

## Summary of 2013 Activities

## Vision

A more equal and just Israeli society

## Mission

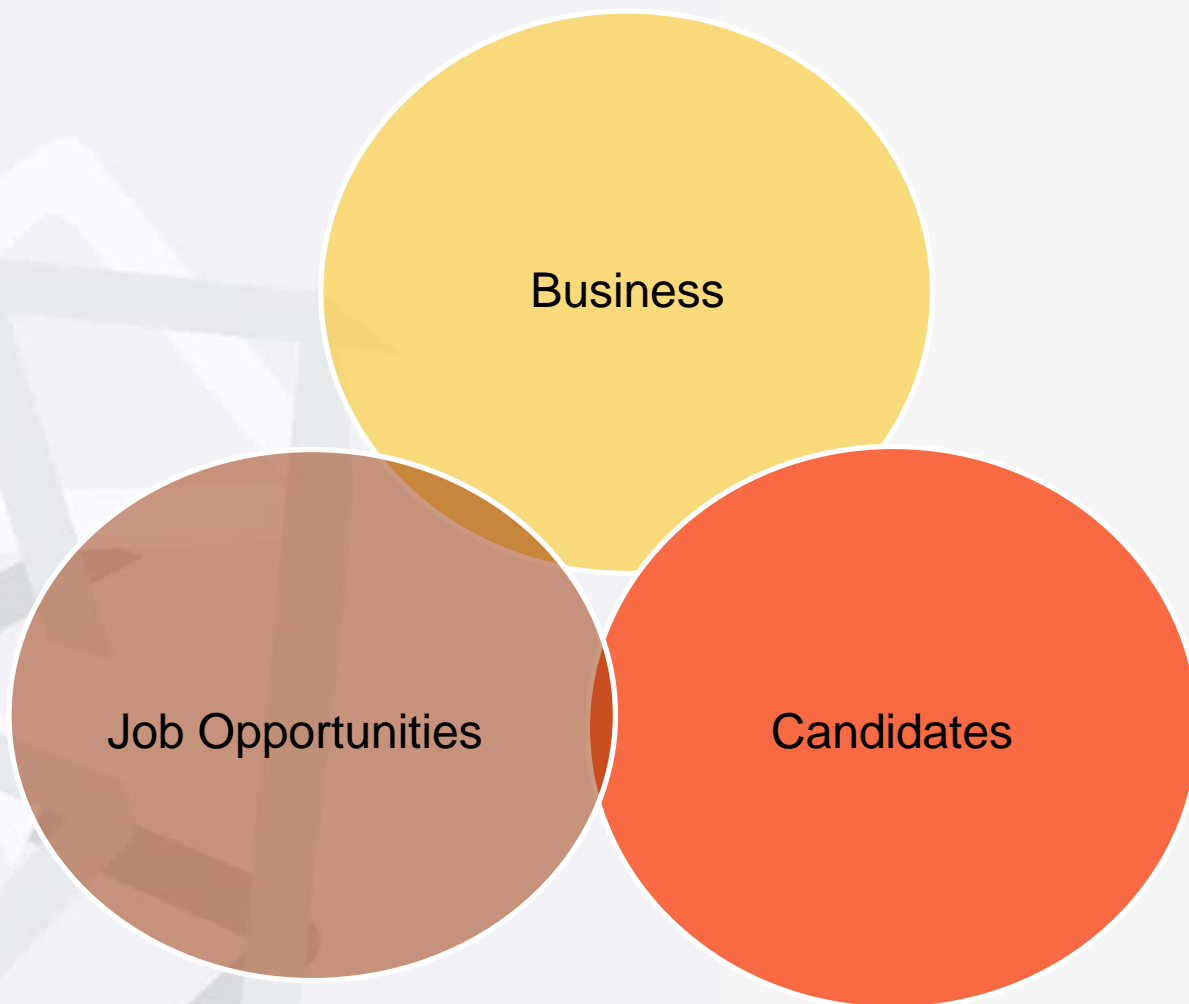
To significantly increase the number of Arab University graduates in the Israeli employment market private and public



## The Business Sector



## Circles of Activity



## Management Level

### Goals

- ☐ Strengthening the commitment of management to diversity.
- ☐ Developing a strategy and objectives for employing Arab university graduates.
- ☐ Promoting organizational dialogue and openness regarding employment diversity.
- ☐ Identifying obstacles throughout the process and creating solutions.
- ☐ Creating a group of leading companies – impact on the market.

