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CLOSING REPORT FOR MANAGING THE SALA ENRICHMENT PROGRAM AND PROVIDING MARKETING SUPPORT

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Funded by:

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Swiss Agency for Development and Cooperation SDC

Co-Organized by:

Under Project:

Project Summary:

Project Overview:
The Sala Enrichment Program aims to recruit and train school students as Sala Brand Ambassadors (BAs) who will promote educational opportunities and community engagement. Our role involves recruitment, marketing, and training activities to ensure the success of the program..

Objective and Scope of the Service:
Our primary objective is to recruit and train 15 Sala Brand Ambassadors across 5 provinces and raise awareness of Sala through various marketing channels. The scope of our service includes recruitment, branding, social media management, and event activation.

Project Dissemination:
We will disseminate information about the program through targeted outreach efforts, including social media campaigns, poster and video content creation, and community events. This will ensure maximum visibility and participation in the program.

Location:
The program will be conducted in Kompong Cham, Battambang, Siem Reap, Kratie, and Stung Treng.

Duration of the assignment: Starting from June 2024 to January 2025

Key Deliverables:
- Recruitment of 15 Sala Brand Ambassadors.
- Creation of communication materials for recruiting BAs and for all project activities.
- Media production for all project activities, including the opening and closing events, and monthly engagement activities for BAs.
- Managing the opening and closing events for BAs.
- Support on activation of monthly events led by BAs.
- Summary report of the program's outcomes.

ABOUT
THE SALA ENRICHMENT PROGRAM

300+ Students Engagement

15 Students Selected (PAs)

5 Videos from PAs

3+ Training

5 Community Events
(Topic related to Education)

Deliverable:

1. Recruitment of Sala Brand Ambassadors (BAs):

Conduct Desk Research:

- Utilize online and offline sources with assistance from the SALA team.
- Identify 45 potential candidates in each target province: Kompong Cham, Battambang, Siem Reap, Kratie, and Stung Treng.
- Focus on specific schools, community organizations, and youth groups recommended by the SALA team.

Call for Potential Candidates:

- Reach out to identified individuals and organizations.
- Use phone calls, emails, and in-person visits.
- Inform about the Sala Enrichment Program and invite eligible candidates to apply.

Screening and Shortlisting:

- Review applications based on criteria such as passion for community work, interest in education, and leadership qualities.
- Shortlist the most suitable candidates for further evaluation.
- Select 15 candidates from each province for further assessment.

Selection:

- Finalize the selection of Sala Brand Ambassadors.
- Assess candidates' qualifications, skills, and alignment with program objectives.
- Involve three potential candidates from each province in the final selection process.

Workflow:

Outreach to approx. 100 students
- **5 selected schools in 5 provinces**

Application received from the students and shortlisting for 100 potential students, 20 per school.

Online interview with the SALA team for the selected 45 applicants for shortlisting.

Selecting 15 potential applications for the final round from each province.

Announce the selected BAs from each province, targeting 3 (1 lead, 2 assistants) per school.

Deliverable:

2. Creation of Communication Materials:

- Focus on developing materials for recruiting BAs and supporting all project activities.
- Include content writing, artwork design, and printing production.

Istand Materials: I-stand Banner and matt laminate Size: 180cm x 80cm Process: PrintFinished: Roll up stand Duration: 5 to 7 working days	Unit	10
Leaflet Materials: 150g glossy Size: Open A4 Page: 06 pages Process: offset Finished: tri folds Production: 5 to 8 working days	Unit	200
Tote Bag Materials: Canvas Size: 36cm x 40cm x Hand 70cm Process: Print 2 sides Production: 16 to 22 working days	Unit	200

Notebook Materials: Cover: 300g glossy with matt laminate 1side Paper inside: 80g woodfree Size: A5 Process: Offset Quantity page: 160pages Finished: Ring spiral binding Production: 10 to 16 working days	Unit	200
Tumblr Materials: standless steal Capasity: 600ml Size: 16.1 cm high, diameter 8.7 cm Process: Print logo Colours available: silver, white, grey Production: 20 to 30 working days	Unit	100
T-shirt Material: cotton or color thai Color: White Print: Front one logo, and Back print around a4 size with 2color Type: Round Neck Duration: 10 to 14working days (after sample)	Unit	100

Deliverable:

3. Media Production for Project Activities:

This section involves producing various media content for all project activities, including the opening and closing events, and monthly engagement activities for Brand Ambassadors (BAs).

Videography:

- **Total Videos**: 2
- **Language and Subtitles**: Videos will be in Khmer with English subtitles.
- **Duration**: Each video will be a maximum of 3 minutes long.
- **Quality**: Videos should be in 1080x1920 resolution, curated specifically for short-form platforms.
- **Tone**: The tone should be friendly, informative, and emotional.
- **Concept**: Emphasis on storytelling and an engaging interviewing style.
- **Content**:
  - **Recruitment Video**: Focus on attracting potential BAs, highlighting the benefits and impact of joining the program.
  - **Recap Video**: Summarize the events and key moments, capturing the progress and experiences of the BAs.

