

A day in the life of a ... 3D Careers guidance for young people



Innovation distinguishes between a leader and a follower

Steve Jobs, CEO, Apple Computers

A new, innovative way for prospective students to identify career choices - and to access relevant study bursaries

Career guidance is not standardised across schools – students from some schools have a greater advantage over others.

This translates into the vast majority of students being disadvantaged from day one. Career guidance has a strong focus on social exclusion.

Students often hold flawed pre-entry expectations, which can be based on:

- Lower income families who may have little or no history of participation in HE or professional careers
- Lower parental engagement with the child
- Poorer schools with few, if any links to the HE Diaspora
- Unrealistic course choices and course expectations
- Low confidence and self-esteem
- Marginal academic achievement / potential
- Other misconceptions about 'academic life'.

This situation is worsened by a lack of experienced Career Counsellors; who more often than not, advise scholars as part of their teaching responsibilities.



"A day in the life of a ..."

- A series of 3D and multimedia video clips - each addressing a separate career choice
- Accessible as freely downloadable videos
- a powerful career guidance tool
- Easily accessible - and innovative in its approach.



Benefits to bursary grantors:

Applications for available bursaries and other student support schemes will be more targeted and more focused on their individual needs, leading to:

- Greater efficiencies in bursary applications and allocations
- Lower drop-out rates at institutions of higher education
- Motivated students, leading to improved pass rates at Higher Education Institutions

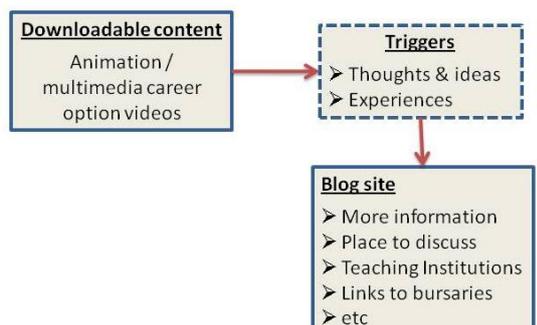
Benefits to educators:

- A powerful new tool to support career guidance activities:
- Can focus more on general guidance as much of the detail relating to particular career choices will be embedded in the learning material
- Educators and career guidance officers will also be more empowered to provide effective guidance to students

Consequences of no - or poor - career advice

- Resulting high drop-out rates experienced every year at many of our higher education institutions and FET colleges.
- A huge impact on the efficiency and impact of bursaries awarded by Corporates and others

Career Guidance must therefore be a priority – to steer and nurture our youth towards rewarding and exciting careers that suit their aptitudes



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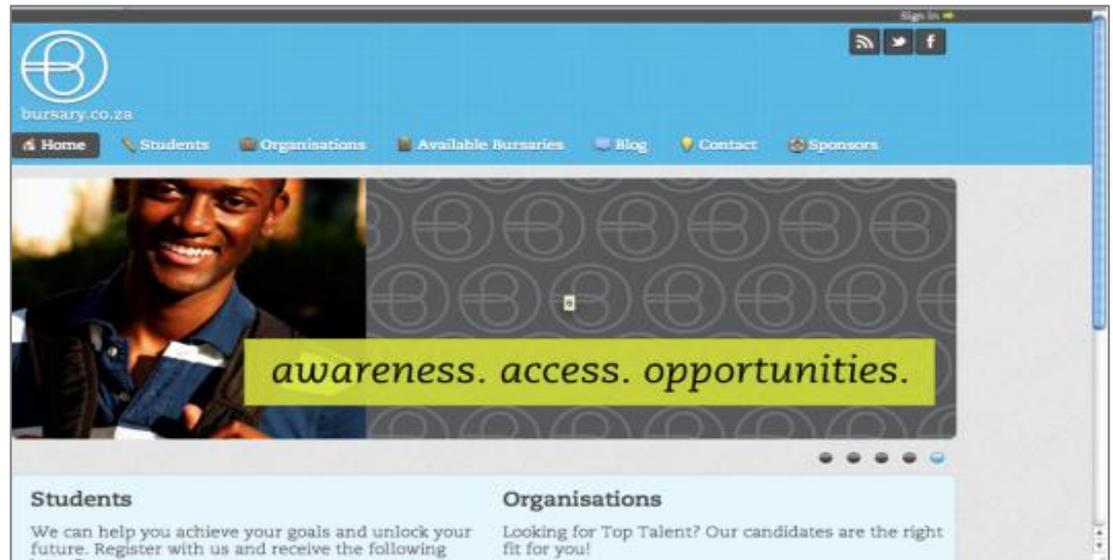
Bursary Management Systems, in collaboration with the **Naledi3d Factory** are working on a new, innovative solution.

