

SkillCraft: Skills Profiling tool for Unemployed Youth

Supporting Innovations for Youth in South Africa (P168508)

Agenda



- ❖ **Motivation and Purpose of the tool**
- ❖ **Demo and Outputs**
- ❖ **Initial results of ongoing RCT pilot**
- ❖ **Next steps**

Skillcraft: a solution to information gaps facing unemployed, marginalized youth

Solution? Skillcraft!

on-and off-line app



Signal skills and abilities to employers in a marketable way



Access free upskilling programs to close those skill gaps



Identify skills gaps to reach career interests / available jobs in labor market



Define which jobs align with interests & skills

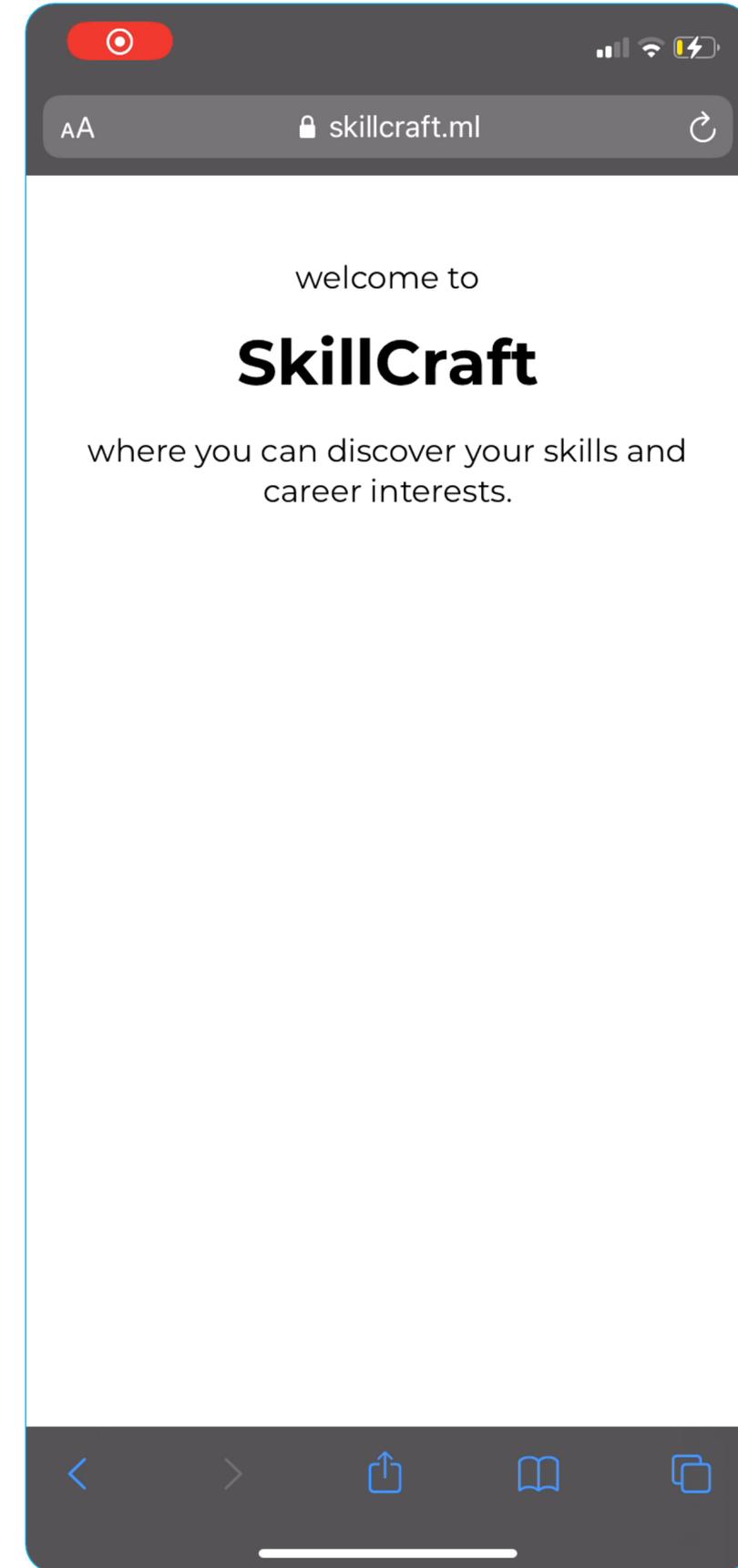
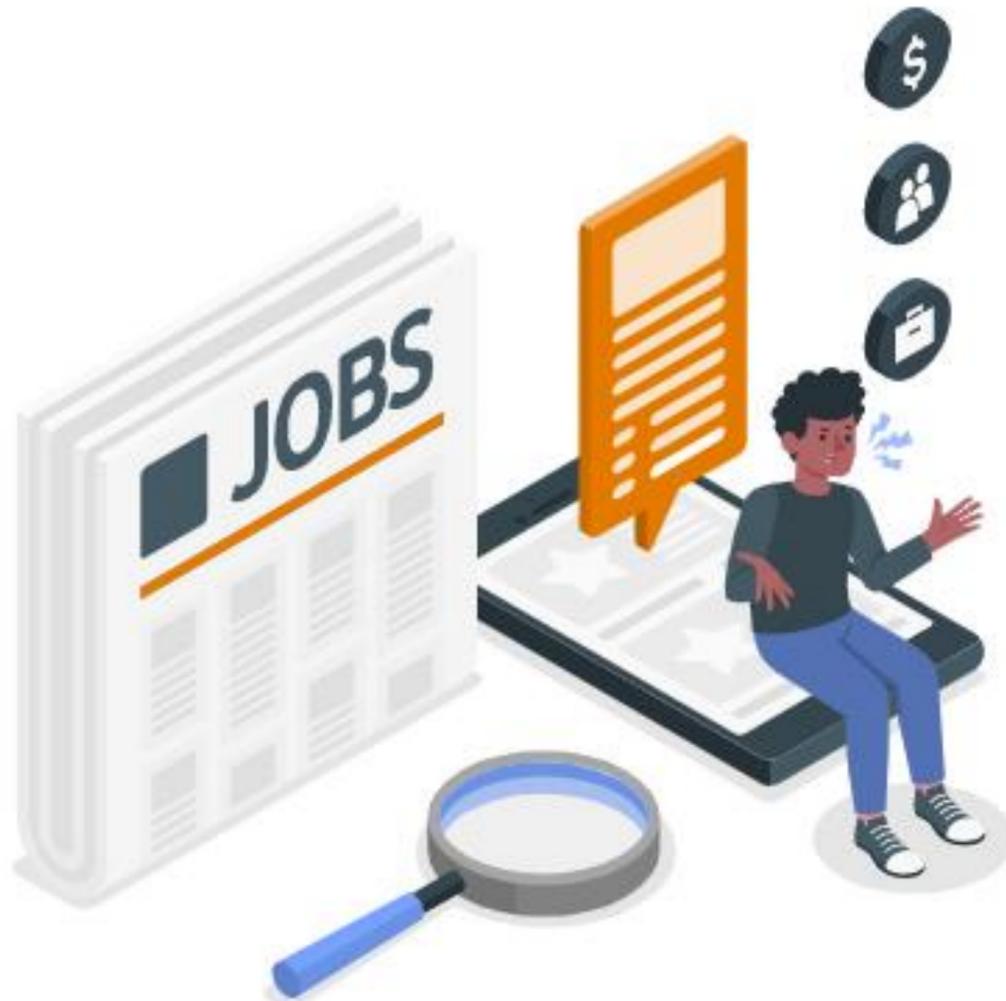


