

A large, stylized graphic consisting of a blue curved shape above a larger orange curved shape, both pointing to the right.

**Senac**

# Linking training to employment: experiences and challenges

*Eládio Prado*

*Serviço Nacional de Aprendizagem Comercial - Senac*

Established in 1946 by means of Legislative Decree #8621, the *National Service for Commercial Apprenticeship* is a **private, nonprofit institution** that invests the entirety of its resources in vocational education.

To date, Senac has provided quality vocational education and training to over 55 million people.

## ***Mission:***

**Educating for the world of work in the Services and Tourism trade sectors.**

## ***Vision:***

**Reaffirming our position as a benchmark in Brazilian Vocational Education by 2015, coalescing both market and social development activities.**

# Areas of expertise:

- *Beauty;*
- *Commerce;*
- *Social and Educational Development;*
- *Management;*
- *Cooking & Hospitality;*
- *Conservation & Janitorial services;*
- *Communication & Design;*
- *Healthcare;*
- *Information technology & Telecommunications.*

# Governance

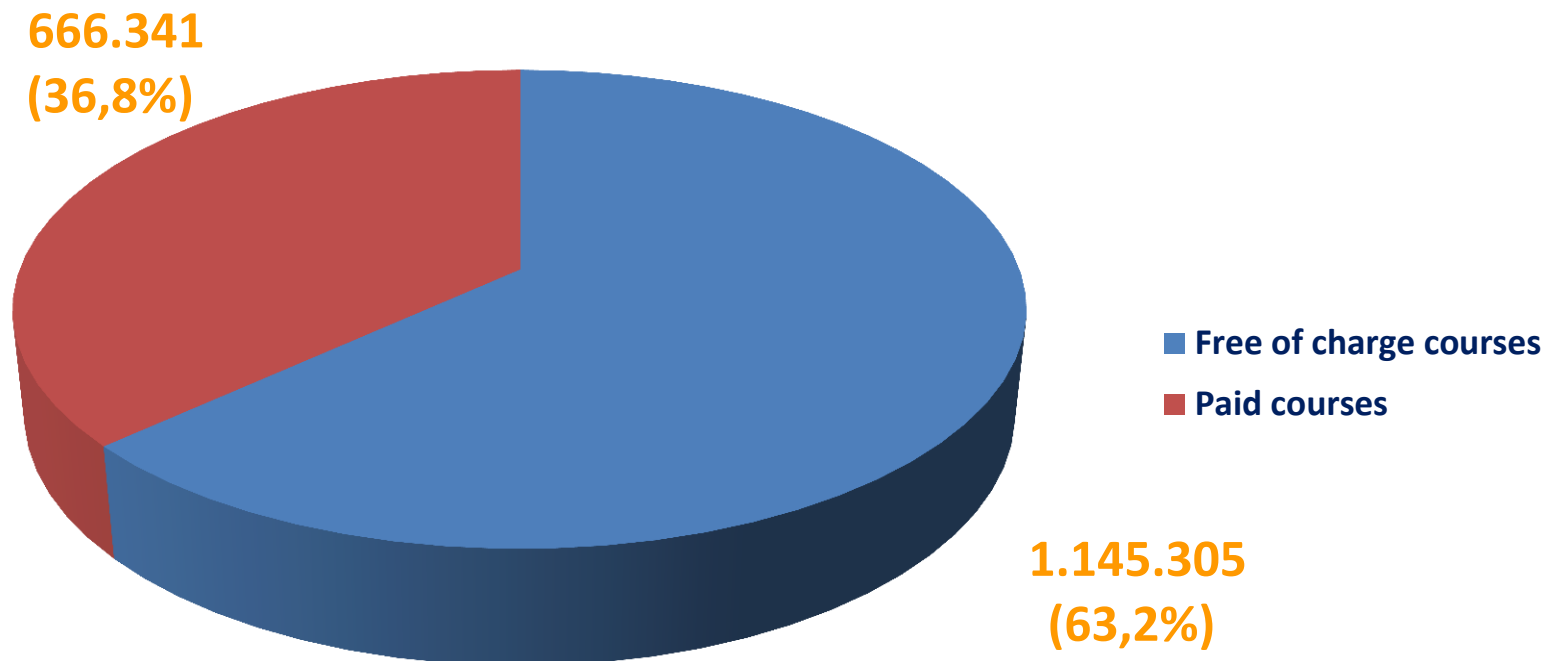
- *Decentralized governance*
- *National Headquarters + 27 Regional Chapters*



