



STUDENT EMPLOYABILITY 2023 ANNUAL REPORT



light up
the room



BACHELOR OF
ARTS IN VISUAL
COMMUNICATION

red
yel
CREAT
HUB

TABLE OF CONTENTS

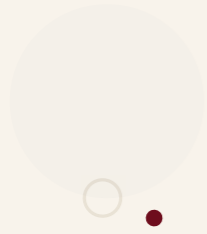


Foreword 8
 Focusing on education that delivers superior student outcomes 10
 Acknowledgments 11

12
SCALING PROVEN SUCCESS INITIATIVES TO DRIVE EMPLOYABILITY OUTCOMES



16
EMPLOYER PARTNERSHIPS AND FEEDBACK



22
STRENGTHENING HONORIS INSTITUTIONS AS TALENT HUBS

International Mobility and Employability 23
 Leveraging university career centers for bespoke talent acquisition 25
 Organizing career fairs 26

28
BRIDGING THE SKILLS GAP THROUGH INDUSTRY EXPERIENCE AND ACADEMIC INTEGRATION

Driving knowledge transfer in IT through industry-university collaborations 29
 Establishing co-designed and co-managed industry training programs for direct skills alignment 30
 Equipping Students with 21st Century Skills through Work Directed Learning 32
 Leveraging Alumni Insights: Enhancing student experiences 33



34
ENRICHING THE STUDENT AND ALUMNI EXPERIENCE FOR CAREER ADVANCEMENT

Accelerating career and continuous professional development 35

36
EMPOWERING THE DIGITAL MARKETING WORKFORCE

Shaping and revitalizing the workforce 37

38
INVESTING IN THE CREATIVE INDUSTRY JOBS OF THE FUTURE

Preparing the next generation of fashionpreneurs 40
 Expanding Honoris investments in the Creative Arts to nurture the pull of talents in Africa 41

42
IMPLEMENTING INCLUSIVE STRATEGIES TO DRIVE GENDER EQUITY

Bridging the Divide: Gender Gaps in jobs, pay, and leadership 43

49
CATALYZING ENTREPRENEURSHIP FOR SUCCESS

52
CONCLUSION





Foreword by Dr. Jonathan Louw
Group CEO at Honoris United Universities

“CEOs in Africa continue to prioritize human capital development to boost efficiency and competitiveness in an increasingly complex business environment¹. But continued labor disruption has been cited as one of the top three risks facing business leaders today².

In this second Honoris Student Employability Report 2023, we at Honoris United Universities delve into the initiatives our pan-African institutions are implementing to support human capital development to scale impact across the continent.

Building on our inaugural report, we expand the spotlight on our approach to employability by sharing the perspectives of key industry leaders on skills in demand and how our talent-sourcing services support the sustainable growth of organizations across the globe.

We discuss how our institutions position themselves as talent hubs by building employer-focused services, leveraging career centers for talent acquisition, and responding to labor demands in sectors that are experiencing talent-sourcing challenges such as healthcare and IT. Our report highlights efforts to bridge the skills gap through industry experience and academic integration, including co-designed training programs and expanding professional horizons for our graduates. We delve into investing in the creative industry, implementing inclusive strategies for entrepreneurship and closing the gender gap on key empowerment measures such as access to jobs, pay and leadership. Our report concludes with a vision of building Africa’s future through talent development and impactful employer partnerships.

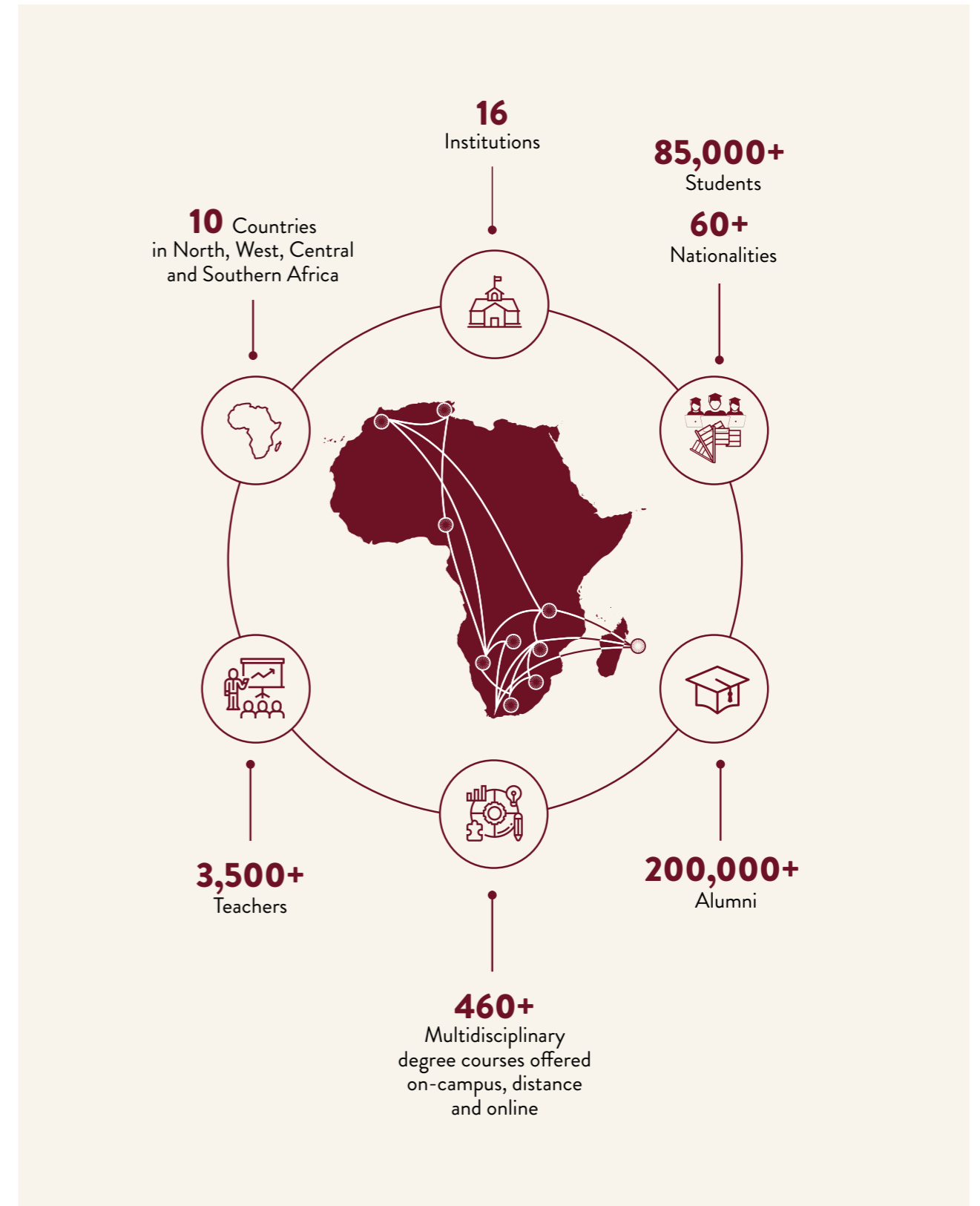
Tackling the employability challenge requires the engagement of all stakeholders. With concerted effort and strategic planning, it is possible to enhance graduate employability and transform the continent’s human capital development. We hope that our 2023 Student Employability Report inspires further dialogue and cooperation amongst ecosystem builders of African higher education institutions across the continent.

We will continue to expand our sustainable employability mandate that is well-equipped to meet the evolving demands of the African and global labor markets.



¹Landry Signe (2023), A Year of Opportunity for Africa. Brookings Institute - Project Syndicate, Jan 13, 2023.
²WEF Center for New Economy and Society. Chief Risk Officers Outlook June 2023

Honoris @ a glance





Laura Kakon
Group Chief Growth and Strategy Officer
Honoris United Universities

FOCUSING ON EDUCATION THAT DELIVERS SUPERIOR STUDENT OUTCOMES AT SCALE

“ Supporting our Education for Impact mission, our data-centric approach offers students, their families and sponsors, evidence-based perspectives on the potential employment outcomes of various study paths.

Employability rate, return on investment, payback period, value for money, and average salaries of our graduates serve as key performance indicators that provide concrete measures of how well our institutions prepare students for the job market. These KPIs are an essential instrument for aligning academic curricula with market needs, ensuring our programs stay relevant and adaptive to the changing demands of the job market.

