

# THE 3RD KENYA CAREERS INFORMATION GUIDE & WWW.KENYACAREERSGUIDE.CO.KE

Your College/University is supposed to be listed in this Guide and on its online platform shown above.

## Why?

Because the Guide and the digital platform will deliver your University programmes to the students and career teachers in their respective schools, made possible through our partnership and collaboration with the Kenya Private Schools Association (KPSA), the Kenya Secondary Schools Heads Association (KESSHA), the Kenya National Union of Teachers (KNUT) and the Kenya Union of Post Primary Education Teachers (KUPPET).

This Guide has also been endorsed by the Ministry of Education and the Education Board of the Kenya Private Sector Alliance (KEPSA), the umbrella body of the private sector in Kenya.

## Why this Guide and No other Medium?

**First**, this is the only medium dedicated to the promotion and marketing of Careers and Training programmes in Kenya and is professionally produced. It is part of a comprehensive Education network – Kenya Education Directory, the Nairobi International Education Fair and the Regional Education and Careers Fairs - which are helping students to make informed career choices and introducing them to work skills and the world of work. In this programme we are collaborating with KEPSA, Kenya Association of Manufacturers and Kenya Universities and Colleges Placement Services.

**Second**, it is reference-friendly, available to students and career teachers 24/7, all the year round. It therefore beats many of the conventional media -Newspapers, Radio and TV - which are not available to the majority of those your College/University is targeting. Consider also that fact that promotional material in Newspapers, Radio and TV last for only a day for Newspapers and just a few seconds or minutes on Radion or TV.

**And Third**, this medium is reasonably priced. It costs only Kshs. 139,200 per page per year in the Guide and Kshs. 34,800 for a weblink in the digital platform for six months to reach out to your potential students.

School leavers, parents and the general public can access this Guide through bookshops, supermarkets, other Education-Career related events as well as through the online platform of this Guide, [www.kenyacareersguide.co.ke](http://www.kenyacareersguide.co.ke). Colleges and universities can also engage directly with students and teachers in their schools as internet connectivity gains traction in secondary schools.

## The Revised Edition coming out shortly has Four broad sections:

### 1. Section One – Understanding Career

- Factors which influence Career choosing
- What is taken into Consideration when choosing a Career
- The Rewards of a Good Career
- Types of Careers and suitable Traits for each Person
- Role of Career Guidance and Counselling Teachers
- A-Z of the Courses Available in Kenyan Colleges and Universities from Certificate to Doctorate level

### 2. Section Two – Over 300 Careers and their Unique Features

- Satisfying and Demanding aspects of each Career
- Professional requirements of each Career

- Compulsory basic subjects required for each Career
- Period and Level of Training required for a Successful Career
- Admission requirements to each level of training (every institution will have its own minimum entry requirements)
- Careers with good prospects for Private Practice or Self-Employment
- Prospective Employer(s) for each career

### 3. **Section Three – What Employers Look for in Employees**

- Why there are thousands of people without jobs and thousands of jobs without people
- How the Technical and Vocational Education & Training Authority(TVETA) is addressing skills gap
- Role of National Industrial Training Authority

### 4. **Section Four - Contacts of Colleges and Universities**

- Contacts of TVET Colleges – Public & Private
- Contacts of Local Public Universities and their Constituent College
- Contacts of Local Private Universities
- Top 100 Best Universities in the Various Regions of the World

***We have also identified most popular and sought after career courses which we are highlighting and we will give first priority to Colleges and Universities which are identified with these courses to brand the sections.***

Our field staff will be getting in touch to assist place your programmes on this platform. You can also contact the undersigned.



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Kenya Private Schools Association



Ministry of Education