# Human Resource Managers

## Goals

- ☐ Promoting awareness and openness about employing Arab university graduates.
- ☐ Acquiring knowledge and tools for increasing the employment rates of Arab university graduates.
- ☐ Identifying obstacles throughout the process and creating solutions.
- ☐ Improving the processes of recruiting, integrating and providing guidance to ensure successful, long-term employment of Arab university graduates.
- ☐ Increasing the number of job placements of Arab university graduates that are employed within companies.



## Feedback from Employers

### Quotes regarding the multi-cultural job interview workshop:

- ❑ “Home Center” Company decided to train and recruit Arab university graduates for management positions within its work force. Kav Mashve was approached by Home Center to assist in identifying appropriate job candidates; requesting that our staff will carry out an employment diversity workshop for their recruiting staff. Following our workshop the company identified 20 potential Arab job candidates with our assistance. Five candidates passed the initial job screening processes and have been considered for branch manager positions within the company. Kav Mashve received positive feedbacks from staff members of Home Center; the workshop greatly assisted them in carrying out culturally-sensitive job interviews and enabling them to consider candidates that they might otherwise have rejected at the outset.



## Public Sector

- ❑ The Ministry of Finance was unsuccessful over the last several years in their efforts to recruit Arab job candidates to its financial branch. Kav Mashve was contacted by them because they wanted to recruit an Arab job candidate for an open position of an economist. Kav Mashve requested that their recruiting staff members will first of all participate in an employment diversity workshop which also focuses on multi-cultural job interviewing. Approximately 20 staff members participated in the workshop, which enabled them afterwards to hire a female Arab university graduate to the available job position. The workshop participants expressed satisfaction with the workshop; their attitudes changed as a result; and in addition they finally hired an Arab university graduate within their branch.