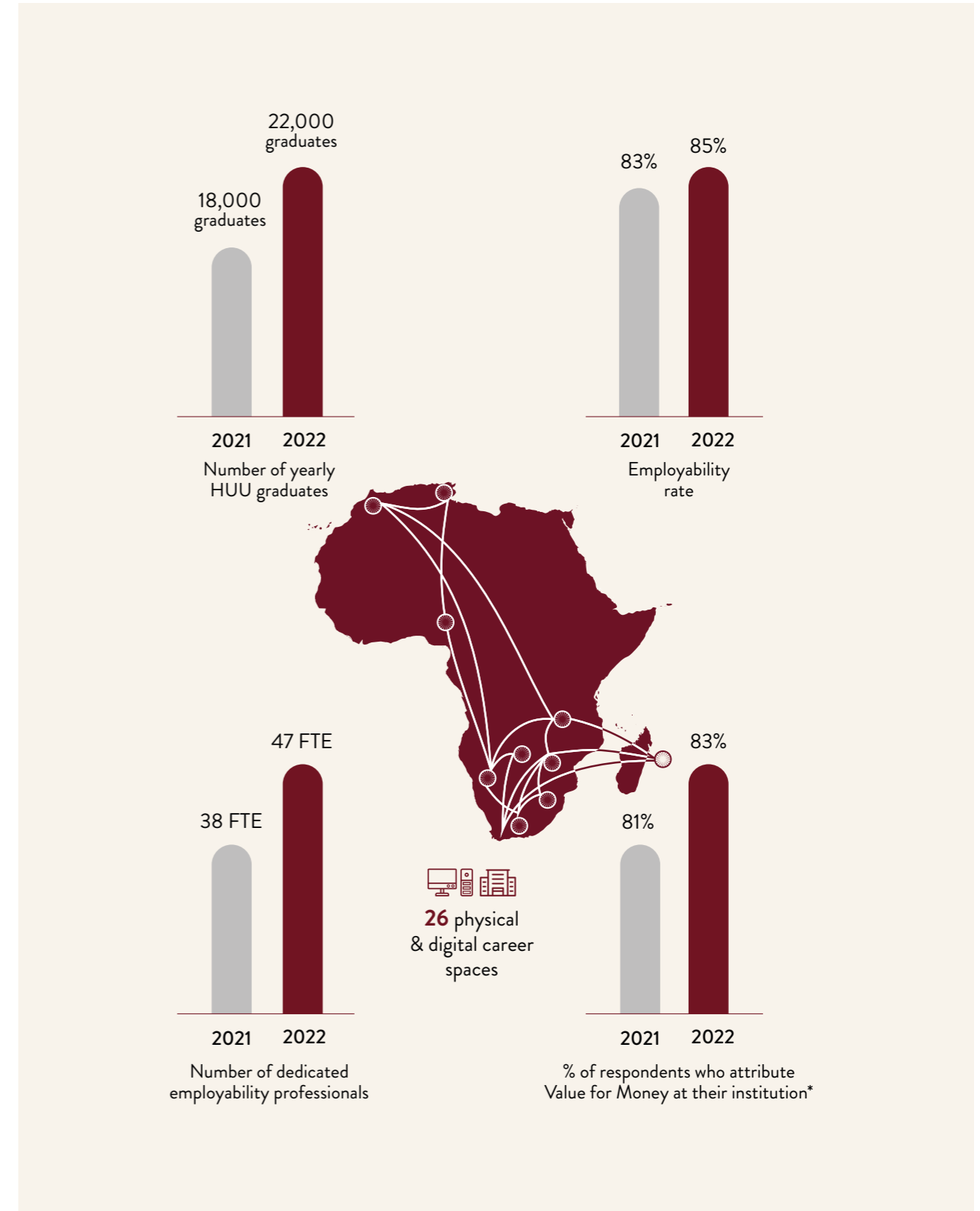
Regardless of the educational background of parents and guardians, they aspire for their children to surpass their own accomplishments. We have found that two thirds of our current student body come from households with low to moderate income. The highest education level attained within our students’ households shows that 36% have high school diplomas, 26% possess Masters/Doctorates, 22% hold Bachelor’s degrees, and 16% have professional certificates.

In parallel, we conduct regular surveys with employers directly to assess value and perspectives on the quality of graduates produced by our institutions. These organizations span six key sectors: Business and Finance (36%), IT and Telecommunications (20%), Engineering (17%), Health (15%), Art & Fashion (8%), and Government and NGOs (4%) which mirror the career paths of our graduates.

Rich insights such as these support our institutions in the design and execution of employability initiatives that make a widespread impact. At Honoris, we prioritize not only measuring significant outcomes for students, but continue to emphasize the critical role of data and evidence in evaluating graduate employability.



Honoris Success Factors



*Source: Honoris 2021 & 2022 Alumni Surveys n=7k



Acknowledgments by **Dr. Grace Nkansa**

Senior Director of Employability and Partnerships
Honoris United Universities

“

In an increasingly globalized world, the competitiveness of businesses relies not solely on their products or services, but on the efficiency and quality of the talent they attract. Higher education institutions, in this context, play a vital role in shaping this talent, establishing themselves as indispensable collaborators for employers worldwide.

In the spirit of gratitude for our second Honoris Student Employability Report, we would like to acknowledge the invaluable contributions of all our stakeholders in the journey of shaping the future of Africa through transformative higher education. Our heartfelt thanks to our employer partners, students, faculty, parents, sponsors and the 16 institutions across our pan-African network. Your unwavering support is mission critical.

Honoris recognizes the commitment of our employability and data analysis teams who make the work of talent development a purposeful mission to raise the flag of African excellence. Thank you for your efforts and contributions to this report.

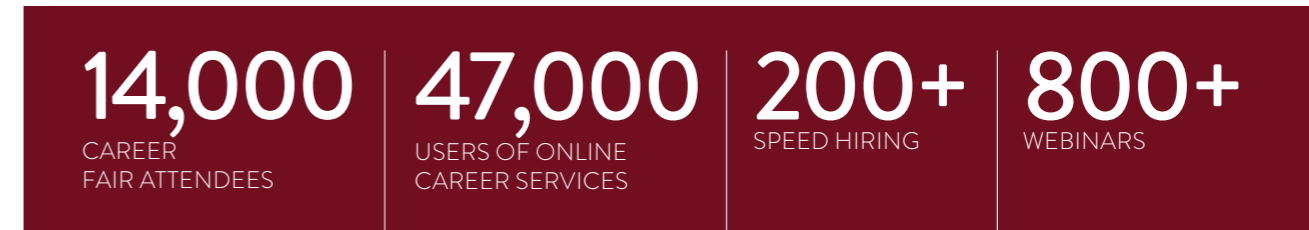
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SCALING PROVEN SUCCESS INITIATIVES TO DRIVE EMPLOYABILITY OUTCOMES



Expanding access through online services



In 2022 amidst the volatile labor market characterized by post-Covid resets, new technology and global instability, Honoris United Universities institutions not only graduated 22K students (+23% vs. PY) but continued their upward trend in graduate outcomes with an overall increase in the employment rate from 83% in 2021 to 85% in 2022.

On average, students from our network secured jobs within less than three (3) months of graduating, while 35% of working adult students received a promotion or salary increase within 6 months.

