

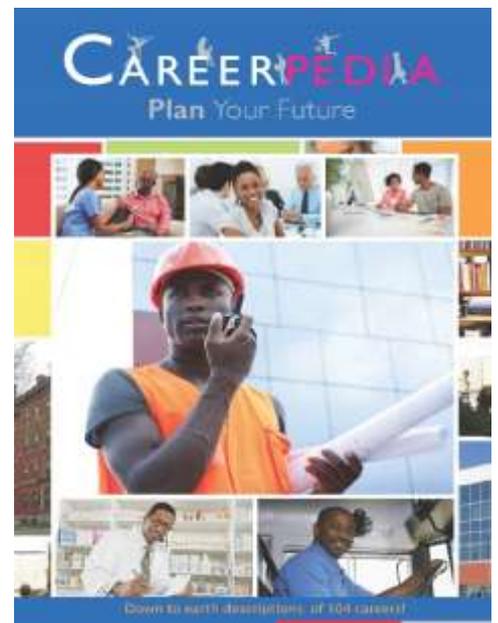
About Careerpedia

Careerpedia is a **careers information and mentorship resource** that empowers people to plan their future and become productive members of society. It can be experienced in different ways - print, interactive digital platforms, mentorship events, career presentations and workshops. Careerpedia is an initiative by **Storymoja**, a publishing company with strong experience promoting reading in schools.

What is the Storymoja Careerpedia?

It is an encyclopaedia of **120 careers** that has been endorsed by the **Kenya Institute of Curriculum Development (formerly KIE)** and will be available in **print and digital** (web and mobile). It is a reference resource designed with Kenyan students in mind and contains relevant, localized content that includes:

- **120 career/job descriptions** including definitions and history of each career.
- Includes **academic and other training requirements** for each career.
- **Directory of the institutions** that offer the academic courses for each career
- Describes which VIPS (values, interests, personality & skills) best match each career
- Career progression path for each career and related careers
- **Interview** with a professional working in each career discussing 'a day in the life', perks and disadvantages of the career, their career advice etc.
- **Professional associations** in each field.



Feedback from schools that we have shared with elicited these types of responses:

"Careerpedia is a good idea... a one stop shop that gives students access to information that they have been looking for in so many different books." **Joab Ndande- Career Master, Arya Boys Secondary School**

"Careerpedia is a resourceful yet creative book that paints a real picture of the various professions into student's minds and offers real time information of the job market. What a great initiative! "It should be revised often, and interviews with professionals should be availed on DVDs." **David Mwai - Career Master Ngara Girls High School**

"As it includes information about all areas of careers, Careerpedia seals the current gap and helps answer student's questions about career- related issues." **Mathias Osimbo - Deputy H/T & Dean of Studies, Juja Preparatory Senior School**

The two accompanying **Careerpedia Workbooks** are practical tool kits with exercises to engage and guide students in planning their careers. They include:

1. *Discover Your Career* workbook tailored for Form 1 & 2, which covers the basics of career planning including subject choices.
2. *Find Your Job* workbook tailored for Form 3 students and above, which covers the soft skills and job search skills necessary to land a job within the career of choice.

Careerpedia will be launched in 2015 and cost Kshs 5000/ for the 2 volumes.

Digital content will be updated on a rolling basis. The next volumes - *Careers of the Future* and *Careerpedia for primary school students* are in research and development.

Storymoja Careerpedia Mentorship Network

The intention of the Careerpedia Mentorship Network is tap professionals to play their role in creating the Kenya we want by filling the gap in students' knowledge about career realities in the Kenyan job market. Corporates and Donors are warmly invited to sponsor mentorship events, but mentors sign up as individuals so as to fuel their commitment.

Key elements of the Storymoja Careerpedia Mentorship Network operations

1. Careerpedia content development for mentors, career masters, students
 - a. Careers encyclopaedia
 - b. Careerpedia workbooks
 - c. Mentors guidelines
2. Mentors and Careerpedia Club members training workshops
3. Mentorship events in schools
4. Career clubs in schools
5. Career fairs at Storymoja Festivals
6. Mentors, schools and educational sector database
7. Partnerships with Government, and stakeholders in the educational sector.
8. Careers research, communication, PR and media relations

Although some schools, universities and individuals do organise ad hoc mentorship events, the Careerpedia mentorship network will organise and manage systems and processes that will make it possible to measure, scale up and effectively deliver a mentorship programme with long-term impact.