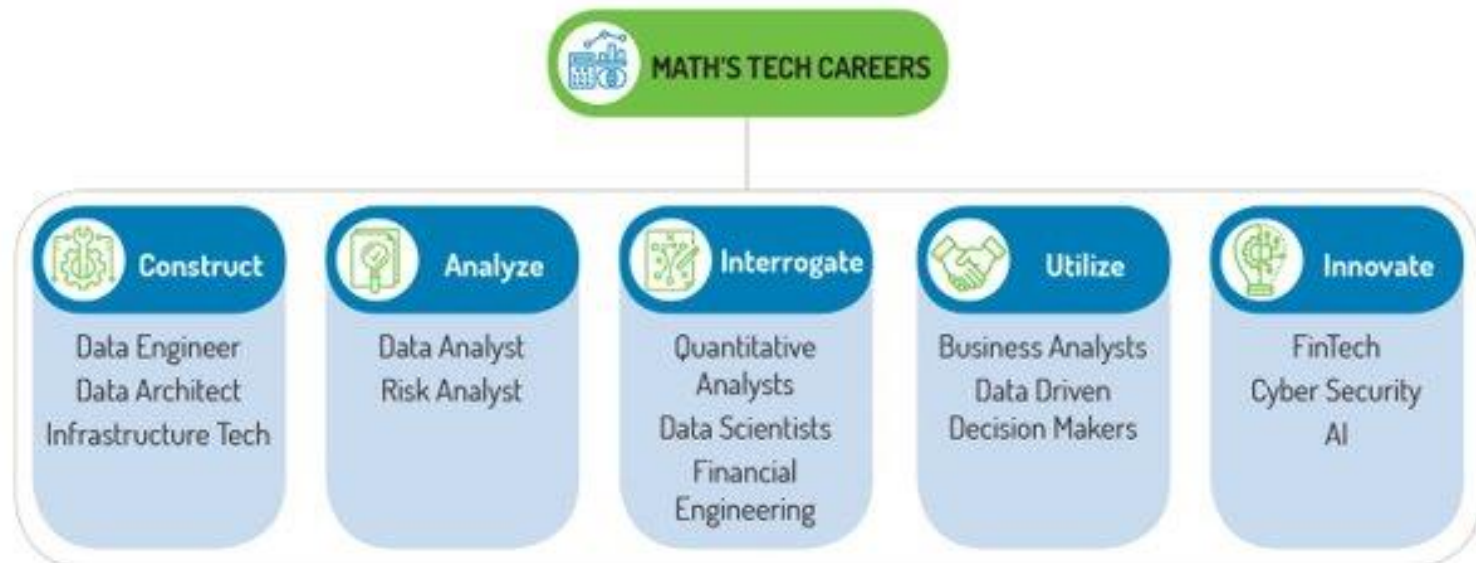
Creating the narrative – key outputs

- Industry career pathway with example jobs mapped to each family
- Narrative and messaging for Quants Careers
- Skills matrix
- Identified key courses, degrees, qualifications and entry routes
- Holistic view of the Talent Pipeline
- Case Studies to showcase key role models
- Brand, logo and photography to make the career path look exciting and accessible
- A digital solution – website (incl. video profiles), social media, emailers

Creating the narrative – where we started



Creating the narrative – where are we now?



Populating the pipeline



Networking: universities, schools, collaborations with foundations, programmes & sponsor partners



Partnerships: sponsors, foundations, professions



Website: a resource platform for everything quantify!