## Human Resource Agencies

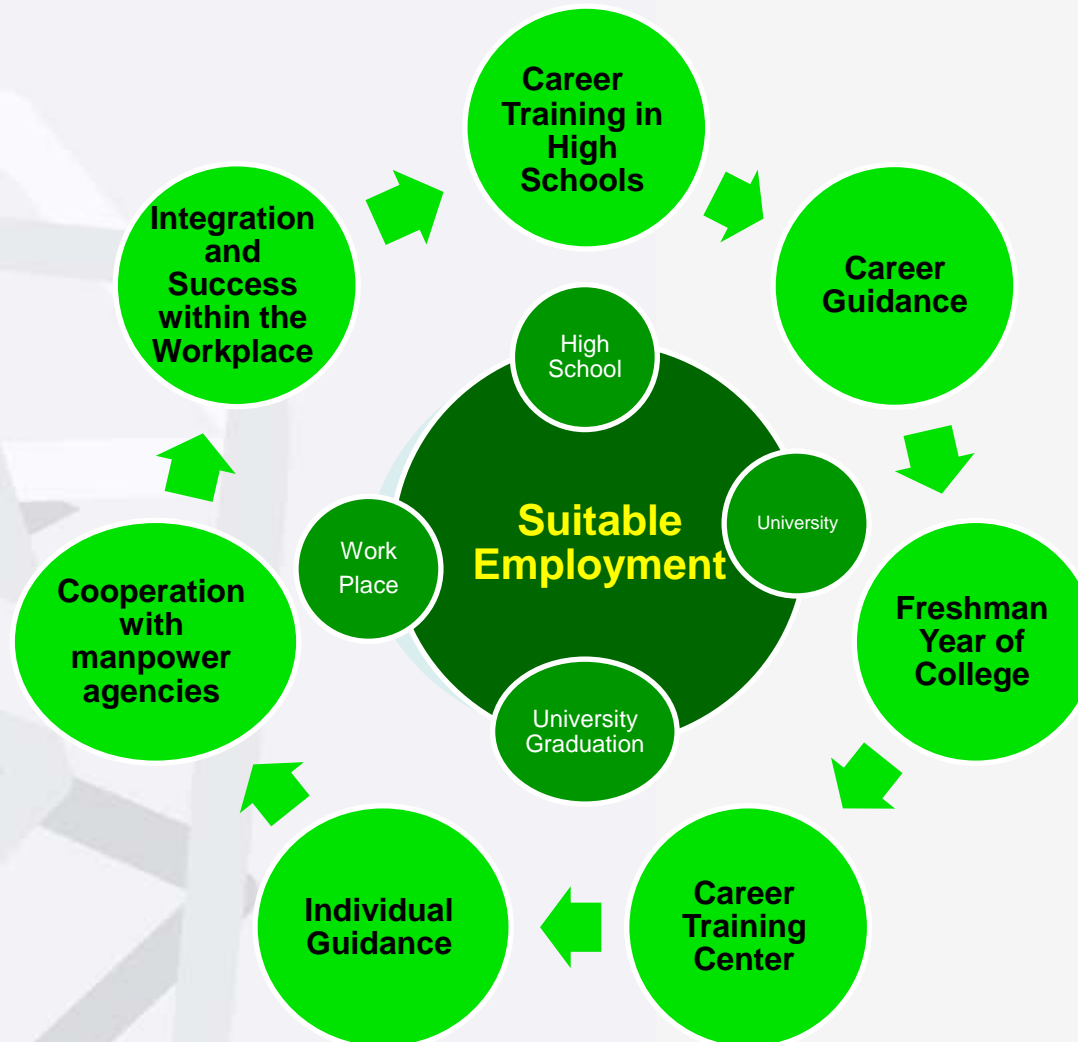
- ❑ Kav Mashve made during this year a customer conference in cooperation with Hever; representatives from approx. 40 business companies attended the conference; that had the goal to expose the representatives to the cooperation between Hever and Kav Mashve; to raise awareness to common psychological preferences during the screening processes; and expose preferences and cultural differences and how these are articulated in a standard job interview. Feedback from the conference: "The conference was interesting, the topic is very important"; "Amazing activity, continue and succeed"; " Respectful and invested conference, well done".



## Candidates



## Full Circle



# Career Guidance in High Schools

## Goals

- Increase in the number of students selecting high-demand professions.
- Increase in the number of students who study in colleges and universities which are highly valued by the business market.
- Decrease in the drop-out rates during freshman year of college and decrease in the number of students who change their college majors during freshman year.
- Improvement in students' academic achievements beginning in freshman year of college.
- Increase in self-confidence and sense of competence in being able to successfully integrate within the business job market.
- Increase in the quality of job candidates (university graduates) who are seeking employment in the business job market.
- Increase in the number of Arab university graduates who succeed in integrating within the business job market.
- Influencing the dialogue within high schools regarding careers and academic excellence.

## Quotes from Program Alumni

- **Dunia Khatib - age 18** - The program was very interesting, we started in 11<sup>th</sup> grade and finished in 12<sup>th</sup> grade, we went through a long and continues process. We had enough time to think about things that we done during the last year. We had homework on how to make a self-inquiry and analysis the professional environment that fit our capabilities and at the same are required on the job market. Everything was very challenging; and I loved the game between the cultures that had the goal to adapt to a different culture. I was very impressed from the tour to Amdocs Nazareth the work and companies environment, the people that we met there were all Arabs, under them were success women whom are role models to me . At first I wanted to learn physics and engineering, and now after the program and after our visit to Amdocs I want to enroll to study physics and electrical engineering as this suits me very much. I really thank you for listening to us at all times, and giving us allot of material which helped us to make a better decision for our future .

