



Utilizing



**Research
Findings**

**to Impact
Communities**

**DR. Mercy Maina
Board Member CGI
&
Chair, Standards & Ethics Committee**

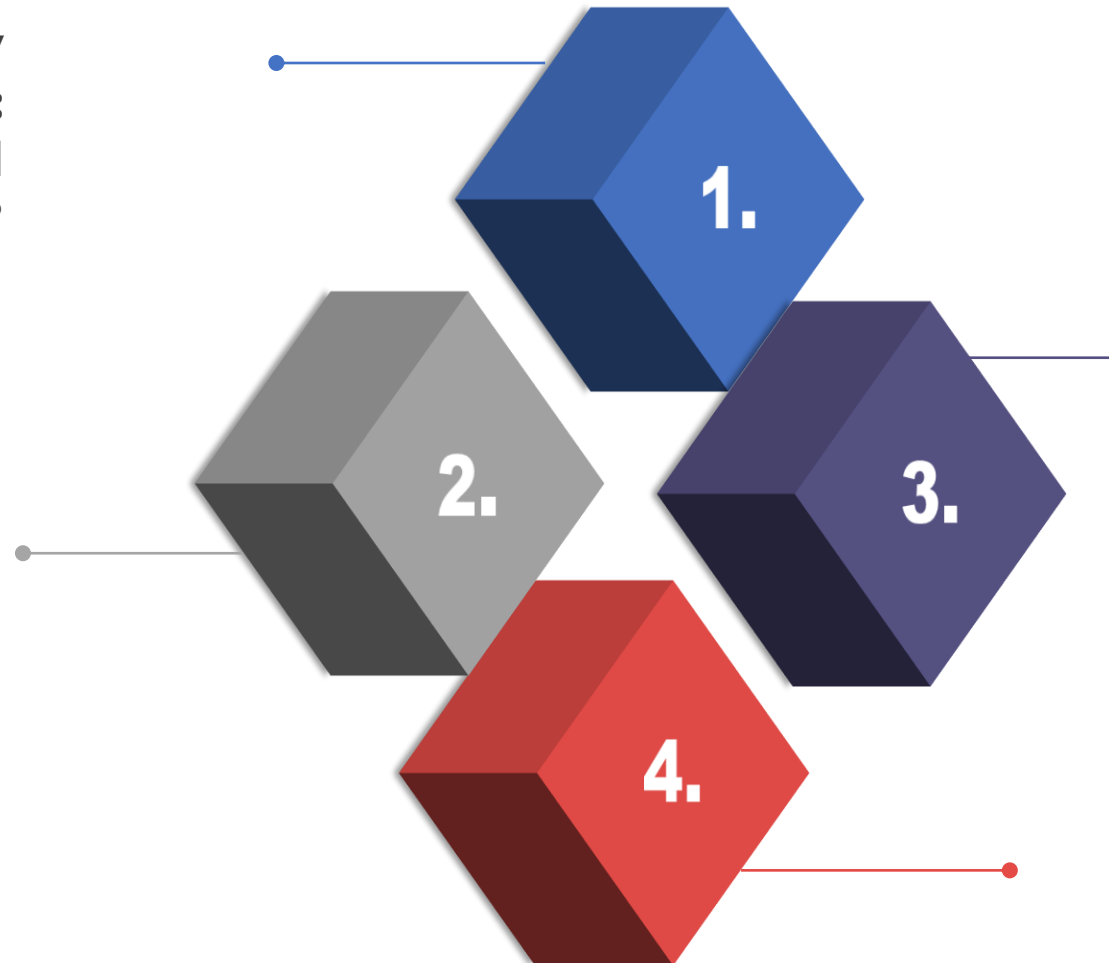
Outline

- 01** | **Research Interest**
- 02** | **Findings Utilization**
- 03** | **My Research Interest**
- 04** | **Utilization of My Research Findings**

