

KAV MASHVE

2014 Annual Report



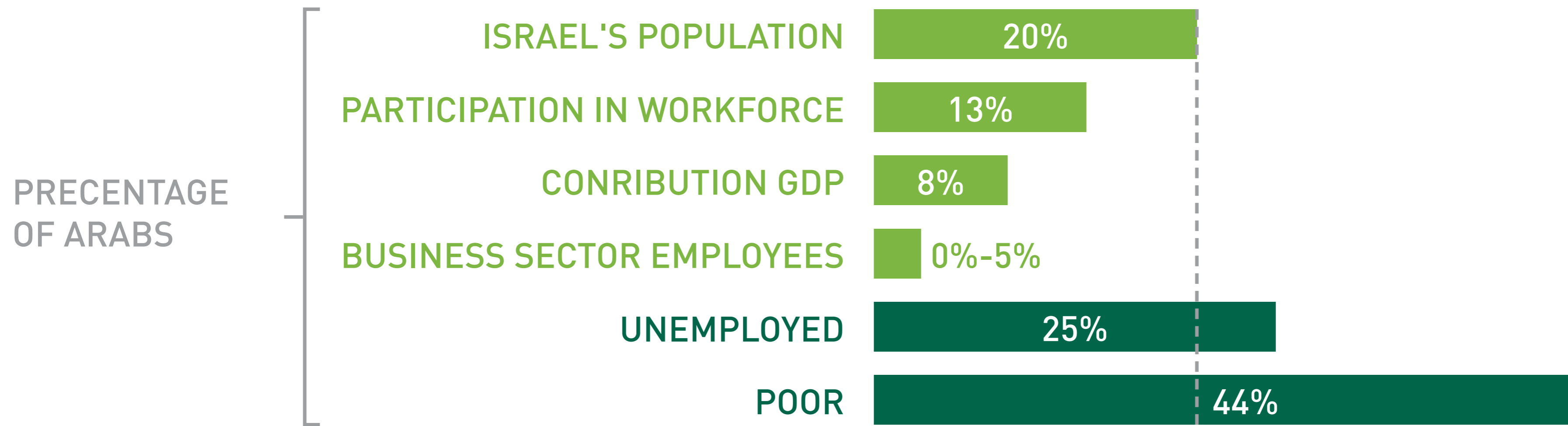
קו משווה • קאפ - משפיה

OUR MISSION

Create a cohesive and inclusive Israeli Society
by promoting positive encounters between
Jews and Arab Academics in the workforce

The Case For Change:

The Social And Financial Situation Of Arab Citizens In Israel Requires Change,
For The Benefit Of Us All



#2 OECD risk of highest concern:
Structurally high unemployment/underemployment

We Face Opportunities & Challenges In Two Major Frontiers



Arab Candidates



Business

ACHIEVING OUR MISSION
REQUIRES CHANGE IN BOTH...

Learn What We Do

Meet the Beneficiaries of our Programs



CAREER



HIGH SCHOOL



BUSINESS



ASEEL MAHAGNEH Biochemistry student, Tel Aviv University



- HOME** Arrarah (Socio Economicly ranked 2 out of 10)
- SIBLINGS** 6 brothers and sisters
- PARENTS** Uneducated - mother housekeeper father works in construction
- BACKGROUND** In 12th grade Asseel was confused, she did not know what she should do once she completed her high school studies. She had no one to consult with. A Kav Mashve workshop facilitated at her school got her thinking about her motivations and aspirations. During the Kav Mashve program she visited a high tech company in which she met a young Arab Employee who told her she had also been confused and encouraged her to follow her heart and study sciences, so that she may find a good job after her university studies.

CHALLENGE

#1

Many Arab High School students make Career decisions regardless of market needs. Principles: knowledge + tools = good career decisions



SOLUTION

#1

Career Planning Program for High School Students

Workshops for Arab high school students focusing on: Dreams, Israeli job Market, University, Encounters with Businesses



2014 Major Achievements



Won governmental tender to lead activity during next 3 years



Reached 1000 students around Israel





 | HIGH SCHOOL



AHMED TAWFEEK Law Student, Tel Aviv University



HOME	Kfar Kassem (Socio Economiclly ranked 3 out of 10)
AGE	22
SIBLINGS	3 sisters 2 brothers
BACKGROUND	<p>Ahmed is currently looking for an intern position so he may complete the bar exam and become a lawyer. His family is very proud of him but can't advise him regarding this challenge.</p> <p>Ahmed decides to participate in Kav Mashve's career counseling course at the university. During the course he learns how to write a cv and with the group he visits three leading law firms. He is invited to an interview and is accepted in one of the leading law firms.</p>

CHALLENGE

#2

Cultural & Social differences create barriers to successful completion of screening & recruiting processes



SOLUTION

#2

Career Center for University Students and Graduates

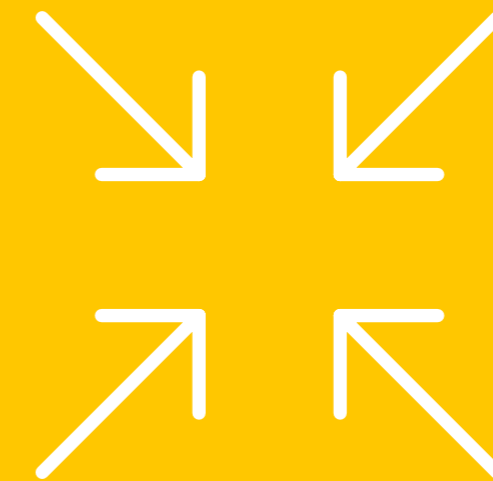
Job seeking skill workshops, personal consults and training courses providing Arab students with necessary skills for competing effectively in the job market



