



Moving from Evidence to Action

The G-United Programme in Kenya



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The Challenge



Over the last decades, Kenya has **brought more children into schools**, graduated more youth, and built a strong national identity.

However, Kenya still faces:

- Few opportunities for remedial instruction for struggling learners
- High unemployment rates among our educated youth
- A need for increased national unity and social cohesion

Through our partner, Evidence Action, we learned of the **Teaching at the Right Level** approach. The volunteer-led model provided the opportunity to take on all three challenges in one program.

The Opportunity



In 2014, we launched Greatness United (G-United) programme.


Through G-United, Volunteers:

- ❖ **Strengthen primary education outcomes** by providing remedial support to struggling pupils
- ❖ **Inspire, motivate and cultivate a culture of greatness** at primary schools, promoting school enrolment as Education Ambassadors
- ❖ **Promote national cohesion**, by living and engaging with local host communities in unfamiliar counties, gaining invaluable exposure to diverse environments and individuals
- ❖ **Experience enriching personal and professional development** opportunities through community service






- ❖ G-United is **delivered by University graduate volunteers** deployed to a homestay community for one academic year
- ❖ Volunteers deliver after school **remedial sessions** to struggling learners in grades 2 and 3
 - Learners are assessed at the beginning and end of camp, and participate in full group, subgroup and individualized activities
 - Volunteers meet students where they are to get them where they need to be and conduct sessions **according to each child's learning level**
- ❖ Volunteers engage in professional development and community engagement activities during their service period
- ❖ Volunteer recruitment, retention, training and performance are supported by Head Teachers, County Coordinators, National program leadership, and Evidence Action

READER IDENTIFICATION - English 

Letters	Words
c	book
p	toy
g	like
f	sit
s	test
n	pack
w	team
t	sink
x	dig
u	rat

Can the reader read at least 4 LETTERS?
If YES, proceed to WORDS.
If NO, record the struggling reader as L1 (Beginner)

Can the reader read at least 4 WORDS?
If YES, proceed to PARAGRAPH.
If NO, record struggling reader as L2 (LETTER)

READER IDENTIFICATION - English 

Paragraph	Story
My mother is a farmer. She grows vegetables for food. She also keeps five goats and one cow. The cow gives us milk for tea.	One day, Keli and Omare did a funny thing. Their uncle gave them a coin. It was forty shillings. They were happy. They wanted to share the money. Keli got a hammer from the house. He wanted to break the money. He put the money on a stone. He hit the coin very hard with the hammer. The coin did not break. Omare also tried to hit the coin very hard. Nothing happened.

Can the reader read this PARAGRAPH with the appropriate tempo and fluency without more than 2 mistakes?
If YES, proceed to STORY.
If NO, record the struggling reader as L3 (WORD)

Questions
1. How much money did the uncle give to Keli and Omare?
2. What did they want to do with the money?
3. Who got the hammer from the house?

Can the reader read this STORY with ease and answer questions related to comprehension of the story correctly?
If YES, record this reader as L5 (STORY).
If NO, record the struggling reader as L4 (PARAGRAPH)

Getting Started to Now



Committees Constituted

Financing

Branding

Recruitment & Training

Deployment

2014

Steering, Management & Design Committees were constituted in January 2014

Government of Kenya, Government of Japan, and Safaricom directly supported the first cohorts of G-United

The Greatness United brand was developed and approved by key stakeholders in 2014

200 VGAs were selected from 2000 applicants in Cohort 1; 150 were trained for deployment

The first cohort of VGAs deployed to 7 counties.

