

ANNEX 2 – STEP 2 TOOLKIT: OUTREACH AND ENROLMENT

This toolkit provides practical instruments to implement Step 2 of the Meaningful Youth Engagement (MYE) Tool, Outreach and Enrolment. It equips institutions and partners to design, implement, and monitor inclusive, youth-led campaigns that raise awareness of TVET opportunities and increase equitable enrolment. These tools collectively enable institutions to plan, execute, and monitor campaigns that are youth-led, inclusive, and evidence-based, advancing the MYE Framework from outreach to equitable enrolment.

TOOL 1: YOUTH AMBASSADOR TOOLKIT

Purpose:

To guide TVET institutions and youth networks in selecting, training, and supporting *Youth Ambassadors* who champion TVET programmes in their communities and online spaces. Ambassadors serve as **peer advocates, information multipliers, and role models** who inspire other young people, especially those from underrepresented groups, to consider TVET pathways.

1. Objectives

- Increase enrolment by using trusted youth voices to promote TVET opportunities.
- Strengthen youth leadership and communication skills through active outreach roles.
- Ensure campaign messages are relatable, inclusive, and community-driven.
- Build sustainable youth networks that continue to support recruitment beyond project cycles.

2. Target Users

- TVET institutions and communication officers coordinating outreach.
- Youth-led organisations and networks.
- Existing learners and alumni serving as peer advocates.
- Regional or national TVET agencies implementing coordinated campaigns.

3. Selection Criteria for Youth Ambassadors

1. **Eligibility:** Aged 18 – 30 years; current learner or graduate of a TVET institution.
2. **Representation:** Strive for gender balance and inclusion of persons with disabilities, rural youth, and minority groups.
3. **Competence:** Demonstrated communication skills, leadership potential, and commitment to community service.
4. **Endorsement:** Nominated by institution, youth group, or peer network.

5. **Commitment:** Willing to dedicate at least 4–6 hours per month to outreach activities.

4. Roles and Responsibilities

Youth Ambassadors:

- Promote TVET programmes in schools, communities, and social media.
- Share personal success stories and counter misconceptions about TVET.
- Collect feedback from youth audiences and relay it to the institution.
- Support admission drives, orientation sessions, and open days.
- Encourage girls, youth with disabilities, and NEET youth to enrol.

Institutional Focal Person:

- Provide supervision and logistical support.
- Approve key messages and campaign materials.
- Track ambassador activities and management report.
- Facilitate capacity-building and recognition events.

5. Training and Induction Modules

Each Youth Ambassador should undergo a short induction (1–2 days) covering:

1. Introduction to the TVET system and programmes.
2. Principles of Meaningful Youth Engagement (MYE).
3. Gender, disability, and inclusion awareness.
4. Communication and storytelling skills.
5. Safe social-media engagement and digital ethics.
6. Reporting and data-collection procedures (using Campaign Monitoring Form).

6. Activity Guide for Youth Ambassadors

Activity Type	Description	Frequency	Reporting Tool
School Outreach	Share information on courses, scholarships, and career options.	Monthly	Campaign Monitoring Form
Community Engagement	Organise information sessions at youth centres, churches, or markets.	Quarterly	Attendance Sheet + Photo Log
Digital Campaign	Post and respond to TVET content on social media platforms.	Weekly	Screenshot / Engagement Summary
Open-Day Support	Assist in tours, registration desks, and peer-talks.	Each Event	Institutional Log Sheet
Feedback Collection	Gather youth opinions or questions via WhatsApp polls or surveys.	Ongoing	Campaign Monitoring Form

7. Incentives and Recognition

- Certificates of service or recommendation letters.
- Public recognition during graduation or annual events.
- Opportunities for advanced leadership or mentorship training.
- Access to networking and job-placement opportunities.

8. Monitoring and Reporting Template

Institution: _____ Region: _____

Ambassador Name: _____ Period: _____

Date	Activity Conducted	Target Group / Location	No. of Youth Reached (F/M)	Main Message Delivered	Challenges Encountered	Follow-Up Action
12 Jan 2025	School Outreach – Somanya SHS	Students (16–19 yrs)	85 (43 F / 42 M)	“TVET leads to real careers.”	Lack of materials	Supply posters next visit
...	...	...	...	...	...	...

