

DEVELOPING THE AFRICAN CONTINENTAL
QUALIFICATIONS FRAMEWORK (ACQF)



GUIDELINE >> **08**

Communication and outreach in the context
of qualifications frameworks and ACQF



DEVELOPING THE AFRICAN CONTINENTAL
QUALIFICATIONS FRAMEWORK (ACQF)

TRAINING MODULE EIGHT >> **08**

COMMUNICATION AND OUTREACH IN THE CONTEXT
OF QUALIFICATIONS FRAMEWORKS AND ACQF



ACQF

African Continental
Qualifications Framework

Session 20: Communication

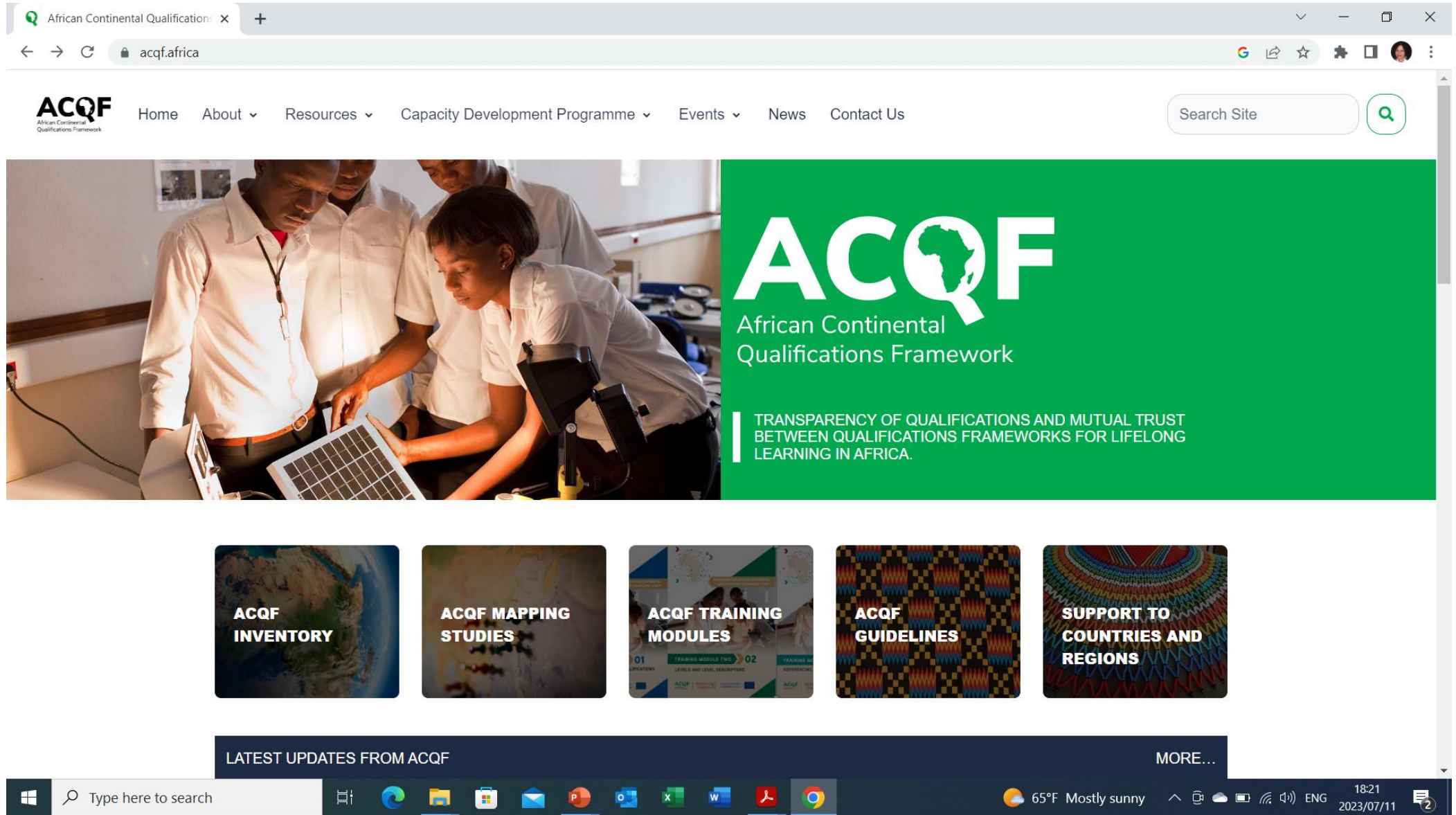
Facilitator: Coleen Jaftha

“Validation of ACQF Policy
Document and Inaugural event
ACQF-II”