# Senac – 2014 figures

- **Overall turnout: 2.757.057**  
Enrollment: **1.811.646**
- **Free of charge courses: 1.145.305**  
Senac Gratuity Program (PSG): 634.125  
Pronatec: 511.180
- **Municipalities: 3.061**
- **Teachers: 34.117**

# Ratio - free of charge and paid courses - 2014

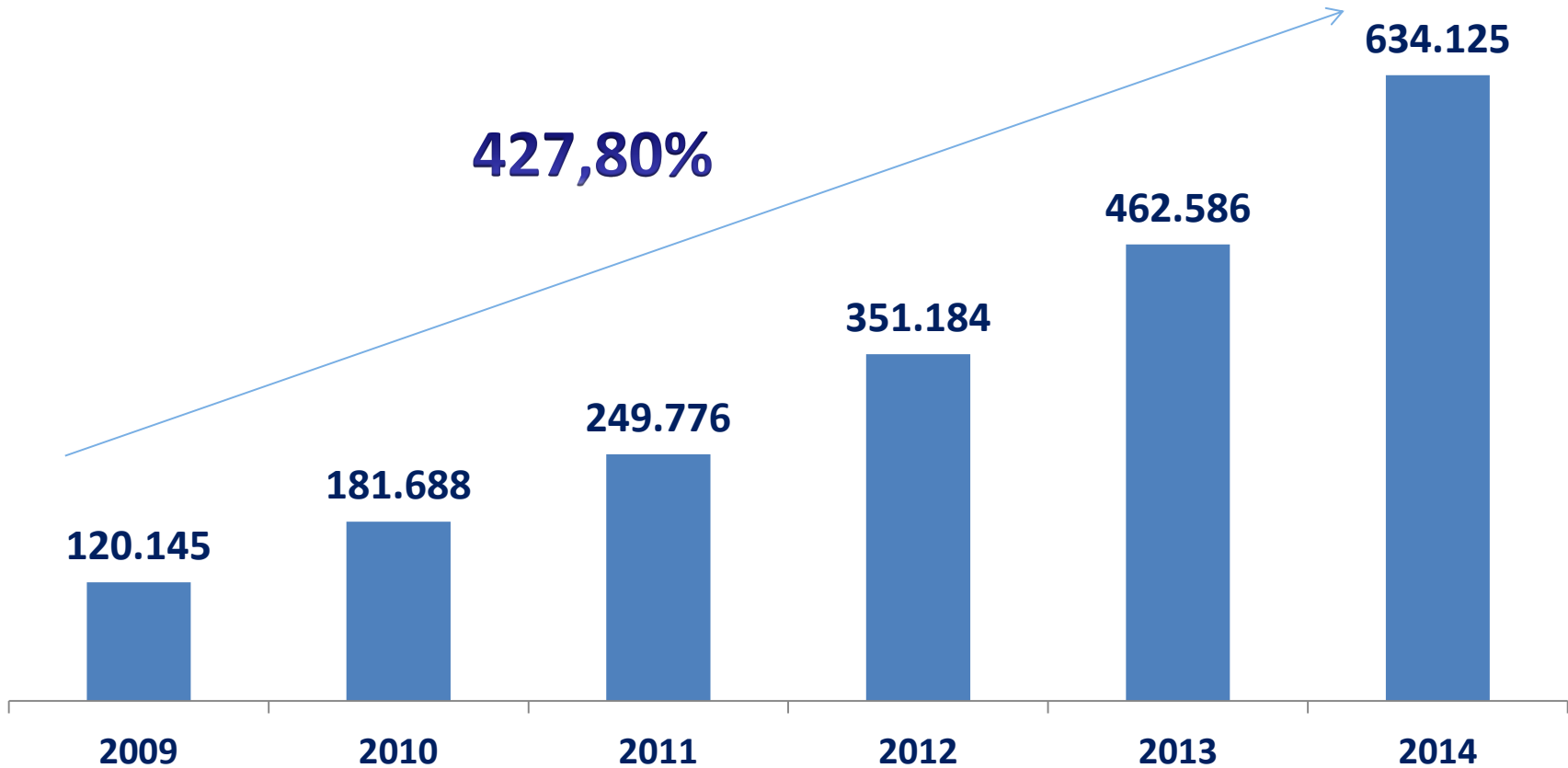


Source – Senac management System (enrollments + ongoing courses).