Identify their career interests and job-relevant skills

Disruptive Technology Innovation:

- ❖ Digital app for low-tech feature phones or computer [transport costs, Covid-19]
- ❖ Designed for low-literate, low-skilled users & higher educated
- ❖ Wage employment profile: Links skills + career interests to job matches + targeted free upskilling
- ❖ Entrepreneurship profile: skills, networking, free online upskilling
- ❖ Formal skills certificate for potential employers

Demo



Demo

The screenshot shows a web browser window with the URL 'skillcraft.ml'. The page title is 'Your progress' with a sub-header 'Upcoming - Fishes'. A share icon is visible in the top right. The main content area features two cards: 'Fishes' and 'Trails'. The 'Fishes' card is active, showing a blue 'Active' label, a yellow fish icon, and a description: 'Visual-spatial Working Memory' and 'Challenges your ability to remember and track the location and position of different objects in your environment.' The 'Trails' card is upcoming, showing a grey 'Upcoming' label, a sequence of numbered circles (1, 3), and a description: 'Challenges your ability to respond to information.' A navigation bar at the bottom consists of 12 circles, with the first one filled.

SkillCraft

skillcraft.ml

Your progress

Upcoming - Fishes

Active

Upcoming

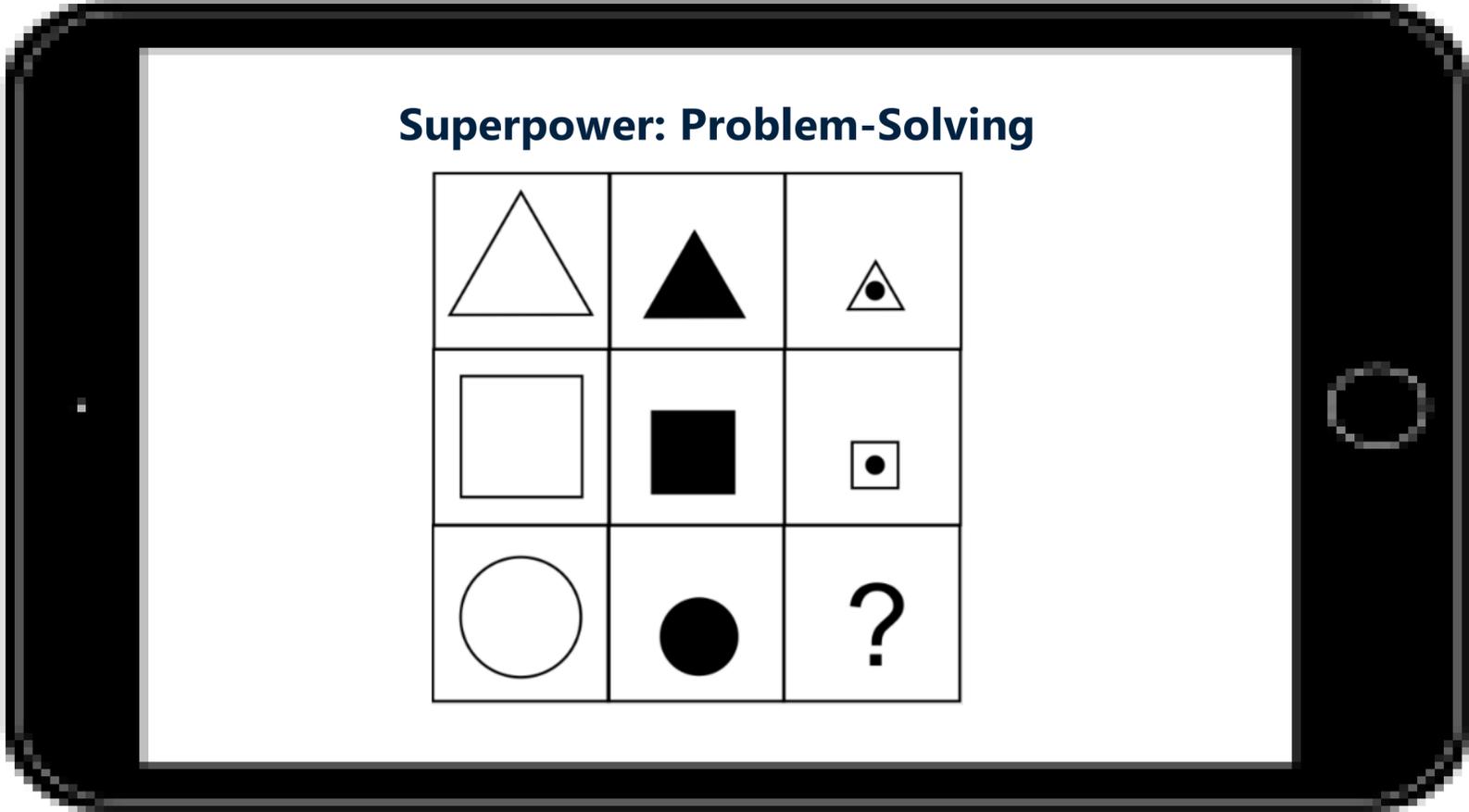
Fishes Visual-spatial Working Memory
Challenges your ability to remember and track the location and position of different objects in your environment.

Trails
Challenges your ability to respond to information.