A series of "A Day in the Life of" career video's – available as downloads to mobile phones & PC's.

Short, sharp and building on 3D, these videos will:

- Help ALL our youth to better understand
- What a particular career choice entails...
- To see how to get there... and most importantly,
- Be equipped to make more informed career choices.

This will help make bursary applications more focused - and in turn, so much more efficient.



About Bursary Management Systems

BMS offers a service to organisations and candidates for the sourcing and profiling bursary and scholarship programs through:

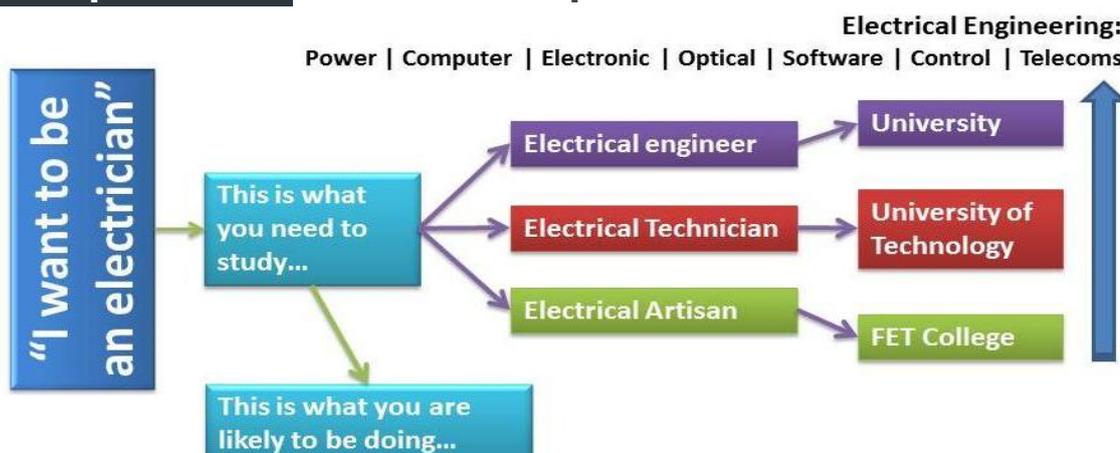
- **A Student Process (Bursary profiling):** allows students to register and input their personal and academic data into the system and then profile their criteria against that of the bursaries within the database – leading to a report of suitably matched bursaries.
- **An Organisational Process (Candidate profiling):** profiling student application information against the criteria set by organisations who are offering bursaries. Organisations can search the database of students to find only qualified candidates for their offerings.

Benefits to students

A new tool for students to better understand the career choices available to them:

- Students can better understand which career paths they could pursue, and career paths they *wish* to pursue
- Students can determine their potential / aptitude for a particular career
- Students will be more motivated to study and to excel in school and to achieve success in their own goals
- Subject choices will have more meaning and relevance
- Students can explore options, in their own time and in a medium that they are comfortable with
- Students will have a better understanding of the relevance of a particular school subject, and why it is important in their future careers

Exemplar: Electrical career options



Bursary Management Systems

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