Research Interest

**Interest and Curiosity
in a specific area:
(what upsets you and
it can be solved?)**

**Execution and Follow
Research Protocols
(entire research
process)**

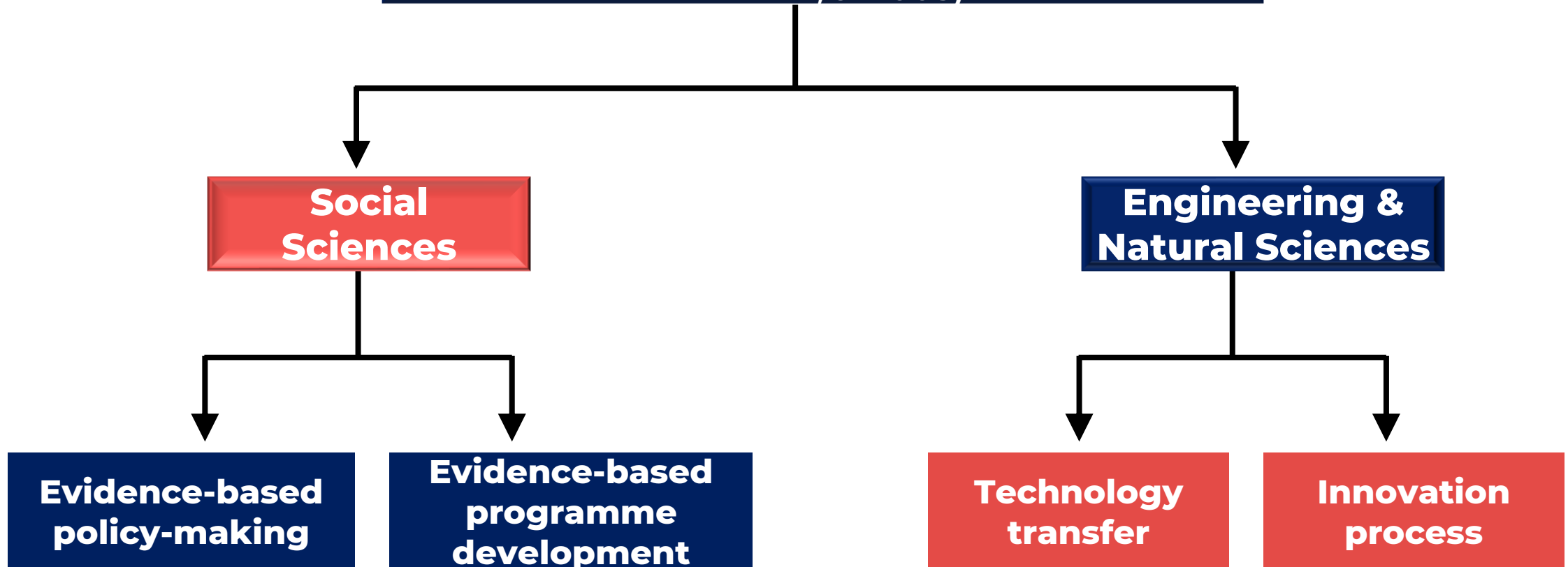


**Findings and
Recommendations:
Evidence and Practical
Suggestions.**

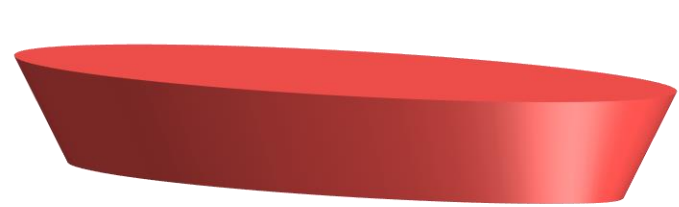
**Utilization of Findings:
Implementation to solve or
intervene to impact the
community**

Findings Utilization

Solve specific problems or interventions, processes practices or broaden knowledge base (Bailey, T. & Mouton, J. 2005)