## Quotes from Program Alumni (Continuation)

- **Fuaz Atwa - age 18 (Deir Hanna)** - I learned a lot of things from this special program; especially from the business company tour, and the first meeting which had a presentation of professions which are not demanded in the labor market; and we Arab students fall and fail because we study these professions without checking and analyzing the market. The program expanded my horizons and made me start to think about things differently. I decided to study software engineering because it is a highly demanded and I love this field at the moment.
- **"I'm Carlo and I'm 18 years (Deir Hanna)**. I am in the biotechnology track at my high school and I want to tell you my story. I've always had really good grades, but when I got to my senior year I started asking myself what I want to study in the future, but I didn't have any answers and I felt frustrated and 'depressed' all the time. I started not doing so well academically and I received poor grades. The teachers started talking to me and wanted to know the reason for the drop in my matriculation scores. A few months ago we were told about a new program that is meant to provide us with guidance regarding college and I signed up for the program with my friends. In the beginning, I thought that it was going to be like other similar programs in which we've participated and I wanted to take part in this program in order to get out of my regular lessons. After the first meeting, I realized that it's totally different from other programs and that it's really interesting. By the end of the program, I felt that the program had influenced me



and the rest of the group. We began speaking seriously and openly and everyone shared what he wants to be in the future and we all listened enthusiastically and with interest. It was amazing! We're not used to this [type of conversation]. I want to study business management because I want to be important and successful like the guy from our village who is now a manager and came [and spoke with us] at the last meeting. The program facilitator also studied business management...During this past semester, I feel that I had a lot of self-confidence and my grades went from 75 to 90+...It was also very interesting and fun during the program meetings...also to speak Hebrew because we don't usually speak it until we begin studying or working [after high school]. I wanted to say thanks very much and I hope you will continue helping us in the future...like providing career guidance and individual consultation."

- (School Rama); "When my friends and I registered to this program we had no expectations, cause we participated in such programs in the past. After the first meeting I personally was surprised that there are many new things I did not know before, this opened my eyes to new fields and professions which are in demand in the employment market."



## Numbers

- The program operated within **25** high schools during 2011 and 2012.
- A contract was signed with the Ministry of Education for 2012-2013.
- The program operated in **24** schools from October – January 2013, in **28** schools from January – June 2013 and in **28** schools from October – January 2014.
- Close monitoring is carried out of each series of groups and lessons are learned along the way.
- Total for school year 2012-2013: **52** high schools - **1,275** program alumni and for the first half school year 2013-2014: **28** high schools - **700** program alumni.

## Career Guidance for High School Program Alumni

- ❑ Initiating academic and career guidance for alumni and developing a data base of more than 2,000 alumni.
- ❑ Creating a questionnaire which is tailored to the stages which high school graduates go through following graduation.
- ❑ Identifying the needs of program alumni and appropriate assistance: assistance with college registration; general questions; consultation and guidance regarding professional direction – stage 1: consultation by the Career Training Center, stage 2: currently being established (occupational psychologist + testing to assess abilities and strengths).
- ❑ Ongoing e-mail and phone contact with alumni.

### Goals

- Selection process, instruction and trainings in order to increase successful, long-term job placements.
- Inculcating the concept of a “career” among young Arab university graduates and promoting their understanding of the business job market and its diverse opportunities.
- Teaching applicable skills to college students before they enter the job market.
- Learning to think about employment horizons – meetings with freshman college students.
  - Guidance and support in seeking out appropriate employment.

# Career Center Achievements



## Career Center Numbers



## Alumni of Career Training Courses –Testimonies

- **Hanna, a 23-year** old Arab university student from Nazareth, completed his second year of computer engineering studies at the Technion. Prior to participating in a Kav Mashve career training course, he had interviewed for student job positions within several companies, such as Google and Checkpoint. He never succeeded in passing the initial human resource job interviews, however, because he was very nervous during the interviews. Hanna participated in the Google mentoring program which Kav Mashve was instrumental in creating and later participated in a Kav Mashve career training course. The course provided him with the skills to cope with stressful situations; helped him focus on the stages of a job interview; and taught him how to relax during an interview. Following the completion of the course, Hanna was offered a job as a computer engineer.