Events: 2020 focused on High Touch events

Wins so far

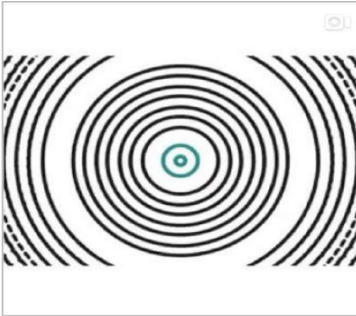


Wins So Far | Sponsorships



...with more in the pipeline for 2020

Wins So Far | Social Media Reach



Instagram

Followers	331
Average Reach	3 303
Average Impressions	5 442



Facebook

Page 'Likes'	1, 081
Average Reach	779
Average Engagement (clicks, likes etc)	170



Wins So Far | Social Media Themes

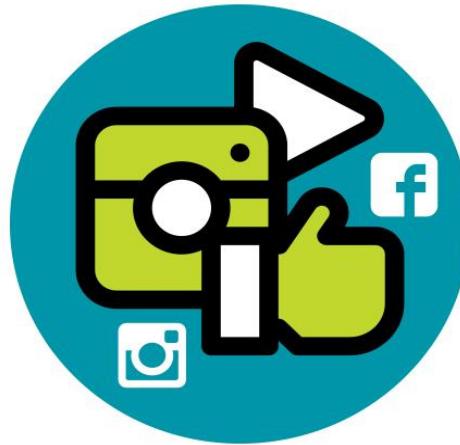
Career Paths

Behind the
Scenes

Career Fairs

Bursary
Opportunities

The Recruitment &
Selection Process



Pay it Forward with QYF
Foundation &
Scholarship partners

2nd Semester
Success

Exam & Study
Techniques

Vac Work Tips

Vac Work
Feedback