(Include s distance learning network for 2013 and 2014)

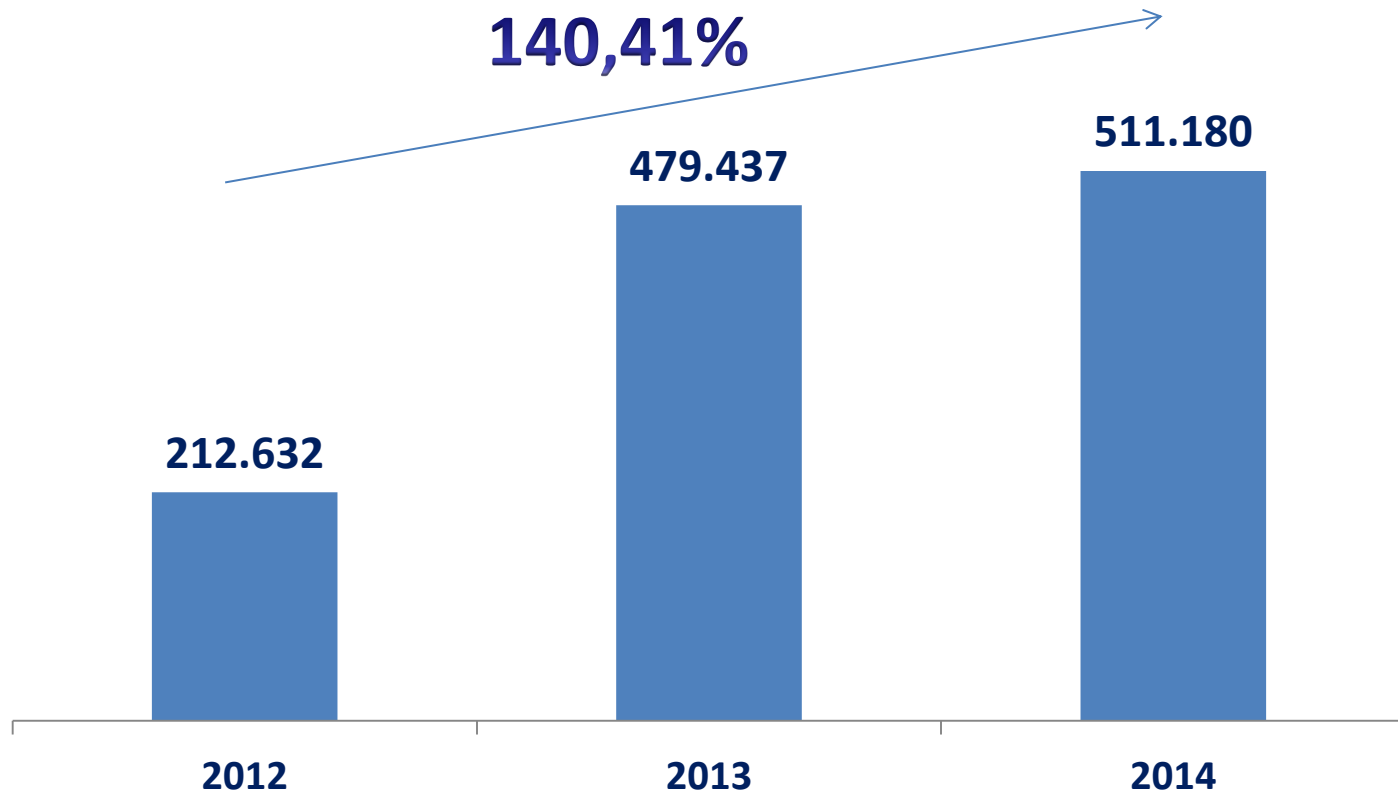


# Enrollment - PSG 2009-2014



Source – Senac management System (enrollments + ongoing courses)  
(Include s distance learning network for 2013 and 2014)

# Enrollment - Pronatec 2012-2014



Source – Senac management System (enrollments + ongoing courses)  
(Include s distance learning network for 2013 and 2014)