## Continuation of Testimonies

- **Alaa Alam** is a university graduate from the north, who majored in economics and management at the Technion. During the first year of his studies he started to look for a job in the field that he is studying, but did not pass the job interviews. In the third year he registered to a career course of Kav Mashve, where he received a lot of important information and experiencing simulations of job interviews. During this course he received an invitation for a job interview in the job center for entrepreneurship development as an economist. Before the interview he received personal preparation from one of Kav Mashve coordinators; and passed all their interviews and was hired. He is working and very happy with his job. He thinks that without the course of Kav Mashve he would not have passed the whole process successfully; believing that the meetings on job interviewing and job search helped him the most. He believes that career course of Kav Mashve is important for every student who wants to find a job after graduating from his studies in the field that he studied; very important is that this course gives not only knowledge, but also the possibility to practice various simulations that relate to the sorting process during the recruiting phase.

## Continuation of Testimonies

- Sami Khoury is 30 years old holding a BA with honors in biomedical engineering-medical from Ben Gurion University and a BA in electrical engineering from the University of Tel Aviv working at Roadcom. I got to know Kav Mashve while I was a student in my third year in electronic engineering participating in their career course. Before I believed that good marks, and high average will assure my entry into the labor world. Thanks to the course I realized that there are other elements and aspects that I need to work on. The career course of Kav Mashve gave me the opportunity to see how the labor market is conducted, what is needed, how to write a resume and gave me tools that every student and academic needs in order to succeed. I learned that I have to work hard and strive towards my goal in order that I will achieve this. Even after the course I continued to be in contact with Kav Mashve— they accompanied me assisting me to improve my skills in order to succeed in a job interview, write a resume and to how to pass the first stage in the selection. I was able to practice before the interview the questions and answers, and therefore go prepared , self-confident, understanding the mind of the interviewer all of that made me get closer and closer to my goal.



