



CAMBRIDGE

# Empowering Students

Aspirational education & creating tomorrow's digital citizens



TRANSFORMING  
SOCIETIES THROUGH  
EDUCATION

# Four Global Trends

- Globalisation
- Digitalisation
- Aging population
- Migration

# Skills for employability *Did you know that...*

**91%** of HR decision makers think that in the next 5 years, people will be recruited on their **ability to deal with change and uncertainty?**

According to LinkedIn 2018 & Manpower 2014, the **top 5 skills** employers look for are:

- **leadership skills** 62%,
- **management skills** 62%,
- **interpersonal skills** 53%,
- **innovation and creativity** 45%,
- **resilience** 43%?

Of the total skills mentioned in online job ads, **non technical skills** represented **26%**?

the following **are jobs which DID NOT exist 5-10 years ago:**

UX manager, SEO specialist,  
Social media manager, Content marketer,  
App designer, Online advertising manager,  
Cloud services specialist,  
Chief listening officer, digital risk officer,  
digital inclusion officer?

# Education & Employability Landscape in MENA *Did you know that...*

- Over the last decade, at least 500,000 MENA students have crossed a national or territorial border for the purpose of education & are now enrolled outside their country of origin?
- In 2017, the number of universities in the region rose to more than 500 universities, 9 million students, and 500,000 faculty members?
- The non public sector today account for at least 45% of HEI in the region?
- MENA countries when compared to other countries fare well in terms of student gender balance in higher education?
- The region will have to create over 100 million jobs to employ the young men and women joining the Arab states employment market?
- The salary gap between similarly skilled individuals with and without English is considerable ranging from 5% in Tunisia to 75% in Egypt and even 200% for some workers in Baghdad?

# Looking to the future

Empowered students

Impactful individuals

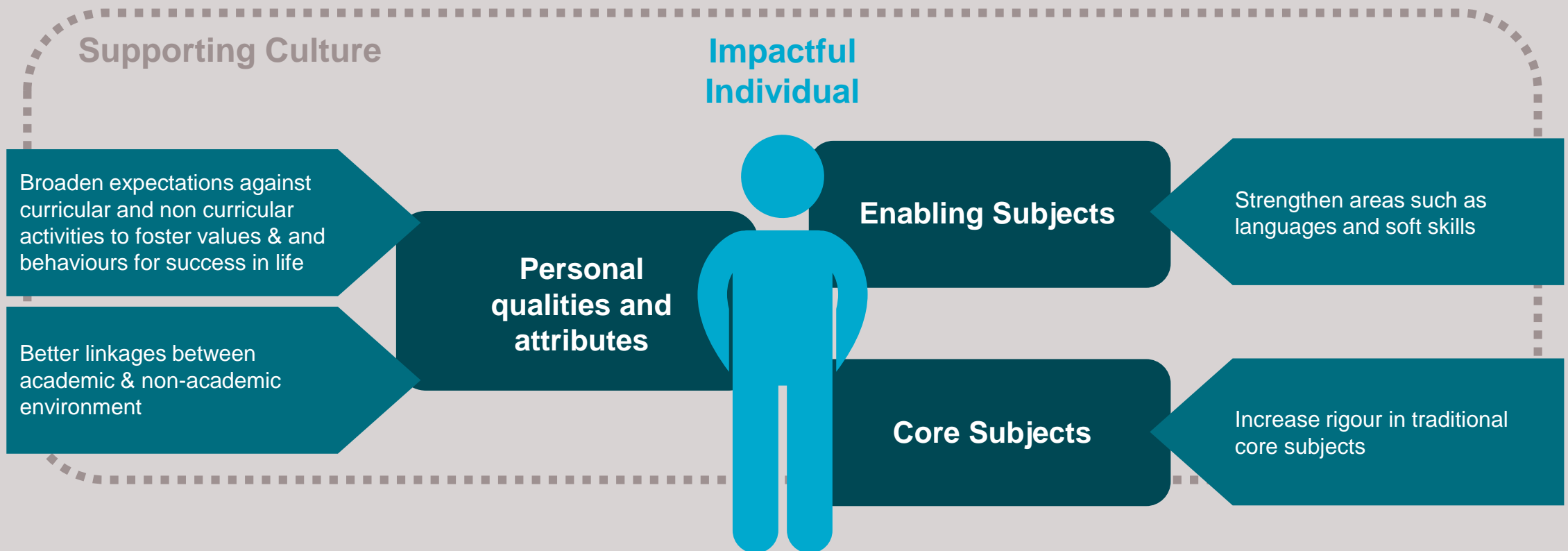
Employable individuals

Digital citizens



# Smart curriculum

## balance a number of important outcomes



# Policy Implications

- 1. Introduce policy mechanism that resists the inclusion of unnecessary or unhelpful content; focuses on what is relevant to learners' lives.**
- 2. Deploy highly skilled technical professionals who are agile and flexible to embrace the benefits of inter-disciplinary perspectives.**
- 3. Coherent reforms (inc TOC)**
- 4. Supporting culture**

