Modular TVET in São Paulo’s digital industries

THE INTERVENTION, AT A GLANCE

The intervention consists of an app that will encourage high school students to seek digital careers in São Paulo. Since the state of São Paulo concentrates a high demand for IT jobs, the app aims to foster technical courses in the digital area. The app is formed by: i) a profiling tool, which collects information about student preferences to give them pathway recommendations and ii) information about digital careers, such as typical activities and tasks of a professional in this area, and average wages.

WHAT IS THE CONTEXT?

With the reform of the new high school system in Brazil in 2017, the São Paulo Department of Economic Development (SDE) has been looking for new ways to stimulate technical education in the state, especially in the digital sector, which has a strong demand and few professionals. Tech-sector companies report difficulties in hiring talent, with this trend being strongly pronounced in the state of São Paulo. According to recent estimates, São Paulo will concentrate 36% of the annual demand of 70 thousand professionals per year, in Brazil, between 2019 and 2024. To improve labor market responsiveness and help young people achieve quality jobs, it is crucial to show that digital careers and appropriate skills are valuable tools for different profiles of people, and so, promote more diversity.

WHAT DOES THE INTERVENTION CONSIST OF?

• Connect the technical education of students to the demands of the productive sector to improve labor market responsiveness.
• Boost students’ interest to pursue digital careers, by showing that the technology area has many job opportunities and embraces different profiles.
• Give students pathway recommendations about the different ways they can acquire the skills necessary for their education and success.
• Consider diversity and gender issues in actions and results, such as making specific communication interventions to black girls and paying more attention to identify if this public is enrolling in the App.

AUTHORS OF THE SUMMARY
Livia Gouvea (SCL/LMK) and Maria Eduarda Perpétuo (PEC/LMK).

INNOVATIVE ELEMENTS
• Digital tool to guide high school students, helping them with vocational test and supporting them to find their pathway through professional education.
• App to encourage high school students to seek digital careers.
• IA Tool to find the best career pathway recommendations for students aligned to their interests and abilities.

PARTNERS
WHO DOES WHAT?

- Secretariat of Economic Development of São Paulo (SDE-SP) promotes the app among students and other partners that offer technical education.
- Itaú Education and Employment (IET) is responsible for the development of the profiling tool and the app.
- Brasscom (representatives of the digital industries) brings together the productive sector to guide the demand of skills.
- Centro Paula Souza offers part of the technical courses for digital careers in São Paulo.

WHAT ARE THE EXPECTED RESULTS?

- Application launched.
- Enrollment of new technical courses launched through the app.
- First and Second workshop with productive sector conducted.
- Application final version launched.
- Evaluation of app use, based on quantitative information from users and their school performance.
- Young people encouraged and better informed to access high-value jobs in the digital industry.

WHY IS THIS INTERVENTION RELEVANT?

This intervention provides an opportunity to fill the professionals’ gap stated by the productive sector, while better preparing young people to pursue high-value jobs. The initiative promotes economic and social progress, by facilitating access and creating capacity to embrace digital tools and by bringing more diversity into IT careers. Since the intervention is based on a digital tool, it is easily scalable to other states or countries. In a context of low general employability—especially for the youngest—the strategy can offer paths that improve lives and increase the country’s productivity, as it strengthens an expanding sector, namely, the digital. In addition, we are working to ensure racial and gender diversity in the use of the tool.

SCHEDULE

January 2021
Project approval.

End 2021
Application launched.

First semester 2022
Enrollment of new technical courses launched through the app.

End 2022
First and Second workshop with productive sector conducted.

First semester 2023
Application final version launched.

End 2023
Evaluation of app use, based on quantitative information from users and their school performance.

Young people encouraged and better informed to access high-value jobs in the digital industry.