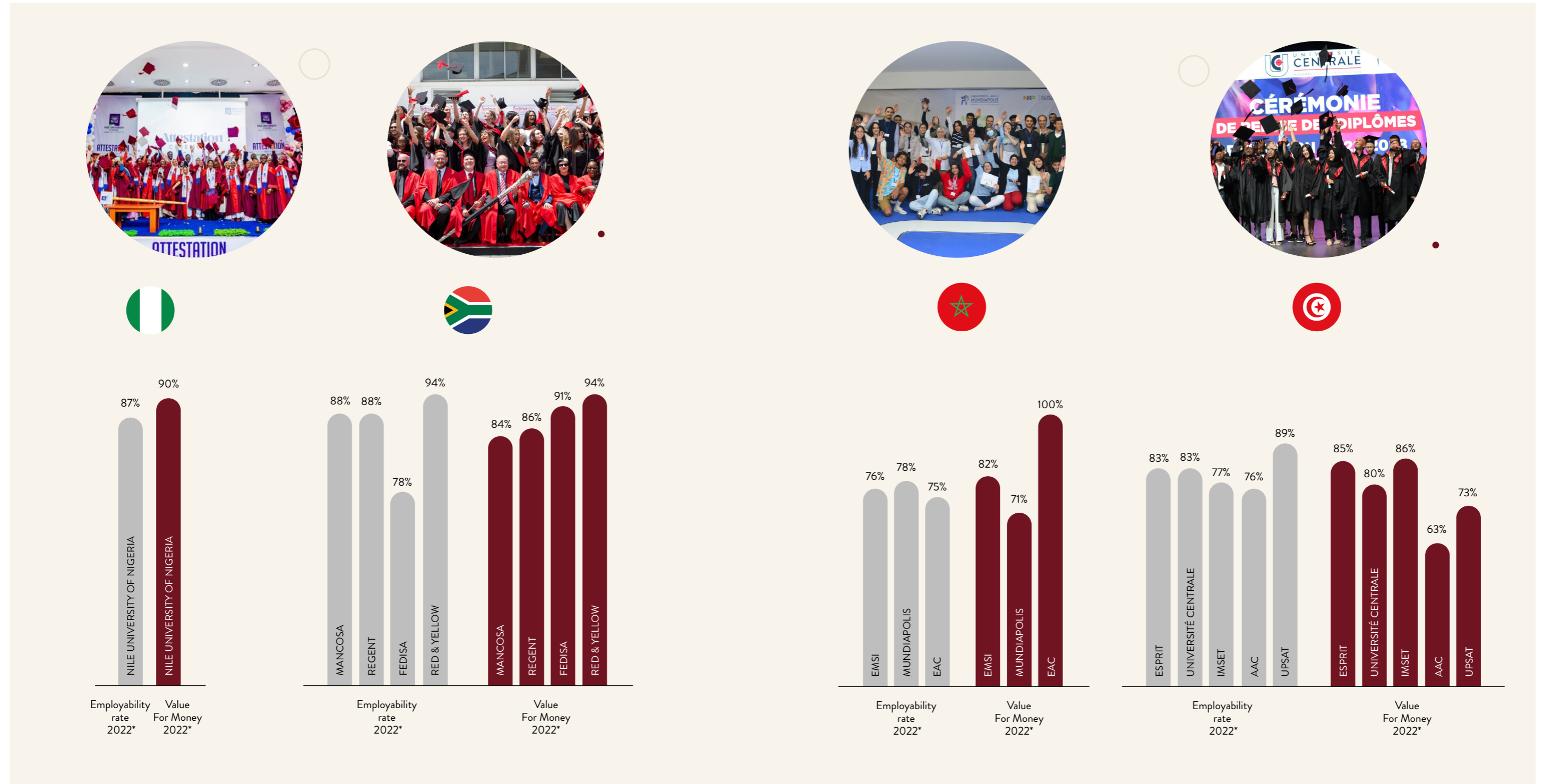


Career services teams across the network had an exceptionally busy year organizing **800+ webinars** on various topics with industry experts. Our **40 career fairs** were attended by **14k+ participants**, including **400+ businesses**. To support employers in their talent sourcing strategies, our career services teams organized 200+ speed hiring events across our 70+ campuses. Our staff collectively held **6,000+ individualized career counseling and readiness meetings** with students and alumni. Scaling these services ensured that students, regardless of their field of study or level of experience, gained access to resources needed to enhance their overall student experience while contributing to a more robust and resilient workforce.

We increased physical career centers across our network from 12 to 14. In line with our commitment to digital transformation, our physical career centers are complemented by digital career platforms providing just-in time, relevant employability resources and services to our active users which include 36K students (+120% vs. previous year) and 11K alumni (+47% vs. previous year). Honoris reached a significant milestone of engaging 50% of our students and reaching over **800+ employers** through our digital career services. This ensured that students were getting access to career preparedness initiatives while employers could post on our job boards and engage directly with students and alumni for job vacancies and internships with their companies and organizations.

Employability rates and Value for Money rise across the network

More alumni felt that they received good value for the cost of their education with value for money increasing from 81% in 2021 to 83% for 2022. These positive trends can be attributed to high-quality education alongside the scaling of career services to students by our dedicated career services teams, employability partners, and alumni, to ensure an enabling environment of success for all our stakeholders.



*Source: Honoris 2021 & 2022 Alumni Surveys n=7k

EMPLOYER PARTNERSHIPS AND FEEDBACK



Esprit and Sagemcom ST partnership signing



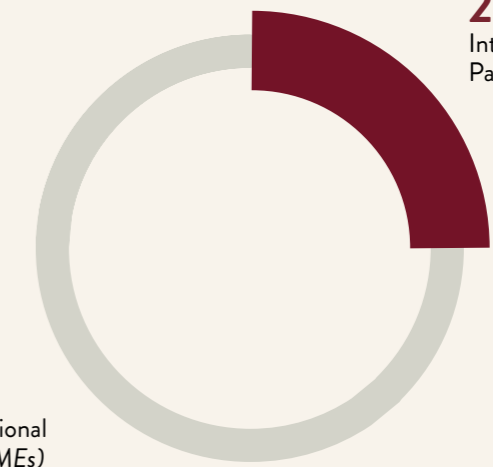
IMSET students' field visit to Alluco, a leading industry player



13th edition of the Mundiapolis Job Fair

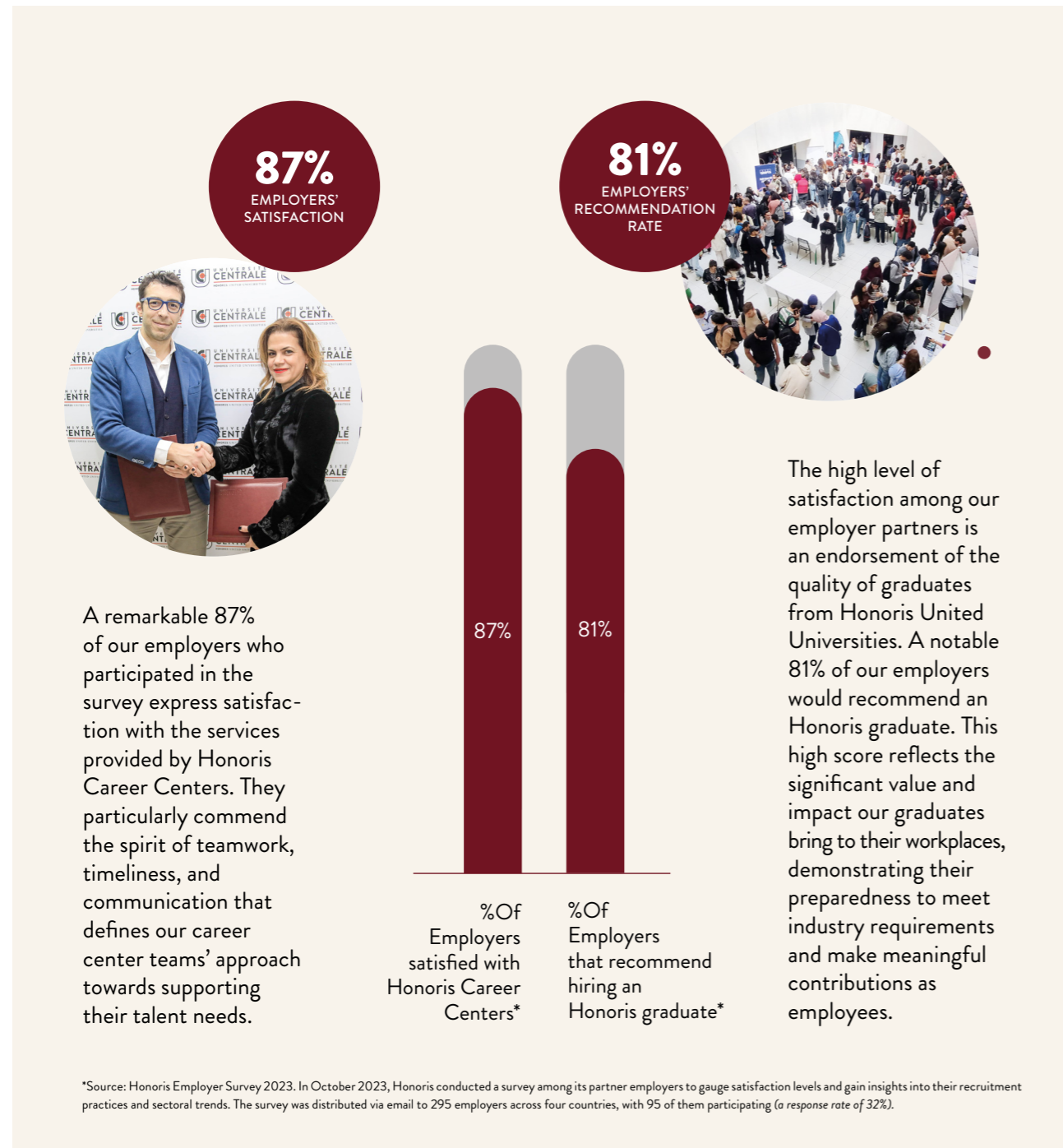
Our 800+ partnerships cut across 10 industries, the top five being IT; Communication Services; Industrials; Financials; and Healthcare. Multinational corporations operating within Africa made up 25% of our strategic partnerships, illustrating the shifting landscape of employment opportunities for African university graduates. Our partnerships provide a direct link between higher education and industry, thus offering students exposure to business practices, internships, and potential employment opportunities. They also allow our institutions to align their curriculum with industry needs, ensuring that graduates are equipped with the skills and knowledge that employers value. These partnerships not only improved graduates' employability, but they also nurture innovation and entrepreneurship.

