

Inside SAQA

Part 3

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Welcomes and Goodbyes

Khetha serves the learner



Making the right choice, deciding your future - 12 months on...

by Pumla Ngcobo

Khetha, launched last year, continues to grow in leaps and bounds. Now attracting 2.3 million listeners a week, the educational radio campaign will soon add Radio Sonder Grense (RSG) to its nine African language-broadcasting SABC radio station.

The Minister of Higher Education and Training Dr Blade Nzimande launched the career advice services radio campaign on 31 January 2011 to encourage learners to look at various post-school options including studying at FET colleges before deciding on a career path. Nzimande urged learners to listen to the radio programmes as they are created for them.

A SAQA-sanctioned research done by Quest Research Service proves that a majority of learners feel that the campaign is targeted at them, that it provides important information and makes career choices easier. More importantly the learners feel that Khetha motivates them to study further.

RSG will ensure that more learners benefits from Khetha. As an Afrikaans radio station, RSG will broadcast Khetha programmes every Wednesday just after 8pm.

Radio Schedule



Station:	Language:	Monday:	Tuesday:	Wednesday:	Thursday:
Ikwewezi FM	isiNdebele	14:30 - 15:00			
Ligwalagwala FM	siSwati	14:30 - 15:00			
Umhlobo Wenene FM	isiXhosa	20:30 - 21:00			
Thobela FM	Sepedi	21:05 - 21:30			
Motsweding FM	Setswana	21:10 - 21:40			
Ukhozi FM	isiZulu	21:05 - 21:30			
Munghana Lonene FM	Xitsonga		21:00 - 21:30		
Phalaphala FM	Tshivenda		21:30 - 22:00		
Lesedi FM	Sesotho				16:15 - 16:45
Radio Sonder Grense FM	Afrikaans			20:05 - 20:30	

The radio programmes have covered a lot of content ranging from advice about subject choices and post school options to career choices and entrepreneurship.

Like Nzimande, his Deputy Minister Professor Hlengiwe Mkhize, has been interviewed on the Khetha programmes. She shared her thoughts about women in scarce skills fields. Her message encouraged young women to enter occupations that are male dominated.

Tune in to these radio stations for more career & study advise.

All SAQA employees are urged to listen to the radio programmes and take the message further. Even so it has been a year and it will be helpful to hear your thoughts about the radio programmes.

Khetha serves the learner

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Khetha has been out and about serving the learner in a number of career advice exhibitions. Through Khetha, SAQA uses the expos to provide learners with expert advice on qualifications and careers equipping them to make the right career choice.

SAQA and DHET established the multi-channel career advice service to learners including the NQF and Career Advice Helpline, radio programmes and career exhibitions. Khetha is a media campaign designed to support the multi-channel career advice service. The exhibitions are one channel that is useful in taking career advisors from the Helpline to the learners.

SAQA's team of career advisors and communicators visited a number of provinces reaching out to grade nine to 12 learners from rural and under-served areas to make career advice accessible to all.

Guidance given to learners varies from subject choices to comprehensive advice about the importance of early applications to institutions of higher learning. The exhibitions are also effective in supporting the Khetha radio programmes that attract about 2.3 million listeners a week.

The Venues

The 2012 exhibitions kicked off on 7 – 10 March in Port Elizabeth with the Working World Extravaganza (WWE). The main purpose of the extravaganza was to encourage skills development. The exhibition attracted about 10 000 school leavers and learners who were provided with much-needed career advice and information. For SAQA, the WWE was an obvious platform for promoting quality assurance training and skills development.

The next exhibition was Mangaung's Bokamoso Career Expo on 8 – 9 March at Tsosetso High School where about 1 200 learners. Even though the school was in a rural area, the exhibition was well-supported by the local municipality, corporate organisations and other stakeholders. SAQA's presentation focused on how to choose the right career.

Another exciting initiative SAQA supported was the My SA Career Day on 09 March in Pretoria. The aim of this career day was, again, to advice learners on careers. The initiative was an attempt to answer the Minister of Higher Education and Training Dr Blade Nzimande's call for companies to provide a more structured and collaborative approach to career guidance for the youth and the country.

SAQA also attended the Career Guidance Summit held on 10 March at Doxa Deo Edendale in Cullinan. SAQA took the opportunity to familiarise learners and their parents with the NQF and Khetha brands. Disadvantaged schools in and around the mining and farming villages attended the summit.



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Learners in Zeerust were also immensely helped by the exhibition held at the village of Lehurutshe on 16 March 2012. SAQA distributed the Khetha promotional material to the Wits Lehurutshe Rural Student Committee towards the exhibition and another they will be hosting in Vryburg at the end of April.



Goodbyes



Welcomes