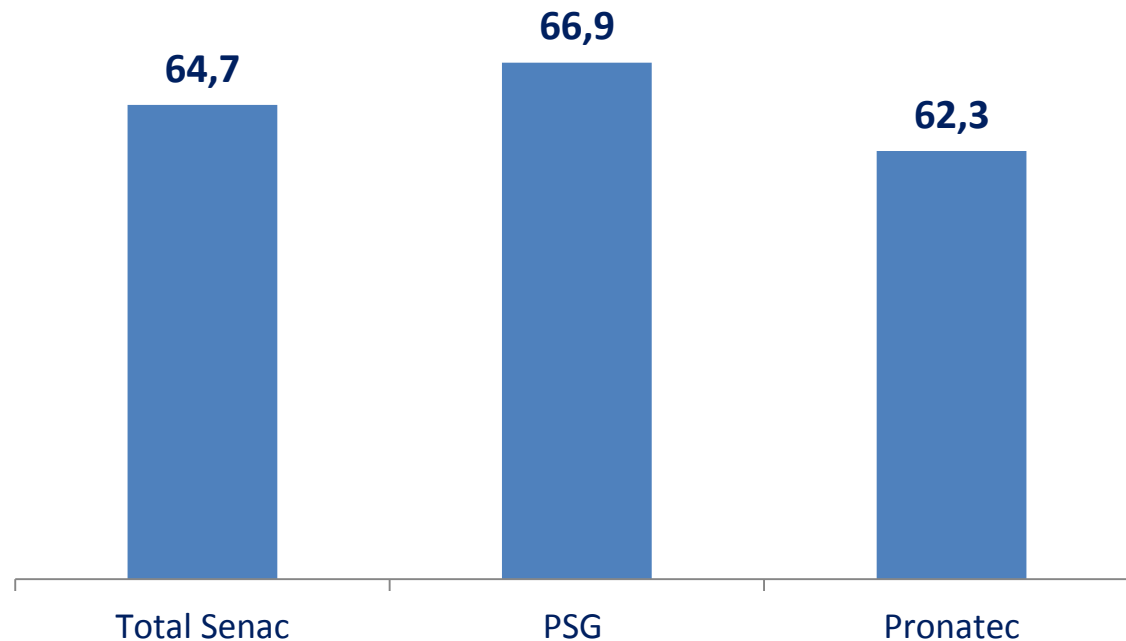
# ***Assessment as a management tool***

*Assessments are carried out periodically to measure the effectiveness of institutional activities, student satisfaction with our courses and the satisfaction of employers with their Senac former student employees.*

# Employability Index

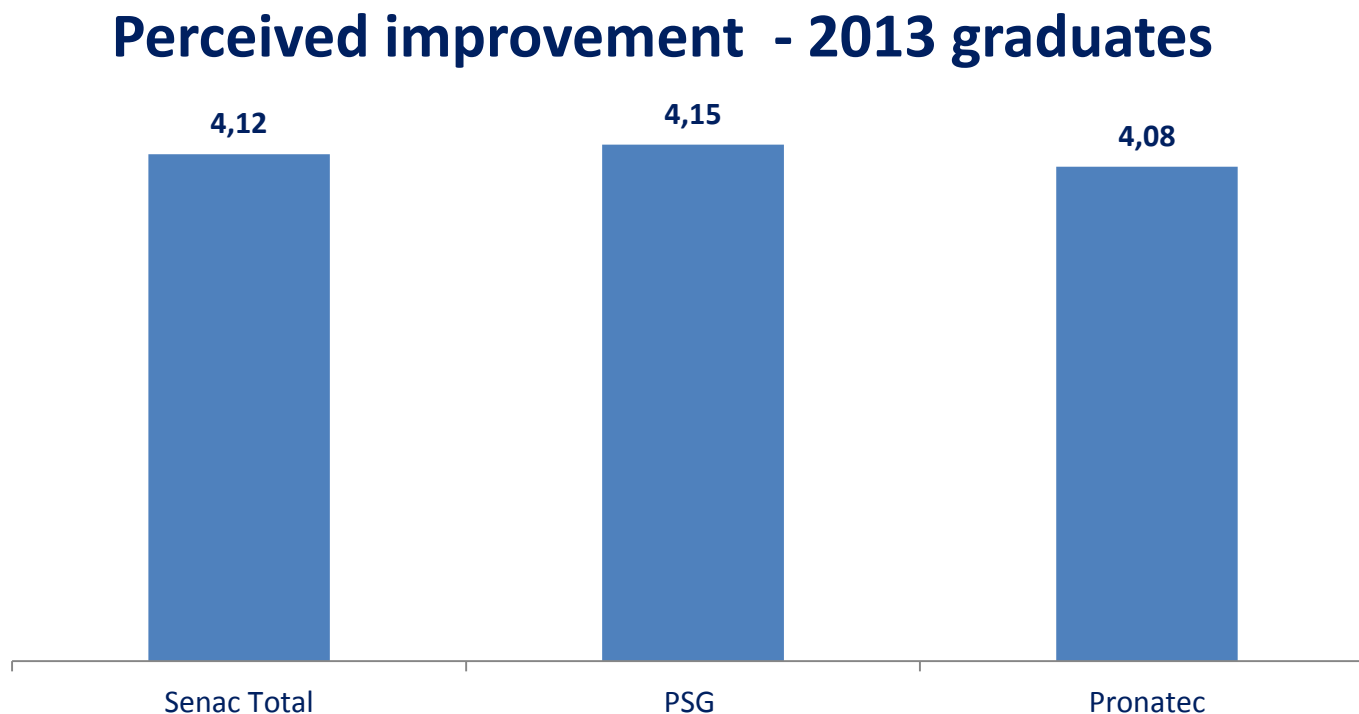
*This index is gauged in the Senac National Student Survey, carried out annually. It shows the percentage of former students who were working at the time of the survey and who obtained this placement during or after their Senac course.*

