

Vientiane Education Fair (VEF)

A high concentration of students in a very few majors and less in others perpetuate the lack of diverse and skilled workforce in Laos. This is partly due to the absence of platform to connect students, parents, educational institutions, and public and private sector actors; that results in a misunderstanding about certain majors and careers. Vientiane Education Fair (VEF) is designed to provide them that very platform.

CATEGORY

[Access to Education](#)

LOCATION

[Laos](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

A high concentration of students in a very few majors and less in others perpetuate the lack of diverse and skilled workforce in Laos. This is partly due to the absence of platform to connect students, parents, educational institutions, and public and private sector actors; that results in a misunderstanding about certain majors and careers. Vientiane Education Fair (VEF) is designed to provide them that very platform.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

Building upon the AEIF 2013 Winner—College Majors Guidebook and Web Project—we propose a three-day VEF which will launch the first, inclusive platform for youth, educational institutions, scholarship providers, and public and private institutions, to broaden students' perspective by introducing at least 160 academic programs and scholarships, providing specialized trainings, and educating participants on labor demand in market trends in Laos and ASEAN. VEF aims to implement a standard common practice among students: choosing an informed major based on their passion.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

As an immediate outcome of the VEF, at least 10,000 students will be exposed for the first time to the variety of academic programs and careers and receive in-depth information about more than 160 academic programs, trainings, scholarships, and market trends in Laos and ASEAN. We anticipate that the success of the VEF will bring changes to the communities both in their attitudes and practices. First, students will change their attitudes towards the role of college major selection—taking it more seriously—and choosing majors based on students' passion will become a common practice among high school students. Participants will also be able to make an informed choice on particular study field that suits their interests and skills. In the long run, students will become valuable asset in school and future market, resulting in an improved education, economic, and skilled workforce in the country.

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

The VEF expects to benefit 10,000 visitors: 1.) High school students making a decision on their academic field will have a chance to interact with vocational schools, colleges, and

MEET THE TEAM

Project owner

[Maniphet Phengs...](#)
[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[YSEALI Regional Workshop](#)

Project members

[Manage members](#)
[Manoly SISAVANH](#)
[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[Somthida Chanth...](#)

[Laos](#)
[Study of the U.S. Institutes](#)
[\[remove from project\]](#)

[Sankerdas Latthanhot](#)

[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[Fulbright Student Program](#)
[\[remove from project\]](#)

[Thepthida Somphakdy](#)

[Laos](#)
[Youth Leadership Program](#)
[\[remove from project\]](#)

[Athit Chanthalath](#)

[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[YSEALI Regional Workshop](#)
[\[remove from project\]](#)

[Naphasouk Sithpraxay](#)

[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[khampasit souks...](#)

[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
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[Anong Sisongkham](#)

[Laos](#)
[Global Undergraduate \(UGRAD\) Exchange Program](#)
[\[remove from project\]](#)

[Kittiphonh PHEN...](#)

[Laos](#)
[Youth Leadership Program](#)
[\[remove from project\]](#)

universities and find academic field that suits them; **2.)** High school, college and university students, and graduates seeking the opportunities to further their study abroad will be able to interact with scholarship providers and overseas colleges and universities; **3.)** Students and fresh graduates looking to their future career will have an opportunity to explore the demands and expectations of their future market and prepare themselves to enter the market. Additionally, more than 100 departments in the National University of Laos, 12 private colleges and vocational schools will attract more informed students; and 20 USG alumni, 30 YSEALI members, and 50 volunteers will have a dynamic platform to engage with each other and contribute their expertise in social activities.