Addis, 11-13 July 2023



Screenshot from ACQF website



The screenshot shows the ACQF website homepage in a browser window. The browser's address bar shows the URL acqf.africa. The website features a navigation menu with links for Home, About, Resources, Capacity Development Programme, Events, News, and Contact Us. A search bar is located in the top right corner. The main banner area includes a photograph of people working together and a green section with the ACQF logo and the text "African Continental Qualifications Framework". Below this, a quote reads: "TRANSPARENCY OF QUALIFICATIONS AND MUTUAL TRUST BETWEEN QUALIFICATIONS FRAMEWORKS FOR LIFELONG LEARNING IN AFRICA." The homepage also features five featured content cards: ACQF INVENTORY, ACQF MAPPING STUDIES, ACQF TRAINING MODULES, ACQF GUIDELINES, and SUPPORT TO COUNTRIES AND REGIONS. At the bottom, there is a section for "LATEST UPDATES FROM ACQF" with a "MORE..." link. The Windows taskbar at the bottom shows the system tray with the date 2023/07/11, time 18:21, and weather 65°F Mostly sunny.

African Continental Qualifications Framework

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Search Site

ACQF

African Continental Qualifications Framework

TRANSPARENCY OF QUALIFICATIONS AND MUTUAL TRUST BETWEEN QUALIFICATIONS FRAMEWORKS FOR LIFELONG LEARNING IN AFRICA.

ACQF INVENTORY

ACQF MAPPING STUDIES

ACQF TRAINING MODULES

ACQF GUIDELINES

SUPPORT TO COUNTRIES AND REGIONS

LATEST UPDATES FROM ACQF MORE...