## Employability (%) –2013 graduates



# Improvement Perception Index

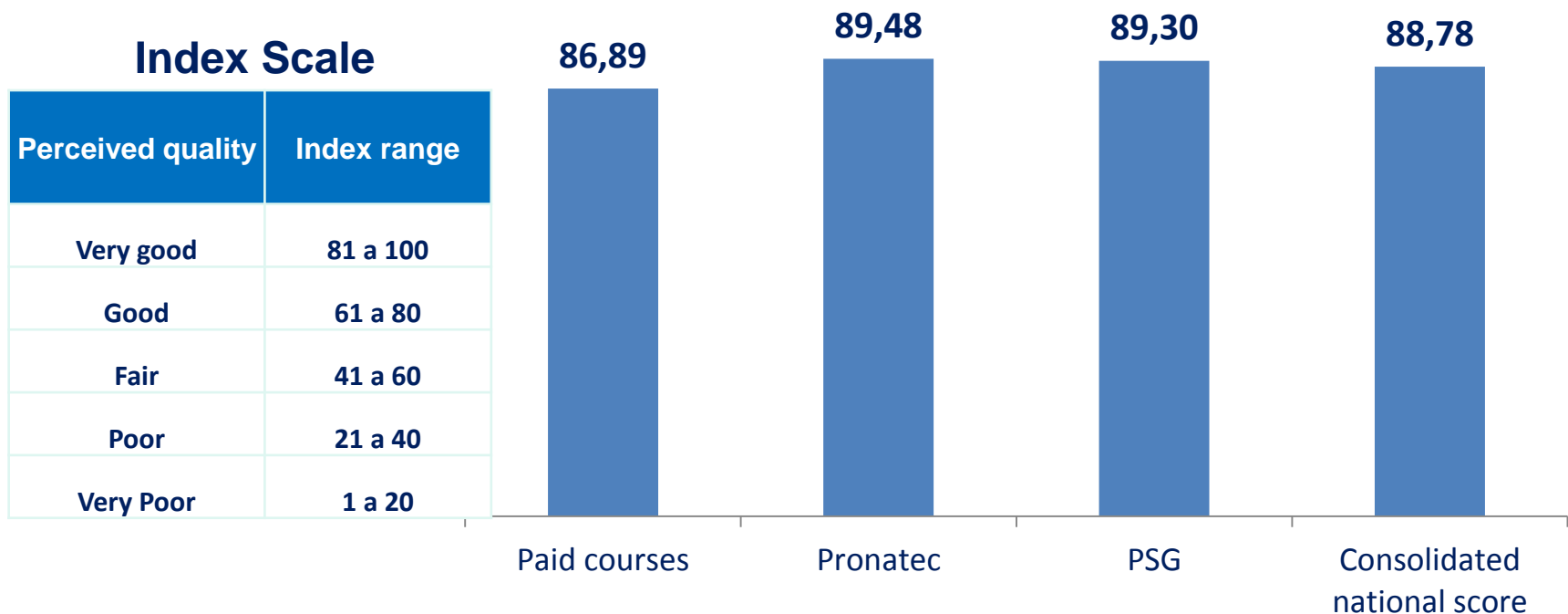
This index features a scale of 1 to 5 that evaluates the impact of Senac training activities on our students' situation in the labor market in relation to: **opportunities in the labor market; better wages; professional development and acquisition of knowledge.**



# Student satisfaction: Perceived Quality Index

- *The Perceived Quality index seeks to apprehend Senac students' perception of their courses. Students who have completed over 50% of the course load are interviewed;*
- *The score is obtained by a scale ranging from Very poor (1-20) to Very Good (81-100).*