800+ partnerships



Employer Satisfaction: a mark of distinction

To harness the insights of industry professionals and to demonstrate our ability to deliver value at scale, Honoris engaged a diverse selection of almost 100 of our employer partners for their feedback. Together, these businesses employ over 10,000 individuals.

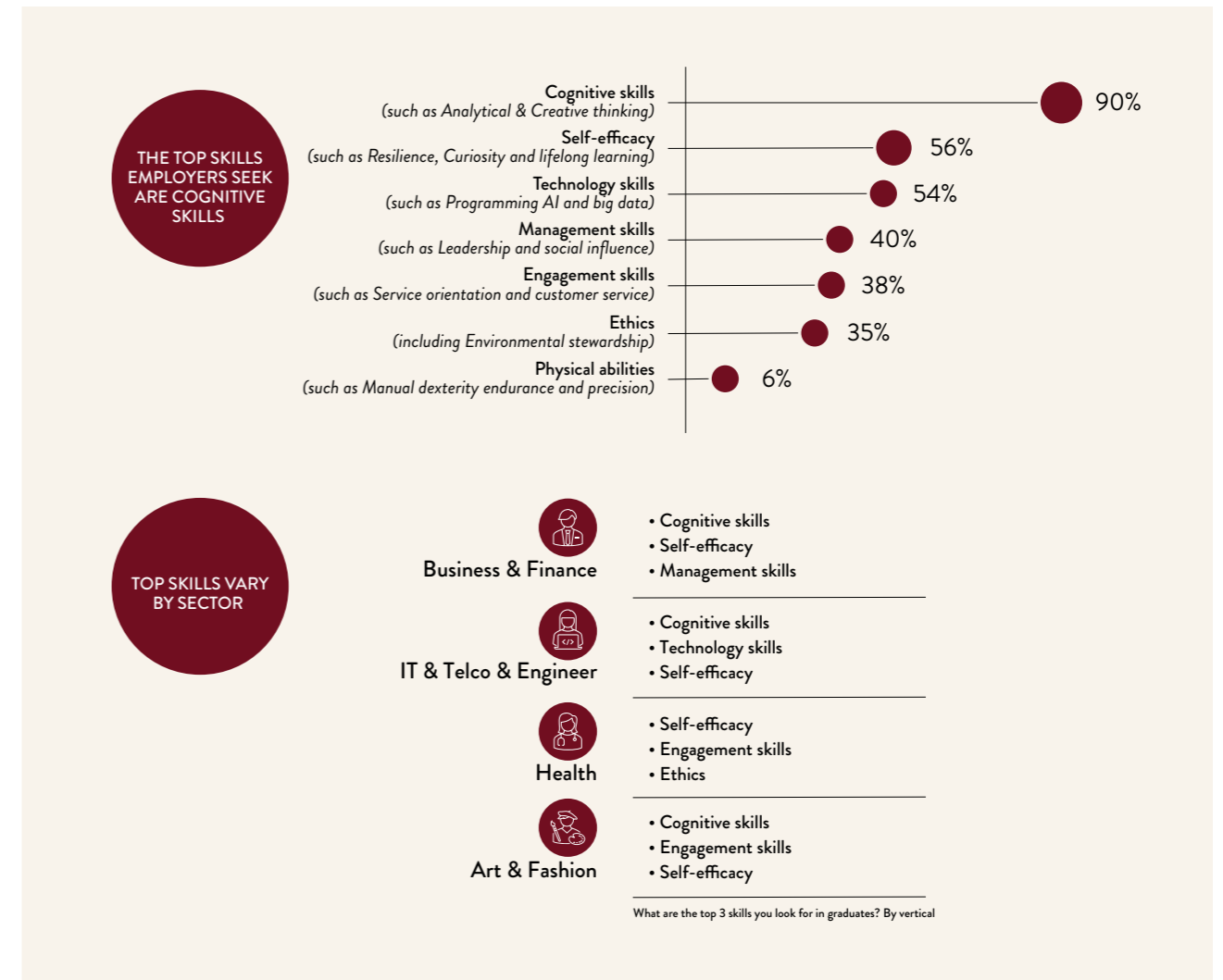


Footnote: to ensure a balanced perspective, we included businesses of various sizes in our sample, with small, medium, and large businesses each making up approximately 30% of the total. Furthermore, 75% of these businesses have a dedicated HR team, providing them with a direct understanding of the graduate employability ecosystem. This approach ensures a comprehensive and unbiased view of the African graduate employability landscape.

Navigating Labor Shortages

The Demand for Skills and Qualifications in Africa

The IT sector, with its rapid advancements and evolving technologies, requires a workforce that is not only technically proficient but also adaptable to change. Similarly, the Business & Finance sector demands professionals who possess a blend of cognitive & management skills and self-efficacy. By equipping students with the skills and qualifications sought by employers, our institutions bridge the talent gap and contribute to the growth and development of Africa's workforce.



The African labor market is characterized by a paradoxical mix of high unemployment rates and a shortage of skilled labor. Based on survey results, 68% of employers reported that sourcing talent is a significant challenge. This difficulty is particularly pronounced in the IT, and Business & Finance sectors. The identified labor shortages underscore the need for curriculum alignment with industry demands. Honoris institutions are deeply invested in strategic industry partnerships and collaborations that promote experiential learning and career exploration with industry experts.

*Source: Honoris Employer Survey 2023 n=95



Testimonials



“ The graduates that come from Nile University usually perform better than their peers from other schools, they come exposed to relevant cutting edge programming skills unlike other students we train. Not to brag, I am impressed with the technical skills Nile Students have shown, most especially Mimi, she is a “Wizard”. During her stay as an intern two months ago, she developed a machine learning model that was used to solve a problem for a government agency. We will be retaining her.

Edwin OMORUYI
Principal Consultant,
NeoCloud Technologies Ltd. (for Nile, Nigeria)



The Career Center organizes a job fair every year to which we are always invited. The job fair was successful and well organized with the digitalized process from the participant’s invitation to the job seekers registration. It was beneficial to speed our recruiting efforts mainly for the urgent need of entry level roles and the paid internships as well as to boost our employer brand.

Dhouha GAAYA
Operation and Transformation Director,
MSH International (for IMSET, Tunisia)



I am delighted to share my positive experiences as a professional partner with ESPRIT Group, specifically in the recruitment of its graduates. The satisfaction level with graduates from ESPRIT has been consistently high, surpassing our expectations. These individuals demonstrate a robust combination of academic knowledge and practical skills, reflecting the quality of education provided by ESPRIT Group.

Amal CHAYEB
Talent Acquisition manager
at EY (for ESPRIT, Tunisia)



At GFI, a significant number of our employees in various roles such as consultants, business engineers, project managers, are graduates of EMSI. Some of our employees who graduated from EMSI have more than 17 years of experience at GFI and have been able to build successful careers within our organization. EMSI is a school that has always managed to distinguish itself from major institutions by being forward-thinking and attentive to the market.

Mohamed Amine EL HAJAMI,
Director of Information Systems,
GFI (Inetum) (for EMSI, Morocco)





STRENGTHENING HONORIS INSTITUTIONS AS TALENT HUBS

Africa is emerging as a significant player in the global talent landscape. This demographic shift presents an unprecedented opportunity for economic growth, and a potential opportunity for higher education institutions to mitigate the global labor shortages.

In the midst of this transformative period, the achievements of Honoris' 2022 graduates and institutions stand out. Their success is a reflection of the network's growing enrollments and unwavering commitment to investing in high-quality graduate outcomes. Within our higher education network, various employability initiatives fueled graduate success. These endeavors bridged the student and work experience while strengthening the employability ecosystem.

International Mobility and Employability



ESPRIT Business Forum 2023, Tunisia

CASE STUDY

Thanks to its prestigious international partnerships and its membership in the 'Conférence des Grandes Écoles' and the CDIO initiative, **ESPRIT** graduates are highly sought after internationally. 2022 graduates attained an 83% employment rate, up 5% from 2021. Top 3 job functions reported by ESPRIT graduates were Engineering (49%), IT (19%) and Data Analytics & Data Science (10%).