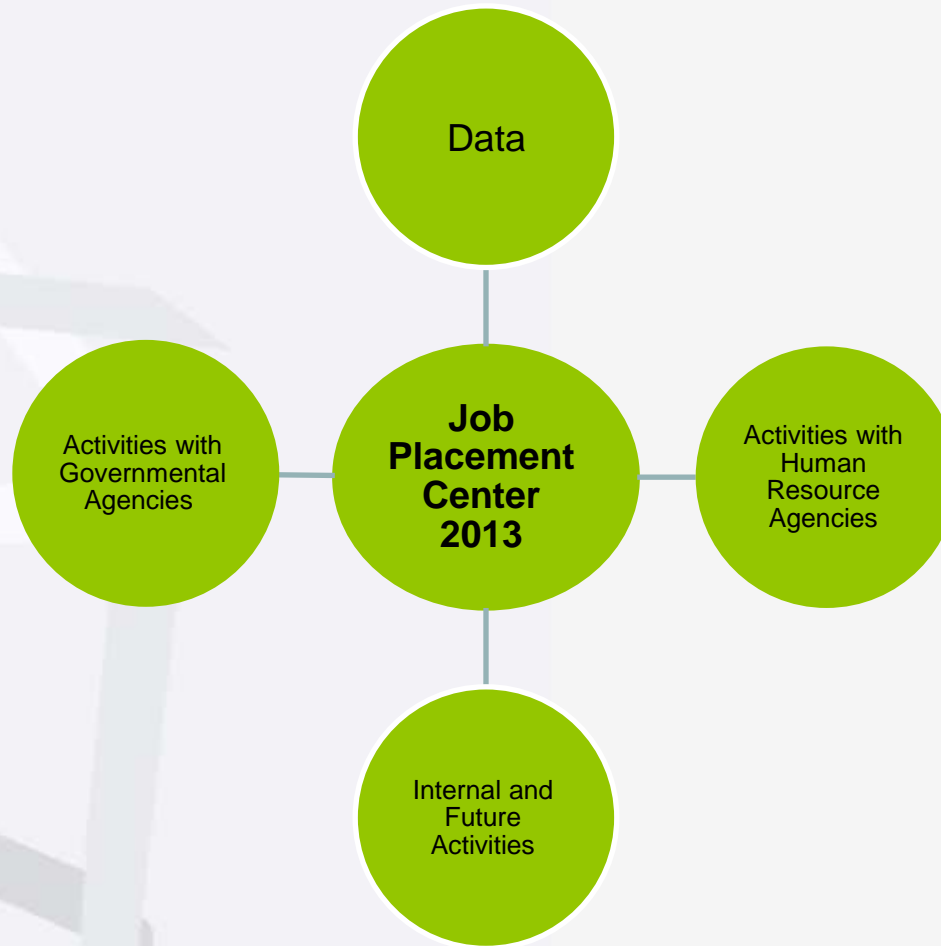


## Job Placement Center

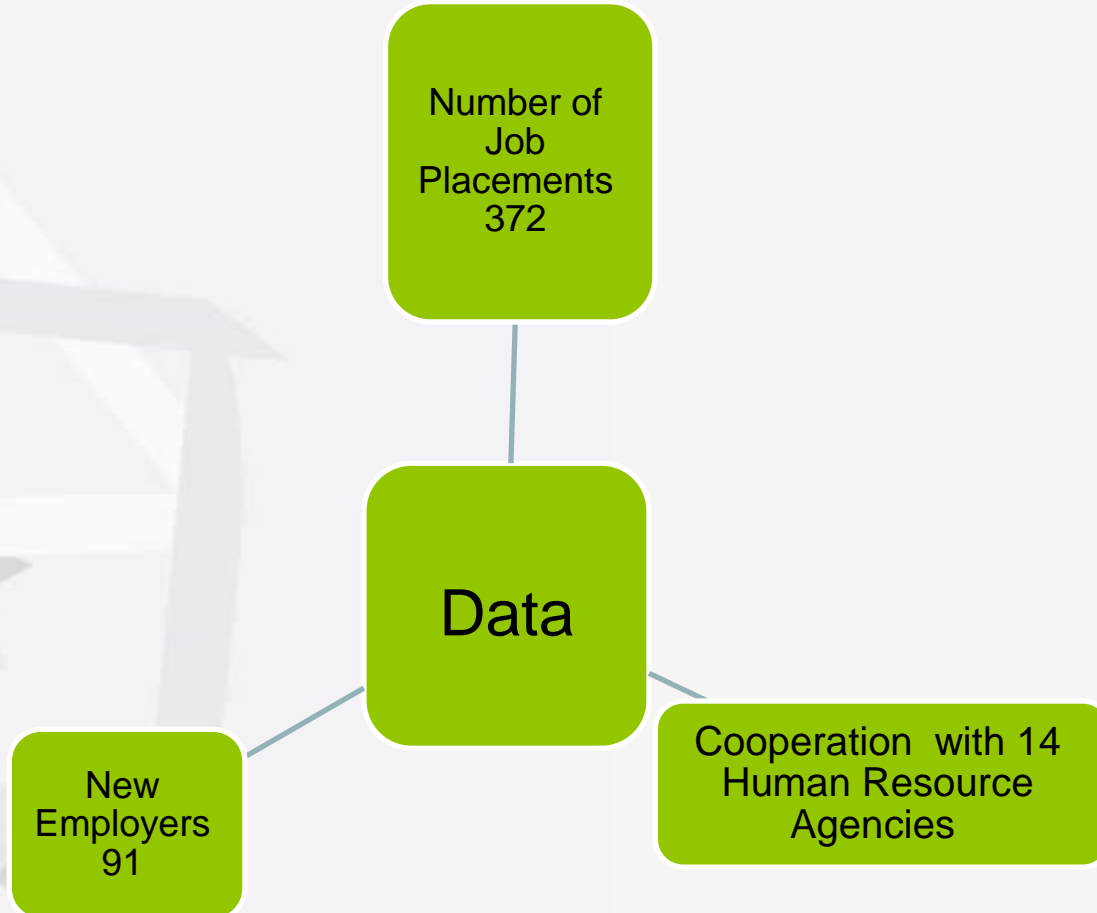
## Job Placement Center - Suitable Employment