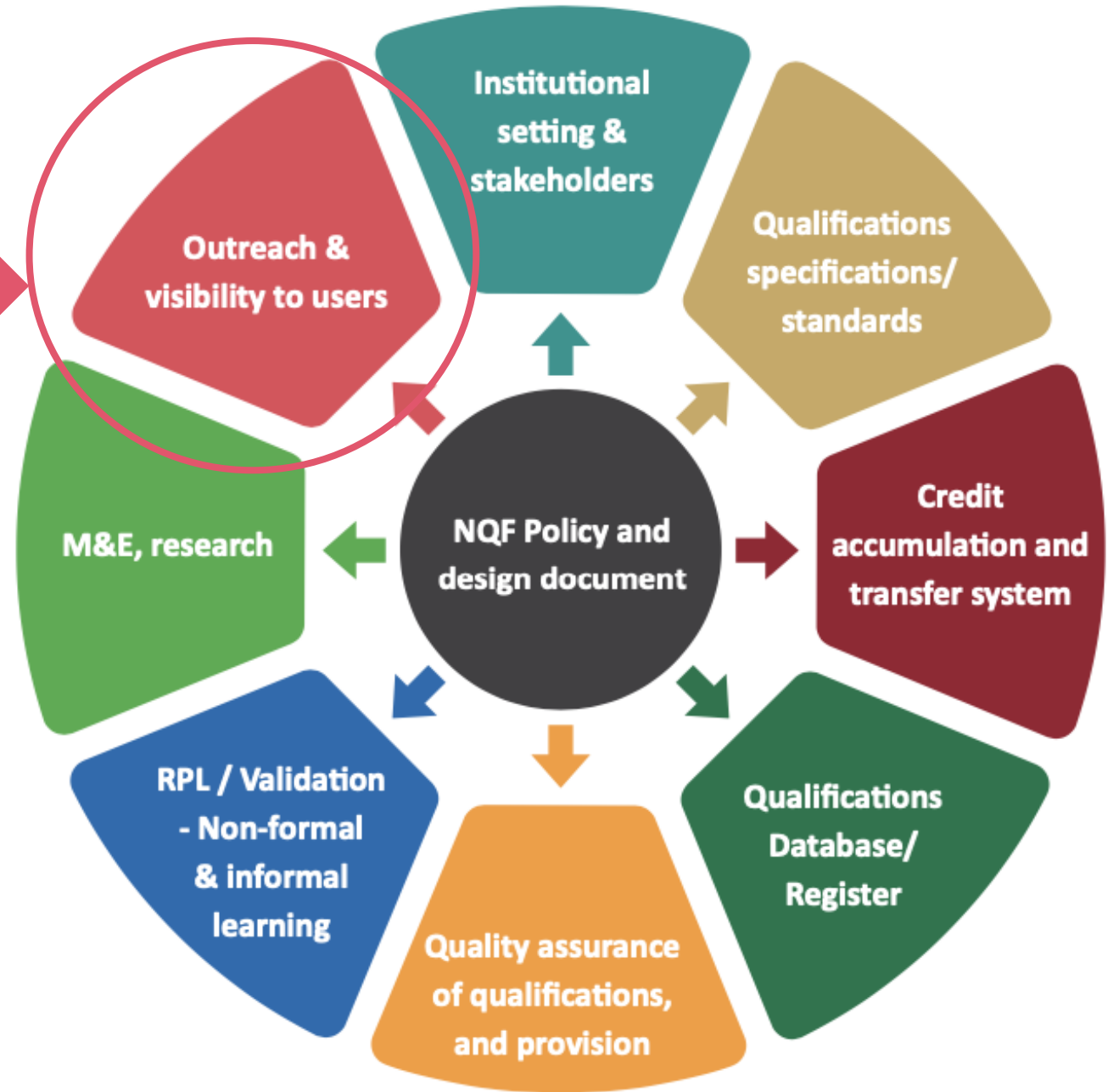
Type here to search

65°F Mostly sunny 18:21 2023/07/11

01

User outreach and
communication part of the
NQF/ ACQF system

**Communication
is one of the pillars of the
NQF system**



What is NQF/ ACQF communication?

Mutual trust between qualifications frameworks and systems of countries and regions depends on reliable, accessible and free information on the different aspects that contribute to comparability of qualifications of all levels and types, and to validation of learning of individuals across the lifelong learning continuum.

- User outreach and communication is a key component of NQF/ ACQF development and governance.
- It is a means of ensuring that the message reaches the people.
- Communication raises visibility and creates awareness, but also ensures that useful information is available to drive policy, decision-making and training.
- It is also a way to harness the available yet most suitable instruments to engage stakeholders including policy makers and the general public.

What is the value-add of the NQF system?

VALUE

Communicate the value of NQFs to attract stakeholders and get them involved.

What are the benefits?

What is the change that NQFs bring?

COMMON LANGUAGE AND UNDERSTANDING

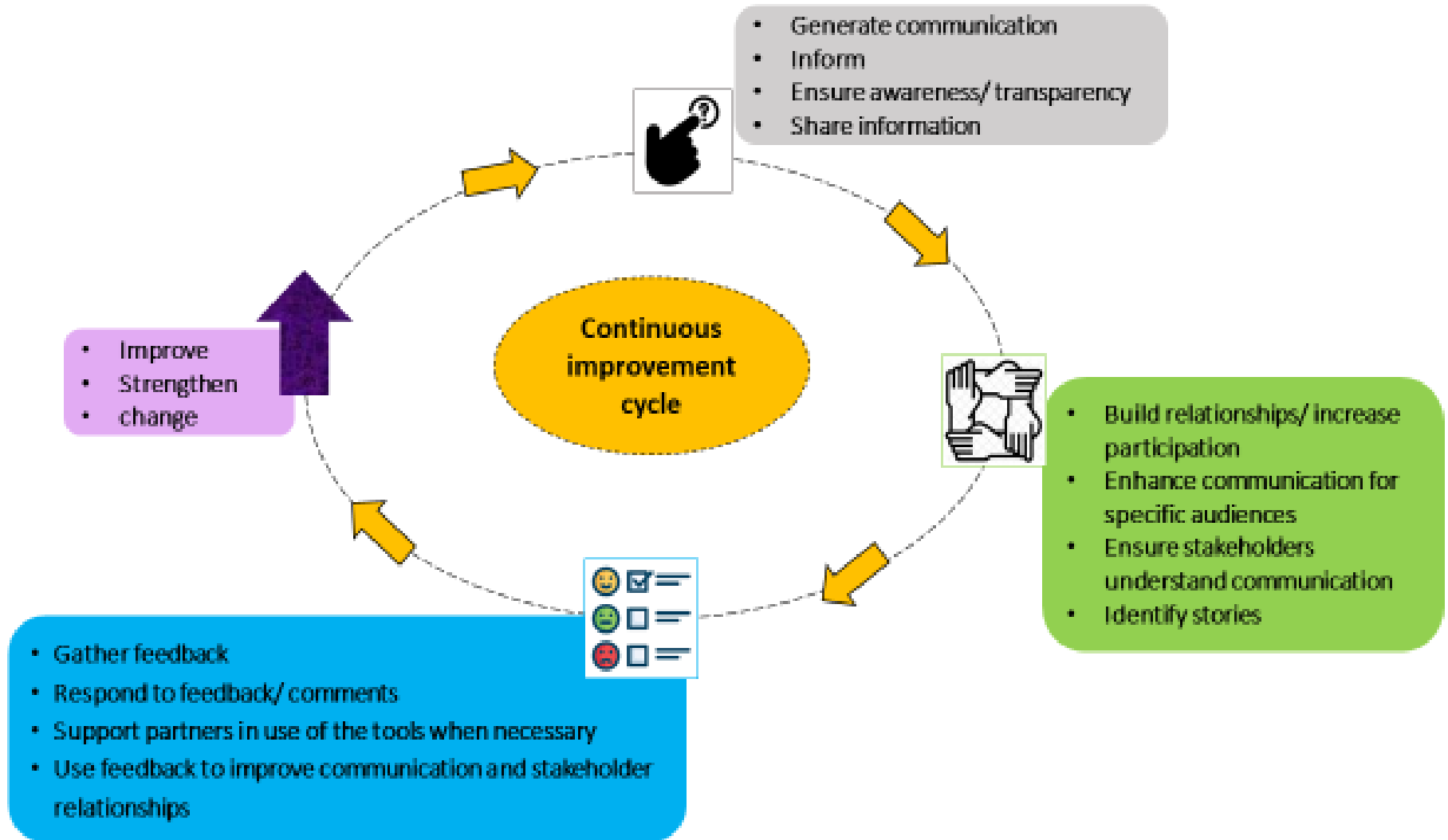
To make NQFs clearer for all stakeholders and users.