2018

Current administrative structure includes a high-level Steering Committee, & institutionalized national and county level leadership

G-United now has a line item in the national budget with technical support by Evidence Action's philanthropic fundraising

The branding used in print, radio and social media is now accepted widely among youth, and in both public and private sectors

For the 2019 cohort, we expect to receive over 11,000 applications, and to train and deploy 1,600 VGAs

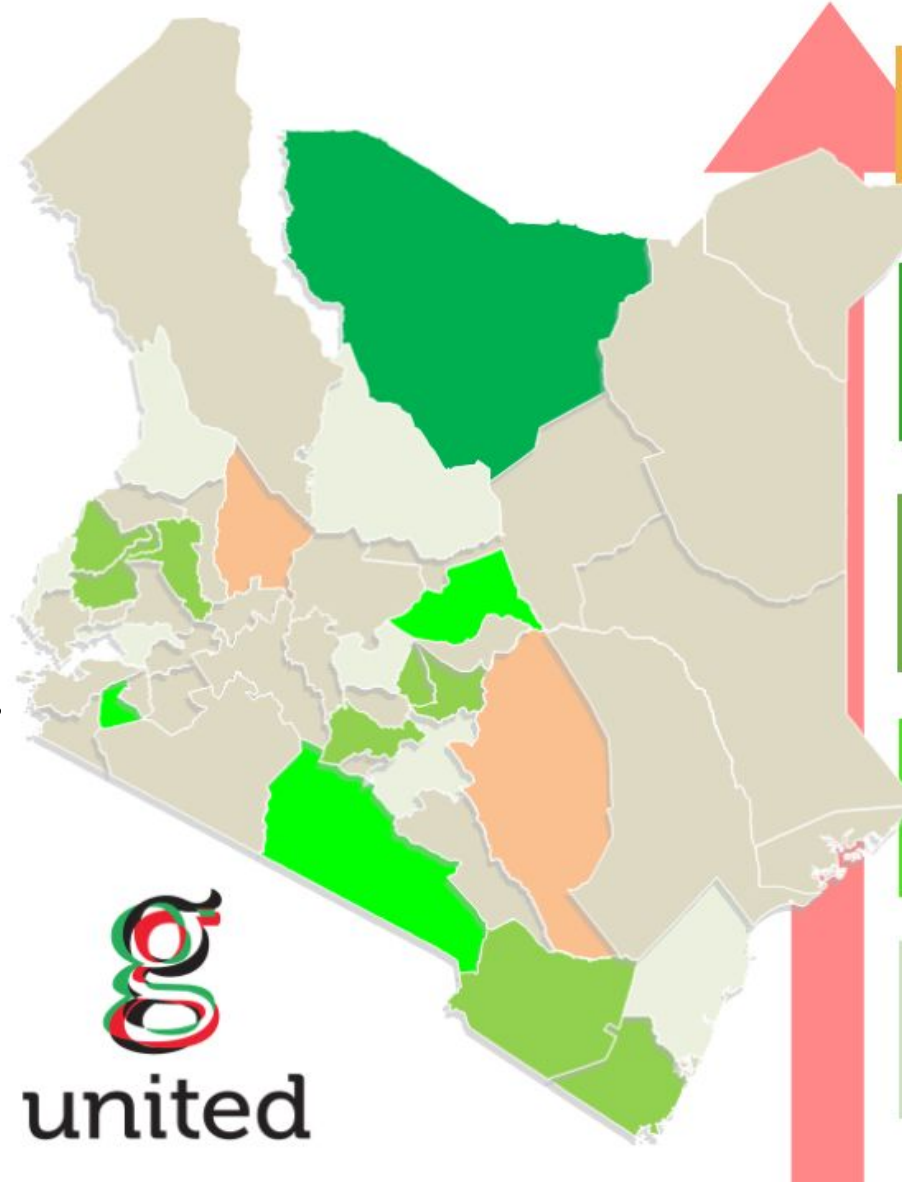
The 5th cohort will deploy in January 2019, and work in 22 counties across Kenya

Iterating & Growing



In just four years, we have deployed **over 2,000 volunteers**, reaching **over 40,000 readers**

We want G-United to continue to grow to reach **hundreds of thousands of learners each year at scale**



2019
Cohort 5
1,600 volunteers
800 schools
22 counties

2018
Cohort 4
1,228 volunteers
650 schools
20 counties

2017
Cohort 3
500+ volunteers
285 schools
19 counties

2016
Cohort 2
140+ volunteers
80+ schools
10 counties

2014
Cohort 1
140+ volunteers
70+ schools
7 counties



Since 2014, G-United has:

- ❖ Helped **67% of students engaged progress by at least one learning level** in just one camp
- ❖ Steadily **improved our literacy curriculum** and data collection methods
- ❖ **Reinforced our recruitment programming** to better target and retain the most committed and effective volunteers
- ❖ **Improved volunteer communication and placement**, integrating technology-based platforms and behavioral motivations to improve volunteer service experience and retention
- ❖ **Been included as a line item in the national budget**, with committed Ministry staff and a dedicated Secretariat supporting its institutionalization, and continued growth

What's Next?

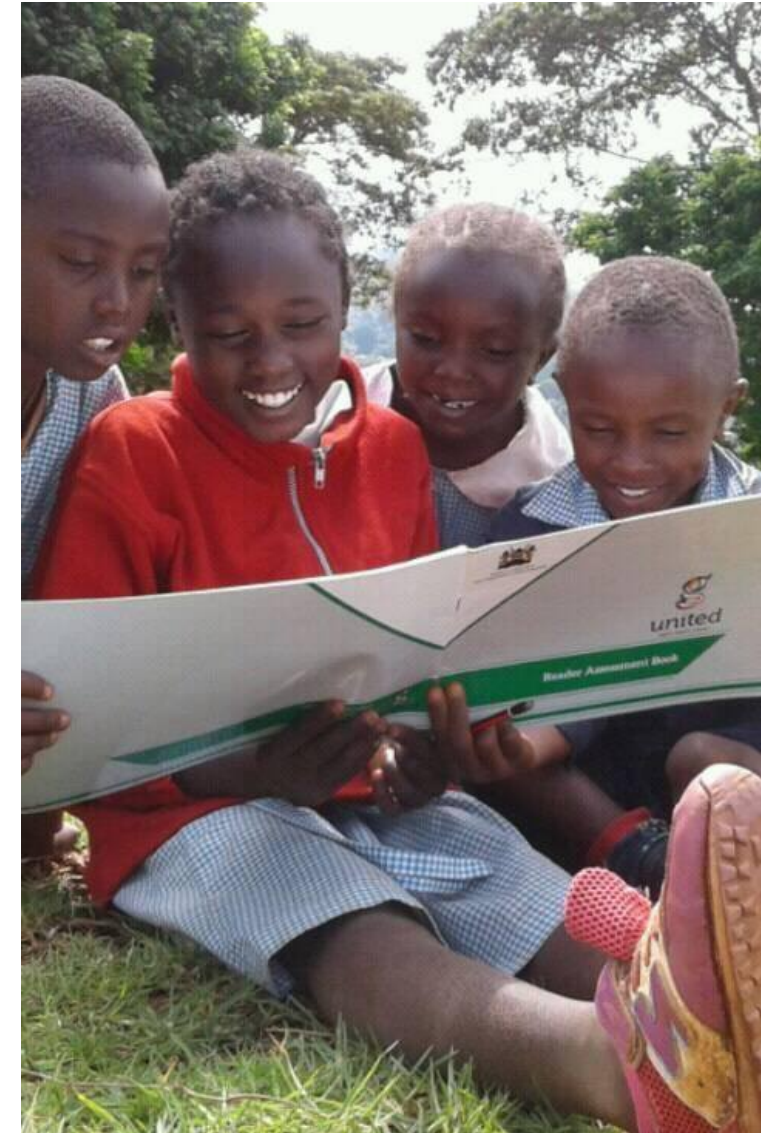


Over the coming years, G-United will scale to reach **hundreds of thousands of learners each year.**

In 2019, we will explore:

- ❖ Incorporating numeracy into remedial sessions
- ❖ Testing training and supervision techniques to support volunteers in the field
- ❖ The effect of G-United service on volunteers and students, across multiple outcomes

We look forward to sharing our learnings, and learning from our peers!



Thank you!