# SMART Adoption of Technology

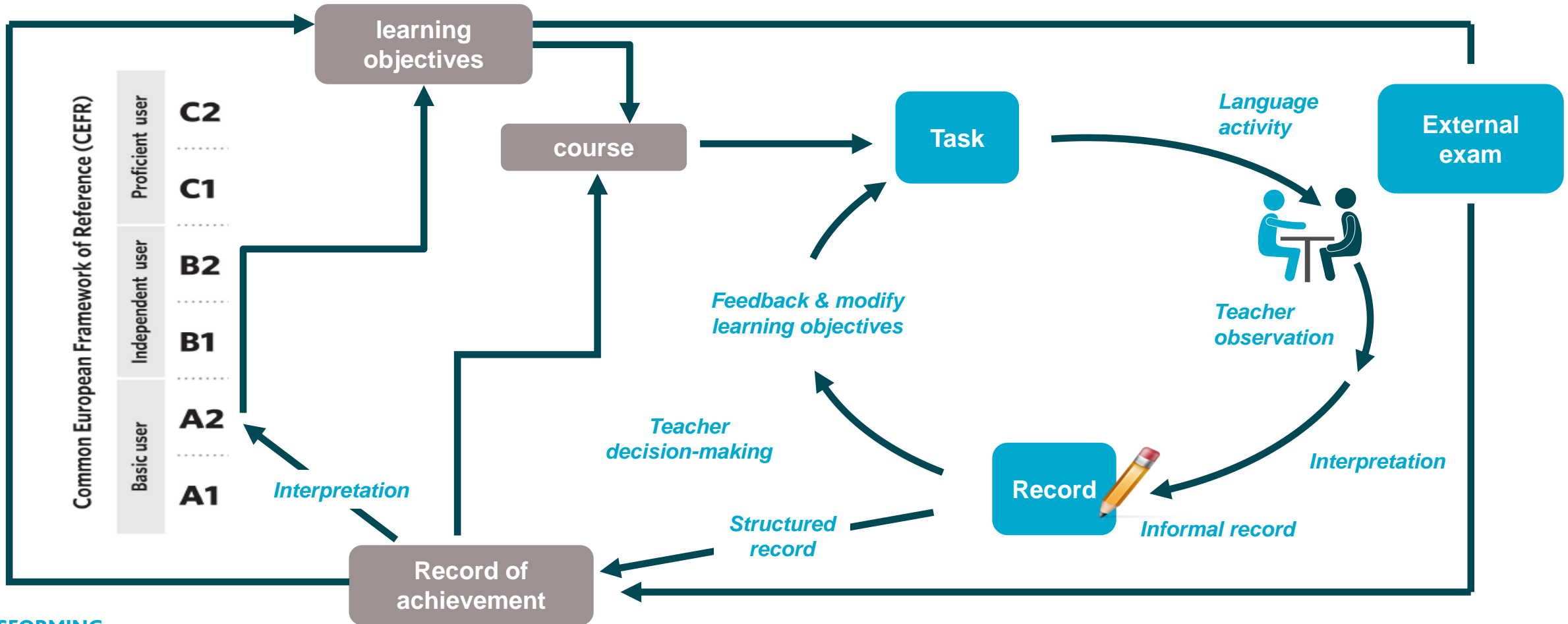




# Policy Implications

- 1. Train, Train, Train**
- 2. Baseline & evidence based decision making**
- 3. Be infra-structure ready (cross-gov collaboration)**
- 4. Put in place procedures or legislations for K-12 cyber security management, cyber bullying management and screen time management**

# Smart Pedagogy – Learning Oriented Assessment



# Policy Implications

- 1. Eliminate the divide between learning & assessment**
- 2. Be clear on the uses of assessment & feedback**
- 3. Enable personalised learning through**
  - embedding it in national strategies
  - allocating investment budget to support schools in establishing personalised learning in their culture
  - publishing “personalised learning guides” to support school leaders & teachers in implementation

# Four key takeaways

- **Coherent reforms (with theory of change)**
- **Evidence based**
- **Learning oriented assessment**
- **Sustainability**



Thank you

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