- Providing guidance to the employer and the job candidate during the selection and recruiting processes and while the latter is integrating within the employment setting.
- Continuing to provide guidance following the job placement.
- Publishing relevant jobs via various medias
- Assisting in identifying candidates for governmental tenders
- Support and consulting services for resource recruiting agencies

# Job Placement Center



# Job Placement Center in Numbers



## Partner Manpower companies

- Hever
- Manpower
- ORS
- Danel
- L.M
- Meitav
- Personal Promotion
- Hometech
- Mirkam
- Pharma Job
- Olam shel Koav Adam
- Atushia
- TRO HR
- HR Liga
- CivilEng
- Hamagar Hagadol

## Man Power Companies

- ❖ We have built a new model in collaboration with a number of leading human resource agencies because our goal is to work towards creating a society which is based on equality and in which each individual is able to secure employment which is in line with his/her abilities and talents in his/her selected profession.
- ❖ This model includes the implementation of the operational aspects of the Job Placement Center within human resource agencies while providing ongoing guidance, facilitation and professional instruction by Kav Mashve staff.
- ❖ In practice, Kav Mashve will continue to identify job candidates, while the human resource agencies will maintain contact with these candidates and will refer them to available job positions. Kav Mashve staff will continue to provide guidance to job candidates in preparing for the job interview and screening processes.
- ❖ Kav Mashve will continue to specialize in developing and providing professional knowledge regarding diversity and the employment of Arab university graduates.

## Inculcating the Job Placement Center

- ❖ Collaborations are currently being carried out with the following man power companies: Hever, Manpower, ORS, Danel, L.M, Meitav, Personal Promotion, Pharma Job, Olam shel Koav Adam, Atushia, TRO HR, HR Liga, CivilEng, Hamagar Hagadol, Hometech and Mirkam
- ❖ Leveraging collaborative activities in a number of ways, emphasis on preparation for job interviews (both individual preparations and preparations within a group context).
- ❖ Existing collaborations are based on a signed agreement and work with each agency is based on a model which is tailored to its particular needs.
- ❖ Leveraging activities with employers.

## Numbers and Achievements





## Facts and Numbers

### 2013 Quantitative Measurements

We began working with	91	Employers
We made available	2,552	Job Positions
We sent	250	CV's to employers
We individually prepared	104	job candidates for job interviews
We helped to carry out	372	job Placements

## Facts and Numbers

### Quantitative Measurements: 2008 – 2013

We contacted	20,000	Job Candidates
We began working with	633	Employers
We made available	5,895	Job Positions
We sent	11,851	CV's to employers
We sent	1,627	job candidates to job interviews
We individually prepared	889	and screening tests
		job candidates for job interviews

## Primary 2013 Achievements

- The Israel's Council for Higher Education agreed to support our program to inculcate the career training model within twenty five colleges and universities throughout Israel within the next three years.
- A special career training for law and accounting students was done in conjunction with the Law Faculty of Haifa University and the Accounting Faculty of the Tel Aviv University.
- An advanced career training course (pilot) for employed Arab university graduates, aiming to assist advancing their careers within the business sector was concluded very successfully in June.
- The career center is cooperating with the pre-academic studies of the Haddasha College in providing their students a special career training based on our high school training.
- Development of an application in cooperation with Microsoft and the Apple seeds NGO, this application should help in preparing Arab University graduates for jobs interviews.
- We started operating with 100 new organizations on employment diversity, under them 23 leading companies.