Wins So Far | QYF Website



Total website visitors

10,000+

Total website sign ups

2, 051

Top 3 pages on website



Postgrad Studies



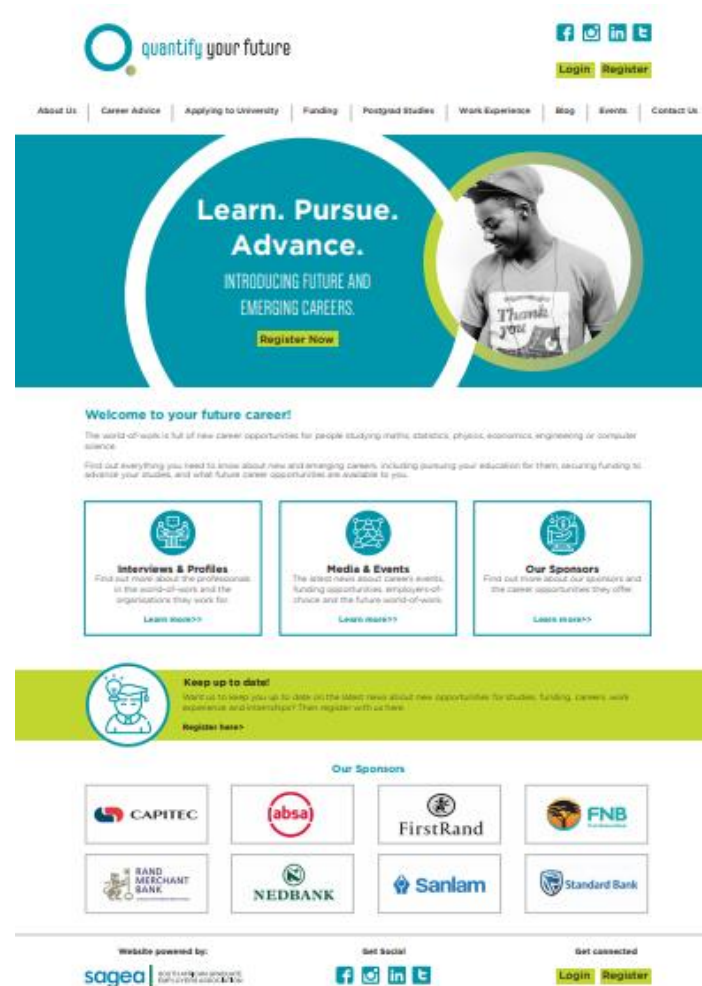
Graduate Programmes



Apply to a University

Source:  Google Analytics

Wins So Far | QYF Website



Wins So Far | Website Video Profiles



Total views of sponsor videos 1, 512

Top 3 video profile views



Dr Mark Nasila
FNB



Yingisani Nkwinika
FNB



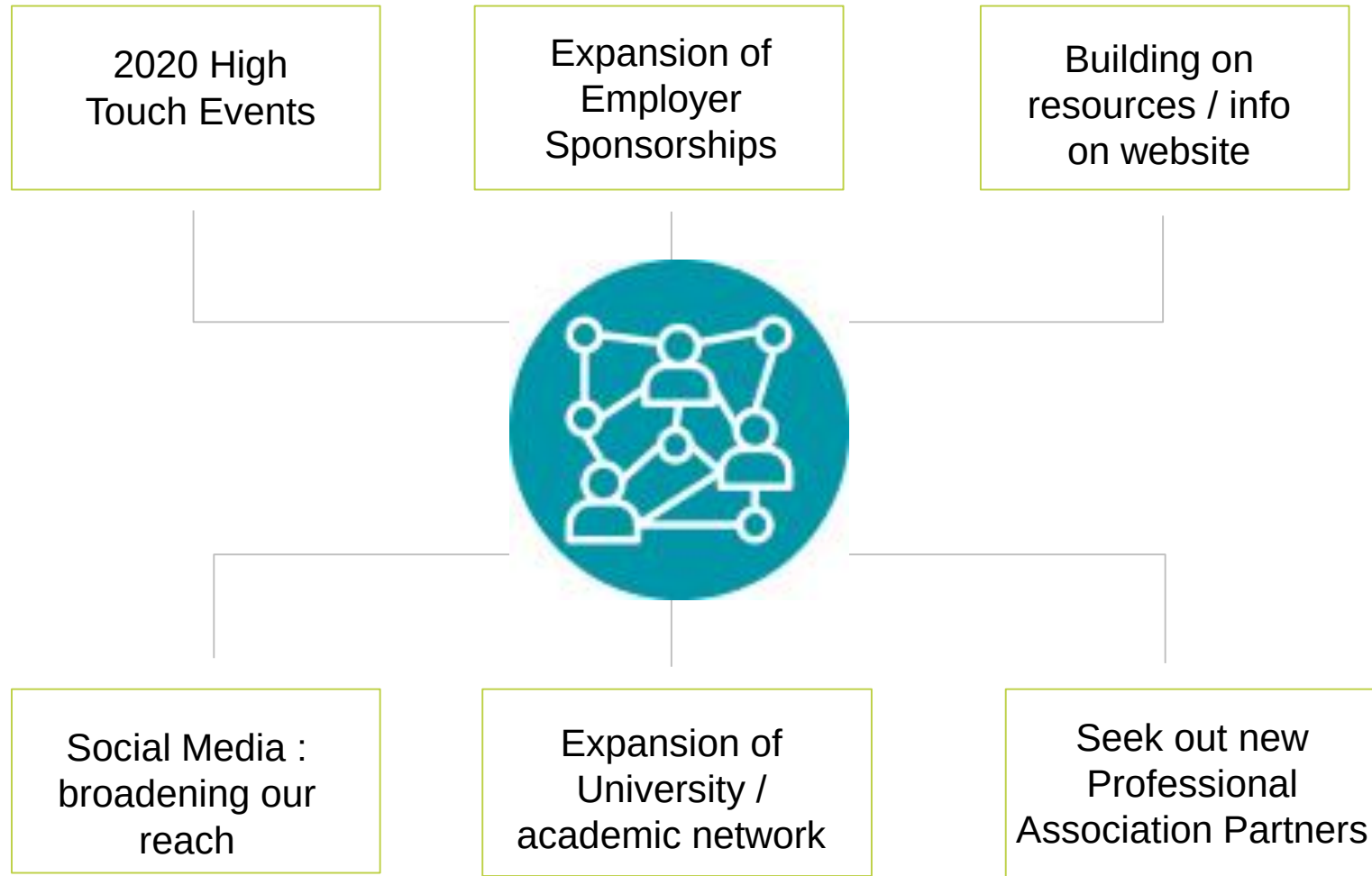
Lungi Qwela
Sanlam



Future Plans



Future Plans





Contact: Cathy Sims

Tel: 021 712-6168

Mobile: 083-2977740

Web: www.quantifyyourfuture.co.za

Email: cathy.sims@sagea.org.za

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