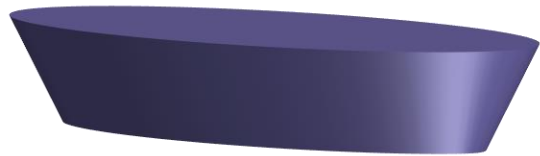


My Research Interests



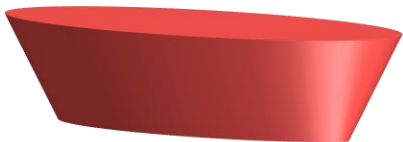
1

Career Guidance Services for students and youth schools, higher education and communities since 1997



2

Career problems: inability & delay to make choices, frequent change of the choices, field of study mismatch, unhappy workers



3

Research trigger/curiosity: frequent change of courses and programmes among university freshmen immediately they report



4

Research evidence: Unpublished reports show 50% first year students change the courses admitted for (Ayiro, 2016) but **data driven evidence was absent!**



Kenyan Situation of Students' Transition from high school into Post Secondary Education

Academic Year	2018/19	2019/2020	2020/2021
Candidature	653,787	693,770	752,933
University Placement	68,550	89,488	122,831
TVET Placement	94,902	115,923	94,609
Balance	490,335 75%	488,359 70%	535,493 (71%)

Unpublished reports 50% change their courses or programmes immediately they report

Inability, delay or confused to make choices

Research opportunity to establish causes and possible interventions

Economic Survey, 2021

My Dissertation Topic:

Factors influencing change of Programmes of Study among first year undergraduate students in Kenyan Universities.

01

Purpose provide evidence of these changes v/s unpublished reports

02

Study area: 7 Kenyan public universities targeting freshmen

03

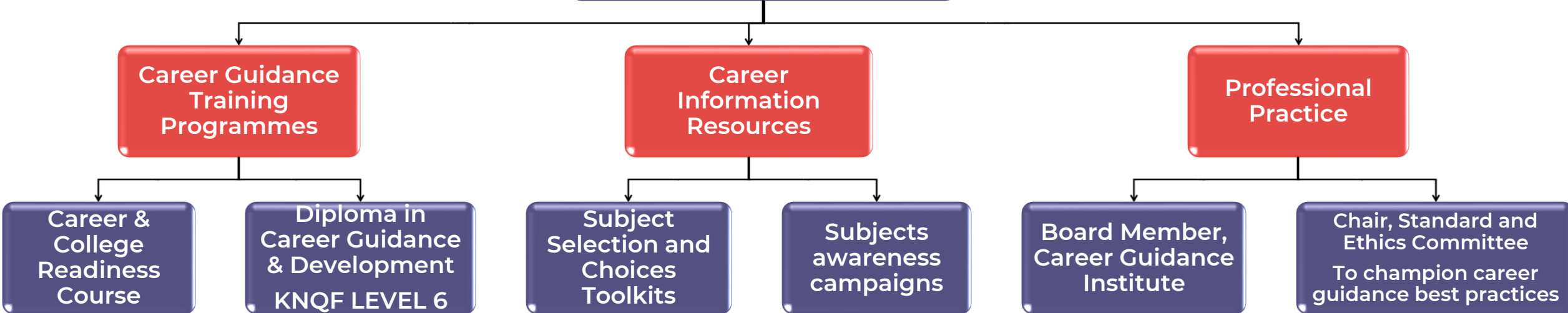
Findings: 23% changed their courses

04

Recommendations: career guidance programmes: career fairs/days, career awareness workshops, career information

