

Georgian TVET's Find Gender Equity Solutions in the U.S. State of Iowa



Funded by U.S. Embassy Mission (Tbilisi, Georgia)



Project Objectives

Technical and Vocational Education Training Programs (TVET) for the Country of Georgia brought 12 Georgians to the State of Iowa in 2018. The visit was to improve gender equity in TVET Programs learning from Iowa colleges how to attract female learners.

Why Iowa?

Iowa is similar in size and population to Georgia. Iowa has a low unemployment rate and one of the strongest educational systems in the U.S.

Exchange Visit Outcomes

A competition was held between 11 Georgian advertising agencies to create a poster to motivate females to consider traditional male occupations and fields of study.

Participating colleges ran digital media campaigns highlighting female role models to attract female learners to enroll. This enhanced each institutions social media outreach. These campaigns were aided by mentors from the Innovations Support Fund (ISF) Group.

At the Georgian Institute of Public Affairs (GIPA), their Health and Safety Program (HSE) had 60% of their enrollments come through social media posts. GIPA added a second group of 40 students due to the overwhelming demand for this first-time program offering.



See each participant's assessment of what they experienced in Iowa and what techniques they will use to recruit female learners into their programs in Georgia [here](#).

The Exchange Visit

Georgian decision makers in colleges and from the Ministry of Education, Culture, and Sport (MoECS) of Georgia visited Iowa community colleges and secondary schools. Participants saw firsthand:

- Engagement of female learners in standard and non-traditional career paths.
- Social media recruiting techniques for female learners.
- Secondary school academies build career awareness and linkages to employers.
- Advisory committees provide educational guidance and internship opportunities to graduates.



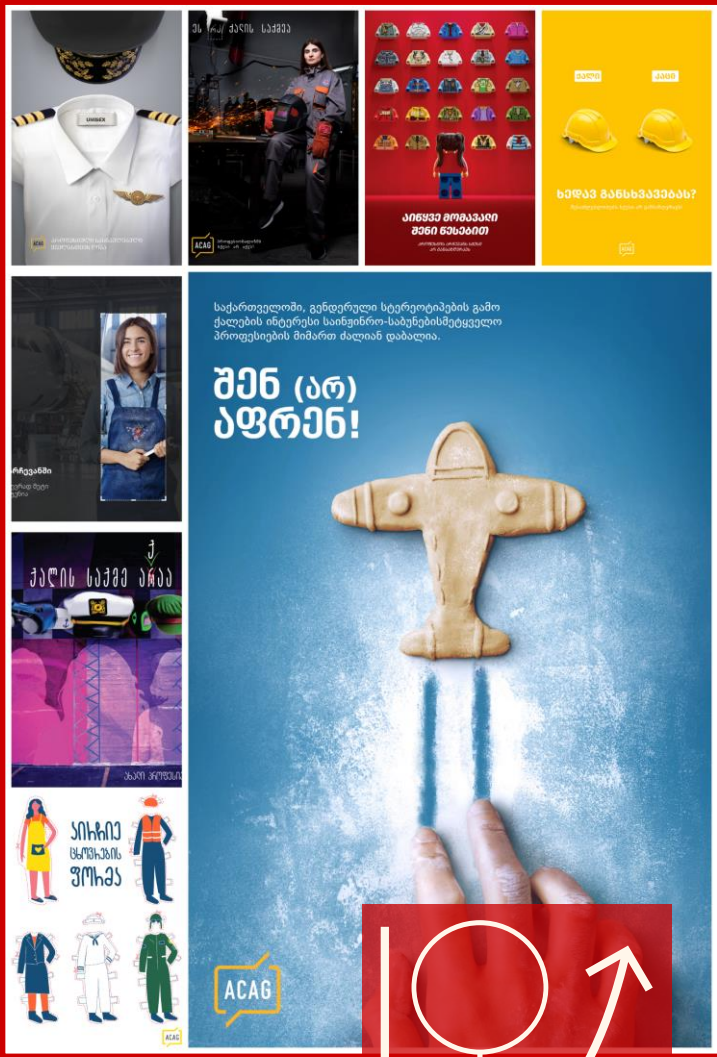
The Georgian delegation engaged with student Mandy Ounlokham from DMACC who shared her passion in her TVET college programs.