## Perceived Quality (score) - 2014

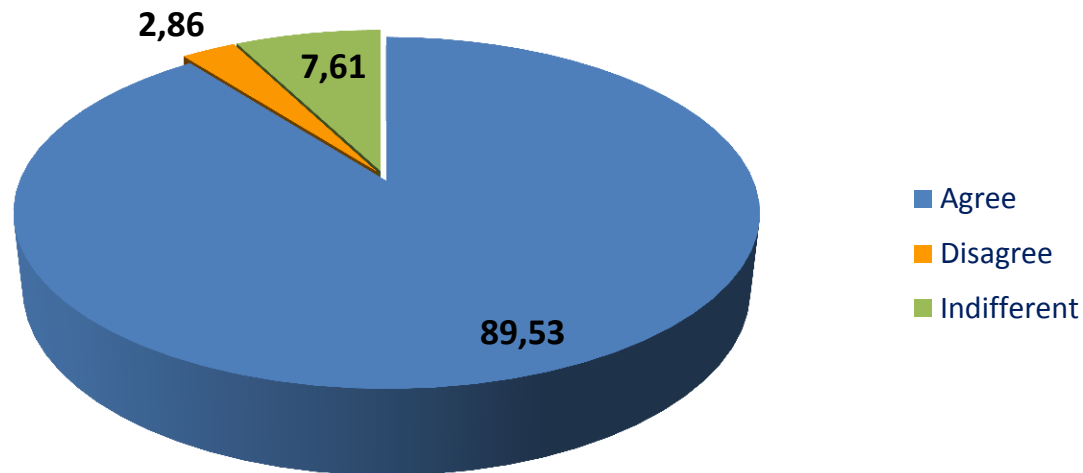


Source: Senac National Perceived Quality Survey 2014.

# Employers' satisfaction

*3,031 employers or their representatives were interviewed In the 'Current and Future Vocational Education requirements for the Trade, Services and Tourism Industries' survey (2012-2016).*

## Senac is a reference in vocational education (%)

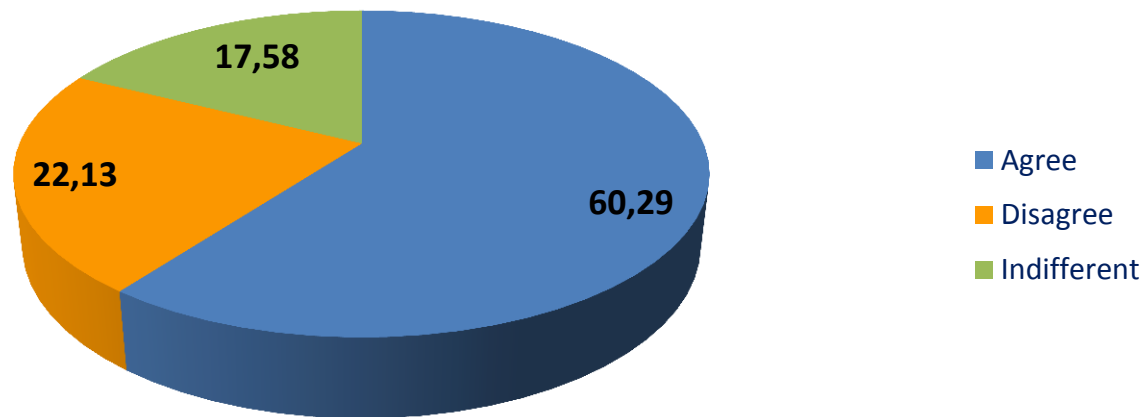


Source: Current and Future Vocational Education requirements for the Trade, Services and Tourism Industries' survey , 2014.