9. Ethical and Safety Considerations

- Obtain consent from institutions and communities before activities.
- Protect minors' privacy; avoid sharing personal data or photos without permission.
- Ensure gender-balanced teams during outreach.
- Respect cultural norms and avoid political or religious bias in messaging.
- Use official campaign hashtags and approved materials only.

10. Expected Outputs

- A network of trained Youth Ambassadors across participating institutions.
- Quarterly summaries of outreach reach and feedback.
- Documented success stories showing youth-led enrolment impact.
- Evidence for inclusion and gender-equity reporting.

TOOL 2: DIGITAL CAMPAIGN PLAYBOOK

Purpose:

To guide institutions, youth networks, and partners in planning and executing inclusive, youth-led digital campaigns that promote TVET programmes, challenge stereotypes, and reach diverse audiences through social and digital media.

1. Objectives

- Amplify awareness and positive perception of TVET through social and digital platforms.
- Strengthen the visibility of TVET success stories and role models.
- Engage youth directly as campaign creators and communicators.
- Ensure campaign content reflects gender and disability inclusion.
- Increase enrolment and engagement through innovative digital outreach.

2. Target Users

- Institutional communication officers and youth focal persons.
- Youth Ambassadors and alumni networks.
- Partner NGOs, donor projects, or private-sector collaborators.
- Media and creative agencies supporting TVET campaigns.

3. Planning Your Digital Campaign

Follow these five stages to design a structured and impactful campaign:

Stage 1 – Define the Purpose and Audience

- What change do you want to achieve? (e.g., increase female enrolment in STEM-TVET).
- Who are you targeting? (e.g., out-of-school youth, parents, employers).
- Where are they most active? (e.g., WhatsApp, Facebook, TikTok, radio).

Stage 2 – Develop Key Messages

- Focus on short, positive, relatable messages that challenge myths.

Examples:

- “TVET is innovation.”
- “Skills create jobs.”
- “Girls can fix engines too.”
- “Learn, earn, and lead with TVET.”

- Translate messages into local languages where possible.

Stage 3 – Select Channels and Formats

Use a **multi-platform approach** for maximum reach:

- **Facebook / Instagram:** storytelling and visuals.
- **TikTok / YouTube:** short video reels and skills demonstrations.
- **WhatsApp / Telegram:** community engagement and follow-up.
- **Institutional website / LinkedIn:** formal updates and reports.
Recommended formats include infographics, mini-interviews, learner spotlights, alumni videos, and live Q&A sessions.

Stage 4 – Create a Campaign Calendar

Week	Theme	Platform	Responsible Person	Key Output
Week 1	“Why TVET Matters”	Facebook, WhatsApp	Comms Officer + Ambassadors	Launch video + Poster
Week 2	“Girls in Action”	TikTok, Instagram	Female Ambassadors	Reels + Story quotes
Week 3	“Youth Innovators”	YouTube	Alumni Mentors	3 short interviews
Week 4	“Join the Movement”	All	Comms Team	Enrolment call-to-action post

Stage 5 – Review, Reflect, and Adapt

- Gather analytics weekly (likes, shares, comments, reach).
- Conduct short surveys to assess audience reactions.
- Hold debrief sessions with youth ambassadors to adapt messages.

4. Key Roles

Youth Ambassadors: Create and post content, host live sessions, respond to comments, and gather peer feedback.

Institutional Focal Person: Approves content, tracks performance, manages partnerships, and ensures message alignment with institutional goals.

M&E Officer: Collects and analyses digital engagement data for reporting.

5. Digital Content Creation Tips

- Keep visuals clean and message-driven.
- Use authentic stories and real learners, not stock images.
- Ensure all graphics meet accessibility standards (e.g., captions, alt text).
- Post consistently and at optimal times.
- Use hashtags such as #MyTVETJourney, #YouthInSkills, #TVETForAll, or create institution-specific ones.

6. Monitoring and Analytics Template

Campaign Period: _____ **Institution:** _____

Date	Platform	Post Type / Topic	Reach / Views	Likes / Reactions	Comments / Messages	Shares	Observations / Feedback
05 Feb 2025	Facebook	Launch video	4,520	268	35	42	High engagement among female youth
07 Feb 2025	TikTok	Skills demo	2,300	188	14	23	Requests for course info

7. Inclusion and Safeguarding Checklist

Before publishing or approving campaign materials, ensure:

- ☐ Gender balance in visuals and voices.
- ☐ Representation of learners with disabilities.
- ☐ Content available in accessible formats (captions, translations).
- ☐ No use of language reinforcing gender stereotypes.
- ☐ Privacy and consent obtained for all featured individuals.
- ☐ Digital safety and responsible-use training completed for all youth creators.