1 3

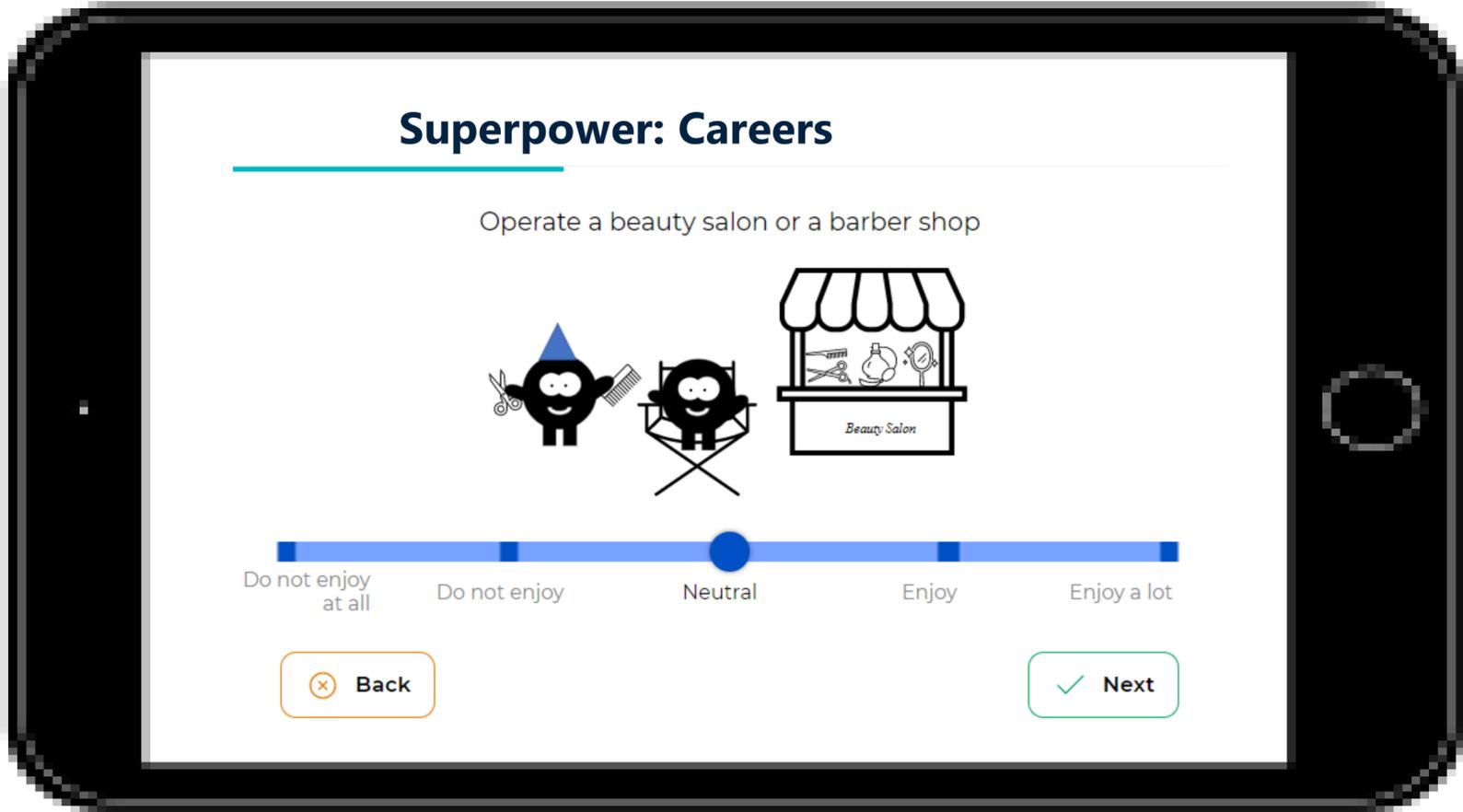
SkillCraft: Task-based assessments

Cognitive and Behaviors

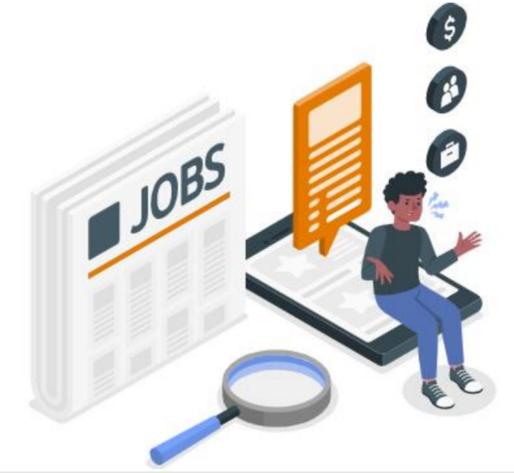


SkillCraft: Task-based assessments

Career interest profiler



Demo



SkillCraft x +

skillcraft.ml

Career Entrepreneurship

You have a lot to offer, Siphwi!

Take a look at some of the many strengths you have to offer an employer. But, remember, nothing is fixed! You can learn and grow in any of these areas with hard work.