# Employers' satisfaction

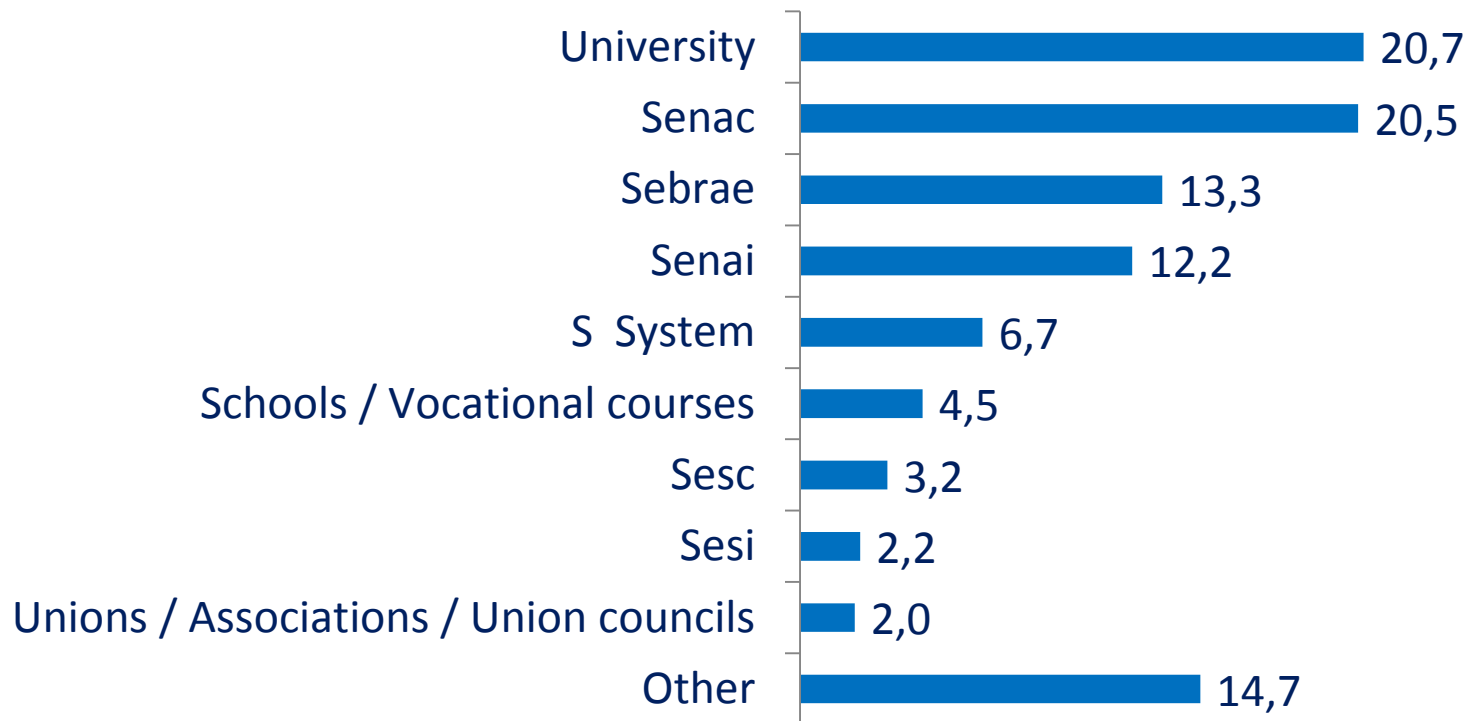
**Senac offers courses that  
serve companies like mine (%)**



Source: Current and Future Vocational Education requirements for the Trade, Services and Tourism Industries' survey , 2014.

# Employers' satisfaction

*When it comes to vocational education in the Services and Trade sectors, which institution comes to mind?  
(Spontaneous Citations in%)*



# Senac and the labor market

*Senac's guiding principle for rapprochement to the world of work is **establishing direct venues of interchange with its stakeholders**. This results in **courses designed in alignment with market needs, thus increasing the likelihood of professional inclusion for our students**.*