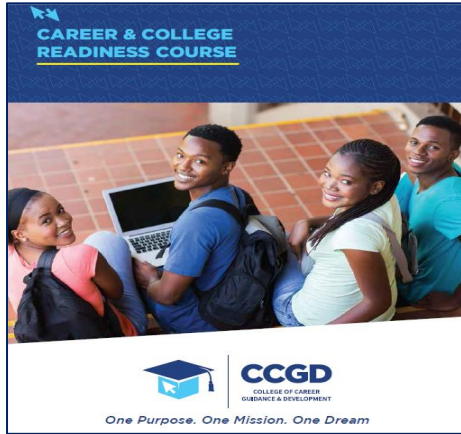
Implementation of Findings

Evidenced Interventions



Training Interventions

500 students & youth so far have gone through this course



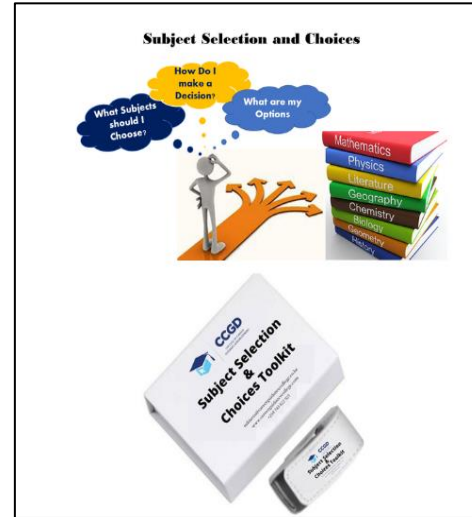
200 teachers were trained on career advice & TVET courses



10 students in our first cohort that started in January 2022; 1st of its kind in East Africa!



Career Information Resources



Home Science 441 Career Opportunities

Home Care and Management Careers

- Interior design
- Floral design
- Building construction and repairs
- House keeping
- Property management
- Painting and wall decorating
- Store management
- Urban planning
- Showroom planning
- Home furnishings
- Teaching

Food and Nutrition Careers

- Food Science
- Food Stylists
- Food service
- Food preservation & storage
- Catering
- Chef
- Bakery and confectionery
- Nutritionist & Dieticians
- Sports Nutrition
- Food and Nutrition Writer
- Food Processing Occupations
- Food and Nutrition education

Clothing & Textile Careers

- Fashion & fabric designers
- Fashion & fabric stylists
- Fashion illustrators
- Fashion photographers
- Fashion modelling and promotion
- Fashion costers and writers
- Fabric market reporter
- Textile chemists
- Theatrical costuming
- Apparel manufacturing
- Apparel sales, marketing & e-commerce

Maternal Childcare Careers

- Childcare nurses and aides
- Childcare nutrition
- Midwifery
- Community educators
- Child immunisation
- Early childhood education
- Home science teacher

Health Education Careers

- Community health educator
- Health education programmer
- Health counselor and advisers
- Employee wellness coordinator
- Health education journalist
- Public health inspector
- Fitness trainers
- Disease prevention advisers
- Health education teachers

Consumer Education Careers

- Home science teacher
- Consumer economics and financial planning
- Consumer product sales, marketing and research
- Consumer public policy relations
- Consumer advocacy and advising
- Consumer information writers
- Customer services
- Consumer goods logistics and supply chain

Awareness campaigns



FREE WEBINAR

THE KEY ROLE OF CAREER GUIDANCE IN LEARNING INSTITUTIONS AND COMMUNITIES

Featured Speakers:

Thursday, July 30, 2020
3:00 – 4:00 PM

CAREER SERVICES

The Role of Office of Career Services in Higher Education: A Case Study of South Eastern Kenya University Roundtable Discussion

Date: 20th December 2021
Time: 12 – 1 pm

Key Note Speaker
Dr. Mercy Maina
Director, Learning and Research
College of Career Guidance and Development
www.careerguidancecollege.com

Discover Your Path



A graphic with the word "REFERENCES" in large, bold, grey capital letters on a white, slightly curved banner. The banner is set against a blue circular background with a white ring.

1. Ayiro, Laban Peter. 2016. "Career Choices: Dilemmas Facing East African Varsity Students." *The East African*, April 22, 2016. <http://www.theeastafrican.co.ke/ea-universities-guide>.
2. Bailey, T. & Mouton, J. 2005. A review of Models of Research Utilisation. Stellenbosch: AFRICAN SUNMeDIA. doi:10.18820/9781919980690. <https://scholar.sun.ac.za/handle/10019.1/101768>
3. Kenya National Bureau of Statistics. 2021. "Economic Survey, 2021" <https://www.knbs.or.ke/economic-survey-2021/>



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