2014 Major Achievements



520 students and graduates participated in career workshops and personal consults



Established cooperation for implementation of Career Center programs in 11 Academic Institutes







PROCTER & GAMBLE ISRAEL



OBJECTIVE

Diversify workforce and recruit Arab academics to create equal representation. Promote and establish a diverse and inclusive workplace to support business goals and corporate responsibility

DIVERSITY ACTION PLAN

supported by kav
mashve consultants

- Reviewed recruiting process and practices to identify cultural biases and adapt processes to ensure equal opportunity
- Learned about Arab candidates cultural and socio –economic background to enable a fair and adapted interview process
- Devised internship program to ensure successful on-boarding
- Conducted orientation for Arab Candidates in P&G to motivate and provide necessary guidelines and tips for successful completion of recruitment process
- Trained all managers in multicultural interviewing skills
- Continually raise awareness and support of Diversity within company and within business community in Israel
- Enhance inclusive organizational culture

CHALLENGE

#3

Overcoming biases and prejudice in the business environment



SOLUTION

#3

Diversity Consulting

Consults, trains and supports leading Israeli business in creating a diverse workforce and implementing a culture of diversity and inclusion



2014 Major Achievements



Diversity awareness raised in 125 new employers (conferences, bus tours, meetings)

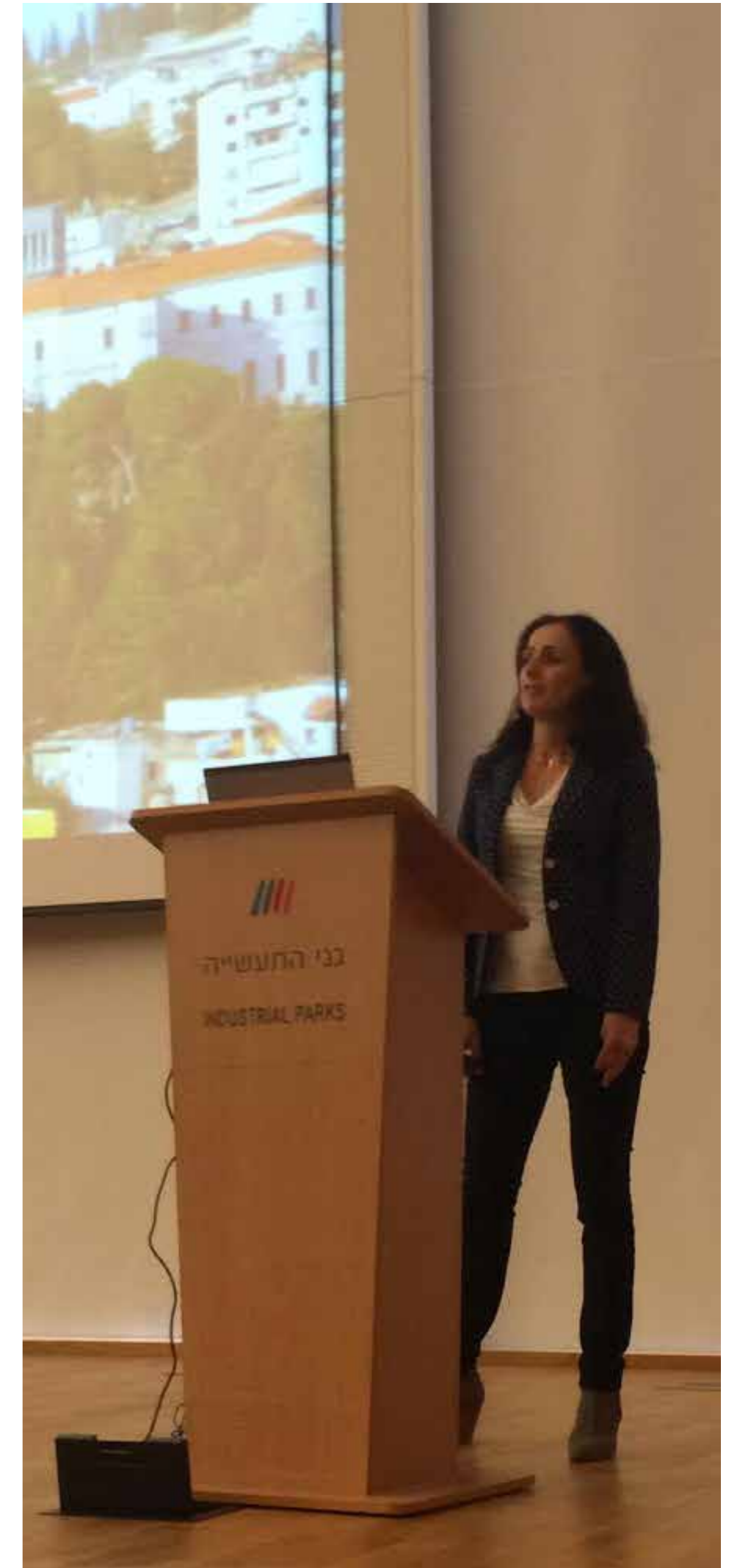


470 participants in diversity skills workshops in leading businesses





BUSINESS



2015 Major Goals

#1

Career planning course to be facilitated in 100 Arab schools, 2500 beneficiaries. Target 75% enrollment for higher education

#2

Career Consulting program implemented in 11 universities and colleges. By end of 2015 Universities and colleges providing Career consult services to all Arab Students studying at the institute

#3

Diversity Consulting Department – Create strategic partnerships, raise awareness (600) and prompt leading strategic businesses to action

THANK YOU