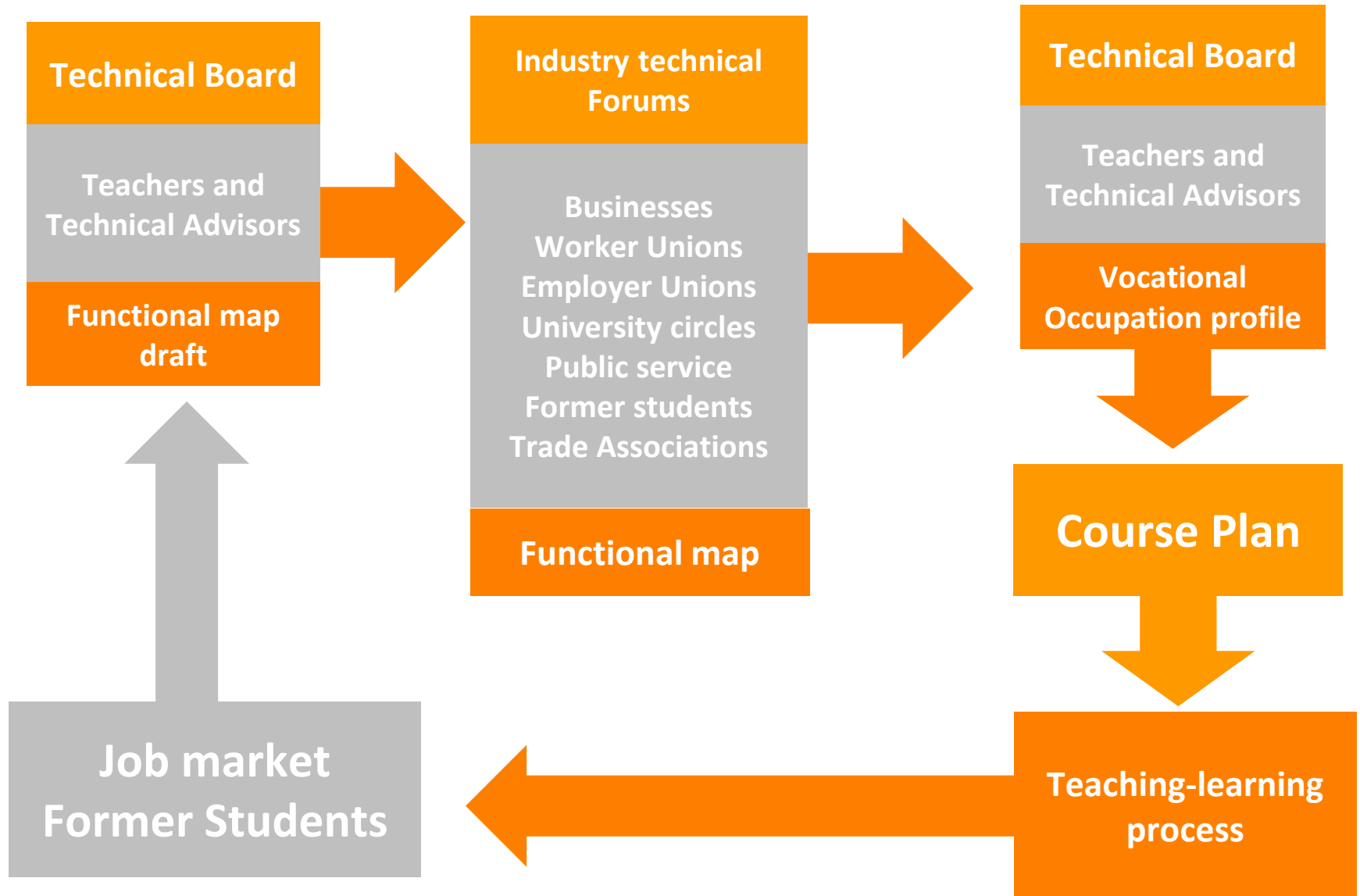
# Industry Technical Forums

- Stakeholder discussion forums of a technical nature **involving representatives from different clusters** within the world of work, as well as **Senac's teachers and technical advisors**.
- Aimed at **gathering information to subsidize the design of the Vocational Profile for trade occupations** in the Senac portfolio.
- Contribute towards **identifying the skills required** to work at a given trade.

***Result in a functional map of the analyzed occupations. This is a crucial tool for designing the Vocational Profile and for course planning.***

# Industry Technical Forums

*A systemic view :*



# Unified vocational training focused on market reality - National Pedagogical Model

- The **description of the Vocational Profile** developed within the Industry Technical Forums is the **starting point for course planning and design**.
- The **core element** of the National Pedagogical Model is a **focus on competency development**.
- **Competencies are, therefore, the key element** in the curriculum, which is prepared in accordance with changes in productive sectors and society.

**For Senac, a competency is ...**

***a potentially creative, observable vocational act/accomplishment that blends knowledge, skill and attitudes/values allowing for continuous development.***



# Challenges

- The National Pedagogical Model is a **vital policy** for course **quality improvement** throughout the country.
- Aims to **unify curricula nationally, respecting regional diversity.**
- The National Pedagogical Model aims to **increase student mobility** between Senac Regional Departments.
- National quality standards provide the Senac graduate with **greater employability** all over the country.

# Key results

*National Course Plans we have already achieved*

**29**  
**Course**  
**Plans**

**10 in Intermediate Occupational Specializations**

**72,2% of total enrollment**

**16 In Occupational Qualification**

**64,3% of total enrollment**

**3 in Apprenticeships**

**76,5% of total enrollment**

# Next steps in achieving a unified National Pedagogical Model

- Designing **21 new courses in 2015**.
- **Gradual implementation** emphasizing team work.
- **Assessment** of the implementation process, paying close attention to the **analysis of transition impacts** on all of our Regional Departments.
- Training and mobilizing a **nationwide group of Regional Department** representatives for this process.
- Description of **broad regional goals for 2016**.