8. Ethical and Data-Protection Guidelines

- Always obtain **written or digital consent** for photos, videos, or quotes.
- Protect minors' identities (no full names, geotags, or personal data).
- Avoid political or religious content.
- Follow national cyber and communication laws.
- Guide youth ambassadors on safe online conduct.

9. Expected Outputs

- Inclusive, youth-driven digital campaign plan and materials.
- Active online community promoting TVET opportunities.
- Monthly analytics reports with disaggregated engagement data.
- Documented case studies on youth-led digital innovation.

TOOL 3: INCLUSION AUDIT CHECKLIST (STEP 2 – CAMPAIGNS AND RECRUITMENT)

Purpose:

To assess whether recruitment and campaign strategies are inclusive in both design and delivery. The checklist enables institutions and partners to systematically identify gender, disability, and equity gaps in campaign planning, content, and outreach processes.

1. Objectives

- Ensure equitable access to information about TVET opportunities.
- Identify and address barriers to participation faced by marginalized youth.
- Promote gender-responsive and disability-inclusive outreach practices.
- Embed inclusivity as a standard in campaign design, messaging, and partnerships.

2. Target Users

- Institutional Gender and Inclusion Officers.
- Communications and Campaign Coordinators.
- Youth Ambassadors and partner NGOs.
- M&E Officers responsible for inclusion tracking.

3. When to Use

- During campaign **planning**, to review design and content.
- During **implementation**, to observe inclusivity in action.
- After the campaign, to assess **reach and effectiveness** among target groups.

4. Inclusion Audit Checklist Template

Institution: _____ Date of Audit: _____

Campaign Title: _____ Auditor(s): _____

Dimension	Audit Question	Yes / No / Partly	Evidence / Comments	Action Required
A. Representation in Planning	Were youth, especially from diverse backgrounds (gender, disability, rural, minority), involved in campaign design?			
	Was gender balance considered in the campaign team or ambassador group?			
B. Content and Messaging	Are campaign materials free from gender stereotypes and discriminatory language?			
	Are materials available in accessible formats (e.g., large print, braille, captions, sign language)?			
	Are key visuals representative of diverse learners (women, PWDs, ethnic groups)?			
	Are messages translated or adapted for local languages and contexts?			
C. Channels and Delivery	Are outreach channels accessible to rural or low-income youth (radio, community theatre, WhatsApp)?			
	Do events or roadshows take place in physically accessible locations?			
	Are transport or participation costs considered for marginalized youth?			
D. Partnerships and Coordination	Does the campaign partner with disability or gender advocacy groups?			

	Are local leaders and women's groups engaged to mobilize youth participation?			
E. Monitoring and Feedback	Are campaign metrics disaggregated by gender, disability, and location?			
	Are feedback mechanisms inclusive (SMS, WhatsApp, in-person)?			
	Are lessons learned integrated into future campaigns?			

5. Scoring Guide (Optional)

To quantify inclusion performance:

- **Yes = 2 points Partly = 1 point No = 0 points**
- Total possible score: 28
Interpretation:
- **24–28 (Excellent):** Campaign is highly inclusive.
- **16–23 (Moderate):** Inclusion present but needs strengthening.
- **Below 16 (Low):** Inclusion limited — revise strategy and retrain staff.

6. Analysis and Action Planning

After completing the checklist:

1. Summarise strengths, weaknesses, and opportunities for improvement.
2. Identify 3–5 **priority actions** (e.g., produce braille flyers, include female spokespersons, expand rural radio coverage).
3. Assign responsibilities and timelines for corrective measures.
4. Present findings to the campaign committee and management for follow-up.

7. Ethical and Inclusion Notes

- Always include youth with lived experiences of marginalisation in the audit.
- Ensure confidentiality when gathering feedback on discrimination or bias.
- Avoid tokenism — inclusion must be meaningful, not symbolic.
- Provide accessible versions of the checklist (digital, large print, or simplified language).

8. Expected Outputs

- Completed inclusion audit reports for each campaign cycle.
- Updated campaign plans reflecting corrective inclusion measures.
- Documented good practices for replication across institutions.