## Primary Achievements Continuation

- Kav Mashve developed and conducted the first training course for resource recruiters from the Arab society, the program consisted of theoretical and practical workshops; ending with the participants to be placed in an 3-4 months internship in leading organization like Straus, Manpower etc.
- Significant progress was made in inculcating Kav Mashve's job placement model within the policies and operations of human resource agencies throughout Israel; formal collaborations have been formed with 14 human resource agencies under some work on national level and the others are in the north of Israel. Kav Mashve provided the staff members of the agencies with training on multi-cultural job screening and recruitment. They also receive guidance from Kav Mashve in promoting job placements of Arab university graduates; resulting in job placements among this population.
- Six academic lectures on employment diversity focusing on the Arab society were done throughout Israel in different universities; these lectures were developed in cooperation with the head of the departments of the Universities, taking in consideration their specific requests and needs.

## Primary Achievements Continuation

- Diversity lecturers were given in the different events: H.R Forum of Osem, H.R Forum of Appleid Matrieles, Managers convention of the ministry of Justice.
- “Employers Conference” was done in cooperation with Hever was held in the end of June with 40 representatives of leading companies in Israel.
- Collaborations were carried out with five government agencies (The Finance Ministry, The Communications Ministry, The Health Ministry, The Environmental Ministry and the Justice Ministry) in order to recruit Arab university graduates to available job positions.
- Kav Mashve is working closely with the public sector, publishing their tenders on our website; we accompany candidates through the screening process; and having an ongoing work relation with contact persons in the diverse offices.
- A cooperation agreement between channel 10 and Kav Mashve was signed. Kav Mashve got once a week 8 minutes in 12 chapters of a social program in channel 10.

## Primary Achievements Continuation

- The Israeli Economic Development Authority of the Prime Minister's Office is continually supporting Kav Mashve; having joint ventures regarding the Career Training of University students and graduates and the Diversity Education program.
- The Israel's Ministry of Education is the primary partner in implementation of the High School Career Training of Kav Mashve in the 2012-2013 school year.



## Preparation for 2014



## 2014 Target Core Issues

- Expanding collaborations with human resource agencies.
- Inculcating knowledge within companies about multi-cultural integration and advancement of Arab employees
- Expanding the high school program
- Expanding the “Adopt a High School” model for businesses
- Inculcating career training courses within leading universities and colleges.
- Collaborations with “Alfanar” employment centers.
- Developing and promoting diversity policies, objectives and measurements within companies – focused work.
- Expanding the collaborations with organizations through which you can contact additional employers





## 2014 Target Core Issues

- Providing solutions for employers according to their geographical location.
- Holding meetings / conferences with employers in order to commit to the process
- Professional and profound guidance in adapting their process of recruitment, screening and integration to the Arab society
- Expanding the cooperation with several academic institutions in order that to our Diversity workshops will be transferred as part of their MA program
- Developing relations with businesses via social networking
- Guidance and support of Bedouin students and helping them to integrate as interns in business organizations
- Development of new workshops; for example how to manage a diverse team.



## Who is doing all this?

- **Yael Kohn-Sharon**, Executive Director
- **Kheir Abdel Razek**, Deputy Director General of Marketing
- **Orly Chen**, Deputy Director General of Career Training
- **Yana Neumann**, Business Relations and Consultation
- **Malak Masalha**, Director of the Career Training Center
- **Ramizaya Sroji Saghir**, Director of the Job Placement Center
- **Alhan Ghanaim**, Coordinator of the Career Training Center
- **Luna Khury Abed**, Consultant to Human Resource Agencies
- **Hanan Tel-Hami**, Consultant to Human Resource Agencies
- **Lujain Adawi**, Consultant to Human Resource Agencies
- **Maram Jubran**, Coordinator of the Career Guidance Program for High Schools
- **Lorraine Zakine**, Office Manager
- **Yonit Frank**, Director of Digital Media
- **Lotty Camerman**, Resource Development