



**Association of Moroccan
Professionals in America
(AMPA)**



**Education for Employment
Foundation
(EFE)**

MOROCCO WORK PLACE **SUCCESS PROGRAM**

HELP US FIND SOMEONE A JOB

ABOUT AMPA:

The Association of Moroccan Professionals in America (AMPA) is a non-profit organization established to promote networking between experienced, successful, and active Moroccan professionals in the United States of America.

Goals:

- Develop and maintain a strong network of Moroccan professionals in the U.S.
- Promote bilateral commercial exchanges between the U.S. and Morocco
- Develop strategic alliances both in Morocco and the U.S.
- Provide members with opportunities to leverage the AMPA platform for professional development
- Promote community service and education initiatives in Morocco

ABOUT EFE:

The Education For Employment Foundation (EFE) is a not for profit, 501(c) (3), non-governmental organization (NGO) based in Washington DC. EFE is a new model for career education leading directly to employment for youth in the Islamic World.

Established in December 2002, EFE's mission is to create economic and social opportunity through constructive solutions to the problem of massive and growing unemployment.

Drawing on the best education expertise in the international community, EFE links with local and international businesses to create partnership Schools that provide career training in vocational, technical, and managerial skills, based directly on employer's needs, they then work with their partners to provide jobs to their graduates. EFE schools are thereby linked directly to jobs, providing quality employment and stable career paths to graduates and bringing the benefits of the global economy to the local community.

For more information about the EFE Foundation, visit their website: www.efefoundation.org

AMPA - EFE PARTNERSHIP:

The Association of Moroccan Professionals in America (AMPA) recognizes the importance of preparing youth for job opportunities through specialized and highly focused training programs. For that reason, AMPA and EFE signed an alliance to build up the Moroccan Education For Employment Foundation ("EFE Maroc"), transform Workplace Success into an ongoing sustained program, and establish other career training programs to tackle youth unemployment in Morocco. **This partnership will find unemployed people in Morocco, train them and get them a job** in EFE's partnering companies, such as BMCE and Chaabi Group.

THE PROGRAM:

The EFE Maroc project consists of the following 3 programs:

1. Workplace Success

OBJECTIVE Employers across the region have expressed their frustration that while local candidates often have the technical skills needed, they do not have the leadership, communication, and other professional skills so critical to success in the global workplace. The **Workplace Success** program trains unemployed university graduates with these professional skills needed to get and keep a first job.

APPROACH Developed by U.S. career education experts, the Workplace Success program was translated into French and “Moroccanized” by Moroccan business leaders and educators. This cutting-edge curriculum uses interactive, hands-on training to teach skills such as leadership, teamwork, professional relations, and career development. Unlike generic “soft skills” programs, Workplace Success takes a practical business approach, providing tailored guidance and practical techniques for career success. Program graduates receive ongoing support, mentoring, and networking through the EFE Alumni Network.

With the successful pilot completed, we are seeking to scale up Workplace Success and begin career training in other sectors, such as Sales.

2. Workplace Success Integration into Public High Schools

OBJECTIVE With the launch of the Workplace Success Program in Morocco, EFE has received substantial interest in integrating this practical, highly useful training into the public high school system, offering up to tens of thousands of students annually greater potential to get and keep their first job.

APPROACH Building upon the experience and relationships EFE has developed in Morocco, EFE would work closely with the Moroccan Ministry of Education to translate the curriculum into Arabic, adapt the course to the needs and level of high school students, and train trainers who can then serve as Master Trainers for high school teachers across the system. For the first year of implementation, we would also dedicate significant resources to ongoing training for teachers and expert quality assurance, to ensure a strong foundation for the program to scale up across the public high school system.

3. Salesforce Training Program

OBJECTIVE Sales and Marketing currently represent an area of remarkable human resource demand in Morocco. Numerous companies and employment agencies have cited the immediate need for up to 100,000 highly trained salespeople, particularly as Moroccan industries work to become increasingly competitive in the global market.

APPROACH Through intensive case-study scenarios based on the Harvard University Business School pedagogy, students in EFE’s Salesforce Training program will learn not only the skills needed, but also how to apply them in typical job contexts. Internship and on-the-job training will be sandwiched by intensive classroom training, reinforcing lessons learned and offering students the immediate opportunity to put them into practice. Dr. Benson Shapiro, renowned Malcolm P. McNair Professor Emeritus of Harvard Business School, has committed extensive time and expertise on a *pro bono* basis, and will lead a board of international experts to guide curriculum development and training of trainers.

HOW YOU CAN HELP:

An initial grant from International Youth Foundation has paid for a very successful Workplace Success pilot program, but now we need people's support to keep the program going, and build an non-profit institution that will involve more students, businesses and become a center for career training throughout Morocco. As more companies are attracted to the program, and graduates donate part of their salary back to support future students, EFE Maroc's workplace success will become a self sustained program brining young people into the workplace.

After the completion of a successful pilot this March, EFE and AMPA aim to train 230 students and place them in jobs- giving them and their families hope and a future. EFE and AMPA are seeking \$25,000 in additional start up costs to reach this goal.

Scholarships*: **For only \$350, you can transform a young person's life, by giving them the chance to train in Workplace Success and be placed in a job in Morocco.**

Guest Speakers: Serve as a guest speaker in classes, providing real-life inspiration to students and helping to contextualize the lessons they are learning.

Mentoring: Establish a one-on-one relationship with individual students, providing them with invaluable guidance as they face new on-the-job challenges, and serving as a much-needed role model.

*You can make donations:

- **By mail:** Send a check or money order to:
Association of Moroccan Professionals in America
3800 Powell Lane Suite 524
Falls Church VA 22041

- **By PayPal:** Make a donation using PayPal to paypal@amp-usa.org

If you have any questions, please send an email to Imane Alaoui at social@amp-usa.org