TOOL 4: CAMPAIGN MONITORING FORM

Purpose:

To monitor and document the implementation, outreach, reach, inclusivity, and effectiveness of youth-led and institutional recruitment campaigns.

The form ensures that both quantitative and qualitative data on campaign activities are systematically collected and analysed for decision-making.

1. Objectives

- Track campaign implementation progress and coverage across locations.
- Assess participation disaggregated by gender, age, disability, and region.
- Capture engagement trends from digital and community outreach activities.
- Document lessons, feedback, and recommendations for improving future campaigns.

2. Target Users

- Institutional Communications Officers and Campaign Coordinators.
- Youth Ambassadors and Alumni Leaders.
- Gender, Inclusion, and M&E Officers.
- Partner organisations supporting campaign delivery.

3. Instructions for Use

1. Use one form per campaign or outreach activity.
2. Complete after each activity or event (e.g., community forum, radio show, school visit).
3. Combine all completed forms into a summary report for submission to management or partners.
4. Where campaigns are digital, include screenshots or analytics as evidence.
5. Ensure data is disaggregated and stored confidentially.

4. Campaign Monitoring Form Template

Institution / Organisation: _____

Campaign Title: _____

Location / Region: _____

Date of Activity: _____

Reporting Officer / Youth Ambassador: _____

Partner Organisations (if any): _____

Category	Information Required	Details / Figures / Notes
1. Type of Activity	(e.g., community forum, radio talk, school outreach, digital campaign)	
2. Objective of Activity	(e.g., promote girls' enrolment, advertise new TVET course, share scholarship info)	
3. Target Audience	Specify group reached (students, parents, employers, community leaders, etc.)	
4. Number of Participants Reached	Total: _____ Females: _____ Males: _____ PWDs: _____	
5. Key Messages Delivered	Summarize main campaign messages communicated.	
6. Communication Channels Used	(e.g., radio, posters, Facebook, community drama, WhatsApp groups)	
7. Feedback from Participants / Viewers	Highlight key questions, perceptions, or comments received.	
8. Challenges Encountered	Note logistical, technical, or inclusion-related challenges.	
9. Lessons Learned / Good Practices	Record success factors and innovative approaches.	
10. Recommended Follow-Up Actions	(e.g., repeat radio slot, produce accessible materials, link with schools)	

5. Digital Campaign Metrics (for Online Activities)

If applicable, complete this section using analytics from each platform.

Platform	Type of Content	Date Posted	Reach / Views	Reactions / Likes	Comments / Shares	Audience Insights (Age, Gender, Location)
Facebook	Launch post	03 Feb 2025	5,200	312	47	62% female, 38% male; mostly 18–25 yrs
TikTok	Skills demo	05 Feb 2025	3,100	198	33	70% youth 15–24 yrs, 45% rural areas

6. Key Performance Indicators (KPIs)

- Total number of youth reached (disaggregated by gender, age, disability, and location).
- Percentage increase in enrolment inquiries during the campaign period.
- Percentage of youth who report improved understanding of TVET benefits.
- Number of partnerships formed to support inclusive outreach.
- Number of youth ambassadors actively engaged in campaign delivery.

7. Inclusion and Accessibility Considerations

- Were campaign venues physically accessible to persons with disabilities? ☐ Yes ☐ No
- Were messages available in local languages or accessible formats? ☐ Yes ☐ No
- Were gender and disability inclusion guidelines followed? ☐ Yes ☐ No
- Was at least 40% of campaign staff or speakers female? ☐ Yes ☐ No

8. Data Validation and Reporting

- Attach evidence: photos, attendance lists, social-media analytics, or partner reports.
- Submit completed forms to the **M&E Unit or Communications Officer** within five working days.
- The M&E Officer consolidates all data into a quarterly campaign report.
- Keep digital copies for audit and reference purposes.

9. Ethical and Safeguarding Guidelines

- Obtain prior consent from participants before taking photos or videos.
- Protect minors' identities and avoid sharing sensitive data.
- Use inclusive language and ensure equal opportunity for male and female participants to speak.
- Do not post campaign materials without institutional approval.

10. Expected Outputs

- Completed monitoring forms for each campaign activity.
- Disaggregated summary tables and analytics reports.
- Identified lessons and recommendations for future outreach cycles.
- Repository of photos, case stories, and campaign highlights.