Variety of tools explaining and unpacking what the NQF is about (all dimensions of the NQF) e.g. leaflets, short information booklets, etc





User outreach,
visibility and
communication



02

**Examples: Communication
for different stages of NQF
development**

No	Stage of NQF development	Countries (44)
1	NQF development to be started	Chad, Republic of Congo (2 countries)
2	NQF in early thinking	Burkina Faso, Union of Comoros, Democratic Republic of Congo (DRC), Guinea, Guinea-Bissau, Mali, São Tomé e Príncipe, South Sudan, Togo (9 countries)
3	NQF in development and consultation	Cameroon, Côte d'Ivoire, Madagascar, Malawi, Morocco, Sierra Leone, Somalia, Sudan (8 countries)
4	NQF legal act approved, implementation started	Angola, Burundi, Djibouti, Egypt, Eswatini, Ethiopia, The Gambia, Ghana, Kenya, Lesotho, Mozambique, Nigeria, Rwanda, Senegal, Tanzania, Tunisia, Uganda, Zimbabwe (18 countries)
5	NQF in advanced implementation and reviewed	Botswana, Cape Verde, Mauritius, Namibia, Seychelles, South Africa, Zambia (7 countries)

Burkina Faso,
Union of Comoros,
DRC,
Guinea,
Guinea-Bissau,
Mali,
São Tomé e Príncipe,
South Sudan,
Togo

Stage 2: NQF in early thinking			
Main goals of communication	Main tools and approaches	Stakeholders involved	Challenges
<ul style="list-style-type: none"> – To gain clarity around the purpose and benefits of the NQF – To discuss and draft proposals for the NQF concept and structure (objectives, principles, actions, learning outcomes approach, level descriptors, etc) – To bring together stakeholders from the various NQF elements including to discuss the co-ordination and responsibilities of the NQF sub-sectors 	<ul style="list-style-type: none"> – Broadcasts and short news items to inform the public about the NQF system in early thinking, what it means and who is involved – Peer exchanges – Stakeholder meetings and webinars to consolidate NQF concepts – Websites and social media of different NQF actors – Research to support NQF concept proposals – Frequently asked questions (FAQs) on the country's NQF concept and what it will mean 	<ul style="list-style-type: none"> – Relevant Ministries – Sector councils/ authorities – Stakeholders in charge of qualifications and databases relating to higher education, TVET and general education – Quality assurance and RPL agencies/ authorities – End-users including the public, learners and workers 	<ul style="list-style-type: none"> – Teams may require technical support and training – Communication support needs may not yet be identified – Resources may not be available to conduct research and develop FAQs – End-users may be difficult to reach given that NQF communication can be very technical