[Khavi Homsombath
Laos
Study of the U.S. Institutes
Fulbright Student Program
~~\[remove from project\]~~](#)

Local partners

1.) National University of Laos, University of Health Sciences, and 20 private colleges and vocational schools will act as information resources providers; **2.)** The Swiss Development Corporation and Lao Brewery Company as funders; **3.)** Scholarship providers, namely the Embassy of the United States of America, the Embassy of the United Kingdom, the Embassy of the Republic of Singapore, the Embassy of the People's Republic of China, the Embassy of the Socialist Republic of Vietnam, Australian Aid, and European Union; as well as several overseas colleges and universities as information resources providers and guest speakers; **4.)** Educational consulting agencies as counselors and guest speakers; **5.)** Private sectors and international organizations organizations as career counselors and guest speakers; **6.)** College Majors Guidebook & Web team as information resources providers, counselors, and guest speakers; **7.)** Ministry of Education and Sports and the Embassy of the United States of America as advisors; and **8.)** 20 USG alumni, 30 YSEALI members, and 50 volunteers as working members, speakers, and advisors.

Alumni team

- **Project Planner:** Responsible for planning project activities, such as documentations, fund raising strategies, volunteer recruitment, and school visits
- **Project Implementer:** Responsible for carrying out project activities and contacting educational institutions and local partners
- **Administrative Coordinator:** Responsible for providing administrative support for the project
- **Finance/Accounting:** Responsible for managing the budget
- **Fund Raiser:** Responsible for documentations to be sent to local partners and implementing fund raising activities
- **Media Outreach and Promotion:** Responsible for promotional activities and contacting media
- **Designers:** Responsible for designing floor plan and decorating stages and booths
- **Advisor:** Responsible for advising the team leader and team members throughout the process of project development and implementation

Proposed Project Dates: June 01, 2015 - August 31, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

- **Feb 2015:** Project proposal development
- **Feb 2015:** Contact partnering organizations
- **Feb – Mar 2015:** Project members recruitment
- **Mar 2015:** Project proposal refinement
- **May 2015:** Wining project announcement
- **Jun – Jul 2015:** Project volunteer recruitment and training
- **Aug – Sep 2015:** Contact Ministry of Education and Sports
- **Sep 2015:** Get advice from the Ministry of Education and Sports
- **Oct 2015:** Contact and invite educational institutions, public and private sectors, and scholarship providers
- **Nov 2015:** Media design
- **Dec 2015:** Contact the organizers and reserve venue
- **Jan – Feb 2016:** Follow up with local partners and event organizers
- **Mar – Apr 2016:** Finalize media design

- **Apr 2016:** Finalize the event preparation with local partners
- **Beginning of May 2016:** Project announcement and school visits
- **May 2016:** Project launching
- **Jun – Aug 2016:** Project evaluation and report

Communication Plan

Communication strategies aim at reaching all students in Vientiane, both in urban and sub-urban areas, ensuring equal access to information. The two strategies include traditional media, which is more preferable among students in sub-urban areas; and new media, which is more preferable among students in urban areas. The strategies include: **1.)** In class promotion by team members in 10 schools in the city and 10 schools in the sub-urban areas; **2.)** Post posters in every high school news board and public places; **3.)** Advertise through traditional media to reach students, such as magazine (108 Job Magazine), newspapers (Vientiane Times Newspaper, Vientiane Mai Newspaper), and Lao National Radio; **4.)** Use trending method through social media platforms, such as Facebook and YouTube; and **5.)** Promote through existing channel, such as College Majors Guidebook and Web Project's Facebook page and web (+1,200 monthly traffics) and U.S. Embassy Vientiane Facebook's page with 50k followers.

Evaluation

The project will use various data collection methods to determine its effectiveness and impact. The four major evaluation methods are: **1.)** Statistic of visitors to Vientiane Education Fair; **2.)** Onsite observation to see participants' level of satisfaction and participation to activities in the event; **3.)** Onsite interviews using 100 selected samples as representatives for all participants based on ages, genders, and education level; and **4.)** Survey to get the quantified results of participants' level of satisfaction and participation in activities in the event.

Sustainability

With the existing College Majors Guidebook and Web project as information resources and with the good reputation and connection we have with educational institutions and local partners, we expect that the success of Vientiane Education Fair will make our project a role model for the next generation and self-sustaining over the years as demands for information and platform will increase, which will attract more sponsorships.

TOTAL FUNDING REQUESTED

\$24,900.00

PROPOSAL DOCUMENT:

[Download budget](#)

Vientiane Education Fair, AEIF 2015