[Go to Career Interests](#)

Name: Siphwi
Test Date: 6/3/2021

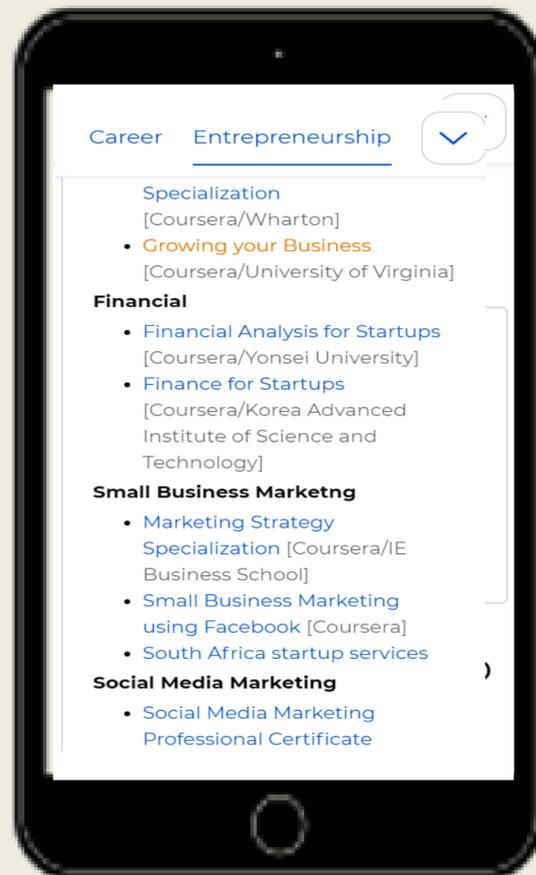
Formal Skills Certificate for your CV: [Get by email](#) [Download](#)

Your Skill Strengths

 <h3>Cognitive skills</h3> <p>Speed</p> <p>How easily you can understand and...</p>	 <h3>Emotional intelligence</h3> <p>Self-awareness</p>	 <h3>Personality</h3> <p>Openness</p> <p>Tendency to be open to new...</p>
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SkillCraft provides the following outputs

- 1 Skills certificate
- 2 Details on skill strengths
- 3 Links to job vacancies
- 4 Links to information about jobs aligned with interests and skills
- 5 Links to resources (training, networks) for entrepreneurship



Feedback from Skillcraft Pilot (pre-post descriptives)

2,000 youth; 529 completed endlines

- **94%** of youth feel they better understand their job-related strengths & weaknesses after feedback report
- **93%** will attach skills certification to their CV with job applications. **51%** immediately emailed report
- **83%** will increase job search after receiving their feedback report, by spending more hours in jobs search (**35%**) or apply to more jobs (**58%**)
- **81%** will spend >3 hrs/wk upskilling themselves; (**46%** >5 hrs; **14%** >10 hrs)
- **91%** would recommend SkillCraft to other youth

Initial RCT results



Treatment	Outcomes (sd) not included: upskilling outcomes			
	Apply to more jobs	Helps in job search	Helps in getting a job	Recommend SC to jobseekers
Full feedback report (n=363)	0.26** (0.13)	0.27** (0.12)	0.35** (0.14) --- 0.24** (0.12)	0.26** (0.13)
T2: Skills only (n= 81) T3: Career interests & matches only (n= 81) T4: No feedback, scores only (n=101)	v. T2	v. T4	v. T3 --- v. T4	v. T4

Other data collection not included:

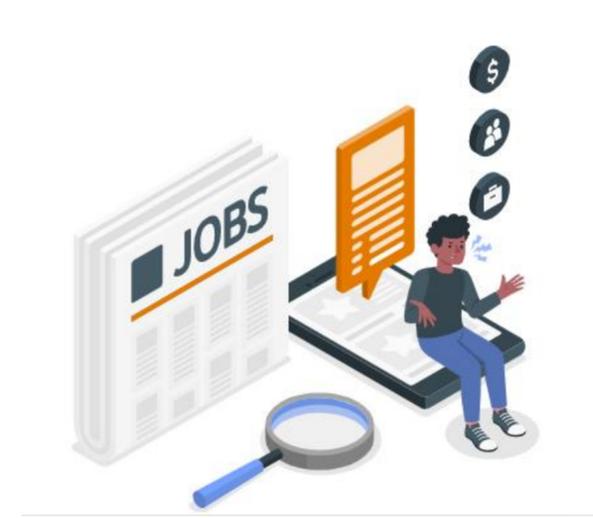
- Click data
- Tracer surveys (medium- and longer-term outcomes)

Next steps & Adaptations for other contexts



Working towards making it widely accessible as a Public Good

- South Africa
- Jobs Creation Commission in Ethiopia, potentially MENA
 - Pilot measures, translations
 - Matching with local LM occupations, job openings, upskilling
 - Linking with government system (e.g. registration systems)



Thank you!