Angola,
Burundi,
Djibouti,
Egypt,
Eswatini,
Ethiopia,
The Gambia,
Ghana,
Kenya,
Lesotho,
Mozambique,
Nigeria,
Rwanda,
Senegal,
Tanzania,
Tunisia,
Uganda,
Zimbabwe

Stage 4: NQF legal act approved, implementation started			
Main goals of communication	Main tools and approaches	Stakeholders involved	Challenges
<ul style="list-style-type: none"> – To publish information on the NQF legislation – To develop NQF policies to operationalise the NQF – To develop manuals and guidelines to assist NQF use – To ensure that elements such as quality assurance and RPL are operationalised – To ensure that qualifications databases are ready to records qualification profiles – To put in place communication and monitoring mechanisms 	<ul style="list-style-type: none"> – Seminars/ workshops/ conferences on the NQF legislation and what it means for employers, companies, students, etc – Relevant training and support materials to assist implementation – Webinars – Radio broadcasts – Short videos on the NQF – Frequently asked questions (FAQs) on the country’s NQF concept and necessary actions – An NQF helpline to assist users to navigate the NQF system – Peer exchanges and PLWs – Websites and social media of different NQF actors 	<ul style="list-style-type: none"> – Relevant Ministries – Sector councils/ authorities – Stakeholders in charge of qualifications and databases relating to higher education, TVET and general education – Quality assurance and RPL agencies/ authorities – The public including learners and workers 	<ul style="list-style-type: none"> – Implementation may be delayed due to lack of resources and support – Communication and outreach may not yet be adequate

Example from the website of the Kenya National Qualifications Authority (KNQA)

[Click here to learn more about Coronavirus \(COVID-19\) >](#)



- About Us
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KNQA team with a delegation from South Africa Qualifications Authority benchmarking on the Kenya National Qualifications Framework

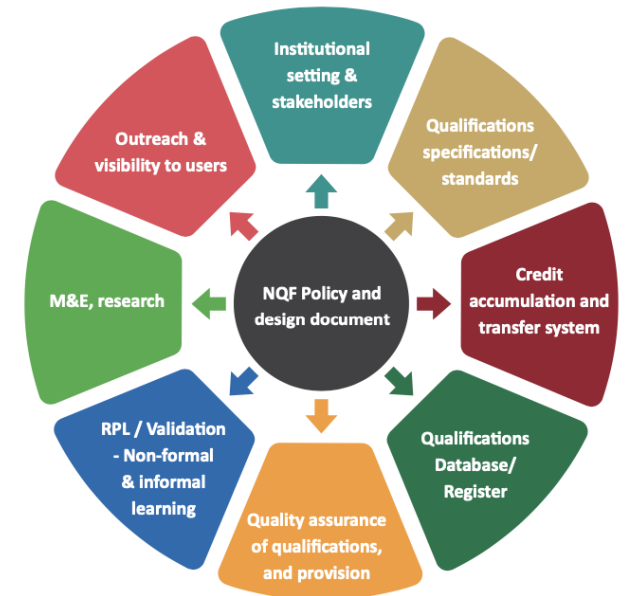
Hi there
Welcome to KNQA!

03

Key elements of communication

Communication and outreach must fit the purpose of NQFs/ ACQF and its evolving nature

- adapt to different stages of development
- fit with the evolving nature and priorities of the NQF / ACQF
- fit purposes of NQFs / ACQF and their evolution, and details on the objectives, target audiences, key messages and communication approach
- shift to online and digital modalities (in key thematic areas of the NQF), permitting a much wider outreach



Communication objectives

Purpose:

- Information/ awareness
- Offer support/ build relationships
- Feedback (send and receive)

Key messages

Channels and resources (people and costs):

- Website
- Social media (of all stakeholders)
- NQF helpline
- Videos and infographics
- Events
- email correspondence
- Publications
- Media coverage

Network including stakeholder directories and distribution lists

- Target audiences:
 - ✓ Internal
 - ✓ External (local, international): audience type

NQF/ ACQF communication elements

Challenges

Frequency of communication

Visual identity

Monitoring and evaluation

Principles

ACQF II is... implementation

ACQF Policy Document

ACQF Level descriptors

10 Guidelines

10 training modules

5 ACQF Advisory Group meetings

ACQF Website

Research, analyses

Capacity Development Programme and Learning Management System

15 Peer Learning webinars (PLWs)

2 Training weeks

Working with Regional Economic Communities (RECs)

Support to countries in NQF development path

International conferences and experts' meetings

Thank you