Photography:

- **Total Sessions**: 2
- **Event Coverage**:
  - **First Meeting**: Photograph the first meeting event and create a minimum of 10 photos to be posted as an album on all Sala social media platforms.
  - **Closing Event**: Capture the closing event gathering with at least 10 photos, forming another social media album.
- **Monthly Highlights**:
  - Capture highlight photos of BAs at monthly events. Photos can be submitted by BAs themselves or taken by a professional photographer sent periodically to document these moments.

This media production plan ensures comprehensive coverage and engaging content creation that enhances the visibility and impact of the Sala program through both visual storytelling and dynamic event documentation.

Deliverable:

4. Management of Opening and Closing Events for BAs:

Opening Event Gathering:

- **Purpose**:
  - Conduct the first meeting of all provincial BAs.
  - Announce the project opening.
  - Introduce the project to BAs and provide initial training.

- **Leadership**: Event led and facilitated in collaboration with the SALA team.

- **Event Design and Venue Arrangement**:
  - Design the event concept.
  - Venue: Khmer Enterprise, Phnom Penh

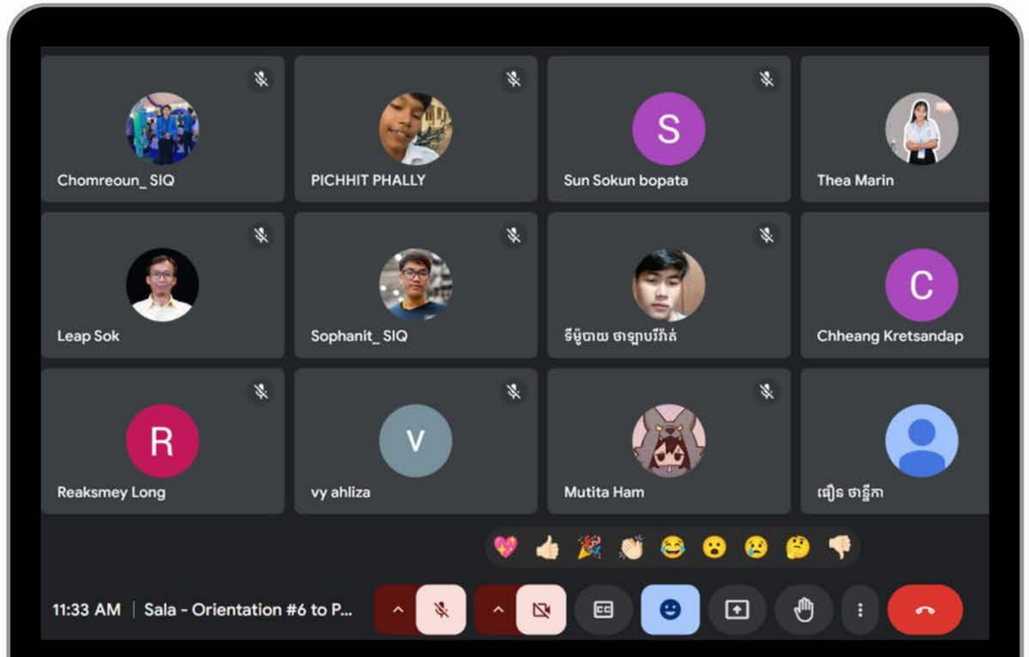
- **Duration**: 3 days
- **Participants**: 50 attendees
- **Catering**: Morning and afternoon refreshments, plus lunch and dinner provided
- **Logistics**: Coordinate travel and accommodation for participants from provinces to Phnom Penh.
- Date: 19-20-21 December 2024

Closing Event Gathering:

- **Purpose**: Reflect on the event and project outcomes.
- **Leadership**: Event led and facilitated in collaboration with the SALA team.

- **Event Design and Venue Arrangement**:
  - Design the event concept.
  - Venue: Online
  - Date: 31 January 2025

- **Participants**: 25-30 attendees



Deliverable:

5. Support for Activation of Monthly Events Led by BAs:

- **Objective**: Assist in the organization and execution of community event hosted by BAs.
- **Duration:** 9 Days, 17-24 January 2025
- **Event Type**: Offline events, designed to be held in classrooms or libraries, providing a conducive environment for learning and interaction.
- **Location**: Events hosted in the respective provinces of each BA.
- **Participants**: 50-100 participants / province

Support Details:

- **Planning and Coordination**: Provide guidance and resources to BAs for planning and conducting the events. This includes event scheduling, participant engagement strategies, and content delivery.
- **Logistics Support**: Assist with the necessary logistics, ensuring that each venue is appropriately set up and that materials needed for the events are available.
- **Monitoring and Feedback**: Monitor the success of each event and gather feedback to continuously improve the experience and outcomes of future events.