UPSAT students landing in Germany to start a 6 month internship, Tunisia

CASE STUDY

As the first paramedical school in Tunisia, **UPSAT** stands as one of the most sought-after healthcare training institutions in the country. 2022 graduates attained an 89% employment rate, up 16 percentage points from the previous year. Over 88% of UPSAT graduates find employment within Tunisia. Since 2021, Boosteno, an employer partner, has assisted over 70 UPSAT alumni in obtaining German equivalency for their UPSAT degrees, enabling them to commence employment in Germany. Additionally, another partner, UKH, provides employment opportunities in nursing, anesthesia, and intensive care to our students and alumni.

Capgemini stand at EMSI Job Fair, Casablanca, Morocco



CASE STUDY

Through a decade long partnership with **EMSI**, Capgemini has been instrumental in paving robust career pathways for IT and Engineering students, fostering a new generation of industry leaders. Since 2010, Capgemini has EMSI in company-specific and institution wide career events focused on recruitment of interns and recent graduates. This fruitful collaboration is demonstrated by the 40% representation of EMSI graduates as interns and fresh graduate employees within the company. Consequently, Capgemini is in its third 5-year partnership agreement with EMSI, making it an EMSI preferred employer-partner.



“The long-term partnership between Capgemini and EMSI has enabled us to access a stream of highly skilled and motivated engineering graduates and students that possess the requisite technical competencies and soft skills essential for professional success. EMSI benefits from this partnership through enhanced employability of its students and the opportunity to continually refine its curriculum in line with industry demands.

Mariam LECHKHAR
Project manager, Capgemini

—
The career center and the EMSI-Capgemini partnership, helped me a lot to start my career at Capgemini. I also had the advantage of finding many classmates from EMSI who joined Capgemini at the same time as me (more than 50% of Capgemini new hires were EMSI graduates). Many managers and executives at Capgemini are also EMSI graduates, which makes it easier to integrate.



Achraf Mohamed ZOUINE
EMSI 2022 Alumni

Leveraging university career centers for bespoke talent acquisition

In 2023, 38% of Honoris’ institutional partners leveraged our extensive network of career centers for their talent acquisition needs. Our community job boards became a preferred tool for over 800 employers, providing an efficient avenue to broadcast their vacancies to a high-quality demographic of graduates. While job boards have proven to be a valuable asset for employers, fostering closer partnerships often necessitates a more proactive approach, involving direct collaboration with our partners’ HR teams to accommodate their diverse recruitment needs.



Nile University receiving a delegation from Bank of America, Nigeria

CASE STUDY

To facilitate employers’ recruitment processes, the Nile Career Services Team organized group and individual sessions with students and alumni for CV validation, and interview preparation. They also organized post-interview consultations with employers to gather feedback on student and alumni performance. **Nile University Nigeria** established significant recruitment collaborations with Tradeasia and Bank of America, screening and preparing eligible student and alumni candidates. Both recruitments were for internship positions with the potential for full employment.

Organizing career fairs

Career fairs play a crucial role for employers, offering strategic platforms that create immense value by streamlining the talent acquisition process and enhancing brand visibility for employers. Career fairs offer an opportunity to showcase the company’s culture, values, and benefits, thereby increasing brand visibility among potential employees. These events provide a concentrated pool of potential candidates, saving time and resources for employers. Immediate interactions at career fairs, such as on-the-spot interviews, allow employers to assess a candidate’s suitability for a role in real time, adding a practical dimension to the recruitment process.



Université Centrale Polytech Internships Forum, Tunisia

CASE STUDY

Université Centrale maintains strong relationships with employers through various initiatives. These include the 140 business visits where students gained valuable insights from industry experts and got a firsthand look at business operations. The career center also organized 42 company-specific speed hiring events and 7 career fairs. The value-added to employers by the career services was tested by charging a nominal registration fee to participate in one of the career fairs. This initiative was a success, with 67 employers registering and paying to participate. Feedback from employers shows that they understood the value of having a curated list of potential candidates, and the open access to university campuses where they could establish their talent pipelines. Université Centrale also recognized five employer partners for their commitment to supporting the institution’s employability initiatives (*Leoni, Taoufik Holding Group, MSH Tunisia, Boosteno and Technoplast*)



IMSET Job Fair, Tunisia

In response to the escalating demand from employers for talent sourcing services, UCG has developed the groundbreaking UCG Job Fair Power App, designed to monitor engagement at job fairs. This innovative application leverages unique QR codes to meticulously track the participation of both employers and student attendees at the fair, including the submission of CVs to employers, as well as the number of on-the-spot internships and job offers extended. Notably, during the 2023 job fair, where the application was launched, there were 1400 participants, with over 500 job offers and 500 internship offers from a diverse pool of over 70 employer partners



BRIDGING THE SKILLS GAP THROUGH INDUSTRY EXPERIENCE AND ACADEMIC INTEGRATION



As jobseekers face an increasing demand for specialized skills and experience, educational institutions are striving to keep up with the pace of change to minimize the disconnect between what is taught in classrooms and what employers require.

Driving knowledge transfer in IT through industry-university collaborations

ESPRIT, a leading higher educational institution in Tunisia, embarked on a groundbreaking partnership with Nvidia, the global leader in artificial intelligence technology. This transformative alliance aims to empower ESPRIT academic community by providing them with unparalleled access to cutting-edge expertise in deep learning, the forefront of AI innovation. As part of this collaboration, Nvidia is a sponsor for the Mediterranean and African Summer School on Artificial Intelligence (MASSAI) hosted by ESPRIT. It also provides professors, lecturers exclusive access to Nvidia's certification programs. To invest in the future workforce and to further enhance students' learning experience, Nvidia selected 21 ESPRIT students to participate in its pathway Jetson AI Ambassador initiative. Students will need to complete their Nvidia Jetson Certification first. Nvidia generously provided its Jetson nanotechnology kits that can be used to develop AI and IoT applications to ES.



ESPRIT students as Nvidia Ambassadors, Tunisia

CASE STUDY

Nvidia is just one of ESPRIT's 100+ partnerships with employers. ESPRIT partnerships resulted in an 83% graduate employment rate for 2022 up 5% from the previous year.



Workshop with industrial expert at ESPRIT, Tunisia

Establishing co-designed and co-managed industry training programs for direct skills alignment

The alignment of educational curricula with industry needs is crucial for enhancing graduate employability



ESPRIT field visit at Hewlett Packard, Tunisia

CASE STUDY



ESPRIT is also transforming experiential learning through its apprenticeship program. ESPRIT apprentices engage in full-time work at partner companies for four days a week, while dedicating two days to refining their knowledge at the institution. In a mutually beneficial arrangement, partner companies not only cover the tuition fees but also provide a salary to apprentices, establishing a symbiotic relationship that invests in both education and professional development. Currently, ESPRIT's apprenticeship program hosts a thriving community of over 800 apprentices and has established solid partnerships with more than 60 forward-thinking companies.



Signing of the IMSET LEONI partnership, Tunisia



CASE STUDY

The newly established **IMSET-LEONI** Academy joint venture in Sousse provides training for both new recruits and existing staff of LEONI. The IMSET-LEONI Academy, a collaborative academy by two partners, is a dedicated training hub designed to cater to the technical and cross-functional skill requirements of the LEONI company. This shared space hosted a range of training activities in 2023, benefiting not only LEONI's new recruits but also its existing staff. This initiative exemplifies the synergy that can be achieved through collaboration, thus enhancing the employability of young individuals and addressing labor market needs. The partnership promises a distinctive educational journey for learners at IMSET SOUSSE, while also enriching the skill sets of Leoni's workforce.

LEONI



EMSI Students on a field visit, Morocco

CASE STUDY

EMSI has similar partnerships for training and knowledge transfer with Oracle Academy and Dassault Systems. Oracle Academy offers 10 free learning and certification programs to EMSI students and alumni that include Java SE 17 Developer, Oracle Cloud Database Service Specialist to mention a few. 1400 EMSI students have benefitted from the academy. Dassault System also partnered with EMSI to provide 900 licenses on several programs that include 3D product design, virtual reality programming.



Equipping Students with 21st Century Skills through Work Directed Learning

The alignment of educational curricula with industry needs is crucial for enhancing graduate employability



Finance Panel at RBS
Johannesburg,
South Africa



RBS Graduation
in Durban, South Africa

CASE STUDY

REGENT Business School (RBS) piloted a 21st Century Skills program that it seamlessly integrated through dynamic and project-based learning approaches. It is recognized as the 4IR Business School, dedicated to cultivating agile leaders with an entrepreneurial mindset. REGENT's 21st Century Skills program is aimed at upskilling, and reskilling students using a work-directed learning (WDL) approach. Select transversal skills such as communication, creativity, collaboration, and critical thinking are integrated into 34 courses falling under the Bachelor of Commerce, Management, Law and Health Management Science programs.