Valentina Zibzibadze became a local celebrity through TV and radio interviews, and social media posts about her career path in the electrical TVET program at Phazisi College in West Georgia. This post reached over 3,000 people.

მიმართ ინტერესი მოგვიანებით აღმოვაჩინე და დღეს ელექტრობა წამდვილად ის საქმეა, რომელშიც სამომავლოდ საკუთარ თავს ვხედავ. თავდაპირველად ჩემი ოჯახის წევრები შეეცადნენ, გადაწყვეტილება შემეცვალა. ხედებოდნენ, ყოველდღე მომიწევდა მტკ... See more



Georgian advertising agency BRID won the marketing competition to inspire females to enroll in non-traditional educational paths. The poster, featuring an airplane cookie cutout, was widely displayed on the streets of Tbilisi, Georgia.



Exchange Visit Achievements

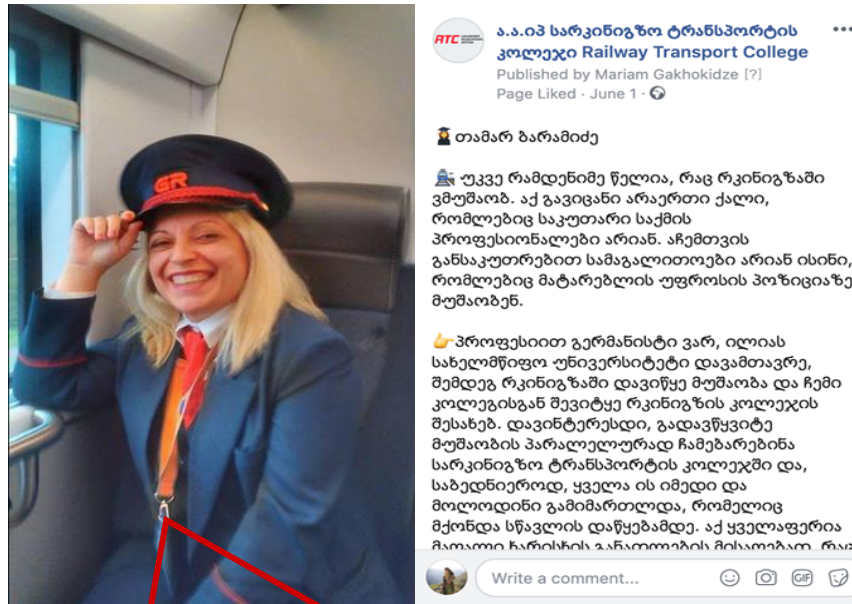
As a result of the exchange visit to the U.S. and the social media campaign, the Georgian colleges realized an average increase of female enrollments of 37%. In newly established TVET programs, a total of 30 females were enrolled. Many TVET programs experienced their first female enrollees in history. Participating colleges were pleased with the results of the social media campaign and recruitment techniques. They plan to continue to utilize the methods learned in future marketing campaigns. They also began an outreach effort to secondary schools to engage with potential learners at the point in their lives when they are making decisions about their future. The exchange exceeded the goals while developing strong ties of cooperation within the group and with educators in the State of Iowa.

Exchange Visit Discoveries

Many TVET program graduates in the U.S. achieve higher salary and more job demand than the standard four-year college graduate. Many students enroll in programs and have a job waiting for them the day they start classes. Males and females participate in the same programs at community colleges. Participants heard how colleges, staff, and students make female learners feel welcome in non-traditional roles. Participants discovered three main methods for building successful gender equality in U.S. TVET Programs.

1. Use female students on social media to recruit.
2. Engage secondary school learners with TVET exploration programs when they are determining their future education and career paths.
3. Engage industry in educational design and guidance to ensure openings in the job market for female graduates.

The transportation industry experienced the most difficulty in reaching gender equality. Targeted posts by the Georgian Railway College resulted in a three-fold increase in female interest



“The number of female users on the Facebook page has grown. Girls and women are writing messages and inquiring about TVET programs and women now are more engaged users.”
– Georgian Railway College.



Special Thanks to Our Partners:

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