Moving from Evidence to Action
The G-United Programme in Kenya
Outline

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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.
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
The Model

- 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
Getting Started to Now

### Committees Constituted
2014
Steering, Management & Design Committees were constituted in January 2014
Current administrative structure includes a high-level Steering Committee, & institutionalized national and county level leadership

### Financing
Government of Kenya, Government of Japan, and Safaricom directly supported the first cohorts of G-United
G-United now has a line item in the national budget with technical support by Evidence Action’s philanthropic fundraising

### Branding
The Greatness United brand was developed and approved by key stakeholders in 2014
The branding used in print, radio and social media is now accepted widely among youth, and in both public and private sectors

### Recruitment & Training
200 VGAs were selected from 2000 applicants in Cohort 1; 150 were trained for deployment
For the 2019 cohort, we expect to receive over 11,000 applications, and to train and deploy 1,600 VGAs

### Deployment
The first cohort of VGAs deployed to 7 counties.
The 5th cohort will deploy in January 2019, and work in 22 counties across Kenya
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**
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
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!