Employing immersive instructional tools such as Virtonomics which is a gamified virtual reality business set-up game that mirrors real world scenarios, Regent students set up a business based on a selection of tested business models and complete a set of monitored tasks. Industry giants such as Massmart lead Masterclasses. The majority of RBS's adult students find the Work-Integrated Learning (WDL) programs beneficial for acquiring new skills or enhancing existing ones. REGENT's innovative teaching methodologies supported their mature learners in achieving a remarkable 96% employment rate (*Postgraduate students*). It has also partnered with Resolute Robotics to lead the computer programming course which focuses on coding and prototype design.

*Source: Honoris 2022 Alumni Survey

Leveraging Alumni Insights: Enhancing student experiences

An active alumni network contributes to the institution's reputation and supports current students in their career journeys. Feedback from alumni about their school experience is testament to the quality of services they receive.

“The employability services at REGENT Business School played a pivotal role in shaping my postgraduation experience. The career counseling and guidance services were instrumental in helping me identify and pursue opportunities aligned with my entrepreneurial aspirations. The institution's strong industry connections facilitated valuable internships, workshops, and networking events, significantly enhancing my skills and broadening my professional horizons.

Ahmad Inga NANI
REGENT Business School graduate, South Africa

Immersing oneself in a learning universe through hands-on projects, where the student takes the role of the master builder in the classroom, defines the distinctive approach of Esprit School of Business. This project-based teaching method not only sets ESB apart but also transforms students into highly sought-after professionals in the eyes of leading industry giants. Personally, this approach proved instrumental in my post-graduation experience, as I secured a position with Proway Consulting just three months after graduating. Nearly two years into my tenure, each day within the company feels like a success. Engaged in diverse, large-scale projects spanning government, public institutions, and private companies in Tunisia and Djibouti, I have been operational from day one. I thrive in dynamic environments and am always prepared to tackle challenges in collaborative roles.

Kaouther ALLANI
ESPRIT Graduate, IT Consultant CAPM,
Fisheries Engineer, Tunisia

Mundiapolis has several platforms in place to facilitate the professional integration of its students, primarily the Student Career Center, which: Organizes Job Fairs / Job Dating events; Offers courses related to employability, CV and cover letter writing, job interviews, etc. The university also ensures that its students develop soft skills by implementing the Honoris 21st Century Skills program, at the end of which a certification is awarded. I am proud to have studied at Mundiapolis.

Felix MOUNTO
Mundiapolis Graduate, Droit des affaires,
Collaborateur éditorial - Ikone Juris, Morocco

I'm quite satisfied with Polytechnic School and its offerings. The certifications and level of the teaching staff had a significant impact on my professional experience.

Mohamed Marwen KOUKI
Universite Centrale Graduate,
(Method engineer, Kromberg & Schubert), Tunisia



ENRICHING THE STUDENT AND ALUMNI EXPERIENCE FOR CAREER ADVANCEMENT

Enhancing the student and alumni experience at higher education institutions is essential to foster a supportive learning environment that encourages academic excellence, innovation, and personal growth. By providing resources for career development, networking opportunities, and continuous learning, institutions can ensure their graduates remain competitive. This commitment to improvement helps attract prospective students and builds a strong, engaged alumni network that can drive positive change across the continent.

Accelerating career and continuous professional development

In 2023, MANCOSA opened its physical career center in Durban, expanding its digital career platform, which already had over 10K users, to include in-person career services. This initiative is part of its ongoing commitment to provide robust online and real-time career development resources. To fast-track the career progression of both working adults and recent school graduates MANCOSA launched several new enriching educational programs.



Workshop led by the MANCOSA career team, South Africa



First activities in the new MANCOSA Career Centre, South Africa

MANCOSA'S MENTORSHIP MOVEMENT ATTRACTS 1,000 APPLICANTS

MANCOSA initiated the NMM National Mentorship Movement program, which aimed to provide mentorship support to second-year, third-year, and postgraduate students, helping them clarify their goals and directions, and equipping them with the necessary skills and plans for employment, entrepreneurship, or further studies. In the first year of piloting, the program attracted a record 1,000 applicants. To ensure the program quality, 28 alumni mentors were trained on the mentoring milestones and completed the program with 47 mentees. Mancosa will continue to scale in 2024.

VIRTUAL INTERNATIONAL WORKING EXPERIENCE

The MANCOSA Virtual Internship Program was introduced to offer students global work experience with flexible hours (10-30 hours per week for 1-4 months) from their homes. The program aimed to create a global network for students, allowing them to balance work, life, and study while being immersed in the culture and learning the discipline of remote jobs. A total of 64 students participated in the inaugural program.



EMPOWERING THE DIGITAL MARKETING WORKFORCE

Shaping and revitalizing the workforce



Red & Yellow was recognized as the Top Educational Institution in the Loeries Official Rankings 2023, South Africa

CASE STUDY

The **Red & Yellow** Creative School of Business in Cape Town, South Africa has emerged as an example of success in the reskilling landscape of the African continent. In 2022, the school achieved an impressive 94% employment rate among its graduates. The relevance of the school's programs to the job market is underscored by the fact that 100% of graduates found their studies pertinent to their jobs.

Barbie Case study at Red & Yellow, South Africa



Red & Yellow is leading the charge in preparing the digital marketing workforce. It held nine reskilling and upskilling programs, offering a range of learning opportunities from micro-credential courses to employer-sponsored trainings.



For instance, the Sanlam Digital Academy 2023 welcomed 76 learners, offering a selection of 13 separate Micro Courses.



Similarly, the Standard Bank Training program provided a National Certificate in Advertising and Digital Marketing to 57 participants.



The Woolworths Program offered the same certification to 14 participants, with an additional participant receiving training in User Center Design.



Nedbank also ran multiple training programs, focusing on User Center Design (12 participants) and Digital Marketing (24 participants). In addition to these, Nedbank offered specialized courses for their employees, including a Service Design Accredited Short Course (19 learners), a course on Designing for the Metaverse (9 learners).

Red & Yellow adapted its programs to the short-term needs of employers. It introduced a 3-week compulsory workplace learning training program for Ogilvy, M&C Saatchi, and Duke. These reskilling initiatives are not just about equipping individuals with new skills; they're about transforming the workforce at large. By providing targeted, flexible learning opportunities, institutions like Red & Yellow are helping to ensure that Africa's workforce remains agile and competitive.

+100
Employer partners at Red & Yellow

69%
of partners offering internships

34%
partners for employee training programs



INVESTING IN THE CREATIVE INDUSTRY JOBS OF THE FUTURE

The creative industry in Africa holds immense potential for generating future jobs, as highlighted in the latest report on the continent's untapped creative sector. With a vibrant array of cultural expressions and innovative talent, Africa's creative industries are poised to become significant economic drivers. According to UNCTAD the creative sector generates \$58 billion in the Middle East and Africa, with almost 7% of South Africa's total workforce employed in the sector³.

³Creative Industry 4.0 Towards a New Globalized Creative Economy, UNCTAD, 2022

AAC 2023 Graduation, Tunisia



2
MILLION
JOBS IN AFRICA
IN THE SECTOR

\$58
BILLION INDUSTRY
WORLDWIDE

Creativity Workshop at AAC, Tunisia



Preparing the next generation of fashionpreneurs



FEDISA 2023 Fashion Show, South Africa

CASE STUDY

In 2023, **FEDISA** launched its #WhatsNext campaign which is a novel initiative aimed at fostering fashion industry collaborations and highlighting career opportunities within the fashion sector. FEDISA drew its inspiration for this initiative from its alumni, including two exceptional alumna who are actively engaged with FEDISA'S fashion community. Abena Asiedu is the name behind the Becelli clothing brand, while Kayla Pretorius who is currently a project manager with the prestigious UK brand, BDA London. Continuing its commitment to its graduates, FEDISA hosted a Graduate Collection Show at both its Cape Town and Sandton campuses for showcase its emerging student fashion designers.



FEDISA Sandton Valentine Event, South Africa

FEDISA is also supporting its students to hone their entrepreneurial skills through its partnership with WeAreEGG, an esteemed incubation retailer. Through this collaboration, undergraduate students are given the unique opportunity to develop their own fashion brands, supported by WeAreEGG industry experts who share their experiences and insights. WeAreEGG also provides funding opportunities to select students who show promise. Through these initiatives, FEDISA is equipping its students with the necessary tools to thrive in the dynamic fashion landscape of today and the future.