Team:

NAME	POSITION	Responsibility
Phichith Kunthakcheat	Lead consultant	• Overall project management and oversight. • Development and implementation of project strategy. • Coordination with key stakeholders, including Swisscontact and Sala. • Supervision and support of project team members. • Ensuring the delivery of high-quality outputs and achievement of project objectives. • Providing technical expertise and guidance to the team. • Monitoring project progress and addressing any issues or challenges. • Reporting to Swisscontact and Sala on project activities and outcomes. • Liaising with external partners and consultants as needed. • Ensuring compliance with project timelines and budgets.
Phon Sophanit	Event Coordinator	• Planning and organizing monthly events led by Sala Brand Ambassadors. • Coordinating logistical arrangements for events, including venue booking, equipment rental, and catering. • Developing event schedules and timelines. • Collaborating with Sala Brand Ambassadors to define event objectives and content. • Managing event promotion and outreach activities to attract attendees. • Overseeing event execution and troubleshooting any issues that arise. • Providing support and guidance to Sala Brand Ambassadors during events. • Collecting feedback and evaluating event effectiveness. • Reporting on event outcomes to project management. • Ensuring compliance with relevant policies and regulations during event planning and execution.
The team	x 2 designer for the event communication materials, x 1 Media team, x 1 Event Assistants, x 1 Social media marketing	

Project workflow (Phase 1 & 2)

Activity	October	November		December		January	
	Week 4	Week 1-2	Week 3-4	Week 1-2	Week 3-4	Week 1-2	Week 3-4
Offline and Online Recruitment							
Opening Event							
Online Training							
Video Creation from PAs							
Coordination Students Event							
Announcement Winning and Runner up Groups							
Reporting							

Project workflow (Phase 1)

Milestone	Actions	Deliverable	Key Person Responsible	Supported by	Start	End
1. Highschool Outreach and recruit students for shortlisting	Online recruitment PAs for 5 targets school and province: • Kompong Cham province • Battam Bang Province • Siam Reap Province • Stroeung Treng Province • Kratie Province	Outreach to Social media page of schools and at least 45 students	Phanit	Sala Team	27/10/2024	11/11/2024
2. Shortlisting Sala Enrichment PAs	• Managing Interviews • Prepare Documentations	30 students shortlisted	Phanit	Sala Team	20/11/2024	23/11/2024
	Online interview with the Sala team for the selected 30 applicants for shortlisting.		Phanit	Sala Team	24/11/2024	24/11/2024
3. SALA Enrichment BAs - Selection	Selecting 15 potential applications for the final round from each province.	15 students shortlisted 3 Students / School 1 leader and 2 assistances	Phanit	Sala Team	24/11/2024	25/11/2024
	Announce the 15 Sala Enrichment Program BAs into public	15 BAs announced in Sala Social media page	Phanit	Sala Team	25/11/2024	27/11/2024

Project workflow (Phase 1)

Milestone	Sub	Actions	Deliverable	Key Person Responsible	Supported by	Start	End
4. SALA Enrichment BAs - Selection		Orantation with teacher to arrangement travel for opening event	Teacher respresent for students of 5 Provinces	Phanit	Sala Team	28/11/2024	30/11/2024
		Orantation with Students to arrangement travel for opening event	15 BAs at 5 provinces	Phanit	Sala Team		
5. Managing the SALA Enrichment Program Event	Pre-Event	On-board team for preparation of the opening event	Kick-off Assessment Meeting with SALA Team	Kun	Team	29/10/2024	09/12/2024
		Developing event concept note and plan	An comprehensive event concept note and plan	Kun	Phanit		
		Development and arranging the venue and all facilitation materials	Venue and cartering and facilitation Booked	Phanit	Sala Team		
		Contacting students and arranging the accommodation and travel	15 Student trip itinerary planned	Phanit	Sala Team	02/12/2024	06/12/2024
6. Managing the Sala Enrichment Program Event	During	• Conduct the first meeting of all provincial PAs. • Announce the project opening. • Introduce the project to PAs and provide initial training.	A successful 3 days for Opening Event	Kun	Phanit Sala Team PAs	19/12/2024	21/12/2024
	Post-Event	Student checkout hotel and travelling back to province	Student safely back to province	Phanit	Chamroeun Sala Team		

Project workflow (Phase 2)