Expanding Honoris investments in the Creative Arts Sector to nurture talent in Africa

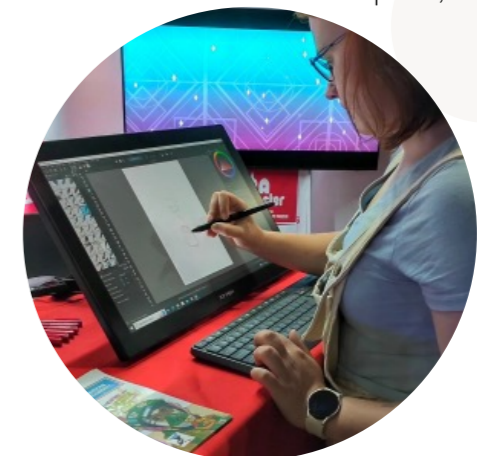
Established in 2000, The Animation School (TAS) has been steadfast in its mission to be a global leader in animation education, producing graduates who garner accolades and secure employment with prestigious companies worldwide. Recently, TAS was recognized among the top 25 animation training programs globally by the Animation Career Review. TAS joined the Honoris United Universities network of pan-African private higher education institutions in 2023.

With state-of-the-art campuses in Cape Town and Johannesburg, South Africa, TAS offers a comprehensive three-year Diploma in Digital Animation, alongside intensive short courses in animation. TAS students have a track record of winning top honors at international award ceremonies. In 2023, TAS climbed from 13th to 12th place in the Animation Career Review's ranking of the Best Animation Training Programs worldwide and earned recognition as a Rookie Certified Art School by The Rookies.

To ensure its curriculum aligns with industry standards, TAS conducts workshops and lectures led by both local and international industry professionals. Films produced by third-year students are privately screened to industry professionals nationwide, providing students with valuable feedback to refine their skills. TAS alumni have found success working on films and shows for industry giants such as Disney, Cartoon Network, Nickelodeon, Warner Brothers, and Netflix.



Industrial Expert Masterclass, South Africa



The Animation School Drawing Competition, South Africa



As the continent seeks to harness the potential of its burgeoning youth population, it becomes increasingly crucial to address the gender gaps and provide avenues for entrepreneurial empowerment. In this regard, Honoris is committed to implementing inclusive strategies and fostering entrepreneurship across its network of institutions. Each year, Honoris assesses the gender parity across our institutions, combining the data to provide an accurate overview of Honoris students across Africa, and to define and implement initiatives that can help close the gender gap.

Bridging the Divide: Gender Gaps in jobs, pay, and leadership

The Global Gender Gap Report of 2023 reveals that Africa continues to face challenges in achieving gender parity. Specifically, it is positioned in the 60th percentile among regions worldwide. Moreover, an Africa Talent Analysis focusing on the 39 million subscribers on LinkedIn reveals significant gender disparities across vital sectors, leadership positions, and entrepreneurship. The Africa Talent Analysis indicates that only 37% of LinkedIn users in Africa are women, resulting in a notable gender imbalance in Africa-based talent pools accessed by HR recruiters who primarily use LinkedIn for talent acquisition. The results also reveal gender gaps of over 40% in leadership roles and up to 60% in male-dominated fields like IT and Engineering. These findings underscore the pressing need for concerted efforts to address the underlying challenges impacting women in the African labor market.



In Africa, for every one job application from a woman on LinkedIn, there are two from men.



ESPRIT Career Coaching Tunisia

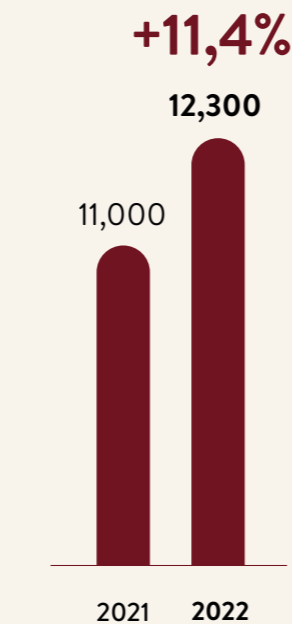
In 2022, Honoris developed a gender strategy in response to an analysis of alumni outcomes that revealed disparities between male and female graduates in terms of job access, pay, and leadership roles. This strategy was formulated through a consultative process involving both employers and students. The International Finance Corporation (IFC) validated our approach in 2023 through an extended stakeholder consultation process which culminated in the development of a roadmap for participating institutions.



As part of our ongoing commitment to bridging the gender gap, institutions within the Honoris network have been actively implementing our gender strategy through a range of initiatives. Consequently, our STEM enrollments across our network increased by 48% from 20,400 in 2021 to 30,240 in 2022, reflecting our commitment to broaden access to education. Female STEM students increased by 11.4% from 11,000 to 12,300, resulting in a participation rate of 41%, surpassing the African average by 10 points.



41%
of our STEM students are women



Number of female students in STEM at Honoris



Women mentoring program at MANCOSA, South Africa

New initiatives introduced across our network to address gender disparities include a women's mentoring program for students and alumni launched by MANCOSA and Nile University Nigeria. Each institution paired female students and alumni with peers or industry professionals, facilitating the exchange of career and industry insights over a two-month, career-focused engagement. This was monitored on a mentoring platform tailored to each of their institutions. Despite enduring historical and structural gender disparities in our operating markets, Honoris has made strides in addressing the gender gap across various disciplines, subjects, and academic levels. Our pilot initiatives resulted in positive feedback from participants, underscoring the value of female mentorship programs.



Female Engineering and IT students' Circle of Reflection at ESPRIT, Tunisia

ESPRIT launched the “*Cercle de Reflexion*” program for its female engineering and IT students. This program involves monthly peer support group meetings where female students and alumni engage in discussions on a variety of topics related to the workplace, career development, and advancement. Occasionally, guest speakers are invited to share their experiences and viewpoints on selected topics. ESPRIT’s employer partner, KPMG, collaborated with the career center team to offer complimentary training on salary negotiation and interview preparation.

Honoris also championed female entrepreneurship through its innovation labs and entrepreneurship initiatives. Honoris Collective Lab Tunisia’s eight-month incubation program exemplifies this commitment, with women making up 51% of our participants, fostering a balanced and diverse environment that drives innovation.



Nile’s International Women’s Day celebration, Nigeria

CASE STUDY

Nile University of Nigeria launched a Women in Tech club to encourage more female students to pursue degrees in Technology. The university organized a sensitization event where 15 female senior leaders in tech companies shared their industry insights. The speakers represented diverse job roles within the tech sector from management to technical and included the Special Assistant to the Director General of NITDA on Cybersecurity and Enterprise Solutions and various tech experts. Nile has also formed partnerships with several organizations and companies that champion women-focused initiatives, such as Wimbiz, which boasts a membership of over 100 female CEOs. Wimbiz is collaborating on mentoring Nile female students and alumni. To celebrate International Women’s Day, Nile University Nigeria organized “*DigitALL: Innovation and technology for gender equality*” with the hashtag #EmbraceEquity. The event was an excellent platform to recognize the valuable contributions of women, to create strong synergy and support for closing the gender gap. Speakers included senior management staff from key Nigerian private sector companies.

CASE STUDY

Orange Morocco, partnered with Honoris **Le Wagon** on its Hello Women initiative which has two main goals: to increase representation, build an inclusive community of women interested in data science by organizing technical workshops and monthly talks open to the general public. To further boost their technical skills, provide training opportunities for motivated women, both current Orange employees and external candidates, to attend Le Wagon’s Data science bootcamp and subsequently join Orange teams.



Hello Women with Le Wagon Casablanca, Morocco

Bridging the gender divide is a fundamental step towards achieving the social, economic, and technological changes outlined in Sustainable Development Goals (SDGs) 5 to which Honoris United Universities is committed.

CATALYZING ENTREPRENEURSHIP FOR SUCCESS



More students are recognizing that they need to be equipped with entrepreneurial skills, either through dedicated entrepreneurship courses or shorter modules. Nearly 5% of our student body, representing over 4,000 bright minds, chose to embark on a path of entrepreneurship.

Honoris Collective Lab stands as a beacon of innovation and collaboration within our network of innovation labs. Since its inception in 2019, it has served as a dedicated hub where students and alumni come together to learn, connect, create, and share. Honoris Collective Lab has become the launchpad for future innovators and leaders. Its impact is evident in its impressive track record. A total of 161 projects were incubated in 2023, with 32 of these showing scalability potential. Honoris Collective Lab was instrumental in equipping 2178 participants with entrepreneurial skills across four high-potential sectors working with partners like E4Impact, Co-creation Lab, and GIZ. Honoris Collective Lab Tunisia partnered with Afrilab to develop entrepreneurial talent across Africa, and secured seed capital of \$220K for projects. AfriLabs, is a pan-African innovation-focused organisation that works with over 400 innovation hubs in 53 countries and is a launchpad for innovative African talents and entrepreneurs.



Honoris Collective Lab scaling to Nigeria

Pitch coaching session at Nile's Honoris Collective Lab, Nigeria

One of the most successful incubated projects at Collective Lab in 2022 is now on GooglePlay and was featured by HolonIQ in 2023 as one of the top EdTech's in the Arab regions. Sghartoon, is an app created by UC student, Ms Hidayet Ayadi for children with learning difficulties. It has tested over 2,000 children and is now the official partner of the Ministry of Education in Tunisia, and the Ministry of Social Affairs in Saudi Arabia.

Honoris Collective Lab expanded to Nigeria in 2023, offering a 15-week incubation program at Nile University Nigeria. Its first year of operations was a strong start with a total of 20 projects across six high potential sectors incubated. A total of 14 of the projects were determined to be scalable. Nile students and alumni scored USD\$22K in seed capital through supportive partners such as Wema Bank, Access Bank, Development Bank of Nigeria and Ventures Park.

Innovative projects such as Smart Home (a project based on home automation), Consumer Watch (a project based on bringing consumer advocacy and product education through technology); and Fata Dessert (a food and beverage project) were 3-women-led start-ups that won USD \$650 each. A Crypto Exchange platform developed by three engineering students secured USD \$10K in funding and an app that provides information on events, entertainment, shows, nightlife, restaurants developed by three female students also won a prize of USD \$6.5K. These projects created 47 jobs.

Sghartoon start-up securing a 150k USD investment in Oman

Women led start up securing 10k USD at Nile, Nigeria

Honoris Collective Labs Partners



ESPRIT Students at the Hult SemiFinals in Lisbon, Portugal

CASE STUDY

ESPRIT Known for its academic excellence in engineering and business, **ESPRIT** has been proactive in fostering an entrepreneurial spirit among its students. This commitment is evident in the numerous entrepreneurship initiatives it has undertaken, including a partnership on the ALLER Project, a program dedicated to developing entrepreneurial skills. **ESPRIT** students have been recognized for their entrepreneurial capabilities on several occasions. Five **ESPRIT** students won the Hult Prize, often referred to as 'The Nobel Prize for Students'. Their innovative project, DyeVerse, not only won them the local competition but also earned them a place in the prestigious semifinals held in Lisbon, Portugal.



The awarded EMSI SmartiLab team behind the SIProM in London, UK

CASE STUDY

Morocco's **EMSI**, known for its innovative SMARTiLab, continues to gain global accolades. In September 2022, **EMSI** engineers won three golds and one platinum medal at the International Invention Competition EXPO in London. Among the awarded innovations was the SIProM Intelligent Marine Prospecting System, a network of smart robots for data collection. The diverse team at SMARTiLab is propelling Morocco's innovation ecosystem and boosting its position in the Global Innovation Index.

These case studies underscore the pivotal role that business incubation and entrepreneurship programs play in driving economic growth and fostering a culture of innovation within the Honoris network. They are testament to the potential of such programs in shaping the entrepreneurs of tomorrow and fueling progress towards a more prosperous future.

CONCLUSION



Africa's untapped talent potential, with its youthful and entrepreneurial population, requires strategic collaboration between educational institutions, governments, and the private sector. To respond effectively to the human capital needs of the emerging new markets in Africa and beyond, higher education institutions must tap into the growth opportunities for Africa's top earning companies who are projected by McKinsey Global Initiative to increase their collective annual revenues of \$1 trillion by more than \$550 billion and by 2030. Higher education institutions must provide education and training that goes beyond traditional methods and technologies by embracing digital technologies, competency-based approaches, and integrating academic learning with practical applications through partnerships with employers.

As Honoris United Universities expands, the commitment to scalable employability initiatives remains strong, with continuous exploration of new opportunities to enhance these programs. Furthermore, our graduate employability priorities are consistently aligned with market trends. For 2024, our network of institutions will continue to improve student employment rates and ROI, close the gender gap, expand the employer partner ecosystem, strengthen alumni engagement, and enhance career center services and skilling programs. Honoris understands that the strategic development of human capital is key to Africa's future as a promising talent hub.

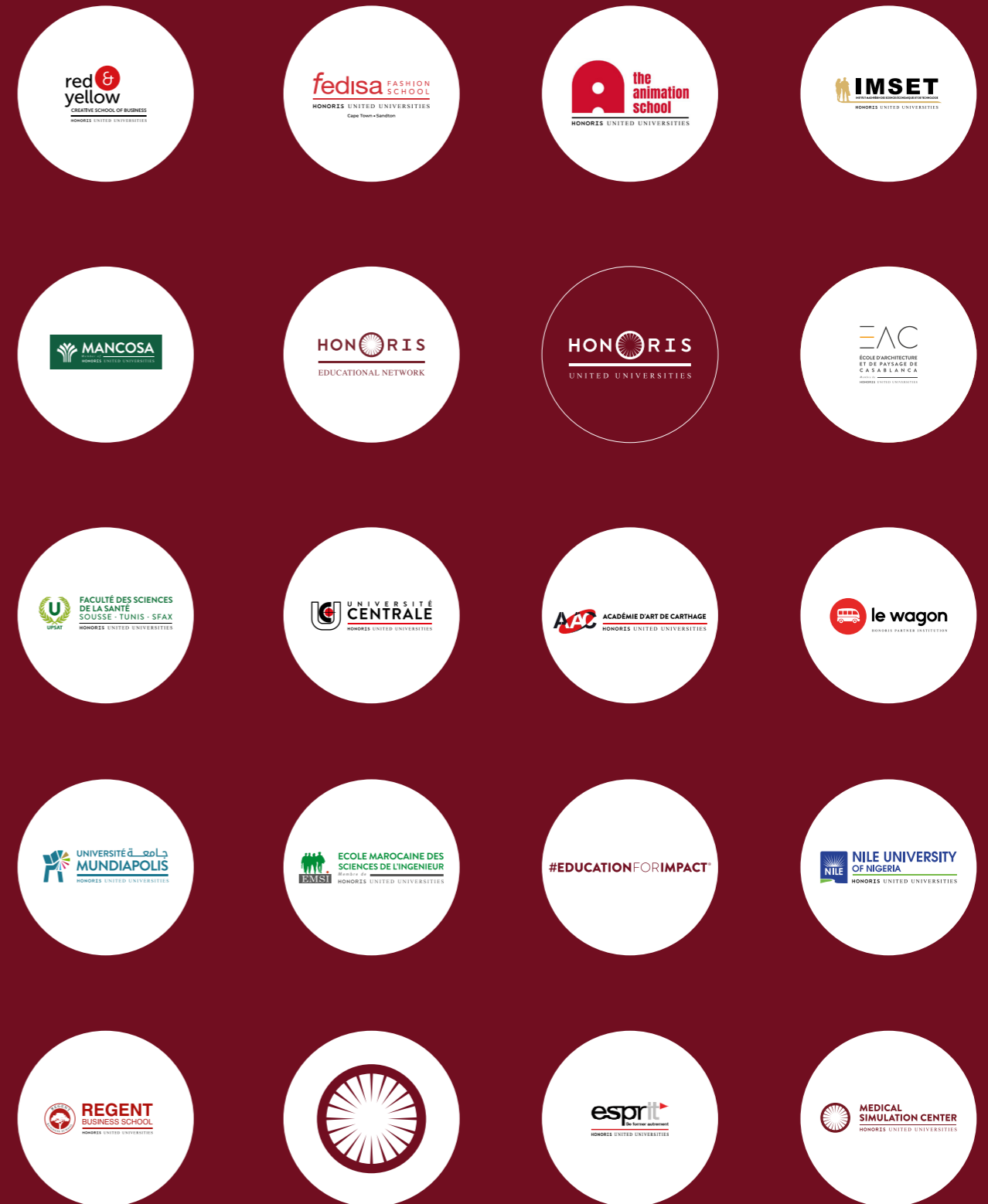
Honoris would like to thank its many partners and collaborators for their commitment to Education for Impact in Africa. We look forward to building a community of practice for graduate employability, to further our shared success in the development of the continent and its communities.



To learn more about the Honoris impact across Africa, visit the student employability annual report 2023



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