Milestone	Actions	Deliverable	Key Person Responsible	Supported by	Start	End
1. Online Training	Topic: Problem Finding	Induction for Students: Addressing Educational Challenges and Identifying Issues	Kun	Ms & Sala	15/12/2024	
	Topic: Public Speaking	Improve students' ability to communicate effectively, Stage presentation and preparation.	Kun	Ms & Sala	20/12/2024	
	Topic: Video Making	How to create and produce the education video	Kun	Ms & Sala	07/01/2025	
2. Video Creation	Student working on producing the education videos	5 Videos published	Phanit	Sala team	01/01/2025	16/01/2025
2. Coordination for student Event	Planning Event	Empower students to host small-scale events	Phanit	Sala Team	01/01/2025	16/01/2025
	Execution x5 Groups Student Event	Ensure smooth execution of the student-hosted events.	PAs	Ms & Sala	17/01/2025	24/01/2025
3. Identifying And Annoucement Winning Groups	Performance tracking	Assess the effectiveness of the community events	Phanit	Sala Team	01/12/2024	30/01/2025
	Voting and selection	Use a combination of judge scores	Phanit	Sala Team		
	Announcement Winner	Online announcement and award winner prize to winner group and runner group.	Sala Team	Phanit	31/01/2025	

គាំទ្រដោយ

ENRICHMENT PROGRAM 2024

ប្រៀបចំដោយ Sala

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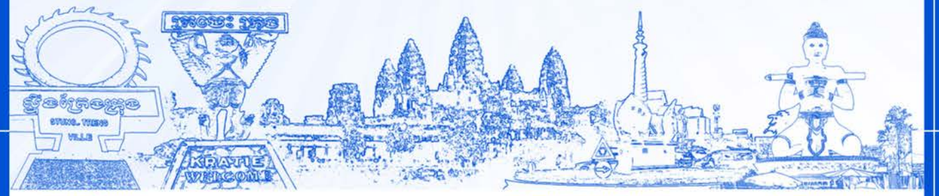

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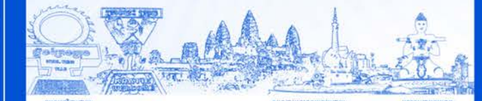

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វិទ្យាល័យ ឪបរ

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នៅខេត្តចំនួន៥

Lesson Learnt:

- **Timeline with ministry approval should be proactive:**
  - Understanding the ministry's approval timeline in advance is crucial to avoid delays. A proactive approach would include early engagement with the ministry, setting clear deadlines, and maintaining follow-ups to ensure approvals are secured in a timely manner. Future projects should incorporate a structured timeline for approvals to minimize disruptions.

- **Student schedule overlapping with the program caused unexpected changes:**
  - Many students had existing academic commitments that clashed with the program. A more thorough analysis of the academic calendar beforehand would help in scheduling the program during the most suitable period. Additionally, more flexible session structures, such as evening or weekend sessions, could be considered.

- **Online tools are the best way to proceed faster:**
  - Leveraging digital platforms significantly improved efficiency, communication, and execution. If this had been recognized earlier, many delays could have been avoided. Future projects should prioritize digital tools for registrations, meetings, feedback collection, and progress tracking to ensure seamless operations.

- **More structured feedback loops should be integrated:**
  - Continuous feedback from participants and stakeholders can help refine the program. Regular check-ins, surveys, and debriefing sessions should be systematically implemented to identify pain points and areas of improvement in real time.

- Allocating contingency plans and flexible budgeting:
  - Unforeseen circumstances, such as logistical challenges or last-minute cancellations, required quick adaptations. A well-structured contingency plan with allocated flexible funding can help address unexpected changes without compromising the program's objectives.

Recommondation

- **This project should be an annual program:** Given its positive impact on students and society, institutionalizing it as an annual event would provide continuity, allowing more students to benefit year after year. Long-term commitment would also facilitate improvements based on yearly evaluations.

- **Expand the program into more provinces:** Reaching students in remote areas is crucial to ensuring equal educational opportunities. Future initiatives should focus on expanding outreach, possibly incorporating hybrid models that blend online and offline participation for greater accessibility.

- **Inclusion of students with disabilities:** Ensuring that students with disabilities can participate would make the program more inclusive and equitable. This may require accessibility measures such as assistive technologies, alternative learning materials, and collaboration with disability support organizations.

- **Host the event as a newly structured program with enhanced activities:** A reimagined version of the event could include interactive workshops, group projects, mentorship opportunities, and closer involvement of Provincial Ambassadors. This would enrich the learning experience and create a more engaging environment for students.

- **Introduce a mentorship component:** Past participants should be encouraged to become mentors for new students, creating a self-sustaining ecosystem where knowledge and experience are passed down, fostering long-term benefits.

- **Leverage digital platforms for engagement and accessibility:** Digital solutions should be integrated for registration, learning modules, virtual discussions, and networking. This will ensure greater reach and flexibility for students in different locations.

- **Encourage corporate sponsorships and scholarships:** Seeking financial backing from corporations and donors would help sustain and grow the initiative. Incentives such as scholarships for outstanding participants can also increase motivation and participation.

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